

# THE ARTS AS AN INDUSTRY:

*A Report on the Economic Impact of the  
Non-Profit Arts Organizations in Sonoma County*



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Prepared by

The Sonoma County Economic Development Board

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## I. Overview

The successful communities of the future will have skilled workers, and a key part of attracting and retaining skilled workers is quality of life. An intrinsic element of quality of life is, of course, the cultural arts.

Non-profit cultural arts organizations are beneficial to Sonoma County because they:

- Enrich the quality of life for residents and employees
- Attract visitors who spend their money on direct, indirect and related cultural arts events and activities
- Spend money on local products, services, and employees
- Inspire creative thinking in local youth

Skilled employees usually choose to settle in areas with high quality of life and a thriving cultural arts community. To help attract and retain good employees, therefore, it is important that Sonoma County's quality of life—including its cultural arts—be supported and enhanced.

In addition to fostering an attractive business climate, the cultural arts also significantly contribute to the economic performance of a region. According to Arts & Business Council Inc., for example, the non-profit arts sector generates \$36.8 billion of business annually and supports 1.3 million full-time jobs across the nation. The Arts & Business Council Inc. also estimates that the arts account for nearly 6% of the U.S. GNP, a substantial portion compared to other sectors.<sup>1</sup> Thus, the arts constitute an important contributor to a healthy economy.

Indeed, a mutually beneficial association exists between a thriving arts community and a dynamic business sector. Therefore, active partnerships between arts organizations and local businesses can offer significant opportunities to enhance Sonoma County's overall quality of life. While in the past, many of the cultural arts groups have focused on individual donors and local government for support, a unique opportunity exists right now for business and the arts to form creative partnerships in Sonoma County.

As part of its mission, the Sonoma County Economic Development Board (EDB) conducts economic research on various sectors of the local economy. Eleven years ago, the EDB authored its first study on the economic impact of the non-profit cultural arts organizations in Sonoma County. The EDB periodically updates previous reports to chart progress, and develop new findings and opportunities. This report is a follow-up to that first study.

The EDB designed this report to provide local business executives, industry professionals, educators, government leaders, and the news media with accurate and current data on the economic impact of the non-profit cultural arts. This report also includes recommendations for how these groups might continue, or enhance, their support and promotion of the local cultural arts community.

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<sup>1</sup> The Benefits to Business Participating in the Arts (2000).

## Cultural Arts are an Economic Engine

The Travel Industry Association of America estimates that "cultural tourists" spend one more day—and nearly 50 percent more money—at their destinations than do other tourists. Nationwide, non-profit cultural arts industries bring in over \$790 million to local governments through taxes and fees each year.<sup>2</sup>

A thriving cultural arts sector is no longer the exclusive domain of metropolitan areas. Small towns such as Lawrence, Kansas or Hot Springs, Arkansas have capitalized on the arts industry by providing high-quality visual and performing arts. Indeed, with its Glimmerglass Opera and the Baseball Hall of Fame, Cooperstown, New York has a reputation that far exceeds its "rural town" demeanor.

It is expected that the new Donald and Maureen Green \$50 million concert hall at Sonoma State University will greatly bolster the county's national visibility and reputation as it attracts major musical and artistic performances here. Planned expansions by the Sonoma County Museum, the Sebastopol Center for the Arts, and other groups will further enhance the role and importance of the cultural arts in Sonoma County.

## Cultural Arts Can Enhance Education

The educational benefits of the cultural arts can help address the concerns of business leaders regarding the quality of K-12 education in Sonoma County. For instance, a Stanford University study showed that students who spent at least 10 hours a week in arts classes or activities were four times as likely to participate in mathematics or science fairs, or to win awards for writing essays or poems.

The Sonoma County Museum's planned "CenterSpace" will help centralize the educational services offered by cultural arts groups like the Santa Rosa Symphony, the Repertory Theatre, Kids Street Theatre, S-MOVA, and the Museum.

Henry Trione founded the Burbank Music Education Foundation, which is providing music programs for Sonoma County schools; and the Sebastopol Center for the Arts is combining math and arts in two sculpture projects at Analy High School

The "Greenfarm" project, being launched in concert with the Green Music Center, is planning an active outreach to young people, with support from local businesses. More information on this emerging program is available at [www.greenfarm.org](http://www.greenfarm.org).

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<sup>2</sup> Figures collected from 1998 economic impact study on the non-profits cultural arts organizations in San Diego.

## II. Executive Summary

### Key Economic Impact Findings of the Non-profit Cultural Arts Organizations in Sonoma County from the 2000 survey:

The following facts compare the economic impacts of non-profit arts organizations in Sonoma County with their reported impact from the 1989 EDB study:

- ☞☞ Local non-profit cultural arts organizations reported that they generate more than \$30 million in direct and indirect spending in Sonoma County annually. Furthermore, an estimated \$14 million of related audience spending in Sonoma County brings the total estimated economic impact to the sum of **\$44 million**. This figure represents a **47% increase** from the EDB's 1989 study. The inflation rate for that same period totaled **37%**.
- ☞☞ The non-profit cultural arts organizations reportedly spent an estimated **\$10 million** on wages and the purchase of goods and services in 1998-99. These organizations reported that they spent an estimated **85%** of that money in Sonoma County.
- ☞☞ Collectively, the non-profit cultural arts organizations are a major employer in Sonoma County, with more than **2,000** local people employed on a full-time, part-time, or contractual basis. This number represents an increase of more than **250%** from the 1989 figure.
- ☞☞ More than **600,000** people were reported to have attended activities sponsored by local non-profit cultural arts organizations in the County during the past year. This figure represents an increase of **27%** from 1989.
- ☞☞ Non-profit cultural arts organizations brought in a reported **\$5 million** in ticket sales during the past year.

