



BOARD OF SUPERVISORS  
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors  
105 E. Anapamu Street, Suite 407  
Santa Barbara, CA 93101  
(805) 568-2240

**Department Name:** Community Services  
**Department No.:** 057  
**For Agenda Of:** February 13, 2018  
**Placement:** Departmental  
**Estimated Tme:** 30 minutes  
**Continued Item:** No

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**TO:** Board of Supervisors  
**FROM:** Department George Chapjian, Community Services Director (805-568-2467)  
Director(s)  
Contact Info: Sarah York Rubin, Office of Arts & Culture Executive Director  
(805-568-3992)

**SUBJECT:** Arts and Economic Development in Santa Barbara County

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**County Counsel Concurrence**

As to form: Yes

**Auditor-Controller Concurrence**

As to form: N/A

**Other Concurrence:**

As to form: N/A

**Recommended Actions:**

A. Receive and file the following: *Santa Barbara County Arts & Economic Prosperity Report v5* (Attachment A); *Santa Barbara County Arts & Economic Prosperity v5 Executive Summary* (Attachment B); *2017 Creative Industries: Business and Employment in the Arts: Santa Barbara County* (Attachment C); and the *Otis Report on the Creative Economy* (Attachment D).

B. Determine that the recommended action does not constitute a project subject to environmental review under the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15378(b)(5), as it consists of organizational or administrative activities of governments that will not result in direct or indirect physical changes in the environment, and direct staff to file a Notice of Exemption (Attachment E).

**Summary Text:**

In the past two years, the Office of Arts and Culture conducted and released a regional Arts and Economic Prosperity Study (AEP5) in partnership with Americans for the Arts (AFTA) to evaluate the economic contribution of the nonprofit arts sector in Santa Barbara County. The information in the study is derived from the audited tax forms of 95 participating nonprofit organizations countywide. The results aggregate the economic impact of the participating nonprofits and their contribution to the Santa Barbara community.

Per the Americans for the Arts' *Arts and Economic Prosperity*® 5 report, released on June 17, 2017, the 95 participating county nonprofit arts organizations supported 5,857 jobs and generated almost \$200 million dollars, delivering \$19.1 million in local and state government revenue. Arts and Culture contribute significantly to the success of Santa Barbara's local economy.

Additional AEP5 results show that in Santa Barbara County, nonprofit arts and culture organizations spent \$126,303,269 during fiscal year 2015. This spending is far-reaching: organizations pay employees, purchase supplies, contract for services and acquire assets within their community. Those dollars, in turn, generated \$131,421,000 in household income for local residents and \$19,063,000 in local and state government revenues.

In 2016 and 2017, several major studies were conducted to provide an accurate, up-to-date snapshot of the arts' impact on economic generation, investment and sustainability. The findings for these studies, which have been recently released, provide powerful and persuasive evidence of the enormous and growing fiscal impact of the creative industries, generating local jobs and revenue for our residents as well as local, state and federal government. These reports put real numbers to creativity.

Per the *2017 Otis Report on the Creative Economy*, one consistent finding across every discrete study is that California leads the country in creative economy revenue. In the 2016 creative community study that surveyed 367 municipalities across the country, the city of Santa Barbara ranked 9th in working artists per capita. Santa Barbara County is not only a major production center for creative capital in the state but also the nation.

### **Background:**

The Arts & Economic Prosperity® series of national economic impact studies continues to be the largest and most comprehensive economic impact research conducted on the arts field. Santa Barbara County has been engaged with the study since its inception. Approximately 341 regions participated in the study, representing all 50 states and Washington D.C. Helping to assure the appropriate benchmarking of data, fellow participants ranged from small rural communities to large urban areas with populations from 1,540 to 4 million people.

Project economists from the Georgia Institute of Technology customized an input-output analysis model for each study region to provide specific and localized economic impact data.

In November 2017, the AFTA Vice President of Research and Policy came to Santa Barbara to release the findings in conjunction with the Office of Arts and Culture in Santa Barbara and Santa Maria at the annual arts symposium.

Per the U.S. Bureau of Economic Analysis, arts and cultural economic activity accounted for 4.2 percent of the gross domestic product (GDP), or \$729.6 billion, in 2017.

### **Fiscal and Facilities Impacts:**

Budgeted: N/A

### **Fiscal Analysis:**

N/A

**Performance Outcomes:**

**Key Contract Risks:**N/A

**Special Instructions:**

Please send an electronic copy of the Minute Order to Natasha Garduno at [ngarduno@co.santa-barbara.ca.us](mailto:ngarduno@co.santa-barbara.ca.us).

**Attachments:**

- a.) 2017 Arts and Economic Prosperity 5 Full Report: Santa Barbara County
- b.) 2017 Arts and Economic Prosperity 5 Executive Summary: Santa Barbara County
- c.) 2017 Creative Industries: Business and Employment in the Arts Report: Santa Barbara County
- d.) 2017 Otis Report on the Creative Economy
- e.) CEQA Notice of Exemption

**Authored by:**

Sarah Rubin, Office of Arts and Culture (805-568-3992)