Miami Valley Arts and Culture Profile

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:

- 1860: Victoria Theatre established
- 1866: Dayton Art Institute founded
- 1903: Dayton Ballet founded
- 1908: Stivers School for the Arts opened
- 1919: Dayton Opera established
- 1933: Dayton Philharmonic Orchestra established
- 1989: Miami Valley Symphony Orchestra founded
- 2003: Schuster Performing Arts Center opened
- 2018: Levitt Pavilion opened

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**: above average
- **Government Support**: above average
- **Arts Providers**: below average

Sources: Culture Works, Dayton Business Journal, Southern Methodist University National Center for Arts Research, The Downtown Dayton Partnership, Inc.
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:

- Went to a Museum
- Went to Live Theater
- Painted or Drew
- Played a Musical Instrument
- Went to an Art Gallery
- Attended a Dance Performance
- Attended a Classical Music or Opera Performance
- Made with Arts and Culture
- Went to a Museum
- Went to Live Theater
- Painted or Drew
- Played a Musical Instrument
- Went to an Art Gallery
- Attended a Dance Performance
- Attended a Classical Music or Opera Performance
- Made with Arts and Culture

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.

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, ESRI
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.

<table>
<thead>
<tr>
<th>Dayton Region</th>
<th>Median of Similar Regions</th>
<th>National Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>$95</td>
<td>$118</td>
<td>$16 $19</td>
</tr>
</tbody>
</table>

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.

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

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

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