

Santa Barbara County



ARTS MEAN BUSINESS

**\$200 MILLION DOLLARS IN REVENUE
5,857 FULL-TIME JOBS
AND COUNTING...**



OFFICE OF ARTS & CULTURE: GOVERNMENT ARTS UMBRELLA

- DIVISION OF COUNTY COMMUNITY SERVICES DEPARTMENT
- CITY, COUNTY AND STATE COMBINE RESOURCES AND STAFF TO MAXIMIZE SUPPORT
- STAFFS ARTS COMMISSION, ARTS ADVISORY COMMITTEE, EVENTS & FESTIVALS COMMITTEE
- ADMINISTERS 4 GRANT PROGRAMS FOR CITY AND COUNTY
- MANAGES COUNTY POETRY OUT LOUD PROGRAM
- CURATES 4 INDOOR PUBLIC GALLERIES, 3 OUTDOOR GALLERIES AND PERCENT FOR ART
- MAINTAINS CITY AND COUNTY ART COLLECTIONS AND GOVERNMENT-OWNED PUBLIC ART



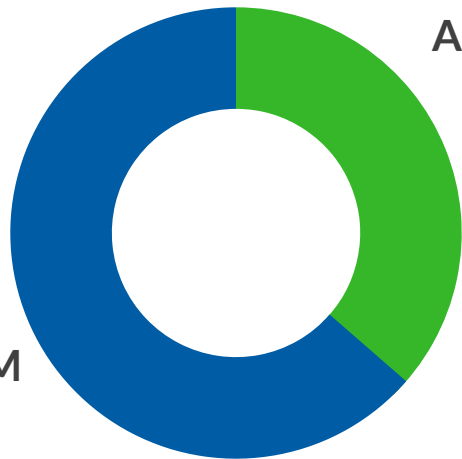
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IMAGE: SANTA MARIA DISCOVERY MUSEUM



IMAGE: SANTA BARBARA COUNTY BOWL

SANTA BARBARA ARTS INDUSTRIES GENERATED \$198.6 MILLION IN REVENUE LAST YEAR



Audience: \$72.3M
36%

Orgs: \$126.3M
64%

Total: \$198.6 Million

Santa Barbara County
Arts & Economic Prosperity V
Report: 2017 Release

AEP V Commissioning Partners:



ARTS EMPLOY OUR RESIDENTS

5,857 JOBS

FIVE TIMES THE NATIONAL AVERAGE!



IMAGE: SANTA BARBARA REVELS AND LOBERO THEATER



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**\$19.1
MILLION**

**LOCAL
GOVERNMENT
REVENUE**

71%

Above the National Average

IMAGE: TWILIGHT ADMISSION AT MOXI

CASE STUDY: PCPA

Pacific Conservatory of the Performing Arts

**\$4.2 Million Annual Operating Budget,
Employing 52 Full-Time Staff.**

**What do they invest in?
Income for Residents. Steel for Sets.
Healthcare. Education. Jobs.**

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WHAT'S IN A PROGRAM?

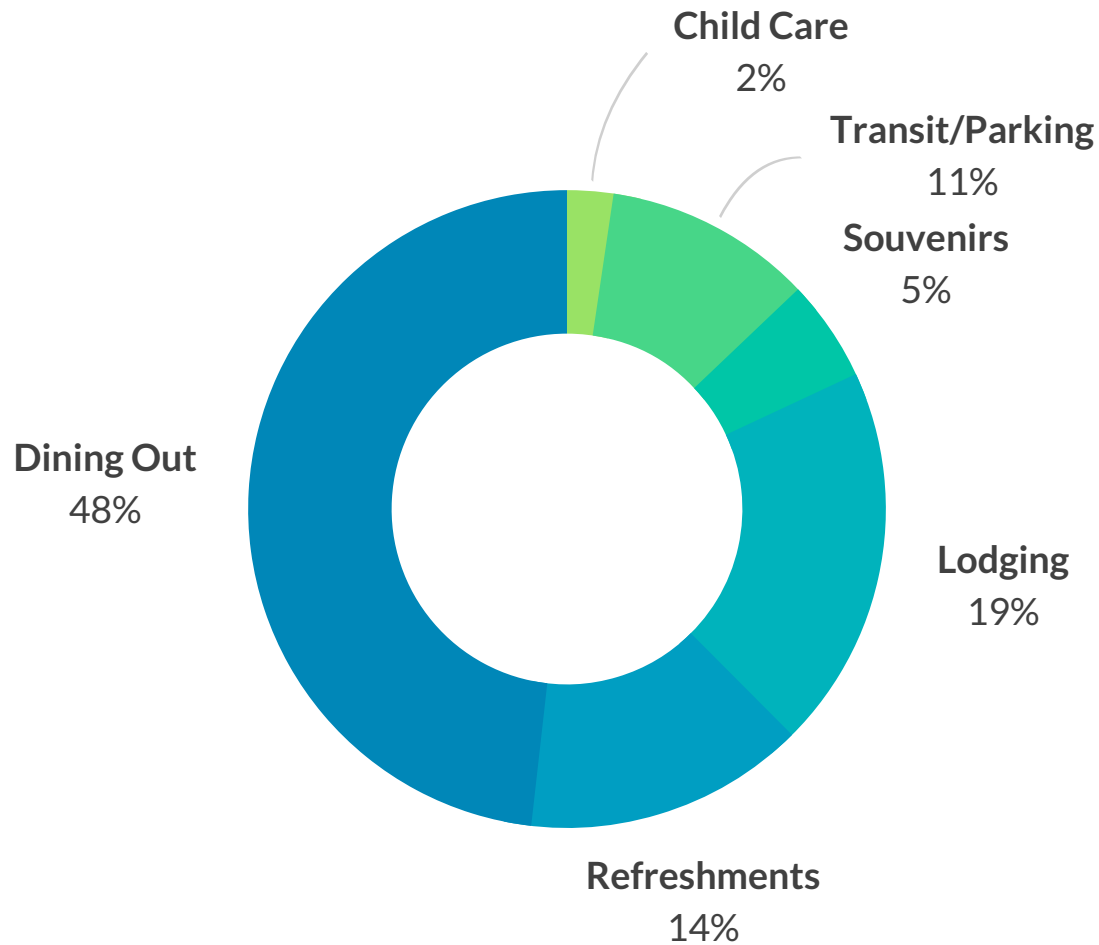
Did you know that an average performance program involves:

