



ArtsFund's 2018 Social Impact Study

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New Jersey Herald

Workshop slated for residents interested in future of their towns

By Bruce A. Scruton New Jersey Herald

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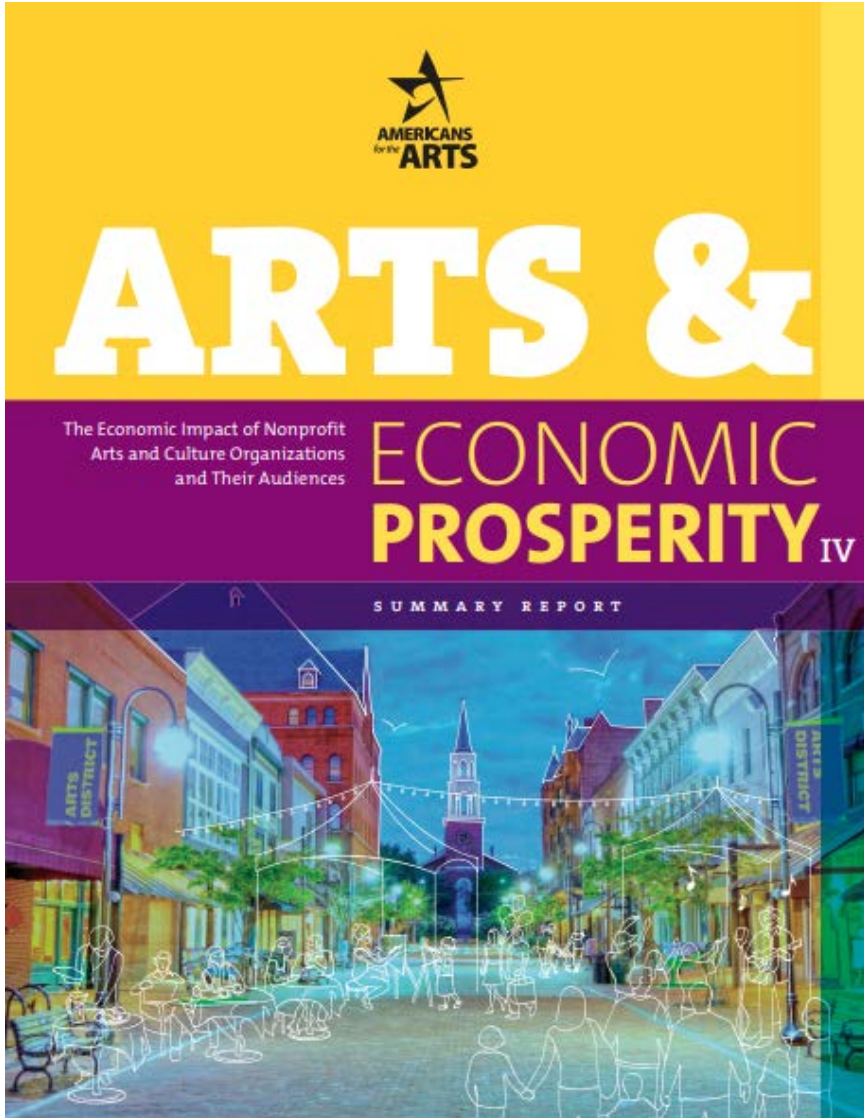
MIDDLE SMITHFIELD, Pa. -- Anyone who plays a part in, or has ideas about, development and planning for their hometown is invited to a Creative Placemaking Boot Camp workshop hosted by the Delaware Water Gap National Recreation Area.

The event will be held from 9 a.m. to 4 p.m. Thursday at the Bushkill Meeting Center, a mile north of the Route 209 entrance to the park.

The workshop is aimed at residents -- from elected officials to artists and business owners to cultural leaders -- who are interested in the future of their small towns or rural communities and "value their uniqueness, strong sense of community and special places," according to officials at the park.

According to a recent report, visitors to the Delaware Water Gap park spend more than \$125 million a year into the local economy, which in turn supports some 1,800 jobs in communities around the park.

"We are always looking for creative solutions to increase the economic impact of our nearly 4 million annual visitors in those communities while working to preserve the natural and cultural resources that make each of them so special," park Superintendent John J. Donahue said.



ARTSFUND 

An Economic Impact Study of Arts,
Cultural, and Scientific Organizations
in King County

2014

2015 King County, WA findings:

\$2.4B
business activity

35,376
jobs

\$105M
taxes

\$996M
labor income



Since 2000,
King County
has gained
close to
360,000
people and is
now home to
more than 2.1
million people,
many of whom
are newcomers
to the country
and region

How do we build
sustainability for the
sector and integrate the
arts into addressing our
region's challenges?

