

Economic Impact of the Arts and Cultural Industry in the Blue Ridge Region of Virginia

Roanoke Valley – Alleghany Regional
Commission and The Arts Council of the Blue
Ridge

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Alleghany Regional Commission, the Norfolk Southern
Foundation, the City of Roanoke, the Virginia Commission for
the Arts, and the National Endowment for the Arts.

The economic impact analysis provided in this report was generated using an economic impact model calibrated for a specific study area using standard regional data sets. The results are to be interpreted as a best estimate of economic impact based on the assumptions and/or data provided by the client.

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Introduction

The economic impact of the arts and cultural community¹ has oftentimes been overlooked by policymakers in the past. Many understand the qualitative value of arts and cultural programming, the economic contribution of these same programs and the organizations which make them possible, however, is rarely examined.

The Arts Council of the Blue Ridge has partnered with the Roanoke Valley – Alleghany Regional Commission to quantify the economic impacts and contributions of arts organizations and arts businesses in the Roanoke Valley and the larger Blue Ridge Region. Staff from the Roanoke Valley – Alleghany Regional Commission assisted The Arts Council of the Blue Ridge in designing surveys to be sent to their organizational and individual artist membership lists and in analyzing results from the survey effort.

Arts organizations contribute to the regional economy in various ways. The most easily quantifiable way in which these organizations contribute is by attracting new dollars to the region through grants from state and federal government and from large national foundations. Contributions from national corporations are similarly new dollars to the region. Events held which attract visitors and tourists from outside the immediate Blue Ridge Region are also a form of financial stimulus in that new money from outside the region is spent by tourists who reside in other parts of the state and/or country in the local economy. The organizations and the artists within the region act as a regional Arts and Cultural Industry, developing and selling cultural product by way of events and pieces of tangible art.

The economic contribution is an important portion of the overall value of the arts and the arts community. Only a portion of this contribution can be quantified easily. For instance, the quality of life component of arts and cultural organizations mentioned above can have its own economic impacts on a region. The arts, combined with the overall package of place-based amenities, help attract new residents and new businesses, both small and large. To what degree the arts alone plays a role as an overall pull factor, attracting new residents, is hard to determine. Nonetheless, new residents and new businesses consider the arts along with other amenities, location, and cost of doing business when locating operations.

The contributions of the arts are, of course, much more far-reaching than mere dollars and cents. It should be noted, however, that this study examines the Arts and Cultural Industry from the perspective of regional economic development. This study examines the role of the

¹ The term ‘arts and cultural community’ is defined within the context of this report as organizations and activities, in general and specialized fields including among other things visual arts, architecture, ceramic art, performing arts, historic interpretation, literary art, museums, and zoos, that seek to enrich lives of individuals and to a larger extent the region’s unique sense of place.

Blue Ridge area arts organizations and artists in providing economic impact by attracting funding from outside of the study region. Funding attracted from outside the study region is significant because it represents a net positive impact for a region and indicates that nonprofits are not simply recirculating wealth present in a regional economy.

This study does not benchmark arts and cultural activities against other activities in an economy. This study simply seeks to quantify the economic contribution made by the arts and cultural industry to the overall regional economy. It is important to realize that the arts and cultural industry increases incomes and is an agent importing wealth to communities in the sense that state, federal, and foundation moneys are attracted by non-profit organizations through appropriate grant opportunities, private individual donations are attracted sometimes from outside of an immediate area, and finally goods are sold by artists to visitors/tourists. In short, new money is introduced to the region that otherwise would not be introduced if the arts and cultural industry did not exist or if it was less vibrant.

Methodology

The study area for this analysis is the service area of The Arts Council of the Blue Ridge, which consists of the Counties of Alleghany, Bath, Bedford, Botetourt, Floyd, Franklin, Henry, Montgomery, Patrick, Pulaski, Roanoke and Rockbridge and the Cities of Roanoke and Salem.

The Roanoke Valley – Alleghany Regional Commission (RVARC) worked with The Arts Council of the Blue Ridge to develop two survey instruments – a survey for arts and cultural organizations and a survey for artists. The surveys were distributed beginning in the late summer of 2009. Surveys were completed by artists and arts organizations through December 2009. The survey of arts organizations resulted in 17 responses from The Arts Council’s membership of arts organizations. The survey of artists yielded 37 responses. The surveys and the list of participants are included in the Appendix of this document.

The organizational survey sought information on organizational budgets and what proportion of funding is from outside the region as well as information on employment, volunteers, community events, attendance at events and attendance at the organization’s main location. The artist survey requested information on sales to clients outside the immediate Blue Ridge Region.

The Impact for Planning (IMPLAN) model² was employed to estimate economic activity supported through the activity reflected in the organizational and artist survey. Staff with the Roanoke Valley – Alleghany Regional Commission worked with the survey data and input appropriate information in the IMPLAN model. IMPLAN is a regional economic impact model

² Model software and data provided by the Minnesota IMPLAN Group, <http://www.implan.com>.

that is currently used widely by a number of universities, economic consultants, economic development professionals, and others involved in estimating the economic impact of programs and other activities. It was originally developed by the University of Minnesota in cooperation with the US Forest Service in the late 70’s and 1980’s. The modeling software and IMPLAN proprietary data set is currently maintained by the Minnesota IMPLAN Group, a private company based in Stillwater, Minnesota. This report is based off of the 2007 IMPLAN database for the study area, utilizing Social Accounting Matrix (SAM) multipliers. IMPLAN is used to model the flow of expenditures through industries and institutions of the regional economy to quantify the overall economic and employment impact in a given region.

