International Conference of Symphony and Orchestra Musicians

San Francisco, California

August 20, 2008

Randy Cohen
Americans for the Arts
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Performer</th>
<th>Genre</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/24</td>
<td>12:00</td>
<td>The Wayne Avers Trio</td>
<td>Jazz/R&amp;B</td>
<td>C/D Concourse entrance</td>
</tr>
<tr>
<td>9/30</td>
<td>12:00</td>
<td>David Coe Duo</td>
<td>Fiddle Music</td>
<td>C/D Concourse entrance</td>
</tr>
<tr>
<td>9/14</td>
<td>2:00</td>
<td>John Botempi</td>
<td>Country</td>
<td>Baggage Claim Level</td>
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</table>
The Phoenix Dump
The Helix by Selena Littler
Arts Students Outperform Non-Arts Students: Average Points Better on SAT Scores
Students with High Levels of Arts Involvement: Less Likely To Drop Out of School by Grade 10

<table>
<thead>
<tr>
<th>High Arts Involvement</th>
<th>Low Arts Involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.4%</td>
<td>4.8%</td>
</tr>
</tbody>
</table>

High Arts Involvement: Less Likely To Drop Out of School by Grade 10
Why Some People Think

**Duke Ellington**

Is a Member of the Royal Family.

Duke Ellington reigns over a land called jazz.

Kids don’t get enough art these days. For Ten Simple Ways to get more art in kids’ lives, visit AmericansForTheArts.org.

**Art. Ask for More.**

AMERICANS FOR THE ARTS.ORG

Ad Council

AMERICANS FOR THE ARTS

NAMM Foundation
Why some people think Walt Whitman makes chocolate candy.

Walt Whitman satisfied his sweet tooth with rich, wave-like verse.
Contemplating what to do with your art career?

Join the fastest growing arts district in the country.

Professional artists from Los Angeles, New York, San Francisco, Chicago, Nashville, Maryland, Maui, San Diego, Memphis, North Carolina, & Washington D.C. have already made the move. Paducah -- say it loud and there’s music playing... Paducah -- say it soft and it’s almost like praying.

Call 270-444-8690 or visit www.poducaharts.com

Paducah
Artist Relocation Program
All 50 States + D.C.
Nonprofit Arts & Culture
A Growth Industry

1992
ORGANIZATIONS
$36.8

2000
ORGANIZATIONS
$53.2
AUDIENCES
$80.8

2005
ORGANIZATIONS
$63.1
AUDIENCES
$103.1

$134.0 billion

$166.2 billion
Economic Impact of Nonprofit Arts & Culture Industry

$166.2 Billion Annual Expenditures

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Time Equivalent Jobs</td>
<td>5.7 million</td>
</tr>
<tr>
<td>Resident Household Income</td>
<td>$104.2 billion</td>
</tr>
<tr>
<td>Local Government Revenue</td>
<td>$7.9 billion</td>
</tr>
<tr>
<td>State Government Revenue</td>
<td>$9.1 billion</td>
</tr>
<tr>
<td>Federal Income Tax Revenue</td>
<td>$12.6 billion</td>
</tr>
</tbody>
</table>
Government and the Arts

7:1 Return on Investment

Government FUNDING
$4.0 billion

Government REVENUE
$29.6 billion
Nonprofit Arts & Culture Attendees Spend $27.79 Per Person, Per Event
Nonprofit Arts & Culture Attendees
Local vs. Nonlocal

- 61% Local
- 39% Nonlocal
Event-Related Spending
Local vs. Nonlocal Audiences

LOCAL AUDIENCES

$19.53

NONLOCAL AUDIENCES

$40.19
**Arts & Economic Prosperity Calculator**

**Information**

**STEP 1: POPULATION**

POPULATION of your community: 

Choose one

**STEP 2: TOTAL EXPENSES** (optional)

Your Organization’s TOTAL EXPENSES (please do not use commas): $

**STEP 3: TOTAL ATTENDANCE** (optional)

TOTAL ATTENDANCE to your organization’s arts events (again, do not use commas):

Calculate

Reset

---

**Total Economic Impact Of:**

<table>
<thead>
<tr>
<th>Total Expenditures</th>
<th>FTE Jobs</th>
<th>Household Income</th>
<th>Local Government Revenue</th>
<th>State Government Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nonprofit Arts and Culture Organizations:</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Nonprofit Arts and Culture Audiences:</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

