

MID-HUDSON
ARTS & CULTURE
the economic impact

“NOT EVEN RIP VAN WINKLE
COULD SLEEP THROUGH
THE CULTURAL CLARION OF
TODAY’S HUDSON VALLEY.”

—SASCHA ZUGER, *NATIONAL GEOGRAPHIC TRAVELER*,
DECEMBER 2012/JANUARY 2013

ABOUT THIS STUDY

Independently and in collaboration with local governments, business and not-for-profits in the Hudson Valley, the Center for Research, Regional Education and Outreach's (CRREO) research mission is to:

conduct studies on topics of regional interest;

bring visibility and focus to these matters;

foster communities working together to better serve citizenry;

and advance the public interest in our region.

Research was funded by the New York Community Trust Arts & Culture Research Fund. The Arts & Culture Research Fund was started in late 2012 as a collaborative fund in The Trust to support research projects focused on understanding the cultural sector in New York State.

The Cultural Data Project (CDP) provided primary source material for 101 arts & culture organizations in the Mid-Hudson region. CDP is a dataset with information on thousands of arts organizations in New York and other states. Their mission is to "strengthen the national nonprofit arts and cultural sector by collecting and disseminating comprehensive, high-quality longitudinal data that supports fact-based decision-making."

Published July 2014

A LETTER FROM CRREO AT SUNY NEW PALTZ

In this study, with support from the New York Community Trust Arts & Culture Research Fund, we set out to measure the aggregate economic impact of arts and cultural organizations in the Hudson Valley. In this task, we were meticulously neutral in method and measure, but not in purpose. We hoped and believed that if we could demonstrate a substantial economic impact by arts and cultural institutions in the region, one that paralleled their already widely appreciated social and cultural impact, greater support for them would flow, and the region would benefit in multiple ways.

As you will see, we were not disappointed in our findings. Almost half a billion dollars in economic activity is generated by this sector, which directly or indirectly provides employment for almost 5,000 Hudson Valley residents. The value of volunteer labor adds additional millions to our regional economy.

The research task for completing this study was unexpectedly daunting. Using data provided by the Cultural Data Project as a base, much more data had to be gathered from scratch. I am appreciative of the organizations that generously provided us the information we needed. This work would not have been completed without the commitment and leadership of my colleague at CRREO Janis Benincasa, and the assistance given her by our colleagues Julie Chiarto, K.T. Tobin, Eve Waltermaurer and student researcher Yonana Duarte. I am sure you will join me, too, in appreciation of the extraordinary design work done by Colleen Cody in creating this report.

We identify here not only the aggregate and particular strengths of arts and cultural organizations in the Hudson Valley region, but also the challenges they face as they seek to grow, prosper and continue their exceptional, wide ranging contributions. We at CRREO at SUNY New Paltz look forward to working with them to assure a thriving and central role of arts and culture in our region's future.

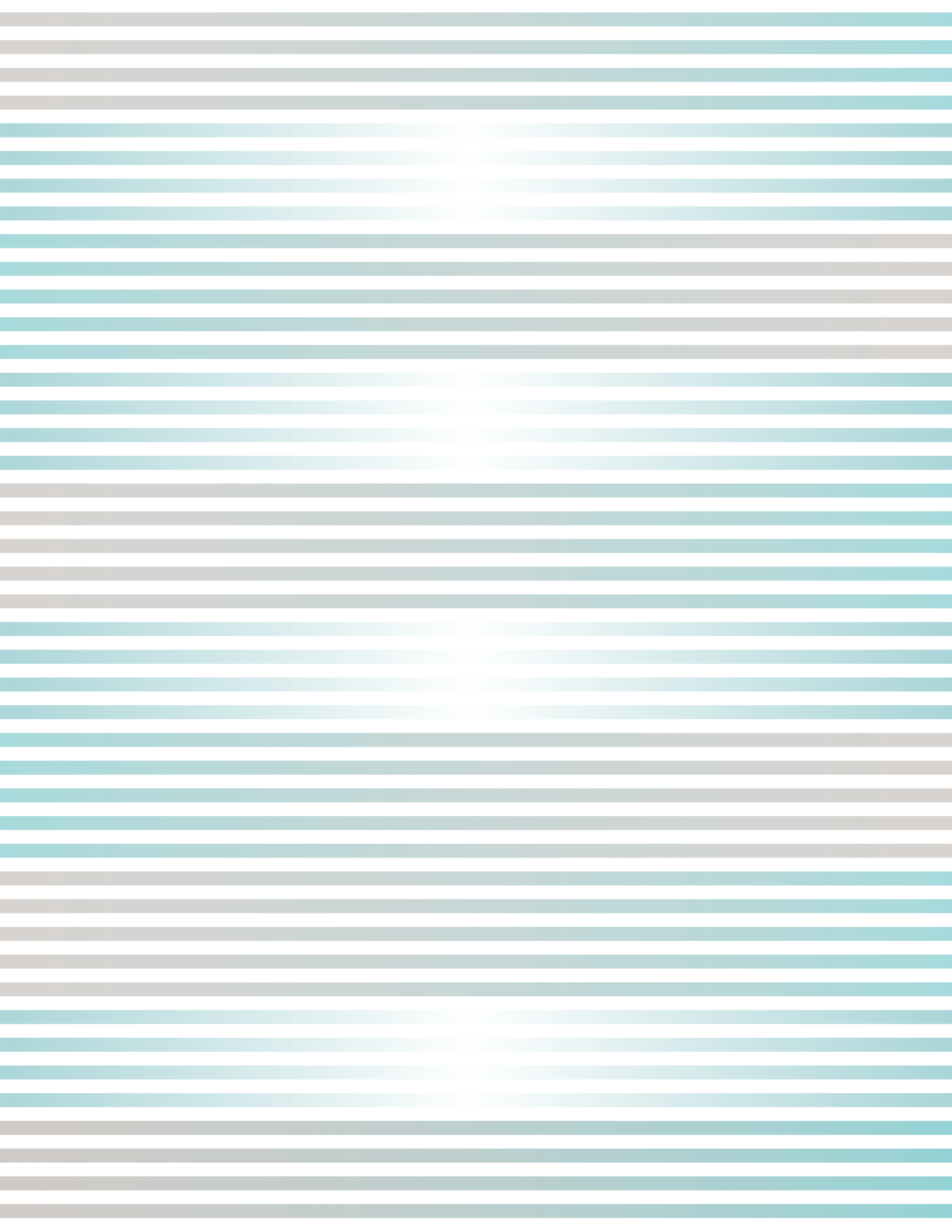


Gerald Benjamin
Director, CRREO
Associate Vice President for Regional Engagement



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economic well-being. Every dollar spent by arts and culture organizations and their audiences cycles through the county and regional economies, generating business and creating jobs. Tourism is a major driver in the region fueled, in no small part, by its arts and culture sector. We show here that arts and culture in our region is good for both our spirits *and* our pocketbooks.

In 2010, the Center for Research, Regional Engagement and Outreach (CRREO) published its Regional Well-Being report in which arts and culture was found to be significant for peoples' choices to live in, and visit, the Hudson Valley. This report, building upon the Regional Well-being findings, specifies the size of the economic impact of arts and culture organizations in the region, and how vital they are to its economic well-being.

The Mid-Hudson Region is here defined as Dutchess, Orange, Putnam, Sullivan, Rockland, Ulster, and Westchester Counties. This is in accord with the Mid-Hudson Regional

INTRODUCTION

Known as the "Birthplace of American Art," the Hudson Valley region has served as muse for resident and visiting artists since the mid-nineteenth century when the Hudson River School of landscape painters gave visual form to the new nation's cultural identity. In recognition of the Hudson Valley's importance to American history and culture, Congress designated the region a National Heritage Area in 1996, acknowledging that:

The Hudson River Valley gave birth to important movements in American art and architecture through the work of Andrew Jackson Downing, Alexander Jackson Davis, Thomas Cole, and their associates, and played a central role in the recognition of the esthetic value of the landscape and the development of an American esthetic ideal.

Contemporary Hudson Valley arts, culture and historical organizations continue in this tradition of helping to define regional character. Their work—historic preservation, art and history exhibitions, festivals, musical and theater performances, publications, lectures, conferences and symposia, film, radio, and web projects—express local and regional identity while simultaneously informing the valley's strong sense of place. Less acknowledged, regional art and culture organizations contribute substantially to the Hudson Valley's

Economic Development Council definition created as a result of a 2011 gubernatorial initiative.

Both the breadth of the region's organizations and the distinctive qualities of the seven individual counties that comprise the Mid-Hudson region are illustrated by this analysis. The culture sector economic indicators that follow reflect the unique characteristics of each county, characteristics that contribute to the whole of the Mid-Hudson region's identity, sense of place—and economy.



MID-HUDSON

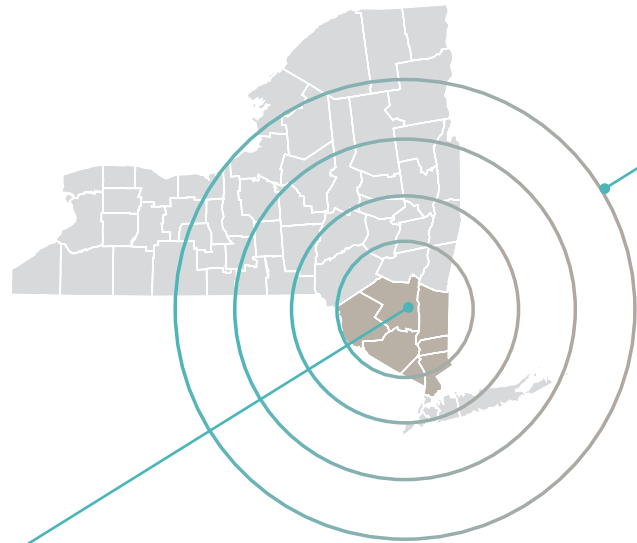
CULTURE COUNTER

CRREO identified 517 arts & culture organizations in **Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster and Westchester Counties** and assembled fiscal, attendance, and employment figures for 364 organizations for which data was available.



517

ARTS & CULTURE ORGANIZATIONS



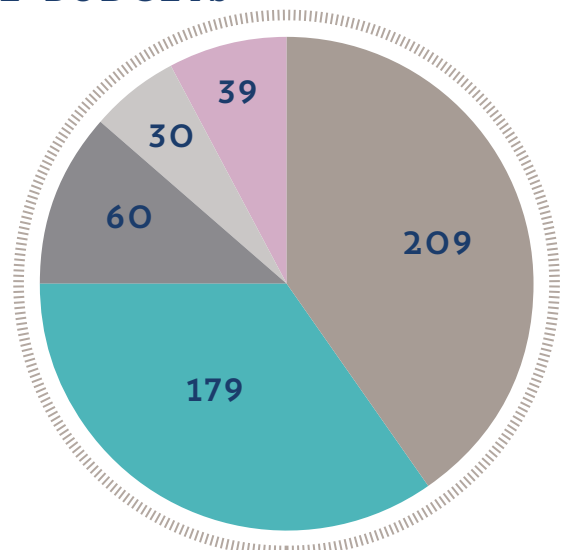
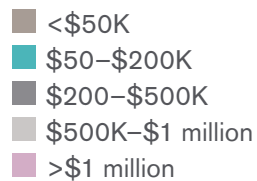
▶ **40%**
are small,
all-volunteer
groups

▶ **22.4**
organizations
per 100,000
of population

▶ **8**
million
event attendees

▶ **702**
workers per
100,000 of
population¹

ANNUAL EXPENSE BUDGETS of the 517 ORGANIZATIONS



DUTCHESS

ORANGE

PUTNAM

ROCKLAND

SULLIVAN

ULSTER

WESTCHESTER



ECONOMIC IMPACT

\$245 million DIRECT IMPACT
+ **\$223 million** INDIRECT IMPACT

- Direct expenditures of \$245 million by arts & culture organizations generate indirect spending of \$223 million **that creates jobs in other sectors.**

