

ARTSFUND



# Making the Case for the Social Impact of the Arts

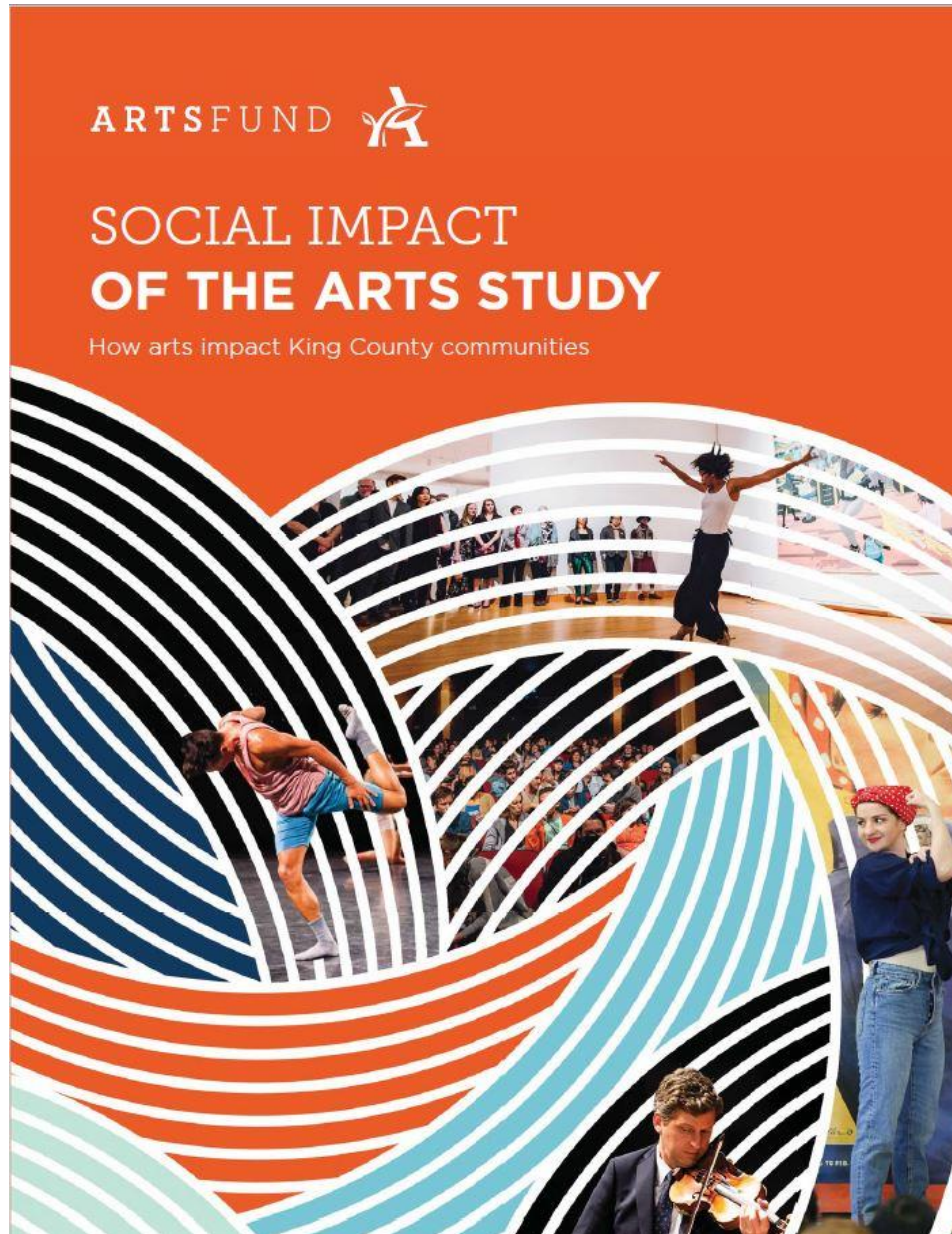
December 7, 2018

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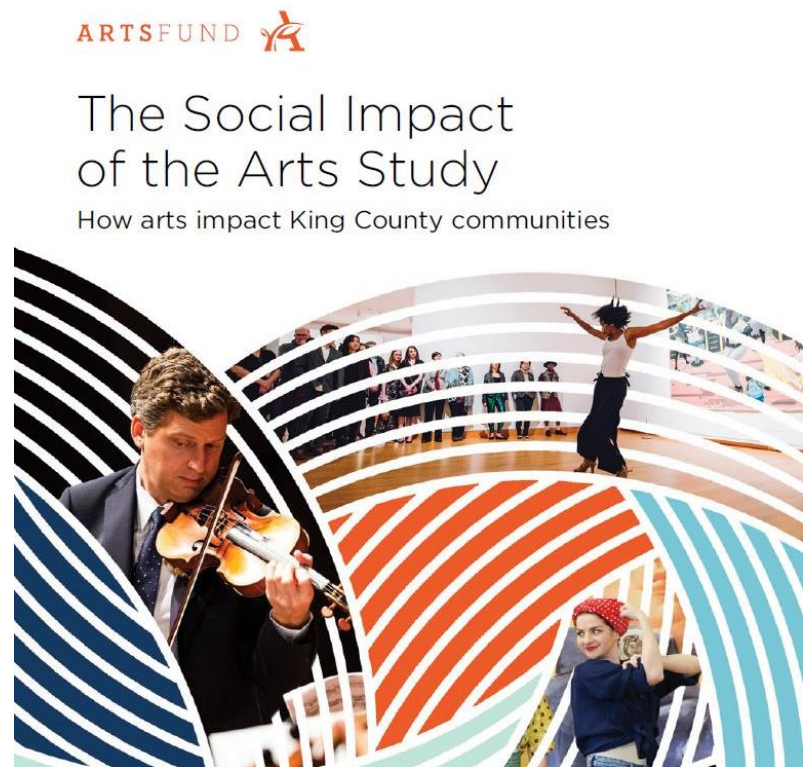




[www.artsfund.org/socialimpact](http://www.artsfund.org/socialimpact)



We define “arts” as programs, activities, and events offered by regional nonprofits including visual, literary or performing arts, films, heritage and folklore, festivals, and art learning through classes or lessons, both in and outside of traditional “arts” venues.



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DAPPER



# ECONOMIC IMPACT OF THE ARTS

In 2014, nonprofit arts, cultural, and scientific organizations in King County created:

- **\$2 billion** impact in Washington
- **30,721 jobs**
- **\$859 million** in labor income
- **\$87 million** in sales, B&O, and hotel-motel tax revenue

*(An Economic Impact Study of Arts, Cultural, and Scientific Organizations in the Central Puget Sound Region, ArtsFund, 2015)*



