

The Importance of Arts & Culture in the Building of a Healthy, Creative Community at Lake Tahoe & Truckee

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May 19, 2008

*Completed in partial fulfillment of graduation requirements for the 2008 North Lake
Tahoe-Truckee Leadership Program*

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Abstract:

Recently there have been numerous studies into the correlation between creativity, the arts, culture, community health and economic sustainability. The North Tahoe/Truckee area is in need of economic revitalization and real estate development isn't going to do the job. A place as beautiful as Tahoe draws artistic and creative people from all walks of life. Their art in turn attracts tourists and people who want to invest in the arts. Well utilized arts and culture can provide revitalization by infusing the area with new and exciting opportunities to share the wealth of creativity that resides here. In turn creative marketing of this artistic energy can bring into focus the opportunities and advantages brought about by encouraging, supporting and spotlighting the arts.

The interconnectedness of the socio-economic benefits of creative communities and the ability to use these benefits to promote the area attracts investors as well as increase local revenue is a proven circle of economic sustainability. If we support the arts, artists and creativity by funding a creative community this action will, in turn, help fund the community in artistic and creative ways

Introduction:

There are numerous art related activities which go on in the North Tahoe/Truckee area all year round. Some of them are heavily publicized while others are well kept secrets. In an area where tourism is the major economy, all of these art related activities can add to the desirability of the area as well as be used as marketing and branding tools to improve the overall tourist experience.

The major attraction to the North Lake Tahoe area is, of course, Lake Tahoe and its environs. In addition to the natural wonders of the area there are numerous art fairs, art events music and dramatic performances that attract thousands of visitors per year. Although there are numerous art & culture events the support and funding for these events comes from individual donors and not necessarily the governing bodies nor in an organized fashion. There is also a lack of coordination regarding the marketing of these wonderful events and marketing Tahoe itself.

It is our observation that an amazing amount of creativity and creative arts are being under recognized and underutilized and they may very well be Tahoe's penultimate resource. In addition we believe that with a little education and planning tapping into this resource should provide a wonderfully lasting and remarkable legacy to the creative arts. As such we are attempting to organize, plan and implement a fund raising program focused upon and benefiting the arts at Lake Tahoe and Lake Tahoe.

Background:

In a new report entitled “Creative Industries 2008: The 50 City Report”, Americans for the Arts report that based on Dunn & Bradstreet data AFTA analysis shows that creative industries and art-centric businesses are a growth sector that is currently outpacing total U.S. business growth as such any opportunity to tap into this trend will likely result in economic health and sustainability.

Studies also show that creative communities have less crime, healthier more active members, greater economic stability, and happier tourists creating repeat business and sustainable incomes for civic projects, a large pool of creative people to draw ideas from, many active interesting fine, cultural and dramatic art, healthier children and more involved community members.

The United Nations Development Program has stated that “culture provides the social basis that allows for stimulating creativity, innovation, human progress and wellbeing. In this sense, culture can be seen as a driving force for human development, in respect of economic growth and also as a means of leading a more fulfilling intellectual, emotional, moral and spiritual life.”¹

“Livability is the defining factor for any community looking to sustain itself in this constantly changing world. The combination of strong and innovative leadership, regional cooperation, diversity, and excellent design of place and space form a valuable investment in livability and economic success. Communities that have the ability to use these local amenities and creative means to provide opportunity to all people and a vision for the future are the ones best able to compete on a global stage.”²

Culture is big business, and there is new appreciation of the key role it can play in the sustainability of a city or neighborhood, especially when thinking about attracting new and younger residents and retaining current residents. Communities that have good cultural infrastructure in place that can match dollars to programs and plan for innovative cultural events and programs have a competitive edge and ultimately can better provide for everyone in their communities. ³

More and more communities have to rely on their own ability to fund projects in order to keep non-profit organizations and their social programs functioning at peak levels. Studies show that an understanding of creative communities and utilizing the money making capabilities of arts and culture can be used to provide economic sustainability to a community and help the community to provide necessary services to its members.

