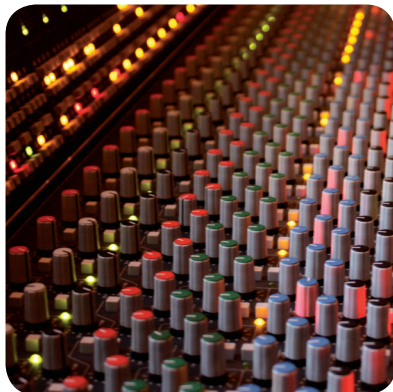
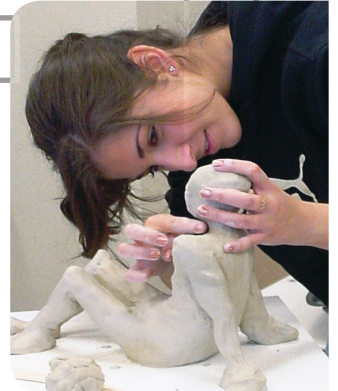


IN LOS RIOS: THE ARTS MEAN BUSINESS



The Los Rios Community College District has a long history of planning, developing, and supporting the Fine and Performing Arts. Since the establishment of the district's first college Theatre program in 1936 at Sacramento City College, the Los Rios College (American River, Cosumnes River, Folsom Lake, and Sacramento City) campuses have emerged as pioneers in arts-based education and training that supports student-centered academic programs for the Fine and Performing Arts in the Sacramento area. These disciplines include: Art, Art New Media, Fashion, Interior Design, Culinary Arts, Music, Commercial Music, Photography, Radio, Television, Film Production, and Theatre.

Artists are Workers

Artists represent 1.4% of the United States labor force and represent a larger group than the legal profession (lawyers, judges, and paralegals); medical doctors (physicians, surgeons, and dentists); or agricultural workers (farmers, ranchers, foresters, and fishers). (National Endowment for the Arts, 2005)

Art Education Brings Businesses to a Community

Companies' decisions about where to locate their businesses often are influenced by factors such as the availability of a creative workforce and the quality of life available to employees. (National Governors' Association, 2008)

Artists Generate State and Local Revenue

The non-profit arts industry in the United States generates \$30 billion in revenue to local, state, and Federal governments every year. By comparison, the three levels of government spend less than \$4 billion annually to support arts and culture; a spectacular 7:1 return on investment. (Americans for the Arts, 2007)

Artists in the United States Workforce

The aggregate income of United States workers identifying their professions as being artists tops \$70 billion annually. (National Endowment for the Arts, 2005)



Impact of Non-Profit Arts & Culture Audience

Total expenditures	\$103.1 billion
Full-time Equivalent Jobs	\$3.1 billion
Resident Household Income	\$46.9 billion
Local Government Revenue	\$5.1 billion
State Government Revenue	\$5.6 billion
Federal Income Tax Revenue	\$5.7 billion

(Americans for the Arts, 2007)

California and the Arts

California is ranked number two in the nation by number of artists per 10,000 inhabitants (with 97.6). (National Endowment for the Arts, 2005)

Los Rios Arts Stimulates the Local Economy

The Los Rios District has spent approximately \$94.8 million dollars on Fine and Performing Arts construction and renovation—the vast majority of which has been spent locally. Assuming (per statewide estimate) that every \$76,000 spent equals one job, these dollars have funded approximately 1,250 local ongoing jobs. (Karns, 2010)

DID YOU KNOW.....that over 85% of all Los Rios Fine and Performing Arts Students are enrolled in Fine Arts and other transfer/basic skills classes!

Introduction

Fine and Performing Arts establishments – theater companies, photography studios, music publishers, etc. – have a direct impact on the economy by employing thousands of people and purchasing a range of goods and services to support their daily operations. In addition, employees of the Fine and Performing Arts sector consume regionally available products which lead to job creation and economic activity in other industries throughout the region. Overall, this increases the total economic activity in the region.

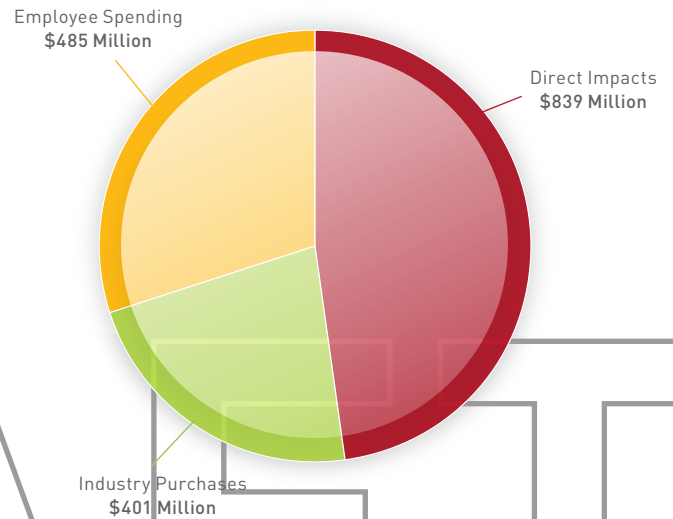
DID YOU KNOW....that over HALF of the Los Rios Fine and Performing Arts College programs include– Career Technical Education (CTE)– Programs that directly lead to jobs in the Sacramento Metro area!