Artist and Child, photo by Austin Wilson, photo courtesy of Urban Artworks

# The (Mis)perceived Value of Arts & Culture

79%

of people believe arts benefit their personal wellbeing,

*and*

60%

cite the arts as a key factor in their decision to locate in the area

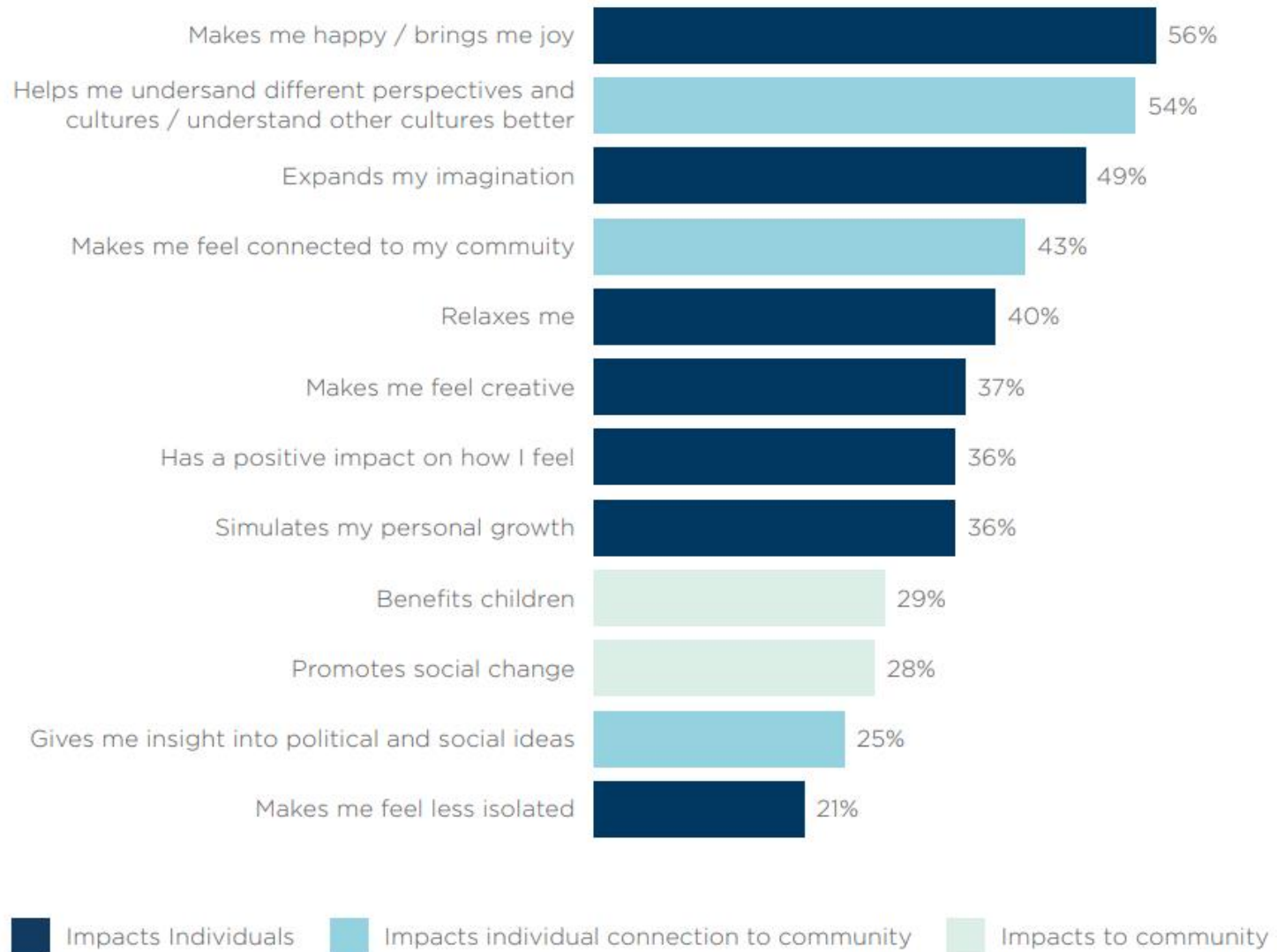
*but only*

28%

think arts and culture promote social change at a community-level.

According to a 2018 survey of King County residents.

# How does art & culture affect your life?





# THE STATE OF THE REGION





# Defining “social impact”

In this study, we define social impact as the ability to advance these three community priorities.

We selected these themes for three reasons:

1. They are **specific** and **timely** to the challenges facing King County today
2. They boast the **strongest** national evidence of **impact**
3. They offer the **most opportunity** for local leaders, organizations, and businesses to join in the work

## THEME 1: YOUTH DEVELOPMENT AND EDUCATION



## THEME 2: HEALTH AND WELLNESS



## THEME 3: NEIGHBORHOOD VITALITY



## THEME 1

# Youth Development & Education



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**Title:** THE ONES I ADMIRE  
**Artist:** Leo Carmona



# 23%

“At-risk” students involved in arts are **23 percentage points** more likely to attend college than peers with low arts involvement.