### Key Recommended Action Steps:

While residents, business executives, artists, and government leaders have an opportunity to demonstrate significant support for the cultural arts in Sonoma County, they must work together with more than 100 non-profit cultural arts organizations in order to address community opportunities. In order to encourage greater collaboration, the EDB highlights the following **opportunities** as potential contributions to the vitality of the non-profit cultural arts organizations in Sonoma County. Recommendations are suggested for the community sectors that would seem well poised to implement them. A detailed set of opportunities is listed in Section V of this report (page 14).

### *Opportunities for Business*

- An opportunity exists for the formation of a countywide task force, as a means to facilitate and promote greater collaboration between local businesses and non-profit cultural arts groups. The task force could explore—and report on—aspects such as the following:
  1. The utility of a needs assessment/strategic plan for the cultural arts in Sonoma County, to be developed in collaboration with the non-profit cultural arts associations here.

2. New ways to coordinate and strengthen business funding, including support for new, emerging non-profit cultural arts organizations. One model might be the Corporate Council for the Arts in King County, Washington, which has dramatically increased private business support for the cultural arts in the greater Seattle area. For additional information on the *Corporate Council for the Arts / ArtsFund*, see <http://www.corporatecouncilforthearts.org>
3. New ways to bring business talent, energy, and expertise into the non-profit cultural arts community. One model might be Business Volunteers for the Arts (BVA), a national movement with chapters in Sacramento, Portland Seattle, San Francisco and more.
4. New ways to enhance and facilitate displays of local art in the private sector.

### ***Opportunities for Arts Organizations***

In exploring model programs that exist in other areas of the nation, the EDB identified the following potential projects for the consideration of local arts organizations.

- A **Needs Assessment and Strategic Plan for the Arts** to establish a comprehensive cultural plan for Sonoma County for the next 10 years.
- **Arts Online**—publish an online **Touring Roster** and resource for local businesses.
- A **Shared Services Program for the Arts**. This program could facilitate printing, graphics, and marketing services to nascent non-profit arts organizations at a discounted price.
- A web-based **Cultural Catalog**, or comprehensive guidebook, of cultural attractions for visitors and residents in Sonoma County.
- A **Sonoma County Open House for the Arts** and a "**behind-the-scenes**" business / arts program.
- An enhanced and increased number of festivals, such as **Book Fairs**, Art Fairs and the like, which draw tourists and visitors.
- **Joint ventures/alliances** with nationally recognized art organizations. Bilbao, Spain has become an international travel destination as the result of the new museum built there with New York's Guggenheim Museum.
- A **Sonoma County Youth Arts Initiative** to generate more participation, awareness, and excitement in the arts among the youth in the County, in partnership with local business.

## *Opportunities for Local Government*

- Declare **2004 “The Year of the Arts”** in Sonoma County, as a way to promote the broad variety of arts county-wide to tourists and visitors who are attending the new Donald and Maureen Green Performing Arts Center at Sonoma State University.
- Encourage art programs to **display local works of art in public places** around Sonoma County.
- Provide **facilitation** for the aforementioned objectives through working to connect local businesses and arts organizations.

### **III. Introduction**

A decade ago, the Sonoma County Economic Development Board (EDB) conducted its first survey of the economic impact of the non-profit arts organizations in the County. Ten years later, the arts community in Sonoma County has significantly expanded. In order to aid the development of the arts community, the EDB initiated a second survey of non-profit cultural arts organizations. Based on the survey results, the following report has two main objectives:

1. To develop and update the factual data needed to understand the economic impact of the non-profit cultural arts organizations in Sonoma County.
2. To recommend innovative ideas to private companies, arts organizations, educational institutions, and local governments on ways to assist and enhance the presence and impact of the arts community in Sonoma County.

The EDB sent a survey, on which this report is based, to approximately 110 non-profit cultural arts organizations that were headquartered in Sonoma County in 2000. The primary list of recipients came from the Cultural Arts Council of Sonoma County. Although some estimates indicate that there may be more than 250 non-profit arts organizations in Sonoma County, the EDB surveyed only non-profit organizations that explicitly focus on the cultural arts in their mission and operations. A list of the groups that chose to participate is available in the "Methodology" section on page 21 of this report.

The EDB broadly defined the term "non-profit cultural arts organization" to include performing arts such as dance, theatre, music; visual arts; art-related heritage activities; media arts, and arts service organizations. The focus of this survey was non-profit cultural arts organizations; thus individual private artists, writers, performers, art galleries, movie theaters, and the like were not surveyed.

### **Background**

Although there has been a strong focus on the cultural arts in recent years, the cultural arts community has been a significant contributor to the local community and economy for decades. For instance, the Santa Rosa Symphony, founded in 1928, is one of the oldest arts organizations in the area. The Santa Rosa Community Concerts Association originated before World War II. Many guilds, such as the Sonoma County Chapter of the San Francisco Opera Guild, have histories dating back almost half a century. More recently, The Luther Burbank Center for the Arts, the Cultural Arts Council of Sonoma County, the Sonoma County Museum and the Sebastopol Center for the Arts are among those that opened their doors during the 1980s. The City of Sonoma recently added a "Salute to the Arts" Festival and the Sonoma Valley Museum of Art opened recently. In the West County, the Occidental Center for the Performing Arts is being launched.

In the upcoming years, non-profit cultural arts organizations will be expanding and growing. Three examples include:

1. *The Sebastopol Center for the Arts*, founded in 1988, is in the midst of a \$5.5 million capital campaign.
2. *The Sonoma County Museum* has committed itself to creating a \$35 million block-long "cultural arts campus", known as "CenterSpace", on downtown Santa Rosa's Seventh Street. The Museum's accession of Tom Golden's valuable collection of acclaimed environmental artist Christo's art and plans has sparked several actions this year; most notably, beta-testing of the multi-disciplinary CenterSpace concept for the 25th anniversary of Christo's "Running Fence" in September 2001. The Museum's Golden collection will be on display in four different galleries and there will be significant collaborative contributions by the Santa Rosa Symphony, Sonoma County Repertory Theater, S-MOVA, Kids Street Theater, Sonoma County Land Trust, Sonoma County Historical Society, Downtown Association, and others. The Museum's collaborative CenterSpace approach, considered unique in the museum world, is designed consciously to create a vibrant gathering place for residents and compelling destination for visitors.
3. *The Donald and Maureen Green Music Center* at Sonoma State University has an ambitious plan to raise about \$50 million for its performing arts complex. This new Center will be a major addition to the County's cultural arts resources. Last summer the Festival on the Green was inaugurated at the site of the new Center, drawing more than 5000 attendees. Plans are afoot to expand this festival to an eight-week period during the summer, drawing many more attendees from Sonoma County and around the world.

