

Arts and Culture in Genesee County



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Executive summary

In the spring of 2002, the recently formed Genesee County Arts Advisory Committee began an analysis of the impact of arts and cultural activities in Genesee County. The committee was interested primarily in impacts on the economy, but also in impacts on economic development, tourism, education and community life. The following report was prepared by a student intern from the Department of Urban and Regional Planning at the University at Buffalo. Some key findings of the analysis follow.

Arts and cultural activities in Genesee County generate:

- **\$4,932,570** in total economic activity
- **111 jobs**
- **\$2,031,944** in resident household income
- **\$115,082** in state and local government revenue
- **16,515 hours** of volunteer work given to support arts and culture activities valued at **\$265,066***
- A minimum of **1424 performances**, festivals and events drawing at least **104,400 attendees** each year

Arts and culture in Genesee County includes a rich array of nonprofit organizations and community groups, festivals and events, performances, and visual and written art.

Research for this study included a survey of all known arts and cultural organizations, festival organizers and individual artists for quantitative and qualitative data. Spending patterns by audiences attending arts and cultural activities were calculated from data released this year by Americans for the Arts in their report *Arts & Economic Prosperity: The Economic Impact of Nonprofit Arts Organizations and their Audiences*.[†] An

* Dollar value of volunteer time is \$16.05 per hour for 2001. This is the dollar value of the average volunteer hour during fiscal 2001 from the Independent Sector, *Giving and Volunteering in the United States 2001*. http://www.independentsector.org/programs/research/volunteer_time.html. Visited 6/26/02.

[†] Americans for the Arts is a leading nonprofit organization for advancing the arts in America based in Washington, DC. On June 12, 2002, Americans for the Arts partnered with the Congressional Arts Caucus (including Congresswoman Louise Slaughter (D-NY)) to host a special briefing on Capitol Hill presenting

input-output model was built from the information gathered, with inter-industry purchasing patterns specific to Genesee County.

The presence of arts and cultural activities in Genesee County was found to make a significant contribution to the local economy and to provide important benefits to economic development, tourism, education, and community wellness. Each of these areas of vitality creates ripple effects that contribute to a stronger business environment, an increased tax base and an improved quality of life for residents.

The largest source of funding for nonprofit arts and culture organizations in Genesee County is earned income, accounting for an average of 40% of their revenues. These organizations also rely on public funding for about 33% of their operating budgets. The remainder comes from a combination of individual and corporate contributions, fundraising, endowments and other sources. Most of these organizations also receive generous support from the community in the form of in-kind contributions and volunteering. For many of these organizations, any loss of funding would severely limit their ability to continue operating.

The results of this analysis are consistent with the findings of other studies in North America. These results suggest that public funding of the arts provides both quantitative and qualitative benefits to the region. These conclusions are significant in the light of increasing constraints on budgets and curtailment of spending for the arts, particularly since the tragic events of September 11, 2001. Arts and culture may be valued for personal enjoyment but they are also valuable for their significant contributions to economic and community vitality.

the findings of the recent study on Arts and Economic Prosperity. For the complete report see <http://www.artsusa.org/EconomicImpact/>.

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Acknowledgements

When I learned that the Genesee County Arts Advisory Committee was looking for a student intern I jumped at the opportunity. I was pleased to be given the chance to report on the impact of arts and culture in the county. It quickly became clear that the available data would only lead to a very general assessment. With the support of a summer internship at the Institute for Local Governance and Regional Growth, I undertook original data collection and evaluation.

The analysis conducted, conclusions reached and any errors are my own. However I would like to thank the Committee, and particularly the Chair Mr. James Woodruff and Linda Blanchet for supplying detailed information, insights into the local culture, and unceasing encouragement. This report was written under the advisement of John Sheffer, Executive Director at the Institute for Local Governance and Regional Growth and former New York State Senator for Genesee County. I would also like to thank Professor Samina Raja at the University at Buffalo, whose guidance was invaluable as I faced numerous challenges in designing and carrying out the research model.

I. Introduction and Background

A. The Genesee County Arts Advisory Committee

This report is a product of the work being done by the Genesee County Arts Advisory Committee (the Committee). The Committee was formed in 2001 by the County Legislature, following the adoption of the Genesee County Comprehensive Plan. Charged with researching and making recommendations on arts and cultural programming, the Committee adopted the following mission statement:

The mission of the Genesee County Arts Advisory Committee is to research and examine all available information regarding the promotion and implementation of the arts and cultural programming in and around our community, and to form conclusions and make recommendations for presentation to the Genesee County Legislature in support of the Genesee County Comprehensive Plan.

This study was prepared by a graduate student intern working through the Institute for Local Governance and Regional Growth at the University at Buffalo.

Recognizing the importance of moving beyond anecdote and observation, the goal of this study is to quantify and analyze some of the integral connections between arts, culture and regional vitality. This data can help us to better understand the important roles these activities play in our communities and to identify new challenges and opportunities. As noted by one cultural planner, “From a practical and pragmatic point of view, in the volatile world of municipal cultural planning, the role of data is crucial.”¹

B. Defining arts and culture

In common usage, the words “arts” and “culture” are often linked or used interchangeably. According to Elizabeth Strom, researcher at Rutgers, The State University of New Jersey “The term ‘art and culture’ encompasses all creative expression – in support of, or in opposition to, a nation’s or a community’s flavor and essence, that ally it with and distinguish it from other nations or communities – that can be read, heard, viewed, and/or participated in.”²

“Arts and culture” may be used to describe a wide range of activities including heritage, entertainment, leisure and tourism. It has been noted that in economic impact reporting, arts supporters may want to broaden their definition of arts and culture as much as possible, sometimes including radio broadcasting, university or college art classes, and recreational activities.³ Even in the limited scope of nonprofit arts, people may describe similar activities in very different ways. In an attempt to standardize and refine the usage of arts terminology, the National Endowment for the Arts has established a classification system for nonprofit arts activities called the National Information Systems Project (NISP). For this report, the scope of analysis has been limited to include:

- ***non-profit organizations*** engaged in performing arts (including dance, theater and music); visual arts (including museums and art galleries); literature; architectural preservation; folk arts; arts education *outside* of the public and private school systems, as well as arts service organizations⁴
- ***individual artists*** in the above categories
- ***events, festivals and fairs*** considered by the Committee to be of arts or cultural significance
- ***activities at libraries*** specifically related to arts and cultural programming
- ***audiences*** attending the events and activities listed above

For-profit facilities such as Darien Lake Six Flags are excluded, although this facility arguably makes significant arts and cultural contributions to the region. Also excluded are public and private school art teachers and for-profit industries such as movie theaters and publishers.

It should be noted that the scope of this analysis did not allow for the collection of all data related to the impact of the arts and culture industry on the Genesee County economy. In particular, an important area for future investigation would be the impact of vendors and non-local performers at events and festivals. This would include both the

tax revenue generated by vendors' sales and spending on goods and services. * Please see Methodology for more detailed descriptions of the groups included in this analysis.

C. Economic impact

Economic impact studies have grown in popularity since the 1970s as a way to quantify the significance of the local arts industry.⁵ According to one source “Arts economic impact studies of one form or another are the most widely funded form of arts research.”⁶ The input-output model used in many economic impact analyses traces inter-industry spending patterns and captures the effect of dollars being spent and re-spent in the local economy as a result of specific activities, in this case the arts and cultural industry.

The input-output model for Genesee County was built using IMPLAN ProfessionalTM (IMpact analysis for PLANing) software, provided by the Institute for Local Governance and Regional Growth. This software includes a database of sales and purchasing patterns specific to Genesee County. In addition, the model uses data from a mail survey, personal and telephone interviews, and records from the Genesee Orleans Regional Arts Council (GO Art) and Americans for the Arts.

D. Community impact

The Committee recognizes that much of the impact of arts and culture cannot be measured in purely economic terms. Therefore, this report also considers some of the qualitative ways in which arts and culture help to strengthen the communities across Genesee County. These are the stories that help us to see arts and culture in a broader context. For this report, we have considered the impacts of arts and culture on economic development, tourism, education and community wellness. This part of the analysis is drawn from information from the mail survey, personal and telephone interviews and review of the current literature.

* A survey of the vendors at the Genesee County Fair was attempted but too few responses were received to provide any meaningful analysis. There was enough information to suggest that this would be a useful addition to future analyses.

II. A National Arts and Culture Industry

“When communities invest in the arts, there is a tendency to think that they are opting for cultural benefits at the expense of economic benefits...the arts are an industry that generates extraordinary economic activity, jobs, and tax revenues. When we say that the arts mean business, that’s not just a slogan; it’s the truth.”

