

ARTS & ECONOMIC PROSPERITY STUDY UPDATE

At today's meeting, staff will present an update on the survey collection for the Arts and Economic Prosperity study.

BACKGROUND

The City of Bellevue has partnered with the national non-profit Americans for the Arts to participate in the sixth iteration of Arts and Economic Prosperity (AEP), a national economic impact study. Historically, Washington State has had low participation in AEP, with only the City of Tacoma participating in 2015. Thus, the available data for understanding the impact of the arts is not representative of Bellevue's unique artistic culture. Data collected from the study will help staff understand the economic value provided by not-for-profit arts organizations in Bellevue.

AEP5, completed in 2015, showed a national average spending of \$31.47. The average spending in Tacoma was slightly lower, at \$20.23 for residents and \$30.87 for non-residents. We expect that this number will be higher in the City of Bellevue due to the City's unique economic circumstances.

UPDATE

Data collection for AEP in Bellevue began in August of 2022. Staff have attended two to three arts or cultural activities per week. This collection rate has allowed us to partner with 32 local non-profits and agencies, including some with whom we did not have a pre-existing relationship.

Altogether, we have collected 612 surveys out of a minimum number of 800. The original deadline for data collection was March, but this deadline has been extended until the end of May. Bellevue sits ahead of the curve for total survey collection. The average number of surveys collected by partner cities is 300, about half of what Bellevue has submitted. This means that the data the City has collected will be as comprehensive as possible.

Americans for the Arts has created a requirement that at least 25% of surveys collected must be from BIPOC organizations so that the study is able to be more representative of the diversity of our population. Currently, 24.8% of surveys collected have been from BIPOC organizations.

In addition to our own study, the City of Bellevue has also led an Eastside Regional Study. Staff is working with partners in Renton, Issaquah, and Redmond to collect additional surveys that will give a regional look at the economic impacts of the arts across the Eastside.

NEXT STEPS

In the remaining 6 weeks until the end of the data collection period, The City is scheduled to administer data collection at our typical pace of 2-3 events per week. This will allow enough time to complete the remaining surveys. We are particularly focused on increasing participation with BIPOC organizations as we complete the study.

Americans For the Arts has sent organizational surveys directly to all non-profits registered in the City of Bellevue, asking about expenditures, staffing demographics, and audience interaction. These findings will be released alongside the audience-intercept data collected by City Staff.

Over the summer, Americans for the Arts will analyze our submitted data, and the study findings will be released in Q4 of 2023. We will receive three reports on three sets of data: National, Eastside Regional, and City of Bellevue specific.

ATTACHMENTS

Attachment A: Arts & Economic Prosperity 6 Survey

STAFF CONTACT

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