New approach: Social Impact Study

Goals

- **Overall:** raise public perception of the value of the arts
- **Long term:** sustain the sector in King County
- **Short term:** provide resources to raise understanding of the role arts play in addressing civic challenges

Advisory Committee



Funders



Anonymous



Glenn Kawasaki



Peter A. Horvitz

NESHOLM FAMILY
FOUNDATION

*Maryanne
Tagney-Jones*

Carlo Scandiuzzi

Methodology

- Synthesize existing local, national, and international research
- Conduct landscape scan
- Collect local data and case studies
- Identify programs' shared characteristics, replicable positive features, and areas of opportunity

Timeline

2017

- **January-May:** Initial formative conversations
- **May-June:** Advisory Committee formation and scoping
- **July:** Request for proposals sent, proposals received
- **August:** Consultants selected and contracted
- **October-December:** research collected, literature review drafted

2018

- **January-February:** Case study list drafted, Advisory Committee reconvened
- **March:** Case studies selected
- **April:** county-wide survey administered, case study outreach begins, cultural leaders convening
- **May-June:** Case study interviews, data and survey collection
- **July-August:** Report drafted, reviewed
- **August-September:** Report text, design, web elements finalized
- **October:** Social Impact Study released

Social Impact themes

Youth & Education



Daedalus Quartet gives a free performance for students at Lowell Elementary School. Credit: Phil Lanum



Above: Dance for Parkinson's participant. The School of Spectrum Dance Theater's collaboration with Seattle Theater Group and Evergreen Hospital.

Health & wellness



Bellevue Arts Museum, Crowd at BAM ARTSfair. Photo courtesy of Bellevue Arts Museum

Neighborhood Vitality

Youth & Education

- Involvement in the arts improves academic and social outcomes for youth across socio-economic status

Health & Wellness

- In and out of medical settings, arts have direct impact on individual and community health, leading to longer lives, better lived

Neighborhood Vitality

- Arts in neighborhoods are linked to positive social determinants and community cohesion

Equity

- Arts and arts-based strategies are valuable tools in addressing racial and social injustice and bridging the cultural divide.

Literature Review process

- Shared 50+ documents and case studies with BERK
- BERK built out into resource of 150+ documents
- Identified strengths and gaps in research
- Compiled into online, searchable library using Mendeley



Case studies & data collection

ArtsFund Social Impact Study

Potential Shortlist Criteria | Discussion Draft

The following draft criteria were identified in collaboration with the Social Impact Study Project Team. We will refine this list based on feedback from the Advisory Committee.

- **Equity:** Seek out historically marginalized or disadvantaged communities' perspectives. These include considerations related to income, age, ability, race and ethnicity.
- **Impact Theme Breadth:** Identify case studies that address multiple Impact Themes. Ensure that case studies cover all Impact Themes.
- **Geographic Representation:** Ensure cases studies come from urban and suburban areas across King County. Focus on communities of opportunity/economically disadvantaged communities.
- **Racial and Ethnic Diversity:** Ensure case studies include organizations/programs led by and/or for people of color or for ethnic minorities.
- **Maturity of Program:** Ensure case studies tackle programs that are at a steady state, with limited expected changes to overall design and an established track record.
- **Non-Traditional:** Go beyond narrow, institutional definitions that undercount the ways in which communities and individuals experience arts, culture and heritage.
- **Arts/Cultural Non-Profits + Social Service Providers:** Ensure case studies include both types of organizations.
- **Scale of Organization:** Ensure case studies include organizations with large and small budgets.
- **Connections to Community Priorities:** Ensure case studies speak to themes and policy priorities relevant to King County today.
- **Relationship with Organization:** Case studies will need a point of contact or existing relationship with organizations.

Project Considerations

- **Budget.** Given current budget, we estimate being able to conduct a total of nine case studies (three per main theme), assuming 4-6 hours per case study (includes scheduling, travel, interview, and writeup).
- **Timeline.** Interview would need to take place April – June.