Robert L. Lynch, President and CEO, Americans for the Arts

A. Economic impact

According to a study released in 2002 by Americans for the Arts, America’s arts industry generates **\$134 billion** in economic activity every year, resulting in \$24.4 billion in federal, state, and local tax revenues. This number includes:

- \$53.2 billion in spending by arts organizations
- \$80.8 billion in event-related spending by arts audiences.

The \$134 billion in total economic activity generates the following:

- 4.85 million full-time equivalent jobs
- \$89.4 billion in household income
- \$6.6 billion in local government tax revenues
- \$7.3 billion in state government tax revenues
- \$10.5 billion in federal income tax revenues⁷

B. Community impact

Arts are good for our communities:

- The arts create jobs, increase the local tax base, boost tourism, spur growth in related businesses (e.g. hotels, restaurants, printing, etc.) and improve the overall quality of life for our cities and towns.⁸

C. Growth of nonprofit arts

The number of nonprofit arts organizations has risen dramatically over the past 35 years since the establishment of the National Endowment for the Arts in 1965. *The Public Life of the Arts in America*, published in 2000, documents the following:

- Dance troops have grown from 28 in 1958 to over 400.
- Opera companies with budgets of over \$100,000 have grown from 29 in 1964 to 209 by 1989.
- Chamber-music groups, most formed in the last twenty years, now number around 1,220.
- Half of America's eighty-two hundred museums have come into existence since the 1970s.
- The nonprofit regional theater movement, begun in the 1960s, now consists of more than nine hundred theater groups.
- At least thirty-seven mixed-arts complexes have sprung up nationally in various urban centers in the last twenty years.⁹

III. New York: The State of the Arts

“More than a decade of research has established that the arts – including New York State’s large nonprofit cultural community – are an important industry...This increasing understanding of the arts’ role in the economy has helped the public to see them not as a luxury or still less as a charity but as an industry.”

Alliance for the Arts. *The Economic Impact of the Arts on New York City and New York State*

A. Economic impact

According to a report on the Economic Impact of the Arts in New York State and New York City released in 1996:

- The total economic impact of the arts on New York State was \$13.4 billion.
 - Nonprofit organizations generated a total impact of \$4.1 billion.
- Employment generated by the arts, both directly and indirectly, in New York State totaled 174,000.
 - Nonprofit organizations generated a total of 55,725 jobs.
- Taxes returned to the State as a result of this activity equaled \$480 million.¹⁰

B. Community impact

The following benefits of a thriving arts and cultural community were identified in the New York State report *You Gotta Have Art*:

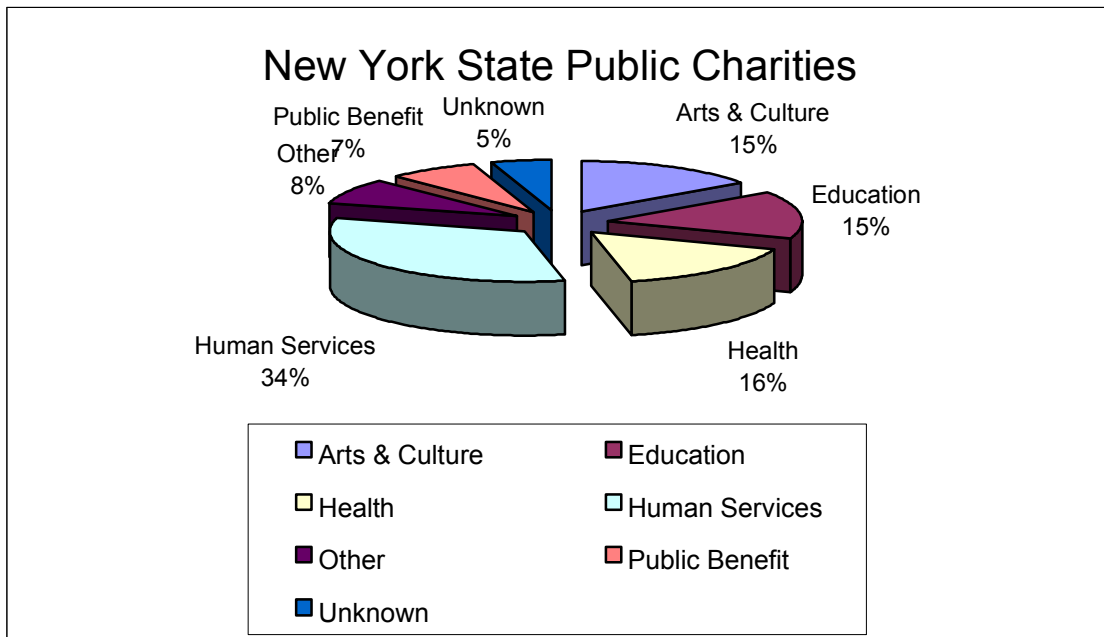
- Art enhances education, both as an academic discipline and as a means of enhancing learning (developing creativity, fostering student engagement, and encouraging the development of positive self-image and the ability to get along with others.)
- Arts organizations almost universally reach out to their communities, especially to help children and the disadvantaged.
- Arts encourage volunteerism and other forms of “giving back to the community.”

- The arts can change attitudes and help to break down social barriers, stereotypes, and prejudices.
- The arts play an important role in building community pride and responsibility and in reflecting, preserving, and advancing our culture.¹¹

C. Public charities

According to research by the Urban Land Institute, New York has 12,373 public charities (nonprofits), 1,856 of which (15%) are involved in arts and culture.*

Figure 1



New York has the second highest number of public charities overall in the United States following California. California has 17,855 public charities of which 2125 (11.9%) are in arts and culture. The next closest state after New York is Texas which has 7,615 public charities, of which 860 (11.3%) are involved in arts and culture.¹²

* This information is based on 1993 U.S. Internal Revenue Service Exempt Organizations/Business Master File and Return Transaction File. Note: Most religious congregations and organizations with less than \$25,000 in gross receipts annually are not required to report to the IRS and are not included.

IV. Quantitative Impact: Economic Impact of Arts and Culture

This section of the report presents a quantitative analysis of the impact of the arts industry on the Genesee County economy. This impact is the accumulated effect of a ripple of economic transactions resulting from arts and cultural activities. Three elements of the arts and culture industry that contribute to economic impact are considered:

- The non-profit arts and cultural organizations and events (including a portion of the activities of libraries)
- The individual artists
- Event-related spending by audiences attending performances, exhibits and festivals

Before addressing the separate impact of each of these activities, an overview of economic impact is provided.

A. Understanding economic impact

Economic impact is discussed in this report as the significance of the arts and culture industry in Genesee County in terms of output, employment, household income and tax revenue. *Output* is a measurement of the overall level of economic activity in the County. *Employment* is simply the number of jobs associated with all the economic activities in the County.* *Household income* includes all money coming to county residents from salary, wages and benefits. These measures are all calculated using an input-out model, as discussed below. *Tax revenue* for Genesee County and New York State are calculated based on data collected for this report and discussed in Section F.

The arts and culture industry is defined here as the local nonprofit arts and cultural organizations, events, a portion of library activities, artists and arts audiences.

* The IMPLAN model counts each job, whether full-time or not. Jobs are not converted to full-time equivalents.

i. *Direct, indirect and induced impacts*

The total economic impact in each of the above categories can be divided into direct, indirect and induced impacts of the presence of the arts industry. *Direct impacts* are the receipts or expenditures by the arts and cultural organizations and events, artists and arts audiences. When a performance is given, artists are paid, costumes sewn, sets built and painted, and advertising purchased. However, these direct impacts are enhanced when dollars are re-spent in the local economy creating indirect and induced impacts. *Indirect impacts* are those created when suppliers to the arts and culture industry respond to the direct purchases made by the arts and culture industry. *Induced impacts* refer to the impacts of spending by employees as a result of the direct and indirect impacts. Each sector's demands create a ripple of transactions. At the same time, with each transaction some of the spending will leak out of the county economy through purchases to people and businesses outside the county.* These effects can be understood as follows:

- **Direct impact** is the initial spending of the arts industry. For example, a theater might purchase lumber for a new stage set.
- **Indirect impact** is the additional spending on inputs (materials or services) needed to supply the arts industry. For example, with the combined needs of the local theaters and artists, the local lumber yard purchases more trees and requires more labor.
- **Induced impact** is the result of changes in household spending. Household spending patterns change as a result of the direct and indirect effects discussed above. For example, the stage designer and lumber yard workers will use their earnings to purchase goods and services of their own.

ii. *Multipliers*

Another way to consider this information is to view the impact of arts and culture in Genesee County in terms of the multipliers generated by the model. Multipliers capture the size of the indirect and induced effects. They are expressed as the ratio of total

* The input-output model developed for this analysis allocates only a portion of the purchase price of each transaction to the total impact.

effects (direct, indirect and induced) to direct effects. For example, an output multiplier of 2.0 means that every dollar received directly by the arts and culture industry leads to another dollar in sales in the regions from indirect and induced effects.¹³

Multipliers are an easy way to express the impacts resulting from each dollar spent. However, multipliers can be inappropriate under certain circumstances. Sometimes multipliers are extracted from national data, which may not be representative of the local economy. Even with multipliers generated by a locally specific input-out model (such as the one done for this report), any small discrepancy in the original model will become magnified when multiplied by large dollar amounts. Multipliers also assume that what was true when the original study was conducted will remain true, and that all new income will result in new spending. For these reasons, multipliers are not used in this analysis.

