

the arts as
BIG BUSINESS

arts spending in the Peoria area and its economic impact





THE ARTS

...touch the heart, fire the imagination,
and draw us together as a community.

The Arts Mean Business

A message from Peoria Mayor Jim Ardis.

"The arts community has responded enthusiastically to Central Illinois' call for a diversified economic base.

In fact, the ever-evolving arts community has cultivated an ideal market base of diversity to attract all ages and interests. When we talk the Arts here in the Peoria area - we mean business - big business."

Peoria City Council

Clyde Gulley, Jr
George Jacob
Robert D. Manning
James Montelongo
Patrick Nichting

Gary Sandberg
Ryan Spain
William Spears
W. Eric Turner
Barbara Van Auken



“Great cities around the country are defined by their commitment to the Arts. Everyone who visits Peoria is impressed by the depth and breadth of our arts community.”

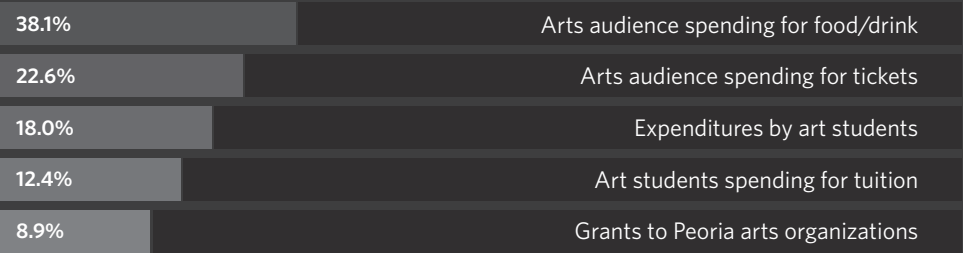
- Michael Bryant
President and CEO, Methodist Medical Center

Facts and Figures

Area arts organizations generate more than \$39.58 million*...

- 1.15 million people attend arts events in the Peoria area each year
- \$7.96 million generated on entrance fees
- \$13.42 million spent on food and drink
- 3,896 people attend arts classes
- \$4.36 million spent on tuition by art students at local colleges
- \$6.35 million spent on art students’ living expenses
- \$3.15 million generated through grants and donations to local arts organizations

...and those dollars create jobs, buy goods and services, and contribute to the Peoria area’s economic prosperity.



*The 2003 report by Goitein and Highfill titled “Arts Spending in the Peoria area and its Economic Impact” estimated the Arts to be worth \$39.58 million to the Peoria area in 2007⁽¹⁾.

⁽¹⁾Using the Bureau of Labor Statistics inflation calculator, convert \$35.24 to spending power in 2007 dollars. (<http://data.bls.gov/cgi-bin/cpicalc.pl>)

Picasso sculpture from Marsha S. Glazer Collection Exhibit at the Peoria Art Guild

Photo courtesy of Peoria Journal Star



"As I travel to other cities around the country and study what other successful communities are doing right to recruit and retain top talent, the biggest factor is an active arts and cultural environment like ours."

- **Jim McConoughey**
President and CEO, Heartland Partnership

Facts and Figures (cont.)

Build the Arts and they will come.

Among those who attend Peoria area arts events, nearly 142,000 persons are from outside the area.

Of the approximately \$21 million spent by customers at area arts events, \$3.2 million is spent by visitors.

In addition, visitors attending arts activities across the state have contributed nearly \$5 billion to the state's economy over the past seven years.

The Arts are vital to the Peoria area's economic pulse.

Arts organizations in the Peoria area employ nearly 1,000 individuals who are paid more than \$12 million a year in wages and salaries, and engage 2,500 volunteers.

These arts organizations spend more than \$3 million a year for rent and other non-personnel costs. They have assets, primarily buildings, valued at more than \$260 million.

"The History of Mardi Gras" mural by Lonnie Stewart and Mariam Graff at Le Vieux Carre building

Photo courtesy of Peoria Journal Star



“Our area is tremendously rich in arts and cultural activities. You can attend a world class arts performance on one night and a child’s dance recital the next. In ways both big and small, ArtsPartners nurtures, promotes, and serves the creative and cultural arts to enhance our community’s economic, educational and physical growth.

- **Suzette Boulais**
Executive Director, ArtsPartners

The Impact of ArtsPartners

ArtsPartners is a partner to the Peoria economy.

