

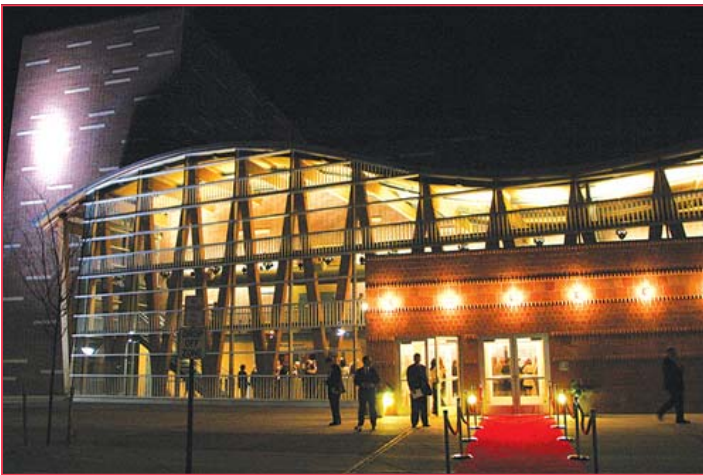
The Public Value of the Arts A context for planning

The arts create and sustain public value in a wide range of important ways both intrinsically and instrumentally, for individual and community advancement. They are unique and singularly important because of their transformative power. The arts foster beauty, creativity, originality and vitality. They inspire, soothe, provoke and engage us, and connect us as people, cultures and communities. They teach us empathy and tolerance. The arts are a powerful and dynamic economic force, supporting key businesses and the tourism industry. They help revitalize downtowns, attracting and retaining residents and commercial interests. The arts are essential to a quality education and they help our children succeed in the 21st century workplace. We memorialize the greatest accomplishments of our society through artistic expressions. As a state and as a nation, they help us celebrate and they help us grieve. In a recent survey, New Jersey mayors indicated that the arts have become a key component of their municipal agendas in the following ways:

- Beautifying the town
- Enriching recreation opportunities
- Bringing people downtown
- Increasing property values
- Encouraging cross-cultural understanding
- Contributing to health and wellness
- Developing tourism
- Creating a sense of identity, place, pride
- Improving education
- Helping at-risk children

New Jersey takes pride in a remarkable arts community that can boast towering artistic achievement, great diversity, astonishing collegiality and tremendous commitment to serving their communities. They create public value that can be framed in the following major ways, and this has guided the thinking for the development of Arts Plan NJ.

Economic and Community Development



Two River Theatre Company, an anchor in the Red Bank Arts District

The nonprofit arts in New Jersey is a \$1.5 billion annual industry that supports 17,000 arts-related businesses and employs or supports the employment of over 80,000 New Jerseyans. More than 50,000 professional artists call New Jersey home and this year alone the nonprofit arts will produce over 10,000 public events and draw audiences in excess of 18,000,000 people. Those patrons will spend more than twice the cost of their tickets in the local economy. The arts are good business and artists are powerful creative capital.

This growing creative network--a set of interlocking industries that depend on creativity and innovation for their success--will compose a much larger sector of the economy of the future. People and resources gravitate to places where a creative economy flourishes and the arts industry is an essential component of it. A strong cultural landscape in New Jersey

attracts both businesses and a highly skilled and creative workforce. In 2007, New Jersey ranked eighth in the nation in numbers of arts-related employment and businesses. In addition, jobs in the arts and creative industries are growing sometimes at rates two and three-times the rates of other industries. This is particularly true in New Jersey, where our geographic boundaries border two giant international markets that work to our advantage.

The arts actually connect and enhance virtually every priority on the civic agenda whether the issue is quality schools, thriving downtowns, tax revenues, property values, and even safe streets. What's more, they help build identity and civic pride. Look at what the arts have done over the past few years for Newark, Jersey City, Morristown, New Brunswick,

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Englewood, Montclair, Cape May, Millville, Red Bank and Collingswood. These communities provide bottom-line proof that the arts are smart investments that return more than they take and lead to the vitality and durability of local economies and the improvement of neighborhoods, communities and our entire state.

Education and Lifelong Learning

According to a recent Harris Poll, an overwhelming 93% of Americans believe the arts are vital to a well-rounded education. More than half rate the importance of arts education a “ten” on a scale of one-to-ten. The study and practice of the arts are essential to a quality and complete K-12 education as well as to lifelong education. Students who study the arts learn invaluable life and professional skills that prepare them well for the 21st century workplace in which creativity and integrative thinking, as well as team-

work, self-discipline and self-confidence are essential. Such students also perform better in other subjects, excel in student activities and become more actively engaged in civics upon graduation. The arts are known to have literally saved the lives of children at risk because they reach them in such profoundly personal and powerful ways.