Together, these three organizations are attempting to raise more than \$80 million. Other efforts are also underway with a number of other organizations throughout Sonoma County.

In addition, residents have invested significant time and money in the non-profit cultural arts. For example, four telecommunications engineers from Cerent committed \$350,000 to purchase and renovate the Phoenix Theater in Petaluma, an alternative music venue and teen hangout.

The following sections show the significant economic impact that the arts can have on local commerce. If Sonoma County arts organizations and businesses work together to foster cooperative relationships, the personal, economic, and professional impacts that arts organizations make to a community can continue to grow in Sonoma County.

## **Arts and Quality of Life**

While economic and educational factors often grab headlines regarding the nation's most "livable" regions, culture also represents an important criterion. For instance, when *Money Magazine* selects its most livable cities, it relies on five factors:

- A) Economy
- B) Education
- C) Recreation
- D) Safety
- E) Culture

In this respect, therefore, embracing cultural activities—including the cultural arts—is important for Sonoma County businesses.

Moreover, celebrated art activities are no longer exclusively associated with major cities. For example, the Utah Shakespearean Festival takes place in the small town of Cedar City in southern Utah. With a population of about 20,000, Cedar City supports both a thriving Shakespeare Festival that runs from June through October and the American Folk Ballet. Offering backstage tours, a Royal Feast before the show, and morning discussions on the previous night's play, the Festival is an all-encompassing theatrical event. Since the population of Cedar City is relatively small, the Shakespeare Festival must rely on tourists for a large portion of its audience. Thus, although it is far from a large city, the success of this Festival contributes to the economic vitality and atmosphere of this small town.

Many other examples exist, including: Ashland, Oregon and its Shakespeare Festival; Western Massachusetts and the Tanglewood Festival in the Berkshires; Eugene, Oregon and the Oregon Bach Festival; and Carmel, California and its Bach Festival.

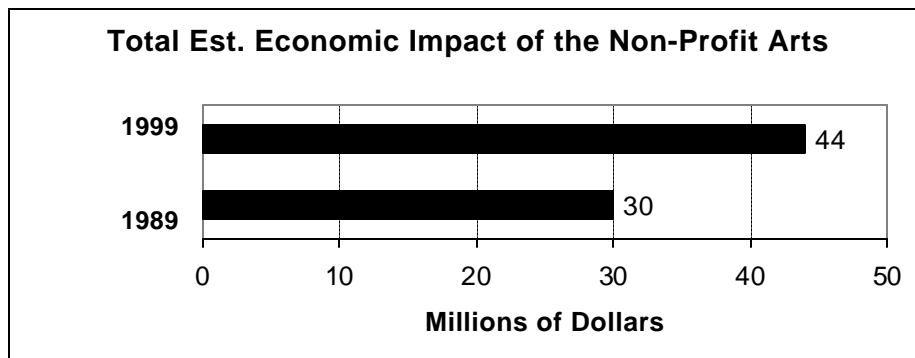
## IV. Survey Results & Analysis

### I. Significant Economic Impact in Sonoma County

- A. Non-profit cultural arts organizations reported that they **directly spend** an estimated **\$10 million** per year on employees, artists, supplies, marketing, promotion, and other services.
- B. **Indirect Spending** in Sonoma County, where money directly spent by the non-profit cultural arts community and its patrons stimulates other economic areas, is reported around **\$20 million** annually.
- C. **Related audience spending** is the revenue generated by non-profit cultural arts organizations when art audiences spend money on meals, beverages, lodging, childcare, gas, etc.—before, during, and after events. Though not directly measured in this survey, this component is estimated at **\$14 million** annually in Sonoma County.

Together, these three categories net almost **\$44 million** per year. This \$44 million figure represents a **\$14 million increase** (47% percent) from the 1989 economic impact. The inflation rate for that same period totaled 37%.

Year after year, the non-profit cultural arts organizations consistently generate millions of dollars for the Sonoma County economy. As the figures indicate, this long-lasting impact on the local economy has significantly grown over the past decade.



## II. Jobs

Collectively, non-profit arts organizations employ a significant number of Sonoma County residents. The EDB survey found **2,038** local employees in full, part-time, or independent contractor jobs. This reported job total can be divided into four different categories:

<i>Full-time Artistic: 32</i>	<i>Full-time Administration: 69</i>
<i>Part-time Artistic: 1797</i>	<i>Part-time Administration: 140</i>

In addition, the Cultural Arts Council estimates that at least 7,000 independent private artists currently reside in Sonoma County.

Combining the employees of the non-profit cultural arts organizations and the independent artists, the total number of people employed in the arts is more than 9,000. This figure does not include other members of the arts community, such as gallery owners, movie theatres, and their employees.