A 2007 Business 681 Class at Bradley University determined that ArtsPartners provides the arts community and the Peoria area with more than 12 times the value of its annual allocation from the City of Peoria in monetary impact:

- (\$75,000 allocation, compared to \$923,510 in direct services/revenue) by:
- Offering an On-Line Ticket service for local arts organizations that saves thousands of dollars in start up and maintenance costs
 - Generating visibility for the Arts through \$600,000 in media publicity
 - Hosting a grant-writing workshop that resulted in \$245,000 in grant funds awarded to 31 area arts organizations

A 2003 report by Goitein and Highfill titled “Arts Spending in the Peoria Area and its Economic Impact” estimated the impact of the Arts to be worth \$35.24 million to the Peoria area. Allowing for inflation, however, the impact of the Arts was worth over **\$39.58 million** to the Peoria area economy in 2007.

In addition, in May 2007, Americans For The Arts announced the results of the most comprehensive economic impact study of the nonprofit arts and culture industry ever conducted in the United States. “The Arts & Economic Prosperity III” report reveals that the nonprofit arts industry generates \$166.2 billion in economic activity every year, resulting in \$29.6 billion in federal, state, and local tax revenues.

(http://www.artsusa.org/americansforthearts_news.asp#item15)

Rebekah von Rathonyi, principal dancer with the Peoria Ballet

Photo courtesy of Ching Zedric (chingphoto.com)



"I am absolutely delighted that opportunities abound to explore and experience the Arts. We discover others and ourselves through the Arts. We are so fortunate, especially our children, to live in a community where we can participate in such rich activities across the vast spectrum of the Arts.

- Ken Hinton
Superintendent, Peoria Public Schools District 150

The Arts encourage creative expression

Photo courtesy of Peoria Journal Star

Educating, Celebrating, Enhancing

The Arts are more than just dollars and cents. The Arts make good sense.

Arts organizations contribute in so many ways to the economic well-being of the Peoria area, it is impossible to measure their impact in dollars and cents alone. Local area arts organizations play priceless, essential roles while enriching our community and making it a wonderful place to live.

The Arts Educate Our Youth

Through numerous outreach efforts of our area arts organizations, children learn first-hand how arts activities such as music, painting, pottery, sculpture, acting and dance touch their hearts and fire their imaginations.

The Arts Celebrate Our Diversity

The Arts help us to define who we are and break down barriers that separate us from our neighbors. Peoria’s arts organizations embrace the richness of cultures that express our character, such as our Native American and French influences, and facilitate cultural exchanges across all borders and races.

The Arts Enhance Our Quality of Life

Our area’s major arts organizations touch thousands of lives each year. People attend performances, view exhibits, take classes and acquire new skills. Through each individual’s experience with art, our community expresses its heart and becomes a wonderful place to live. Without question, the Arts enhance our lives both socially and aesthetically. Yet, they enhance our economy, too. As this report testified, when we talk about the Arts in the Peoria area, we are talking business - big business.

This program is partially supported by a grant from the Illinois Arts Council, a state agency.



About ArtsPartners

Founded in 1999, ArtsPartners of Central Illinois, Inc. is a 501c3 tax-exempt, not-for-profit organization that is dedicated to building awareness and economic viability of the Arts.

ArtsPartners realizes its mission by developing and implementing community-wide arts marketing activities; by facilitating collaborations among the arts organizations; by creating and nurturing partnerships with the business community, the media, local agencies, and educational institutions; and by offering professional development seminars to representatives from the arts community.

The City of Peoria and the Peoria Civic Center Authority have committed 2.5 percent of the collected restaurant tax to ArtsPartners as an economic investment, recognizing that a rich cultural environment is an economic benefit to the entire Peoria area.

About This Report

The data summarized in the original report was drawn from a study, Arts Spending in the Peoria area and its Economic Impact, by Jannett Highfill, Ph.D., Department of Economics and Bernard Goitein, Ph.D., Director, The Center for Business and Economic Research at Bradley University in Peoria, Illinois in January, 2003. The information was updated by a 2007 MBA class under the supervision of Bernard Goitein.



ArtsPartners of Central Illinois, Inc.
PO Box 356 Peoria, IL 61602

Phone: 309.676.2787 Fax: 309.676.0290

www.artspartners.net