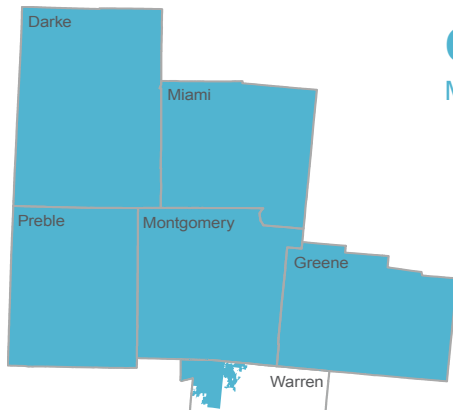




Miami Valley Arts and Culture Profile

ARTS & CULTURE DATASET

This profile draws on information from national and local resources including Americans for the Arts, Culture Works, Dayton Business Journal, ESRI, SMU National Center for Arts Research, and The Downtown Dayton Partnership. Due to variances in data collection and reporting methods, different geographies may be represented.



Our 5+ County Region includes Darke, Greene, Miami, Montgomery, Preble, and northern Warren

In this arts and culture profile “Dayton Region” refers to a four county area covering Clark, Greene, Miami, and Montgomery. “Miami Valley” includes Darke, Greene, Miami, Montgomery, Preble, and all of Warren Counties unless otherwise specified.

The Miami Valley has a rich arts and cultural heritage dating back to the 1800s that lives on today. The Region is home to a diverse range of arts and cultural experiences that attract visitors and enhance quality of life for our Region’s residents.



155 arts and cultural assets



6 million attendance at events in the Dayton Region

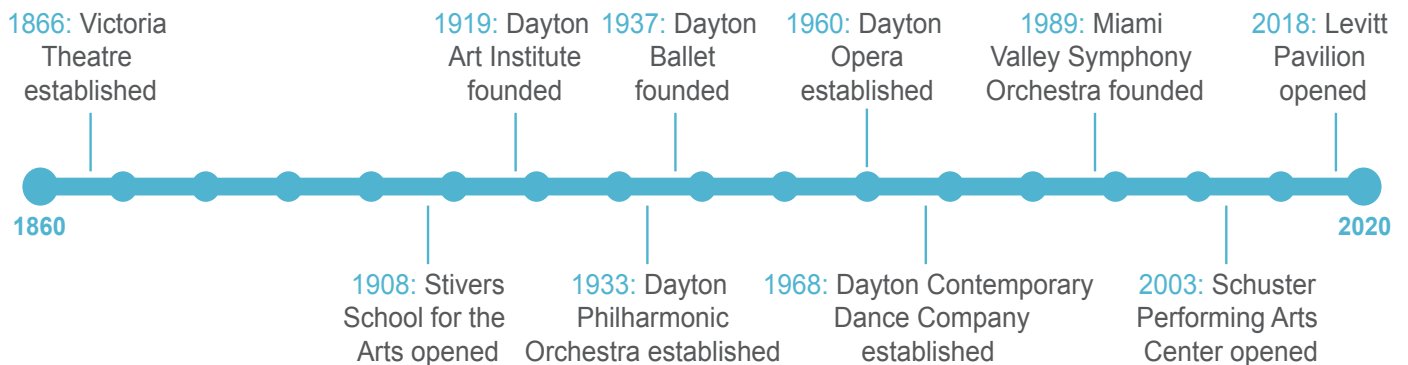


\$214 million direct economic impact of arts and culture in the Dayton Region



87% of people believe that arts and culture are important for a community’s quality of life


Highlights from the Miami Valley’s long arts and culture heritage:





Sources: Americans for the Arts 2016 Public Opinion Poll, 2017 Arts and Economic Prosperity 5: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the Dayton Region, Culture Works, Dayton Business Journal, The Downtown Dayton Partnership Inc.


The Miami Valley has a range of arts and cultural assets that contribute to the Region's vibrant arts scene.


