



International Conference of Symphony and Orchestra Musicians

San Francisco, California

August 20, 2008

**Randy Cohen
Americans for the Arts**



Live Music Schedule at

Nashville International Airport

9/24	12:00 PM	The Wayne Avers Trio	Jazz/R&B	C/D Concourse entrance
9/30	12:00 PM	David Coe Duo	Fiddle Music	C/D Concourse entrance
9/14	2:00 PM	John Botempi	Country	Baggage Claim Level







The Phoenix Dump

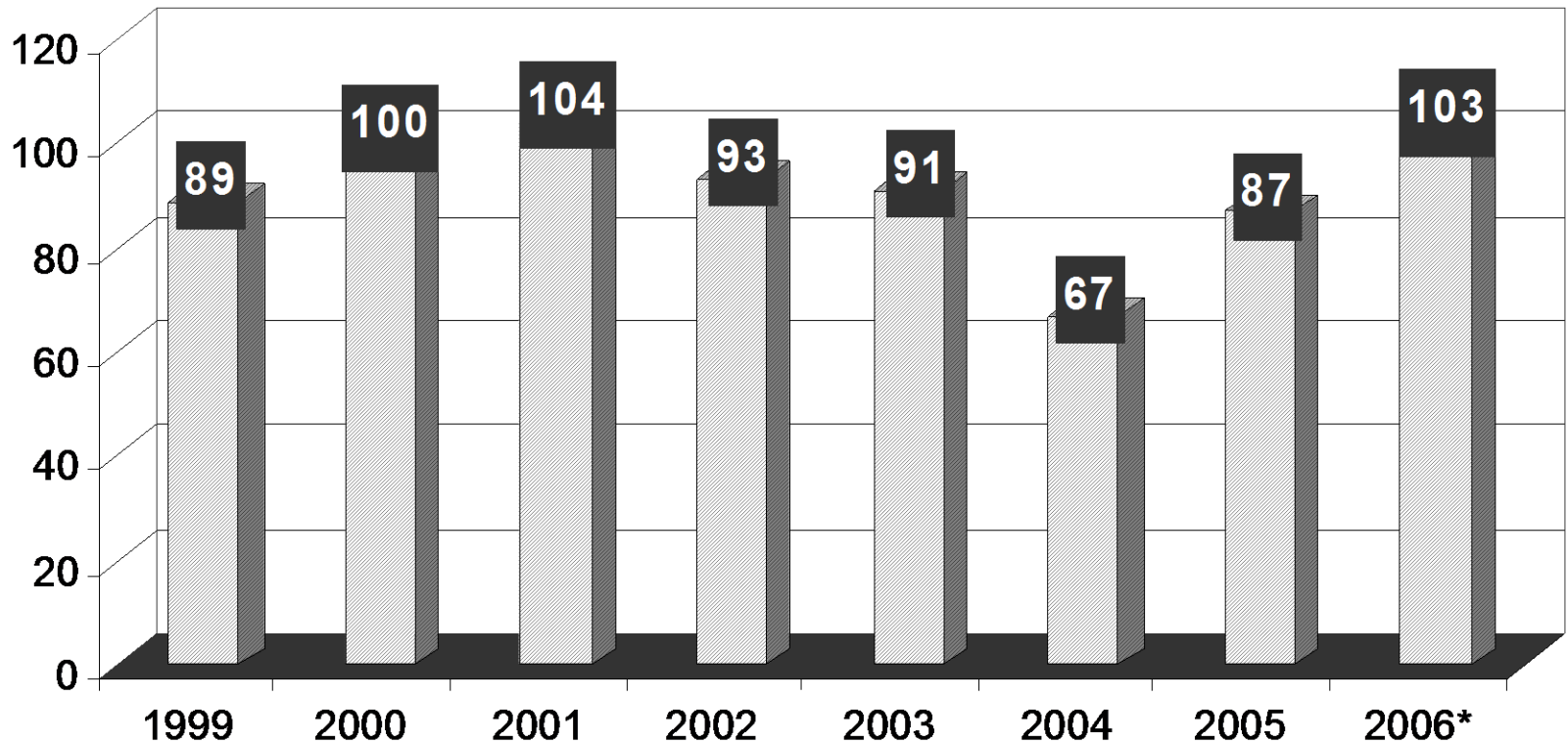


The Helix by Selena Littler

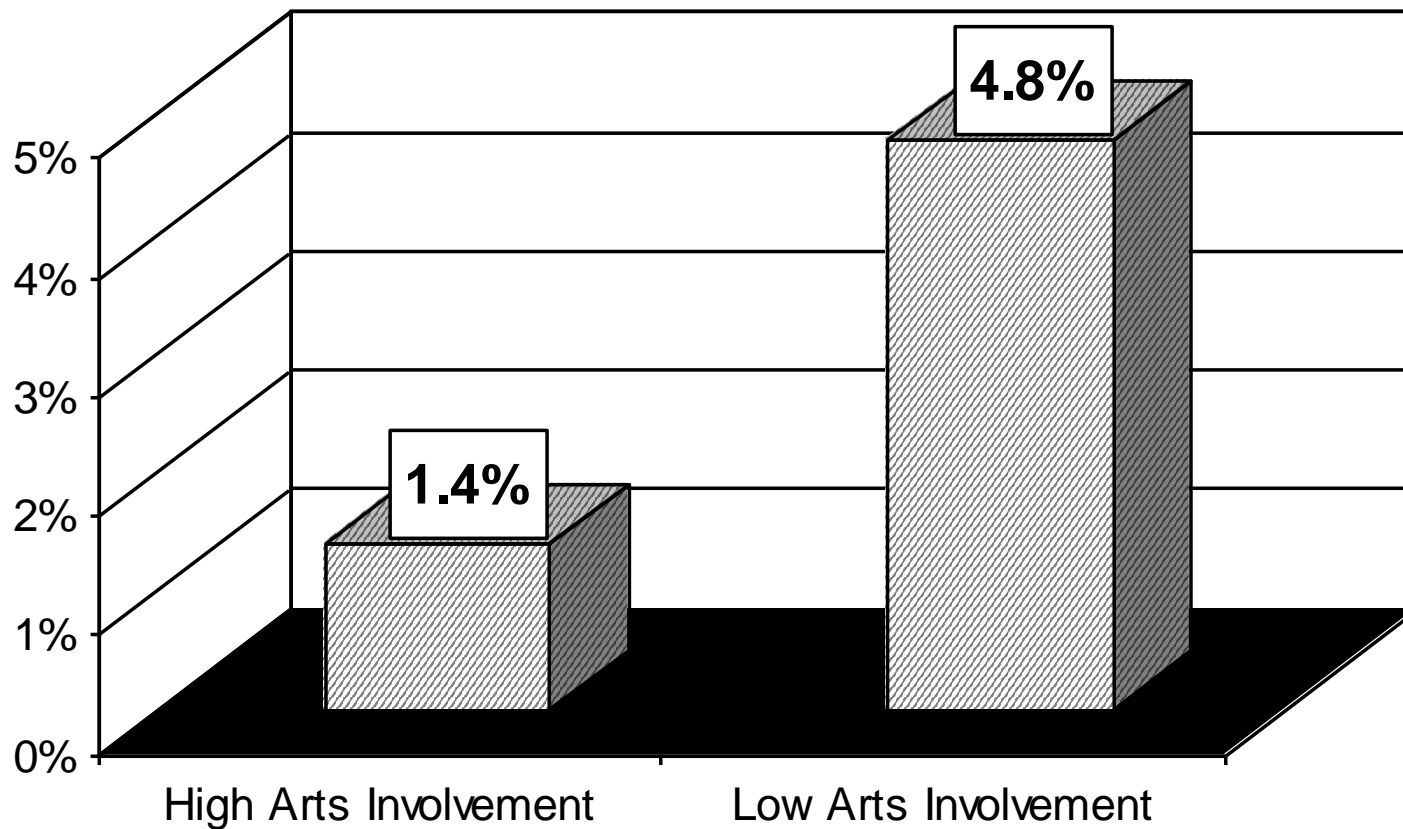




Arts Students Outperform Non-Arts Students: Average Points Better on SAT Scores



Students with High Levels of Arts Involvement: Less Likely To Drop Out of School by Grade 10



Why Some People Think
Duke Ellington
Is a Member of the Royal Family.