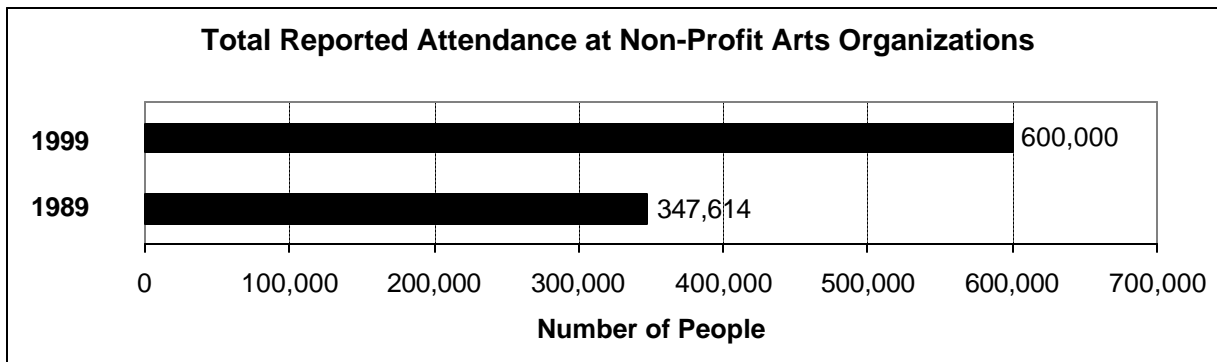
## III. Volunteers

Reports indicate that more than 2,700 people volunteered at non-profits arts organizations in 1998-99.

## IV. Attendance

Survey responses indicate that more than 600,000 people attended non-profit cultural arts activities in the County during the past year, an increase of 27% percent from 1989. In comparison, 347,614 attended the Sonoma County Fair in 1999, and 500,000 passed through the gates of Sears Point Raceway during the 1998 season.

The non-profit cultural arts organizations brought in a reported \$4.9 million in ticket sales during the past year.

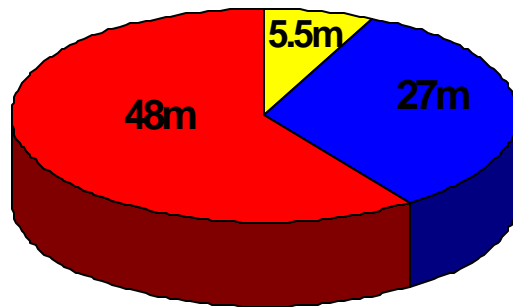


## V. Plans for Expansion

Three flagship non-profit cultural arts institutions in the County have separately initiated major capital campaigns that seek to raise over \$80 million. Other arts groups throughout Sonoma County are undertaking efforts as well; these three are highlighted for illustrative purposes.

### Current Major Fundraising Campaigns in the Arts in Sonoma County (\$80+ million)

Green Music Center Sonoma County Museum Sebastopol Center for the Arts
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## V. Detailed Opportunities

The following section outlines a set of potential opportunities regarding the arts. Many more obviously exist; the intent here is merely to highlight new opportunities and stimulate fresh thinking. In order to clearly designate the opportunity in the art planning process, the following opportunities are separated into categories according to the sector or group that might best pursue their implementation.

### *Opportunities for the Business Community*

Considering the very limited amount of public money available for arts funding, sustained support for the arts in Sonoma County will require significant cooperation between the various non-profit cultural arts organizations and the local business community. In this respect, the following sections outline several methods for creating mutually beneficial partnerships between cultural organizations and private entities.

A broad-based task force of business, art, educational, and civic leaders could be formed to study and report on ways to foster new partnerships and support for the non-profit cultural arts community in Sonoma County. Areas the group could explore and report on could include:

#### **Needs Assessment and Strategic Plan**

☞☞The utility of a needs assessment and strategic plan for the cultural arts in Sonoma County could be explored, in collaboration with the non-profit cultural arts associations here, private individuals, educational institutions, local government, and others.

#### **Financial Support**

☞☞New ways to financially support the arts by business. The rise of the high tech sector here over the last decade (as profiled in several reports on the EDB site at [www.sonoma-county.org/EDB](http://www.sonoma-county.org/EDB)), along with the healthy economy and diversifying economic base represents a rich variety of potential funders for various non-profit arts efforts here. One model that might be explored could be ways to facilitate the emerging arts groups, and simplify and coordinate fund-raising efforts for local businesses by arts groups.

The *Corporate Council for the Arts / ArtsFund* in Washington State offers the following model:

Business leaders who knew the arts are vital to the health of the community created the CCA/ArtsFund in 1969. A convenient, trusted and respected vehicle for businesses and individuals to support the arts, we've grown into a powerful grant allocation machine, common voice within the community and catalyst for important arts issues. CCA/ArtsFund donors currently channel more than \$4 million into the operating budgets of King and Pierce County arts groups annually.

## **High-tech and the Arts**

✍️ New ways to bring the local high tech sector together with the non-profit cultural arts might be explored. The North Bay Technology Roundtable could be one resource to approach in such an effort

## **Realtors and the Arts**

✍️ New ways to encourage the continuation and growth of partnerships and promotional tie-ins between arts organizations and private businesses could be reviewed. For example, a reported 380 individuals contacted non-profit cultural arts organizations during their decision to relocate to Sonoma County; thus, a partnership opportunity between the North Bay Association of Realtors and arts groups appears both warranted and potentially profitable.

## **Business Volunteers for the Arts**

✍️ Sonoma County businesses could also work with arts groups to create a network of business volunteers who have interest in investing their time and resources into the local non-profit cultural arts community.

San Francisco, Sacramento, Seattle, Portland, New York City and many other regions across the nation have started “Business Volunteers for the Arts” programs. BVA chapters match business representatives with arts organizations in an effort to benefit both the client organization and the volunteer, and are often coordinated by local arts councils.

## **Art on Public Display in the Private Sector**

✍️ The “Sonoma County ARTrails” program, coordinated by the Cultural Arts Council of Sonoma County and “Art at The Source,” directed by the Sebastopol Center for the Arts, are just two programs that have been successful in drawing outsiders and locals to the studios of artists. One way to increase the public profile of these programs would be to display objects produced by local artists in local businesses after the formal conclusion of the open studio tour (The Sonoma County Museum already has an exhibit with some of the work from ARTrails). Displaying the work of local artists in highly visible spaces could easily increase public awareness of these programs, and foster new interest in the work of local artists.

