



**Arts & Economic Prosperity IV Announcement
June 14, 2012
Opus Concert Café, 119 Third Avenue SE**

AGENDA

- 11:00 AM – Welcome and ICCA Remarks
 - Dennis Green, President, Iowa Cultural Corridor Alliance Board of Directors

- 11:05 AM – Corridor Partner Remarks
 - Chuck Peters, President and CEO, Source Media Group
 - Nancy Quellhorst, President and CEO, Iowa City Area Chamber of Commerce

- 11:20 AM – Arts Economic Impact Announcement
 - Randy Cohen, Vice President of Policy and Research, Americans for the Arts

- 11:30 AM – Audience questions

- 11:40 AM – One-on-one media interviews with speakers

- 12:00 PM - Community Stakeholder Session and Luncheon with Randy Cohen

For additional information, contact:

Jessica Johnson, Executive Director
Iowa Cultural Corridor Alliance
(319) 849-8ART (8278)

jessica@culturalcorridor.org

www.culturalcorridor.org

June 14, 2012: For Immediate Release

Iowa Cultural Corridor Alliance Announces Economic Impact of Arts & Culture in Iowa's Creative Corridor

Nonprofit arts and culture industry generates \$79.8 million in local economic activity and supports 2,761 jobs annually according to Americans for the Arts

The Iowa Cultural Corridor Alliance (ICCA) today announced that the nonprofit arts and culture industry generates \$79.8 million in annual economic activity in Iowa's Creative Corridor—supporting 2,761 full-time equivalent jobs and generating \$7.4 million in local and state government revenues, according to the *Arts & Economic Prosperity IV* national economic impact study. The most comprehensive economic impact study of the nonprofit arts and culture industry ever conducted in the United States, *Arts & Economic Prosperity IV* was conducted by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts and arts education.

According to the study, nonprofit arts and culture organizations in the region spent \$50.2 million during fiscal year 2010. This spending is far-reaching: organizations pay employees, purchase supplies, contract for services and acquire assets within their community. Those dollars, in turn, supported 1,961 full-time equivalent jobs and generated \$36.7 million in household income for local residents and \$3.6 million in local and state government revenues.

"This study shows that the arts are a vital industry in our local economy," said Jessica Johnson, executive director of the Iowa Cultural Corridor Alliance. "Additionally, arts and culture are the largest contributors to the excellent quality of life we enjoy, and that allows us to compete globally when attracting skilled workers and business to Iowa's Creative Corridor."

The Corridor saw a substantial increase from the *Arts & Economic Prosperity III* study conducted in fiscal year 2005, which found \$63.08 million in economic impact, 1,986 full-time equivalent jobs and \$31.78 million in direct spending by nonprofit arts and culture organizations.

"The arts are not a luxury, they are an enormous economic driver," said Dennis Green, president of the Iowa Cultural Corridor Alliance Board of Directors. "This study clearly illustrates how we have triumphed over flood and recession to maintain and improve the vibrant arts scene in the Corridor."

Arts Industry Boon for Local Businesses

In addition to spending by organizations, the nonprofit arts and culture industry leverages \$29.6 million in event-related spending by its audiences. As a result of attending a cultural event, attendees often eat dinner in local restaurants, pay for parking, buy gifts and souvenirs, and pay a babysitter. What's more,

attendees from out of town often stay overnight in a local hotel. In Iowa's Creative Corridor, these dollars support 800 full-time equivalent jobs and generate \$3.75 million in local and state government revenues.

"Arts organizations generate significant amounts of spending for local restaurants, hotels, retail stores, parking garages and other local businesses," said Jessica Johnson. "This study demonstrates that when communities support the arts, they not only enhance their quality of life, but also invest in their economic well being."

Nationally, the Arts & Economic Prosperity IV study reveals that the nonprofit arts industry produced \$135.2 billion in economic activity during 2010. This spending—\$61.1 billion by nonprofit arts and culture organizations plus an additional \$74.1 billion by their audiences—supported 4.1 million full-time equivalent jobs and generated \$22.3 billion in federal, state and local tax revenues.