- Writers and editors
- Photographers
- Graphic designers
- Printers or a printing company
- Ground transit for delivery



IMAGE: STATE STREET BALLET AT GRANADA THEATER

SANTA BARBARA COUNTY ARTS EVENTS PAY IT FORWARD*



*\$36 average spend on top of ticket cost



Purchases include:

- hiring a babysitter
- grabbing drinks
- paying for parking
- dining out
- buying souvenirs
- enjoying concessions



HOW MANY?

2.6 MILLION PEOPLE

**WERE RECORDED TO ATTEND AN ARTS EVENT IN
SANTA BARBARA COUNTY LAST YEAR**

COTT LONDON

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IMAGE: ARLINGTON THEATER

ARTS TOURISM IS THRIVING

57% of Santa Barbara's visiting art attendees said that the arts were the primary reason for their trip.

**\$51.88 PER
PERSON
PER EVENT**

Tourists also noted that they would have traveled elsewhere for the event or program if it wasn't offered here.

2.5X

Visitors to the county spend over twice as much as local attendees- and the money stays here.

Presquile Winery, Santa Maria



Dunes Center: Guadalupe

Blue Sky Center: New Cuyama



ARTS AUDIENCES
SPEND \$\$\$!



*Total Audience
Expenditures*

\$72,295,776



IMAGE: SOLVANG THEATER FESTIVAL

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IMAGE: SBCC ATKINSON GALLERY

For-Profit Arts? Lots!

FILM & TELEVISION

From Fess Parker to Jeff Bridges, Hollywood is actively filming here, acting here, living here and investing here.

PUBLISHING

Periodicals like the *Santa Maria Sun*, *Santa Barbara Seasons*, *Edible Santa Barbara* & online blogs!

FASHION

Original designers and stores showcase the latest designs.

GALLERIES

The City of Santa Barbara boasts over 70 for-profit galleries.

CONCERT VENUES

From the Far West Tavern to SoHo-people buy tickets, drinks, and cabs home.

GRAPHIC DESIGN

Santa Barbara County is home to many freelancers, design firms & agencies.