Several local firms (legal, hospitality, wine, etc) already display local art in their lobbies, conference rooms, cafeterias and more. The United Airlines Terminal at San Francisco International Airport has welcomed visitors for years with its wide array of art exhibitions.

## **Innovative Investments in the Arts**

✍️ Business can contribute to providing education and support for the arts in order to develop future personnel and talent, while creating good business relations with the surrounding community.

For example, in 1994, Nike established the *Art Outreach Program* in Oregon, where graphic designers encourage inner-city high school students to explore careers in design. In addition to sparking an interest in design among students, this program fostered active support from school personnel who became outspoken advocates for the company.

Also, James Houghton, retired Chairman and CEO of Corning Incorporated, and now Chairman of the Board of New York's Metropolitan Museum of Art, has spoken passionately of the role the arts play in developing the kind of workers that business needs today. He points out that many new media technology companies like Intuit look for strong arts backgrounds in potential employees, as indicators of people skilled in communications and teamwork.

Houghton also notes that in business today, capital, technology, and natural resources can be had virtually anywhere in the world, but workers with superior skills are the one resource that is not so easily transferable. This affects the competitiveness of individual companies, geographical regions, and the entire nation. He notes that the arts may offer an essential solution to developing these new knowledge workers.

In addition, according to a study performed by the Dade Community Foundation, "Arts & Business: Partners in Building a Strong Community," several examples from South Florida demonstrate the competitive advantage of supporting local arts organizations:

Northern Trust reported that hosting arts events bring their clients together with the arts groups key constituents, helping generate new customers for the business and potential new donors for the arts groups. American Express teamed up with the Convention and Visitors Bureau and arts groups in Broward County to offer special combined cultural tourism packages that generated new business for American Express, the hospitality partners and the arts groups. Rosa Sugranes, President of Iberia Tile, commented, "I'm not involved [with the arts] in order to get new business. What I really get is the opportunity to meet and work with truly great people. But I do get new business."

### **Opportunities for Arts Organizations**

In addition to the highlighted opportunities for businesses, the EDB also found a few model programs for consideration by the local arts community. These could be coordinated by major local non-profit cultural arts organizations such as the Cultural Arts Council, Luther Burbank Center, the Santa Rosa Symphony, the Sonoma County Museum, the Sebastopol Center for the Arts, the Healdsburg Arts Council, the Sonoma Valley Museum of Art, the Sonoma Museum of Visual Art, and other arts groups, in partnership with business leaders and groups, educators, private individuals, community-based organizations, local government and more.

### **Needs Assessment and Strategic Plan for the Arts**

✍️ The local non-profit cultural arts community could collaborate to create a *Needs Assessment and Strategic Plan for the Arts*. The plan could help identify how business leaders, non-profit arts groups, educational institutions, and other entities can accomplish at least three basic objectives:

1. Promote innovative partnerships between the non-profit arts community and private sector to support the arts.
2. Identify art-related funding sources, mechanisms, and priorities.

3. Find opportunities for non-profit cultural arts organizations to work jointly together to reduce costs, share resources, and build audiences.

### **Shared Service Program for the Arts**

- ✍✍ A Shared Service Program for the Arts could facilitate printing, graphics, and marketing services to emerging arts organizations at a discounted price. Local businesses may have an interest in participating in this type of effort as well.
- ✍✍ This Shared Services Program could be the one-stop location for nascent arts organizations. The Program could also expand its offerings to advertising, bookkeeping, and other professional services.

The Office of Cultural Affairs in the City of San Jose has adopted a similar shared services idea. This Office created an Arts Incubation Office Program (AIO), which offers temporary offices for emerging artists as they acquire the resources to move to a permanent space. The facility is currently located on the second floor of a 3,700 square foot City-owned building. Both the shared services concept and the incubator project attempt to assist arts organizations by reducing their operational costs, so they can focus more of their attention on the core mission of arts education and production.

### **Art Guide**

- ✍✍ Create a Cultural Catalog for visitors and residents that acts as a comprehensive guidebook to the cultural attractions of Sonoma County. The Cultural Coalition of the Cultural Arts Council (CAC) has put together a map of all the arts organizations in the County, which will be similar to the popular *Farm Trails* guide. If the CAC published a bi-annual map / guidebook, the Sonoma County Tourism Program, chambers of commerce, visitors' centers, hotels and other interested parties could distribute it, or publish it on the web.

The Alliance for the Arts, a non-profit policy research and advocacy group for the arts in New York City, produces a comprehensive cultural catalog that covers more than 230 nonprofit arts organizations in all five boroughs. The guide has seven area maps, contact information for participant organizations, illustrations of artwork, and an easy-to-use index.

### **Bringing in Business, Employees, and the Public**

- ✍✍ Initiate a countywide **Open House for the Arts Day** in Sonoma County. On the designated day of the Open House, participating non-profit cultural arts organizations could offer free admission to the public.

For example, arts organizations in Los Angeles County present over 100 performances, exhibitions, and other cultural events. These events are free to the public on the first Saturday in October, annually, as a part of National Arts and Humanities Month. The Open House is designed to raise awareness of the diversity of cultural resources in L.A. County.

- ✍✍ Bring people from the business community to "**Behind-the-Scenes**" non-profit cultural arts events by providing the opportunity for them to observe—and perhaps participate in—the creative process first-hand, while meeting with artists in various disciplines.

For example, the Arts & Business Council Inc. of New York City invited business executives to "sample the cultural riches" of two landmark New York City institutions, the South Street Seaport Museum and the Cooper-Hewitt National Design Museum. At these events, business executives were able to view the behind-the-scenes preparations of various exhibits, see works previously undisclosed to the public, and attend and view artistic exhibits before they opened to the general public.

Both the "Open House for the Arts Day" and the "Behind the Scenes" programs could complement the programs focusing on individual artists in their studios, such as the "Art Trails" and "Art at the Source" programs.