From contemporary dance to opera, aviation museums to fine art galleries, the Miami Valley's arts and culture scene has something for everyone.

 **37** performing arts organizations

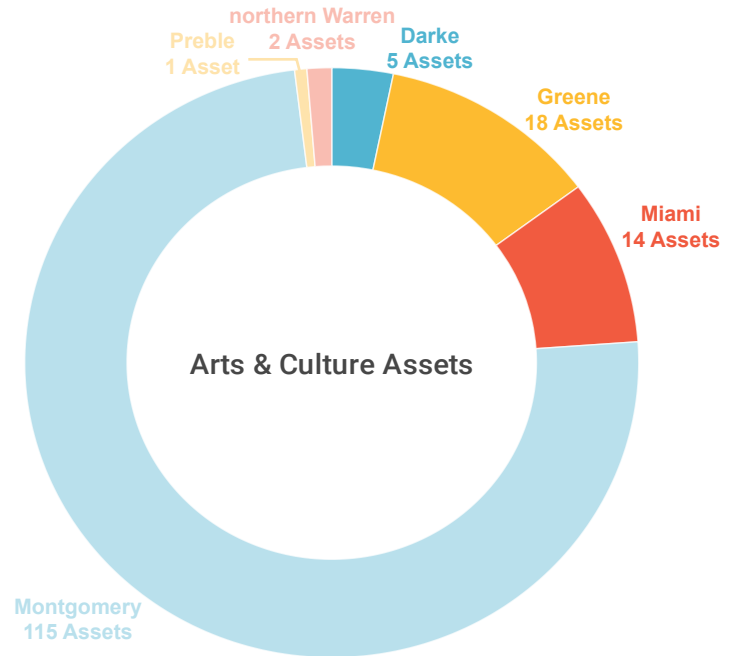
 **26** visual arts organizations

 **38** museums & heritage organizations

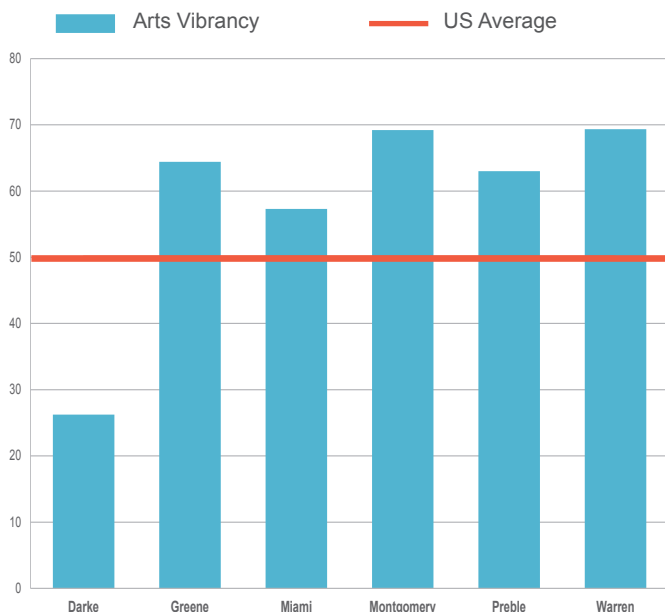
 **41** venues for events

 **13** other arts and cultural assets

Montgomery County is the regional center for arts and cultural activities.



Greene, Miami, Montgomery, Preble and Warren counties have a **more vibrant** arts scene compared to the national average.



Arts vibrancy factors in **arts dollars**, **government support**, and **arts providers** to compare the relative strength of arts and culture across the country.

The Miami Valley's elements of arts vibrancy are:

Arts Dollars



Government Support



Arts Providers



Access to arts and culture is important for quality of life. Because of the Region's arts and cultural assets, people in the Miami Valley are actively engaged with the arts.

A recent national survey found that Midwesterners had favorable attitudes towards the arts. It indicated that access to the arts has a positive effect.