A piano player. A composer. An orchestra leader.
Duke Ellington reigned over a land called Jazz.

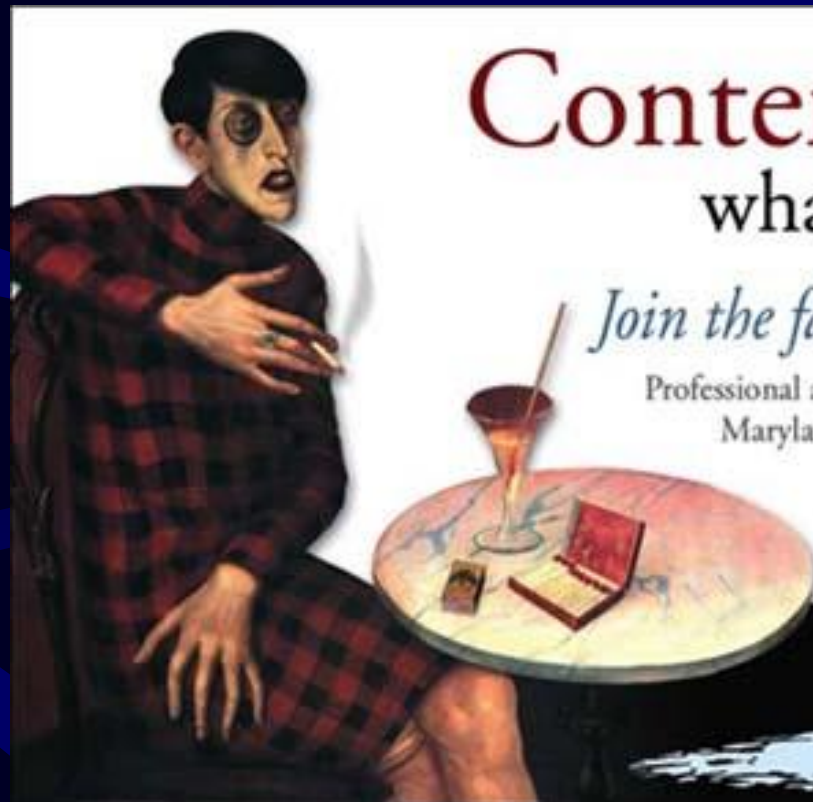
Kids don't get enough art these days. For Ten Simple Ways to
get more art in kids' lives, visit AmericansForTheArts.org.

Art. Ask for More.
AMERICANSFORTHEARTS.ORG

Why some people think
Walt Whitman
makes chocolate candy.



Walt Whitman satisfied his sweet tooth with rich, wave like verse.



Contemplating

what to do with your art career?

Join the fastest growing arts district in the country.

Professional artists from Los Angeles, New York, San Francisco, Chicago, Nashville, Maryland, Maui, San Diego, Memphis, North Carolina, & Washington D.C. have already made the move. Paducah -- say it loud and there's music playing... Paducah -- say it soft and it's almost like praying.

