

Arts Programming

What does the research tell us?

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Framework: Benefits of the Arts

↓ **Intrinsic Benefits** ↓

Captivation pleasure	Expanded capacity for empathy Cognitive growth	Creation of social bonds; expression of communal meaning
← Private benefits	Private benefits with public spillover	Public benefits →
Improved test scores	Improved self-efficacy, learning skills, health	Development of social capital Economic growth

↑ **Instrumental Benefits** ↑

Research Framework

↓ **Intrinsic Benefits** ↓

The Creative Individual: Personal Development	The Informal Arts: Arts and Sense of Place	The Creative Community
← Private benefits	Private benefits with public spillover	Public benefits →
Arts in Education	Artists' Centers	Arts in Economic Development

↑ **Instrumental Benefits** ↑

What do we know about creativity?

- Creativity is fundamental
Everyone has the ability to be creative
- Creativity is both individual and collaborative
Creating and sharing art is an inherently public and social experience
- Creativity is influenced by place
The qualities of place can affect the creative capacity of individuals to realize their creative potential



What do we know about cultural participation?

- Cultural participation builds social capital

It builds a more cohesive, connected community

- Cultural participation connects people to place

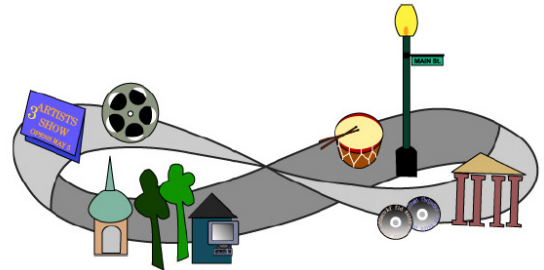
By building a sense of belonging, it builds connection to place

- Cultural participation develops creative capacities

It plays a critical role in the personal growth of both youths and adults



The Arts Continuum



THE CHICAGO CENTER FOR ARTS POLICY AT COLUMBIA COLLEGE, 2002

The creative individual

- Art expresses and enriches our lives.
- At its root, art is essentially spiritual and taps our senses in its path to our hearts.
- Art makes sense of our place in the world.
- Art is a fundamental expression of our humanness.



The creative individual

People still see Hamlet four hundred years after it was first written, not for its historical perspective, but for the observations, comments, and truths it contains about the human condition.



The creative individual

Community Arts:
Those “hands-on” activities that tap people’s creative potential and expand our concept of artistic participation beyond the role of audience member.



THE CHICAGO CENTER FOR ARTS POLICY
AT COLUMBIA COLLEGE, 2002

Sandhill Center for the Arts

- Located in St. Francis, MN (N.W. Anoka County)
- Founded in 2006
- Created through the leadership of Community Education Director in partnership with local artists and arts groups



Goal: Creative Individuals, Personal Development, toward a creative community

Sandhill Center for the Arts

- An available school building enabled the creation of a local “hub” for the arts
- Focused on arts serving local artists and arts lovers
 - Studios
 - Classrooms
 - Performance space
 - Food facilities



Sandhill Center for the Arts

The major outcomes to date have been

- Nurture of artists who in turn will nurture the arts in their community
- Opportunities for arts participation for all ages
- Expansion of concept of arts participation from audience only to also creator or informal artist.
- First open house. Expected 50. 450 came!

<http://www.communityed15.com/sandhill.htm>

The creative individual

Arts have benefits that simply enhance life--offering deep involvement, an absorption, an immersion that transcends our utilitarian lives.

In YOUR community do you value the arts as fundamental? Can you list examples of nurturing creativity in your community?



The informal arts

The CCAP study found that the informal arts are

- significant for life-long learning,
- build civic engagement & strengthen communities,
- an important reservoir of social capital.

THE CHICAGO CENTER FOR ARTS POLICY
AT COLUMBIA COLLEGE, 2002



The informal arts

The informal arts occupy a significant place in the social infrastructure of communities, helping to build both individual identity and group solidarity.



THE CHICAGO CENTER FOR ARTS
POLICY AT COLUMBIA COLLEGE,
2002

What is a sense of place?

- Rootedness
- Local sentiment
- Place attachment
- The "soul" of a place; its *genius loci*.



OLD : NEW

Every community has splits between old & new

- Oldtimers / newcomers
- Old ways / new ways
- Early immigrants / recent immigrants



Arts and sense of place

Through informal arts participation. . .

