

PLANNING & ECONOMIC DEVELOPMENT COMMITTEE

OCTOBER 15, 2019

7:00 PM

Aldermanic Chamber

ROLL CALL

PUBLIC COMMENT

PRESENTATION/DISCUSSION

Update on Collaborative Arts Marketing Committee

Overview and Update on Americans for the Arts Study – Judy Carlson, Nashua Arts Commission

Experience Nashua Arts Website and Arts Calendar – Paul Shea, Great American Downtown

COMMUNICATIONS - None

UNFINISHED BUSINESS - None

NEW BUSINESS – None

PUBLIC COMMENT

REMARKS BY THE ALDERMEN

POSSIBLE NON-PUBLIC SESSION

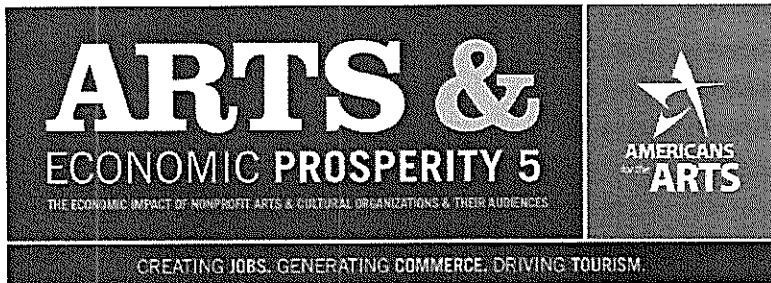
ADJOURNMENT

NASHUA ARTS COMMISSION

Marketing Workgroup Report October 2019

Arts Marketing Steering Committee

Judith Carlson, Nashua Arts Commission
Lisa Bissonnette, City Arts Nashua
Paul Shea, Great American Downtown
Marketing Director, Symphony NH
Mary Ann Millizi-Golja, Chair, PEDC-BOA
Open



Nashua Region Off-Cycle Study

34 Nonprofits – 23 in Nashua, 11 in Region
28 Participated, 6 Did Not
27 Organization Survey
12 Audience Survey – All in Nashua
11 Completed Both
821 Audience Intercepts
7 Participated in Funding w/Arts Commission, Downtown Improvement,
Grant from NH Charitable Foundation
City Arts Nashua Fiscal Agent
Results in Approximately Six to Eight Weeks
Steering Committee to Meet in November – Publicity Plan

Website and Arts Calendar

Goal: establish Nashua as a destination for the arts; provide viewers an
overview of all available here; drive increasing audiences
Hosted by Great American Downtown website
Created by Cleverlight Media and Kath Palmer, GAD
Funded by City Arts Nashua, Nashua Arts Commission, GAD
Steering Committee to Meet in November – Publicity Plan
ExperienceNashuaArts.org or .com



THE ARTS IN NEW HAMPSHIRE

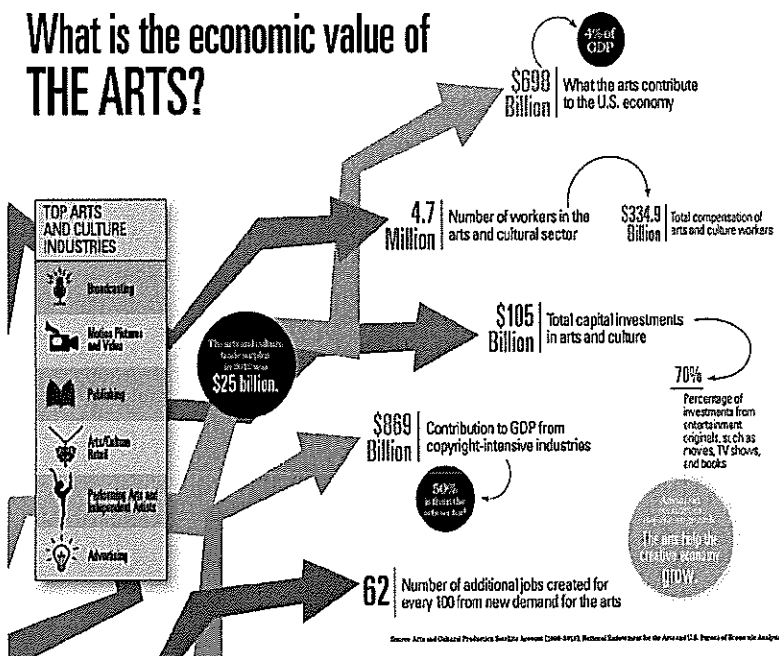
The arts and culture sector plays an important role in New Hampshire's economy. Also referred to as the "creative sector" or "creative economy," this sector, broadly defined, includes what we traditionally define as "the arts" – non-profit organizations and individual artists – and adds municipal and for-profit creative businesses. From municipal opera houses to sculptors, web designers to symphony orchestras, historic sites to art museums, the creative sector is thriving in New Hampshire.

Data on this sector has been collected and reported for many years nationally and regionally. Americans for the Arts, a national organization, began reporting on the creative economy in 1994 and has collected data on non-profit arts and culture every five years since 2002. The New England Foundation for the Arts (NEFA) a non-profit regional partner of the National Endowment for the Arts (NEA) has been studying the regional impact of arts and culture since 1996, including employment and individual artists. Data from these sources is included in this section.