IMPACT ON EMPLOYMENT



► **1,029** direct employment
► **3,941** indirect employment

► TOTAL IMPACT ON EMPLOYMENT

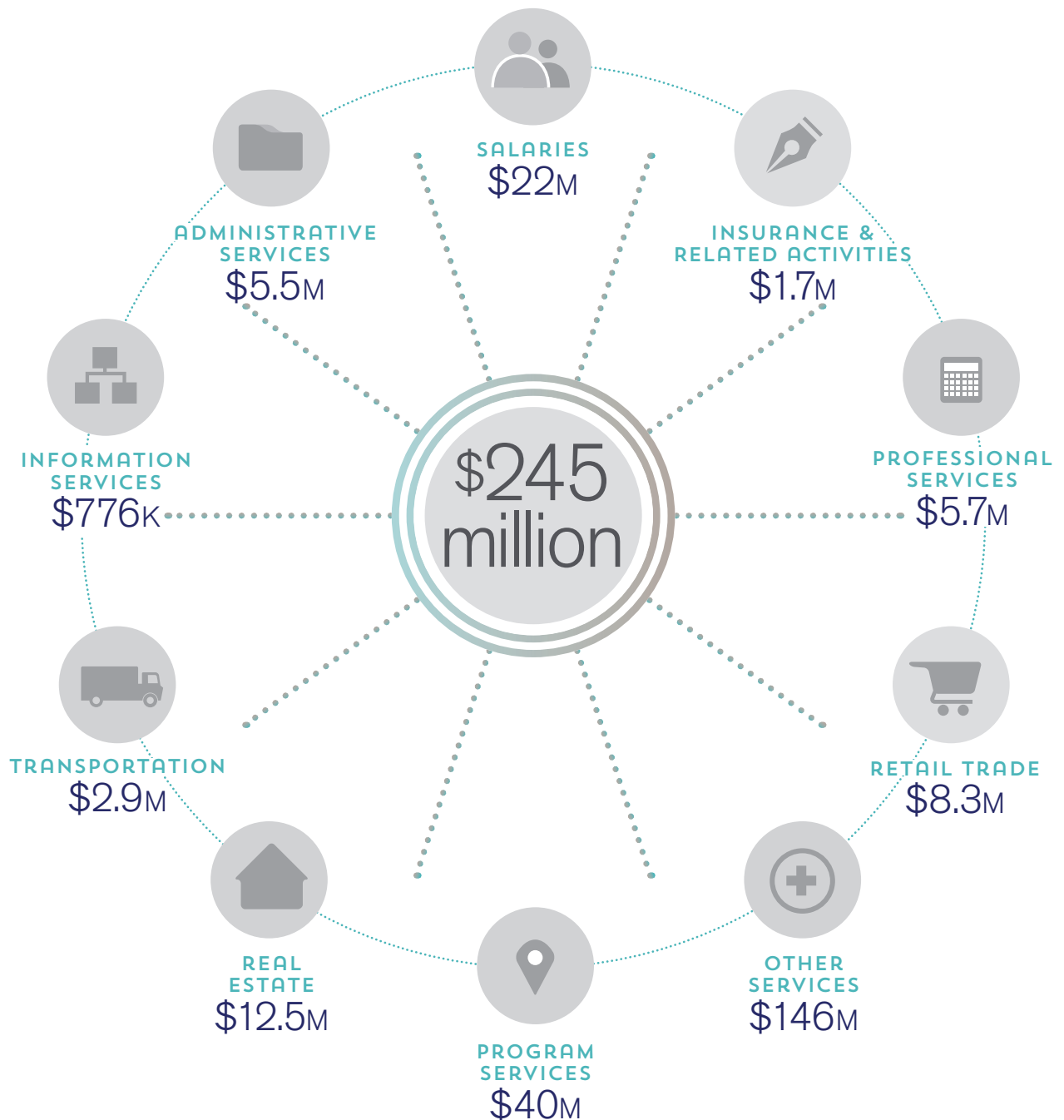
= 4,970 jobs

(OR 216 JOBS PER 100,000 OF POPULATION)

MID-HUDSON ARTS & CULTURE ORGANIZATIONAL EXPENDITURES

Arts & culture organizational spending contributes directly to the region's economy. Employee salaries and benefits generate individual spending in the region. Organizations pay rent and mortgages, insure their holdings, hire contractors, advertise events, and buy office supplies—dollars invested directly in the region's economy.

MONEY IS SPENT ON:



DUTCHESS

ORANGE

PUTNAM

ROCKLAND

SULLIVAN

ULSTER

WESTCHESTER

**3.6
MILLION
VISITORS**
to the region for
arts & culture events
**INJECTED
\$498
MILLION
DIRECTLY**
into the Mid-Hudson
economy

MID-HUDSON ARTS MEAN BUSINESS: AUDIENCE SPENDING³

Mid-Hudson arts & culture organizations attracted **2.6 million day visitors** and **1 million overnight visitors** to the region for cultural events. Arts & culture audiences dine in restaurants before and after events, lodge in the region's hotels, motels and B&Bs, park their cars and buy gas, purchase souvenirs and other retail items, and take advantage of the Mid-Hudson's recreational opportunities.

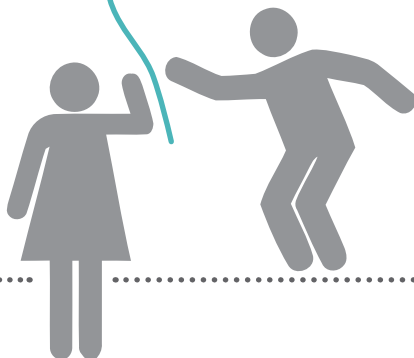
AUDIENCES SPEND ON:



\$28.7M

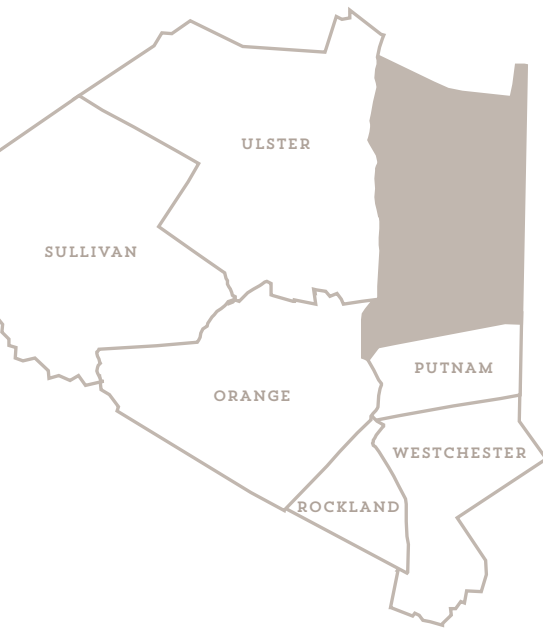
MID-HUDSON ARTS MEAN COMMUNITY SERVICE: VOLUNTEERISM⁴

13,278 arts & culture volunteers generated 1.08 million hours of service valued at \$28.7 million



and that's a whole lot of love!





DUTCHESS COUNTY

PARTICIPATING ORGANIZATIONS

Akin Hall Association
 American Veterans Historical Museum
 Wappingers Falls American Youth
 ArtEast
 Bannermans Castle Trust
 Bard Arendt Center
 Bard College Center for Curatorial Studies
 Bard Music Festival
 Bardavon
 Beacon Arts Community Association
 Chancellor Livingston Chapter,
 National Society DAR
 Children's Media Project
 Clinton Community Literary Association
 Cocoon Theatre
 County Players
 Cunneen Hackett Cultural Center
 Dia:Beacon
 Arts Mid-Hudson
 (Dutchess County Arts Council)
 Dutchess County Historical Society
 East Fishkill Historical Society
 Eleanor Roosevelt Center
 Foundation for the Chapel of
 Sacred Mirrors
 Friends of Elmendorph
 Friends of Mills Mansion
 Friends of Stissing Landmark
 Germania Singing Society
 Half Moon Theatre
 Hopewell Depot Restoration
 Howland Chamber Music Circle
 Howland Cultural Center
 Hudson River Heritage
 Hudson River Sloop Clearwater
 Hudson Valley Bluegrass Association
 ● **Hudson Valley Railroad Society
 at the Historic Hyde Park
 Railroad Station Museum**
 Kaatsbaan International Dance Center
 Latvian Cultural Association
 Mid Hudson Childrens Museum
 Mill Street Loft
 Mount Gulian Society
 Mt Beacon Incline Restoration Committee
 Musical Observations
 New Day Repertory Company
 Nicholas Ray Foundation
 Northern Dutchess Symphony Orchestra
 Omega Institute for Holistic Studies
 Pawling Concert Series
 Photo Based Art
 Processional Arts Workshop
 Quitman Resource Center for
 Preservation
 Red Hook Community Arts Network
 Rhinebeck Aerodrome Museum
 Rhinebeck Chamber Music Society
 Rhinebeck Performing Arts
 (dba The Center for Performing Arts)
 Rhinebeck Writers Retreat
 Richard B. Fisher Center for the
 Performing Arts at Bard College
 River Valley Rep
 Rutigliano Group
 Roosevelt Vanderbilt Historical
 Sheep Meadow Press
 Southern Dutchess and Putnam
 Sportsmens Association
 Station Hill of Barrytown
 Strawberry Hill Fiddlers
 The Egbert Benson Historical Society
 of Red Hook
 The Wassaic Project
 Tivoli Artists Gallery
 Town of Dover Historical Society
 Underfashion Club
 Upstate Films Limited
 Wilderstein Preservation
 Womens Jewelry Association
 Workwith Dancers Company

DUTCHESS

ORANGE

PUTNAM

ROCKLAND

SULLIVAN

ULSTER

WESTCHESTER

FEATURED ORGANIZATION



DANIEL CASE

HUDSON VALLEY RAILROAD SOCIETY—HYDE PARK STATION

In 1975, the Town of Hyde Park was about to tear down the Hyde Park Station, located on River Road in Hyde at Riverside Park. The Hudson Valley Railroad Society contacted the Town and asked if they could occupy, restore, and maintain the station. Hyde Park Station was built circa 1851 when the Hudson River Railroad was constructed from New York City to Albany. That structure was torn down and replaced by the current station in 1914. The last regularly-scheduled New York Central passenger train stopped there in 1958. Inside the renovated station, the Hudson Valley Railroad Society has constructed displays depicting the area's railroading past and set up running model trains; their knowledgeable railroad enthusiast members are available to educate visitors about the great "Iron Horse."



DUTCHESS COUNTY

CULTURE COUNTER

CRREO identified 109 arts & culture organizations in Dutchess County and assembled fiscal, attendance, and employment figures for 71 organizations for which data was available.

109

ARTS & CULTURE ORGANIZATIONS

44
Performing Arts
Dance, Festivals,
Literature, Media Arts,
Music, Theater

27
Museums & Galleries
Art, History, Science
Museums, Historic
Sites, Visual Arts

29
Community-Based
Ethnic Heritage,
Historical Societies,
Art Education

9
Multidisciplinary & Art Service

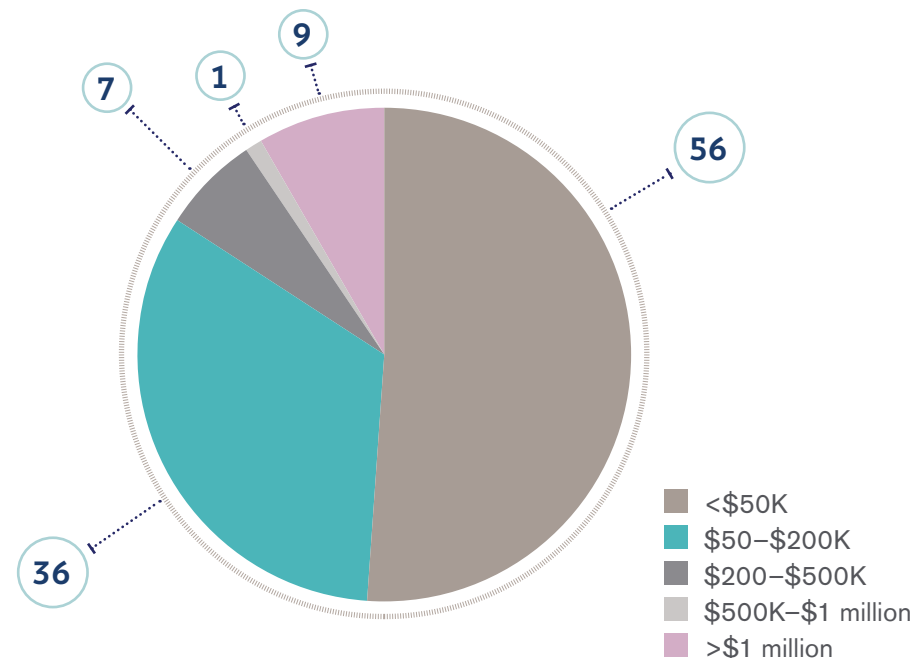
51%
are small,
all-volunteer
groups

36.6
organizations
per 100,000
of population

1.55
million
event attendees

494
workers per
100,000 of
population¹

ANNUAL EXPENSE BUDGETS 109 ORGANIZATIONS



DUTCHESS

ORANGE

PUTNAM

ROCKLAND

SULLIVAN

ULSTER

WESTCHESTER



ECONOMIC IMPACT

\$19 million DIRECT IMPACT
\$9.5 million INDIRECT IMPACT

- ▶ Direct expenditures of \$19 million by arts & culture organizations generate indirect spending of \$9.5 million **that creates jobs in other sectors.**

