



Department Source: Cultural Affairs

To: City Council

From: City Manager & Staff

Council Meeting Date: June 7, 2021

Re: Agreement with Americans for the Arts for the Arts & Economic Prosperity Study

Executive Summary

The City of Columbia Office of Cultural Affairs plans to participate as a local partner in the Arts & Economic Prosperity study, a national effort coordinated by Americans for the Arts. An agreement with Americans for the Arts needs approval.

Discussion

The City of Columbia Office of Cultural Affairs plans to participate as a local partner in the Arts & Economic Prosperity study, a national effort coordinated by Americans for the Arts.

The purpose of this research study is to measure the economic impact of spending by nonprofit arts and culture organizations and the event-related spending by their audiences. The study will detail the key role played by the nonprofit arts industry in strengthening our local economy.

As a participant in the study, the City will receive a customized report on the unique economic impact findings for the City of Columbia. This detailed report will provide the impacts of direct spending by the local nonprofit arts and cultural organizations as well as the impacts of event-related expenditures made by arts/cultural audiences. It will also analyze the differences in spending between resident attendees and cultural tourists. The final report will be approximately 30 pages in length and will include descriptive text, data tables, a thorough description of the study methodology, and more.

As part of the agreement with Americans for the Arts, the City of Columbia Office of Cultural Affairs will take part in the following: 1) Have a project contact person responsible for the local data collection effort, 2) Provide a comprehensive list of eligible organizations, 3) Assist with the data collection from eligible organizations, and 4) Collect at least 800 audience-intercept surveys. Americans for the Arts will provide the City of Columbia with the following: 1) Training, technical assistance, and support, 2) Survey instruments for both organizations and audiences, 3) Data entry, data cleaning, authentication, tabulation, and analysis, 4) State-of-the-art econometric analysis, 5) Customized deliverables, and 6) Local and national visibility and advocacy.

Preparations will take place in 2021. Data collection will occur throughout 2022 with the Arts & Economic Prosperity Study to be released in summer of 2023.



Fiscal Impact

Short-Term Impact: \$4,350 – funds appropriated in FY21 budget.

Long-Term Impact: None.

Vision & Strategic Plan Impact

[Strategic Plan Impacts:](#)

Primary Impact: Economy, Secondary Impact: Social Equity, Tertiary Impact: Social Equity

[Comprehensive Plan Impacts:](#)

Primary Impact: Economic Development, Secondary Impact: Livable and Sustainable Communities, Tertiary Impact: Inter-Governmental Cooperation

Legislative History

Date	Action
N/A	N/A

Suggested Council Action

Approve this legislation.