Economic Scope of Arts Organizations in the Blue Ridge Region

The purpose of this section of the report is to identify economic activity in the Arts and Cultural Industry and to quantify the degree of impact made to the regional economy. It should be noted that the activity represented here is but a mere fraction of the total impact of the arts and cultural organizations in the Blue Ridge Region. The numbers presented here represent only the impact of those organizations responding to the survey. Nonetheless, the numbers are quite impressive.

Employment

Employment is one of the most direct methods of quantifying economic contribution. The following table shows that arts organizations responding to the survey employ 81 full-time employees and 76 part-time employees.

Volunteers are shown to make an important and valuable contribution to arts organizations, most if not all of which are nonprofit organizations. The organizations reported that 1,814 volunteers assisted their organizations in 2008 spending 91 hours on average per volunteer.

Blue Ridge Region Arts Organizations Employment and Volunteers

Full-Time	81
Part-Time	76
Volunteers	1,814
Volunteer Hours	164,854
Average Hours Per Volunteer	91

Funding

Organizations were asked to report revenues for the 2008 fiscal year. Importantly, respondents were asked to report their total revenues but were also asked to itemize their revenues using a set of categories. RVARC staff used this information to determine the proportion of arts organization funding that can be considered new money to the region. It is important to note that money attracted from residents and businesses within the local region is merely a recirculation of wealth existing within the region. Economic impacts are made when funds are attracted from outside the immediate region.

See the tables below for a breakdown of all revenues by category and a breakdown of revenues attracted from outside sources. Please note that admissions, ticket sales and event income were adjusted according to each organization's estimated proportion of visitation by tourists and event participation by tourists.

Blue Ridge Region Arts Organizations Aggregated Sources of Revenue

Source	Amount
Federal	195,375
State	434,314
Local	978,438
Admissions	1,251,872
Ticket Sales	1,755,652
Events	199,300
Foundations (external)	288,758
Local Foundations	389,811
National Corporations	308,330
Local Business	387,908
Memberships	756,379
Program Fees	504,703
Bequests and Endowments	879,302
Individual Donations	2,339,415
Other	1,985,219
Total	12,654,776

Blue Ridge Region Arts Organizations Funding Originating from Outside the Study Area

Source	Amount
Federal	195,375
State	434,314
Admissions	123,616
Ticket Sales	173,362
Events	53,412
Foundations	288,758
National Corporations	308,330
Total	1,577,167

Before moving on to tourism and visitation impacts, an interesting note should be made in regards to trends in arts and cultural organization budgets. A similar study was conducted in 2003. By comparing the budgets of organizations that responded to both survey initiatives, we can make some general statements regarding trends in arts and cultural organization budgets. There were 9 organizations that responded to both the 2004 and 2009 survey efforts including the Roanoke Symphony Orchestra, the Virginia Transportation Museum, the Salem Museum,

the Southwest Virginia Ballet, the Taubman (formerly Art Museum of Western Virginia), Opera Roanoke, The History Museum of Western Virginia, the Jefferson Center, and Center in the Square. Budgets for this group of 9 organizations increased roughly 62.5% between 2004 and 2009. Undoubtedly, a large part of this growth is a result of the opening of the new Taubman Art Museum. In fact, if one factors the Taubman out of the calculation, budgets of the other 8 organizations grew by 20.3%, which gives an impression of the scope of new arts activity/employment surrounding the Taubman Museum. The budgets for these select organizations seem to be growing at a rate that is faster than inflation.³

Tourism and Visitation

As mentioned earlier, the arts contribute also by attracting visitors and tourists who come to a region to participate in engaging events, be entertained by unique shows and performances, to buy crafts and art from local artists participating in festivals, or to visit museums and artistic displays.

The project team knew it was of vital importance to quantify to the degree possible the amount of tourist visitation generated as a result of the arts in the Blue Ridge Region. The following tables detail the visitation estimates both at the main locations of participating museums, theaters, and other organizations but also at special events hosted by these same organizations.

Also included is an examination of spending behavior surrounding guest artists hosted and attracted to the region by our arts and cultural organizations.

Finally, a profile was compiled of the Arts and Cultural Tourist in the Blue Ridge Region. The Virginia Tourism Corporation’s Leisure Travel Visitor Profile was adjusted using data in the National Assembly of State Arts Agencies Visitor Profile to come up with a locally accurate representation of arts tourist spending behavior.

**Blue Ridge Region Arts Organizations
Attendance Statistics - Community Events and Festivals**

Residents	34,851
Tourists	12,760
Community Events and Festivals Held Annually	236

³ The point should be made here that the organizations surveyed in 2004 and in 2009 are far from a comprehensive survey of all arts organizations in the region. Therefore, this result cannot be extrapolated to describe the entire non-profit, arts community. It is also impossible to compare this to any national trend in any meaningful way except to compare against simple inflation.