Source: The Arts and Achievement in At-Risk Youth, 2012

Low-income students with access to cultural resources score higher in English and Math. Low-income students with a high level of arts experience in school are **more likely to attend college, vote, and volunteer in their community.**

Source: The Social Wellbeing of New York City's Neighborhoods: The Contribution of Culture and the Arts, 2017

## THEME 1

# Youth Development & Education

Involvement in arts can improve academic and social outcomes for youth across socioeconomic status



Urban ArtWorks, youths painting, photo by Austin Wilson



# ARTS CORPS

Integrating the arts  
for school success

# JET CITY IMPROV

Supporting youth resilience  
through improv

# SEATTLE ARTS & LECTURES' WRITERS IN THE SCHOOLS (WITS)

Spreading the power of  
being heard

# URBAN ARTWORKS

Creating an offramp from the  
school-to-prison pipeline

## THEME 1, CASE STUDIES

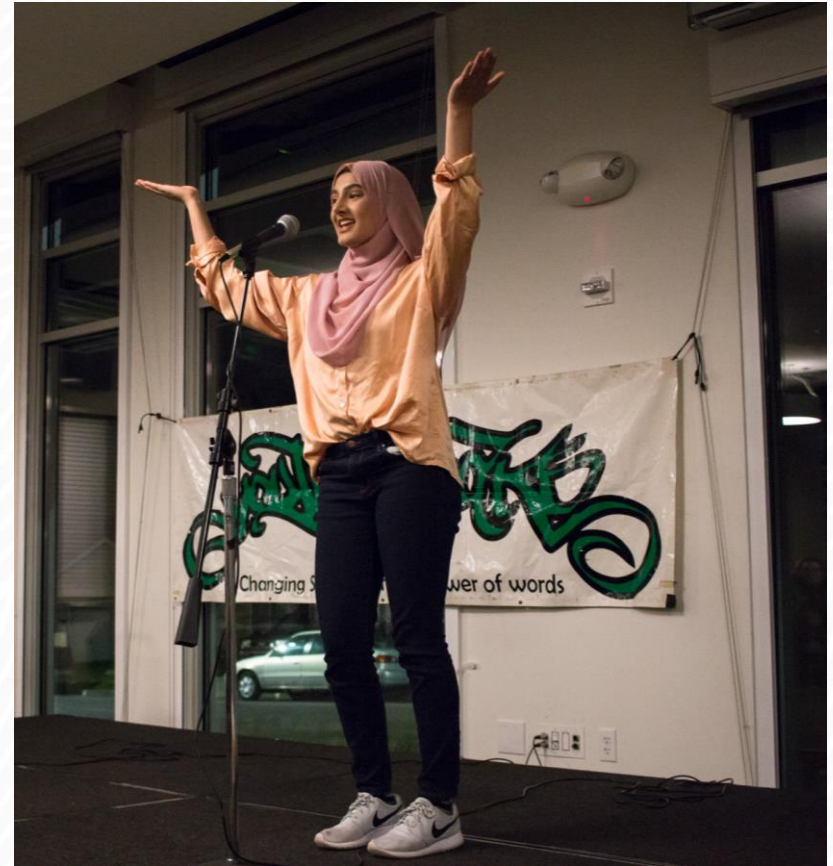
# Youth Development & Education



Arts Corps, Arts Liberation & Leadership  
Institute 2017, photo by Amy Pinon.

# STRATEGY TIP

Highlight your data and compare it to the community need.



Arts Corps, Youth Speaks Wild Card Slam Event 2018, Photo by Amy Pinon



## THEME 2

# Health & Wellness



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**Title:** Headspace  
**Artist:** Joanna Ngai



## THEME 2

# Health & Wellness

Arts can improve individual and community health.

Community-wide artistic interventions are opportunities to advance a 'culture of health,' and address inequities in the social determinants of health.



Path with Art, Dance Class. Photo courtesy of Path with Art

# 67%

**67% of music therapy participants with dementia felt less anxious and reduced their use of medication**

Source: Creative Health: The Arts for Health and Wellbeing, 2017

**45% of medical institutions nationwide offer some sort of arts program, with 8 out of 10 of these stating they do so to benefit patient recovery**

Source: Participatory Arts for Older Adults: A Review of Benefits and Challenges. Gerontologist, 2018