IMPACT ON EMPLOYMENT



▶ TOTAL IMPACT ON EMPLOYMENT

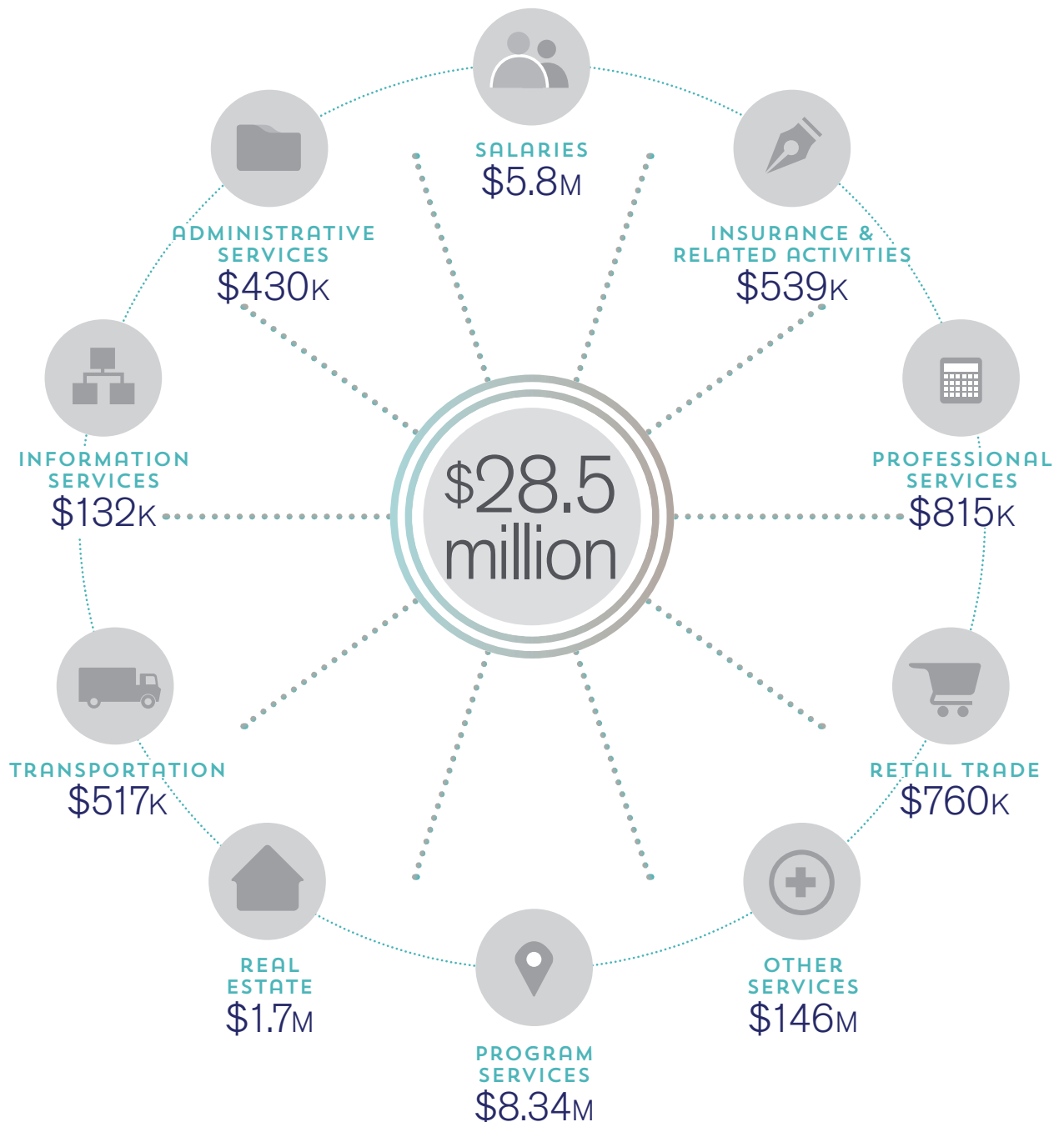
=1,015 jobs

(OR 340 JOBS PER 100,000 OF POPULATION)

DUTCHESS COUNTY ARTS & CULTURE ORGANIZATIONAL EXPENDITURES

Arts & culture organizational spending contributes directly to the region's economy. Employee salaries and benefits generate individual spending in the region. Organizations pay rent and mortgages, insure their holdings, hire contractors, advertise events, and buy office supplies—dollars invested directly in the region's economy.

MONEY IS SPENT ON:



DUTCHESS

ORANGE

PUTNAM

ROCKLAND

SULLIVAN

ULSTER

WESTCHESTER

644
THOUSAND
VISITORS

to the region for
arts & culture events

INJECTED
\$62
MILLION
DIRECTLY

into the
Dutchess County
economy

DUTCHESS COUNTY ARTS MEAN BUSINESS: AUDIENCE SPENDING³

Dutchess County arts & culture organizations attracted **413 thousand day visitors** and **231 thousand overnight visitors** to the region for cultural events. Arts & culture audiences dine in restaurants before and after events, lodge in the region's hotels, motels and B&Bs, park their cars and buy gas, purchase souvenirs and other retail items, and take advantage of the Mid-Hudson's recreational opportunities.

AUDIENCES SPEND ON:



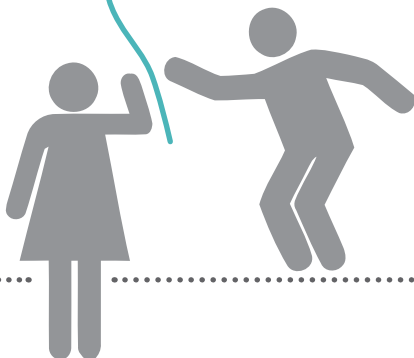
\$8.86M

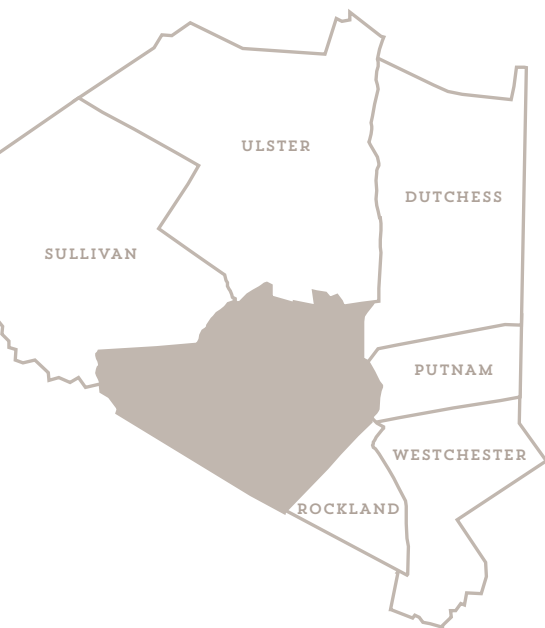
DUTCHESS COUNTY ARTS MEAN COMMUNITY SERVICE: VOLUNTEERISM⁴

5,159 arts & culture volunteers generated 335 thousand hours of service valued at \$8.86 million

335k

HOURS OF SERVICE





ORANGE COUNTY

PARTICIPATING ORGANIZATIONS

Ancient Order of Hibernians
 Joseph Duell Jr Chapter
 Arts in Orange
 Associated Solo Artists
 Center for Metal Arts in Florida
 Chester Historical Society
 Creative Theatre Group
 Downing Film Center
 Eastern US Taiwan Culture
 Promotion Association
 Full Circle Studio
 Goshen Historic Track
 Greater Newburgh Symphony Orchestra
 Greenwood Lake Gaelic Cultural Society
 Harness Racing Museum and
 Hall of Fame
 Helios Arts and Environmental Institute
 Historical Society of the Town of Warwick
 Hudson Highlands Nature Museum

● Just Off Broadway

Kings Theatre Co
 Neversink Valley Area Museum
 Newburgh Chamber Music
 Newburgh Preservation Association
 Ontario and Western Railway
 Historical Society
 Opera Company of the Highlands
 Orange County Ballet Theatre
 Orange County Firefighters Museum
 Orange County Historical Society
 Orange County Arts Council
 Pacem in Terris
 Port Jervis Council for the Arts
 Railroad Playhouse
 Ritz Theater Newburgh

River Rose Tours & Cruises
 Shen Yun Performing Arts
 Sound Directions
 Sound of Hope Communication
 Storm King Art Center
 The Interactive Museum
 Safe Harbors of the Hudson
 The Seligmann Center for the Arts
 Tuxedo Historical Society
 Video Volunteers
 Wallkill River School of Art
 Warwick Art League
 William Bull and Sarah Wells
 Stone House Association

DUTCHESS

ORANGE

PUTNAM

ROCKLAND

SULLIVAN

ULSTER

WESTCHESTER

FEATURED ORGANIZATION

JUST OFF BROADWAY

Just Off Broadway was established in 1986 in Newburgh for the purpose of bringing quality and affordable live theatre to Newburgh and the surrounding communities. Located at The Theatre at the Historic West Shore Station, the mission of Just Off Broadway is to offer the residents of the community and visitors to the area a full range of professional quality theatre and entertainment at an affordable price.

In achieving this mission, Just Off Broadway strives to produce a mixture of classics, contemporary and new plays, musicals, theatre for young audiences, concerts and special events, including thought-provoking, and socially relevant works. Just Off Broadway also offers classes, seminars, and workshops at The Just Off Broadway Professional Theatrical Academy.



ORANGE COUNTY

CULTURE COUNTER

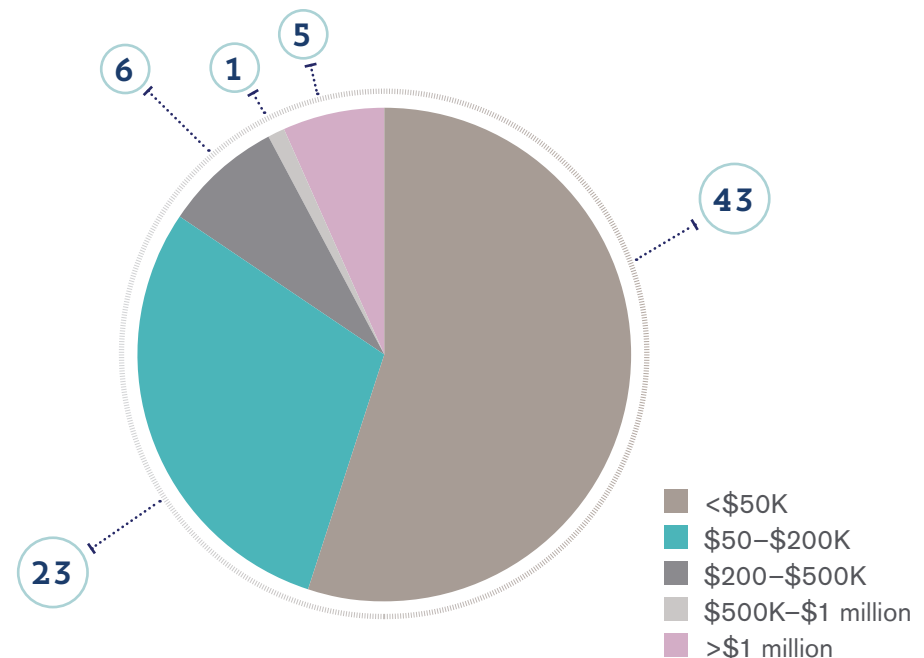
CRREO identified 78 arts & culture organizations in Orange County and assembled fiscal, attendance, and employment figures for 44 organizations for which data was available.

78

ARTS & CULTURE ORGANIZATIONS



ANNUAL EXPENSE BUDGETS 78 ORGANIZATIONS



DUTCHESS

ORANGE

PUTNAM

ROCKLAND

SULLIVAN

ULSTER

WESTCHESTER



ECONOMIC IMPACT

\$20.8 million DIRECT IMPACT
\$12.3 million INDIRECT IMPACT

- ▶ Direct expenditures of \$20.8 million by arts & culture organizations generate indirect spending of \$12.3 million **that creates jobs in other sectors.**

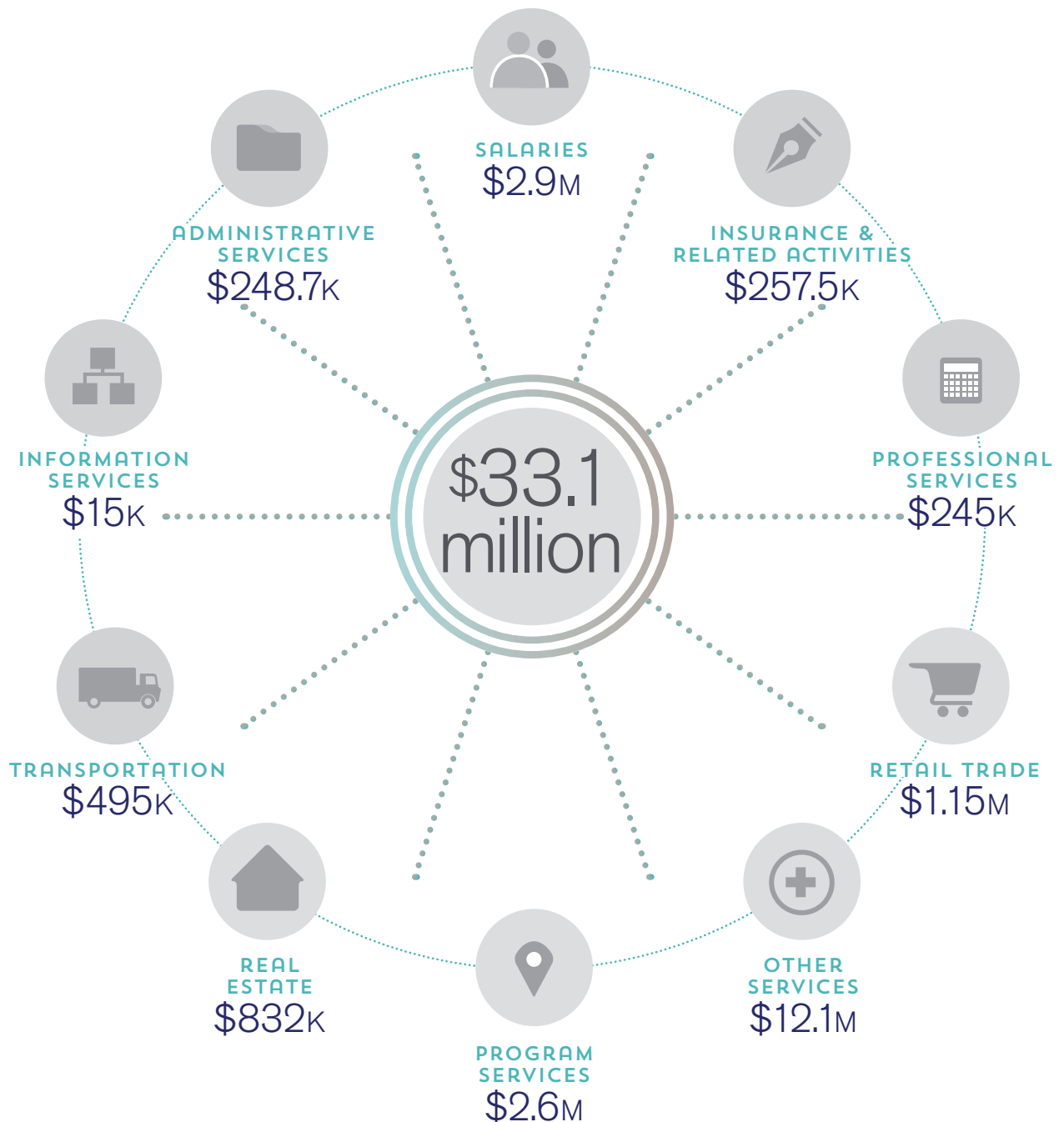
IMPACT ON EMPLOYMENT



ORANGE COUNTY ARTS & CULTURE ORGANIZATIONAL EXPENDITURES

Arts & culture organizational spending contributes directly to the region's economy. Employee salaries and benefits generate individual spending in the region. Organizations pay rent and mortgages, insure their holdings, hire contractors, advertise events, and buy office supplies—dollars invested directly in the region's economy.