- *Communities Bond.* People come together with like interests for personal expression and creativity.
- *Communities Bridge Differences.* People come together across such social boundaries: economic status, ethnicity and race, age and geography
- *Communities Build Capacity.* In the process, individual and community assets are built, by fostering social inclinations and skills critical to civic renewal.

THE CHICAGO CENTER FOR ARTS POLICY AT COLUMBIA COLLEGE, 2002

Jordan Arts Council

Reinvigorated / re-formed the arts council

- Strengthened bond with Community Education
- Strengthened broad cross-sector collaboration with city, chamber of commerce, council of churches.



Jordan Arts Council

- New leadership and collaborations have developed
- Art for the Heart of Jordan summer arts festival
- Public Art (Park Benches) project



Jordan Arts Council

Result:

- Coalesced new leadership
- Provided connective tissue between sectors of the community
- Reclaimed community pride and sense of place
- Broadened participation to new population groups



<http://www.jordanchamber.org/art.htm>

Arts and sense of place

"With is our task in this century - inclusion, collaboration, working together...."

Peter Sellars, Canadian Conference on the Arts, 1999

What does it mean in YOUR community to "make art and to make conversation

with people

working *within* and

not simply for community--

celebrating community

and connectedness?

What does it mean in YOUR community

a sense of place through the

arts?



The creative community: 3 Keys

1st: Cultural literacy

- *Fluency in traditions, customs, language, the arts.*
- *Cultural literacy is acquired through families, schools, fraternal organizations, faith communities, etc.*



The creative community: 3 Keys

2nd: Participatory Arts

Engagement of individuals and groups in cultural activities in a non-professional setting.



The creative community: 3 Keys

3rd: Professional Arts

Products of formally organized cultural producers and individual professional practitioners.



Open Eye Figure Theatre

- Small professional puppet theatre group
- Goal of broadening and diversifying participation in the arts
- Goal of introducing their work to new audiences

Open Eye Figure Theatre

Produced an original puppet theatre project

- Brought the work to the audience in a "driveway tour"
- Bilingual show, targeting audiences with a range of primary languages
- Directly engaged the community hosts as gathers of audience
- Toured 40 locations in 6 weeks

OpenEye™ and a
100% (2010) image
are needed to see this picture.

Open Eye Figure Theatre

Results:

- Reached communities that otherwise would not be engaged
- Marvelous example of neighbor-to-neighbor arts
- "Katie Tomatie" and "Juan Bobo" have become incorporated into the local folklore.

www.openeyetheatre.org/

The creative community

Is YOURS a creative community?

What work happens to cultivate cultural literacy?

What opportunities exist for participatory cultural practice? for experiencing professional arts?

Does your community recognize the value of creative capacity?

What advocacy needs to be done?



Research Framework

↓ Intrinsic Benefits ↓

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↑ Instrumental Benefits ↑

Arts in education

1. Improvement in the arts make the community more attractive to creative, talented people;
2. 9 of 10 adults said arts education should be required in the schools; 3-4 hours/week;
3. Strong correlation between adults employed in creative occupations and participation in the arts;
4. A significant number of adults are amateur artists, averaging 4-5 hours/week on their arts activities;
5. Arts and culture are correlated to enhanced civic engagement.



Arts in Education

- low-income students who were high arts participators did better in school and in life than peers who were low arts participators
- after school arts programs had significantly more positive effects on low-income youth than did high-quality sports or community service programs
- more learning transfer occurred when arts-related competencies were evoked in other subjects



Arts in education

Standardized test scores rose faster Chicago schools participating in an integrated program than in comparat schools that did not practice arts integration.

Much learning occurs outside school. The best of these community programs consistently offer collaborative performances and exhibitions of student work to public audiences as an authentic cultural resource.



Impact of the arts on learning

- Learners can attain higher levels of achievement through their engagement with the arts.
- Learning in and through the arts can help "level the playing field" for youngsters from disadvantaged circumstances.
- Learning in the arts has significant effects on learning in other domains.



Impact of the arts on learning

- The arts reach students who are not otherwise being reached
- The arts reach students in ways they are not otherwise being reached
- The arts connect students to themselves and each other
- The arts transform the environment for learning



Impact of the arts on learning

- The arts provide learning opportunities for the adults involved in the lives of young people
- The arts provide new challenges for those students already considered successful
- The arts connect learning experiences to the world of real work



The Depot Teen Center

A teen arts center and coffee shop in Hopkins, Minnesota.