## THEME 2, CASE STUDIES

# Health & Wellness

### PATH WITH ART

Transforming trauma  
through art

### SEATTLE ARTS & LECTURES' WRITERS IN THE SCHOOLS (WITS)

Spreading the power of  
being heard

### SEATTLE THEATRE GROUP—DANCE FOR PARKINSON'S AND AILEYCAMP

Advancing whole-person wellness  
through dance

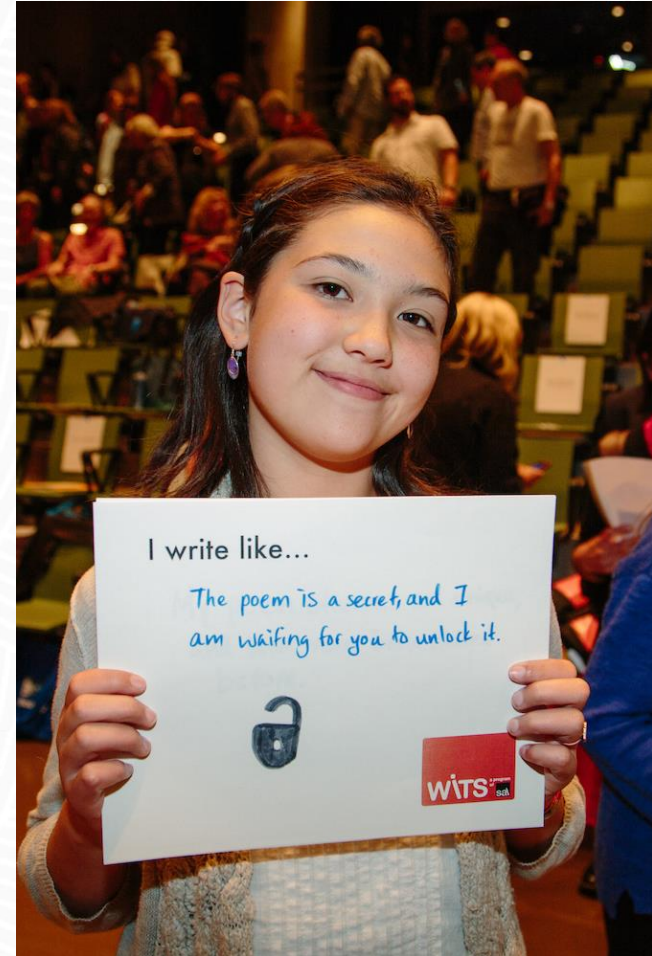


Seattle Arts & Lectures, Writers in the Schools (WITS) Anthology Launch. Photo by Libby Lewis.



# STRATEGY TIP

Define the context of where you are doing your work. What happens if you stop?



Seattle Arts & Lectures, 2017 WITS Year-End Reading, photo by Libby Lewis Photography



## THEME 3

# Neighborhood Vitality



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**Title:** Seattle Artist's Magic  
**Artist:** Taylor Hammes

# 18%

Low-income neighborhoods with cultural resources have 14% fewer cases of child abuse and neglect, and 18% less serious crime than low-income neighborhoods without cultural resources

Source: Culture and Social Wellbeing in New York City, 2017

Concentrated cultural districts are associated with reduced poverty without neighborhood displacement, improved child welfare, and lower morbidity

Source: CultureBlocks Philadelphia, 2013

**“Arts provide an experience where people of all backgrounds can come together and enjoy something.”**

—2018 GMA Survey Respondent

## THEME 3

# Neighborhood Vitality

The presence of arts is linked to increased neighborhood livability, community identity, and social wellbeing.

Research ties the benefits of arts and cultural participation to the informal education and empowerment of the community, and to a sense of pride and community ownership.



Washington Hall Project Team October 2015, credit Tim Rice



## THEME 3, CASE STUDIES

# Neighborhood Vitality

### ANANDAMELA FESTIVAL/ VEDIC CULTURAL CENTER

Bridging cultures  
with joy

### DELRIDGE NEIGHBORHOODS DEVELOPMENT ASSOCIATION & YOUNGSTOWN CULTURAL ARTS CENTER

Bringing arts, nature, &  
neighborhood under one roof

### DUWAMISH ALIVE! COALITION

Saying it with art

### WASHINGTON HALL + ANCHOR PARTNERS: 206ZULU, HIDMO, VOICESRISING

Fostering neighborhood vitality  
in a building with a mission



Seattle Art Museum, Summer at SAM, photo  
courtesy of Seattle Art Museum



# STRATEGY TIP

Tell the story of how impact is evolving alongside community evolution.