**Blue Ridge Region Arts Organizations
Attendance Statistics - Visits to the Organization's Main Location**

Students	279,043
Residents	420,182
Tourists	76,610

**Blue Ridge Region Arts Organizations
Guest Artists Housed Annually and Expenditure Statistics**

Guest Artists Housed Annually	1006
Average Daily Expenditure	\$78.67
Average Guest Artist Stay	14 days

Arts/Culture Tourist Profile

	VATC*	Adjusted
Mean Nights Spent	2.1	2.1
Median Spending Per Travel Party	145	239
Mean Travel Party Size	2.6	2.6
Transportation	26%	26%
Lodging	29%	29%
Food Beverage	24%	24%
Entertainment	10%	10%
Shopping	11%	11%

*VTC Leisure Traveler Profile Adjusted Using Key Findings from the National Assembly of State Arts Agencies Visitor Profile.

Estimates of Per Diem expenditures by visiting artists and by tourists were applied to estimated attendance and visitation data to arrive at a direct expenditure estimate which was entered into the model and parsed among gasoline retail, lodging, food and beverage, entertainment, and general merchandise retail industry sectors.

It is estimated that tourists and visiting artists spent a total of \$18,388,322⁴ per year direct expenditures in the region in 2008.

Artist Survey

Artists were also surveyed and asked to report their sales to clients both inside and outside the region. Artists reported \$270,894 in annual sales. This number was adjusted by the proportion

⁴ The estimated tourism and visiting artist expenditures were found by multiplying the total number of artists and tourists by the average length of stay in days and average daily expenditure.

each artist reported is sold to clients outside the immediate region before being entered into the model.

Economic Impact Modeling

These key survey findings were input into the IMPLAN Professional economic input-output modeling software utilizing proprietary data for the Blue Ridge Region (Arts Council of the Blue Ridge’s Service Area) for 2008.⁵

The following is a summary table.

Economic Impact Summary Table

	Employment	Labor Income (\$)	Value Added (\$)	Output (\$)
Direct Effect	141.3	2,947,590	4,240,874	7,794,135
Indirect Effect	18.2	693,432	1,150,342	2,115,716
Induced Effect	15.4	509,558	966,191	1,671,296
Total Impacts	174.9	4,150,580	6,357,407	11,581,147

It is estimated that the funding attracted from outside the region is responsible for supporting 141.3⁶ jobs earning an average \$20,860 in wages and benefits per year. The relatively low average compensation is a reflection of the higher number of part-time jobs and a reflection of the fact that many artists hold other jobs and rely on their art to supplement their income. Indirect job creation occurs when industries that supply artists and arts organizations hire as a result of the increased business from said organizations. Induced job creation occurs as a result of spending by employees supported in the indirect and induced phases of impact. Indirect and induced impacts are responsible for the creation or retention of an estimated 33 additional jobs across the Blue Ridge Region.

Output is a measure of revenue and sales resulting from the stimulus of new funds entering the region. Value added is a slightly different number that more closely approximates new wealth. For instance, when an artist sells a piece, the sell price includes the artist’s costs for inputs and overhead and a markup on those costs that can be considered profit. Value-added more closely approximates new profits and wealth in a region. The direct stimulus of the new funding led to a total output impact (including impacts in the indirect and induced phases of impact) of

⁵ Model software and data provided by the Minnesota IMPLAN Group, <http://www.implan.com>.

⁶ Please note that this employment figure differs from the one reported in the actual survey. This difference is due to the fact the model is estimating employment in the economy that is supported through new money. A portion of the employment in arts organizations is funded through local funding and is therefore a result of recirculation of funds already existing in the regional economy. This economic contribution analysis disregards or discounts this activity, considering only activity supported through ‘new money’ to the region.

\$11,581,147 and an estimated \$6,357,407 in new value-added (value of production processes and work performed locally/profit).

Please keep in mind that direct effect is the impact occurring as a result of the direct infusion of new money into the region. The grants and outside funds entering arts organizations' budgets and the outside revenue attracted to the region as a result of artist sales is the best representation of this direct effect. Indirect effect is the result of purchasing by these artists and arts organizations utilizing these extra-regional funds to buy supplies, pay utilities, purchase/lease real estate, etc. Finally induced effects result from household spending (households employed in organizations and private sector companies impacted in the direct and indirect effect phases).

Tax Impact Report

IMPLAN also estimates the fiscal impact on regional governments occurring as a result of institutional, household, and commercial purchases occurring by institutions, individuals, and companies impacted directly, indirectly or through induced household spending.

The following tables illustrate the impacts on state and local revenues as well as on federal taxes collected including social security and other payroll taxes.

