

# Arts, Culture & Thriving Communities

## Worth the Investment

Research shows that arts and culture contribute to the physical, emotional, and financial health of our communities, yet they are consistently underfunded and overlooked in state budgets. Not only do arts and culture net a positive economic impact, they enhance education and create more engaged citizens, particularly in rural communities, where arts and cultural funding is often the most scarce. Making arts and culture accessible in all communities, as well as understanding their role as positive economic drivers, is a critical strategy for increasing community well-being and prosperity.

### JOBS & BUSINESS

Since 2008, arts and cultural organizations have contributed

**22% more jobs**

to the Arizona economy and

**68% more local businesses**

### ROI

**Every \$ 1.00**

of state investment in arts and culture

**returns \$ 92.00**

back into the Arizona state economy

### SMALL INVESTMENT

Arizona frequently ranks

**50th**

in the nation in per capita spending on arts and culture, and since 2011, annual investment has represented

**0%**

of the state's General Fund Budget

### BIG IMPACT

Of these arts and culture organizations

**50%**

require less than a

**\$ 100,000**

budget per year

### SUPPORTING EDUCATION

Of all Arizona elementary, middle, and high schools

**over 55%**

have multi-year partnerships with at least one arts and cultural organization, providing additional educational opportunities in a state that, as of 2015,

**ranks last in per-pupil spending on education as a whole**

"Impact: Arts & Culture, Enriching Arizona Lives & Economies." (2013, March 12). Arizona Commission on the Arts. <http://bit.ly/2dCE22k>

"Rankings of the States 2015 and Estimates of School Statistics 2016." (2016, May). National Education Association. <http://bit.ly/1TEJ2jl>

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## Engaging Future Citizens

### ARTS IMPACT ON PEOPLE

Students who take school trips to art museums increase

#### Critical Thinking Skills

9% increase overall; 18% increase in rural communities



#### Historical Empathy

6% increase overall; 15% increase in rural communities



#### Tolerance

5% increase overall; 13% increase in rural communities



"Students from rural areas and high-poverty schools, as well as minority students, typically show gains that are two to three times larger than those of the total sample."

### URBAN V. RURAL

8 of 15

Arizona counties where students have the least access to arts education are

**rural**



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## Impact on Communities

### ARTS-ACCESS MATTERS FOR COMMUNITY GROWTH



"Community attachment is an emotional connection to a place that transcends satisfaction, loyalty, and even passion. A community's most attached residents have strong pride in it, a positive outlook on the community's future, and a sense that it is the perfect place for them."

### ECONOMIC IMPACT

GDP growth correlates to community attachment by as much as

**6.9%\***

The top 3 indicators for community attachment are

#### Social Offerings

the highest category being access to arts and culture



#### Openness

having a diverse, tolerant community



#### Aesthetics

physical beauty, parks, and green spaces



\*For reference, since 2010, the highest rate of GDP growth statewide in all industries in Arizona was 1.81% in 2014

