



P H O E N I X
C O M M U N I T Y
A L L I A N C E

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Business-arts engagement means economic impact, spotlighting Phoenix as creative and competitive

By Carol Poore, Ph.D., Mo Stein, Liz Meyers, and Devney Preuss

Phoenix is the [sixth-largest city](#) in the United States. Those of us who live here can experience a gorgeous outdoor lifestyle, an innovative and creative business climate, and a community culture of optimism.

For 150 years Phoenicians have built upon the innovation of our ancient founders – the Hohokam people – who developed a sophisticated water delivery system still essential for life in Phoenix today. Creative ingenuity continues to be the heart and soul of business in our beautiful city, yet even our own leaders often fail to recognize its existence.

[Phoenix Community Alliance \(PCA\)](#), a 34-year-old business advocacy organization focused on the urban vitality of downtown, surveyed its business membership and found more than 80 percent believe that city’s creative culture – including arts and public spaces – is vital to recruiting and retaining a talented workforce.

While this is no surprise, we were shocked when this group of business leaders rated Phoenix as a “5” on a 10-point scale with respect to arts and creative vibrancy. PCA leaders knew the facts based on a recent [economic impact study](#) published by Americans for the Arts:

- During fiscal year 2015, spending by both the City of Phoenix’s nonprofit arts and cultural organizations and their audiences totaled \$401.8 million.
- More than 6.8 million people attend arts and culture events in Phoenix each year.
- City of Phoenix plays a leading role in stewarding public art through the Office of Arts & Culture, displaying and maintaining 180 works of site-based public art and more than 1,000 paintings and movable works of art.

That’s why PCA has taken a leadership position in launching [ArtWORKS PHX](#), a digital campaign aimed at bolstering awareness about, and advocating for, the economic impact of partnering with our City’s stellar arts and culture community.

In collaboration with Americans for the Arts’ national business-arts ArtWORKS “pARTnership” movement, we believe Phoenix will become nationally known for local businesses contributing to the city’s economy through placemaking and arts and culture engagement.

Here's how:

- 1. Employees want to work and live in vibrant communities.** Partnerships with local theaters, museums, dancers and artists make your business more attractive to current and future employees who want to live, work, and play here.
- 2. Engaging with the arts can help your business stand out.** In this age of information overload, partnerships with the arts can help you share your organization's story in new and meaningful ways, and gain attention as a standout in your industry.
- 3. The arts bring out the best in your employees.** People who work in creative work environments are more likely to be loyal, proud and satisfied employees. Give them a creative nudge by hosting art and music talent shows; rewarding them with tickets to local arts events; or encouraging them to volunteer.
- 4. The arts foster an environment that embraces cultural differences.** Artistic expression opens eyes, ears and minds to cultural differences and starts meaningful conversations. A commitment to the arts lets people inside and outside of your organization know that your workplace values and embraces diversity.
- 5. The arts stimulate creativity and critical thinking.** Creativity is a highly valued skill when employers are hiring. When you integrate art into the workplace, you'll stimulate critical thinking, reveal new insights, and encourage problem solving. Most importantly, you'll also attract employees who already possess those skills.

Our digital campaign, ArtWORKS PHX, spotlights an inaugural gallery of nearly three dozen business case studies, practical tips, and resources for businesses of all sizes.

- Go to the PCA's ArtWORKSPHX.org website. Learn how local organizations are integrating arts and contributing to a vibrant greater Phoenix. Join the movement, and tell us your story.
- [Like us on Facebook](#) and become connected with a community of creative business and arts leaders contributing to our competitive, creative city.
- Attend our inaugural [ArtWORKS PHX Creative City Symposium on November 2](#), an event bringing local business and arts leaders together to create new opportunities for collaborative placemaking.

When the PCA conducts a follow-up survey, we want the Phoenix business community to raise our city's arts and culture self-esteem from "5" to a perfect "10."

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Mo Stein, FAIA, FACHA is Principal and Regional Director of HKS Architects, Phoenix and Board Chairman for Phoenix Community Alliance.

Carol A. Poore, Ph.D., is President of Poore & Associates, serves on the Phoenix Community Alliance Board of Directors and chairs ArtWORKS PHX.

Liz Meyers is Public Relations Manager at Santy and serves as vice chair of ArtWORKS PHX.

Devney Preuss is Vice President of Downtown Phoenix, Inc. and Executive Director for Phoenix Community Alliance.

Sidebar

The Arts Mean Business in Arizona

According to the Americans for the Arts 2017 [Arts & Economic Prosperity Study 5](#) *:

- During fiscal year 2015, spending by both City of Phoenix nonprofit arts and cultural organizations and associated audiences totaled \$401.8 million.
 - Nonprofit arts and cultural organizations are businesses, spending \$164.6 million during fiscal year 2015 to employ people locally, purchase goods and services from local establishments, and attract tourists.
 - From these activities, \$237.2 million in additional spending by cultural audiences includes goods and services such as dining, hotels, retail shopping, and parking.
- The 90 nonprofit arts and cultural organizations participating in the survey reported that the aggregate attendance to their events was 6.8 million during 2015.
- The nonprofit arts and culture industry in the City of Phoenix supports 12,815 full-time equivalent jobs and generates \$44.5 million in local and state government revenue.
- This spending is far-reaching. Organizations pay employees, purchase supplies, contract for services, and acquire assets within their community. These actions, in turn, support jobs, generate household income, and generate revenue to local and state governments.
- During 2015, a total of 12,079 volunteers donated 482,355 hours to the City of Phoenix's participating nonprofit arts and cultural organizations. This represents a donation of time with an estimated aggregate value of \$11,364,284.
- Survey respondents who live outside Maricopa County were asked about the purpose of their trip, and 28.9 percent indicated that the primary purpose of their visit to the City of Phoenix was specifically to attend an arts/cultural event.
- City of Phoenix plays a leading role in stewarding public art through the Office of Arts & Culture, displaying and maintaining 180 works of site-based public art and more than 1,000 paintings and movable works of art contributed by artists and donors during the last century.

* Based on Phoenix data obtained from the Americans for the Arts "[Arts & Economic Prosperity Study 5](#)" released in July, 2017.

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Logos and head shots are enclosed. For more information, please contact Carol Poore at cpoore5@cox.net and 602-451-6769.

Items attached:

- ✓ ArtWORKS PHX logo, Phoenix Community Alliance logo
- ✓ Author photos: Mo Stein, Devney Preuss, Liz Meyers, Carol Poore, Ph.D.