Whim W'Him, Configure, Photo by  
Bamberg Fine Art

# MAJOR INTERSECTIONS

## BUSINESS

The arts prepare the workforce of tomorrow

Creative thinking is fundamental to our growing economy. Today nearly 40 million Americans hold jobs in the creative sector.

The arts build communities workers want to live in

The highly mobile creative class chooses to be physically close to other knowledge workers, where the density of creative networks can accelerate their work, and city infrastructure and cultural amenities match their lifestyle preferences.

“Creativity, Education, and Work in the 21st Century,” by Keynote Speaker Steven J. Tepper

[www.artsfund.org/events/2017luncheon](http://www.artsfund.org/events/2017luncheon)



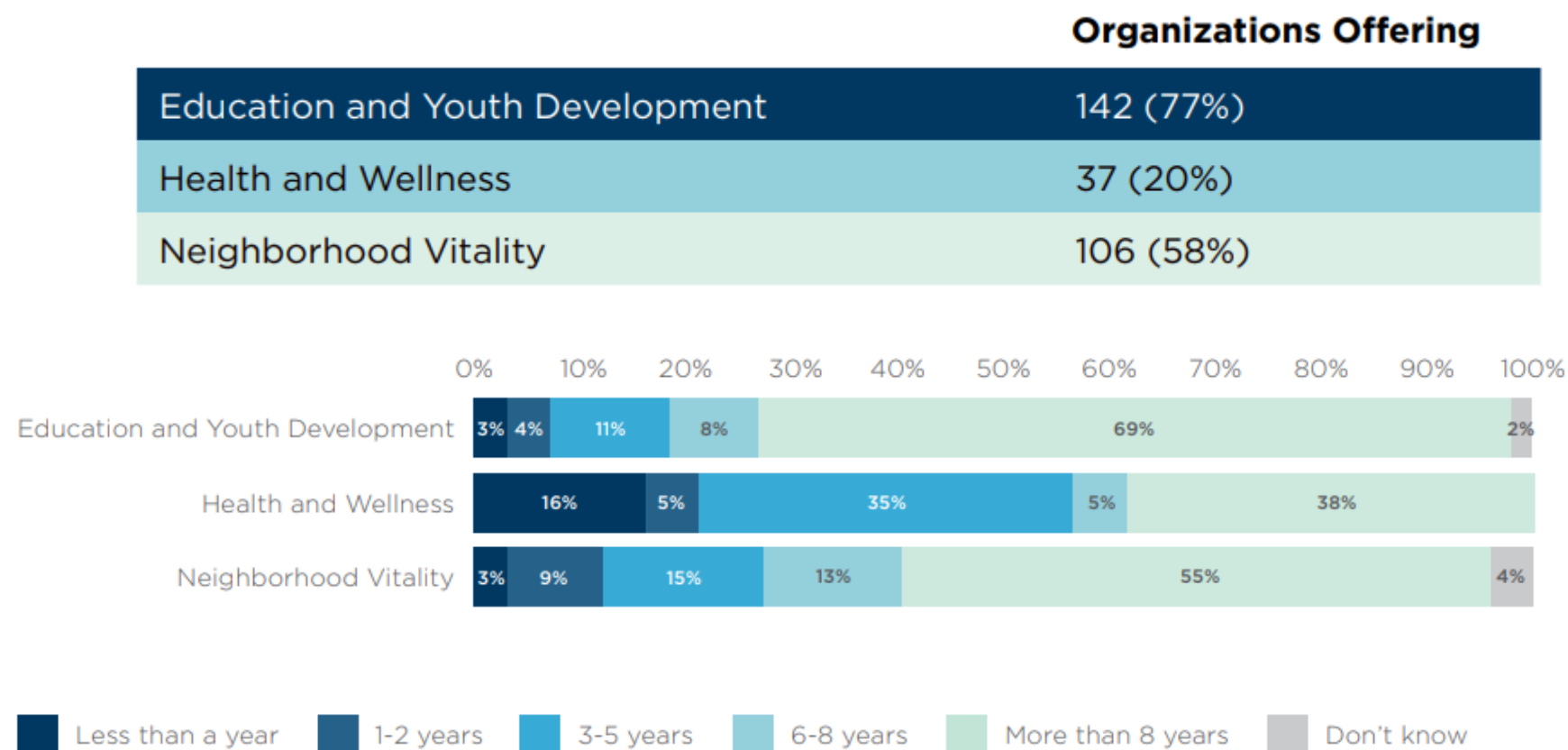
SODO Track Mural Project Day 3, photo courtesy of Urban Artworks