The purpose of this research brief is to highlight the economic importance of the Fine and Performing Arts sector in the Sacramento region by assessing the value of the economic activity and employment. In addition, the brief provides an overview of the sector's labor market trends, including historic and projected employment data, earnings potential by occupation and educational requirements

Economic Impact Findings

The Fine and Performing Arts sector had a \$1.7 billion economic impact on the Sacramento Region in 2008. There are three levels of impact, as illustrated in Figure 1. At the basic level, the sector contributes to the economy through delivery of services, which generates a substantial portion of the region's total payroll. Second, Fine and Performing Arts establishments purchase goods and services from businesses outside the sector in order to provide Fine and Performing Arts services. For example, these establishments lease buildings, contract with accounting services, and purchase food and beverages, among other goods and services that are necessary to operate properly. Third, the wages paid to sector employees generates household purchases in the region (employee spending).

Figure 1: Annual Economic Impact, 2008





VIVA FESTIVAL!

The colleges within the Los Rios District host annual festivals including the Fair Oaks Theater Festival, the Sacramento Shakespeare Festival, and the Bob Smart Festival. Nonprofit arts attendees spend an average of \$23 per person on non-ticket purchases, with non-local attendees spending 75% more at \$38. This spending generates an estimated \$80 billion of valuable revenue annually for local merchants and their communities. (Americans for the Arts)

Table 2 displays the economic impact by the major industry groups. The majority of the economic activity was generated by the radio and television broadcasting industry group with 42 percent, followed by promoters and agents (14%), and specialized design services (13%). This table also highlights that significant impact that the Fine and Performing Arts Sector generates in other industries. Almost half (47%) of all the economic activity generated by the Fine and Performing Arts Sector is a result of industry purchases and employee spending.

The Fine and Performing Arts Sector supports over 25,000 jobs in the Sacramento Region. In addition to the value of economic activity generated by the Fine and Performing Arts sector, it creates a significant number of jobs in the region. First, Fine and Performing Arts establishments directly employ workers, generating the highest portion of total jobs supported by the sector (Direct Impact). Second, these employers generate jobs in other sectors as a result of business-to-business relationships (Industry Purchases) and household spending in other sectors (Employee Spending).

As shown in Figure 2 and Table 3, the majority of jobs supported by the Fine and Performing Arts Sector fall within the direct impacts category, generated primarily by Independent Artists, Writers, and Performers; Specialized Design Services; and Radio and Television Broadcasting industry groups.

Figure 2: Annual Employment Impact, 2008⁴

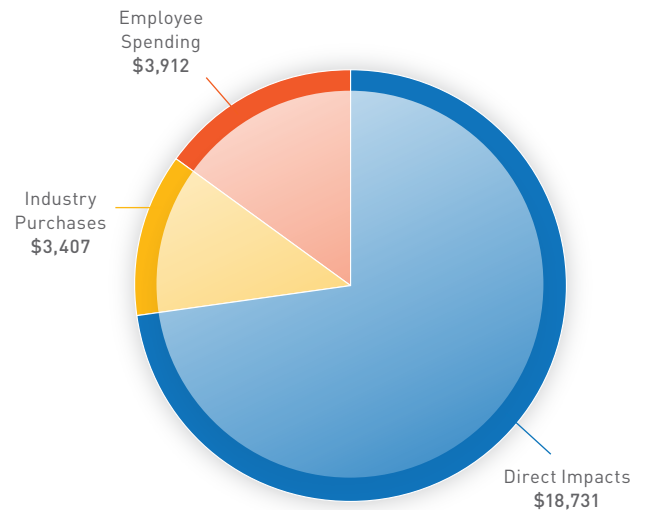


Table 2: Fine and Performing Arts Employment Impact by Major Industry Groups

Industry Description	Direct Impacts	Industry Purchases	Employee Spending	Total
Motion Picture and Video Industries	44,586,329	23,568,417	13,576,040	81,730,785
Sound Recording Industries	14,957,234	8,757,162	3,796,602	27,510,997
Radio and Television Broadcasting	371,441,888	199,233,489	151,272,159	721,947,536
Specialized Design Services	105,923,264	37,466,467	85,343,427	228,733,159
Photographic Services	53,662,232	23,668,429	33,551,991	110,882,653
Fine Arts Schools	60,519,140	22,867,141	23,136,660	106,522,941
Performing Arts Companies	40,410,628	15,813,584	26,915,346	83,139,558
Promoters and Agents	118,176,888	63,332,700	58,446,744	239,956,332
Independent Artists, Writers, and Performers	29,278,158	6,551,873	89,397,223	125,227,254
Total	838,955,760	401,259,262	485,436,191	1,725,651,216