MEASURING THE ECONOMIC IMPACT OF ARTS AND CULTURE

In 2013 the NEA, in partnership with the Bureau of Economic Analysis, issued its first report on the economic impact of arts and culture on the US economy, and the result was staggering. In 2012, the sector had an impact of **\$698 billion**, 4% of GDP, larger than the **transportation, construction and tourism sectors**. The numbers have remained constant since the initial study, proving that the creative sector is a significant economic driver.

What is the economic value of THE ARTS?



The Arts in NH By-the-Numbers

\$115,000,000

Direct spending of nonprofit arts and cultural organizations and their audiences

Source: Americans for the Arts

\$113,000,000

Annual receipts of for-profit arts and culture-related businesses

Source: Internal Revenue Service

\$33,000,000

Annual direct spending of NH State Council on the Arts grantees

Source: NH State Council on the Arts

\$25,000,000

Annual receipts of independent visual artists, designers, musicians, writers, architects, dancers, performers and filmmakers

Source: Internal Revenue Service

\$2,000,000

Yearly sales at League of NH Craftsmen Annual Fair

Source: League of NH Craftsmen

68,000+

For-profit New Hampshire arts, entertainment and recreation businesses had reportable income in 2012.

Source: Internal Revenue Service

35,000+

Independent visual artists, designers, musicians, writers, architects, dancers, performers and filmmakers live and work in New Hampshire

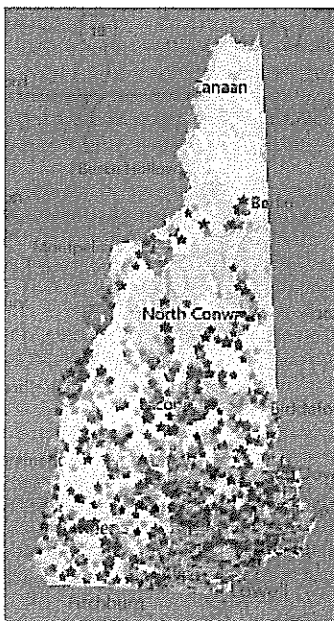
Source: Americans for the Arts

THE ARTS IN NEW HAMPSHIRE

League of N.H. Craftsmen

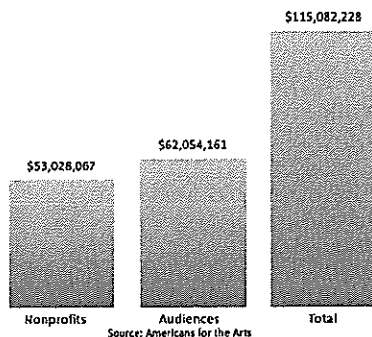
- Annual Craftsmen's Fair at Mount Sunapee Resort generates \$2 million in sales from over 25,000 attendees
- Eight galleries located throughout New Hampshire generate over \$2 million in annual sales

3,505 Arts-Related Businesses
Employ 10,346 People



Source: Americans for the Arts

Direct spending by NH Nonprofit Arts Organizations and Their Audiences, FY2010



Source: Americans for the Arts

WHAT DOES THIS MEAN FOR NEW HAMPSHIRE?

State breakouts of the most recent NEA/BEA data will be available soon, but we have access to the following indicators now.

Nonprofit Impact

A 2012 study of 161 nonprofit arts and culture organizations (less than 20% of the statewide total) conducted by Americans for the Arts showed a **\$115 million** annual impact in NH: **\$53 million** in direct spending by the organizations and **\$62 million** by their audiences. This spending supports over **3,500** full time job equivalents (FTEs).

REGIONAL SNAPSHOT

Direct spending of nonprofit arts organizations and their audiences
FY2015 Arts & Economic Prosperity Study

REGION	ORGANIZATIONS	AUDIENCES	TOTAL
Greater Concord	\$17,833,550	\$13,351,816	\$31,185,366
Greater Portsmouth	\$21,456,627	\$36,585,032	\$58,041,659
Monadnock Region	\$13,271,384	\$5,280,101	\$18,551,485
Rochester	\$4,353,943	\$7,902,214	\$12,356,157

Source: Americans for the Arts Note: Regions that participated in the study are listed. Data for other regions not available.

Arts-Related Businesses (nonprofit and for-profit)

A study by Americans for the Arts found that 3,505 arts-related businesses in NH employ 10,346 people. A wider look using IRS data shows that over 68,000 for-profit arts, entertainment and recreation businesses with reportable income (out of over 123,000 that filed Federal tax returns) had receipts close to **\$113 million** in 2012.

Independent Artists

In its annual National Arts Index, Americans for the Arts reported that **35,000** independent visual artists, writers, musicians, dancers, performers and filmmakers live and work in NH and that in 2013, these small businesses had receipts of close to **\$18 million**. IRS data from 2013, which also includes architects and designers, shows receipts in excess of **\$25 million**.

Impact of NHSCA Grants

The NH State Council on the Arts makes grants to non-profit organizations, schools and artists as a public investment in the cultural life of the state. In FY2016, 96 grants were awarded, totaling \$544,864. These investments leveraged **close to \$33 million in direct spending** by grantee organizations and projects, and over \$1 million in in-kind goods and services.