+ **73%** believe the arts are a positive experience in a troubled world.

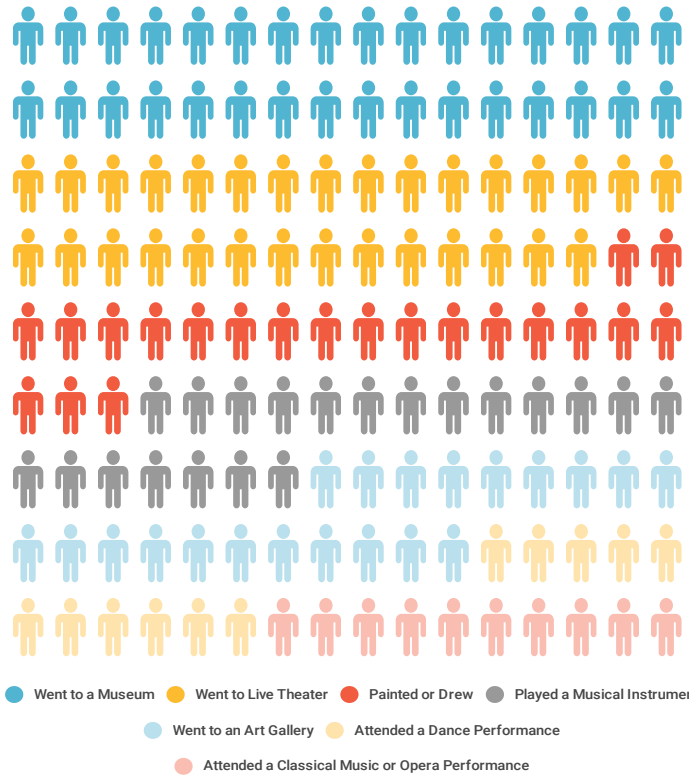
☺ **66%** believe the arts unify diverse groups of people.

Those personally involved in the arts reported that art made them **feel creative**, **lifted their spirits**, and **was inspiring** to them.

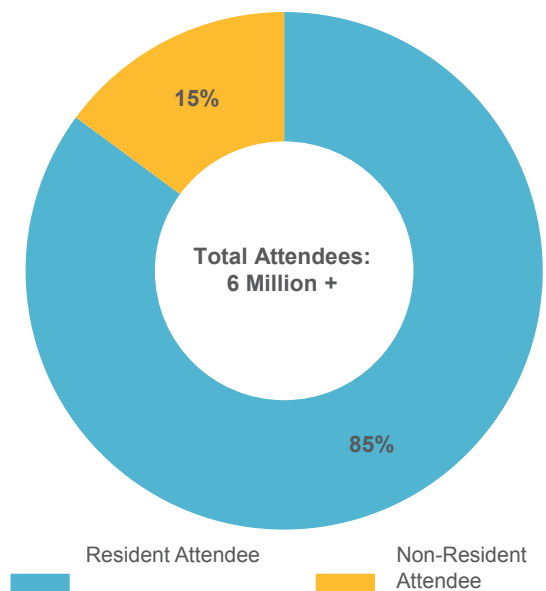
Arts and culture engagement is not limited to museums and theaters. **78%** of people have engaged with the arts in at least one of the following places:

Community Centers
 Shopping Malls
 Schools Public Transportation
Vacant or Abandoned Properties Workplace
 Airports Hospitals
 Parks
 Public Spaces or Plazas
 Streets or Sidewalks
 Places of Worship

In the last 12 months, residents of the Miami Valley have participated in a range of arts and cultural activities.