MONEY IS SPENT ON:



DUTCHESS

ORANGE

PUTNAM

ROCKLAND

SULLIVAN

ULSTER

WESTCHESTER

362
THOUSAND
VISITORS

to the region for
arts & culture events

INJECTED
\$31.9
MILLION
DIRECTLY

into the
Orange County
economy

ORANGE COUNTY ARTS MEAN BUSINESS: AUDIENCE SPENDING³

Orange County arts & culture organizations attracted **272 thousand day visitors** and **90 thousand overnight visitors** to the region for cultural events. Arts & culture audiences dine in restaurants before and after events, lodge in the region's hotels, motels and B&Bs, park their cars and buy gas, purchase souvenirs and other retail items, and take advantage of the Mid-Hudson's recreational opportunities.

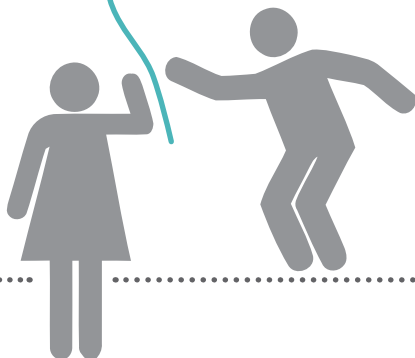
AUDIENCES SPEND ON:



\$2.72M

ORANGE COUNTY ARTS MEAN COMMUNITY SERVICE: VOLUNTEERISM⁴

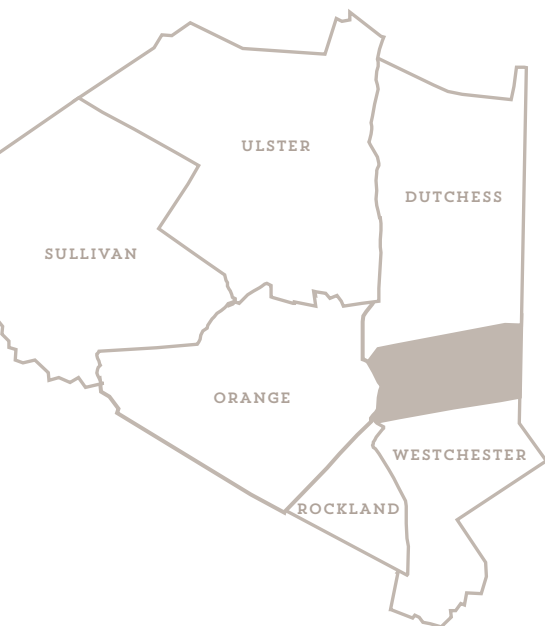
1,427 arts & culture volunteers generated 103 thousand hours of service valued at \$2.72 million



103k

HOURS OF SERVICE





PUTNAM COUNTY

PARTICIPATING ORGANIZATIONS

Antipodean Books and Gallery
 Arts on The Lake
 Chapel of Our Lady Restoration
 ● **Cold Spring Film Society**
 Constitution Island Association
 Garrison Art Center
 Garrisons Landing Association
 H G Fairfield Arts Center
 for the Environment
 Hudson Valley Shakespeare
 Festival Irish Dancing Teachers
 Association of North America
 Landmarks Preservation Society
 of the Southeast
 Lumen Productions
 Manitoga
 Mission Theatre Ensemble
 Patterson Historical Society
 Philipstown Depot Theatre
 Putnam Arts Council
 Putnam Childrens Discovery Center
 Putnam Chorale
 Putnam County Historical Society
 Putnam History Museum
 Southeast Museum Association
 The Pied Piper Players
 Waverly Consort
 Westchester Putnam Youth Symphony
 Westchester Youth Dance Ensemble

DUTCHESS

ORANGE

PUTNAM

ROCKLAND

SULLIVAN

ULSTER

WESTCHESTER

FEATURED ORGANIZATION



COLD SPRING FILM SOCIETY

The Cold Spring Film Society is dedicated to fostering good will, community fellowship and appreciation of the moving image arts by screening enjoyable films in local venues. The Cold Spring Summer Film Series seeks to provide an evening of safe, fun and free entertainment in the village's wonderfully unique outdoor spaces for people of all ages. In addition to the Summer Film Series, the Cold Spring Film Society partners with other local organizations like Butterfield Library and the Haldane PTA to provide additional screenings and film enrichment programs throughout the year.



PUTNAM COUNTY

CULTURE COUNTER

CRREO identified 52 arts & culture organizations in Putnam County and assembled fiscal, attendance, and employment figures for 25 organizations for which data was available.

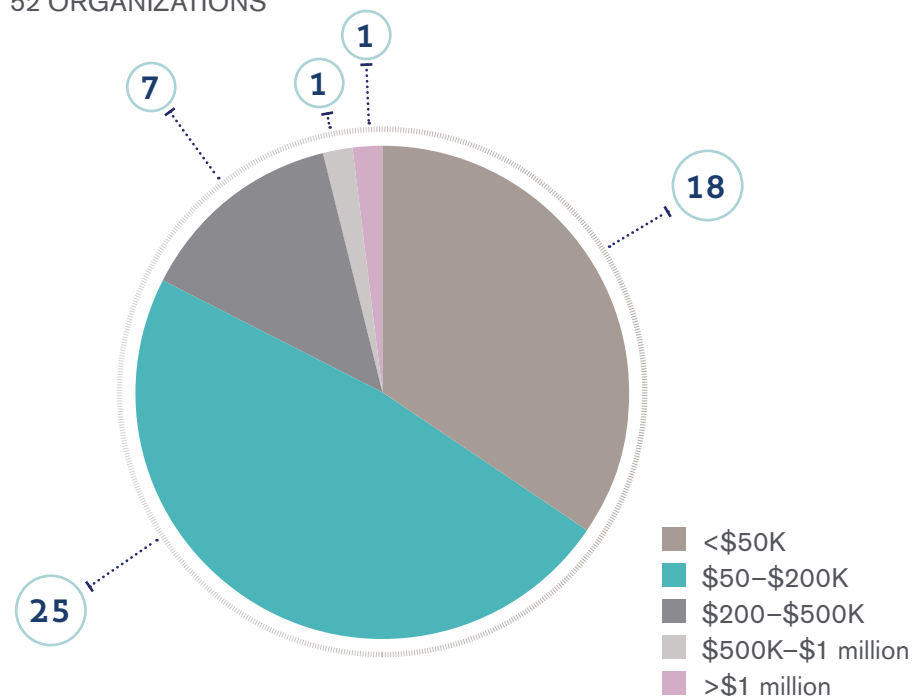
52

ARTS & CULTURE ORGANIZATIONS



ANNUAL EXPENSE BUDGETS

52 ORGANIZATIONS



DUTCHESS

ORANGE

PUTNAM

ROCKLAND

SULLIVAN

ULSTER

WESTCHESTER



ECONOMIC IMPACT

+ \$7.9 million DIRECT IMPACT
 \$3.6 million INDIRECT IMPACT

- ▶ Direct expenditures of \$7.9 million by arts & culture organizations generate indirect spending of \$3.6 million **that creates jobs in other sectors.**

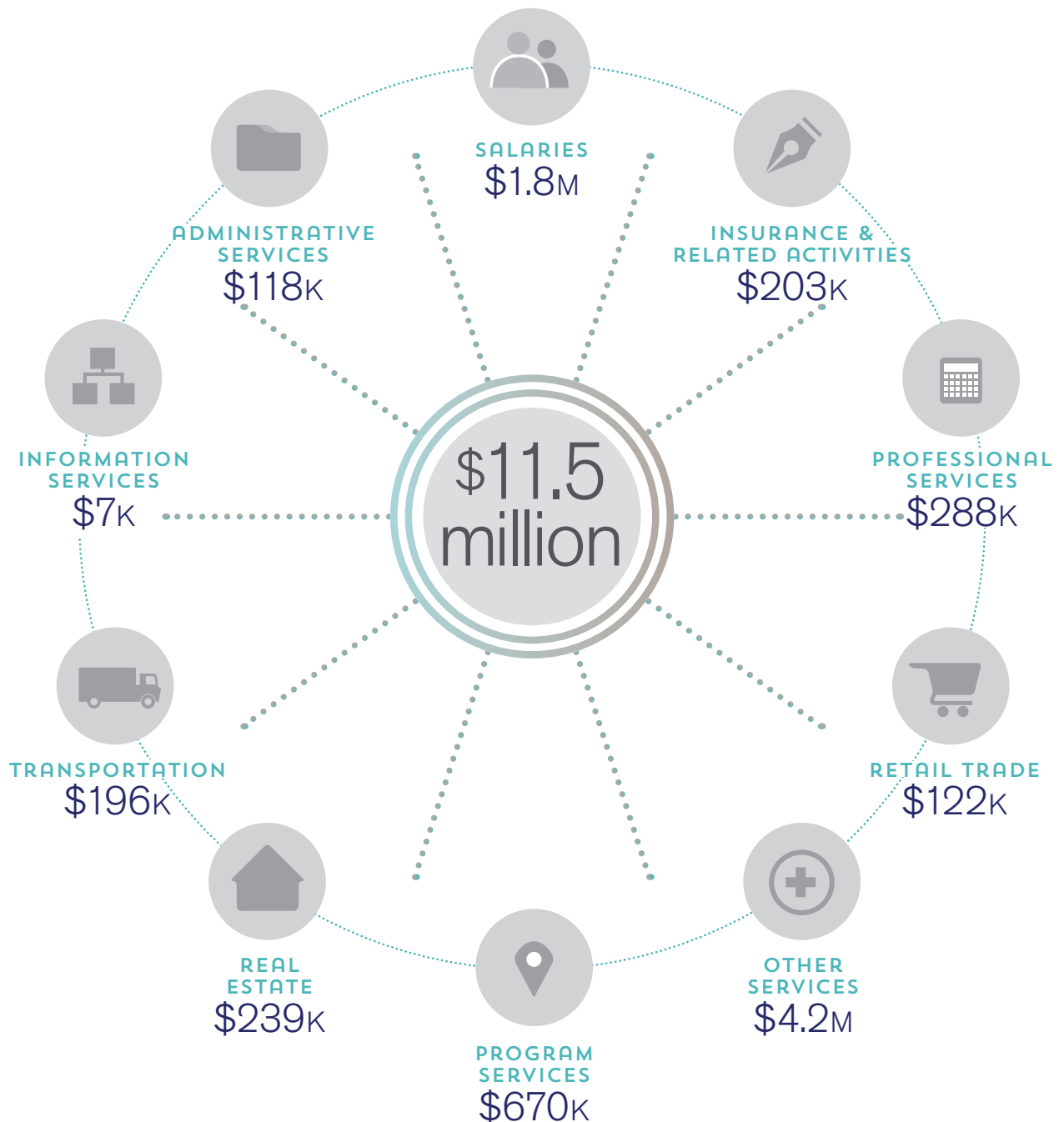
IMPACT ON EMPLOYMENT



PUTNAM COUNTY ARTS & CULTURE ORGANIZATIONAL EXPENDITURES

Arts & culture organizational spending contributes directly to the region's economy. Employee salaries and benefits generate individual spending in the region. Organizations pay rent and mortgages, insure their holdings, hire contractors, advertise events, and buy office supplies—dollars invested directly in the region's economy.

MONEY IS SPENT ON:



DUTCHESS

ORANGE

PUTNAM

ROCKLAND

SULLIVAN

ULSTER

WESTCHESTER

175
THOUSAND
VISITORS

to the region for
arts & culture events

INJECTED
\$6
MILLION
DIRECTLY

into the
Putnam County
economy

PUTNAM COUNTY ARTS MEAN BUSINESS: AUDIENCE SPENDING³

Putnam County arts & culture organizations attracted **126 thousand day visitors and 49 thousand overnight visitors** to the region for cultural events. Arts & culture audiences dine in restaurants before and after events, lodge in the region's hotels, motels and B&Bs, park their cars and buy gas, purchase souvenirs and other retail items, and take advantage of the Mid-Hudson's recreational opportunities.