"This study shines a much-needed light on the vital role the arts play in stimulating and sustaining economic development," says Robert L. Lynch, president and CEO of Americans for the Arts. "Contrary to popular belief, the arts are a bustling industry that supports a plethora of diverse jobs, generates significant revenues for local businesses and to federal, state and local governments and provides quality of life that positions communities to compete in our 21st century creative economy."

The Arts & Economic Prosperity IV study was conducted by Americans for the Arts and supported by The Ruth Lilly Fund of Americans for the Arts. Americans for the Arts' local, regional, and statewide project partners contributed both time and financial support to the study. The full text of the national statistical report is available at www.AmericansForTheArts.org/EconomicImpact.

The Iowa Cultural Corridor Alliance (www.culturalcorridor.org) is an alliance of over 150 cultural organizations in the Eastern Iowa Corridor. The mission of ICCA is to promote the varied cultural activities of its partner organizations and to nurture a sustainable cultural community. This is done through advocacy-focused events, educational programming, arts and culture awareness, cultural tourism, and building strong relationships throughout the community.

-###-

Randy Cohen, Vice President of Research and Policy, Americans for the Arts

Randy Cohen is Vice President of Research and Policy at Americans for the Arts, the nation's advocacy organization for the arts. A member of the staff since 1991, Randy stands out as one of the most noted experts in the field of arts funding, research, policy, and using the arts to address community development issues. He publishes *The National Arts Index*, the annual measure of the health and vitality of arts as well as the two premier economic studies of the arts industry—*Arts & Economic Prosperity*, the national impact study of nonprofit arts organizations and their audiences; and *Creative Industries*, an annual mapping study of the



nation's 905,000 arts establishments and their employees. Randy led the development of the *National Arts Policy Roundtable*, an annual convening of leaders who focus on the advancement of American culture, launched in 2006 in partnership with Robert Redford and the Sundance Institute. In the late 1990's, Randy collaborated with the President's Committee on the Arts and the Humanities to create *Coming Up Taller*, the White House report on arts programs for youth-at-risk; and the U.S. Department of Justice to produce the *YouthARTS Project*, the first national study to statistically document the impact of arts programs on at-risk youth. A sought after speaker, Randy has given speeches in 48 states, and regularly appears in the news media—including the *Wall Street Journal*, *The New York Times*, and on CNN, CNBC, and NPR.

Randy has been a policy specialist for the National Endowment for the Arts, founded the San Diego Theatre for Young Audiences and served as its managing director, as well as worked in medical research for Stanford University and Scripps Clinic and Research Foundation. He was Chairman of the Takoma Park Arts & Humanities Commission for three years, during which time the Commission completed a cultural plan, established the city's Poet Laureate and public art programs, and a million dollar conversion of the city council chambers into a performing arts space. Randy lives with his wife and two children in Takoma Park, Maryland.

Chuck Peters, President and CEO, SourceMedia Group

Chuck is the President and Chief Executive Officer of The Gazette Company, doing business as SourceMedia Group, a media company located in Cedar Rapids, Iowa consisting of The Gazette newspaper, KCRG – TV9, an ABC affiliate, Hoopla, local shoppers, commercial printing, and numerous online sites. He is on the board of directors of the Newspaper Association of America.

Chuck is leading a team attempting to create C3 – Complete Community Connection, and blogs about that project at <http://chuckpeters.iowa.com>

A lawyer by training, graduating from the University of Iowa College of Law, Chuck spent a decade in the appliance business, five years as President of Amana Refrigeration and until 1998 as Vice President – Administration of Maytag. Between appliance assignments, he was the CEO of Breakthrough, an Iowa City start-up software and consulting company engaged in developing effective early literacy programs for school systems.



Nancy Quellhorst, President and CEO, Iowa City Area Chamber of Commerce

Nancy Quellhorst is the President and Chief Executive Officer of the Iowa City Area Chamber of Commerce, which actively fosters a better business environment for greater than 1,000 member businesses in and around Johnson County. Nancy leads the Chamber's strategic development, works with allied partners and organizations and manages the Chamber's operations.

