

## **The Public Value of the Arts:**

### **Makes a Positive Economic Impact**

- The economic impact of the arts in Ventura is estimated to be over \$18.5 million annually, with almost one-half of that amount derived from the expenditures of the over 422,000 residents and visitors who attend local non-profit arts events. **Source: 2004 Economic Impact of the Arts in Ventura Report**
- A recent study by the Ventura Visitors and Convention Bureau reveals that cultural tourists on average spend \$80.55 per person per day, significantly higher than the average visitor who spends \$62.13 per day. The study also revealed that cultural tourists stay a day longer than the average visitors. **Source: VVCB Economic Impact of Tourism in Ventura in FY 05-06 Study**
- "The nonprofit arts sector of the tourism industry approaches \$1 billion. One out of every four dollars spent on tourism is spent on a cultural event." **Source: California Arts Council ? Impact of the Arts Report, 2004 Update**

### **Fosters Civic Engagement**

- "All the capacities of public art for creating the conditions of civic dialogue also make it a potential force for launching and enriching sustained democratic discussion." **Source: "Art for Democracy's Sake" by Martha McCoy**
- People who take their children to arts programs or arrange lessons for them, perform or create art as amateurs, or donate time or money to the arts are more likely to belong to community organizations than those who are involved in arts and culture only as audience members. **Source: Arts Participation: Steps to Stronger Community and Cultural Life" by Walker, Fleming and Sherwood, August 2003**

### **Increases Academic Achievement and Public Safety**

- Participation in the arts has been shown to deter delinquent behavior and social problems while also increasing overall academic performance. **Source: YouthARTS Development Project, 1996, US Department of Justice**
- A three-year study of arts-based delinquency prevention programs in three sites ? Atlanta, Georgia; Portland, Oregon; and San Antonio, Texas ? showed that at at-risk youths? participation in programs improved their attitudes, behavior and academic performance; decreased delinquent behavior; and increased communications skills.
- In Ventura, with funds granted through the Cultural Funding program, "Straight Up Improv" was developed; it is a teen arts project designed to prevent underage binge drinking.

## **Fuels Innovation, Real Estate and Business**

In February 2007, Business Week cited Ventura amongst the top 10 areas most ideal for artists. Two articles in the February 2007 Business Week issue, "America's Best Places for Artists" and "Bohemian Today, High Rent Tomorrow," cite that creative types are essential to urban and regional economic growth. The articles state that artists can fuel local economies in a number of ways by stimulating innovation, improving business product design, assisting with marketing, and helping local business attract employees as they create cultural attractions. **Source: AFTA Arts & Economic Prosperity III Report & Business Week**