

2017

ARTS & ECONOMIC PROSPERITY

ECONOMIC IMPACT OF THE NON-PROFIT

ARTS &
SCIENCES

IN FLAGSTAFF, AZ



FLAGSTAFF
ARTS
COUNCIL



Largest Study Ever Conducted



341 Study Regions in all 50 States, including Flagstaff, Arizona



Focus of the Study

Includes **50** participating organizations

- Non-profit arts, culture, science
- NAU College of Arts & Letters
- Programs within larger non-arts organizations

Does **NOT** include for-profit arts businesses

- Art galleries and retail arts
- Individual artists
- Orpheum Theater, Pepsi Amphitheater, Greenhouse Productions
- For profit sciences and research-only sciences

Participating Organizations

The Arboretum at Flagstaff
Northern Arizona Historical Society (Riordan Mansion and Pioneer Museum)
Arizona Natural History Association (Elden Pueblo)
Artists Coalition of Flagstaff
Ballet Folklorico de Colores
Canyon Movement Company
Capoeira Amizade Flagstaff
Center for Indigenous Music & Culture
City of Flagstaff (Public Art Program)
Dry Creek Arts Fellowship
Flagstaff Arts Council
Flagstaff Arts & Leadership Academy
Flagstaff Community Band
Flagstaff Dark Skies Coalition
Flagstaff Festival of Science
Flagstaff Friends of Traditional Music
Flagstaff Light Opera Company
Flagstaff Mountain Film Festival
Flagstaff Shakespeare Festival
Flagstaff Symphony Orchestra
Flagstaff Youth Chorale
Friends of Flagstaff's Future (Art Workshops)
Friends of the Flagstaff City-Coconino County Public Library

Grand Canyon Guitar Society
Heritage Square Trust
Hozhoni Art Gallery
Human Nature Dance Theatre
KNAU Arizona Public Radio
Literacy Volunteers of Coconino County
Living Traditions Presentations
Lowell Observatory
Masterpiece Art Program
Master Chorale of Flagstaff
Museum of Northern Arizona
Northern Arizona Book Festival
Northern Arizona Celtic Heritage Society
Northern Arizona Pride Association (Pride in the Pines)
Northern Arizona University College of Arts & Letters
Orchestra Northern Arizona
STEM City
Theatrikos Theatre Company
Thin Air Magazine
Turrell Art Foundation
USA Dance Flagstaff Chapter
Weavel Inc. (The Noise)
Willow Bend Environmental Education Center