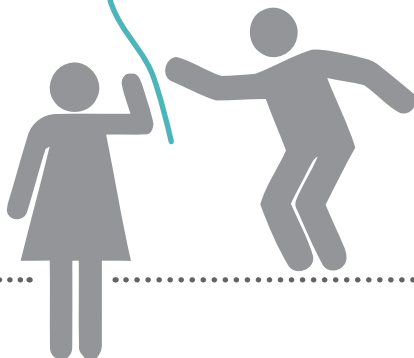
AUDIENCES SPEND ON:



\$1.4M

PUTNAM COUNTY ARTS MEAN COMMUNITY SERVICE: VOLUNTEERISM⁴

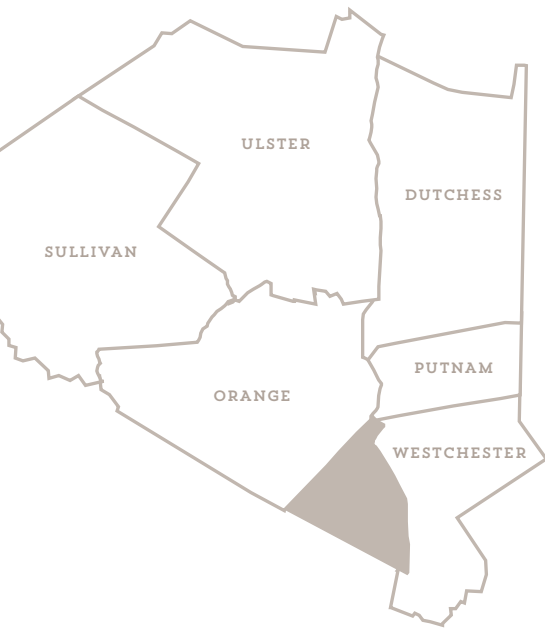
593 arts & culture volunteers generated 53 thousand hours of service valued at \$1.4 million



53k

HOURS OF SERVICE





ROCKLAND COUNTY

PARTICIPATING ORGANIZATIONS

Acting Out The Past
 American Association of Physicians
 of Indian Origin of Rockland
 Ancient Order of Hibernians
 John Cardinal D Alton Division
 Antrim Players
 Arts Alliance of Haverstraw
 Arts Council of Rockland
 Celtic Club
 ● **Chiku Awali African Dance,
 Arts & Culture**
 Childrens Shakespeare Theatre
 Chinese American Cultural Association
 of Rockland
 Edward Hopper Landmark Preservation
 Foundation
 Elmwood Community Playhouse
 Emerald Society Pipes and Drums
 Friends of the Nyacks
 Friends of the Orangetown Museum
 Garner Arts Center
 Historical Society of Rockland County
 Historical Society of the Nyacks
 Holocaust Museum and Study Center
 Hudson Lyric Opera
 Hudson Vagabond Puppets
 Jamaican Civic and Cultural Association
 of Rockland
 Keep The Country Dancing
 Knights of St Patrick
 LITVAKSIG
 Otrada Society of Russian Americans
 Penguin Players
 Rivertown Film Society
 Rockland Center for the Arts
 Rockland Civil War Round Table
 Rockland Community Bulletin
 Rockland Conservatory of Music
 Rockland County Ancient Order
 of Hibernians
 Rockland County Choral Society
 Rockland County Welcome Center

Rockland Feis
 Rockland Irish American Cultural Center
 Rockland Youth Dance Ensemble
 Rosies Theater Kids
 Space Frontier Foundation
 Summer Theatre Festival of Clarkstown
 Ukrainian Self Kulture Association
 of Spring Valley
 West Third Street Dance
 Debra Weiss Dance Company
 Wings

DUTCHESS

ORANGE

PUTNAM

ROCKLAND

SULLIVAN

ULSTER

WESTCHESTER

FEATURED ORGANIZATION

CHIKU AWALI AFRICAN DANCE, ARTS & CULTURE

The Chiku Awali African Dance Company of Rockland brings the sound of drums and the excitement of African dance to the Rockland County community. Founded in 2003 to promote African dance and culture in Rockland County. The name, Chiku Awali is a combination of Swahili and Ibo that means charterer and joy. Thus, the name represents the joy of a new adventure.

Community outreach programs of Chiku Awali include The Rites of Passage for Young Men and Young Women, a yearlong program that assists African American youth make the transition from adolescence to adulthood. Chiku Awali conducts a number of art projects throughout the year including African mask making workshops, African storytelling workshops to help students learn the art of a griot and African centered work working, pillow and jewelry making, and Mancala designing workshops. Each year the organization produces African dances in concert: the Chiku Awali Experience—African Dance Extravaganza.



ROCKLAND COUNTY

CULTURE COUNTER

CRREO identified 53 arts & culture organizations in Rockland County and assembled fiscal, attendance, and employment figures for 44 organizations for which data was available.

53

ARTS & CULTURE ORGANIZATIONS

22
Performing Arts
Dance, Festivals,
Literature, Media Arts,
Music, Theater

6
Museums & Galleries
Art, History, Science
Museums, Historic
Sites, Visual Arts

18
Community-Based
Ethnic Heritage,
Historical Societies,
Art Education

7
Multidisciplinary & Art Service

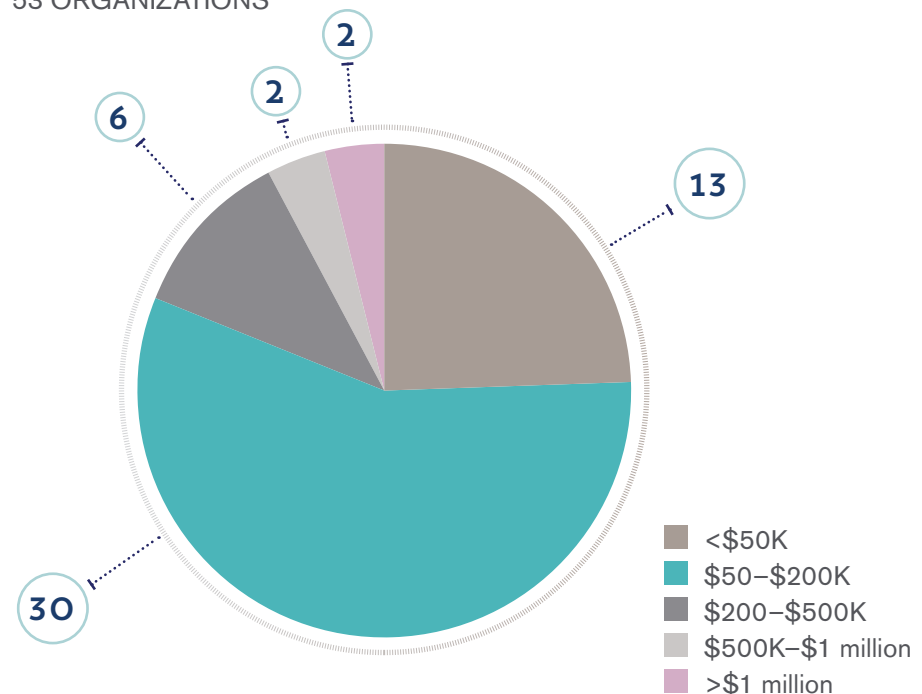
25%
are small,
all-volunteer
groups

17
organizations
per 100,000
of population

**897
thousand**
event attendees

551
workers per
100,000 of
population¹

ANNUAL EXPENSE BUDGETS 53 ORGANIZATIONS



DUTCHESS

ORANGE

PUTNAM

ROCKLAND

SULLIVAN

ULSTER

WESTCHESTER



ECONOMIC IMPACT

+ \$16.4 million DIRECT IMPACT
 \$10 million INDIRECT IMPACT

- ▶ Direct expenditures of \$16.4 million by arts & culture organizations generate indirect spending of \$10 million **that creates jobs in other sectors.**

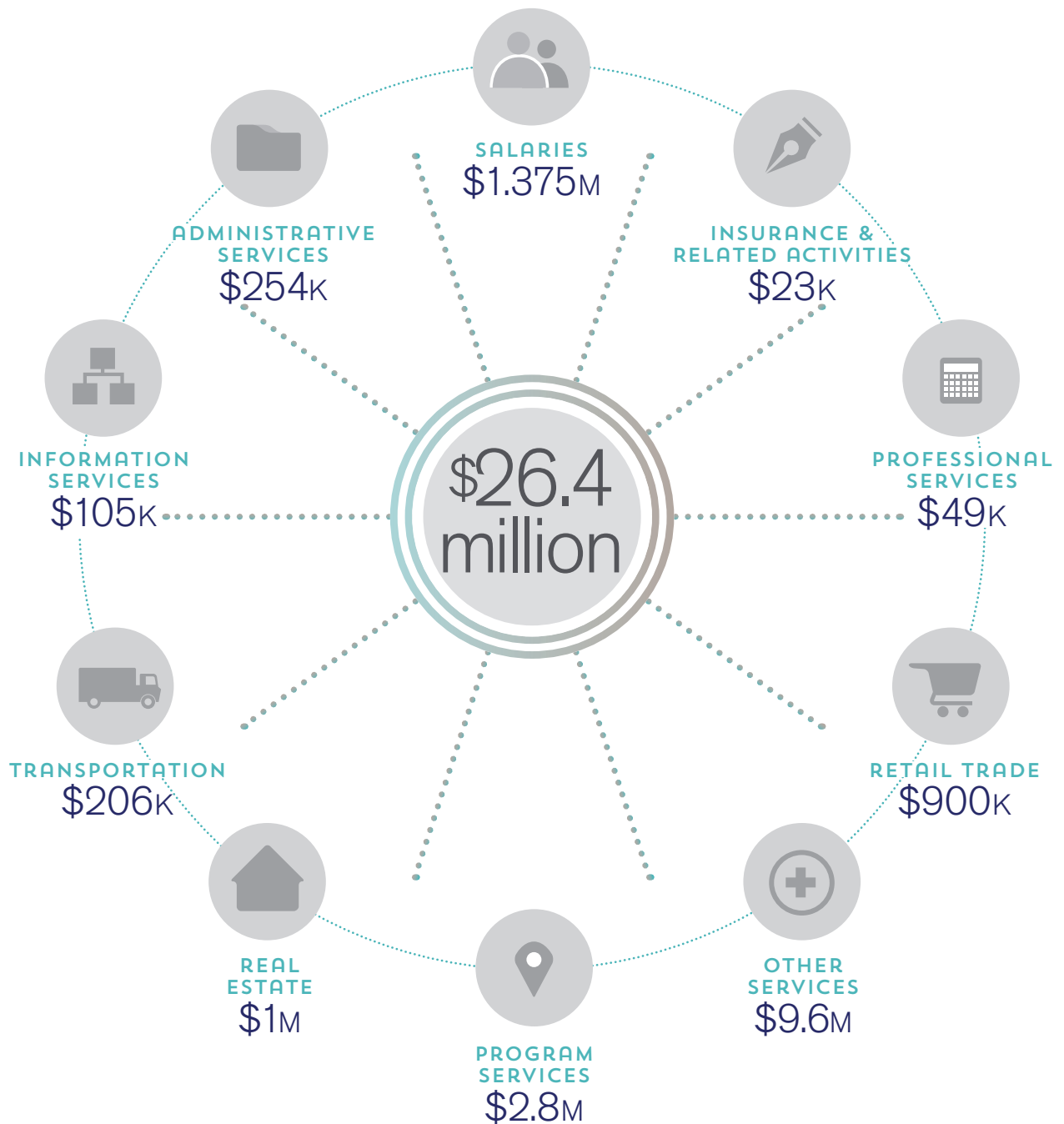
IMPACT ON EMPLOYMENT



ROCKLAND COUNTY ARTS & CULTURE ORGANIZATIONAL EXPENDITURES

Arts & culture organizational spending contributes directly to the region's economy. Employee salaries and benefits generate individual spending in the region. Organizations pay rent and mortgages, insure their holdings, hire contractors, advertise events, and buy office supplies—dollars invested directly in the region's economy.

MONEY IS SPENT ON:



DUTCHESS

ORANGE

PUTNAM

ROCKLAND

SULLIVAN

ULSTER

WESTCHESTER

418
THOUSAND
VISITORS

to the region for
arts & culture events

INJECTED
\$64.8
MILLION
DIRECTLY

into the
Rockland County
economy

ROCKLAND COUNTY ARTS MEAN BUSINESS: AUDIENCE SPENDING³

Putnam County arts & culture organizations attracted **338 thousand day visitors** and **80 thousand overnight visitors** to the region for cultural events. Arts & culture audiences dine in restaurants before and after events, lodge in the region's hotels, motels and B&Bs, park their cars and buy gas, purchase souvenirs and other retail items, and take advantage of the Mid-Hudson's recreational opportunities.