According to an Americans for the Arts study, “We know from published research studies that early learning in the arts nurtures the types of skills and brain development that are important for individuals working in the new economy of ideas. We also know that there is a strong correlation between participation and learning in the arts as a child and attendance of cultural activities as an adult.”⁴

Former Arkansas Governor Mike Huckabee and former U.S. Secretary of Education Rod Paige wrote in their joint commentary entitled “Putting Arts Education Front and Center” published in Education Week (January 26, 2005), “To put it simply, we need to keep the arts in education because they instill in students the habits of mind that last a lifetime: critical analysis skills, the ability to deal with ambiguity and to solve problems, perseverance and a drive for excellence. Moreover, the creative skills children develop through the arts carry them toward new ideas, new experiences, and new challenges, not to mention personal satisfaction. This is the intrinsic value of the arts, and it cannot be overestimated.”⁸

As business leaders look to find a creative workforce, and “as schools recognize the importance of cultivating the creative abilities of their students, both sectors identify the arts and artistic experiences, along with cultural diversity and self-employment as markers of creativity. Therefore, as schools are recognized by business, and by their own leaders, as having a critical role to play in preparing new entrants in the workforce, they have a critical role to play in assuring adequate education in the arts” ⁵

Indicators:

Indicators used in this report are taken from several recent studies into the effects of art & culture on communities both socially and economically. The major ones are

- Volunteerism
- Connectedness,
- Sense of belonging
- Social activities
- Labor (work) force participation
- Quality of life

Some of the best information we found comes from a report “Social Effects of Culture: Exploratory Statistical Evidence, Statistical Insights on the Arts, Vol. 6 No. 4 © Hill Strategies Research Inc” Dated March 2008. This is a report from Canada and is an excellent source of data. For their study they used volunteering, connectedness (to community and people), sense of belonging, social activities, quality of life and work force participation as indicators of the effects of arts & culture on a community. These indicators can be found in most of the current research into this topic, however “work force participation” is unusual and not dealt with in as great a depth as in this report. Much of the following information comes from this report.

Volunteerism

Volunteer Canada states that volunteering is “the most fundamental act of citizenship and philanthropy in our society. It is offering time, energy and skills of one’s own free will.” They also indicate that volunteers are “agents of positive change, creatively responding to

challenges and opportunities with courage and determination for the betterment of our communities.”

Donating money or goods is an important way to contribute to community life. For example, donations to organizations that help other citizens in need can improve equality of opportunities, enhance social solidarity and decrease wealth disparities. Donations to health organizations can make standards of health more equal. Donations to cultural organizations can enhance opportunities for social interaction. Volunteers and volunteer organizations “help build stronger and safer communities. And, they contribute to the cultural richness and diversity” of the surrounding community. ⁶

“Strong community bonds can be formed through things like volunteering and donating money to groups and organizations in the community. Such networks may involve people who do not normally associate with one another and in this way help to form bridging relationships between these community members.”

Neighborhood Connections

Many social interactions and relationships take place within neighborhoods. The connections formed at the neighborhood level can have an important impact on people’s identities and pride. In addition, “people with rich social connections are more likely to have housing, jobs, good health and life satisfaction.”⁹

Other references to the social effects of neighborhood connections follow:

- Local context can “have a profound impact on how social networks operate. Several studies address social capital at the neighborhood level, where relational practices are deployed in the concrete setting of daily life and social relations play themselves out in a visible manner.”¹⁰
- “[Phenomena] such as spatial concentration, neighborhood stability, and residential homogeneity are important determinants in the functioning and, indeed, creation of certain social networks. Sometimes, residential stability contributes to creating ties, for instance, between neighbors; at other times, residential instability acts as a source of tension in a neighborhood, leading to the creation of intervention networks.”¹¹

Sense of Belonging

In their paper *Social Cohesion and Multilevel Governance*, Kearns and Forrest indicate that “people often feel that they belong to a particular place, and that people are territorial in their behavior and that this territorial functioning is relevant to group cohesiveness and solidarity.”¹²

Background research for this report found other references to the social effects of an individual’s sense of belonging:

- Kearns and Forrest indicate that “both place attachment and political engagement are identified as indicators of social cohesion—markers for a vibrant, high quality

- of life, confident city which authorities can utilize in marketing their places to potential investors and residents.”¹³
- Furthermore, “a concern with social cohesion in relation to cities or neighborhoods focuses discussion particularly on notions of belonging, place attachment and spatial mobility.”¹⁴

Social Activities

Kearns and Forrest state that “[ties] of friendship may be growing in importance as kinship links become less easy to maintain: it is social networks and support networks of varying kinds which are the essence of social cohesion.”¹⁵ Social activities are a key part of social networking.