New Jersey’s colleges and universities are responding to the increased demand for “creatives” in the workforce. According to College Board data compiled by the Art & Science Group, an enrollment consulting firm, there was a 44 percent increase from 1996 to 2005 in the number of high school seniors who say that they plan to major in the visual and performing arts. Colleges and universities in New Jersey are witnessing this phenomenon, and major new developments for arts education training and community relations are occurring in nearly all our institutions of higher learning.

However, the value does not stop there. People remain engaged in the arts throughout their lives. The new “creative economy” demands creative workers. To be a creative thinker, your mind must be stimulated creatively, which is why lifelong arts education is so important. Finally, active engagement in the arts by older citizens not only helps keep their minds sharp, but can have substantial health benefits as well.

Individual & Community Health and Wellness

The clinical proof is pouring in. Did you know that the arts shorten post-operative recovery and hospital stays? Creative writing reduces anxiety, depression and doctor visits, and music raises pain thresholds and reduces post-operative pain medications. Faith-based organizations have been using the power of the arts to heal the spirit for centuries. We now know that engagement in the arts throughout a lifetime and in particular in our senior years can have profound effects on health and well-being, which have the additional benefit of reducing the enormous costs of medications, hospital and clinical care as well as doctor’s visits. In 2006, a ground-breaking research study, under the direction of Dr. Gene Cohen revealed that older adults, when participating in professionally conducted cultural programs experienced:

- Significantly better overall health
- Significantly fewer doctor’s visits
- Diminished use of medications
- Significantly fewer falls and less hip damage
- Diminished vision problems
- Significantly better scores on the Geriatric Depression Scale and the Loneliness Scale
- Increased involvement in activities

A 2005 Harris Poll revealed:

93% of Americans agree that the arts are vital to providing a well-rounded education for children

86% agree that an arts education encourages and assists in the improvement of a child’s attitudes toward school.

79% of Americans agree that incorporating arts into education is the first step in adding back what’s missing in public education today.



Children preparing for a performance with Playwrights Theatre of New Jersey

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“The arts-based economic revitalization has brought about a virtual renaissance in Millville’s historic downtown. In just five and a half years, over seventy new businesses have opened, first floor vacancies have disappeared, and the property values have more than doubled. Most importantly, the can-do attitude of the arts community has had a tremendous, positive impact on the entire City!”

— JAMES F. QUINN

This is particularly important to New Jersey, which has the second oldest population in the nation, expected to grow from the 17.2% it was in the year 2000 to 23.6% by 2025. With almost a third of all state expenditures going to health-care, and the vast majority of that spending attributable to the eldercare, it is in our vital interests to explore all means of containing costs. The arts have much to contribute to that cause.

For all of us, the arts can be a means for celebration, commemoration and healing. The arts communicate when words cannot. In all matters of social crisis and tragedy, it is to the arts that we turn for healing. In the weeks after the horrific tragedies of 9/11, the arts provided a means for coping, bonding and healing. They are immensely powerful forces in building our sense of identity and harmonizing and celebrating the astonishing cultural diversity of our state. They teach us tolerance, respect and understanding for other cultures. They celebrate our social, religious and communal values. We almost reflexively turn to the arts to commemorate the great accomplishments and events of our society. Public art and outdoor performances create gathering places to encourage people to walk downtown and in our parks for recreation and contemplation. The arts bring the community together and participation in the arts increases civic involvement and increases the quality of life.

Tourism and Support for Key Industries

Market research shows that travelers in the U.S. are increasingly seeking meaningful and distinctive experiences, and destination marketing is being tailored to their interests. A growing number of special-interest travelers rank the arts, heritage, and other cultural activities as one of the top five reasons for selecting a particular destination. These trends are fueled by the proliferation of online services that make it easier for travelers to find information about their special interests and customize itineraries. The greater and more diverse New Jersey’s arts and cultural offerings are, the more tourists we can attract. We also know that the tourist who visits for cultural reasons stays longer, spends more money and returns more often than the average tourist.



This weekend of rock 'n roll music celebrates the rich musical history of Wildwood and attracts tourists.

The arts, with their unique offerings, are therefore a vital and growing sector of the travel and tourism industry. According to 2006 data from the Division of Travel and Tourism, tourism in New Jersey is a \$37.6 billion dollar industry that created 481,000 jobs and that is not all. We offer world-class artists, nationally renowned orchestras, theatres and museums, major festivals and significant historic sites. Supporting them and growing these venues can only boost our bottom line.

The arts also have a particularly strong impact on, and connection to, the restaurant, printing and design, and advertising industries. They are powerful magnets that draw people and business. They are an asset to the real estate industry and can provide benefits to builders and developers, both residential and commercial. Cultural amenities attract residential renters and buyers, add to property values, attract higher-end merchants and stimulate more off-hour pedestrian traffic that actually improves public safety. Arts audiences make great customers for many other kinds of businesses. This is the experience of dozens of towns in New Jersey. It can be the experience of all of them.