AUDIENCES SPEND ON:



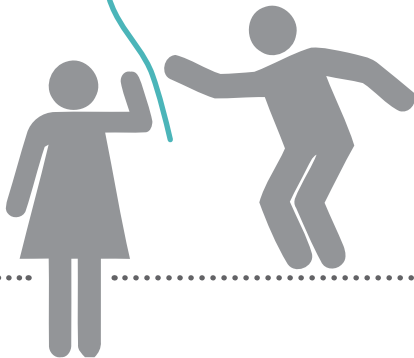
\$2.7M

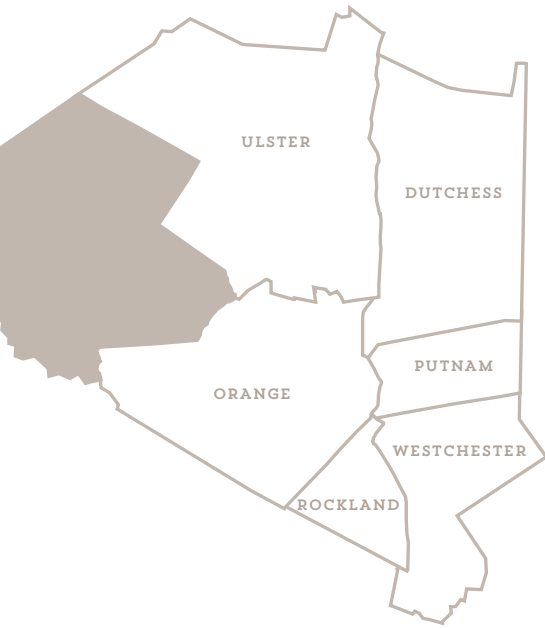
ROCKLAND COUNTY ARTS MEAN COMMUNITY SERVICE: VOLUNTEERISM⁴

833 arts & culture volunteers generated 101 thousand hours of service valued at \$2.7 million

101k

HOURS OF SERVICE





SULLIVAN COUNTY

PARTICIPATING ORGANIZATIONS

Adaptors

Bethel Woods Center for the Arts
 Catskill Art Society
 Delaware Valley Arts Alliance
 Delaware Valley Opera
 Forestburgh Theatre Arts Center
 Liberty Free Theater
 Museum at Bethel Woods

● Nesin Cultural Arts

Nightboat Books
 North American Cultural Laboratory
 Philosophy Foundation
 Radio Catskill
 Sullivan County Dramatic Workshop
 Time and the Valleys Museum
 Weekend of Chamber Music

DUTCHESS

ORANGE

PUTNAM

ROCKLAND

SULLIVAN

ULSTER

WESTCHESTER

FEATURED ORGANIZATION



NESIN CULTURAL ARTS

Located in Monticello, the mission of Nesin Cultural Arts is to provide comprehensive educational lifelong learning opportunities to students and community through integrated arts-based partnerships and programming. Its goals are to: develop relationships with professional artistic partners to create a lab/community school of the arts; afford economic development for youth and the community at-large by providing training, mentoring, professional apprenticeships, certification, licensing, networking, college readiness and workforce ready opportunities in performance, business and ancillary arts ventures; invigorate the business community of the Monticello Central School District through audience development and programming; and, foster an awareness of world cultures through programmatic experiences. Nesin Cultural Arts partners with Forestburgh Theater Arts Center, the Monticello Central School District, and American Virtuosi.



SULLIVAN COUNTY

CULTURE COUNTER

CRREO identified 30 arts & culture organizations in Sullivan County and assembled fiscal, attendance, and employment figures for 16 organizations for which data was available.

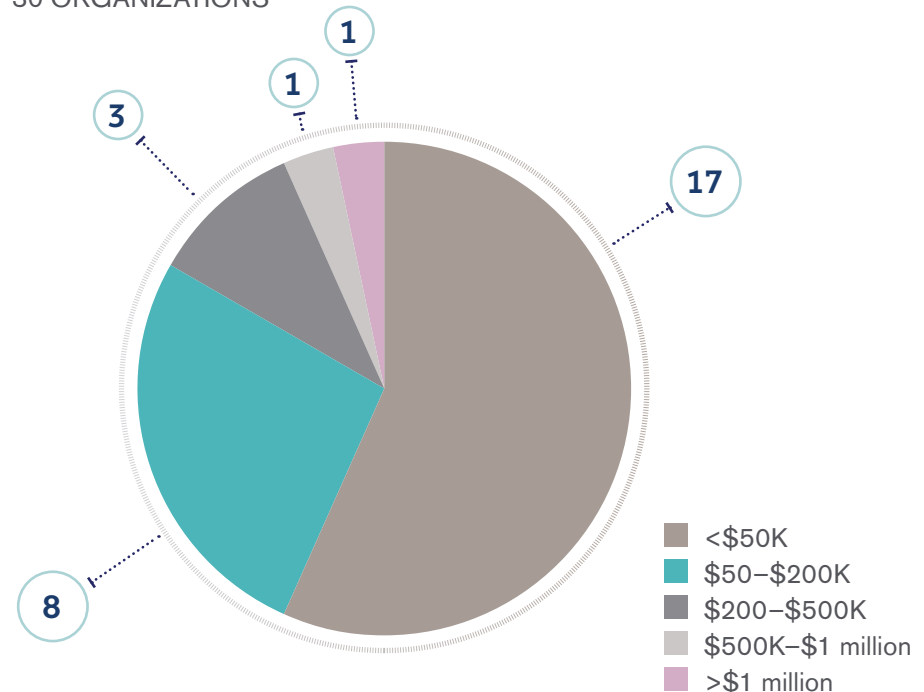
30

ARTS & CULTURE ORGANIZATIONS



ANNUAL EXPENSE BUDGETS

30 ORGANIZATIONS



DUTCHESS

ORANGE

PUTNAM

ROCKLAND

SULLIVAN

ULSTER

WESTCHESTER



ECONOMIC IMPACT

\$22.3 million DIRECT IMPACT
\$10.3 million INDIRECT IMPACT

- ▶ Direct expenditures of \$22.3 million by arts & culture organizations generate indirect spending of \$10.3 million **that creates jobs in other sectors.**

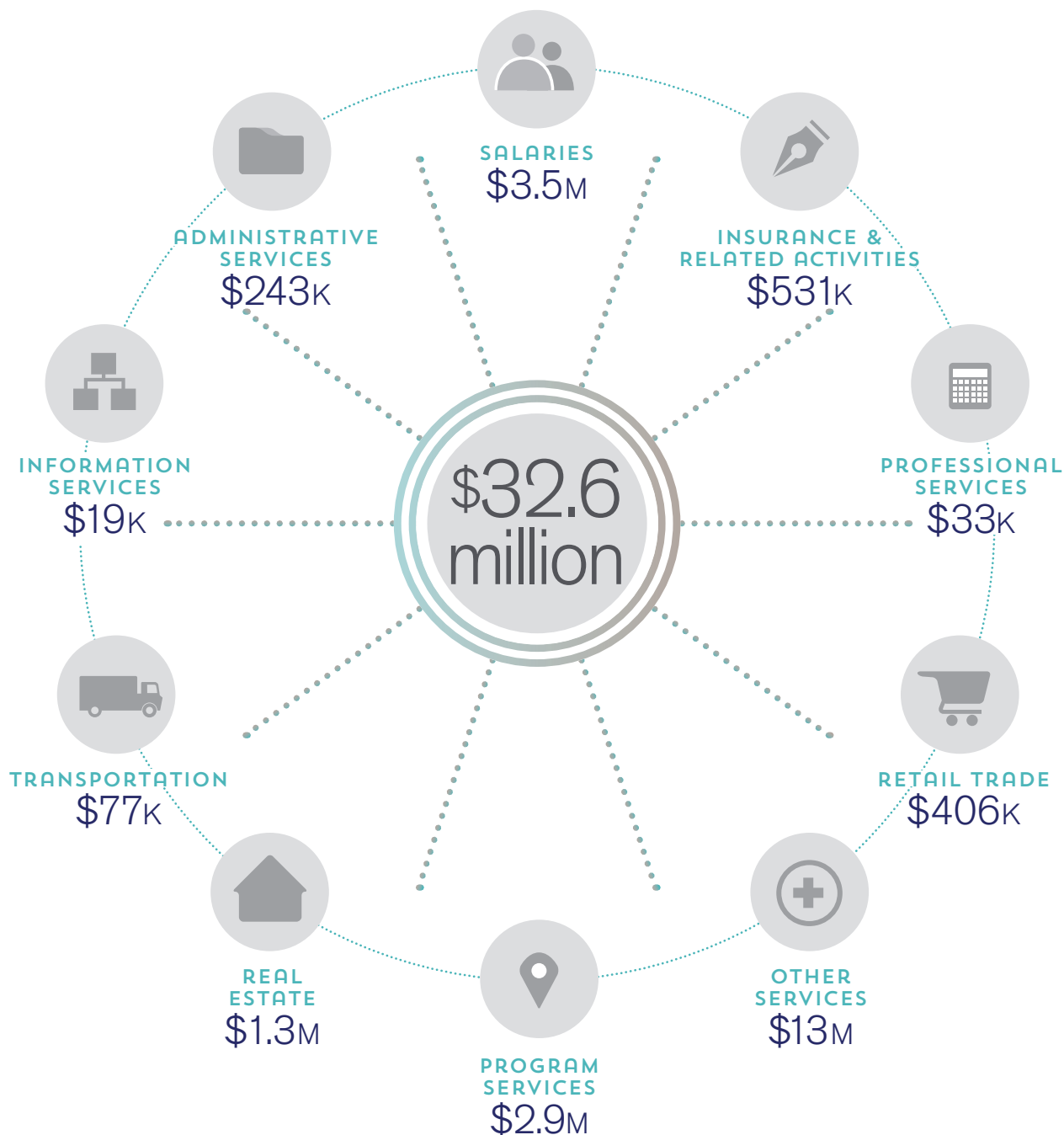
IMPACT ON EMPLOYMENT



SULLIVAN COUNTY ARTS & CULTURE ORGANIZATIONAL EXPENDITURES

Arts & culture organizational spending contributes directly to the region's economy. Employee salaries and benefits generate individual spending in the region. Organizations pay rent and mortgages, insure their holdings, hire contractors, advertise events, and buy office supplies—dollars invested directly in the region's economy.

MONEY IS SPENT ON:



DUTCHESS

ORANGE

PUTNAM

ROCKLAND

SULLIVAN

ULSTER

WESTCHESTER

168 THOUSAND VISITORS

to the region for
arts & culture events

INJECTED \$10.9 MILLION DIRECTLY

into the
Sullivan County
economy

SULLIVAN COUNTY ARTS MEAN BUSINESS: AUDIENCE SPENDING³

Putnam County arts & culture organizations attracted **130 thousand day visitors** and **38 thousand overnight visitors** to the region for cultural events. Arts & culture audiences dine in restaurants before and after events, lodge in the region's hotels, motels and B&Bs, park their cars and buy gas, purchase souvenirs and other retail items, and take advantage of the Mid-Hudson's recreational opportunities.

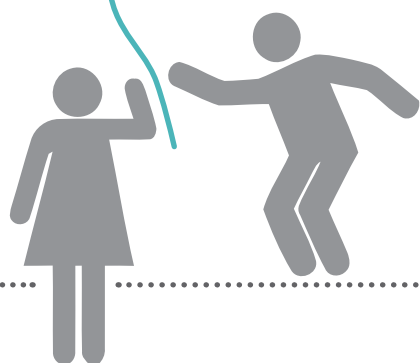
AUDIENCES SPEND ON:



\$910k

SULLIVAN COUNTY ARTS MEAN COMMUNITY SERVICE: VOLUNTEERISM⁴

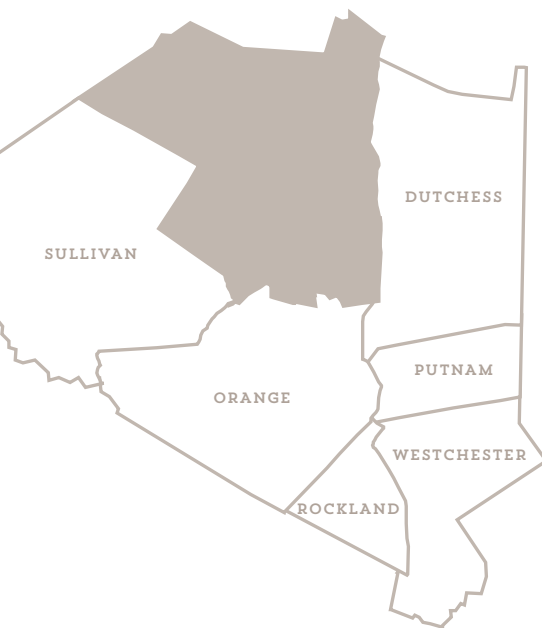
366 arts & culture volunteers generated 34 thousand hours of service valued at \$910 thousand.



