



CULTURE, THE ARTS AND ECONOMIC RECOVERY

SUMMARY

Arts and culture are a critical piece of Arizona's solution for **economic recovery**. The arts create jobs and business opportunities, investing in and supporting the growth of the knowledge sectors. We want and need **creative people** to live here and improve the quality of our workforce. The arts/cultural sector provides us with shared experiences, a sense of community and a **quality of life** that positively brings distinction to our state. We expect quality **arts/cultural education** for our next generation of thinkers and leaders of the future.

I am personally committed to ensuring that the arts/cultural sector, including state parks and historic preservation, have the resources needed to survive and thrive.

Terry's Personal Background

I learned about the arts and culture from my parents, particularly my Mother who was very involved with libraries. As mayor, I was able to work with community leadership to establish the Phoenix Arts Commission (now the Phoenix Office of Arts and Culture) and what has become one of the largest and most dynamic public art programs in the country. I participated with other Mayors to learn about community design and became an advocate for design within our public buildings and neighborhoods. When I was mayor, we passed the largest cultural bond in the US in history to build and expand facilities for the Phoenix Central Library, Phoenix History Museum, Phoenix Art Museum and Arizona Science Center. Recently, I was awarded the Recognition of Leadership award from the National Trust for Historic Preservation Community Investment Corporation for establishing the city's first historic preservation program that preserved major historic buildings.

Arts in Arizona Now

Arizona is fortunate to have a diversity of quality arts and cultural institutions and artists. We are rich in talent, persistence and dedication, but poor in the resources needed to move ahead. Like other states across the country, we have a delicate web of

financial support for the arts/culture from individuals, foundations, corporations and governments. But if one leg of the support system weakens, then the whole system falters. The public loses its ability to participate fully in the arts/culture experiences that they expect and deserve from Arizona.

Public funding for the arts from the state and local governments has decreased significantly. State arts funding now stands at 14 cents per capita; that is the same per capita funding that was available in 1976. In 1976, Arizona was a totally different place culturally with far fewer artists and arts/cultural organizations and a much smaller population. Our state budget is in total disarray with many human and social issues losing vast amounts of funding. As a result, we hear constantly from our legislators that the arts are not an appropriate function of state government and are a frill. They are wrong and I don't agree.

50,000 Arizonans work in the arts and hundreds of thousands are employed in businesses related to culture and tourism. \$300 million in revenue is generated annually by Phoenix-area nonprofit arts projects alone.¹ Ten years ago a report from the Morrison Institute found that "Arizona must boost its quality of life to boost its ability to keep and attract the world's best talent." The point is equally valid and critically important today.

Arts are Part of Arizona's Economic Recovery

A thriving and dynamic arts/culture industry is part of the solution for our faltering economy and a cornerstone of economic development activities. The arts and culture must be positioned as a major source of our state's competitive advantage. In order to have a thriving and diverse economy that is attracting and expanding businesses, particularly those with higher paid work forces, it is critical to offer a vital arts/culture community. It is expected by employers and employees and their families and it is available in most communities around the country where we compete. Places that succeed in attracting and retaining inventive and creative people prosper; those that don't fail. Curious, ingenious people want to be around others like themselves, and they will seek out smart places and spaces that support unique experiences. Recent studies have shown that the cities with which we compete most for business (Denver, San Diego and Seattle) invest significantly more than Arizona does in arts/culture.

Cultural Tourism

Cultural tourists seek what is interesting and authentic in the places they visit. Arts and cultural activities encourage travelers to stay longer and spend more. A growing number of visitors are special-interest travelers who rank the arts, heritage and/or

¹ Phoenix Business Journal, February 3, 2010

other cultural activities as one of the top five reasons for traveling to specific destinations. People come to Arizona to see what is authentic, including visits to our rural areas, state parks and the cultural centers of our Native American and Latino communities.

Sense of Community

Arts and culture bring residents together to create stronger community bonds. This is good news for an area still coping with the isolating effects of population “churn” in our State. Participating in arts and culture is one of the best ways to bridge socioeconomic, ethnic and generational differences and discover common threads and identities. Our investment in arts/culture makes it possible for the broadest range of our public to participate, as audiences, as creators and as supporters.

Arts/cultural Education

We must seriously consider how we prepare the thinkers and leaders of tomorrow. Comprehensive arts/cultural education programs prepare students to engage in the new workforce that requires flexible and adaptable employees capable of competing in today’s economy. They learn skills in critical and innovative thinking, problem solving, self-discipline and teamwork through the arts. Arts education skills help students in school and after school learn and understand different cultures and compete effectively in the complex world. For the most part, Arizona has good policies in place to support quality arts education and there are standards that teachers are expected to accomplish in all facets of the arts. Additionally, there are pockets of outstanding programs throughout the state. Where we continually fall short is in the overall implementation of these policies and the leadership that influences decision making. We need comprehensive programs with resources provided by administrators, arts teachers, parents and community arts providers including artists and arts organizations.