Tax Impact Tables

State and Local Tax Table

Description	Estimated Tax Receipts (\$)
Dividends	22,509
Payroll Taxes	10,541
Sales Tax	240,002
Property (Personal Property and Real Estate) Tax	280,293
Motor Vehicle Licensing/Registration	8,720
Severance Tax	57
Other Taxes	98,368
Corporate Profits Tax	11,015
Income Tax	90,329
Total State and Local Taxes	761,834

Federal Tax Table

Description	Estimated Tax Receipts (\$)
Corporate Profits Tax	231,822
Household Income Tax	83,882
Duties, Excise, and Other Taxes	200,977
Total Federal Tax	516,681

The Arts and Cultural Industry in the Blue Ridge Region has a significant impact on state and local tax revenues, contributing \$761,834 to state and local coffers according to the IMPLAN model.

Other Survey Findings

Organizational Challenges

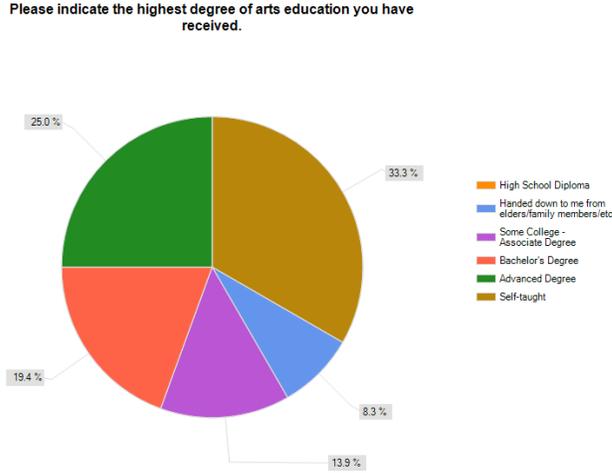
In addition to the economic data recorded, the survey also provided respondents an opportunity to discuss their greatest organizational challenges. Respondents were presented with the following choices: sustainable funding, board development, retaining and motivating staff, audience development, marketing, and opportunities to network/connect with other organizations. Nineteen respondents answered this question.

The choice receiving the most responses was marketing with 15 of 19 respondents choosing marketing as one of their three greatest challenges. Sustainable funding and audience development were each chosen by 13 respondents. Board development was chosen by 9 respondents. The remaining choices were chosen by 4 respondents or less.

It appears that the responding organizations view marketing as a primary area of concern. This makes sense given the fact that limited nonprofit organization budgets probably do not allow for adequate marketing activities.

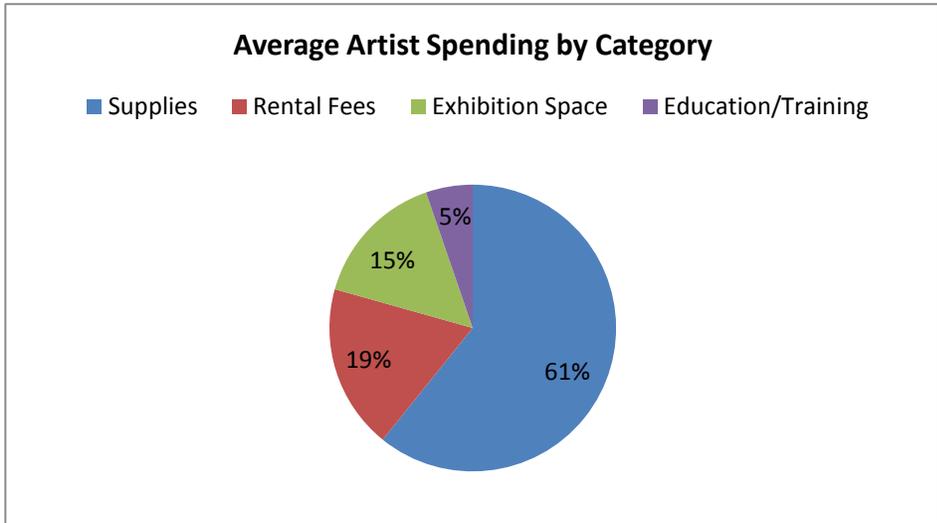
Artist Education

Artist respondents were asked to disclose their highest level of education attained specifically relating to the arts. The following chart illustrates the results. The largest percentage (33.3%) of those responding was self-taught. A quarter of respondents hold an advanced arts degree. The third largest proportion of respondents at 19.4% holds a bachelor’s degree in the arts.



Artist Spending

Artists were asked to detail the amount of money spent within the Blue Ridge Region on supplies, rental fees, exhibition space, and education/training. A total of \$92,907 was spent in the most recent year by the 37 responding artists. This suggests that each artist spends an average of \$2,511 on various inputs and education annually in the region. The following chart breaks down the spending by category.



Employment by Artists

Artists were asked to report the number of individuals employed in their business. Roughly 69% of those responding stated that their venture is only a part-time venture and has no dedicated employees. Approximately 22% of respondents stated that their venture employs one individual. Three respondents employed more than 1 individual in their business. One employed 2 individuals, one employed between 6 and 10 individuals and finally another employed more than 20 individuals.

Volunteerism Among Artist Respondents

One important finding is the high level of volunteerism and engagement among artist respondents. Respondents were asked to report their volunteer hours and amount of money contributed to arts education and arts organizations in the previous year. The 37 respondents averaged 78.58 hours spent in service of arts organizations and education and donated (or spent on materials in support of organizations) a total of \$5,740.

