

WHY THE ARTS MATTER

in **OREGON**



culturaladvocacycoalition



The Oregon Symphony presents its free Waterfront Concert & Festival of the Arts, funded by the City of Portland, the Oregon Cultural Trust and corporate partners, to an audience of over 20,000. The festival featured: OSU Steel Drum Choir, Metropolitan Youth Symphony, Irish fiddler Kevin Burke, Bravo Youth Orchestra, Hillsboro School District mariachi band Una Voz, Stephanie Schneiderman and Tony Furtado, Portland Taiko, Portland Youth Philharmonic and Bloco Alegria.

NUMBER OF ARTS-RELATED BUSINESSES AND JOBS

(commercial and nonprofit arts combined)

Nationally **702,711 BUSINESSES EMPLOY 2.9 MILLION PEOPLE** who are involved in the creation or distribution of arts and culture. Based on Dun & Bradstreet data, this means that 3.9% of all business and 1.9% of all employees are connected to the creative industries.



IN OREGON these numbers are even higher with **11,816 FOR-PROFIT AND NONPROFIT BUSINESSES EMPLOYING 40,511 PEOPLE**—representing 4.4 percent of total businesses and 2.2 percent of the jobs they create, according to the *Creative Industries: Business & Employment in the Arts* 2015 study. Eleven Oregon counties exceed the national average for arts and culture businesses or employment.

ECONOMIC IMPACT OF ARTS AND CULTURE

(nonprofits only)

ART IS A \$135 BILLION DRIVER OF NATIONAL, STATE AND LOCAL ECONOMIES

Nationally the nonprofit arts industry generates \$135 billion in economic activity annually that supports **4.1 MILLION JOBS** and generates **\$22.3 BILLION IN GOVERNMENT REVENUE**.

Source: *Americans for the Arts, Arts & Economic Prosperity IV report.*

IN OREGON the economic impacts of the cultural nonprofit sector are equally strong, with cultural nonprofits generating **\$580.5 MILLION IN SALES** and employing 8,750 individuals directly who received **\$272.8 MILLION IN INCOME**. The total economic impacts associated with Oregon's 1,326 cultural nonprofits amounted to over **\$1.2 BILLION IN SALES, \$470 MILLION IN INCOME** and **14,900 JOBS** in 2011. This economic activity generated an estimated \$57.2 million in tax and fee revenues for state and local governments.

Source: *EcoNorthwest Cultural Trust Economic Impact Study, 2012*

CULTURAL TOURISM IS HIGH VALUE TOURISM

Cultural tourism accounts for 78% of US travelers – that's **118 MILLION** tourists! – contributing more than **\$192 BILLION ANNUALLY** to the US economy, as they spend an average of \$994 per trip.

Source: *US Bureau of Economic Analysis Jan 12, 2015 News Release and US Department of Commerce, Cultural and Heritage Traveler Research 2009*

IN OREGON we exceed the national average for participation and spending on cultural tourism. A recent study by Travel Oregon found that 83% of leisure travelers consider themselves Culture and Heritage travelers. These **VISITORS SPENT \$19.6 BILLION** on their most recent trips, accounting for **47.5 MILLION TRAVELERS** within Oregon and its feeder markets. These individuals support our economy by spending more when they visit—60% more than the national average—with an average trip cost of **\$1,618 SPENT TO EXPLORE OREGON** and learn more about our heritage, history and culture.

Source: *Oregon Cultural and Heritage Travelers Study, 2012*



2016 marks the 100th anniversary of the first scenic highway in the U.S., the Historic Columbia River Highway.

OREGONIANS PARTICIPATE IN ARTS & CULTURE AT ONE OF THE HIGHEST RATES

in the nation, but Oregon remains in the bottom half of states for support of arts and culture.

How much does the State of Oregon allocate to the arts each year?

In 2015, the Oregon Arts Commission received an allocation of \$4.1M for the biennium. This puts Oregon's General Fund support at .54/per capita – 33rd among states for arts funding and less than half of the national average among states and territories of \$1.14/per capita.

Source: National Assembly of State Arts Agencies, State Arts Agency Legislative Appropriations Preview, 7/2015.

ARTS EDUCATION FUELS OREGON'S CREATIVE ECONOMY



Arts education is a critical tool in fueling the **11,816 ARTS-CENTRIC BUSINESSES** located in Oregon with both creative workers as well as new arts and culture consumers. According to U.S. employers surveyed for Ready to Innovate, "Creativity" has risen to among the top applied skills sought by business leaders—with study of the arts emerging as a leading indicator of employee creativity. Teaching our children how to think creatively is vital to preparing them to be successful in the 21st century workforce.

In 2013, **\$500,000 FROM THE OREGON LEGISLATURE**, through "WORLD OF WORK" **FUNDING**, allowed the Jordan Schnitzer Museum of Art to offer 3-month paid internships to 15 underserved high school students considering arts and culture-related occupations. These students learned the fundamentals of museum education programming and assisted with teaching art lessons for students with disabilities.



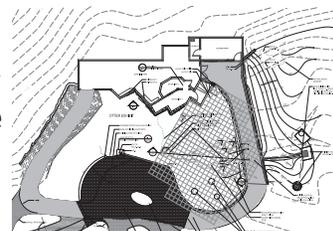
Arts and culture internships for underserved students in Medford, Gresham, Eugene, Portland and Ashland illustrated that the world of arts and culture is also the world of work.

LOTTERY BONDS HELP BUILD OREGON CULTURE



\$4.5 MILLION IN LOTTERY BONDS were allocated through the Cultural Resources Economic Fund to support capital construction in the cultural sector in 2015 and **\$1.75 MILLION WAS INVESTED** in 2013. Lottery bonds have supported investment in cultural infrastructure, which has expanded Oregon's independent and innovative cultural brand, advanced a vital, diverse Oregon economy that promotes a healthier, more connected experience of community life—and added jobs in this community-based sector.

The High Desert Museum welcomes **160,000 VISITORS** to its campus in Bend annually and generates **\$1 MILLION IN DIRECT TOURIST ACTIVITY** for Central Oregon. Lottery bond funding in 2013 of \$250,000 to renovate the Autzen Otter Exhibit has allowed the Museum to raise an additional \$755,000 to match this state investment.



State investment of \$250,000 toward renovation of the Autzen Otter Exhibit is expected to generate \$1,860,000 in new tourism spending in Central Oregon.

The Portland Japanese Garden received \$1.5 million in lottery bond funding for its \$33.5 million project to expand visitor and educational facilities at the 52-year old Garden, which drew **350,000 VISITORS THROUGH ITS GATES** in 2015. The Garden currently contributes **\$93 MILLION IN ECONOMIC IMPACT** and by 2020 expects attendance to reach 500,000 visitors annually.



The Portland Japanese Garden is using 'Baker Blue' granite from Baker City, the only granite found in Oregon, for the massive stone blocks that will be used in a Japanese-style 22 foot castle wall. Photo: Bruce Forster