Other references to the social effects of participation in social activities follow:

- “Place attachment stems from other attachments and affections. Thus, cultural strategies which provide facilities and activities with high levels of involvement are another route to place attachment and civic pride (which in turn affects attachment) via quality- of- life components.”¹⁶
- “The current orthodoxy in much research and policy is that societal cohesion builds from the bottom up via the social practices and relations within residential neighbourhoods.”¹⁷

Labor Force Participation

Employability and labor force participation can have an impact on an individual, the economy and the overall community. Employability has been defined as “a set of skills, knowledge and personal attributes that make an individual more likely to secure and be successful in their chosen occupation(s) to the benefit of themselves, the workforce, the community and the economy.”¹⁸

Background research for this report found other references to the links between culture and employability:

- According to Matarasso, 80% of adult and 77% of child arts participants gained new skills since partaking in arts projects. The respondents believed that their newly acquired skills from participating in arts projects would be helpful in finding work, among other areas.¹⁹
- Communication, social, creativity and thinking skills have been found to be skills developed due to arts participation.²⁰
- Most professional cultural workers begin as amateurs;
- Participatory practitioners are the most frequent customers for professional goods and services;
- Innovation in professional goods and services often originates in the domain of participatory practice; new trends in music and fashion are good examples.

- “Countries with higher employment rates are likely to have higher standards of living, other things being equal.”²²

The Conference Board of Canada highlights 56 critical employability skills that are necessary in the workplace, grouped under 11 headings. Arts participation can contribute to many of these 11 categories of employability skills necessary in the workplace:

- Communication
- Managing information
- Using numbers
- Critical thinking & problem solving
- Demonstrating positive attitudes and behaviors
- Responsibility
- Adaptability
- Learn continuously
- work safely
- Work with others
- Participate in projects and tasks ²¹

Quality of Life

University based researchers have defined the study of quality of life as “an examination of influences upon the goodness and meaning in life, as well as people’s happiness and wellbeing.... The ultimate goal of quality of life study and its subsequent applications is to enable people to live quality lives – lives that are both meaningful and enjoyed.”²³ Background research for this report found other references to the social effects of quality of life:

- People derive “great pleasure from being involved in arts activities,” which can add “greatly to their quality of life.”²⁴
- “Social cohesion in this context implies amongst other things: extending opportunities for income generating activities; reductions in poverty; reduced disparities in incomes, employment and competitiveness; higher quality of life; and open access to services of general benefit and protection.”²⁵
- Health and personal well being are important aspects of quality of life. Art is proven to reduce stress

Arts participation may also have links to longevity: “a study found that, even when key variables such as age, sex, education level, income, long term disease, smoking and physical exercise were taken into account, attendance at cultural events, reading books or periodicals, making music or singing in a choir appeared to reduce the risks of mortality within the time period of the study.”²⁷

- Art gallery visitors have a stronger sense of social engagement than non-visitors for many social indicators, including volunteering, donating, doing favors for neighbors, sense of belonging to their community and not feeling trapped in a daily routine.
- Book readers also have a stronger sense of social engagement than nonreaders for many social indicators, including volunteering, donating, doing favors for neighbors, sense of belonging to their community and not being a workaholic.
- Given a mix of positive and neutral findings regarding performing arts attendees, there is mild evidence of a link between performing arts attendance and positive social engagement. Performing arts attendees do have positive indicators of social engagement for volunteering, donating, doing favors for neighbors, and not feeling trapped in a daily routine 6

Health and personal well being are important aspects of quality of life. Visual arts can reduce stress levels and reduce the symptoms of depression for some patients. Music has been shown to: lower the blood pressure of pregnant women; reduce the intensity of pain after some surgeries; decrease the perceptions of pain in rheumatoid arthritis sufferers; lessen the requirement for sedatives and analgesics following some surgeries and procedures; and stimulate an unborn child's heartbeat as a sign of good health. In addition to helping patients cope with their ailments, arts projects can help the staff at health facilities. A workplace with pieces of art on display can reduce stress and also decrease the rate of turnover of the employees.²⁶