Previously, Nancy served as Vice President and Director of Operations for the Environmental Project, Program Coordinator for the Workplace Learning Connection, and Director of the Business/Education Partnership in Lawrence, Kansas.

Nancy was recognized as a 'Woman of Influence' by the Corridor Business Journal in 2006 and by the Arc of Southeast Iowa for community leadership in 2010. She has been listed on the Corridor Business Journal's "Most Influential" list for the past five years and was nominated for the Iowa City Press-Citizen's "Person of the Decade" in 2010.

Nancy is the president of the Iowa City Noon Rotary Club, chairs the board of the Mercy Iowa City Foundation, and currently serves on the boards of the United Way of Johnson County and the Iowa City Area Development Group. She also serves on the Tippie Marketing Institute Advisory Council.

Nancy and her husband Neil have two adult sons: Brad, 29, lives in Chicago, Scott, 25, University of Iowa College of Law student.





Iowa Cultural Corridor Alliance – 2012 Board of Directors

Lisa Barnes, [Summer of the Arts](#)

Mary Blackwood, [Landlocked Film Festival](#)

Wally Chappell, [Arts Consultant](#)

Marilee Fowler, [Cedar Rapids Area Convention & Visitors Bureau](#) (Ex Officio)

Dennis Green, President, [KCCK](#)

Ellen Habel, Treasurer, [City of Coralville](#)

Marcia Hughes, Past President, [Cedar Rapids Community Schools](#)

KC Kiner, [KC and Kompany](#)

Robert Massey, [Orchestra Iowa](#)

Amber Mussman, [Cedar Rapids Public Library](#)

Quinn Pettifer, [Cedar Rapids Downtown District](#)

Josh Schamberger, [Iowa City/Coralville Area Convention & Visitors Bureau](#) (Ex Officio)

Sean Ulmer, [Cedar Rapids Museum of Art](#)

Jacob Yarrow, [Hancher](#)

Jessica Johnson, [Iowa Cultural Corridor Alliance](#) (Ex Officio)

The Cultural Community in Iowa's Creative Corridor

A strong cultural community is critical to the success of our region.

We are competing in a highly connected global economy. A key to success is talent. Talented people want to live where there is a critical mass of talented people, the opportunity to grow and develop and the opportunity for life enhancing experiences.

We have been working for over two years to define our region. A complete history of that effort can be found at www.corridor2020.com

Iowa's Creative Corridor has been defined for:

those seeking a place with infinite possibility, which is the conduit for a transformative reaction that sparks knowledge to power, learning to living and dreams to reality; so each individual, each idea, each business and each city is exponentially more successful.

As the United Way noted in supporting community engagement in the Pacific Institute community engagement process:

A resilient and dynamic community is built by the individuals and organizations who contribute to it; these are individuals and organizations that are positive, innovative, and looking to the future. Achieving twenty first century imperatives requires flexible, creative, energized teams who are equipped to perform in complex environments and collaborate with a diverse array of partners. And this future depends on moving beyond reactionary strategies and risk management; it means pursuing a proactive and visionary transformation.

Cultural organizations and events open the hearts and minds of the people in the region, enabling them to be more creative, as well as offering diverse perspectives or an escape from the ordinary.

The efforts of the organizations in the Iowa Cultural Corridor Alliance are critical to the success of the region.