## ENVIRONMENT

Art is a medium for engaging with our environment, be it natural or built. Artists are addressing environmental challenges through their work using it as a tool for action.



Our **landscape scan** reveals the Puget Sound region is rich with arts programs with a sustained record of social impact, many of them long-running.



Source: ArtsFund Landscape Scan 2018; BERK, 2018.

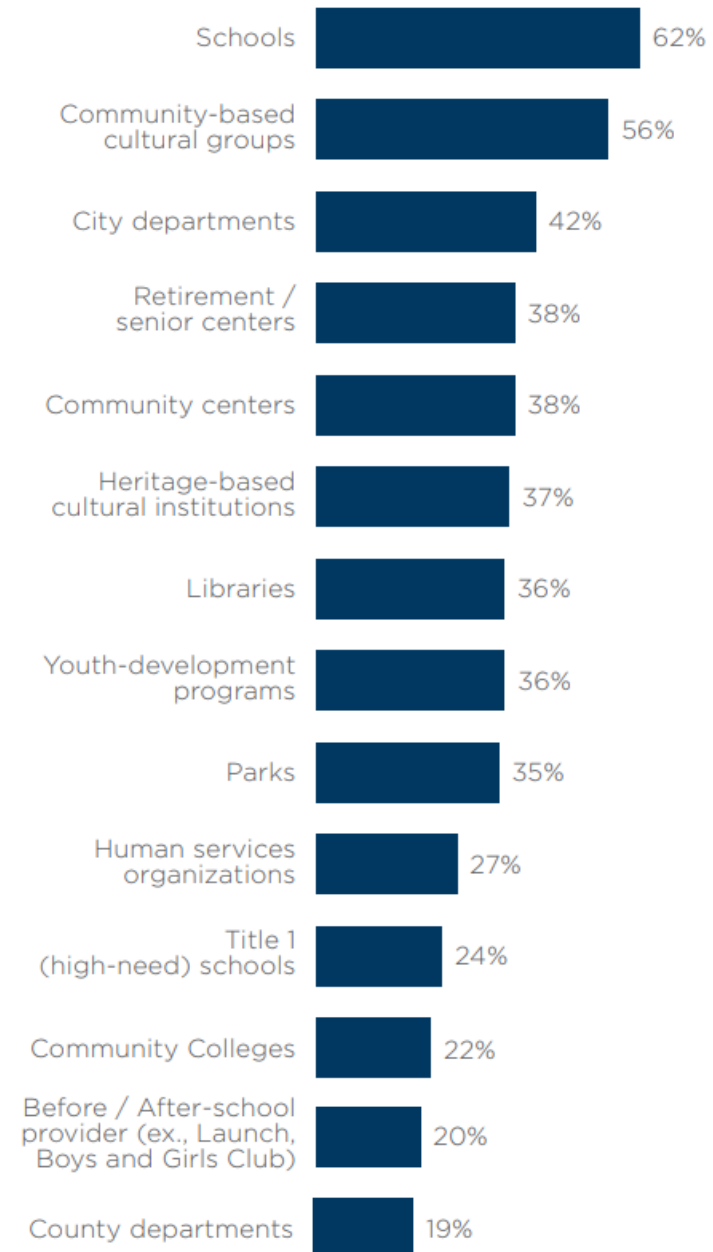
The scan also reveals that arts organizations and programs are not doing this work in isolation—**84% reported some type of partnership**

The power of two or more organizations committing across sectors to an arts-based approach complements traditional approaches to social issues