B. Impact of organizations, events and libraries

Genesee County has at least 51 active non-profit arts and cultural organizations and libraries. Together with the municipalities they sponsored at least 1,544 performances, festivals and events in 2001. From available attendance figures, these activities attracted over 104,400 viewers and participants. Many more remained uncounted at gatherings where attendance figures were not available, particularly on-going art exhibits and outdoor festivals.

The nonprofit organizations and events surveyed contribute more than \$1,200,000 in direct spending.* According to the survey results, more than \$461,000 was paid to employees in salary and benefits. The presence of these organizations and events creates a ripple of economic transactions resulting in the following economic impacts for Genesee County:

- \$1,870,746 in a total economic output
- 48 jobs (full and part-time)
- \$968,652 in household income

* Because direct spending categories were not always available from the survey results, revenue to the organizations, events libraries and individuals was used as a proxy for spending. The survey data that was available supports the assumption that spending will roughly equal revenue.

Using the averages of direct spending reported by the organizations, events and libraries, we can extrapolate results for the entire surveyed population. We know that the impacts given above are an ***underestimation*** of the impact of arts and cultural events because they include only the data from the 31 survey responses. It is therefore useful to project the impact of all 67 known organizations, events and libraries as an upper range.* Based on these projections, the total economic impact is:

- \$4,089,747 in economic output
- 106 jobs (full and part-time)
- \$2,155,935 in household income

C. Impact of artists

Genesee County has at least 231 recognized artists, crafters, writers and performers. These artists contribute more than \$555,000 in direct spending. This estimate reflects both the results of the survey used in this analysis and information from the U.S. Census Bureau. The presence of these artists results in the following economic impacts:

- \$874,115 in economic output
- 14 jobs (full and part-time)
- \$243,744 in household income

Using the average of direct spending reported by the artists, we can extrapolate results for the entire surveyed population. We know that the impacts given above are an ***underestimation*** of the impact of local artists because they include only data for the 46 artists who described themselves as independent artists, writers and performers for the US Census Bureau. It is therefore useful to project the impact of all 213 known artists in Genesee County as an upper range.† Based on these projections the total economic impact is:

* It should be noted that the averages used in the projections do not correct for the likely occurrence that organizations with larger budgets are more likely to have paid employees and are therefore more likely to complete the survey. This was mitigated to some extent by randomly sampling non-respondents for follow-up phone calling. The results from organizations, events and libraries represent a range of \$216,722 with a standard deviation from the mean of \$56,887.

† It should be noted that the averages were calculated based on limited data. This was mitigated to some extent by randomly sampling artists for follow-up phone calling. In addition, the accuracy of this average

- \$4,427,610 in economic output
- 72 jobs (full and part-time)
- \$1,234,625 in household income

D. Impact of arts audiences

Event-related spending by audiences (excluding the amount paid for admission) is a significant part of the impact of the arts industry and affects the regional economy broadly. For example, someone attending a concert might first eat dinner at a restaurant, stop for dessert or a drink after the show, and then pay a babysitter. Expenditures are significantly higher for visitors, whose expenses may include lodging and more money spent on shopping and dining. The impact of visitors is particularly important because visitors bring new dollars into the economy. The surveys for this analysis showed that a minimum of 77,855 people attended performances, festivals and events (excluding library activities*) in Genesee County. Of these attendees, an estimated 26% or 19,864 people were visiting from outside of Genesee County. By applying the results of surveys done by Americans for the Arts to the attendance figures and visitor percentages collected for Genesee County, we can estimate the impact of arts audience spending locally. Surveys of arts audiences were completed by an average of 434 attendees of at least 15 events for 19 U.S. cities and counties with populations similar to Genesee County. See Methodology for further details including a listing of the expense categories and totals.

The spending by local and visitor arts audiences results in the following economic impacts:

- \$2,187,709 in economic output
- 49 jobs (full and part-time)
- \$819,548 in household income

is supported by artists' revenue reported to the US Census Bureau. (See Methodology.) The results from artists represent a range of \$70,000 with a standard deviation from the mean of \$23,120.

* Although library activities are included in the event totals in other parts of this report, it was felt that these activities are unlikely to generate significant audience spending and so they are excluded here.

Without more information about the total number of attendees at all arts and cultural events in the County, it would be unreliable to extrapolate the impacts of the total number of arts attendees. For the purposes of this report, it should simply be noted that the impacts given above are an *underestimation* of the total impact.

E. Summary of economic impacts

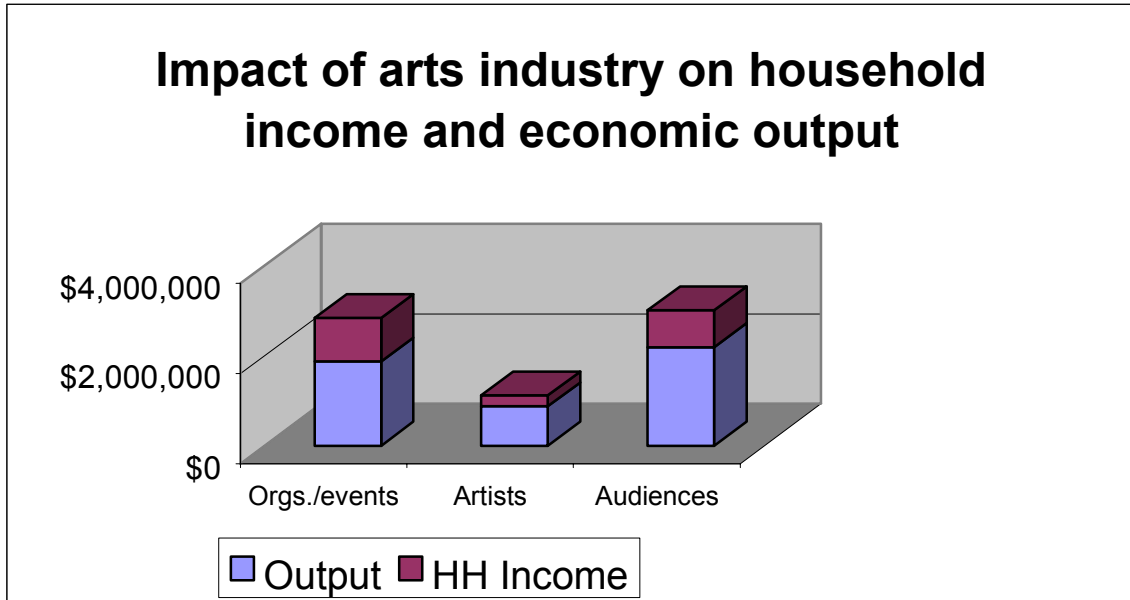
The impact of organizations, events, artists and art audiences on the Genesee County economy described above are summarized in the following table:

Table 1

		Impact of orgs./events	Impact of artists	Impact of audiences	Impact of arts industry
output	Direct	\$1,204,507	\$555,542	\$1,516,227	\$3,276,276
	Indirect	\$238,834	\$212,643	\$310,483	\$761,960
	Induced	\$427,405	\$105,930	\$360,999	\$894,334
	Total	\$1,870,746	\$874,115	\$2,187,709	\$4,932,570
Employment (in jobs)	Direct	38	9	40	87
	Indirect	3	3	4	10
	Induced	6	2	5	13
	Total	48	14	49	111
Household income	Direct	\$721,193	\$125,159	\$582,520	\$1,428,872
	Indirect	\$93,529	\$80,434	\$107,013	\$280,976
	Induced	\$153,930	\$38,151	\$130,014	\$322,095
	Total	\$968,652	\$243,744	\$819,548	\$2,031,944