### **Put the Arts Online**

- ✍✍ Publish an online **Touring Arts Roster**, which would list performing, literary, and visual arts groups. This Arts Roster would enable individuals, local arts agencies, and private presenters to book professional talent for workshops and major performances. Both the Cultural Arts Council of Sonoma County and the Sonoma Museum of Visual Art have extensive slide libraries of regional artists. These collections could serve as the base for a comprehensive arts roster.
- ✍✍ Facilitate the growing partnership between the arts and business communities by creating a **web-based service listing**, highlighting the various opportunities that arts organizations can offer businesses, such as client entertainment, volunteer opportunities, facility rental, and human resource training.

### **Festivals and Alliances**

- ✍✍An enhanced and increased number of festivals, such as **Book Fairs**, Art Fairs and the like, which draw tourists and visitors, could gain national/international recognition for Sonoma County's cultural activity.
- ✍✍Developing **joint ventures/alliances** with nationally/internationally recognized art organizations could enhance Sonoma County's profile and stature. For instance, Bilbao, Spain has become an international travel destination as the result of the new museum built there with New York's Guggenheim Museum.

### **Youth Outreach**

- ✍✍Create a **Sonoma County Youth Arts Initiative** to generate more participation, awareness, and excitement among the youth in the County. Many arts organizations have programs targeted towards high school students and younger children. However, in addition, guilds and other arts service organizations could collaborate with businesses to spearhead a new initiative on youth and the arts.

For example, the San Francisco Opera Guild of Sonoma County has plans to start an "Opera a la Carte" program to bring Opera into Sonoma County schools. Partnerships between guilds and schools allow for the volunteers from these arts organizations to spend time educating the young people of this County on the value of knowing about and experiencing the arts.

## *Opportunities for Local Governments*

### **Year of the Arts: 2004**

☞☞ Proclaim 2004, *The Year of the Arts in Sonoma County*. Undoubtedly, many people will come to Sonoma County to visit the new Donald and Maureen Green Music Center at Sonoma State University, thereby creating an exceptional opportunity to promote local arts projects. A countywide celebration of the arts would also honor and enhance the opening of the Music Center. Mr. John Mackie, a local attorney and Board member of the Luther Burbank Center for the Arts and of the Sonoma Museum of Visual Art, suggested this idea. Consider the following example:

Canada's Labrador and Newfoundland communities declared 1997 "The Year of the Arts" in their region. The year opened with a new website, which highlighted all of the local arts events by date and type. More than 1,300 Newfoundland and Labrador artists joined together to produce more than 75 events, including touring projects, festivals, symphonies, film, paintings, theatre, workshops and collaborations that were facilitated under the Arts Council.

Clearly, as the Donald and Maureen Green Music Center begins drawing additional tourists into Sonoma County in Fall 2003, the opportunities for collaboration between tourism organizations and arts organizations will greatly increase. In this respect, the Sonoma County Tourism Council and local arts promoters might actively participate in the *Year of the Arts* theme.

### **Facilitation and Support**

☞☞ Act as a local facilitator by identifying possible ways to enhance the cultural atmosphere in Sonoma County and by helping to connect local non-profit arts organizations with the business community. By helping to facilitate and promote a local strategic plan for the arts, local government can continue to show its support and interest in the arts throughout the planning process.

Other topics could include business support of arts-in-education programs, corporate sponsorship of the arts, and more. These efforts could all be undertaken in concert with major non-profit cultural arts organizations such as the Cultural Arts Council of Sonoma County, the Santa Rosa Symphony, Luther Burbank Center for the Arts, the Sebastopol Center for the Arts, and the Sonoma County Museum, as well as other arts groups, business leaders and groups, private individuals, educational institutions, community-based organizations and the like.

## VI. Needs Assessment and Strategic Plan

Orchestrating a **Needs Assessment and Strategic Plan for the Arts** might help clarify the community's priorities regarding the arts. This plan would provide a road map for business leaders, arts organizations, educational institutions, and community members to follow during the next few years. A detailed and focused plan will help ensure that money is spent more effectively in the future. The effort could be coordinated by various major non-profit cultural arts organizations, such as the Sonoma County Museum, the Sebastopol Center for the Arts, the Sonoma Museum of Visual Arts, the Sonoma Valley Museum of Art, the Cultural Arts Council of Sonoma County, the Luther Burbank Center for the Arts, the Santa Rosa Symphony and other arts groups, in concert with business leaders and groups, private individuals, educational institutions, community-based organizations, local governments and others.

Local governments already provide a significant amount of funding for the non-profit cultural arts community. For example, over the past three fiscal years, the Sonoma County Government has evaluated funding requests from over 75 cultural arts and heritage organizations. These funding requests resulted in the distribution of more than one million dollars over this three-year time span.<sup>3</sup> Furthermore, in one of its first acts of the new millennium, Santa Rosa's City Council provided \$600,000 to the County Museum to put towards the purchase price of two parcels of land adjacent to its 90-year-old home.

With the help of local businesses and the collaboration of arts organizations, there is a large potential for more synergy. A needs assessment and strategic plan would facilitate this process.

For example, both San Jose and Portland have recently completed comprehensive Strategic Plans for the Arts:

✍✍ In May of 1997, the City of San Jose Office of Cultural Affairs and the Arts Council of Santa Clara County completed a three-volume cultural plan for the metro San Jose area. The plan included recommended strategies for advancement, cost estimates, fundraising strategies, and a timeline for completion.

✍✍ "Arts Plan 2000+", a cooperative effort between the City of Portland and Counties of Multnomah, Clackamas and Washington, performed in 1992, set out a clear direction for the arts with 75 recommendations. Since the Regional Arts & Cultural Council created a detailed Art Plan 2000+, it is able to benchmark its progress against the original document. In a 1998 update, the Regional Council went back to the 1992 document and charted their progress. They found that the community had largely implemented 47 of the recommendations, made progress on another 25, and left only three unimplemented. The initial time spent developing the 1992 Strategic Arts Plan has provided the cultural framework for years of planning, action, and results.<sup>4</sup>

Advanced planning for the arts can provide both a more cooperative and unified action plan and monetary savings. A Strategic Plan, similar to the San Jose/Portland models, could act as a focal point in determining the community's policy and actions towards the cultural arts for the next decade.