Total Industry Impact: (The Sum of Organizations and Audiences)

[ ] [ ] [ ] [ ]

Print Your Results

Please see the fine print below.
Creative Industries: Business & Employment in the Arts

✓ U.S. businesses involved in the creation or distribution of the arts

✓ Includes for-profit AND nonprofit sectors

✓ Data Source: Dun & Bradstreet—tracks 14.3 million active U.S. businesses and 135.6 million employees

✓ Defined conservatively using 643 8-digit SIC Codes
Arts Related Businesses

1. Museums & Collections
2. Performing Arts
3. Visual Arts & Photography
4. Film, Radio & TV
5. Design & Publishing
6. Arts Schools & Services
Film, Radio & TV

1. Motion Pictures

2. Television

3. Radio
Motion Pictures

1. Production
2. Distribution
3. Services
4. Equipment
5. Theaters
6. Video Tapes
### Services Allied to Motion Pictures

<table>
<thead>
<tr>
<th>SIC</th>
<th>Description</th>
<th>Companies</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>78190404</td>
<td>Wardrobe rental for film production</td>
<td>16</td>
<td>41</td>
</tr>
<tr>
<td>78190200</td>
<td>Reproduction Services, Motion Picture Production</td>
<td>77</td>
<td>543</td>
</tr>
</tbody>
</table>

Creative Industries in the U.S. (2008)

- Arts-Centric Businesses = 612,095
  (4.3 percent of D & B’s 14.3 million businesses)

- Arts-Centric Employees = 2.98 million
  (2.2 percent of D & B’s 135.6 million employees)
Creative Industries in San Francisco

4,837 Arts-Related Business Employ 29,561 People
Creative Industries in CA - Senate - 08

2,276 Arts-Related Business Employ 7,482 People
Creative Industries in NY-28

1,053 Arts-Related Business Employ 17,023 People
Change in Arts Businesses (2007-2008)

Arts Businesses: +12.0%

San Francisco Arts Businesses: +11.1%

Total U.S. Businesses: +10.6%
Change in Arts Employment
(2007-2008)

Arts Employment:  +12.0%

San Francisco Arts Employment:  +9.6%

Total U.S. Employees:  +2.4%
TWO MINUTES. THAT’S ALL IT TAKES TO TELL CONGRESS YOU SUPPORT THE ARTS AND ARTS EDUCATION.

ARTS ACTION CENTER

E-Advocacy Center

Action Alert!

Congressional Action on Orphan Works Legislation
New Legislation on the Move! Click Here.

Federal: Urge Your Representative to Co-Sponsor the House Artist Deduction Bill
Write to Your Representative Now! Click Here.

Federal: House Subcommittee Approves $15.3 Million Increase for NEA
Contact Congress to Support This Increase Now! Click Here.

Federal: Urge Your Senators to Co-Sponsor the Senate Artist Deduction Bill
Write to Your Senators Now! Click Here.

Federal: Urge Your Representative to Join the Congressional Arts Caucus
Write Your Representative Today! Click Here.

Federal: Urge Your Senators to Join the Senate Cultural Caucus
Send a Message to Your Senators Now! Click Here.
The Party Conventions

**Republican National Convention**
Minnesota Children’s Museum
10 West Seventh Street
St. Paul, Minnesota

Moderated by Former Arkansas Governor Mike Huckabee.

With Featured Speakers including Missouri Governor Matt Blunt (invited); Arizona Superintendent of Public Instruction Tom Horne; and Chairman of the President’s Committee on the Arts and Humanities Adair Margo.

Hosted by NAMM and Americans for the Arts Action Fund. Invitation is non-transferable. Space is limited and an RSVP is required to attend.

For RSVPs and questions, please contact Jessica Strieter at jstrieter@artsusa.org or at 202-712-2075.

This event is designed to comply with the U.S. House and Senate guidelines regarding national convention events.

**Democratic National Convention**
Museo de las Americas
861 Santa Fe Drive
Denver, Colorado

Moderated by Former U.S. Secretary of Education and former Governor of South Carolina Richard Riley.

With Featured Speakers including Senator Christopher Dodd (invited); Miami Mayor Manuel Diaz, President, U.S. Conference of Mayors; Philanthropist Sheila Johnson; and Musician John Legend.

Hosted by NAMM and Americans for the Arts Action Fund. Invitation is non-transferable. Space is limited and an RSVP is required to attend.

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Thank You!