Bold text = has received City of Flagstaff BBB funds in the past two years



Study Methodology

Fifty Participating Organizations

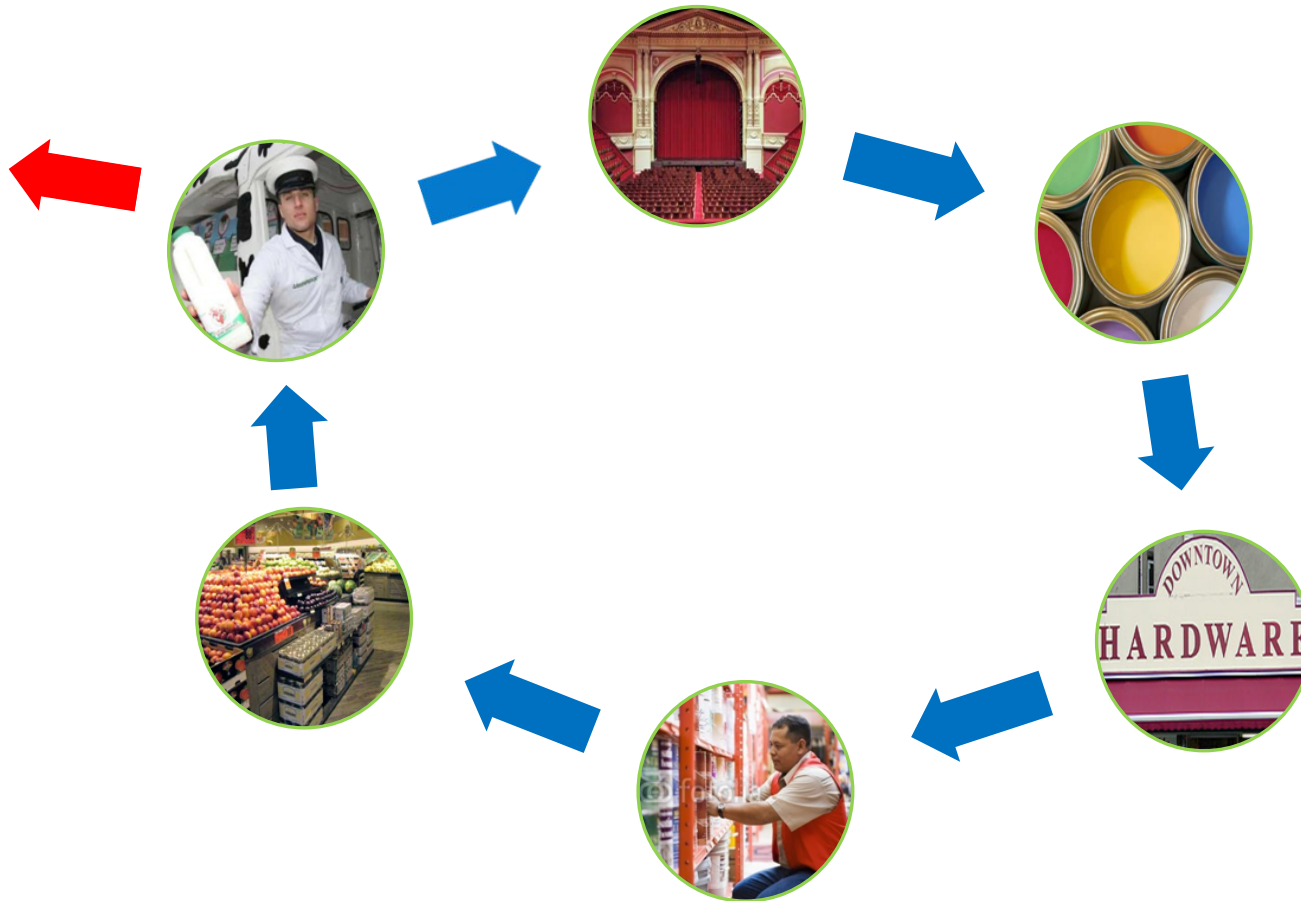
- Annual Expenditures
- DataArts Cultural Data Project
- Financial Surveys

Audiences at Events & Venues

- 2,748 Audience Intercept Surveys
- 88 Flagstaff Events
- January – December 2016

< Flagstaff Shakespeare Festival

How a Dollar Circulates in the Community



Input-Output Analysis

- Devised by Economists at Georgia Tech University
- Resulted in Two Nobel Prizes in Economics
- Customized for Flagstaff's Unique Economy and Businesses
- Avoided Duplication of Numbers
- Considered Circulation of Dollars

Total Annual Economic Impact

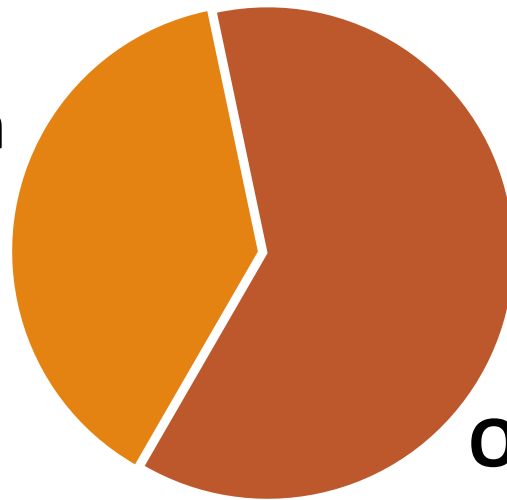
THE ARTS & SCIENCES MEAN BIG BUSINESS
\$90 MILLION **FOR FLAGSTAFF**
IN ANNUAL ECONOMIC IMPACT

The non-profit Arts & Sciences sector has a \$89,796,546 annual impact on Flagstaff's economy

The infographic features a central black banner with white text. Surrounding the banner are several circular icons: a red circle with a violin and a smiling face, a blue circle with a car, a green circle with a person at a desk, a red circle with a fork and spoon, a blue circle with a gift box, and a green circle with an atomic symbol.