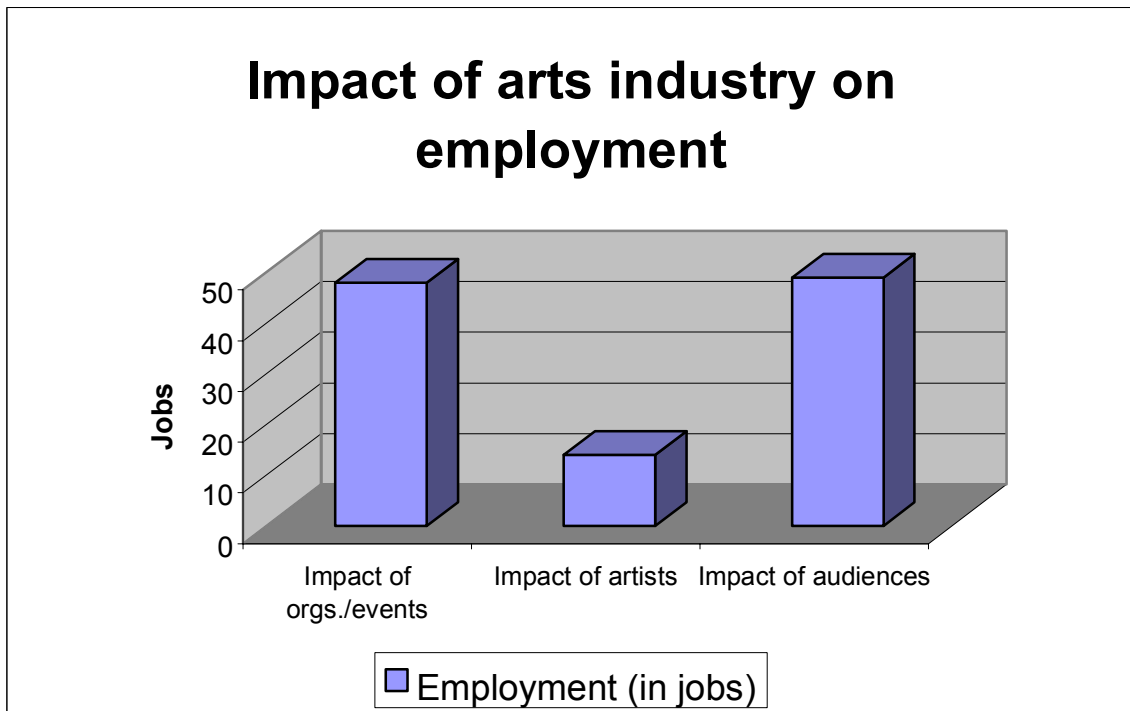
The total impact of organizations/events, artists and arts audiences on economic output and household income can be seen in Figure 2 below.

Figure 2



The total impact of organizations/events, artists and arts audiences on employment can be seen in Figure 3.

Figure 3



F. Fiscal impacts

The organizations considered in this analysis operate on a not-for-profit basis and therefore do not pay tax on income they generate. However, the income of their employees and the arts-related income of individual artists do generate personal income taxes and federal social security taxes. That income generates further tax revenue when spent on taxable items. In addition, some sales tax is collected directly by the arts industry through sale of artwork and purchases made in gift shops.

i. State income taxes

New York State collects income taxes on wages paid to employees working in the arts and culture related industries and individual artists*. Assuming that 76% of payroll becomes taxable (after deductions) and a marginal tax rate of 2.92%, arts and culture related activities generated approximately \$18,654 in state income taxes in 2001.¹⁴ These estimates underestimate the total impact of the arts industry on state income taxes by only considering the income of those working directly for arts and culture organizations or earning income as artists. By considering income taxes received on the total earned income for Genesee County (including indirect and induced effects) the tax revenue generated raises to \$26,721. If payroll and income from all arts organizations and artists are extrapolated, the total rises to \$74,728.

ii. State and county sales taxes

When workers in Genesee County spend their earnings on taxable goods, state and local sales taxes are generated. New York State sales tax and Genesee County sales tax on consumer goods are 4% each. Using an established formula, this analysis assumes that 69% of the income of individual artists and those employed in arts and cultural activities becomes “disposable” income available to be spent locally. Therefore the presence of employees of arts and cultural organizations and individual artists would result in state and county tax revenue of \$23,359 each.

* For this analysis, we are only considering income directly resulting from the artists’ arts and cultural activities. Their total income, and therefore the impact of their presence in Genesee County, may be much higher.

In addition, virtually all of the event-related spending by arts audiences would be subject to sales taxes. This analysis will consider only the spending by visitors from outside the county because some of the attendees of these events would be artists or those working in arts and culture, whose tax impact would already be captured in the above sales tax revenues. With total spending at \$694,445, the impact of event-related spending by visiting arts audiences would result in state and county sales tax revenue of \$19,867 each.

iii. Sales taxes collected by artists and arts and cultural organizations

When supplied by individual artists, taxes collected on sales of artwork were included in the data analysis. According to the surveys received, \$9,975 was collected on the sale of goods and paid to the county and state. For this analysis, we will assume that this revenue is divided equally.

Table 2.

	County tax revenue	State tax revenue
Taxes on income		\$18,654
Taxes on consumer purchases	\$23,359	\$23,359
Taxes on event-related spending	\$19,867	\$19,867
Taxes collected by artists and organizations	\$4,988	\$4,988
Total	\$48,214	\$66,868

V. Qualitative Impacts: The Arts in Genesee County

This section of the report addresses some of the less easily quantifiable impacts of having a vibrant arts and cultural life in Genesee County. The activities that are impacted range from economic development efforts and tourism to education and community wellness. Each of these activities will be discussed following an overview of the history and community life of Genesee County.

A. 1802-2002: A portrait of Genesee County in its bi-centennial year

- Genesee County covers part of the land first settled by the Seneca Indians, one of the Six Nations of the Iroquois. The remaining Tonawanda Indian Reservation of Genesee, Niagara and Erie Counties covers 7,063 acres.¹⁵
- The county is part of land purchased in 1791 by Robert Morris, and then sold in 1793 to the Holland Land Company to help pay off debts after Morris' substantial financial support of the Revolutionary War.
- Genesee County (taking the Seneca word meaning "beautiful valley") was formed in 1802 by the Holland Land Company. The County originally covered virtually all of what is now Western New York, with the Holland Land Company's offices located in Batavia. Gradually, between 1806 and 1841, parcels of land were taken to form the other counties of Western New York.¹⁶
- Genesee County now covers 495 square miles, with 60,370 residents according to the 2000 census. The County has retained its rural character with a population density of 122 people per square mile of land area.¹⁷
- Located in its current dimensions midway between Buffalo and Rochester, Genesee County enjoys scenic beauty and a broad range of cultural amenities both within and outside the community.

People in the arts

- Genesee County is home to over 230 visual and performing artists, crafters and writers and arts organizers.

- 87 people are employed in the arts and culture industry.
- The arts and culture industry is supported by the work of volunteers who contributed an estimated 16,515 hours valued at \$265,066.
- Genesee County arts and cultural organizations have at least 615 members.

Arts and cultural organizations

- There are at least 46 active nonprofit arts and cultural organizations in Genesee County.
- The Genesee-Orleans Regional Arts Council works to promote art and culture throughout the region with events, workshops, youth programs, awards, research and advocacy, as well as re-granting over \$54,000 in 2001 in state arts funding.
- With at least 20 active members, the Batavia Society of Artists works to provide the community with culture and promote art.
- Arts and cultural organizations are strongly supported by the business community. Organizations reported a total of \$17,500 last year in in-kind contributions – although the total is undoubtedly much higher.

Performances, festivals and events

- The Genesee County Fair is one of the oldest in the country, enjoying 163 years of continuous operation. Annual attendance is estimated at over 12,000.
- Genesee County provides year-round music, theater, dance, and cultural and educational opportunities at over 1,544 performances, festivals and events each year drawing more than 104,400 attendees each year.
- In addition, numerous free events draw crowds uncounted by most audience tallies.

Tourism

- In 2001, at least 1,640,000 people visited Genesee County.¹⁸
- Last summer, 5,631 tourists from 28 countries and 40 states stopped at the Genesee Chamber of Commerce Information Booth in Batavia.¹⁹

- 56% of the surveyed visitors to Genesee County in 1999 said that Genesee County was their primary destination. The average length of their stay was 3.19 nights, and they spent an average of \$382.40 per traveling party.²⁰
- 29% of visitors surveyed in 2000 indicated “Events/Festivals/Attractions” as their primary reason for visiting Genesee County.²¹

Libraries

- Serving over 36,000 registered borrowers, Genesee County is home to six public libraries:

Richmond Memorial Library

Byron-Bergen Public Library

Corfu Free Library

Woodward Memorial Library

Haxton Memorial Library

Pavilion Public Library.

- These libraries hosted 1,155 programs with 26,553 attendees in 2000, serving an important role in cultural and artistic programming in the county.²²
- With monthly exhibits open to the public, the Gallery Room of the Richmond Memorial Library provides a valuable resource for exhibiting and viewing local visual and performing arts. The Gallery Room also hosts the bi-annual shows of the Batavia Society of Artists.

B. Economic development

"Arts and culture contribute to a high quality of life in the region. We see these assets as a way to promote Genesee County as a great place to live and work, and to attract potential new businesses to our area."