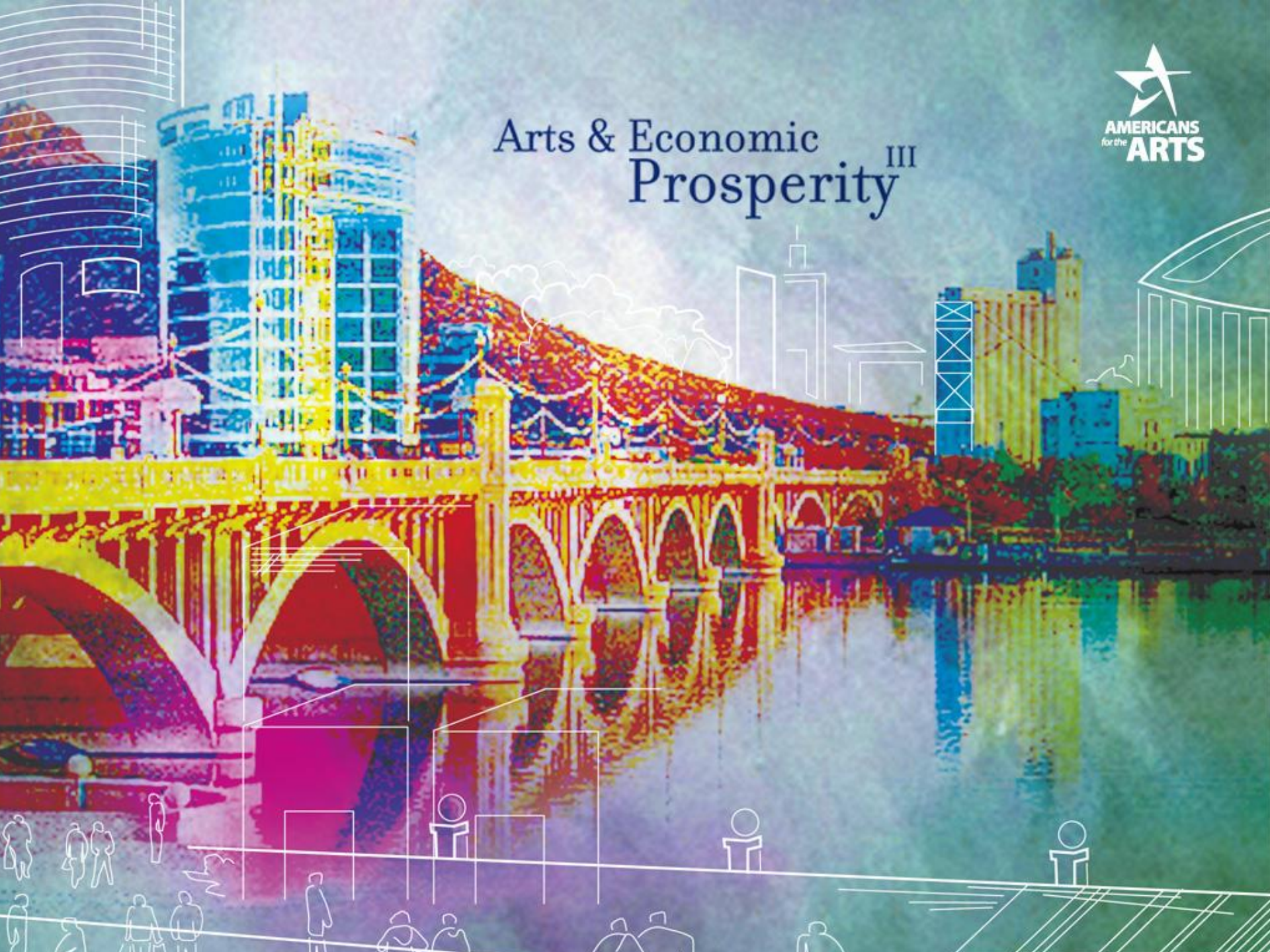
Call 270-444-8690 or visit www.paducaharts.com