Organization + Audience Spending

Audiences
\$38.1 million



Organizations
\$51.7 million

Lowell Observatory >



Return on Investment

**\$9.1 million
annual tax revenue**

\$4,665,000 in local (city, county) tax revenue

\$4,439,000 in state tax revenue

The City of Flagstaff invests about \$500,000 per year in non-profit arts and science programs.
Coconino County invests about \$250,000

The Arts & Sciences Supports 3,035 FTE Jobs in Flagstaff

Full-Time equivalent (FTE) jobs in all sectors that are supported and exist because of the total economic impact (\$90 million) of the non-profit arts and sciences



The Arboretum at Flagstaff



Flagstaff Symphony Orchestra

Audience Spending

\$38.1 million annual spending

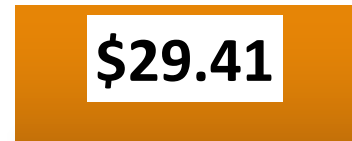
In the community at restaurants, hotels, retail stores, and more

Does not include ticket or admission fees

Arts audiences are engaged:
93.8% of the locals and 88.1% of the tourists surveyed said they voted in the 2016 election

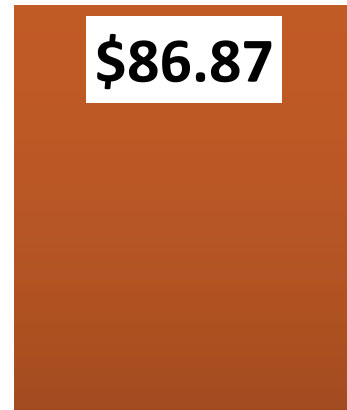
Audiences Spend at Local Businesses

Per person per event



Local

vs. \$23.44
National avg.



Non-local

vs. \$47.57
National avg.



Canyon Movement Company

Tourist Spending Habits



AVERAGE TOURIST PER- PERSON SPENDING

40.2% of tourists reported spending on overnight accommodations.
Spending rises to \$133.81/person when spending on overnight accommodations.

Cultural Tourists Add to the Economy

\$20,664,375

annual spending by out of town audiences

35.8% of tourists said the event/venue was the primary reason for their trip to Flagstaff
(For these numbers, only one night of lodging expenses is counted toward the audience expenditure, regardless of how many nights these cultural tourists actually stayed in the community. This conservative approach ensures that the audience-spending figures are not inflated by non-arts-related spending.)

Kiss Me Kate by NAU Lyric Theatre



French Finale Flagstaff Symphony Orchestra

April 15, 2016

Total Attendance: **966**

Surveys collected: **50**

Surveys represent: 82 locals, 19 tourists

Total spent: **\$5,403**

Average: **\$53.50 per person**



Hopi Festival Museum of Northern Arizona

July 2-3, 2016

Total Attendance: 2,912

Surveys collected: 50

Surveys represent: 31 locals, 97 tourists

Total spent: **\$15,380**

Average: **\$120.16 per person**

Comparison to Similar Cities

Community	Population	Total Impact	Audience Spending	Spending per Tourist	Eligible Orgs Participation
Flagstaff, AZ	71,459	\$90 Million	\$38 Million	\$86.87	90%
Corvallis, OR	55,000	\$72 Million	\$44 Million	\$37.43	60%
Boulder, CO	97,000	\$70 Million	\$34 Million	\$42.23	33%
Missoula, MT	71,000	\$72 Million	\$52 Million	\$53.45	59%
Duluth, MN	86,000	\$36 Million	\$22 Million	\$44.96	100%
La Crosse, WI	52,000	\$33 Million	\$20 Million	\$27.72	66%