- Parameters for case study inclusion (left)
- Conducted 10 case studies
- King County survey of 430 residents
- Cultural organizations survey of 300+ King County nonprofit cultural organizations

Health & Wellness

In and out of medical settings, arts have direct impact on individual and community health, leading to longer lives, better lived

Below: STG dance students from the Evergreen Hospital Parkinson's ward. Photo by Gabriel Biencyck



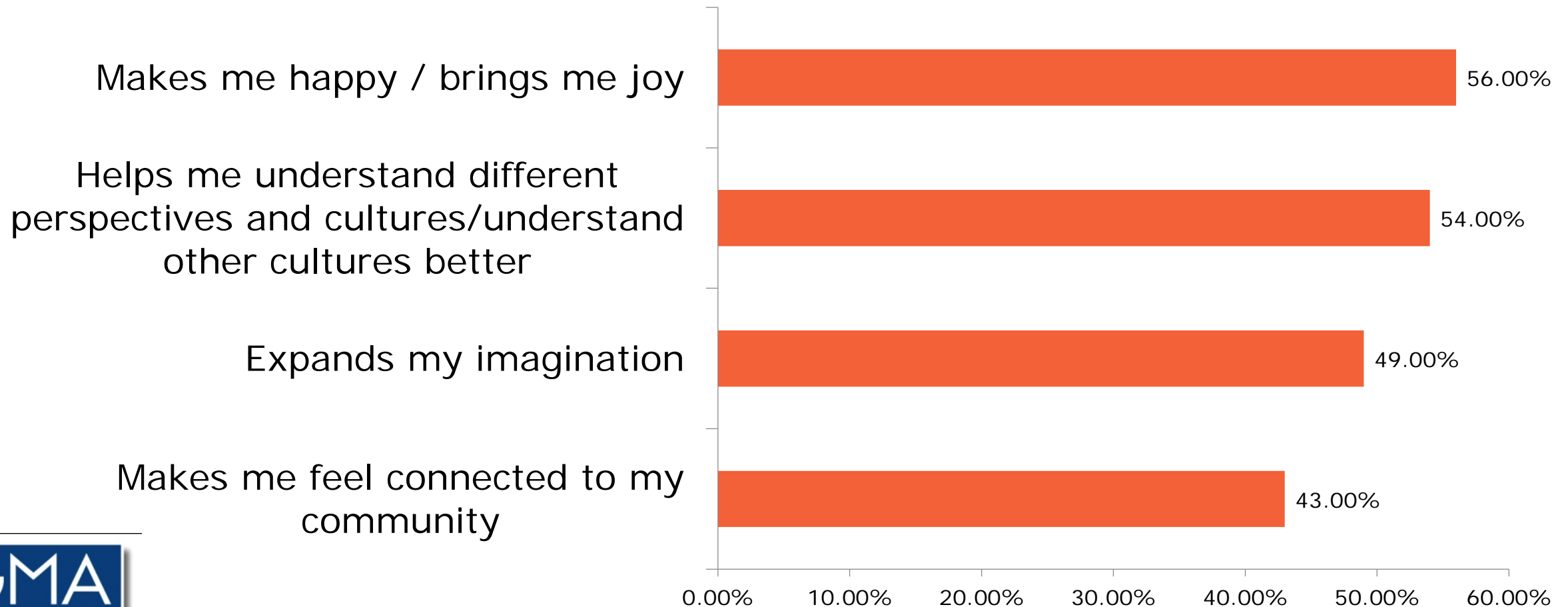
Upper Right: Jack Straw Cultural Center, visually impaired students experience James Borchers's installation *Obiectum Resonare* with audio description by Jesse Minkert of Arts and Visually Impaired Audiences. Photo by Sherwin Eng, courtesy of Jack Straw Cultural Center.



Right: Velocity Dance Center, weekly community class by choreographer Kate Wallich. Photo courtesy of Velocity Dance Center.



How does arts and culture affect your life? (GMA Research omnibus poll)



Neighborhood vitality

Arts in neighborhoods are linked to positive social determinants and community cohesion



Seattle Chamber Music Society, 2015 Summer Festival, *Chamber Music in the Park*.
Photo by Tom Marks



Tasveer, Yoni Ki Baat 2017, Photo by Abhishek Kulkarni



SIFF Cinema Uptown/Seattle International Film Festival
Photographer: Matthew Hammond

Youth & Education

Involvement in the arts improves academic and social outcomes for youth across socio-economic status



Photo courtesy Red Eagle Soaring



Seattle Arts & Lectures, Writers in the Schools (WITS) Anthology Launch. Photo by Libby Lewis.



Seattle Theatre Group, STG AileyCamp. Photo by Christopher Nelson.



Seattle Symphony, Link Up education concert. Photo by Brandon Patoc.

Stay tuned & thank you!

- Data collection concluding by end of June
- Final study to be released in October
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- Contact me at sarahsidman@artsfund.org

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