Why Creative Communities:

Creative communities are healthier communities. Demographic data indicates that towns, cities and communities whether urban or rural that are actively involved in art and culture have lower crime rates and higher socio-economic health (although not necessarily richer). The members also indicate having higher "quality of life" satisfaction and greater physical and mental health as well as increased longevity. In addition as seen above arts & culture contribute to the overall well being of communities and add a dimension of positive, creative, enriching aspects to life.

According to a report done by Cultural Initiatives Silicon Valley

1. New economics values creativity. Creativity is essential for the new economics of... where our competitive advantage relies upon our ability to innovate. Cultural participation helps develop the creative skills that will be required by the ...workforce as a whole.
2. The creative sector is a key part of an innovation "habitat." The creative and cultural sector—including commercial businesses, nonprofit institutions and independent artists—is becoming a more important part of...innovation "habitat."

3. Culture connects people and place. Talented people...the most important resource—is increasingly sophisticated consumers of place. Cultural participation can help bond residents to each other and to this place while providing a unique quality-of-life asset for all.

4. Civic and social creativity is vital. Creativity is essential to addressing civic and social concerns in. Cultural participation opens the door to civic and social creativity and can inspire more visionary strategies and novel approaches. ³⁰

Decision bodies who might be interested:

Many cities and states have already taken steps to include arts & culture into their public policy and city funding. San Diego has been funding art & culture as part of a healthy sustainable community for 20 years. Oakland, San Jose and other California cities are actively involved in building economic policies that fund arts & culture while creating vibrant communities that involving tourism, art class availability, artistic venues, culturally rich performances, beautiful urban settings all of which work together to provide economic stability and growth to the cities involved.

These are findings that should be of interest to all of the governmental and decision making bodies of any town or city that is looking toward the future. Creative communities have been proven to be healthy, vibrant, and sustainable in all aspects economically, socially and physically. As such any body, group or organization that has the best interest of their community at heart should be encouraged to participate, sharing their knowledge base and gaining from the increased cooperation and community cohesion in policies that encourages and funds issues of arts & culture growth.

Some of our local groups who are currently being informed of this project are: Arts and Culture Council of Truckee, Tahoe; North Lake Tahoe Resort Association; North Tahoe Chamber of Commerce, Truckee Chamber of Commerce; North Tahoe Business Association; Truckee Historic Preservation Advisory Commission; North Tahoe Family Resource Center, Tahoe Women’s Services; Tahoe City PUD; North Tahoe PUD; Truckee PUD; Placer County Board of Supervisors; Nevada County Board of Supervisors and others. We are actively pursuing the local and county governing bodies for support and involvement in our project.

Goal & Purpose: How these indicators can be used to influence policy

Tahoe has primarily a tourist driven economy. Although the tourist seasons are short and intense most of the money is brought in through tourists. In order to revitalize the economics of the area it is important to take into consideration the tourists, the locals and the part timers. It is important to support the local residents because they are a necessary

part of the infrastructure. As such using the intrinsic arts & cultural talents of the locals as a means to increase and enhance tourism is an extremely wise idea. Taking lessons from the myriad of other cities and communities which are supporting the arts and using the arts to support the community would foster a healthier and more sustainable economy.

Tourism and hospitality are major growth areas for the 21st century as are the arts & culture. Communities of all sizes can use tourism as an economic engine and a community development strategy. These strategies are most effective when they reflect a community's culture, when they are used by the community, and when they bring in sustainable economic activity. By investing in resources for local citizens and then sharing these resources effectively with the world, communities can attract people to visit, invest in, and move to the community, and provide opportunities to bring new money and diverse industries that complement the tourism industry.

At the heart of this effort is recognition of the vital role that art and culture play in enhancing economic development, and ultimately, defining a "creative community" — one that exploits the vital linkages between art, culture and commerce, and in the process consciously invests in human and financial resources to prepare its citizens to meet the challenges of the rapidly evolving post-industrial, knowledge-based economy and society.

