

Creative Partnerships between Governments and Culture



UTAH CULTURAL ALLIANCE

{ Celebrating 35 Years of
Fortifying Arts & Humanities }

UCA is the voice of the arts, humanities, and cultural sector of Utah. We serve, empower, and strengthen this community statewide through advocacy, professional development, and awareness.

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THE PROBLEM AND THE NEED

Utah is continuously striving towards economic growth. The cultural sector is not only an economic driver and job creator, but municipalities with vibrant cultural communities see an increase in property value, residents, tourism, an influx of businesses (their employees want to live/work in exciting places), increase in tax revenue, and more.

PROPOSED IDEAS

ARTIST IN RESIDENCE

Artists-in-residence within non-arts city departments can participate in creative thinking and solution building

CULTURAL DISTRICTS

- Municipal governments can create Cultural Districts - with or without tax incentives.
- Governments sometimes fund these via bed or tourism taxes within the Cultural District boundaries, but it can be done within municipal budgets and can also be done fairly cheaply.
- Great examples: Maryland, Massachusetts, Texas, and South Carolina recently started cultural districts program (South Carolina's is a bed tax)

TOURISM

- Municipalities can facilitate partnership between cultural organizations and the local tourism sector to boost the local economy
- Houston is a great example, they have been working for the last 10 years to strengthen relationships
- Utah Shakespeare Festival in Cedar City is a great example, they are a primary source of tourism to their community

- Partnerships can include Marketing \$ for out-of-state or out-of-region advertising, helping connect cultural organizations with conventions and hotels/concierges, helping them get in brochure displays, including cultural offerings in your municipalities own advertising for what makes it a great community, etc.

FUNDING

- Nonprofits need help to reach financial sustainability. The municipalities that help nonprofits reach
- Sources: grants through arts councils, RAP-type taxes, bed/tourism taxes, bonds

INTEGRATE CULTURAL STAFF IN EXECUTIVE LEADERSHIP

- Local Governments can create a cabinet level arts and culture advisor, i.e. Boston & Philadelphia, Moab just added one. SLC used to have a cabinet level cultural position, now it's a Senior Advisor role, still important
- Recently Kansas City, MO added a city level director - there are a number of examples across the country.

HEALTHCARE

- The Arts in healthcare is a big issue. Be the facilitator between arts groups and hospitals/providers. Help subsidize plans, make connections for them, etc.
- This is especially difficult for individual artists who are often self-employed and have difficult getting coverage, even with the new exchange

ARTS AND

- The area of "Art And" is of great interest in general:
 - Arts and Transportation (Transportation American is working on an NEA Our Town grant around this topic)
 - Arts and Racial Equity;
 - Arts and Social Justice (Think work around prison pipeline, immigration, street vendor codes, specifically Boyle Heights in Los Angeles);
 - Arts and the Environment;
 - Arts and Workforce Development (bringing creativity/productivity to work force, increasing work retention and attraction;
 - Arts and Housing,
 - Arts and Civic Engagement - the list can go on, but these are a few ideas

COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG)

-Mayors can use their Community Development Block Grant (CDBG) for cultural projects. The idea here, and with many ideas, is if the local government can provide seed money and/or the use of the bully pulpit, the arts and culture can do many great things to help with their economy. The idea of "investing" in the arts, not "giving money" to the arts.

RDAS/URBAN PLANNING

- There is nobody better than artists and cultural nonprofits to bring excitement, creativity, and vibrancy to a suppressed neighborhood
- Artists/nonprofits can be used as idea generators for creative uses as well as sources for raising the profile of a neighborhood through ideas such as
 - Main street programs, get arts groups to put stuff in the vacant windows/stores.
 - Hennepin Theatre Trust has the largest popup shop program, Made Here. It's the largest storefront initiative of its kind in the nation, in its sixth iteration filling more than 40 vacant commercial storefronts over 15 city blocks in West Downtown, Minneapolis with MN based creativity. They have produced 336 displays in the past three years featuring a minimum of 40% artists from communities of color and equal men and women. They have an advisory panel with 19 artists and arts professionals from diverse backgrounds who curate the project blind twice per year. Their application is very simplified, they do not ask for an artist statement, resume, or exhibition history. Every selected artist is paid \$500 and given professional installation assistance, professional photography, a dedicated page on our website, and a documentary short for those who are interested.
 - SLC's greenspace program
 - REDUCED RENT/Assistance with studio space, event space, buildings, rehearsal space, recording space etc.
 - Property tax // if you're working to attract businesses to your community by waiving property tax, TREAT NONPROFITS THE SAME. We are job creators and economic drivers.
 - Building cultural facilities such as the Eccles Theatres in both Logan and the new one in SLC are central core buildings in their respective downtowns. Even small scale such as the Empress Theatre in Magna or the MARC in Moab can drive the cultural soul of a town.
 - % for art programs, iconic public art can drive tourism and identity for your municipality // % for art programs can be statutory or cultural (i.e. just a policy of a municipality)

Six Ways to Use the Arts to Boost Employee Engagement

Businesses large and small use the arts to foster creativity, innovation, and a culture of trust.



Corporate Arts Challenge

Encourage your employees to show their creative sides and build teamwork with a friendly singing or arts competition.



Arts-Based Training

Use the arts to teach innovation, interpersonal skills, public speaking, and more.



Employee Art Shows

Provide a space for your employees to showcase their artistic talents.



Skills-Based Volunteering

Your employees have valuable skills that arts organizations need! Encourage them to volunteer.



Team Volunteering

Gather a group of enthusiastic employees for an arts activity, like painting a mural at a local community center.



Artist Residencies

Embed an artist in your company, and let him or her challenge you and your employees to think in new ways.



@Americans4Arts
#ArtsandBiz
www.pARTnershipMovement.org



The Arts Boost Employee Engagement

Businesses do better when their employees are engaged, and the arts can do just that.

So what do the numbers say?

Only **65.9%** of employees felt engaged in 2014.

87% of organizations think their culture and engagement are their top challenges.

ADD THE ARTS and...

59% of businesses said the arts increased employee creativity and growth!

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Health

- Relieve workplace stress
- Promote better mental health



Office Culture

- Foster a desirable work environment
- Increase efficiency and morale



Human Resources

- Recruit and retain employees, especially Millennials
- Train your team to be the best representatives of your company



Operations

- Build your competitive advantage as a business
- Encourage critical thinking and innovation



Public Relations

- Forge connections with new customers
- Make the community a better place