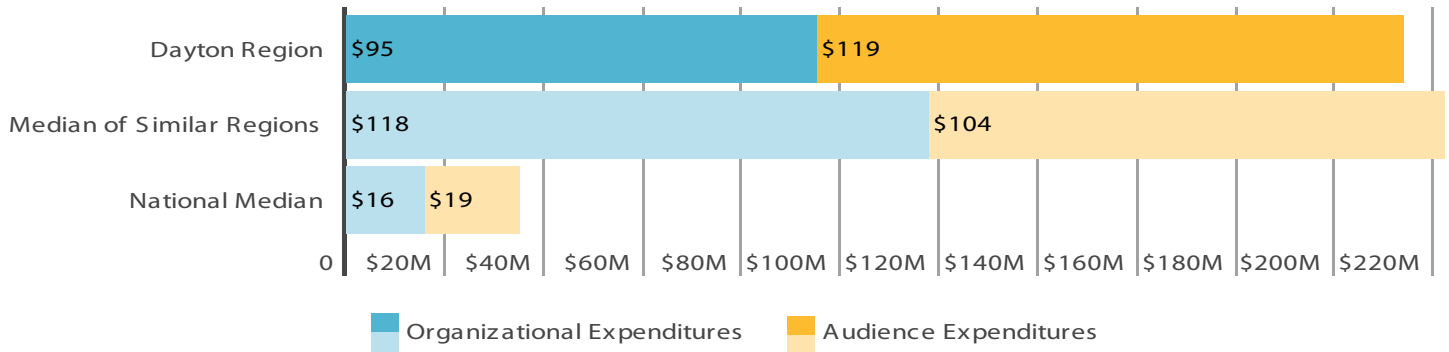


In 2015, **more than six million** people attended an arts and culture event in the Dayton Region.



Arts and culture mean business in the Miami Valley. Spending by arts and culture organizations and audiences has a meaningful impact on the local economy.

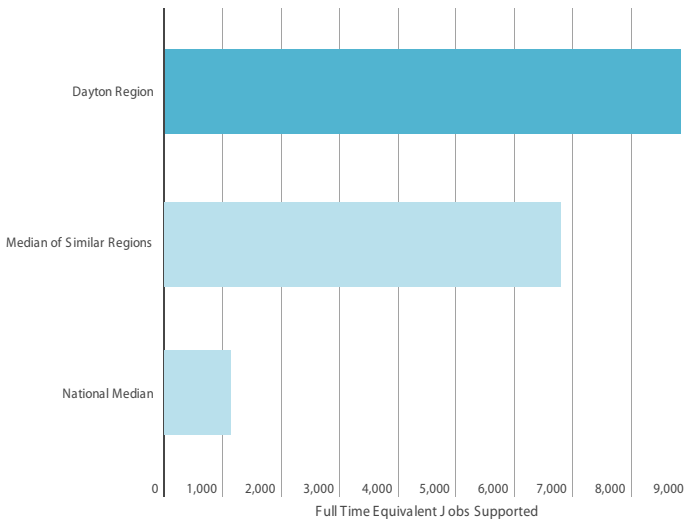
Total arts and culture industry spending in the Dayton Region was **\$214 million** in 2015.



While slightly less than similarly sized regions, it is **\$179 million** more than the national median.

The Dayton Region supports **8,829** full time jobs from arts and culture spending.

This is **2,040** more jobs than the average similarly sized region.



Arts and culture spending added **\$153 million** to local household incomes in 2015.

82% of people believe that arts and culture are important to local business and the economy.

When people attend arts and culture events they support the local economy. They eat at restaurants, purchase merchandise, and pay for parking, child care or hotel stays. In the Dayton Region, **excluding the cost of admission**, each event attendee spends on average:

Resident: **\$17.87** per person

Non-Resident: **\$30.17** per person

“When we **support** the arts, we not only **enhance** our quality of life, but we also **invest** in the Dayton Region’s economic well-being.”

- Americans for the Arts

Sources: Americans for the Arts 2016 Public Opinion Poll, 2017 Arts and Economic Prosperity 5: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the Dayton Region

This profile is available at:
<http://www.mvrpc.org/regional-profiles>.
Contact us for your community’s information.

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