PADUCAH

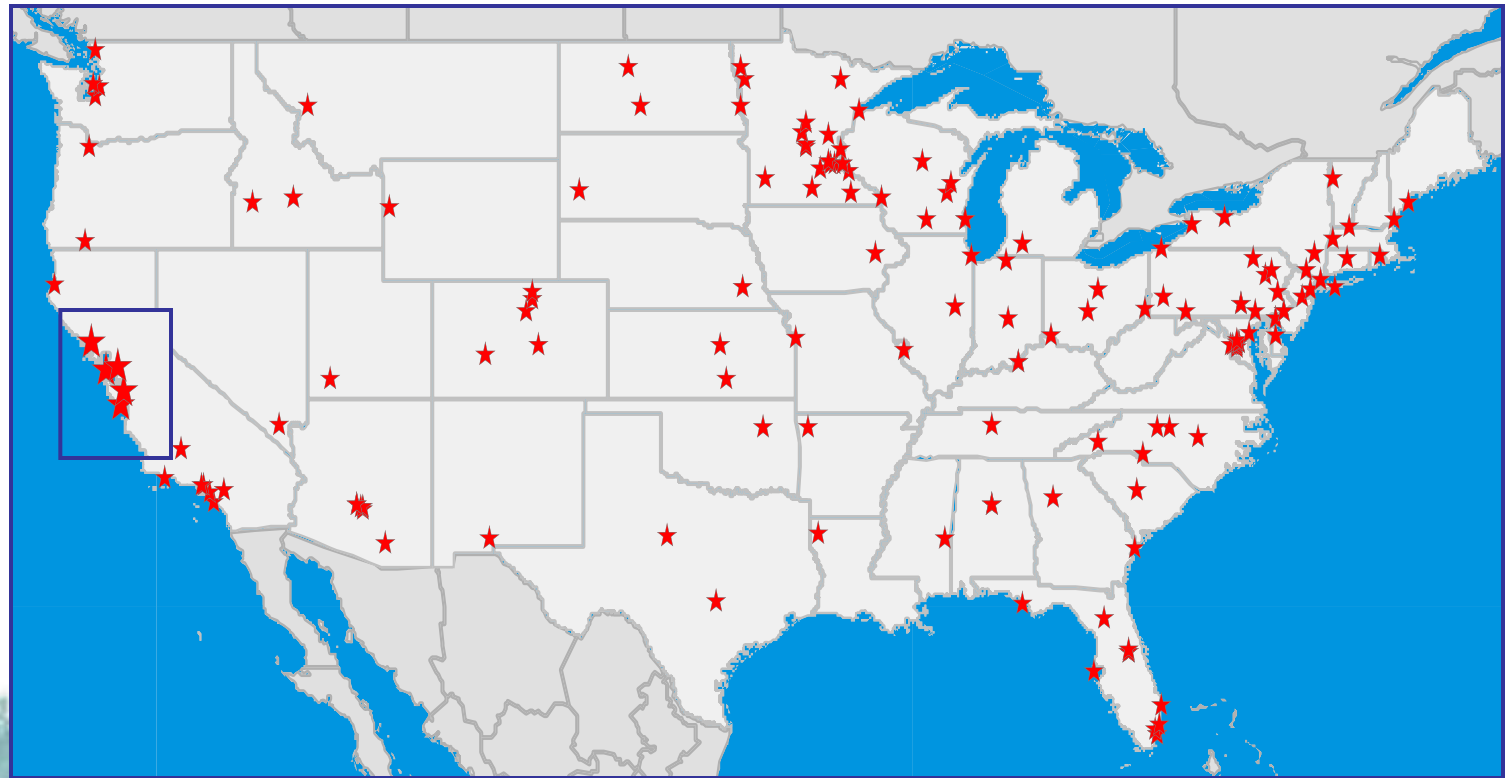
ARTIST RELOCATION PROGRAM



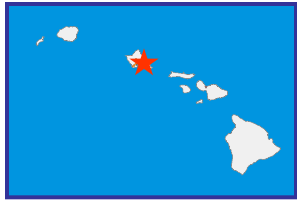
Arts & Economic Prosperity^{III}



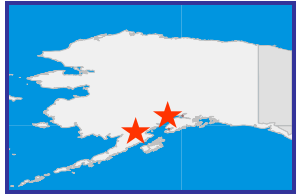
All 50 States + D.C.



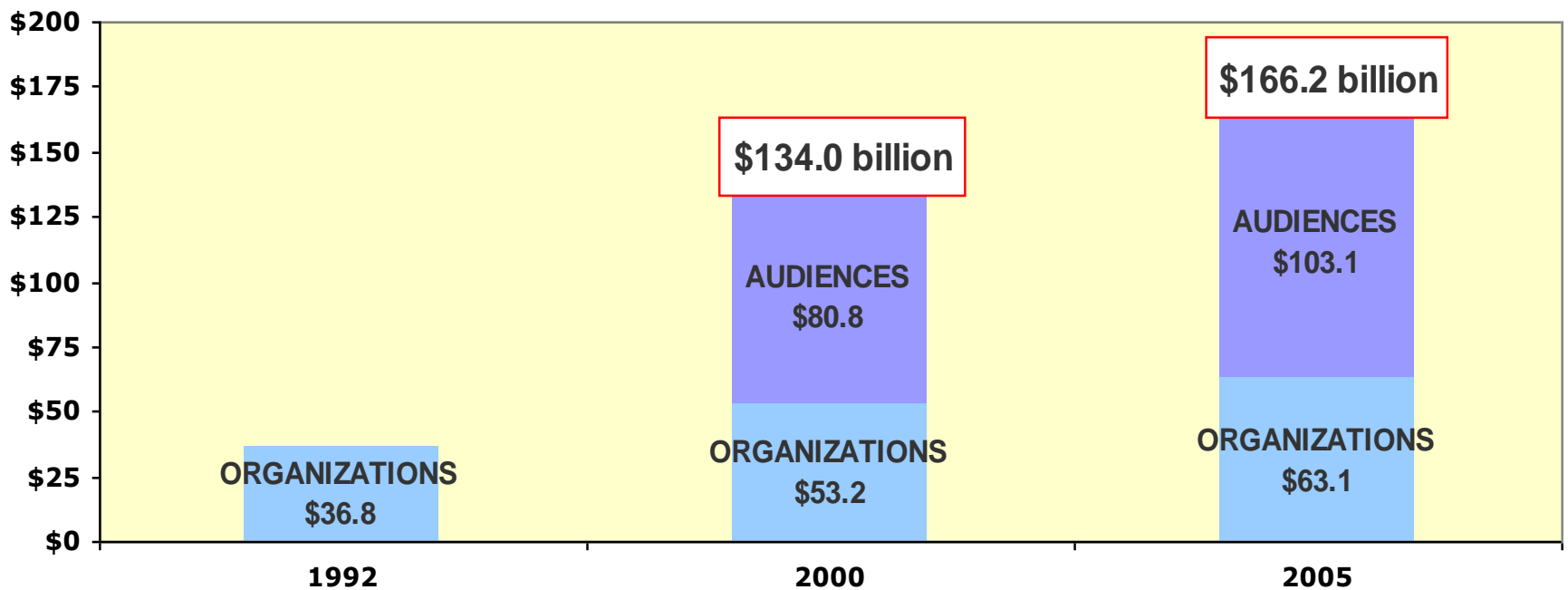
Hawaii



Alaska



Nonprofit Arts & Culture *A Growth Industry*



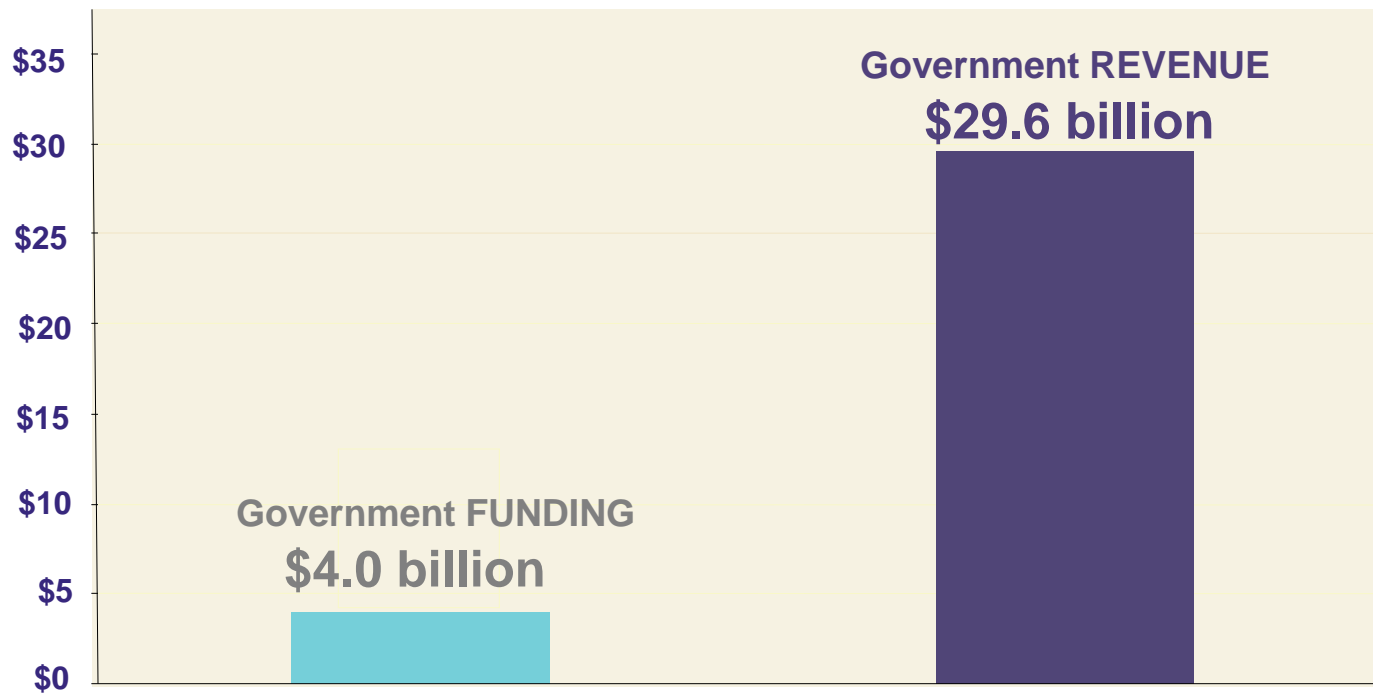
Economic Impact of Nonprofit Arts & Culture Industry **\$166.2 Billion Annual Expenditures**