Steve Lockwood, Development Manager for the
Genesee County Industrial Development Agency

Economic developers have long recognized the importance of arts and culture in creating an environment attractive to new business and employment. This recognition has been

enhanced by an increasing awareness of the importance of vibrant communities and creative workers in our increasingly service-oriented economy. Key reasons for this include:

1. *The New Economy values a creative workforce.* In highly successful economies around the country, high-tech jobs involve people trained in artistic skills. A recent report on the importance of the arts in Silicon Valley concludes “People trained in the applied arts, visual arts, literary arts, and media are in demand as technology companies race to make products engaging, exciting and pleasing.”²³ In San Antonio, Texas, a plan for attracting high-technology investment was centered on education and art. “Cities such as San Antonio view encouragement of the arts as being as important to economic development as installing water and sewer pipes in an industrial park...”²⁴
2. *Place matters.* As the services sector and high-technology industries grow, business location decisions depend less on easy access to raw materials and transportation and more on attracting high-skilled knowledge workers. These knowledge workers are demanding more from the communities where they live and work, including easy access to arts, culture and recreation.²⁵ As the Carnegie Mellon Institute’s Richard Florida writes “Creative people, in turn, don’t just cluster where the jobs are. They cluster in places that are centers of creativity and also where they like to live.”²⁶
3. *Arts and culture stimulate the local economy.* A strong arts community can improve the economy in many direct and indirect ways. By 1998 more than 90 cities in the United States had created or planned cultural districts* as a way to stimulate businesses in the area, enhance property values and increase the tax base.²⁷ The National Governors Association writes, “Cultural facilities and events enhance property values, tax resources and overall profitability for communities.

* A cultural district is defined as “a well-recognized, labeled, mixed-use area of a city in which a high concentration of cultural facilities serves as the anchor of attraction.” Frost-Kumpf p. 7

In doing so, the arts become a direct contributor to urban and rural revitalization.”²⁸

Evidence of the contribution of an active arts community to rising real estate prices was documented by Sharon Zukin in *Loft Living: Culture and Capital in Urban Change* in which she shows artists’ contributions to gentrification of artist loft areas in New York.

Because of these factors, those in economic development see arts and culture as a way to retain existing businesses and attract new ones to foster a healthy economy. Although it is difficult to calculate exactly how much of an impact these considerations make in any given situation, studies have been made supporting the benefits from improvements to cultural amenities using models of locational equilibrium.²⁹

The importance of “quality of life” considerations to economic development can be seen in an issue brief released in 2001 by The National Governors Association:

*The arts and cultural life of a region are also principal determinants of quality of life, which is widely recognized as a critical factor in location decision making for New Economy workers and companies.*³⁰

C. Cultural tourism

“Cultural tourism increases each year in Genesee County as it does nationwide and is an important part of our marketing efforts when marketing Genesee County as a tourist destination. Our visitors enjoy the range of cultural activities and events that the Holland Land Office Museum, Jell-O Gallery, Genesee Center for the Arts at GCC and Genesee-Orleans Regional Arts Council (Go Art!) & Gallery have, along with other organizations and events throughout the year.”

Dawn Borchert - Genesee County Tourism Manager,
Genesee County Chamber of Commerce

Cultural tourism is a large and growing sector of the tourist industry. A new survey by the Travel Industry Association of America estimates that nearly 93 million Americans

say they included at least one cultural, arts, heritage or historic activity or event while traveling in the past year. These historic/cultural travelers spend 38% more than the average for all travelers; they tend to take longer trips, participate in more activities while traveling, and stay more often in hotels, motels and bed & breakfasts.³¹

The development and marketing of artistic and cultural facilities are part of the way that cities and regions market themselves and try to assert a positive self-image. Although this kind of city marketing is not new, it is intensifying.³² There is an ever-greater emphasis on marketing cities through cultural attractions; not just in the so-called “world-class” cities but also in less-likely tourism centers.

According to the National Association of State Arts Agencies:

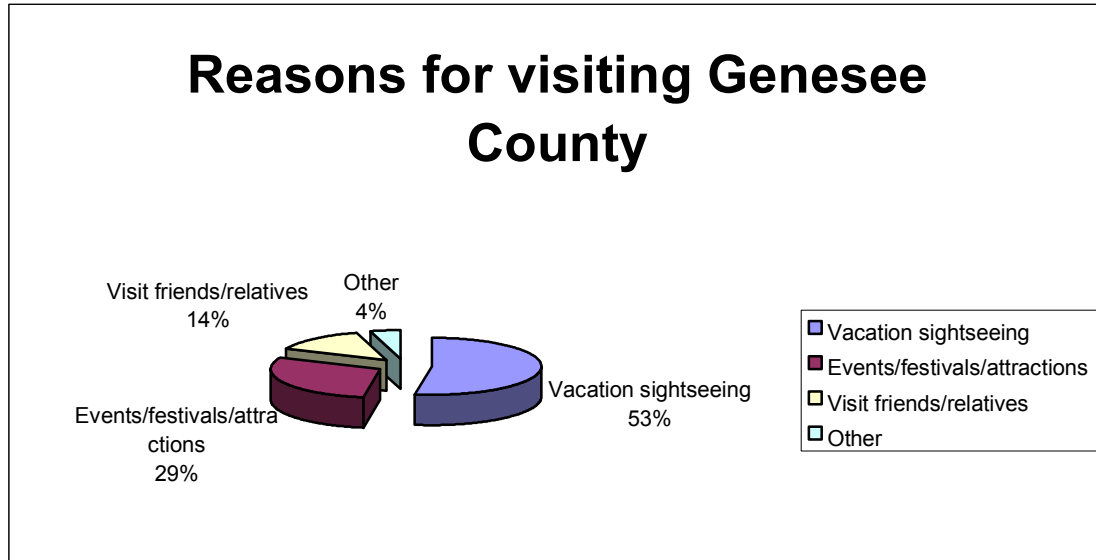
*A growing number of visitors are becoming special interest travelers who rank the arts, heritage and/or other cultural activities as one of the top five reasons for traveling.*³³

This assertion is supported by findings of the National Governors Association. What is more, this is true in rural as well as urban areas:

*Thriving tourism and cultural destinations are growing out of once-latent artistic and cultural resources and contributing to economic sustainability in rural communities and regions. Cultural activities attract tourists and spur the creation of ancillary facilities such as restaurants, hotels, and the services needed to support them.*³⁴

According to a survey conducted in 1999 for the Genesee County Chamber of Commerce, the average spending per traveling party (an average of 3 people) in Genesee County was \$382.40 and the average length of stay was 3.19 nights. In a survey they conducted in 2000, 29% said that they were coming to Genesee County specifically for events, festivals and attractions.

Figure 4



The potential for expanding the impact of arts and culture in the region is great by capitalizing on existing resources and the large number of visitors coming to Genesee County for attractions such as Six Flags Darien Lake and Batavia Downs.

- Over 1,640,000 visitors came to Genesee County in 2001 according to entrance records at Six Flags Darien Lake.
- Last summer, 5,631 tourists from 28 countries and 40 states stopped at the Genesee Chamber of Commerce Information Booth in Batavia.³⁵
- 56% of the surveyed visitors to Genesee County in 1999 said that Genesee County was their primary destination and the majority of visitors were “new” visitors (not having visited Genesee County in the past 5 years).³⁶
- 29% of surveyed visitors in 2000 said that events/festivals or attractions were the main purpose of their visit to Genesee County.³⁷
- The greatest percentage of surveyed visitors is between the ages of 40-49 and earns over \$60,000 a year.³⁸ A recent study by Americans for the Arts shows these to be among the categories with the highest participation in arts and cultural activities.³⁹

D. Education

“From music and dance to painting and sculpting, the arts allow us to explore new worlds and to view life from another perspective. They also encourage individuals to sharpen their skills and abilities and to nurture their imagination and intellect.”

- President George W. Bush

There is considerable agreement among educators, psychologists and social scientists that young people benefit from exposure to and participation in arts activities.⁴⁰

According to Elizabeth Strom, researcher at Rutgers, The State University of New Jersey:

- Youth who have studied art score higher on scholastic aptitude tests than those who have not.
- Youth participating in community-based arts programs are twice as likely to win an award for academic achievement, eight times more likely to win a community service award, and four times more likely to participate in a science or math fair.
- Students with high levels of arts involvement in both the highest and lowest socioeconomic quintile have significantly higher standardized test scores and lower dropout rates than those with low levels of arts involvement.
- Students involved in the arts also watch fewer hours of television and are more likely to perform community service.⁴¹

Such findings have influenced policy recommendations such as those of the National Governors Association. They write:

*...the arts promote teamwork and team building, advance visual skills, may help increase standardized test scores and encourage problem solving – all necessary elements for a productive and self-sufficient workforce.*⁴²

E. Community wellness

"We use our storefront window as an exhibit space for local artists. When an exhibit comes down there is sometimes a one or two day lapse before the next exhibit goes up. During that time of "emptiness" we place a large easel in the window with a small sign on it that says "A Day Without Art". More often than not someone comes in off the street and tells us how very disturbed they are by the sign." Can you even imagine a day without art? Art changes lives! Art helps heal! Art develops youth! Art promotes cultural diversity! Art is so integral to our daily lives!"