34k

HOURS OF SERVICE





ULSTER COUNTY

DUTCHESS
 ORANGE
 PUTNAM
 ROCKLAND
 SULLIVAN
ULSTER
 WESTCHESTER

PARTICIPATING ORGANIZATIONS

A.I.R. Studio Gallery
 Arm-of-the-Sea Productions
 Artists Enterprises
 Ashokan Music and Dance Camps
 Ask (Arts Society Of Kingston)
 Byrdcliffe Theatre Company
 Catskill Ballet Theatre Company
 Center for Creative Education
 Center for Symbolic Studies
 Centre for Playback Theatre
 Ceol Gleann Pipes and Drums
 Cold War Peace Museum
 Coming Together Festival of Dance and Music (Vanaver Caravan)
 Cragmoor Historical Society
 Creative Music Foundation
 D and H Canal Historical Society
 Deep Listening Institute
 Empire State Railroad Museum
 Foundation for New Media
 Friends of Historic Kingston
 High Meadow Arts
 Highland Cultural Center
 Historic Huguenot Street
 Historical Society of Shawangunk and Gardiner
 Historical Society of the Town of Olive
 Hudson River Maritime Museum
 Hudson River Playback Theatre
 Kingston Maennerchor
 Maverick Concerts
 McPherson & Company
 Mount Tremper Arts
 New Paltz Ballet Theatre
 Nicholas Ray Foundation
 Pan American Dance Foundation
 ● **Phoenicia Festival of the Voice**
 Piano Summer
 Pone Ensemble for New Music
 Redeemer Broadcasting
 Reel Teens Media Project
 Rosendale Theatre Collective
 Samuel Dorsky Museum of Art
 Saugerties Lighthouse Conservancy
 Shadowland Artists
 Shandaken Theatrical Society
 Sound and Story Project
 The Center for Photography at Woodstock
 The Old Dutch Church
 The Woodstock School of Art
 Transart and Cultural Services
 Ulster County Ballet Guild
 Ulster County Historical Society
 Unison Learning Center
 Womens Studio Workshop
 Woodstock Artists Association and Museum
 Woodstock Chamber Orchestra
 Woodstock Film Festival
 Woodstock Byrdcliffe Guild
 Woodstock Museum
 Woodstock School of Art
 Woodstock Theatre Festival
 World Sound Foundation

FEATURED ORGANIZATION

PHOENICIA FESTIVAL OF THE VOICE

From opera to gospel, world music to Broadway, theatre and dance, The Phoenicia International Festival of the Voice celebrates the human voice in all its multi-faceted glory.

Five days in length, offering 25 daytime, evening and late evening events in Phoenicia, the event attracts more than 5,500 Internationally acclaimed performing artists collaborate with local performers, volunteer community choruses, a community children's chorus, a kids camp and a professional union member orchestra. The organization also has a substantial educational component including the new Catskill Academy of Performing Arts [CAPA] with scholarships available for qualifying local students. A mentoring program is assisting emerging artists: two young artists have attained noteworthy commentary by the NY Press for performances at the Metropolitan Opera.



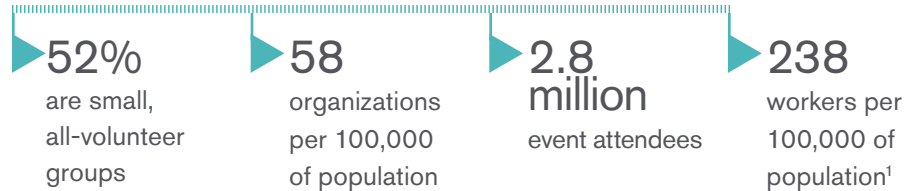
ULSTER COUNTY

CULTURE COUNTER

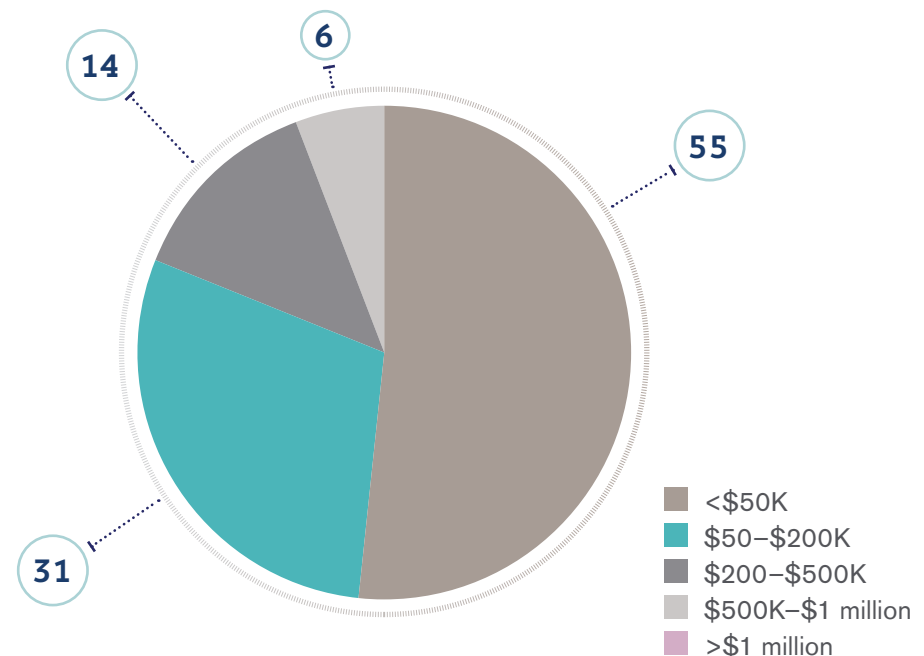
CRREO identified 106 arts & culture organizations in Ulster County and assembled fiscal, attendance, and employment figures for 62 organizations for which data was available.

106

ARTS & CULTURE ORGANIZATIONS



ANNUAL EXPENSE BUDGETS 106 ORGANIZATIONS



DUTCHESS

ORANGE

PUTNAM

ROCKLAND

SULLIVAN

ULSTER

WESTCHESTER

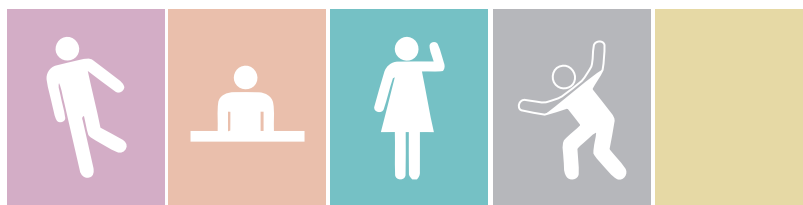


ECONOMIC IMPACT

+ \$15 million DIRECT IMPACT
 \$8.5 million INDIRECT IMPACT

- ▶ Direct expenditures of \$15 million by arts & culture organizations generate indirect spending of \$8.5 million **that creates jobs in other sectors.**

IMPACT ON EMPLOYMENT



▶ 144 direct employment
 ▶ 228 indirect employment

▶ TOTAL IMPACT ON EMPLOYMENT

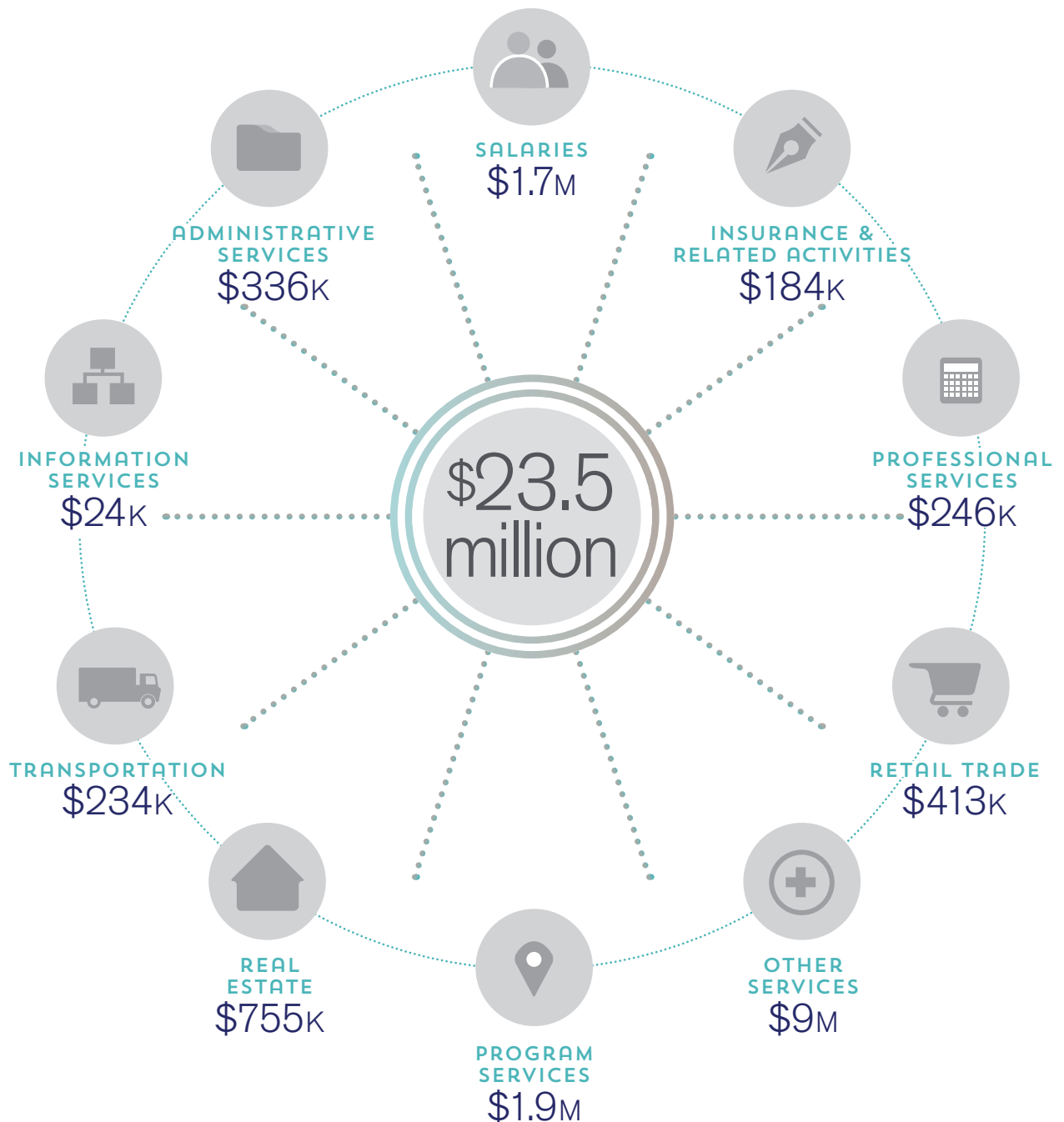
=372 jobs

(OR 204 JOBS PER 100,000 OF POPULATION)

ULSTER COUNTY ARTS & CULTURE ORGANIZATIONAL EXPENDITURES

Arts & culture organizational spending contributes directly to the region's economy. Employee salaries and benefits generate individual spending in the region. Organizations pay rent and mortgages, insure their holdings, hire contractors, advertise events, and buy office supplies—dollars invested directly in the region's economy.

MONEY IS SPENT ON:



DUTCHESS

ORANGE

PUTNAM

ROCKLAND

SULLIVAN

ULSTER

WESTCHESTER

**1.4
MILLION
VISITORS**
to the region for
arts & culture events
INJECTED
**\$161
MILLION**
DIRECTLY
into the
Ulster County
economy

ULSTER COUNTY ARTS MEAN BUSINESS: AUDIENCE SPENDING³

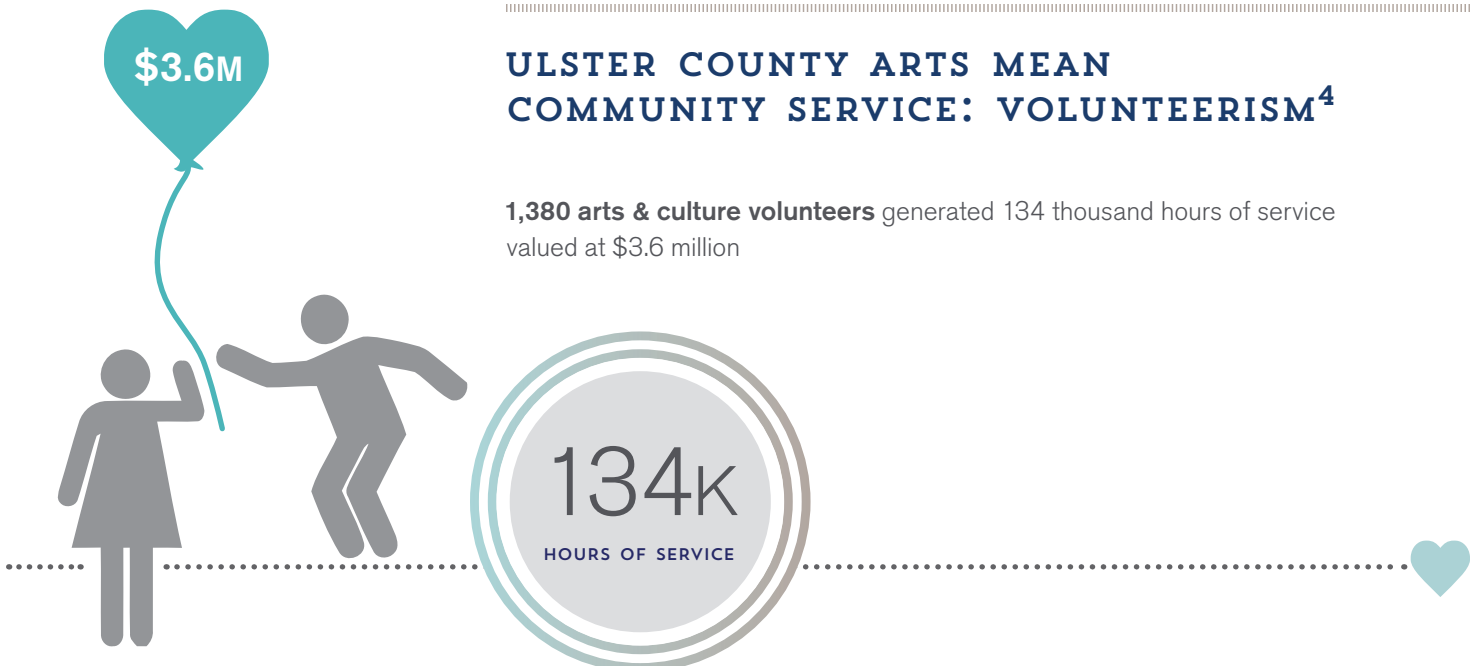
Ulster County arts & culture organizations attracted **1.1 million day visitors and 380 thousand overnight visitors** to the region for cultural events. Arts & culture audiences dine in restaurants before and after events, lodge in the region's hotels, motels and B&Bs, park their cars and buy gas, purchase souvenirs and other retail items, and take advantage of the Mid-Hudson's recreational opportunities.