Artist Challenges

Artists were also asked to report their three greatest challenges. Respondents were asked to choose from the following list: lack of opportunity to network with other artists, educating audiences about what it costs to produce art/music/etc, audience development, sustainable funding, and marketing. Notably, 86.7% of all respondents chose marketing. Half of all respondents chose educating audiences about the cost of production. Roughly 37% chose audience development and a third chose sustainable funding. Only 17% selected lack of networking opportunities as a challenge.

Impact Summary

The Arts and Cultural Industry of the Blue Ridge Region impacts the region's economy in important ways. The central core of this industry is the group of nonprofit organizations that serves as a support and stimulus to the entire industry. By holding culturally relevant and exciting events, these nonprofits contribute to the economy by attracting financial stimulus to the region introduced by tourists who spend money for traveler services in the larger Blue Ridge Region of Virginia. By educating the individual artist and by providing a market for the individual artist to sell his or her wares at festivals and events, these same organizations make it possible for the individual artist to either augment his or her income or in some cases subsist entirely based on income received by selling his or her craft. Finally, by attracting dollars from federal and state governments, from national foundations, from large corporations headquartered outside this region, and from other external sources, arts organizations introduce a stimulus that is spent on goods and services in this region, assisting all manner of small, local business.

This analysis is the first of its kind produced for the Arts and Cultural Industry of the Blue Ridge Region which seeks to quantify the economic impact of the individual artist. The market for art is international in nature. As artists produce works and sell them to markets outside the immediate region, new dollars are brought in to the region. This is the case for any commercial industry.

There are undoubtedly other ways that the Arts and Cultural Industry of the Blue Ridge Region contributes to economic well-being. These other contributions are much more difficult if not impossible to track. For instance, the arts is a large part of the area's overall package of quality of life amenities and other positives that make the region unique. For-profit companies who have located to this region have been undoubtedly influenced by this overall package of amenities which include the arts among other categories of amenities. The degree to which these amenities have played a role in relation to other traditional factors including cost of doing

business differs depending upon the individual company and indeed the individual decision-maker. Quantifying this type of impact is nearly impossible.

It can be said, however, the arts community is recognized nationally as having the following positive impacts in communities across the nation⁷:

- *Leveraging human capital and cultural resources to generate economic vitality in distressed communities through tourism, craft, and cultural attractions.*
- *Restoring and revitalizing communities by serving as a centerpiece for downtown redevelopment and cultural renewal.*
- *Creating vibrant public spaces integrated with natural amenities, resulting in improved urban quality of life, expanded business and tax revenue base, and positive regional and community image.*
- *Contributing to a region's "innovation habit" by simultaneously improving quality of life and permitting new forms of knowledge-intensive production to flourish.*

The following are the main points of this report, which seeks to quantify aspects of the economic contribution of the Arts and Cultural Industry of the Blue Ridge Region.

- The Arts and Cultural Industry of the Blue Ridge Region generates \$11,581,147 annually in new sales activity in the Blue Ridge Region as a result of new dollars attracted through art sales, visitation/tourism, and other funds attracted from external sources.
- The 37 artists who responded to the artist survey reported over \$270,000 in annual sales (which equates to roughly 7,297 per artist per year in sales activity).
- The activities of arts and cultural nonprofits and artists responding to the survey translate roughly to \$6.3 Million in new wealth brought in to the region each year.
- A total of 175 employees are supported each year as a result of the funding and economic activity attracted to the region by the Arts and Cultural Industry of the Blue Ridge.
- The Arts and Cultural Industry of the Blue Ridge Region enhances state and local tax revenues by an estimated \$760,000 each year.

⁷ National Governor's Association Center for Best Practices. 2001. "The Role of the Arts in Economic Development."

APPENDIX

List of Organizations Participating in the Survey

Blue Ridge Institute & Museum
Center in the Square
Roanoke Arts Commission
Grandin Theatre Foundation
Historical Society of Western Virginia
Hollins University
Jefferson Center Foundation
Montgomery Museum and Lewis Miller Regional Arts Center
Opera Roanoke
Roanoke College Olin Hall
Roanoke Symphony Orchestra
Salem Museum
Salem Fine Arts Commission
Smith Mountain Arts Council
Southwest Virginia Ballet
Taubman Museum of the Arts
Virginia Museum of Transportation

1. Introduction/Instructions

Introduction/Instructions

The Economic Impact Survey for Regional Artists 2009 is aimed at quantifying the impact of the regional individual artists. The Arts Council of the Blue Ridge defines an artist as follows: An individual who is actively creating, producing, and/or selling their work in one or more discipline. Disciplines are listed within the survey. These include but are not limited to: Folk Arts, Dance, Literary Arts, Filmmaking, Theatre, Painting, etc.

This survey is being launched in tandem with a similar survey for member arts and cultural institutions of The Arts Council of the Blue Ridge. Having accurate data on the value of individual artists is critical for the long-term success and viability of the regional arts and cultural community. The Arts Council of the Blue Ridge will partner with the Roanoke Valley-Alleghany Regional Commission to compile results and to utilize regional economic models to determine the industry's overall economic multiplier effect. These two organizations have partnered together to present similar surveys over the last two decades. The last survey was conducted in FY 2001.