Full-Time Equivalent Jobs	5.7 million
Resident Household Income	\$ 104.2 billion
Local Government Revenue	\$ 7.9 billion
State Government Revenue	\$ 9.1 billion
Federal Income Tax Revenue ⁱ	\$ 12.6 billion

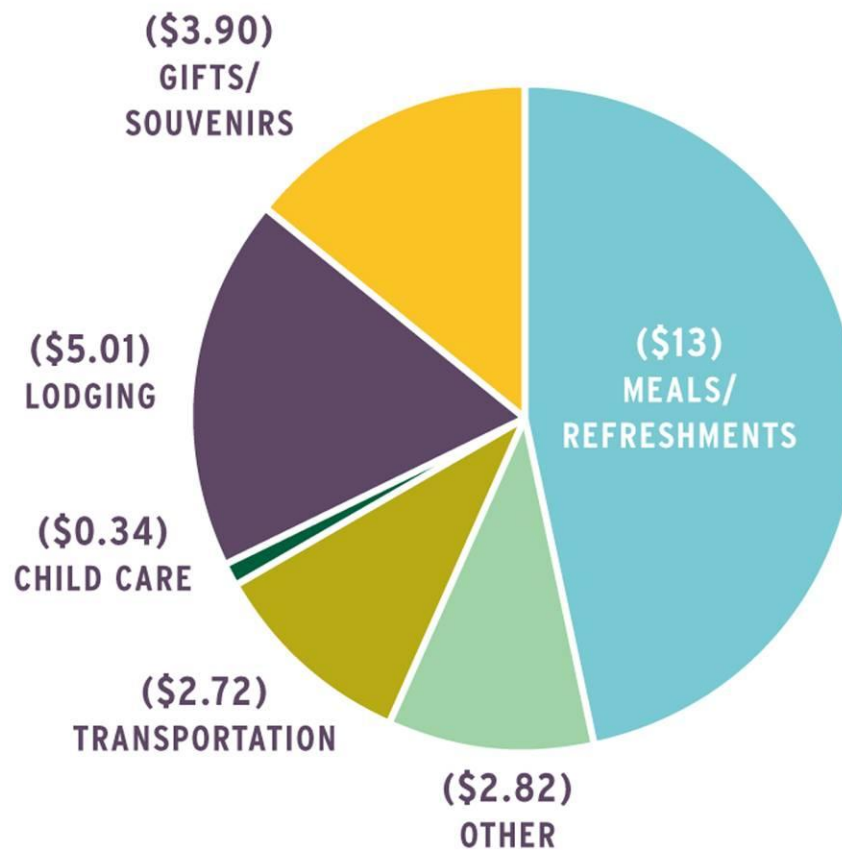


Government and the Arts

7:1 Return on Investment

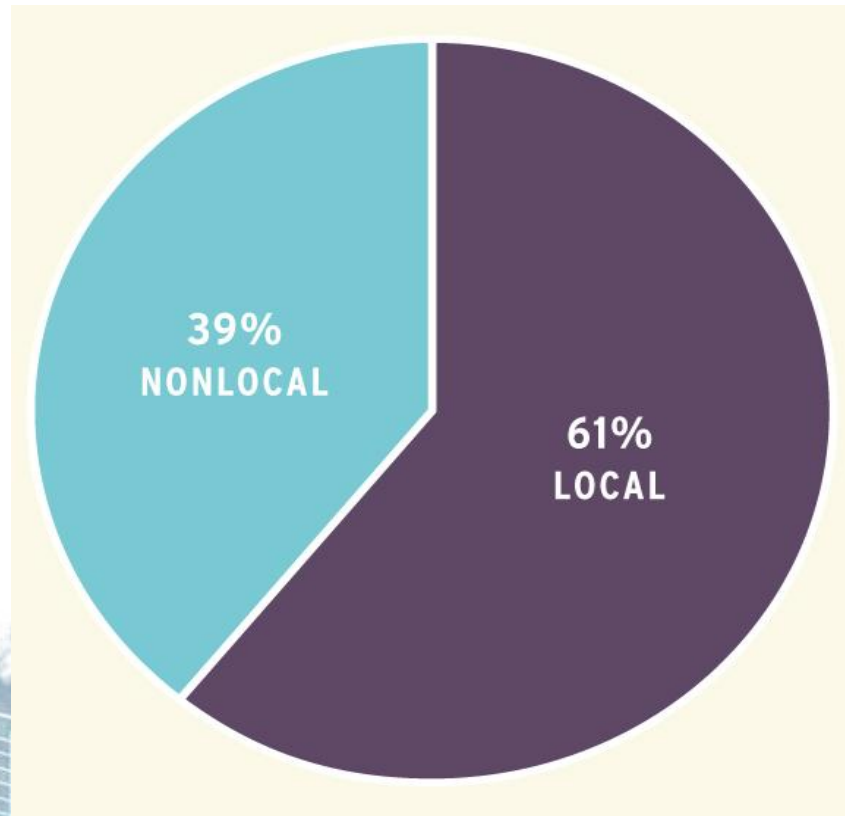


Nonprofit Arts & Culture Attendees Spend \$27.79 Per Person, Per Event



Nonprofit Arts & Culture Attendees

Local vs. Nonlocal



Event-Related Spending

Local vs. Nonlocal Audiences

LOCAL AUDIENCES

\$19.53

NONLOCAL AUDIENCES

\$40.19





Arts & Economic Prosperity Calculator

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences

Information

STEP 1: POPULATION

POPULATION of your community:

Choose one

STEP 2: TOTAL EXPENSES (optional)

Your Organization's TOTAL EXPENSES (please do not use commas):

\$

STEP 3: TOTAL ATTENDANCE (optional)

TOTAL ATTENDANCE to your organization's arts events (again, do not use commas):

calculate

reset

Total Economic Impact Of:

	<u>Total Expenditures</u>	<u>FTE Jobs</u>	<u>Household Income</u>	<u>Local Government Revenue</u>	<u>State Government Revenue</u>
Nonprofit Arts and Culture Organizations:					
Nonprofit Arts and Culture Audiences:					
Total Industry Impact: (The Sum of Organizations and Audiences)					

Print Your Results

Please see the [fine print](#) below.

Creative Industries: Business & Employment in the Arts

- ✓ U.S. businesses involved in the creation or distribution of the arts
- ✓ Includes for-profit AND nonprofit sectors
- ✓ Data Source: Dun & Bradstreet—tracks 14.3 million *active* U.S. businesses and 135.6 million employees
- ✓ Defined conservatively using 643 8-digit SIC Codes

Arts Related Businesses

1. Museums & Collections
2. Performing Arts
3. Visual Arts & Photography
4. **Film, Radio & TV**
5. Design & Publishing
6. Arts Schools & Services

Film, Radio & TV

1. Motion Pictures

2. Television

3. Radio

Motion Pictures

1. Production
2. Distribution
3. **Services**
4. Equipment
5. Theaters
6. Video Tapes

“Services Allied to Motion Pictures”

<u>SIC</u>	<u>Description</u>	<u>Companies</u>	<u>Jobs</u>
78190404	Wardrobe rental for film production	16	41
78190200	Reproduction Services, Motion Picture Production	77	543

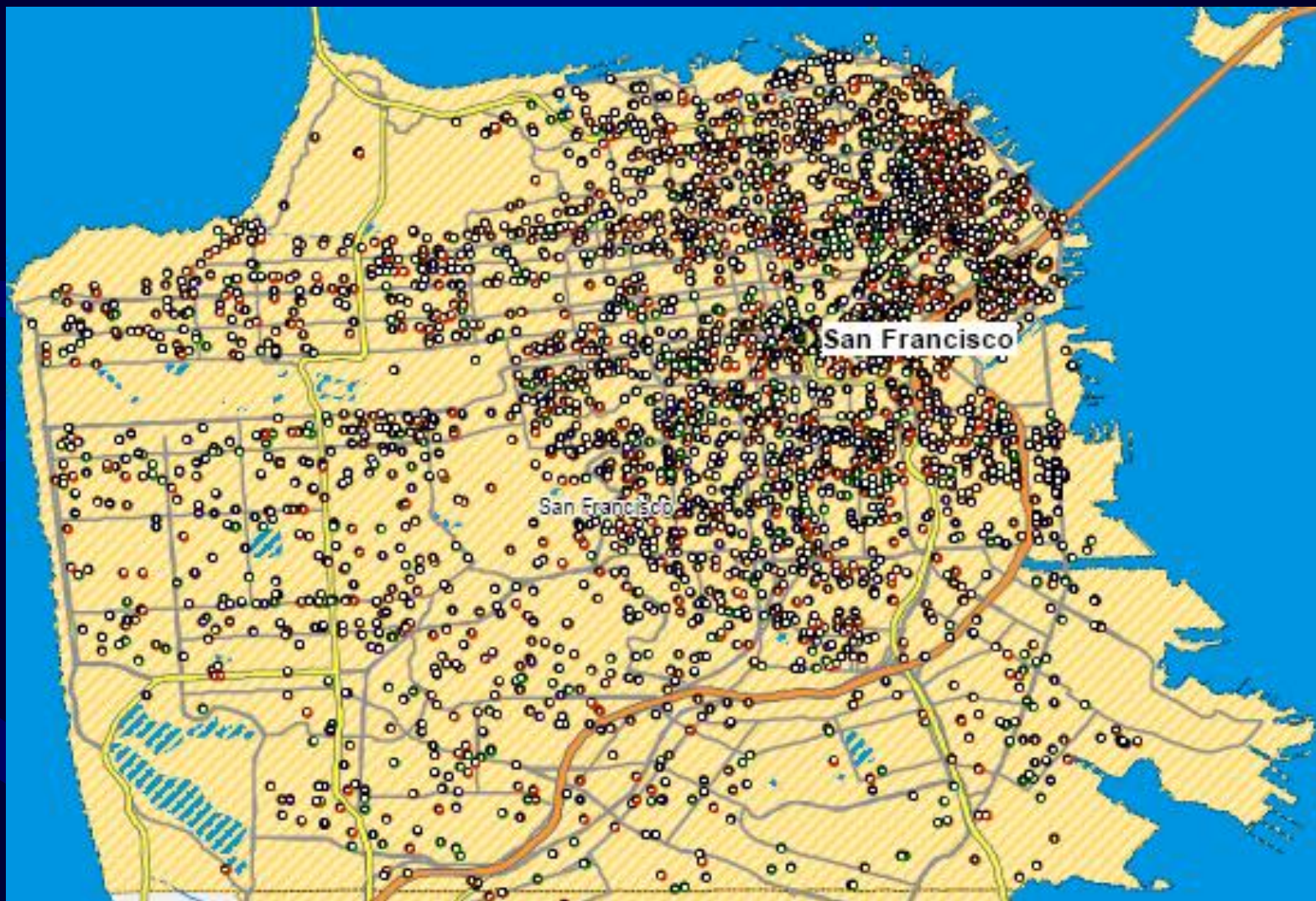
Source: Dun & Bradstreet. Data current as of January 2008.

