

ARTS IN OUR LIVES

From arts to zoos, cultural organizations strengthen our community. They entertain, uplift, and inspire us, enhancing our quality of life. They advance youth development, foster innovation and creativity, and help us question and understand the world around us. At the same time, cultural organizations drive our regional and state economies and add to our sense of place. The Central Puget Sound’s cultural resources are integral to our region’s identity and to our global competitiveness.

ARTS IN OUR ECONOMY

This study includes 313 arts, cultural, and scientific organizations in King, Kitsap, Pierce and Snohomish Counties in Washington. As the findings show, cultural organizations provide significant economic impact. They create jobs, generate tax revenue, and drive tourism, bringing “new money” into the region. On the whole, cultural organizations show post-recession stability. Aggregate sales impacts and total jobs supported have increased modestly since ArtsFund’s 2009 study, as have audience levels and the number of productions and exhibits. The ripple effects of cultural organizations are felt across the region and the state. Continued investment in and promotion of our region’s cultural assets will ensure this impact will last for years to come.



“Arts and cultural activities allow me to learn, explore, think, dream, and understand. These activities increase my quality of life, reduce stress, and encourage me to engage and participate in the community.”

Source: Patron Survey

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PHOTO CREDITS

Cover Tacoma Symphony Orchestra, Sarah Ioannides, Photo by Dane Gregory Meyer. **Spectrum**, Donald Byrd’s *Carmina Burana* at The Moore Theatre, Photo by Tino Tran. **Opening Spread** The 5th Avenue Theatre, *A Chorus Line*, Photo by Mark Kitaoka. **Inside Panels** A Contemporary Theatre, *Cat On a Hot Tin Roof*, Photo by Truman Buffett. 2014 Earshot Jazz Festival, Cuong Vu, Photo by Daniel Sheehan.

BROCHURE DESIGN



IMPACT:
ARTS &
CULTURE

ENRICHING COMMUNITIES,
FUELING ECONOMIES

A Summary of a 2014 Economic Impact Study of Arts, Cultural & Scientific Organizations in the Central Puget Sound



King, Kitsap, Pierce, and
Snohomish Counties, Washington
Released November 2015

Your support of arts, cultural, and scientific organizations keeps our community vibrant.

“Having a variety of accessible cultural venues and events is one of the integral facets that make this region such a desirable place to live, like the natural beauty of the region.”

Source: Patron Survey





\$2.4B aggregate sales impacts

30% of sales impacts come from outside the area

35,376 total jobs supported

13.4M patron visits in 2014

1.2M visits by K-12 students

IMPACTS

In fiscal year 2014, the total income of nonprofit cultural organizations in the Central Puget Sound region was \$512.9 million, most of which was spent in the local economy. Patrons spent \$694 million on tickets, dining out, lodging, transportation, child care services, and other expenditures. The impacts of these expenditures ripple throughout the economy of the entire state.

2014 IMPACTS ON WASHINGTON STATE ECONOMY

| | |
|-------------------------|---------------|
| Aggregate Sales Impacts | \$2.4 billion |
| Labor Income Impacts | \$996 million |
| Tax Impacts-Aggregate | \$105 million |
| Total Jobs Supported | 35,376 |

CULTURAL ORGANIZATIONS BRING IN NEW MONEY

Cultural organizations attract patrons both inside and outside their communities. Approximately 30% of sales impacts and 28% of labor income impacts came from funding sources and patrons outside the four-county area. These impacts are considered “new money”—funds that come here only due to the activities of local cultural institutions.

2014 NEW MONEY IMPACTS ON PUGET SOUND REGION

| | |
|--------------------------------|---------------|
| New Money Sales Impacts | \$647 million |
| New Money Labor Income Impacts | \$257 million |
| New Money Tax Impacts | \$37 million |
| New Money Total Jobs Supported | 8,182 |

13.4 MILLION VISITS IN 2014

Annual admissions in 2014 totaled 13.4 million visits, nearly three and one half times the total population of the four counties. Of these annual admissions, 1.2 million were due to K-12 students experiencing cultural institutions using free or discounted tickets.

A DELICATE BALANCE OF INCOME AND EXPENSES

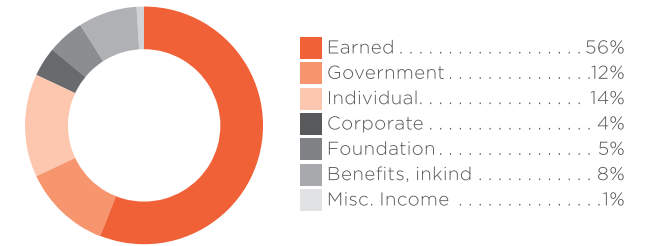
With a total income of \$512.9 million and total expenses of \$496.4 million, operating margins are modest. Continuing support from all sectors of the community remains critical.

PROVIDING AND CREATING JOBS

In addition to directly employing people, cultural organizations create a ripple of economic activity and additional jobs through their business activities and the expenditures of their patrons. In 2014, activities of Central Puget Sound cultural organizations and patrons supported a total of 35,376 direct and indirect jobs.

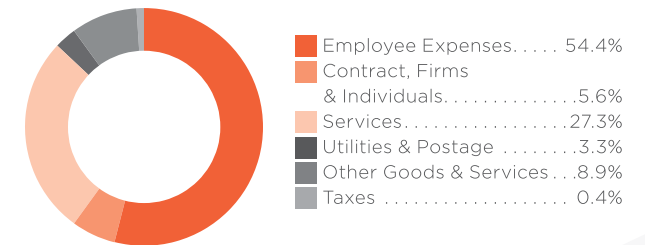
KEY TO OUR REGION'S IDENTITY AND QUALITY OF LIFE

Over 90% of current patrons of cultural organizations identified cultural activity as highly important to the Central Puget Sound region's identity. Whether cited as a reason to move here or as a reason to stay, cultural activity was identified as integral to the region's livability and quality of life.



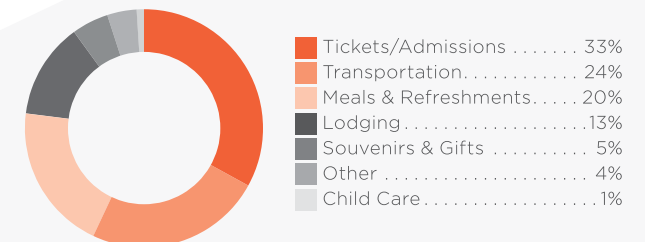
AGGREGATE INCOME

Cultural organizations earn slightly more than half of what they need to cover their expenses from ticket sales. The remainder comes from a variety of contributed sources.



AGGREGATE EXPENDITURES

Most direct spending of cultural organizations goes for employee expenses. These are expenses for jobs inside the organizations and jobs with service providers outside the organizations.



PATRON EXPENDITURES

Spending by cultural patrons reaches far beyond the ticket booth. Restaurants, hotels, retail shops and transportation-related enterprises account for two-thirds of the spending related to attendance at cultural activities.