Our regional artists contribute to economic development efforts as business owners, purchasers of supplies and generate tax revenue (both through sales and as citizens). The results of this component of the survey will greatly assist The Arts Council of the Blue Ridge and other advocacy organizations in their efforts to educate the community about the importance of local artists in economic development, necessity of life efforts, and educational excellence in area schools.

Please complete the questions below as completely and as accurately as possible. Please respond to the questions utilizing data from your 2008 Tax Year and if information is not available for 2008 please use the most recent year for which information is available.

The online surveying system we are using does not allow you to save your responses and come back at a later time. You may wish to print the survey from the following [link](http://www.rvarc.org/arts/artist.pdf) (<http://www.rvarc.org/arts/artist.pdf>), fill the survey out by hand and come back here to enter the data.

All responses will remain confidential and only aggregate data will be reported. The Arts Council of the Blue Ridge anticipates releasing a complete study of regional impacts in late spring 2010.

In an effort to make this survey process doable given very busy schedules and limited staff/resources, organizations will answer 16 questions and individual artists will answer 8.

In an effort to make this process doable given very busy schedules and limited staff/resources, the surveys were designed to be as brief as possible and yet capture the information required for the analysis.

Please contact Laura Rawlings at the Arts Council of the Blue Ridge with any questions (ph: 540-342-5791, email: lrawlings@theartscouncil.org). **PLEASE SUBMIT THE FOLLOWING INFORMATION ON OR BEFORE THURSDAY, NOVEMBER 12.**

Thank you once again!

2. Basic Information

1. What discipline best describes your artwork and/or with what type of art media do you typically work (please select as many responses as appropriate)?

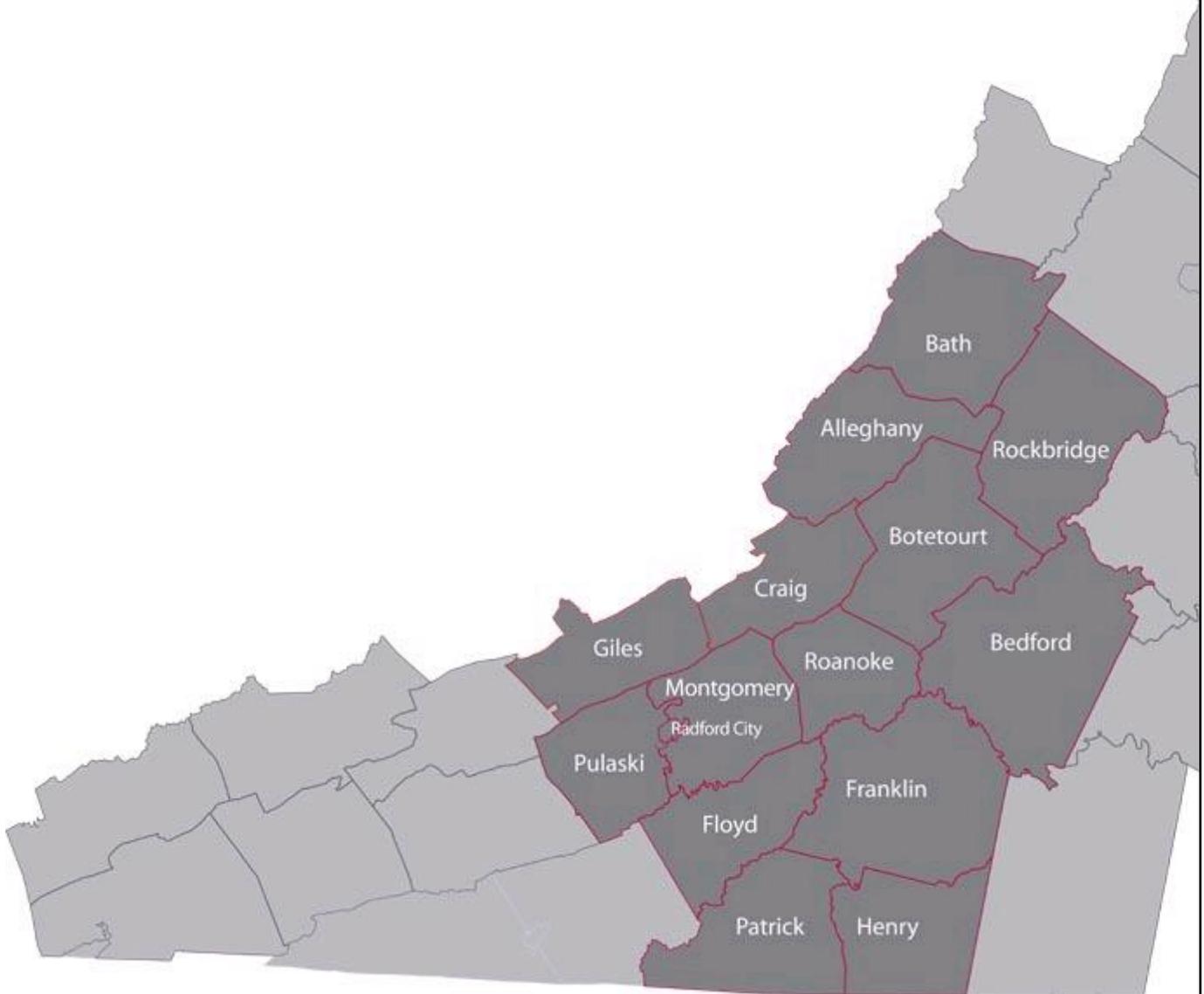
- Ceramics
- Dance/Choreography
- Fiber Arts
- Film/Video
- Folk Arts
- Graphic Design
- Literature/Poetry
- Metals
- Mixed Media
- Music
- Music - Instrumental
- Painting
- Pencil/Illustrations
- Photography
- Pottery
- Print Making
- Sculpting
- Singing
- Stone
- Storytelling
- Theater/Actors