Comparison to 2012 Study

	<u>2012 Study</u>	<u>2017 Study</u>
Total Impact	\$73 Million	\$90 Million
Audience Spending	\$35 Million	\$38 Million
Per Tourist Spending	\$54.78	\$86.87
Jobs Supported (FTE)	2,497	3,035
Local Tax Revenue	\$7.6 Million	\$9.1 Million
Household Income	\$56 Million	\$68 Million

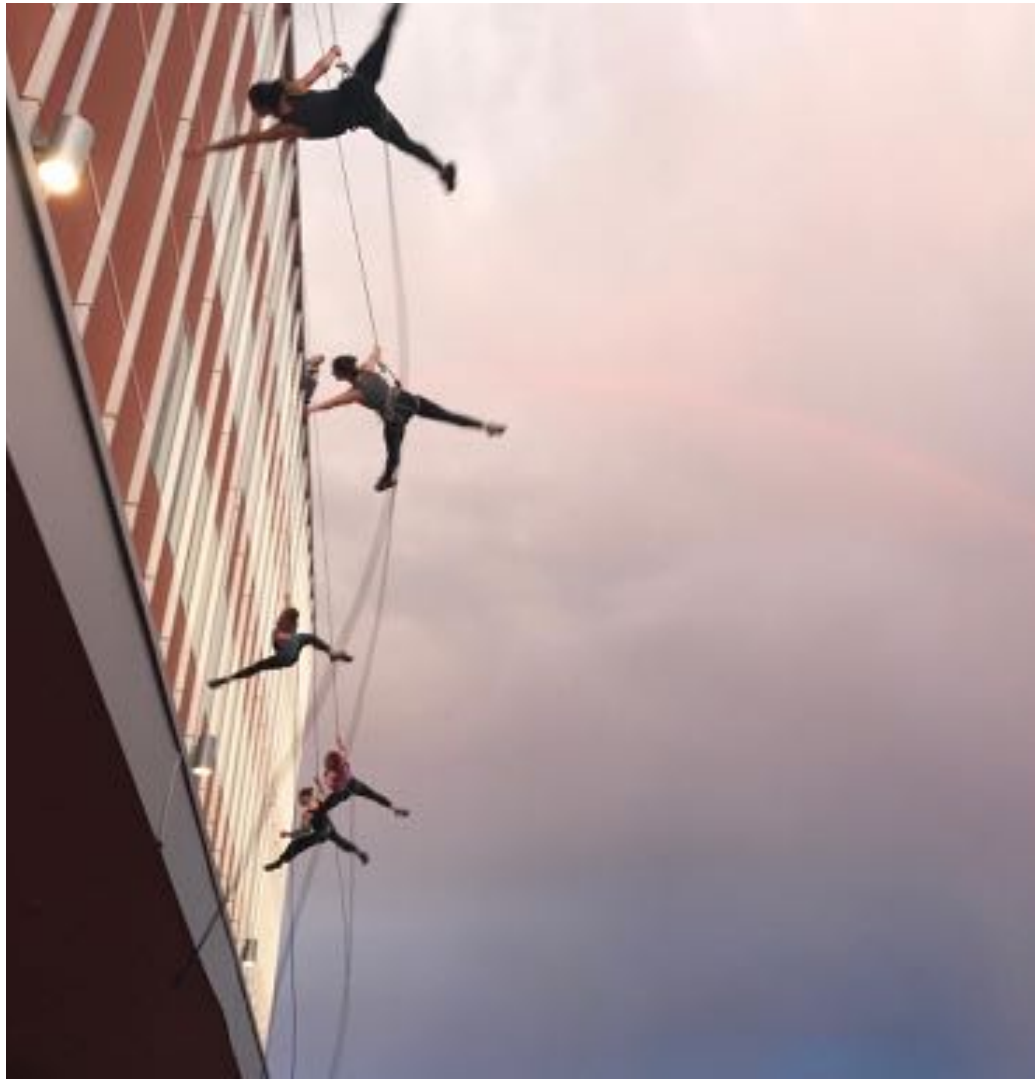


82%

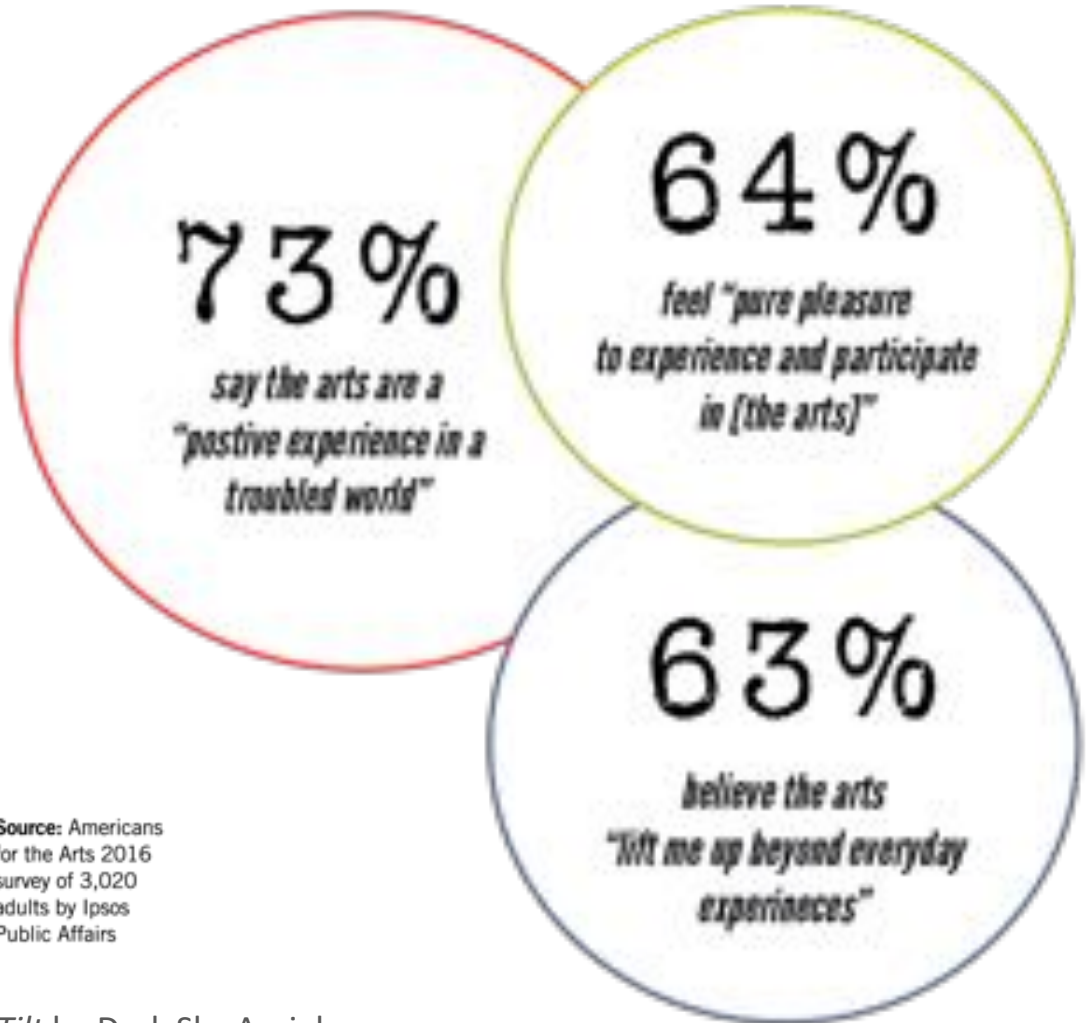
*of Americans believe
arts & culture are important to local
businesses and the economy*