We have included several examples of using arts & culture to drive an economy. Included are the ways they are being used and funded as well as the outcomes of these projects.

San Diego has been successfully funding its arts program through the use of "transient occupancy tax" for over 20 years. This program funds art projects, performing arts groups, venues and artists. In addition it uses the money to fund the marketing of those projects as part of its citywide tourism promotions. In a great example of sustainability the funding of the arts improves the city and the ability of the city to market itself and the marketing of the art projects helps provide more funds with which to support the arts.

Recently Oakland had implemented a program of "Percent for Art Ordinance" this authorizes the allocation of 1.5 percent of municipal capital-improvement project costs for commissioning of public artwork.

The monies are set aside in the Public Art Program Fund are used to:

- 1) Enable artists to create artwork, which enlivens, enriches and enhances the quality of Oakland's visual environment and public spaces;
- 2) Integrate the creative thinking of artists into the planning and development of capital improvement projects;
- 3) Provide opportunities for artists that advance their careers and broaden their role in the community; and

4) Provide a means for citizens and visitors to express, enjoy and experience cultural diversity through the visual arts.

The mayor's office, which administers the plan, states its basic philosophy on the City's web site:

“Art can create a sense of identity for a city and individual neighborhood and a unified vision for the city. The best public art creates a unique place, a destination, and a focal point for activity, a meeting place, and a landmark. Public Art is a process where we invite artists to share their vision and creativity with the City and to surprise us with their own definition of what is possible.”

What a wonderful way to endorse and support the arts while increasing a community's bottom line.

An excellent program that goes on in our back yard and can be used as a template for our own program is that of Reno Artown. This program is one example of great marketing for a city and its artists.

Here in their own words is information valuable for any arts & community program:

Artown's mission is to strengthen Reno's arts industry, enhance our civic identity and national image, thereby creating a climate for the cultural and economic rebirth of our region. Artown's primary goal is to encourage local artist participation and highlight the best performers in northern Nevada. Additionally, we exist to market and promote these arts events locally, regionally, and nationally as a premier arts festival. Artown, a month-long summer arts festival, features about 350 events produced by 87 organizations and businesses in nearly 100 locations citywide.

Our anchor events continue to be a mix of local and national excellence. Most events are free or of low cost. Support from corporate sponsors, foundations and individual donors enable Artown to bring some of the world's greatest artists and performances into our community. And in doing so, Artown has given Reno a new reputation: that of a town with a vibrant artistic and cultural community.

None of this would be possible without the financial contributions of our primary supporter, the City of Reno. Artown receives major funding from the City of Reno and 2008 sponsorships from Eldorado Hotel/Casino, IGT, KOLO 8, Nevada Mining Association, Reno Gazette-Journal, Sierra Pacific Power Company, The Montage, Washoe County, US Bank and Reno Sparks Convention and Visitors Authority, and receives funding from the National Endowment for the Arts and the Nevada Arts Council.

In 1996, a small group of business and arts executives in CITY 2000 (City of Reno Arts and Culture Commission) developed a plan to use the arts to improve the city's self-image and give locals a reason to play downtown again. The idea was to highlight the

community's cultural depth, ignite civic pride, and channel the economic and cultural rebirth of our city. Later that year, over three weeks in July, the first Uptown Downtown Artown festival took place. And to the wonder of all, more than 30,000 people attended. In the years since, Artown has grown into what the National Endowment for the Arts calls one of the most comprehensive festivals in the country, with more than 100 organizations and businesses offering about 350 visual, performing, and humanities events in about 100 locations citywide, during the entire month of July. Approximately 350,000 people experience the festival annually.

Some of the awards won by the Arttown program

2006 PRSA Silver Spike Award of Excellence for Special Events & Observances
From \$10,000.00 - \$25,000.00.

2006 PRSA Silver Spike Award of Excellence for Media Relations Tools & Tactics.

2005-06 American Marketing Association's Award of Excellence for Superb Marketing Campaign/Non-Profit

2005 PRSA Mark Twain Award for Community Service

2000 International Downtown Association: Award for Special Events and Festivals

2000 Nevada Governor's Award for Distinguished Service to Arts

1999 American Marketing Association: Award to Nevada Museum of Art and Artown, Mucha/Flying Cranes

1998 U.S. Conference of Mayors: City Livability Award

1997 Events Network: Event of the Year

1997 Western Industrial Nevada: Winners Award

Something like this award winning program is just what we need here in the North Tahoe Truckee Area to create, revitalize, refresh, and renew our home and add sustainability to our community. We have so many great events going on all summer, how much greater they could become with a centralized marketing plan, and community, county and civic support.