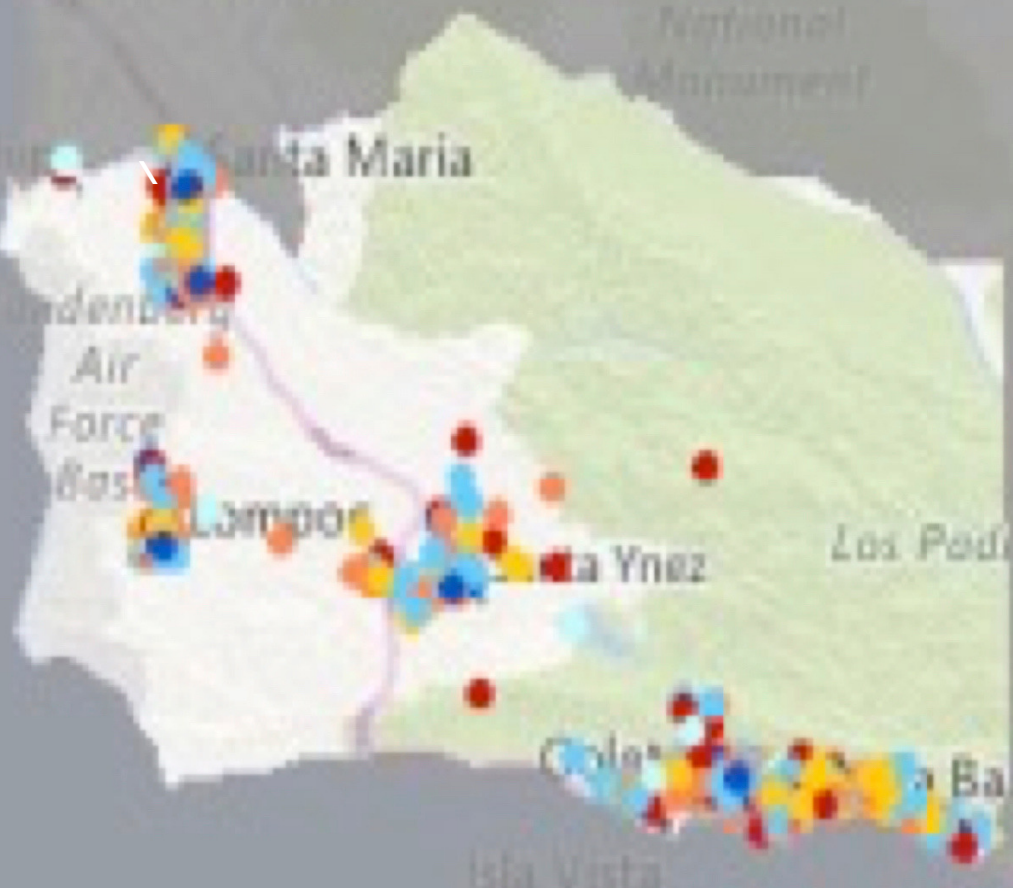


RISE HIGH:

**SANTA BARBARA RANKS 9TH
OUT OF 367 REGIONS STUDIED
IN WORKING ARTISTS PER CAPITA.**

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IMAGE: ORCUTT CHILDREN'S ART FOUNDATION CHALK FESTIVAL



1322 ARTS-RELATED BUSINESSES

That's 5.3% of all businesses countywide.

IMAGE: ARLINGTON THEATER

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CIVIC ENGAGEMENT

DURING 2015, A TOTAL OF 6,927 VOLUNTEERS DONATED 327,899 HOURS TO THE COUNTY'S PARTICIPATING ARTS AND CULTURE NONPROFITS.

TOTAL AGGREGATED VALUE? \$7,725,500

HAPPY SANTA BARBARA COUNTY RESIDENTS? PRICELESS



IMAGE: SANTA YNEZ VALLEY HISTORICAL MUSEUM

Arts Step Up, Even When They're Down

During Disasters. Arts Took a Hard Hit

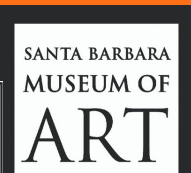
- Year-end fundraisers & events cancelled
- Structural & capital damage
- Lost ticket sales & patrons

Despite Losses, They Pitched In

- Became portable school spaces for evacuees
- Offered free admission for displaced families
- Held Benefit Concerts and Events
- Donated revenue



Santa Barbara Trust
for Historic Preservation





BEYOND THE CANVAS

BETTER HEALTH

Thousands of studies have linked arts participation and engagement to better health and wellness, ranging from increased dopamine to higher CD4+ lymphocyte counts in HIV patients. The result? Stronger immune systems for all.

LESS INCARCERATION

The State of California now funds arts programs for inmates because of the statistical link to decreased recidivism. Prisons with arts programs are safer for inmates and guards.

STRONG WORKFORCE

At-risk youth with access to the arts tend to have higher career goals and better workforce opportunities.

Arts are essential for our kids and therefore, our future

LOW-INCOME STUDENTS ARE 5X MORE LIKELY TO GRADUATE WHEN THEY RECEIVE ARTS EDUCATION.

STUDENTS WITH FOUR YEARS OF ARTS EDUCATION AVERAGE 100 POINTS HIGHER ON THEIR SAT SCORES.

ARTS ENGAGEMENT RESULTS IN HIGHER ATTENDANCE AND LOWER DROPOUT RATES.

LOW-INCOME STUDENTS WITH HIGH ARTS ENGAGEMENT ARE MORE THAN TWICE AS LIKELY TO GRADUATE COLLEGE AS THEIR PEERS WITH NO ARTS EDUCATION.