87%

*of Americans believe
arts & culture
are important to the quality of life*



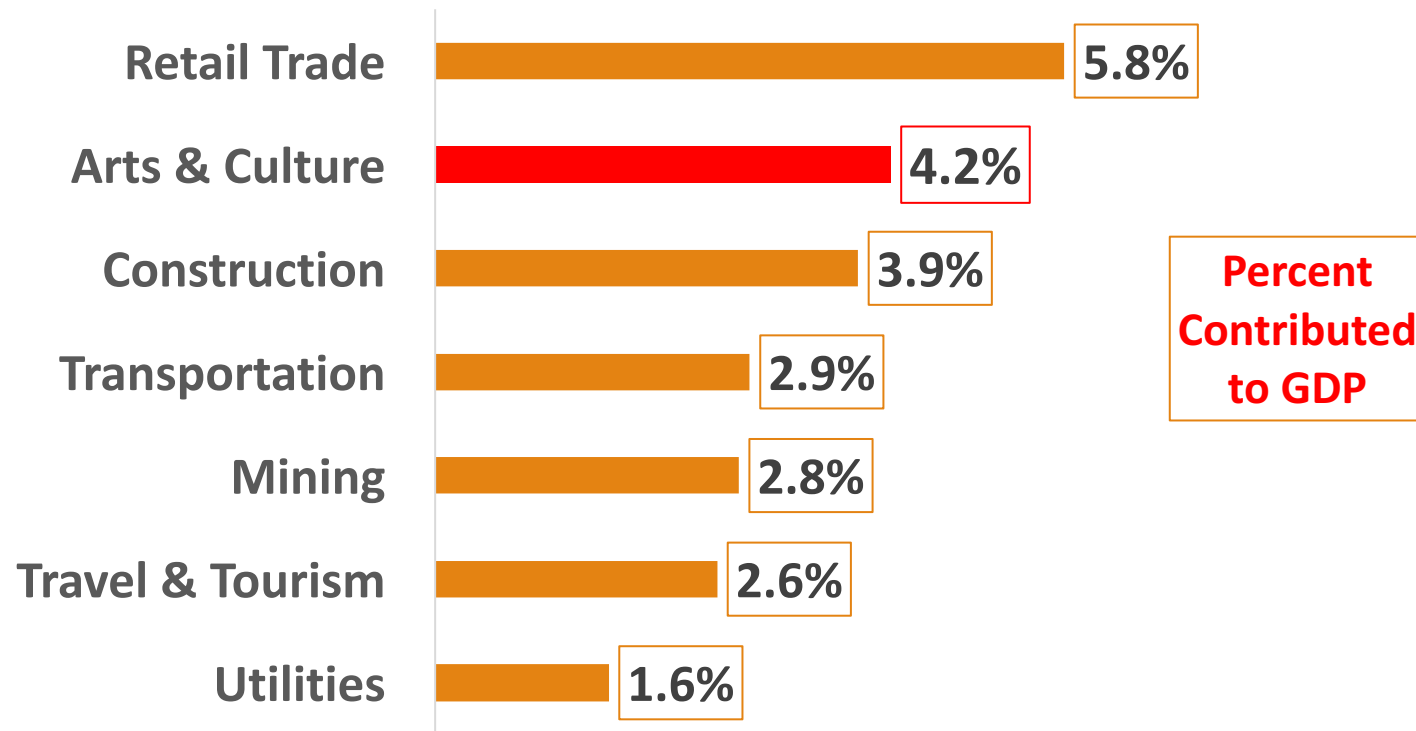
< *Tilt* by Dark Sky Aerial



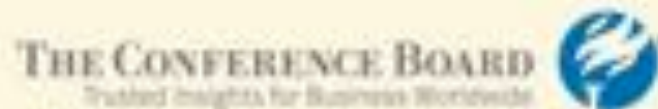
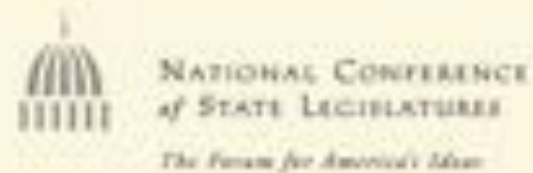
Source: Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs

All U.S. Arts Industries (2014)

\$730 Billion = 4.2 Percent of GDP



Source: U.S. Bureau of Economic Analysis



Local Study Partners



Additional support from Theatrikos Theatre Company and Flagstaff Capoeira Amizade

Five Key Takeaways

1

\$90 Million Total
Annual Impact

2

Supports 3,035
Jobs (FTE)

3

Audiences Spend
\$38.1 Million

4

Tourists Pump
\$20.6 Million Into
Flagstaff

5

Tourists Spend
More in Flagstaff:
\$86.87 vs. \$47.57

Feasibility Study

ArtsMarket, Inc.