Creative Industries in the U.S. (2008)

- ✓ Arts-Centric Businesses = 612,095
(4.3 percent of D & B's 14.3 million businesses)
- ✓ Arts-Centric Employees = 2.98 million
(2.2 percent of D & B's 135.6 million employees)

Creative Industries in San Francisco

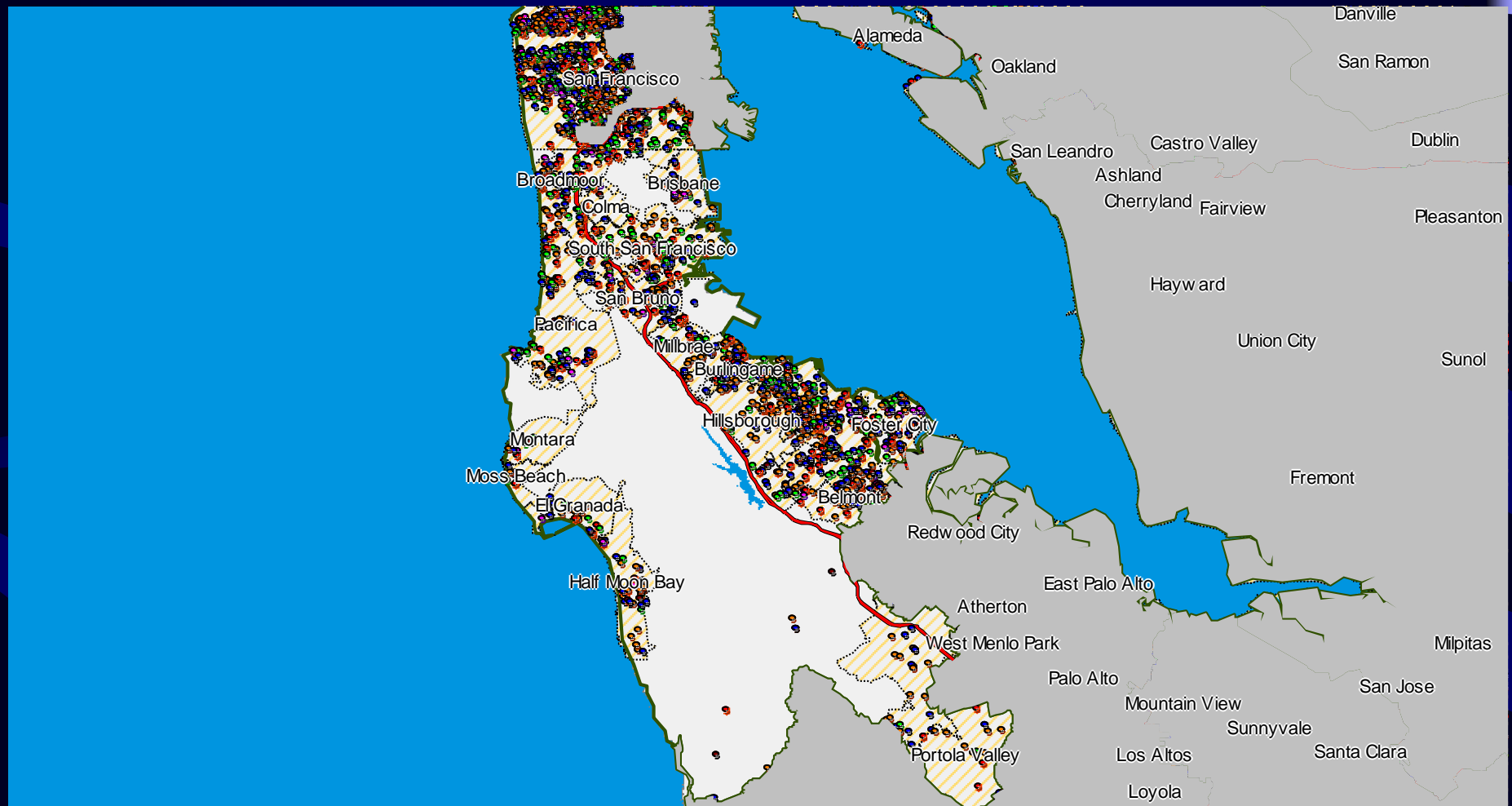
4,837 Arts-Related Business Employ 29,561 People





