

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

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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

1

Openness

having a diverse, tolerant community

2

Aesthetics

physical beauty, parks, and green spaces

3

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