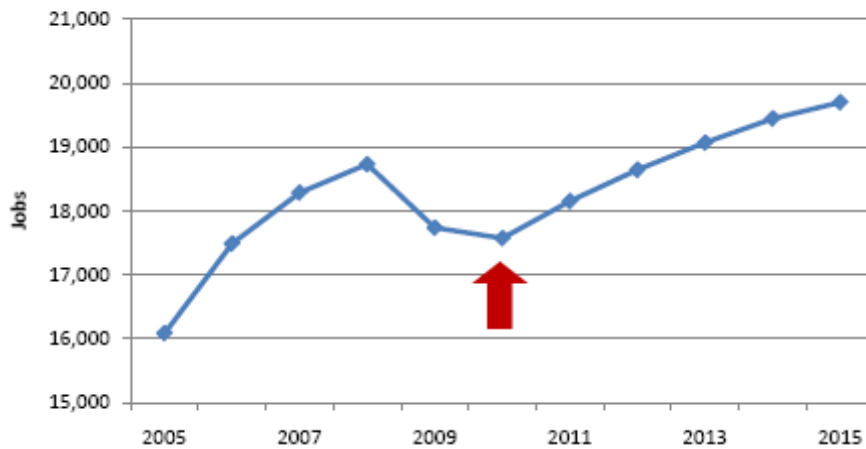
Table 3: Fine and Performing Arts Employment Impact by Major Industry Groups

Industry Description	Direct Impacts	Industry Purchases	Employee Spending	Total
Motion Picture and Video Industries	425	247	110	781
Sound Recording Industries	88	69	31	188
Radio and Television Broadcasting	2,391	1,398	1,220	4,822
Specialized Design Services	2,883	353	688	3,908
Photographic Services	2,058	210	271	2,537
Fine Arts Schools	992	178	187	1,357
Performing Arts Companies	950	278	217	1,445
Promoters and Agents	1,894	603	468	2,861
Independent Artists, Writers, and Performers	7,050	72	721	7,836
Total	18,731	3,407	3,912	25,732

Table 5: 2010-15 Employment Change by Occupation

SOC Code	Description	2010 Jobs	2015 Jobs	New Jobs	Repl. Jobs	Total Openings	% Total Openings
27-4021	Photographers	6,624	7,370	746	663	1,409	21%
27-3043	Writers and authors	2,398	2,795	397	252	649	27%
27-2042	Musicians and singers	1,924	2,170	246	194	440	23%
27-1024	Graphic designers	1,432	1,613	181	220	401	28%
27-2041	Music directors and composers	1,348	1,542	194	136	330	24%
27-1011	Art directors	813	939	126	90	216	27%
27-1014	Multi-media artists and animators	787	917	130	89	219	28%
27-1019	Artists and related workers, all	713	825	112	80	192	27%
27-1013	Fine artists, including painters, sculptors, and illustrators	711	823	112	80	192	27%
27-1012	Craft artists	686	796	110	75	185	27%
27-2012	Producers and directors	618	707	89	96	185	30%
27-1025	Interior designers	608	671	63	93	156	26%
27-2099	Entertainers and performers, sports and related workers, all other	558	630	72	67	139	25%
27-1027	Set and exhibit designers	519	588	69	79	148	29%
27-2011	Actors	491	567	76	59	135	27%
27-1021	Commercial and industrial	466	530	64	71	135	29%
27-1029	Designers, all other	420	477	57	65	122	29%
27-1022	Fashion designers	382	436	54	58	112	29%
27-3011	Radio and television announcers	267	288	21	42	63	24%
27-2032	Choreographers	201	228	27	46	73	36%
27-3012	Public address system and other announcers	137	157	20	19	39	28%
27-4032	Film and video editors	114	129	15	15	30	26%
27-2031	Dancers	85	97	12	19	31	36%
Total		22,302	25,295	2,993	2,608	5,601	25%

Figure 3: Employment Growth in the Fine and Performing Arts Sector⁵



Summary

Not only does the Fine and Performing Arts Sector contribute millions of dollars annually to the Sacramento region's economy, but it also provides cultural experiences for local residents, promotes tourism, and provides educational learning opportunities for young people. From an economic perspective, this sector creates wealth in the region by purchasing goods and services to support their daily operations and employing thousands of people that consume in the region. The Fine and Performing Arts sector adds value to the Sacramento Regional economy by:

- Generating \$1.7 billion in total economic activity annually
- Supporting more than 25,700 jobs annually

Over the next five years, the sector is expected to grow steadily, potentially adding 3,000 new jobs and 2,600 replacement jobs. Many of these jobs require specialized postsecondary education and training. The region's community colleges and university systems play a significant role in developing the fine and performing arts workforce, thus contributing to the region's economic well being.



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*“Without art, the crudeness of reality
would make the world unbearable”*

~ Oscar Wilde



DRAFT

The complete study on the Economic Impact of the Fine and Performing Arts can be viewed online at:

http://www.coecc.net/products_customized_reports.asp



This report was created in partnership with the Center of Excellence, Los Rios Community College District (www.coecc.net) and the faculty and managers from the Fine and Performing Arts departments at American River College, Cosumnes River College, Folsom Lake College, and Sacramento City College.

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