10 Reasons to Support the Arts

1. **True prosperity** . . . The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, goodness, and beauty. The arts help us express our values, build bridges between cultures, and bring us together regardless of ethnicity, religion, or age. When times are tough, art is salve for the ache.
2. **Improved academic performance** . . . Students with an education rich in the arts have higher GPAs and standardized test scores, lower drop-out rates, and even better attitudes about community service—benefits reaped by students regardless of socio-economic status. Students with four years of arts or music in high school average 100 points better on their SAT scores than students with one-half year or less.
3. **Arts are an Industry** . . . Arts organizations are responsible businesses, employers, and consumers. Nonprofit arts organizations generate \$135 billion in economic activity annually, supporting 4.1 million jobs and generating \$22.3 billion in government revenue. Investment in the arts supports jobs, generates tax revenues, promotes tourism, and advances our creativity-based economy.
4. **Arts are good for local merchants** . . . The typical arts attendee spends \$24.60 per person, per event, not including the cost of admission on items such as meals, parking, and babysitters. Attendees who live outside the county in which the arts event takes place spend twice as much as their local counterparts (\$39.96 vs. \$17.42)—valuable revenue for local businesses and the community.
5. **Arts are the cornerstone of tourism** . . . Arts travelers are ideal tourists—they stay longer and spend more. The U.S. Department of Commerce reports that the percentage of international travelers including museum visits on their trip has grown annually since 2003 (17 to 24 percent), while the share attending concerts and theater performances increased five of the past seven years (13 to 17 percent since 2003).
6. **Arts are an export industry** . . . U.S. exports of arts goods (e.g., movies, paintings, jewelry) grew to \$64 billion in 2010, while imports were just \$23 billion—a \$41 billion arts trade surplus in 2010.
7. **Building the 21st Century workforce** . . . Reports by the Conference Board show creativity is among the top 5 applied skills sought by business leaders—with 72 percent saying creativity is of high importance when hiring. The biggest creativity indicator? A college arts degree. Their *Ready*

to *Innovate* report concludes, “. . .the arts—music, creative writing, drawing, dance—provide skills sought by employers of the 3rd millennium.”

8. **Healthcare** . . . Nearly one-half of the nation’s healthcare institutions provide arts programming for patients, families, and even staff. 78 percent deliver these programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication.
9. **Stronger communities** . . . University of Pennsylvania researchers have demonstrated that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower poverty rates. A vibrant arts community ensures that young people are not left to be raised solely in a pop culture and tabloid marketplace.
10. **Creative Industries** . . . The Creative Industries are arts businesses that range from non-profit museums, symphonies, and theaters to for-profit film, architecture, and design companies. An analysis of Dun & Bradstreet data counts 905,689 businesses in the U.S. involved in the creation or distribution of the arts that employ 3.35 million people—representing 4.42 percent of all businesses and 2.15 percent of all employees, respectively (get a Creative Industry report for your community [here](#)).

Updated: June 2012

www.AmericansForTheArts.org

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in THE IOWA CULTURAL CORRIDOR

The *Arts & Economic Prosperity IV* study provides compelling new evidence that the nonprofit arts and culture are a \$79.8 million industry in the Iowa Cultural Corridor—one that supports 2,761 full-time equivalent jobs and generates \$7.4 million in local and state government revenue.

Nonprofit arts and culture organizations, which spend \$50.2 million each year, leverage a remarkable \$29.6 million in additional spending by arts and culture audiences—spending that pumps vital revenue into local restaurants, hotels, retail stores, parking garages, and other businesses.

By proving that investing in the arts and culture yields economic benefits, *Arts & Economic Prosperity IV* lays to rest the misconception that communities support the arts and culture at the expense of local economic development. In fact, communities that support the arts and culture not only enhance their quality of life—they also invest in their economic well-being.

This report shows conclusively that **the arts mean business in the Iowa Cultural Corridor!**

Total Impact of the Nonprofit Arts and Culture Industry (Expenditures by *both* organizations *and* audiences)

Total Direct Expenditures	\$79,801,165
Full-Time Equivalent Jobs	2,761
Resident Household Income	\$52,362,000
Local Government Revenue	\$3,315,000
State Government Revenue	\$4,055,000

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in THE IOWA CULTURAL CORRIDOR

The *Arts & Economic Prosperity IV* study provides compelling new evidence that the nonprofit arts and culture are a \$79.8 million industry in the Iowa Cultural Corridor—one that supports 2,761 full-time equivalent jobs and generates \$7.4 million in local and state government revenue.

Nonprofit arts and culture organizations, which spend \$50.2 million each year, leverage a remarkable \$29.6 million in additional spending by arts and culture audiences—spending that pumps vital revenue into local restaurants, hotels, retail stores, parking garages, and other businesses.

By proving that investing in the arts and culture yields economic benefits, *Arts & Economic Prosperity IV* lays to rest the misconception that communities support the arts and culture at the expense of local economic development. In fact, communities that support the arts and culture not only enhance their quality of life—they also invest in their economic well-being.