Linda Blanchet. Executive Director of
Genesee Orleans Regional Arts Council

Author Robert Putnam has done much to popularize the idea of a need to improve community life by building social capital with his book *Bowling Alone*. Putnam identifies social capital, along with physical and human capital, as integral to the productivity of individuals.⁴³

Social capital turns out to have forceful, even quantifiable effects on many different aspects of our lives. What is at stake is not merely warm, cuddly feelings or frissons of community pride...our economy, our democracy, and even our health and happiness depend on adequate stocks of social capital.⁴⁴

Arts and cultural activities, he asserts, are an important means of building social capital.

Art manifestly matters for its own sake, far beyond the favorable effect it can have on rebuilding American communities...That said, art is especially useful in transcending conventional social barriers.⁴⁵

i. Volunteerism and in-kind contributions

It is worth noting the significant benefits to the arts community made by in-kind contributions and volunteer work. In-kind contributions may be goods or services, such as free advertising space, performance space, or security services provided by business, individuals, agencies or governments. While these contributions are not calculated in any

of the economic impacts, they do show the high value the contributors put on the activities being supported. Arts and cultural organizations reported \$17,500 in in-kind contributions. The number of volunteer hours reported for the year totaled an estimated 16,515 hours valued at \$265,066.

VI. Funding for the Arts and Culture

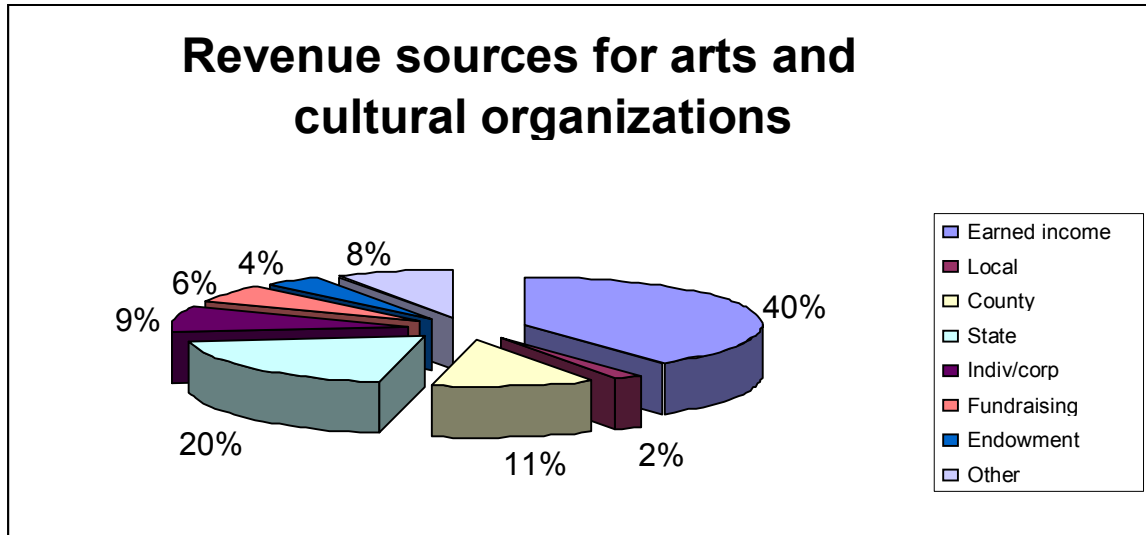
The arts and culture industry in Genesee County is shown here to make quantifiable and important contributions to the economy and community. It is significant to note that arts and cultural organizations support their operations with an average of 40% earned income. These organizations also rely on substantial public funding at the local, county and state levels. They are also supported by generous volunteering, in-kind contributions, foundation support and public donations.

A. Sources of revenue

i. Organizations and events

The survey conducted for this report reveals that the primary source of revenue for arts and cultural organizations and events (excluding libraries) is earned income. Earned income makes up an average of 40% of their total operating budgets. Local and county funding makes up another 13% and state funding 20%. Individual and corporate contributions also make a significant contribution, averaging 9% of their budgets. Survey respondents were asked to quantify what percentage of their arts or cultural activities would be hurt by loss of any of their revenue sources. Based on their answers and telephone interviews roughly 50% indicated that their activities would be severely curtailed or even discontinued with any loss of revenue. It was clear from phone interviews that ensuring continued funding is a constant concern.

Figure 5



ii. *Individual artists*

The data was insufficient to characterize the sources of revenue except in broad terms. From the survey responses received, earned income (sales of work or performance) was the primary source of revenue among individual artists. However, the artists often did not rely on their artwork as their primary source of income. When asked to quantify what percentage of their arts or cultural activities would be hurt by loss of any of their revenue sources, many said they would continue with their arts or cultural activities even if they earned no money from it.

B. Public funding for the arts and culture

Public funding for the arts is a well-established practice in the United States. Some of this funding comes through the National Endowment for the Arts, but much more through state and local governments.

State and local governments have quietly but dramatically demonstrated apparent voter support for the concept of public arts funding by providing more than 10 times the funding of the NEA to their state arts councils and local arts agencies.⁴⁶

Since the founding of the New York State Council on the Arts in 1960 and the National Endowment for the Arts in 1965, economists have often debated the merits of public

subsidies versus a more laissez-faire approach to allocation of resources for the arts.⁴⁷ Economic theory supporting public subsidy of the arts can be traced back to the work of economists William J. Baumol and William G. Bowen with their 1966 publication *Performing Arts: The Economic Dilemma*.⁴⁸ While many do not question the merits of public subsidy of the arts or they focus on how relatively small amounts of public funding generate large economic returns (the basic argument of economic impact analysis), it is worth considering the more theoretical argument that arts should be publicly funded because they represent a market failure.

The market failure argument asserts that the arts provide benefits not just to the participants, but also to society as a whole. These benefits are called positive externalities, for which the market has no way to charge. Economists have argued for each of the following positive externalities: A vital arts community creates a cultural legacy for future generations; promotes national (or regional) identity and prestige; stimulates the local economy, invites tourism and attracts business; contributes to a liberal education; leads to social improvements among arts participants; and fosters artistic innovation.⁴⁹

These external benefits may be considered a public good. In other words, many people can enjoy the benefits of arts programming simultaneously without diminishing its supply. In addition, it's hard to prevent someone from enjoying these benefits, even if they don't have to pay for them (we all benefit from a stronger local economy). Since no one is being forced to pay directly for the benefits to society, there is no way to finance them through the private market.⁵⁰

VII. Methodology

A. General approach

The analysis in this report is based on three data sets: Results of a survey designed for this report; research on audience spending conducted by Americans for the Arts; and the IMPLAN database.

1. The survey questionnaire had four versions, tailored specifically for organizations, events, libraries and individual artists. The survey was pre-tested in each of these categories. Additional detail was collected through follow-up telephone call interviews and records from the Genesee Orleans Regional Arts Council (GO Art). The survey was designed to include all individuals and groups in the targeted categories (see Introduction and Background above and Appendix A and B below for more information about the targeted groups) without sampling. The mailing list was compiled from a combination of the GO Art membership list, the 2002 Genesee County Cultural Directory, the Western New York Regional Information Network (RIN) of the Institute for Local Governance and Regional Growth, and input from members of the Committee.
2. The data on event-related spending by arts audiences comes from research conducted by Americans for the Arts. Americans for the Arts is a leading nonprofit organization for advancing the arts in America based in Washington, DC. On June 12, 2002, Americans for the Arts partnered with the Congressional Arts Caucus (including Congresswoman Louise Slaughter (D-NY)) to host a special briefing on Capitol Hill presenting the findings of the recent study on Arts and Economic Prosperity.*
3. The IMPLAN data is a combination of national matrices and Genesee County-specific data on industry output, employment, value-added and final demands.

* For the complete report please see: <http://www.artsusa.org/EconomicImpact/>.

The base year for this study is 2001, the last full year for which data is available. However, some of the organizations and event organizers surveyed operate on a different fiscal calendar. Therefore some of the data covers a different set of months in the years 2000-2001. In no case is more than a year of activity measured. In a few cases, data was used from 1999. In these cases, the dollar values were inflated to 2001 prices.

The model itself is built from inter-industry conditions as they were in year 1999, the last for which IMPLAN has data. The dollar values are then inflated to 2001 dollars and all dollars expressed in the report are 2001 dollars.