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<sup>3</sup> Funding requests for non-profit arts organizations and cultural festivals are funded by the County's Transient Occupancy Tax (TOT).

<sup>4</sup> Information provided by the Regional Arts & Cultural Council of the Portland Metropolitan Area.

## VII. Methodology

The EDB's main purpose in conducting this survey was to study the economic impacts of non-profit cultural arts organizations in Sonoma County, and suggest the appropriate opportunities. The EDB confined this study to non-profit cultural arts organizations, and did not attempt to collect data from "for-profit" arts companies, visual artists, writers, or performers. The EDB sent this survey to 110 non-profit cultural arts organizations that had their base in Sonoma County in 2000.

The primary list of recipients came from the Cultural Arts Council of Sonoma County. Of the 110 organizations surveyed during 2000, the EDB received responses from 45 of them, a response rate of 40%. One organization responded that it was not an arts organization, and two other organizations had closed. Therefore, for this report, the EDB used information and data provided by 42 organizations (In the 1989 study, 47 groups provided detailed financial data). Responding organizations represent an estimated 90% of the total dollars that pass through the County's non-profit cultural arts sector. Hence, this study's results are conservative estimates. The non-profit arts organizations were responsible for self-reporting accurate data. The EDB did not attempt to independently verify the data supplied by the participating organizations.

In computing the economic impact, the EDB used two measures: "direct spending" and "indirect spending." The EDB did not directly measure the third measure, "related audience spending," but instead made reasonable estimates. Definitions used for these three categories are:

- 1) **Direct Spending of arts organizations**: The amounts of money non-profit cultural organizations spend directly on wages and the purchases of outside goods and services.
- 2) **Indirect Spending of arts organizations**: The "economic multiplier" effect, triggered by direct spending. Employees and vendors are spending indirectly when they use their earnings to buy meals and clothes or goods and services, respectfully. Other studies have used multipliers ranging from 2.0 to 3.5; this survey used the conservative figure of 2.0.
- 3) **Related Audience Spending**: The people attending cultural events and performances also spend their money on restaurant meals, child care, beverages, gifts, parking, gas, and the like. Similar studies have estimated that audience members spend anywhere from \$1.00 to \$4.00 on related expenses for every dollar they spend on ticket/membership spending. This study used the figure of \$2.78 of related spending for every dollar spent on tickets. The same figure was used in the 1989 study.

Please note that all data contained in this report is based on the information received from survey respondents. The responses were gathered into a database for analysis. Due to the fact that survey respondents may provide no responses to some questions, the category percentages indicated in the graphs for those questions may not sum up to 100%. Where replies are mutually exclusive, percentages may be slightly off due to rounding. Where replies are not mutually exclusive, percentages may total to more than 100%.

It was our intention to obtain averages that provide a general “snapshot” of the non-profit cultural arts sector in Sonoma County. Consequently, the averages have not been weighted by any factor or interest.

This report is designed, as most such survey reports are designed, to provide a “snapshot in time” of the status of the non-profit cultural arts sector in Sonoma County. The data presented is as accurate as the polling technology permits. The response rate of 40% is high for a mailed written survey, and includes all the major groups, so it should measure the major economic activity engendered by this sector accurately. Because more than a decade has elapsed since the last survey, a slightly different base of groups existed for this report as compared with the 1989 report, but the overall number of groups, their composition, mission and the like are not substantially different. The major non-profit cultural arts organizations that existed in 1989 were also existent in 2000, so the comparison is basically representative. The intent was to give a general set of trendlines to measure economic activity, change, and opportunity—set in a context that most of the surveyed groups are largely volunteer in nature, have little administrative staff, and are engaged in a number of activities.

The financial information presented in this report represents simple summations of all reported information. While some differences existed in both the year and source documents used by the respondents, most organizations used financial data from the 1998-99 fiscal year.

## VIII. Survey Respondents

Actors' Theatre  
Angela Center (non-arts)  
Art Workshop of Western Sonoma County  
Artists in the School of Sonoma County (Closed)  
Cinnabar Arts Corporation  
Cloverdale Citrus Fair  
Cloverdale Historical Society/Museum and Gardens  
Cotati Accordion Festival  
Cotati Philharmonic  
Cultural Arts Council of Sonoma County  
Healdsburg Arts Council  
Healdsburg Museum and Historical Society  
Luther Burbank Center  
Luther Burbank Home & Gardens  
National League of America Pen Women/Sonoma County Chapter  
North Bay Italian Cultural Foundation  
Occidental Community Choir  
Pacific Coast Air Museum  
Petaluma City Ballet  
Petaluma Historical Library and Museum  
Redwood Chordsmen  
Redwood Empire Handweavers and Spinners Guild  
Santa Rosa Art Guild  
Santa Rosa Community Concerts Association  
Santa Rosa Folk Dancers  
Santa Rosa Players  
Santa Rosa Quilt Guild  
Santa Rosa Symphony  
Santa Rosa/Sonoma County Ballet Guild  
Sebastopol Center for The Arts  
Sebastopol Salon Series  
SF Opera Guild/ Sonoma County Chapter  
Sonoma County CAEA (Closed)  
Sonoma County Dixie Jazz Festival  
Sonoma County Folk Society  
Sonoma County Museum  
Sonoma County Museum of Visual Art  
Sonoma County Repertory Theatre  
Sonoma County Woodcarvers Association  
Sonoma State Center for the Performing Arts  
Soroptimists International of Petaluma  
Spreckels Performing Arts Center  
SSU Art Gallery  
Summer Repertory Theatre  
The Redwoods Festival

## IX. Questionnaire

### 2000 ECONOMIC IMPACT OF THE ARTS STUDY

#### *Organizational Information<sup>1</sup>*

Name of Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City and Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Date organization established (mm/dd/yy): \_\_\_\_\_

#### **Primary Activity:**

(Please check one of the following six categories. If your organization does not fit into one of the six, please use the blank lines to describe the primary purpose of your arts organization.)