This report shows conclusively that **the arts mean business in the Iowa Cultural Corridor!**

Total Impact of the Nonprofit Arts and Culture Industry (Expenditures by *both* organizations *and* audiences)

Total Direct Expenditures	\$79,801,165
Full-Time Equivalent Jobs	2,761
Resident Household Income	\$52,362,000
Local Government Revenue	\$3,315,000
State Government Revenue	\$4,055,000

The impact of spending by nonprofit arts and culture organizations is far reaching: they pay their employees, purchase supplies, and acquire assets within the local community. Additionally, unlike most industries, the nonprofit arts and culture leverage significant event-related spending by their audiences. Whether serving the local community or out-of-town visitors, a vibrant arts and culture industry helps local businesses thrive.

Impact of the Nonprofit Arts and Culture Organizations	
Total Direct Expenditures	\$50,228,171
Full-Time Equivalent Jobs	1,961
Resident Household Income	\$36,703,000
Local Government Revenue	\$1,796,000
State Government Revenue	\$1,825,000

Impact of the Nonprofit Arts and Culture Audiences	
Total Direct Expenditures	\$29,572,994
Full-Time Equivalent Jobs	800
Resident Household Income	\$15,659,000
Local Government Revenue	\$1,519,000
State Government Revenue	\$2,230,000

Event-Related Arts and Culture Audience Spending		
	Residents*	Non-Residents*
Attendance	1,765,041	231,612
Percent of Total	88.4%	11.6%
Per Person Average	\$11.67	\$38.75
Total Spending	\$20,598,029	\$8,974,965

Average Dollars Spent Per Person by Arts Attendees	
Refreshments/Snacks At Event	\$1.52
Meals Before/After Event	\$6.13
Souvenirs and Gifts	\$2.86
Clothing and Accessories	\$0.60
Ground Transportation	\$1.84
Event-Related Child Care	\$0.26
Overnight Lodging (one night only)	\$1.41
Other/Miscellaneous	\$0.18
Total Per Person Spending	\$14.80

* Residents live within the 11-county Iowa Cultural Corridor region; Non-residents live outside that area.

The impact of spending by nonprofit arts and culture organizations is far reaching: they pay their employees, purchase supplies, and acquire assets within the local community. Additionally, unlike most industries, the nonprofit arts and culture leverage significant event-related spending by their audiences. Whether serving the local community or out-of-town visitors, a vibrant arts and culture industry helps local businesses thrive.

Impact of the Nonprofit Arts and Culture Organizations	
Total Direct Expenditures	\$50,228,171
Full-Time Equivalent Jobs	1,961
Resident Household Income	\$36,703,000
Local Government Revenue	\$1,796,000
State Government Revenue	\$1,825,000

Impact of the Nonprofit Arts and Culture Audiences	
Total Direct Expenditures	\$29,572,994
Full-Time Equivalent Jobs	800
Resident Household Income	\$15,659,000
Local Government Revenue	\$1,519,000
State Government Revenue	\$2,230,000

Event-Related Arts and Culture Audience Spending		
	Residents*	Non-Residents*
Attendance	1,765,041	231,612
Percent of Total	88.4%	11.6%
Per Person Average	\$11.67	\$38.75
Total Spending	\$20,598,029	\$8,974,965

Average Dollars Spent Per Person by Arts Attendees	
Refreshments/Snacks At Event	\$1.52
Meals Before/After Event	\$6.13
Souvenirs and Gifts	\$2.86
Clothing and Accessories	\$0.60
Ground Transportation	\$1.84
Event-Related Child Care	\$0.26
Overnight Lodging (one night only)	\$1.41
Other/Miscellaneous	\$0.18
Total Per Person Spending	\$14.80

* Residents live within the 11-county Iowa Cultural Corridor region; Non-residents live outside that area.



**Guess who brings
\$80 million
of business to
Iowa's Creative
Corridor?**



The Arts!

- \$50 million in spending by arts & culture organizations
- \$30 million in spending by arts & culture audiences
- 2,761 full-time equivalent arts & culture jobs

The Arts Mean Business in Iowa's Creative Corridor!