B. Input-output model

This study uses input-output analysis to estimate the significance of arts and cultural activities in Genesee County. The input-output model was built using IMPLAN, made available by the Institute for Local Governance and Regional Growth. Developed in 1979 by the USDA Forest Service, IMPLAN has been judged the most widely used software for input/output analysis.⁵¹ In New York State, IMPLAN was used for *You Gotta Have Art*, a major study of the impact of arts and culture across the state.

An input-output model is a record of all the sales and purchases made between different activities in the economy at a point in time. When there is a change in the output of one industry (they start to produce more), inter-related industries will respond by increasing their inputs (including labor) to that first industry. Using IMPLAN software, the input-output model is constructed based on all of the particular industry sectors present in Genesee County and on the existing inter-industry linkages among them. IMPLAN has 528 sectors.

The flow of goods, services, income and employment among the various economic sectors can be understood with a simple example. In response to audience demand for theater performances, the organizations putting on the performance must buy services and goods, such as advertising and milled wood for stage settings. The industries providing these goods must in turn make purchases, such as labor and lumber. Employees in each

sector spend their wages on still more goods and services. Each sector's demands create a ripple of transactions, as dollars are spent and re-spent in the economy, until they eventually leak out through purchases outside of the region. The mathematical derivation for indirect and induced effects is called the Leontief inverse.

For all categories, we have limited spending wherever possible to purchases and payroll within Genesee County. In this way, we can estimate the ripple effect of that money being spent and re-spent locally before "leaking" out of the County economy through spending elsewhere.

By understanding the importance of different sectors of the economy and fostering stronger inter-industry linkages, regional economic developers can help to attract and retain more dollars in the local economy.

C. Data collection

i. Surveys in Genesee County

Survey of organizations and events

Twenty of the 46 organizations responded for a response rate was 43%. Six of the 15 festivals or events (those not sponsored by an organization) responded for a response rate of 40%. These rates are consistent with other arts impact analyses and reflect the difficulty in fully counting the impact of such a diverse community.* Many small organizations, such as those in Genesee County, are uncounted by Federal statistics of nonprofit arts and culture organizations because they do not file for official 501(c)(3) nonprofit status and if they earn under \$25,000 they are not required to complete tax form 990.† They may also rely on volunteer staff and lack the resources and time to complete

* Arts and Economic Prosperity response rate averaged 47.4% (p. 9). The average response rate from a comparison of 16 reports was 29%. (Cwi, 119). The average from Americans for the Arts was 47.4% (table 5).

† Information on nonprofit organizations is available from the National Center for Charitable Statistics through the IRS Business Master Files of nonprofit organizations. These are listed by county with a breakout for arts, culture and humanities. However, they only collect data on 501(c)(3) companies with an annual budget over \$25,000. For Genesee County this included 5 organizations for a total expenditure of \$400,000. <http://nccs.urban.org>

a detailed survey. As a result, the estimates given in this report represent an ***underestimation*** of the total impact of arts and culture in the county.

Total attendance at performances and events is certainly an underestimation. In a few instances when attendance information was not available for an event, particularly for events with no entrance fee or tickets collected, an attendance figure of 0 was used.

In order to more fully reflect the activities of groups across the county, survey data was also extrapolated to the entire population surveyed. The impacts of these results provide an upper range for consideration.

Survey of libraries

Five of the six libraries responded for a response rate of 85%. Libraries in Genesee County play an important role in arts and cultural programming. Each library was asked to estimate what portion of their time and budget is spent directly on arts and culturally related activities (such as the Gallery Room at the Richmond Library, children's reading hours, hosting performances, etc.). The budget percentages provided for arts and culture programming (between 0 and 11%) were used to allocate a portion of the total library budget to the input-output model. Data for the libraries was incorporated in the analysis of organizations and events.

Survey of individual artists

13 of the 231 individual artists responded for a response rate of 6%. This low rate for individuals is consistent with the results of other arts impact surveys. The direct impact used in this analysis reflects both the results of the survey and information from the U.S. Census Bureau. Census data from 1999 records 46 people who identified themselves as independent artists, writers and performers in Genesee County. When corrected for inflation, average revenues from the Census data were very close to average revenues collected through this study's survey (\$12,505 per artist from the Census vs. \$12,077 from the survey). This report uses the total of 46 people identified by the US Census

Bureau and the more conservative financial results of the survey to calculate the economic impacts.

These results were also extrapolated to the entire population of artists to project an impact of all 231 artists.

ii. Surveys by Americans for the Arts: Event-related spending by arts audiences

According to the national study just completed by Americans for the Arts, event-related spending by arts audiences including hotels, restaurants, parking and refreshments are about 1.5 times the amount spent by organizations.⁵² Relying on attendance figures from arts and cultural venues in Genesee County, this analysis calculates the economic impact of event-related spending by art audiences using an average of such spending in areas with similar population as detailed in the Americans for the Arts study.

Visitors to the county will generally spend more on arts-event related activities than local residents (due mostly to travel, accommodation and dining costs). According to the surveys outlined above, approximately 26%, or 19,864 out of 77,855 attendees were visitors to Genesee County. (Although library activities are included in the event totals in other parts of this report, it was felt that these activities are unlikely to generate significant audience spending and so they are excluded here.)

According to the survey results from Americans for the Arts in 2001, the average per person spending induced by attendance at nonprofit arts events for is \$16.46 for residents and \$40.79 for non-residents. For this analysis, the estimated spending on “event gifts or souvenirs” was excluded. This was done in order to ensure that there was no double-counting of money that would likely be going directly to organizations. The tables of spending estimates from Americans for the Arts used for this report are as follows:

Table 3. Resident spending

	Refreshments or snacks during events	Meals before or after events	Event gifts or souvenirs	Clothing or accessories purchased for events	Transportation	Event-related child care	Overnight lodging	Other event-related spending	Total per person spending
Average spending*	\$1.76	\$6.12	\$3.21	\$1.96	\$1.4	\$.18	\$.64	\$1.2	\$40.79
Percentage of total	10.7%	37.2%	19.5%	11.9%	8.5%	1.1%	3.9%	7.3%	100%

Table 4. Non-resident spending

	Refreshment or snacks during events	Meals before or after events	Event gifts or souvenirs	Clothing or accessories purchased for events	Transportation	Event-related child care	Overnight lodging	Other event-related spending	Total per person spending
Average spending†	\$3.01	\$12.74	\$5.83	\$2.85	\$6.24	\$.27	\$7.69	\$2.16	\$40.79
Percentage of total	7.4%	31.2%	14.3%	7%	15.3%	.7%	18.9%	5.3%	100%

C. Qualifications and considerations

Responses to surveys are not always consistent and sometimes require judgments. In all cases, a conservative approach was taken in this analysis. For instance, when no information was available on attendance figures, percentage of tourists in attendance, number of volunteers, in-kind contributions or number of performances, *a figure of 0 was used*.

Input-output analysis requires that certain assumptions are made in analyzing a local economy. In particular, this model assumes the following:

- A closed circuit of inter-industry transactions with all resources being used to their maximum potential.

* This table presents the average dollars spent per person by non-residents as a result of their attendance at nonprofit arts events during fiscal 2001. Non-residents are attendees who reside outside the county in which the nonprofit arts events took place. The average is from survey of 19 communities with a population of 50,000 to 99,000 and *excludes* the cost of admission to the event.

† This table presents the average dollars spent per person by non-residents as a result of their attendance at nonprofit arts events during fiscal 2001. Non-residents are attendees who reside outside the county in which the nonprofit arts events took place. The average is from survey of 19 communities with a population of 50,000 to 99,000 and *excludes* the cost of admission to the event.

- All industries within a sector use inputs in the same proportion and the percentage of inputs purchased locally is constant.
- Output is consistent across the sector, relative to the size of a particular company.
- There are no constraints on supply.
- Increases or decreases in employment lead people to move into the region for jobs or out so that “full-employment” is always maintained.⁵³

It should also be noted that the economic impact of arts and culture in Genesee County have not been measured against the economic impact of other activities to see the *relative* impact of arts and culture in the economy.

VIII. Summary of Findings and Conclusions

The arts and culture industry generates nearly \$5 million in economic activity in Genesee County. The results of this analysis show that with even the most conservative estimates, arts and cultural activities in Genesee County have the following economic impacts:

- **\$4,932,570** in total economic activity
- **111 jobs**
- **\$2,031,944** in resident household income
- **\$115,082** in state and local government revenue
- **16,515 hours** of volunteer work given to support arts and culture activities valued at **\$265,066***
- A minimum of **1424 performances**, festivals and events drawing at least **104,400 attendees** each year

As demonstrated throughout this report, the actual numbers are probably much higher.

Arts and culture in Genesee County mean business!