California's Creative Economy- Here to Stay

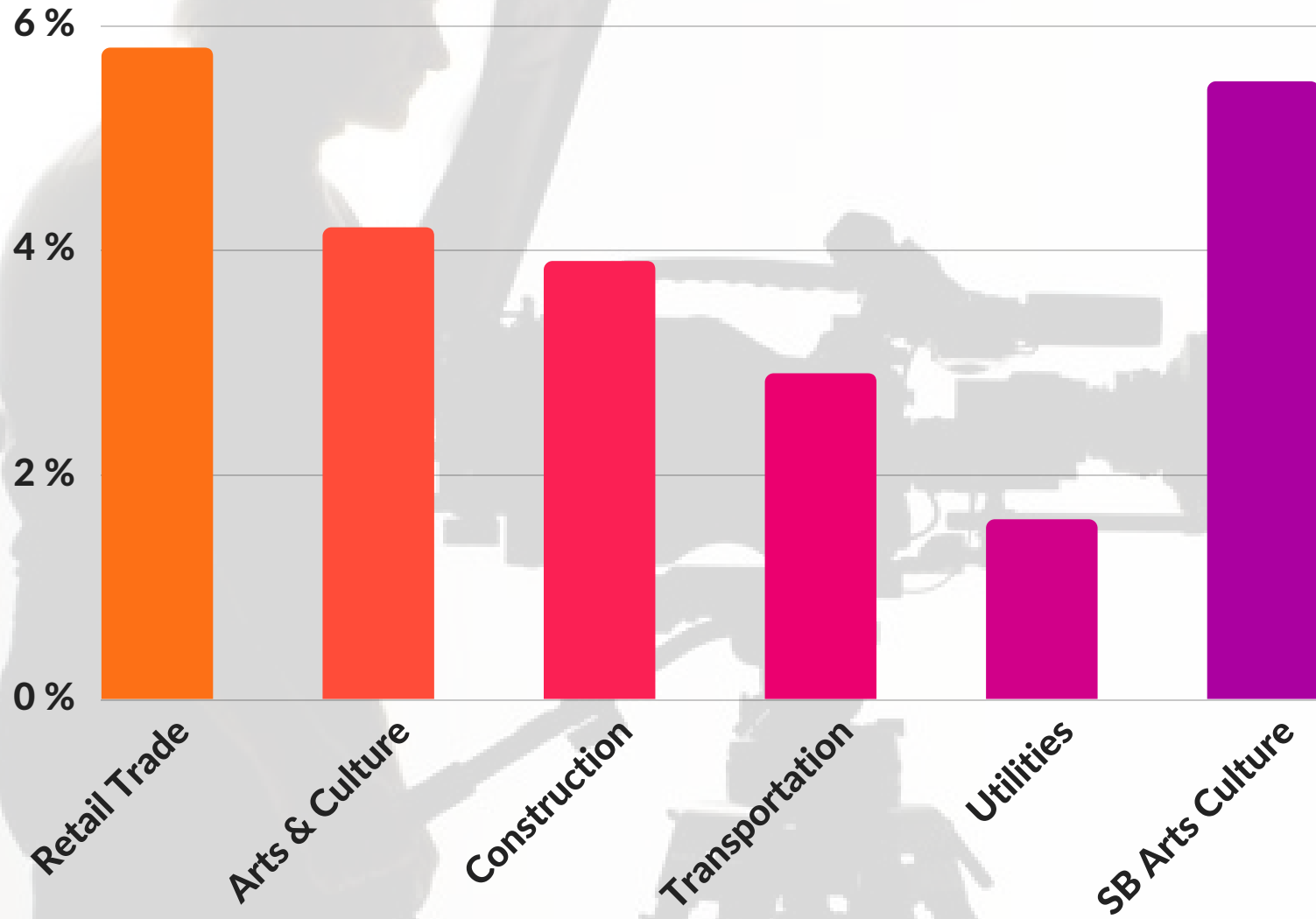
- Creative economy output: **\$406.5 billion**
- **1.6 million jobs generated***
- Property taxes, state & local personal income taxes, and sales taxes directly and indirectly generated by the creative industries totaled **\$16.7 billion** across state
- **6th Largest Economy in World**

* wage and salary workers earned **\$136 billion** in total labor income



In 2014, All U.S. Arts Industries Produced \$730 Billion

That's 4.2% of the US GDP



THE BOTTOM LINE?

ARTS ARE SITE-SPECIFIC SMALL BUSINESSES—
HEADQUARTERED HERE— THAT EMPLOY OUR
RESIDENTS, DRAW TOURISTS, STIMULATE THE
ECONOMY AND MAKE SANTA BARBARA BETTER.

THEY ARE GOOD NEIGHBORS AND CITIZENS THAT
CANNOT BE OUTSOURCED.

THE NEED FOR THEM NEVER STOPS.



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IMAGE: RANCHO LA PATERA AND STOW HOUSE



The End

THANK YOU! QUESTIONS?

IMAGE: LOMPOC MURAL FESTIVAL

