

MPAC

Metro Phoenix Partnership  
For Arts and Culture

CONNECTING ARTS, CULTURE  
AND ECONOMIC OPPORTUNITY

ARIZONA  
NEEDS  
ARTS AND  
CULTURE

ADDRESS

2390 E. CAMELBACK ROAD, SUITE 204  
PHOENIX, AZ 85016

EMAIL

[INFO@MPACARTS.ORG](mailto:INFO@MPACARTS.ORG)

PHONE

602.224.8400

FAX

602.224.8401

# ARIZONA NEEDS TO DIVERSIFY ITS ECONOMY

**THE LACK OF VIBRANCY** in Metro Phoenix's arts, culture and creative cluster impedes our ability to attract and retain workers in the fields of medicine, technology, design and bioscience.

These workers are critical for knowledge based businesses to expand their footprint and diversify Arizona's economy.

Compared to eight other regions Arizona generally competes with for highly skilled and educated individuals, the Metro Phoenix area is rated the lowest in terms of vibrancy. Of concern is the comparatively low ranking given to the region by young professionals working here in sought-after fields.

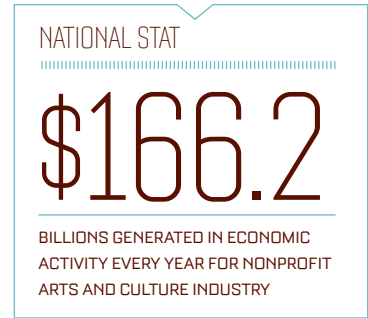
## THE PROBLEM THE SOLUTION

**INVESTING IN A STRONG CREATIVE CLUSTER** has proven to be transformational in competing cities like Austin, Salt Lake City and Denver. They have simultaneously strengthened their creative communities while diversifying their economies by investing in the creative clusters of their economy. This transformation creates opportunities to diversify the economy by not only providing a strong return on investment, but by helping to attract and retain new businesses and knowledge workers to the area.

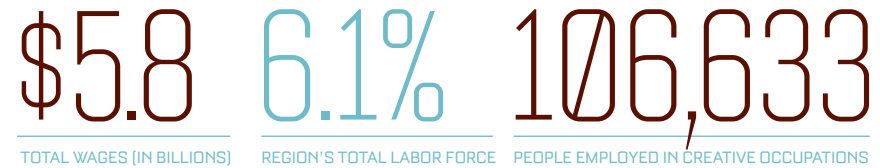
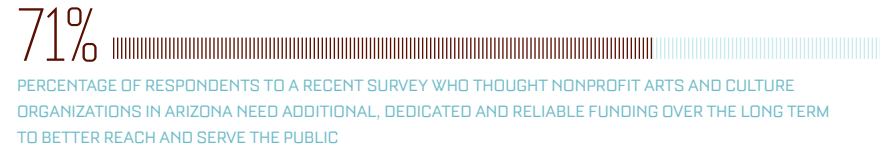
In a recent Forbes Pulse Opt-in survey of 1,000 executives, vibrant cultural opportunities were viewed as important by 74% of those surveyed. However, only 26% ranked Metro Phoenix as having a strong arts and cultural community.

**INVESTING IN A STRONG CREATIVE CLUSTER HAS PROVEN TO BE TRANSFORMATIONAL IN COMPETING CITIES LIKE AUSTIN, SALT LAKE CITY AND DENVER.**

## ARTS, CULTURE & THE ECONOMY QUICK FACTS




### METRO PHOENIX REGION STATS



### NUMBER OF OCCUPATIONS THE CREATIVE WORKFORCE SPANS



### CASE STUDY

**DENVER**  Denver created a special science and cultural facilities district (SCFD) with a .1% regional sales tax.

Arts and culture created \$1.4 billion in metro area economic activity in 2005. Economic activity includes \$785 million in audience spending, \$597 million in operating expenditures, and \$44 million in capital expenditures.

Economic activity for 2007 increased 19% over 2005. A catalyst for this economic activity was \$42 million of SCFD funding. This "new money" - money that normally would not be spent in the metro area - equates to \$392 million of economic impact in 2007.

**THE COMBINED PAYROLL, SEAT AND SALES TAX REVENUE FOR 2007 THAT ARTS, CULTURAL AND SCIENTIFIC NONPROFITS PAID IN DENVER WAS \$21.3 MILLION, UP 31% OVER 2005.**