Collaboration between the Hopkins School District and City of Hopkins



The Depot Teen Center

■ Ongoing Teen Music Venue

- Open-Mike nights
- Battle of the bands

■ Art Gallery

- All governance and technical support is teen managed
- No one over 18 admitted to weekend events. Security provided by Hopkins Police Dept.



The Depot Teen Center

Results:

- Dramatic growth in recognition locally, regionally and nationally both for the artistic work and also as a model for a teen center.
- Excellent teen leadership development opportunity
- Excellent outlet for teen artists
- Very successful program in reaching an audience often found challenging to serve.

<http://www.thedepotcoffeehouse.com/>

Arts in Education



How does YOUR community rank in its valuing of arts within the schools? After school?

What work must be done?

Social Impact of the Arts

- **Increasing collective effectiveness**
Cultural participation makes residents more willing to become involved in other issues in their community
- **Building bridges across long-standing divides of ethnicity and social class**
Because cultural participants travel across the city, they build links between neighborhoods that have very few connections to one another

Impact of Artist Centers

- **On Artists:** at all career levels, artists meet and interact with other artists, further the quality of their work, and reach audiences and artists.
- **On Neighborhoods:** art centers contribute to the vitality and safety of their neighborhoods.
- **On Economies:** art centers make important contributions to the regional economy and to the social, cultural, and commercial lives of their neighbors.

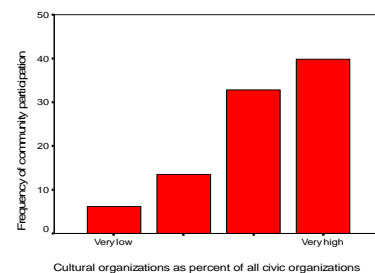
Impact of Artist Centers

Artist centers are important in the development of a distinctive regional culture and the cultural economy.

They provide an environment for learning, sharing, networking, and exposure not offered elsewhere in the regional arts ecology.

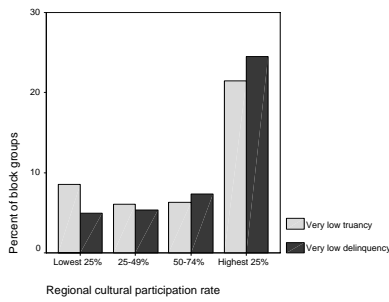


Cross-participation: the presence of cultural organizations in a neighborhood stimulates residents' involvement in other civic activities.



Source: SIAP Survey of community participation, 1996-97

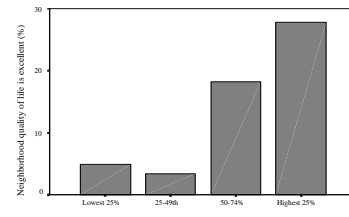
Empowered residents become involved in other concerns, like the well-being of children.



Poor neighborhoods with high cultural participation were much more likely to have very low delinquency and truancy than other poor neighborhoods

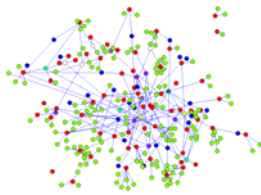
Philadelphia Department of Human Services 1995-99; SIAP regional participation database 1997.

Philadelphia residents who are active in cultural organizations are twice as likely as other residents to classify the quality of life in their neighborhoods as “excellent”

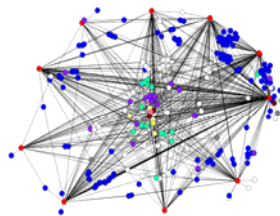


Source: SIAP Community participation survey, case study neighborhoods

The power of culture derives from the social networks it creates



Sixty community artists and their professional contacts over one year



Ten community cultural organizations and the institutions with which they maintained contact over one year

Banfill-Locke Center for the Arts



This center is located in Fridley, Minnesota in a 19th century tavern on the national historic registry

- Started by individuals with a passion to create a “hub” for the arts in their community
- Partnership with Park and Recreation, City of Fridley, and Community Education enabled the work to go forward.