Other (please specify)

2. In what year was your business established and/or you started obtaining revenue from your artistic endeavor?

3. Total Sales/Revenues from 2008 Tax Year Obtained Through Your Arts Business (if 2008 data is not available, please report data for the most recent year for which data is available)

Map of the Blue Ridge Region



4. Referring to the map above, what percentage of sales (to include all revenue obtained from your arts business activities) would you estimate are made to individuals/businesses from outside the Blue Ridge Region (the darkly shaded area)?

5. Please approximate how much you spend on the following categories within the Blue Ridge Region every year?

Supplies

Rental Fees

Exhibition Space

Education/Training

6. Please indicate the highest degree of arts education you have received.

Self-taught

Handed down to me from elders/family members/etc.

High School Diploma

Some College - Associate Degree

Bachelor's Degree

Advanced Degree

3. Other Impact Information

1. How many individuals are employed in your arts business (if your business is a part-time venture please answer 0)?

0

1

2

3

4

5

6 to 10

11 to 15

16 to 20

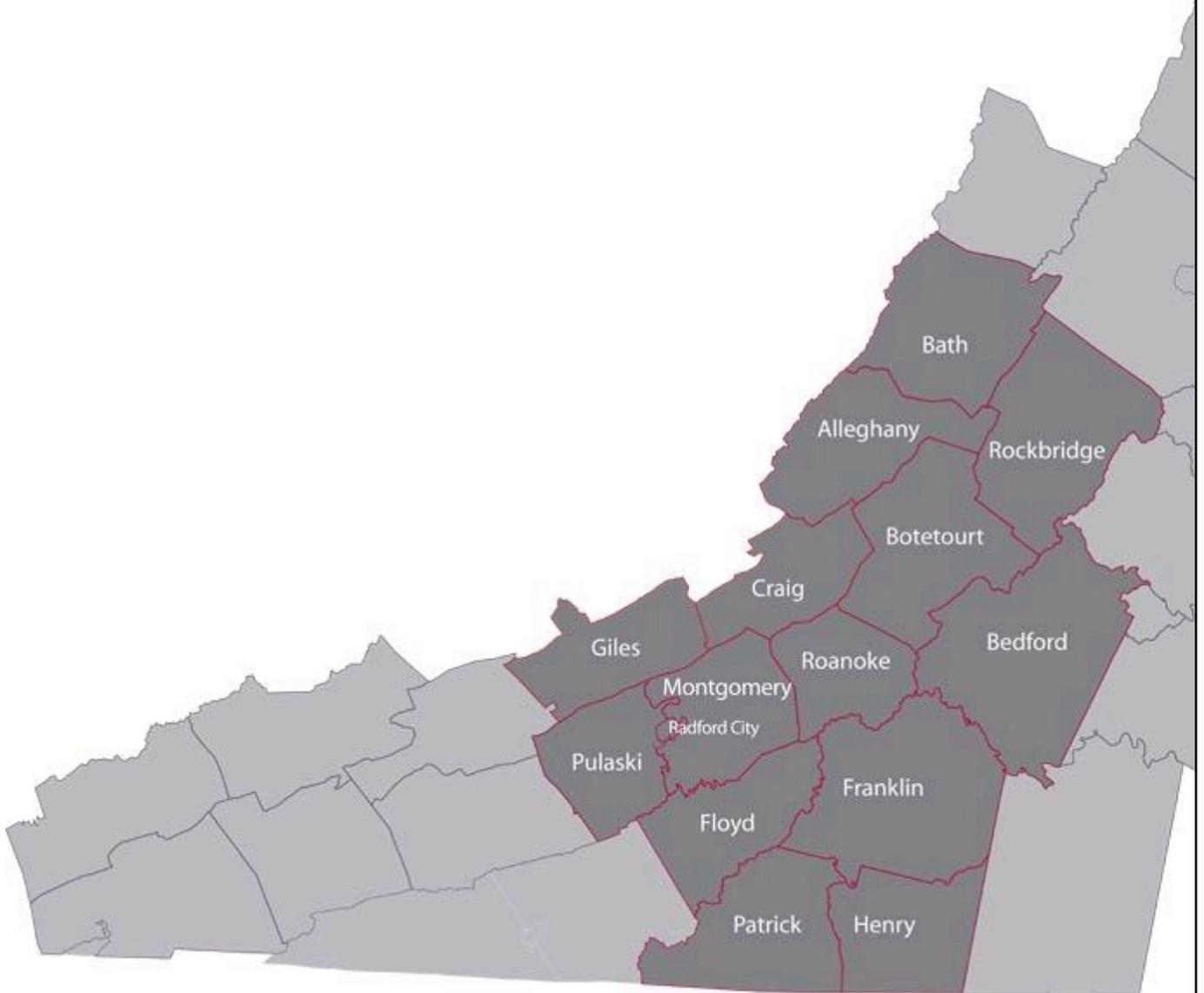
more than 20

2. What percentage of sales is made at art shows/festivals?

3. How many arts shows/festivals do you attend annually (Please estimate how many shows are within the region and how many are hosted outside of the Blue Ridge Region)? You may refer to the map below for an illustration of the Blue Ridge Region (darkly shaded area).

Shows Held Within the
Blue Ridge Region

Shows Held Outside of
the Blue Ridge Region



4. Do you donate time and/or materials for educational programs related to the arts?

Number of Volunteer Hours

Amount in Dollars of Materials or Funds Donated

4. Challenges

1. Please indicate from the following list your three greatest challenges as an individual artist.

- Lack of opportunities to network with other artists
- Educating audiences about what it costs to produce art/music/etc
- Audience development
- Sustainable funding
- Marketing

Other (please specify)

1. Introduction/Instructions

Introduction/Instructions

The Economic Impact Survey for Regional Arts and Cultural Organizations 2009 will study the relationship between arts and cultural activities and the economic environment of the communities in which these activities take place. Having accurate data on the value of arts and cultural institutions is critical for the long-term success and viability of the regional arts and cultural community. The Arts Council of the Blue Ridge will partner with the Roanoke Valley-Alleghany Regional Commission to compile results and to utilize regional economic models to determine the industry's overall economic multiplier effect. These two organizations have partnered together to present similar surveys over the last two decades. The last survey was conducted in FY 2001.

This survey is being launched in tandem with a similar survey for individual artists. Our regional artists contribute to economic development efforts as business owners, purchasers of supplies and generate tax revenue (both through sales and as citizens). The results of this component of the survey will greatly assist The Arts Council of the Blue Ridge and other advocacy organizations in their efforts to educate the community about the importance of local artists in economic development, necessity of life efforts, and educational excellence in area schools.