- |                              |       |                            |       |
|------------------------------|-------|----------------------------|-------|
| 1. Performing Arts – Dance   | _____ | 4. Performing Arts – Music | _____ |
| 2. Performing Arts – Theater | _____ | 5. Heritage                | _____ |
| 3. Visual Arts               | _____ | 6. Arts Service Org.       | _____ |

Other: \_\_\_\_\_  
\_\_\_\_\_

#### **General Information**

Most recent fiscal year

Number of Productions/Exhibits	_____
Number of memberships sold	_____
Number of full subscriptions sold	_____
Number of partial subscriptions	_____

<sup>1</sup>You may not have all the information requested on this survey, so just provide estimates if you don't have specific data. Please indicate "est" following your response if it is an estimate.

Sonoma County Economic Development Board – Arts Survey

**Attendance**

- 1. Membership Visits \_\_\_\_\_
- 2. Season Ticket Visits \_\_\_\_\_
- 3. Single Tickets or admissions sold \_\_\_\_\_
- 4. Discounted Student Tickets \_\_\_\_\_
- 5. Discounted Senior Tickets \_\_\_\_\_
- 6. Other Discounted Tickets (rush, etc.) \_\_\_\_\_
- 7. Out-of-Town Tickets \_\_\_\_\_
- 8. Free Tickets \_\_\_\_\_

**Total attendance** (add lines 1-8) \_\_\_\_\_

*If your organization does not charge or keep strict records of attendance, please just put your best estimate of attendance in the “Total Attendance” space.*

Number of Patrons with disabilities served \_\_\_\_\_

**Fiscal Information**

Dates of your last complete fiscal year:

From (mm/dd/yy) \_\_\_\_\_ To (mm/dd/yy) \_\_\_\_\_

**Earned Income** (Please fill in dollar amounts. If amounts are estimates, write “est”).

- Admissions/Ticket Sales \_\_\_\_\_
- Tuition/Workshops \_\_\_\_\_
- Retail/Wholesale Sales \_\_\_\_\_
- Touring/Performance Fees \_\_\_\_\_
- Facility/Equipment Rental \_\_\_\_\_
- Other Earned Income \_\_\_\_\_
- Interest earnings \_\_\_\_\_
- Fee-for-service \_\_\_\_\_
- TOTAL EARNED INCOME \_\_\_\_\_

**Contributed Income**

- Foundations \_\_\_\_\_
- Corporations \_\_\_\_\_
- Individuals \_\_\_\_\_
- Board/Trustee Gifts \_\_\_\_\_
- Fundraising \_\_\_\_\_

Endowment	_____
City government	_____
County government	_____
State government	_____
Federal government	_____
In-kind contributions	_____
Other contributions	_____
<b>TOTAL CONTRIBUTED INCOME</b>	_____

**Expenses**

Are your facilities **owned** or **rented**? (Please circle one)

If rented, how much is your rent per month? \$\_\_\_\_\_

How much of your monthly rent is paid by:

County Government \$\_\_\_\_\_

City Government \$\_\_\_\_\_

Estimated % of category paid  
to Sonoma County Residents

**Salaries and Fees**

Artistic (performance)	_____	_____
Production/Program	_____	_____
Administration/Other	_____	_____
Employer Taxes & other benefits	_____	_____
<b>Total Salaries, Fees &amp; Benefits</b>	_____	_____

**Production and Program**

(Royalties/rentals, other direct production expenses) \_\_\_\_\_

**General & Administrative**

Marketing and Promotion/PR	_____	_____
Postage	_____	
Printing	_____	
Fundraising	_____	_____
Rent	_____	
Utilities	_____	
Insurance	_____	
Travel	_____	
Equipment	_____	
Other	_____	
<b>Total General &amp; Admin. Expenses</b>	_____	

**Miscellaneous Questions**

Check the one that best describes your organization’s legal status:

- Non-profit 501(c)(3)  For profit
- Non-profit using fiscal agent \_\_\_\_\_
- Government (type) \_\_\_\_\_
- Other (specify) \_\_\_\_\_

**Number of Volunteers**

	Artistic	Production	Administrative	Clerical
Full-Time	_____	_____	_____	_____
Part-Time	_____	_____	_____	_____

Total number of volunteer hours per week \_\_\_\_\_

**Number of Staff**

	Artistic <i>Paid</i>	Administrative/Support <i>Paid</i>
Full-Time	_____	_____
Part-Time	_____	_____

How many inquiries concerning your group’s cultural activities do you receive per year?

- a) From companies considering relocation to Sonoma County \_\_\_\_\_
- b) From individuals considering relocation \_\_\_\_\_

Does your organization currently have any tie-in/discount programs with local businesses or restaurants?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please explain the type of partnership program \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List/briefly discuss your group’s primary concern for the next 5 years:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## X. Acknowledgments

Many people contributed their valuable time and ideas to this project. Without the help of these individuals, this study would have been impossible to complete.

Most credit for this study belongs to the local non-profit arts community. More than 40% of those organizations contacted completed the survey in a timely manner. The data received from these organizations formed the backbone of this report.

Past economic impact studies from regions as diverse as Seattle, Washington, DC, and San Jose, all provided solid background information and ideas for production of this report.

Dan Nguyen-Tan, Brian Kelsey, Joan Donovan, Jasmin Nguyen, Minette Loula, Lilo Kangas, Don Sanders, John Mackie, Don Bennett, Pam Chanter, and Dick Leger helped edit the final draft.

As an Economic Vitality Fellow in the Economic Development Board, Jordan Snedcof compiled the survey, processed the data, and wrote the bulk of the report.

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Ben Stone