Banfill-Locke Center for the Arts

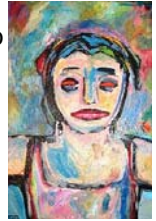
- Gathering space for artists
- Community site for multiple arts activities
- Site for art classes
- Gift Shop
- Gardens in the park
- Writer in residence



Banfill-Locke Center for the Arts

Results

- Provides a home to many groups who would not otherwise have a place
 - Bridgeview Artists
- Coalitions build have resulted in ongoing engagement of the city as a stakeholder
- The center has nurtured broad social networks inside of and outside of the arts



<http://www.banfill-locke.org/>

Social Networks

- Do you have strong local social networks and community collaborations in place in your community?
- Do you have a local "HUB" for the arts?
- What work needs to be done?



Arts participation builds civic engagement

A just published study by the National Endowment for the Arts finds that "Americans involved in the arts are more likely to participate in a wealth of civic and social activities."

"The Arts and Civic engagement: Involved in Arts, Involved in Life."
National Endowment for the Arts, November 2006.
<http://www.nea.gov/pub/index.php>

Arts participation builds civic engagement

Key findings related to recreation:

Literary readers and arts participants engage in sports more readily than non-readers and non-participants.

- Performing arts audiences attend sporting events at twice the rate of non-arts participants
- Arts participants are more likely than non-arts participants to play sports (1.8X more likely)

Arts participation builds civic engagement

Key findings related to recreation:

By every other measure, arts participants are more physically active.

- Readers and arts participants exercise at nearly twice the rate of non-readers and non-participants.
- They also engage in outdoor activities, such as camping, hiking, or canoeing, at double the rate.

Economic Impact of the Arts

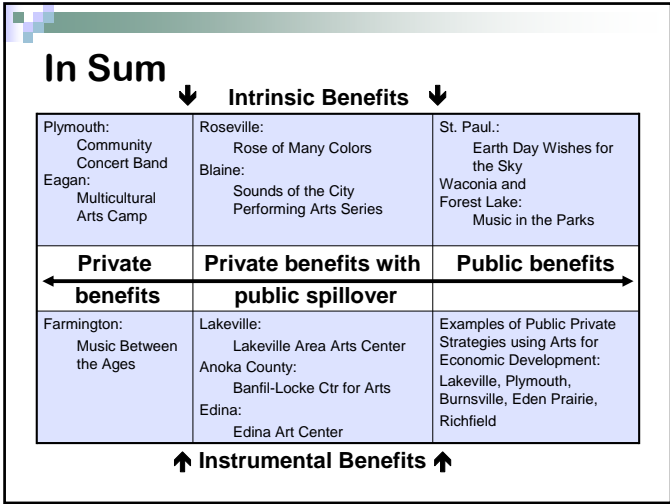
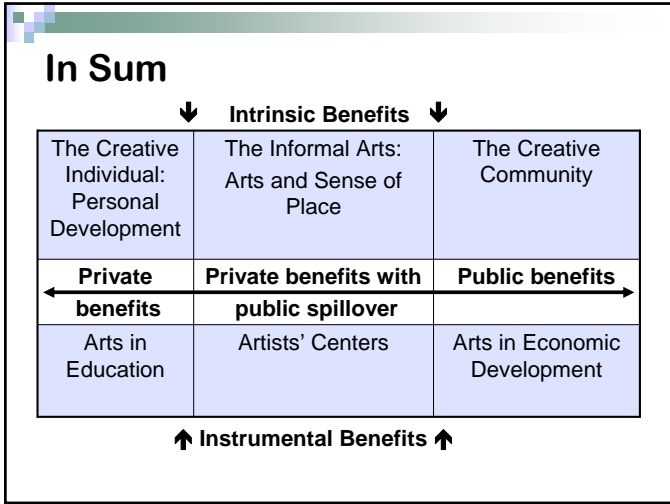
- Every region of the state, no matter how rural, had at least \$1,000,000 in economic impact from arts and culture.
- Arts and culture activities generated 22,095 full time jobs in Minnesota.
- The metro area's nonprofit arts and culture industry is 2.5X larger than that of similar metro areas nationally.
- Minnesota's arts and culture industry provides a return of \$11 for every dollar of state investment.

How can we harness this energy?

- Include the arts in your community's tourism strategy
- Include the arts in your region's economic development toolbox
- Take advantage of the arts' competitive edge as a state that is "arts active"
- Increase public funding for arts and culture as an economic development strategy

Is the energy of the arts harnessed in your community?





In Sum

- Cultural participation builds social capital
It builds a more cohesive, connected community
- Cultural participation connects people to place
By building a sense of belonging, it builds connection to place
- Cultural participation develops creative capacities
It plays a critical role in the personal growth of both youths and adults



Is yours an Arts Active Community?