Methodology:

As a group we had a fairly solid belief in the positive effects of art & culture upon communities. Recognizing that art and culture are powerful forces upon all people and extremely valuable in the building and sustaining of healthy communities we went forward with our belief and put together a fund raising program designed to fund and promote arts & art related issues in the North Tahoe/Truckee area. This paper is based upon our strong beliefs that the topic has been thoroughly studied, especially in California. Included in it are numerous studies done in the past few years that support our premise's that arts can support a community if the community will support the arts.

There are numerous art related activities which go on in this area year round. Some of them are heavily publicized while others are well kept secrets. In an area where tourism is the major economy, all of these art related activities can add to the desirability of the area as well as be used as marketing and branding tools to improve the overall tourist experience.

Although the major attraction to the North Lake Tahoe area is of course Lake Tahoe and its environs it is important to note that the vagaries of weather can heavily impact a visitor's experience of Tahoe. Noted for the possibility of inclement weather on any day every month of the year, although outdoor venues are popular people are often driven indoors by a spring snow storm or a summer thunderstorm. Outdoor venues limit the availability of theatrics during the winter months and show the need for the availability of organized, indoor, venues. In addition, loss of education art in local area schools due to budget cutbacks has impacted the arts and the future of the arts in Tahoe.

This paper is primarily a compilation of past & current studies related to arts & culture, including research into the socio economic effects of culture upon a community in the United States, Canada and Australia

Limitations:

As seen in study after study the concept of "creative communities" is working all over the country where cities and communities are revitalizing their economies by funding and supporting arts & culture. From what we have seen the only limitations are those where people refuse to recognize the power in this process. It takes cooperation between a variety of groups it also takes the ability to give up territoriality and share the wealth. Selfishness and ego could easily limit the success of this program but not much else.

Recommendations:

As a group we are planning to put the fundraising portion of this program together in the next few months. It currently appears that the Arts & Culture Council of Truckee Tahoe (ACCTT) will oversee and administer the funds that will be collected. Currently we expect the funds raised to be divided up into several areas which will be arts education, an endowment fund for local artists, an endowment to fund community art programs and a healing arts program.

ACCTT was formed in order to centralize and organize arts & culture marketing and venue building. They have a strong desire to capitalize on the creative communities' concept in order to improve the quality of artistic offerings in Tahoe and improve the marketing which in turn will add to the Tahoe economy.

Hopefully other organizations will recognize the power in this project and join us in creating a healthier, stronger artistic community that in turn becomes a healthier economy giving back one to another.

Summary:

Artistic, creative communities are healthier, happier and more sustainable economically. Tourist economies benefit from community support of the arts by providing events that attract more visitors thereby improving the economy. Arts and art related businesses are a growth sector in the current economy as is tourism. It would benefit any community to support and fund the artistic endeavors of their local talent and use this as a basis for a variety of growth related and sustainable economies.

Appendix:

Sample Letter to Restaurant Owners

Dear _____ *Owner's name goes here*

Please join us, along with other local restaurateurs, in a new venture to support the arts in the North Lake Tahoe/Truckee area. With your help, the program could net thousands of dollars for a variety of art programs and give you new avenues of advertising just for being involved.

BACKGROUND

The program is under the supervision of the non-profit Arts & Culture Council Truckee Tahoe (ACCTT) and is designed to fund a variety of local artistic endeavours including a fund for the development of art venues, an endowment fund for local artists as well as funds for a variety of community programs.