Path with Art, The Trimpin Wagon. Photo courtesy of Path with Art

## Top partnership types (% of organizations reporting partnership)





# CROSS CASE FINDINGS

**ART** makes other interventions more relevant and effective  
is a universal language

**PARTNERSHIPS** are at the root of success

**COMMUNITY** experiences greatest lasting impacts when  
the beneficiaries are the creators and leaders  
deciding needs  
building and long-term civic engagement are  
essential for successful organizations, rather  
than one-off program experiences

The beginnings of these arts and social impact endeavors often came out of individual

**RELATIONSHIPS** and near-chance circumstances

# CHALLENGES

## FUNDING

including total available funding and the structure of the grantmaking environment

## LOCATION,

space, and transportation are interlinked challenges affecting both populations served and teaching artists

## PRESSURE

on teaching artists including income, rising rent, and affordability, are threats to these programs

## PUBLIC PERCEPTION

## MEASUREMENT

of social impact is a constant tension





**WHAT'S NEXT?**

# AMPLIFYING SOCIAL IMPACT

- 1 **Invest** in arts organizations, supporting both “on” and “off-stage” programming.
- 2 Seek out ways to **support, scale, and grow partnerships** that cut across sectors to create interdisciplinary solutions.
- 3 **Add your voice and amplify this conversation.** Accelerate the impact by integrating these ideas into your work and advancing awareness of arts’ social impact.





# Media Coverage:

"Take heart—you are now armed and ready to go forth and preach: A major new study demonstrates that the positive, transformative nature of art is more than a feeling. It's a fact." – Jonathan Zwickel, *CityArts*

"For me this study is a confirmation of what I've seen, that the arts groups are increasingly focused not only on making art, but informing long term partnerships and programs that really meets the community where it is." – Marcie Sillman, *KUOW*

"This study proves the arts can help solve serious problems facing this region in particular, including homelessness, inequitable and inadequate education, and general divisiveness." – Rich Smith, *The Stranger*

"Moreover, the report offers statistics from various studies about the arts' potential impacts on youth development and education, health and wellness, and neighborhood vitality—a kind of Greatest Hits of data points on the arts and social impact." – Sunil Iyengar, *NEA*

The logo for CityArts, featuring the word "CityArts" in a bold, sans-serif font.The logo for the Stranger, featuring the word "the" in a small, lowercase font and "Stranger" in a large, bold, serif font.The logo for ART WORKS., featuring three stylized triangles in red, blue, and yellow above the text "ART WORKS." in a bold, sans-serif font.The logo for the National Endowment for the Arts, featuring the text "National Endowment for the Arts" in a serif font, with "arts.gov" in a smaller font below it.The logo for iK5, featuring the letters "iK5" in a bold, sans-serif font, with a small NBC peacock logo to the left.The logo for Seattle Business, featuring the words "Seattle Business" in a bold, sans-serif font, with "Seattle" on the top line and "Business" on the bottom line.The logo for the Puget Sound Business Journal, featuring the words "PUGET SOUND BUSINESS JOURNAL" in a bold, sans-serif font, with "PUGET SOUND" on the top line and "BUSINESS JOURNAL" on the bottom line.The logo for KIRO RADIO 97.3FM, featuring a stylized red and white tower icon above the text "KIRO RADIO" in a bold, sans-serif font, with "97.3FM" in a smaller font to the right.The logo for KUOW 94.9 npr, featuring the text "KUOW 94.9" in a bold, sans-serif font, with "kuow.org" in a smaller font below it, and the "npr" logo at the bottom.

# **#ArtsSocialImpact**





# Additional Materials

[Brochure](#)

[Case Study Interview Guide](#)

[Comprehensive Lit Review Bibliography](#)

[Cultural Partners Landscape Scan Participants \(Report Appendix\)](#)

[Cultural Partners Landscape Scan Survey Questions](#)

[Executive Summary](#)

[Full Inventory of Potential Case Studies](#)

[Full Report](#)

[GMA Poll Survey Questions](#)

[Online Gallery](#)

[Parameters for Case Study Inclusion](#)

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