September 2017 – April 2018

To explore the possibility of **new or expanded cultural facilities**

Market Analysis, Focus Groups, Surveys

Community Meetings and Forums

Supported by:

City of Flagstaff BBB Revenues, Coconino County,
Kinney Construction Services

Louise Stevens



Flagstaff Art & Science Forum

Don't Miss This Upcoming Program!

- **Monday, October 2, 1:00-5:00pm**
- Coconino Center for the Arts
- A mini-conference for arts, culture, sciences
- Staff, board members, volunteers, artists, professionals
- Opening by Mayor Coral Evans
- Roundtable Discussion moderated by Becky Daggett
- Break out sessions on marketing and collaborations
- **FREE – OPEN TO ALL**

Contact Info:

John Tannous

jtannous@flagartscouncil.org

Kris Kosola

kkosola@flagartscouncil.org

(928) 779-2300

Register online: FlagArtsCouncil.org



Resources

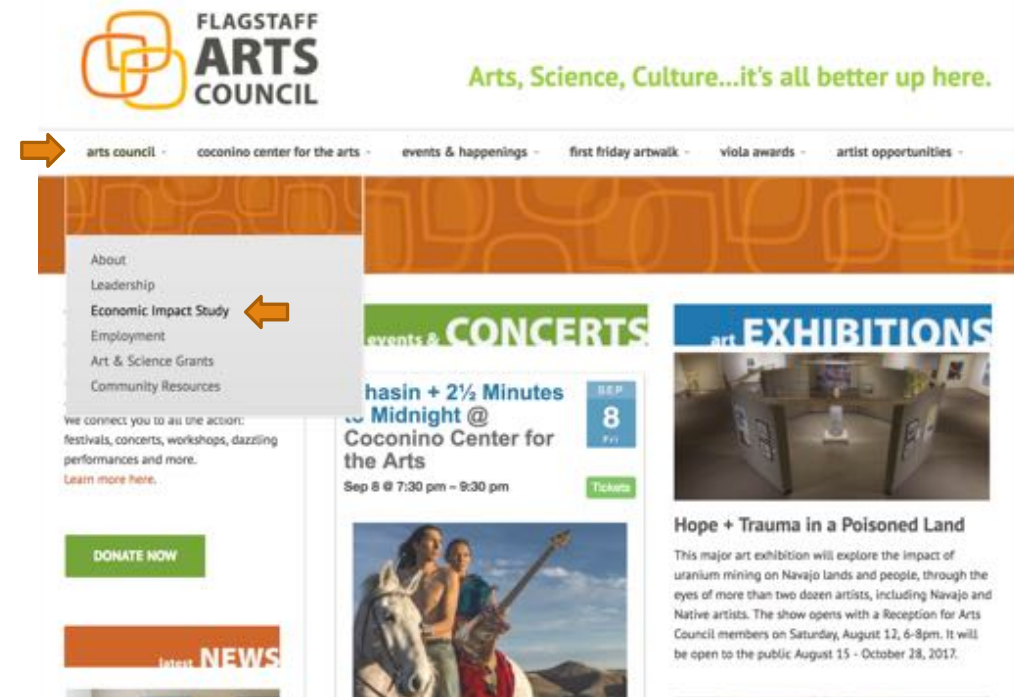
Flagstaff Arts & Science Study Online

- Visit FlagArtsCouncil.org
- Economic Impact Calculator
 - Calculate your organization's impact



National Study at Americans for the Arts

- Visit AmericansForTheArts.org



Question & Answer Session

John Tannous, Executive Director, Flagstaff Arts Council

Panel Discussion with:

- **Julie Pastrick** – CEO & President, Greater Flagstaff Chamber of Commerce
- **John Stigmon** – CEO, Economic Collaborative of Northern Arizona (ECoNA)
- **Trace Ward** – Director, Flagstaff Convention & Visitors Bureau
- **Rusty Foley** – Executive Director, Arizona Citizens for the Arts

Moderator: **Elizabeth Vogler** – Deputy Director, Flagstaff Arts Council