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Thank you very much for your interest in this project and for your response to the survey.

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Thank you once again!

2. Basic Information

1. Name and Title of Person Completing Survey

2. Organization Name

3. Address

4. Phone

5. Email Address

6. In what year was your organization established?

7. Geographic Region Served:

Alleghany County

City of Martinsville

Giles County

Bath County

City of Radford

Henry County

Bedford County

City of Roanoke

Montgomery County

Botetourt County

City of Salem

Patrick County

City of Bedford

Craig County

Pulaski County

City of Covington

Floyd County

Roanoke County

City of Lexington

Franklin County

Rockbridge County

Other (please specify)

3. Budget Information

Please respond to questions on this page using numerical responses only. If a category does not apply, leave blank or enter '0'.

1. Total Annual Operating Budget

2. Please report your revenue below. Please report using the categories listed. Please report income not reflected in the categories as 'Other.'

Federal	<input type="text"/>
State	<input type="text"/>
Local Government	<input type="text"/>
Admission Fees	<input type="text"/>
Ticket Sales	<input type="text"/>
Other Event Income	<input type="text"/>
Foundations (Nonlocal)	<input type="text"/>
Local Foundations	<input type="text"/>
National Corporations	<input type="text"/>
Local Business	<input type="text"/>
Membership Fees	<input type="text"/>
Program Fees	<input type="text"/>
Bequests	<input type="text"/>
Endowment	<input type="text"/>
Individual Donations	<input type="text"/>
Other	<input type="text"/>

4. Other Impact Information

1. Paid Staff

Number of Full-Time Employees

Number of Part-Time Employees

2. Volunteers

Number of Volunteers

Total Volunteer Hours

3. How many guest artists do you host each year and what are their estimated expenditures?

Number of Guest Artists Hosted Each Year

Average Daily Expenditures of the Guest Artists

Total Guest Artist Days in the Community

4. Please estimate attendance in your workshops/educational group presentations?

Youth

Adult

5. How many workshops/educational groups do you host annually?

6. How many community events/festivals does your organization coordinate in a typical year? Please include only events actually organized by your organization. If this question does not apply, please skip this question and the next question?

7. Please estimate attendance at a typical community event/festival coordinated by your organization (if attendance levels vary widely between events, please average event attendance).

Residents

Tourists

8. How many visitors visit your organization's main location each year?
Please estimate visitation by visitor type.

Students

Residents

Tourists

9. Please indicate your three greatest organizational challenges from the following list.

- Sustainable Funding
- Board Development
- Retaining and Motivating Staff
- Audience Development
- Marketing
- Opportunities to Network/Connect with Other Organizations

Other (please specify)