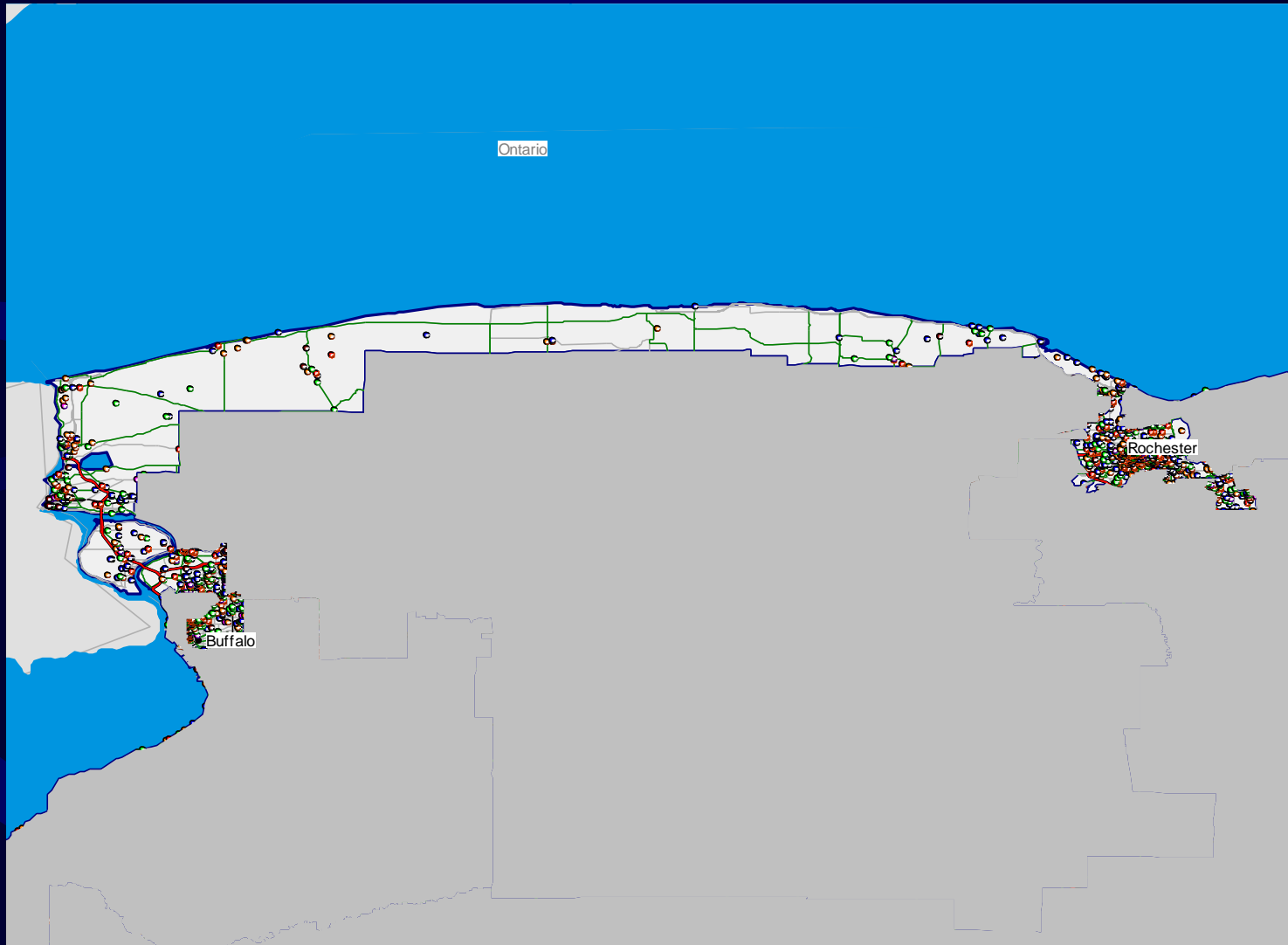
Creative Industries in CA-Senate-08

2,276 Arts-Related Business Employ 7,482 People



Creative Industries in NY-28

1,053 Arts-Related Business Employ 17,023 People



Change in Arts Businesses (2007-2008)

Arts Businesses: +12.0%

San Francisco Arts Businesses: +11.1%

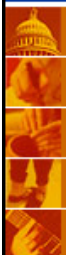
Total U.S. Businesses: +10.6%

Change in Arts Employment (2007-2008)

Arts Employment: +12.0%

San Francisco Arts Employment: +9.6%

Total U.S. Employees: +2.4%



POLICY AND
ADVOCACY

RESEARCH AND
INFORMATION

PROFESSIONAL
DEVELOPMENT

PARTNERSHIPS

VISIBILITY

TWO MINUTES.
THAT'S ALL IT TAKES TO TELL
CONGRESS YOU SUPPORT THE
ARTS AND ARTS EDUCATION.



Arts Action Center

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**ARTS
ADVOCACY DAY**
THE 2008 NATIONAL
ARTS ACTION SUMMIT
WASHINGTON, DC
MARCH 31 - April 1, 2008

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E-Advocacy Center

ACTION ALERT!

[XML](#)

Congressional Action on Orphan Works Legislation

New Legislation on the Move [Click Here](#).

Federal: Urge Your Representative to Co-Sponsor the House Artist Deduction Bill

Write to Your Representative Now! [Click Here](#).

Federal: House Subcommittee Approves \$15.3 Million Increase for NEA

Contact Congress to Support This Increase Now! [Click Here](#).

Federal: Urge Your Senators to Co-Sponsor the Senate Artist Deduction Bill

Write to Your Senators Now! [Click Here](#).

Federal: Urge Your Representative to Join the Congressional Arts Caucus

Write Your Representative Today! [Click Here](#).

Federal: Urge Your Senators to Join the Senate Cultural Caucus

Send a Message to Your Senators Now! [Click Here](#).



A program of Americans for the Arts Action Fund



The Party Conventions



You are invited to attend a special panel discussion and reception with artists, policymakers and national leaders on the future of the arts and arts education in America.

Tuesday, September 2, 2008
3 pm to 5 pm

Republican National Convention

Minnesota Children's Museum
10 West Seventh Street
St. Paul, Minnesota

Moderated by Former Arkansas Governor Mike Huckabee.

With Featured Speakers including Missouri Governor Matt Blunt (invited); Arizona Superintendent of Public Instruction Tom Horne; and Chairman of the President's Committee on the Arts and Humanities Adair Margo.

Hosted by NAMM and Americans for the Arts Action Fund.
Invitation is non-transferable. Space is limited and an RSVP is required to attend.

For RSVPs and questions, please contact Jessica Strieter at jstrieter@artsusa.org or at 202-712-2075.

This event is designed to comply with the U.S. House and Senate guidelines regarding national convention events.



You are invited to attend a special panel discussion and reception with artists, policymakers and national leaders on the future of the arts and arts education in America.

Tuesday, August 26, 2008
3 pm to 5 pm

Democratic National Convention

Museo de las Americas
861 Santa Fe Drive
Denver, Colorado

Moderated by Former U.S. Secretary of Education and former Governor of South Carolina Richard Riley.

With Featured Speakers including Senator Christopher Dodd (invited); Miami Mayor Manuel Diaz, President, U.S. Conference of Mayors; Philanthropist Sheila Johnson; and Musician John Legend.

Hosted by NAMM and Americans for the Arts Action Fund.
Invitation is non-transferable. Space is limited and an RSVP is required to attend.

For RSVPs and questions, please contact Jessica Strieter at jstrieter@artsusa.org or at 202-712-2075.

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Thank You!