PROGRAM BENEFITS

- Involve local restaurants to support the “**Arts for Tahoe/Truckee**” project to raise one million dollars over five years.
 - We will begin with a few restaurants in a pilot study, and expand that number within two years.
- This money will be used to help provide:
 - Venues in North Lake Tahoe for theatre, dance, music, visual arts and art education
 - Endowment funds
 - Marketing and community outreach for arts, coordinating resources and information on events, programs, and exhibitions.
 - Funding to promote and cultivate artistic and cultural opportunities.
 - Funds for art in public places.
 - Funds for a ‘healing arts’ program for hospitals and hospices in the area.

YOUR BENEFITS

As a participant in this valuable program, we are asking that you to add \$1.00 to the total amount you charge a customer on their bill. This amount will be earmarked for the **Arts for Tahoe/Truckee Program**. We will provide, free of charge, small table tents and other printed material for you to place on the tables - and/or in other appropriate locations - that will explain the program to your customers.

We expect that your POS (point of sale) system is designed so that we can program a button which will separate the amount donated in all of your daily, monthly and annual reports for ease of accounting.

Benefits to you for your participation include:

- Acknowledgement in media announcements and related articles (including newspapers, magazines, radio, chamber blasts and more)
- Participation in and recognition at our launch program (currently in the planning stages but possibly a musical event in June)
- Loyalty of customers who enjoy supporting businesses that give back to the community
- Word of mouth advertising
- The knowledge that you are contributing to a healthier, more vibrant community ultimately generating more income for Lake Tahoe businesses

Attached please find more information as well as samples of the table tent card for your review.

On behalf of your community, and the ACCTT, we thank you for taking the time out of your busy day to review this information. We hope that you will be excited by what you read and that you will join with us in this new adventure.. With your partnership, we can all do our part to support a thriving artistic community in the Lake Tahoe/Truckee area by providing venues, community outreach, and endowment funds that are desperately needed.

We hope we can count on your support. One of our committee members will be in contact with you soon.

Sincerely,

Sample ACCTT Restaurant Tent Card

FRONT:

Art for the Heart

You just can't beat this offer ...

painting by [credit]

ACCTT (logo and website)

BACK:

Art for the Heart

Here in the heart of the High Sierra, we're asking for your help to support arts and culture throughout our region. You can make a difference today with your ONE DOLLAR DONATION to enhance our efforts for tomorrow.

Help Fill our Palette

The Arts and Culture Council of Truckee Tahoe (ACCTT) has a multitude of colorful ideas to offset the deep cuts made to the funding of arts education programs in the schools. At the risk of being presumptuous, we added \$1.00 to your bill for "Art for Lake Tahoe".

Your dining here helps to support a thriving artistic community in the Tahoe/Truckee area by providing venues, community outreach, and endowment funds that are desperately needed.

We hope we can count on your support. If you object, we'll deduct the amount from your bill. Simply tell your server.

On behalf of this establishment, and the ACCTT, we thank you in advance for any support you can offer to nourish the creative spirit, for locals and visitors alike, throughout the Lake Tahoe Truckee area.

The staff, (name of restaurant)

For more information about the ACCTT please visit www.acctt.org.....

(on the right margin: ACCTT logo, Restaurant logo)

Sample Questionnaire for participants

1. In reviewing the one page description of the program, please indicate your initial reaction? Why?
2. What do you like most about this program?
3. Do you have any concerns? If so, what are they?
4. If you had personal input into the program what changes might you suggest?
5. What is your average bill? What is your seasonality? Do you know roughly the average # people served per year (lunch and dinner)?
6. What would be an appropriate dollar amount to ask for? Do you think it should be different for lunch vs. dinner? What are your thoughts on a % added to the bill?
7. Are you willing to keep your staff educated on the concept? What other staff / business requirements do you envision? Accounting?
8. Would you be willing to assist in any way in rolling out the program? (financial, staff, sponsorship)?
9. As described in the overview section, the thought is that ACCTT would market the program and you would place a placard on every table highlighting the mission of ACCTT and your support as a business owner of the program. You would indicate that a certain amount (\$1 or \$2) of each bill goes towards the art for heart program and that at any time the client can ask to have this removed from their bill. Would you be willing to do this?
10. Are there any other comments you would like to add?

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www.ci-sv.org All of the summary data for 2002
and 2005 editions of the Creative Community Index are accessible online at the Cultural Policy and the Arts National
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