Much of the revenue needed to support the arts activities in Genesee County, an average of 40%, is earned income. State and local funding provide a further 33%, followed by individual and business contributions. The arts are actively supported in the community through donations of volunteer time and in-kind giving. Mirroring the results of other national studies, arts and culture are found to make substantial contributions locally to economic development, cultural tourism, education and community wellness.

It should be noted that local arts and cultural activities further serve the county by keeping dollars within the county economy. Without these activities it is likely that more people would travel, perhaps to Buffalo, Rochester, Toronto or New York City for arts and cultural attractions. Instead, local venues attract new dollars into the county from visitors, who make up an estimated 26% of all attendees at events. These visitors bring

* Dollar value of volunteer time is \$16.05 per hour for 2001. This is the dollar value of the average volunteer hour during fiscal 2001 from The Independent Sector, *Giving and Volunteering in the United States 2001*. http://www.independentsector.org/programs/research/volunteer_time.html. Visited 6/26/02.

vital economic activity to restaurants, hotels and other local businesses. Arts and cultural activities provide valuable benefits to the people of Genesee County - and to the local economy.

Appendix A: Questionnaires

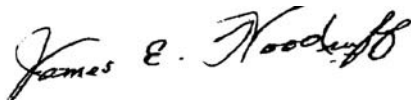
July 7, 2002

We're writing today to ask for your assistance in our survey of arts and cultural activities in Genesee County. Please find enclosed a brief questionnaire. ***With the information gained, we can measure specific impacts of arts and culture on the regional economy and on the vitality of our communities.*** Please be assured that the financial information you provide will remain confidential and will only be released as part of aggregated data for the whole county.

This countywide survey of arts and cultural organizations, events, festivals, libraries and artists is part of the work being done by the Genesee County Arts Advisory Committee*. The committee was formed last year by the County Legislature, following the adoption of the Genesee County Comprehensive Plan, to research and make recommendations on arts and cultural programming. The Institute for Local Governance and Regional Growth at the University at Buffalo is providing research assistance. Our goal is to improve awareness of the integral connections between arts, culture and regional development and to point to new opportunities for growth. ***But we must hear from you to ensure an accurate measurement of the full impact of local arts and culture.***

For your convenience, please use the enclosed postage-paid reply envelope or fax your reply to (716) 829-3776. In order to include the impact of your activities in our results, we must hear from you by **July 29, 2002.**

Thank you for helping us to learn more about the impact of arts and culture in Genesee County!



James Woodruff
Chair, Genesee County Arts
Advisory Committee



Jane Humphreys
Student Intern
University at Buffalo

P.S. If you have questions about this survey, please contact Jane Humphreys at jch9@buffalo.edu, or by calling the Institute for Local Governance and Regional Growth at (716) 829-3777.

*Genesee County Arts Advisory Committee members:
Roberley Bell, Linda Blanchet, Betty Casey, Carol Glor, David Grayson, Rosalie Maguire, Barbara Pierce, Father David Scheider, Martha Spinnegan, James Woodruff (Committee Chair), Craig Yunker.

Notes

¹ Tom Hendry, "Local Cultural Planning: A Canadian Experience," *Journal of Arts Management and Law* 18, 4 (1989): 5.

² Elizabeth Strom, *Strengthening Communities Through Culture* (Washington, DC: Center for Arts and Culture, 2001), 7.

³ David Cwi, "Improving the Design and Policy Relevance of Arts Impact Studies: A Review of the Literature," in *Economic Impact of the Arts: A Sourcebook*, ed. Anthony J. Radich (Washington, DC: National Conference of State Legislators, 1987) 116-7.

⁴ Based on categories from Alliance for the Arts, *The Economic Impact of the Arts on New York State and New York City: A Report to Governor George E. Pataki and Mayor Rudolph W. Giuliani*. (New York: Alliance for the Arts, 1997).

⁵ James Heilbrun and Charles M. Gray, *The Economics of Art and Culture: An American Perspective* (New York, Cambridge, UK and Melbourne, Australia: Cambridge University Press, 1993) 309.

⁶ Cwi, 106.

⁷ Americans for the Arts. *Arts & Economic Prosperity: The Economic Impact of Nonprofit Arts Organizations and Their Audiences* (Washington, DC: Americans for the Arts, 2002), 2. Viewed July 15, 2002 at <http://www.artsusa.org/EconomicImpact>.

⁸ American Arts Alliance. Economic Impact of the Arts: Fact Sheet. Last updated 8/01/02. Viewed May 28, 2002 at <http://www.americanartsalliance.org/fact.html>.

⁹ Joni M. Cherbo and Margaret J. Wyszomirski, eds., *The Public Life of the Arts in America* (New Brunswick, NJ and London: Rutgers University Press, 2000) 5-6.

¹⁰ *Ibid.*, 3-4.

¹¹ McKinsey & Company, *You Gotta Have Art: Profile of a Great Investment for New York State* (New York: New York State Council on the Arts and the City of New York Department of Cultural Affairs, 1997) 4.

¹² Carol J. De Vita, "Viewing Nonprofits Across the States." *Charting Civil Society*. (Washington, DC: The Urban Institute, August 1997), 3. Viewed July 24, 2002 at <http://nccs.urban.org/NCCSpubs.htm>.

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- ¹³ Michigan State University, Department of Park, Recreation and Tourism Resources. *Economic Impact Concepts*, 3. Viewed May 23, 2002 at <http://www.msu.edu/course/prr/840/econimpact/index.htm>.
- ¹⁴ The estimates of fiscal impact are modeled on the fiscal impacts assessment analysis in Jack R. Huddleston and Samina Raja. *Economic Impacts of the Dane County Regional Airport*. Report. (Madison: University of Wisconsin-Madison, December, 1999) 26.
- ¹⁵ Amrhein, Cindy. "Seneca Nation of Indians: Tonawanda Reservation." Town of Alabama website. Viewed 7/1/02 at <http://www2.pcom.net/cinjod/historian/Indians.html>.
- ¹⁶ Betty Thomas, "Genesee County History." 1999. Viewed July 1, 2002 at www.rootsweb.com/~nygenesee.
- ¹⁷ US Census Bureau. State and County QuickFacts. Viewed August 20, 2002 at <http://quickfacts.census.gov/qfd/states/36/36037.html>.
- ¹⁸ Email communication from Dawn Borchert, Genesee County Tourism Marketing Director. August 11, 2002 reporting attendance figures from Six Flags.
- ¹⁹ "Information Booth." *The Daily News*. 31 May, 2002, sec A, p. 10.
- ²⁰ Genesee County Chamber of Commerce Tourism Promotion 1999 Conversion Study, 1.
- ²¹ Email communication from Dawn Borchert, Genesee County Tourism Marketing Director reporting results of 2000 Chamber of Commerce survey. July 29, 2002.
- ²² Email communication from Mary L. Brink of the NIOGA Library System. February 13, 2002.
- ²³ Cultural Initiatives Silicon Valley, *Creative Community Index* (San Jose, CA: Cultural Initiatives Silicon Valley) 18.
- ²⁴ R. Leo Penne and James L. Shanahan, "The Role of the Arts in State and Local Economic Development," in *Economic Impact of the Arts: A Sourcebook*, ed. Anthony J. Radich (Washington, DC: National Conference of State Legislators, 1987) 150.
- ²⁵ *Ibid.*, 134.
- ²⁶ Richard Florida, *The Rise of the Creative Class* (New York: Basic Books, 2002) 7.
- ²⁷ Hilary Anne Frost-Kumpf, *Cultural Districts: The Arts as a Strategy for Revitalizing Our Cities* (Washington, DC: Americans for the Arts, 1998) 7.

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- ³² H. Lim "Cultural Strategies for Revitalizing the City: A Review and Evaluation." *Regional Studies*. 27, 6 (1993): 590
- ³³ National Association of State Arts Agencies, 1.
- ³⁴ National Governors Association Center for Best Practices, 2-3.
- ³⁵ "Information Booth." *The Daily News*. 31 May, 2002, sec A, p. 10.
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- ³⁸ Ibid.
- ³⁹ Americans for the Arts. "Demographics of nonprofit arts audiences in participating communities during fiscal 2001", Table 25.
- ⁴⁰ Strom, 33.
- ⁴¹ Ibid.
- ⁴² National Governors Association Center for Best Practices, 2.
- ⁴³ Robert Putnam, *Bowling Alone: The Collapse and Revival of American Community* (New York: Simon & Schuster, 2000) 19.
- ⁴⁴ Ibid., 27-8.
- ⁴⁵ Ibid., 411.

⁴⁶ Bruce A. Seaman, *National Investment in the Arts* (Washington, DC: Center for Arts and Culture, 2002) 9.

⁴⁷ Heilbrun, 228-9.

⁴⁸ Cwi, 107.

⁴⁹ Heilbrun, 205-7.

⁵⁰ *Ibid.*, 209-10.

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