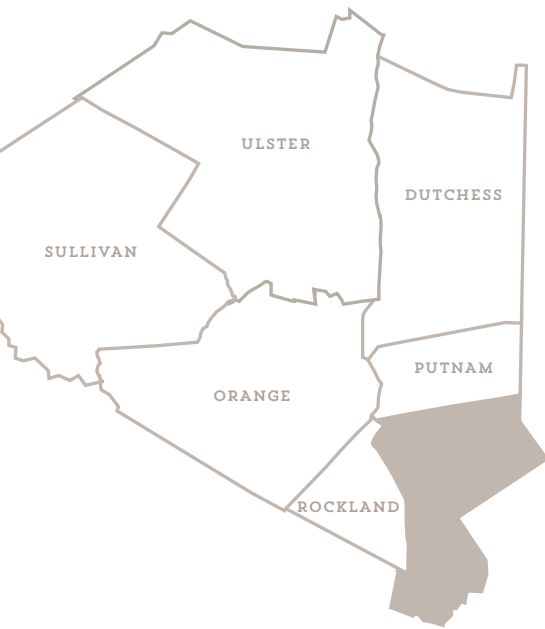
AUDIENCES SPEND ON:



ULSTER COUNTY ARTS MEAN COMMUNITY SERVICE: VOLUNTEERISM⁴

1,380 arts & culture volunteers generated 134 thousand hours of service valued at \$3.6 million





WESTCHESTER COUNTY

PARTICIPATING ORGANIZATIONS

American Booksellers Association
Arts Westchester
Schoolhouse Theatre
Axial Theatre
Axion Estin Foundation
Bedford Historical Society
Westchester Childrens Museum
Caramoor Center for Music and the Arts

● Clay Art Center

Copland House
Dance Educators of America
Deutsche Schule
Downtown Music at Grace
Emelin Theatre for the Performing Arts
Ethels Foundation for the Arts
Fine Arts Orchestral Society of Yonkers
French American School
Friends of John Jay Homestead
Friends of Music Concerts
Gaelic Athletic Association of Greater New York
Greater Hudson Heritage Network
Greeting Card Association
Hammond Museum
Historic Hudson Valley
Hoff-Barthelson Music School
Holocaust and Human Rights Education Center
Hudson River HealthCare Sculpture Garden
Hudson River Museum
Hudson River Museum of Westchester
Hudson Stage Company
Hudson Valley Center for Contemporary Art
Hudson West Productions
Jacob Burns Film Center
Jazz Forum Arts
John E Andrus Memorial
Katonah Museum of Art
Kjk Productions
Lagond Music School
Larchmont Mamaroneck Community Television
Lifetime Arts
Lincoln Depot

Long Island Baroque Ensemble
Meserve Kunhardt Foundation
Metropolitan Club
Mozartina Musical Arts Conservatory
Music Conservatory of Westchester
Music Studio of Westchester
NYTV 1850 Foundation
National Maritime Historical Society
Neuberger Museum
Peekskill Coffee House
Peekskill Museum
Pelham Art Center Inc
Performing Arts Center Foundation
Play Group Theater for Children and Young Adults
Port Chester Council for the Arts
Rye Art Center
Sing We Enchanted
Sleepy Hollow Performing Artists
Steffi Nossen Dance Foundation
Stone Barns Center
Summit Music Festival
Taconic Opera
Textile Conservation Workshop
The Gregg Smith Singers
The Hudson Valley Writers' Center
The Locrian Chamber Players
The Performing Arts Center at SUNY Purchase
The Picture House
The Play Group Theatre
Triple Shadow
Westchester Chamber Symphony
Westchester Italian Cultural Center
Westchester Jazz Orchestra
Westchester Philharmonic
White Plains Performing Arts Center
Youth Theatre Interactions

.....
DUTCHESS

.....
ORANGE

.....
PUTNAM

.....
ROCKLAND

.....
SULLIVAN

.....
ULSTER

.....
WESTCHESTER

FEATURED ORGANIZATION

CLAY ART CENTER

Clay Art Center (CAC) is a nationally recognized not-for-profit ceramic arts center. Founded in 1957, it is the largest, most active ceramic facility in the tri-state area. Believing strongly that the arts have the ability to touch and enrich lives, its mission is to offer a stimulating space for studio practice, exhibition and educational opportunities to better serve the community. CAC's vision is to kindle a passion for the ceramic arts and provide a community for that passion to flourish. Its 11,000 square foot facilities are unique in the New York metropolitan area as they combine studios for working ceramic artists with classes and workshops for all ages and skill levels. The mix allows exchange and inspiration. An active gallery and adjacent shop exhibit and sell the work of established and emerging artists. The residency programs attract new artists to teach and bring fresh techniques and ideas. CAC's robust Community Arts programs take art to local schools and community groups.



WESTCHESTER COUNTY

CULTURE COUNTER

CRREO identified 89 arts & culture organizations in Westchester County and assembled fiscal, attendance, and employment figures for 79 organizations for which data was available.

89

ARTS & CULTURE ORGANIZATIONS

46
Performing Arts
Dance, Festivals,
Literature, Media Arts,
Music, Theater

15
Museums & Galleries
Art, History, Science
Museums, Historic
Sites, Visual Arts

19
Community-Based
Ethnic Heritage,
Historical Societies,
Art Education

9
Multidisciplinary & Art Service

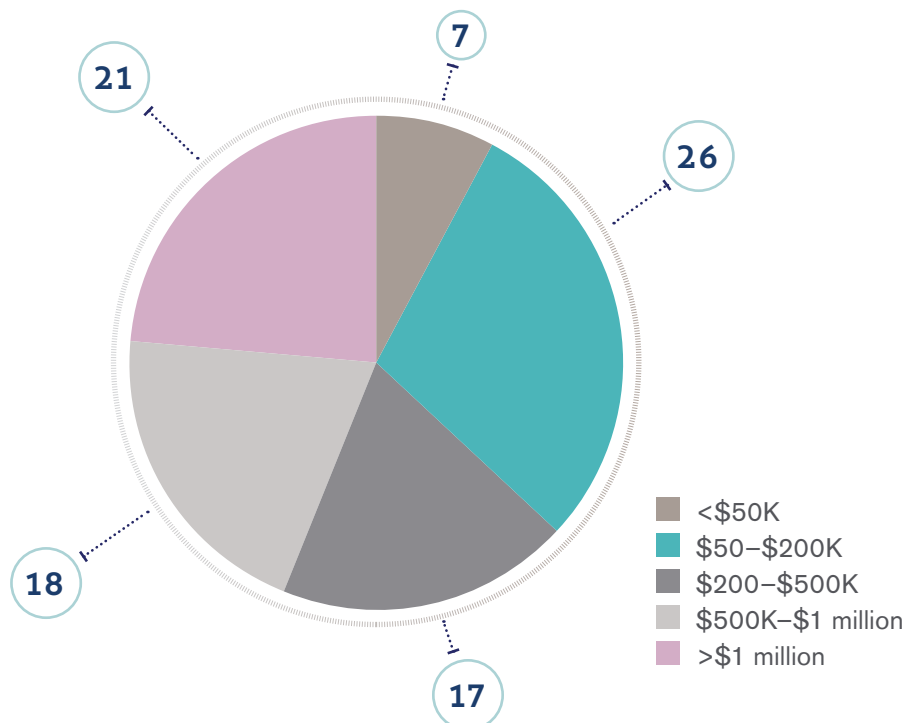
8%
are small,
all-volunteer
groups

9
organizations
per 100,000
of population

1.3 million
event attendees

942
workers per
100,000 of
population¹

ANNUAL EXPENSE BUDGETS 89 ORGANIZATIONS



DUTCHESS

ORANGE

PUTNAM

ROCKLAND

SULLIVAN

ULSTER

WESTCHESTER



ECONOMIC IMPACT

\$176 million DIRECT IMPACT
\$124 million INDIRECT IMPACT

- Direct expenditures of \$176 million by arts & culture organizations generate indirect spending of \$124 million **that creates jobs in other sectors.**

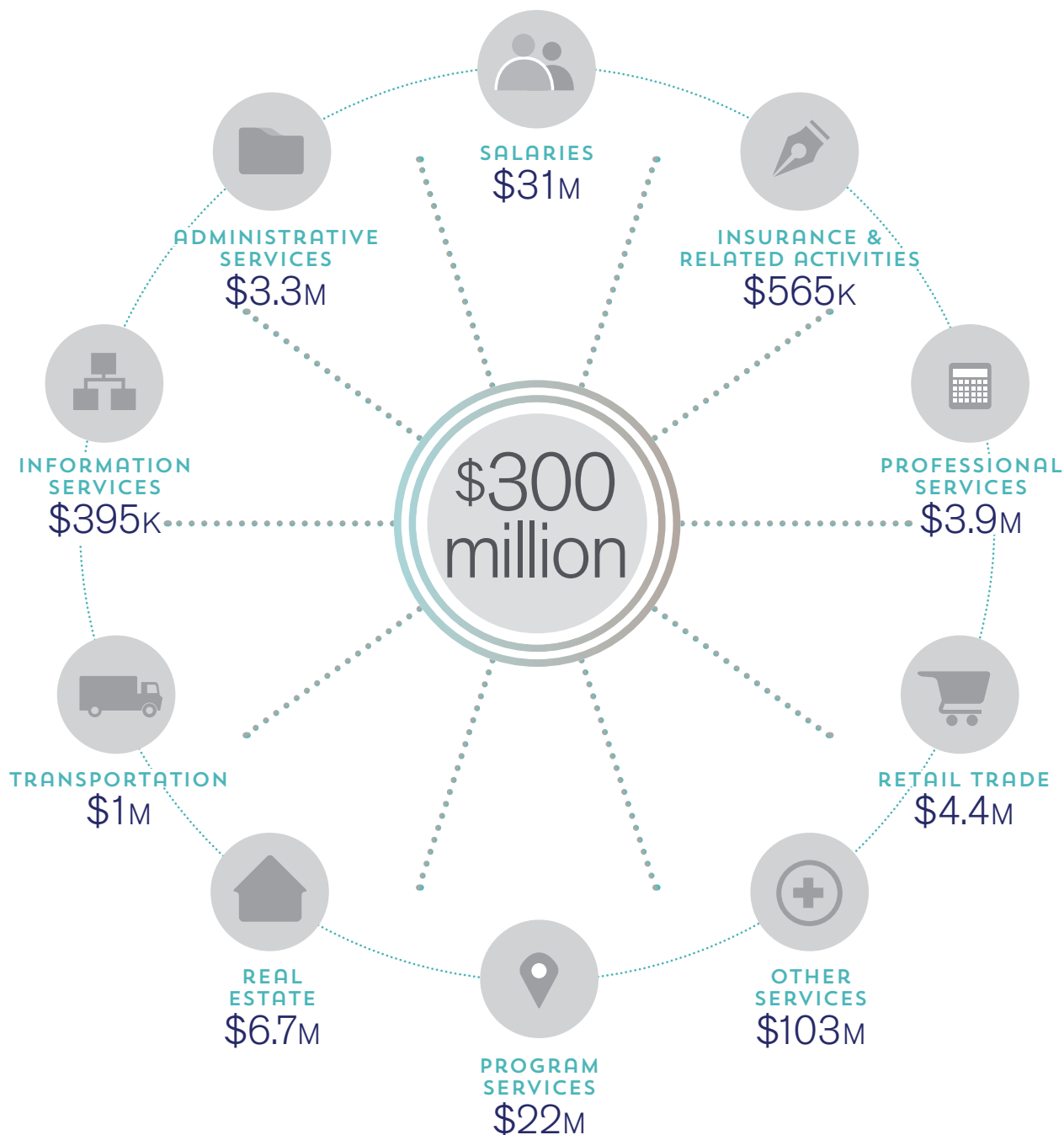
IMPACT ON EMPLOYMENT



WESTCHESTER COUNTY ARTS & CULTURE ORGANIZATIONAL EXPENDITURES

Arts & culture organizational spending contributes directly to the region's economy. Employee salaries and benefits generate individual spending in the region. Organizations pay rent and mortgages, insure their holdings, hire contractors, advertise events, and buy office supplies—dollars invested directly in the region's economy.

MONEY IS SPENT ON:



DUTCHESS

ORANGE

PUTNAM

ROCKLAND

SULLIVAN

ULSTER

WESTCHESTER

430
THOUSAND
VISITORS

to the region for
arts & culture events

INJECTED
\$313
MILLION
DIRECTLY

into the
Westchester County
economy

WESTCHESTER COUNTY ARTS MEAN BUSINESS: AUDIENCE SPENDING³

Westchester County arts & culture organizations attracted **314 thousand day visitors** and **116 thousand overnight visitors** to the region for cultural events. Arts & culture audiences dine in restaurants before and after events, lodge in the region's hotels, motels and B&Bs, park their cars and buy gas, purchase souvenirs and other retail items, and take advantage of the Mid-Hudson's recreational opportunities.

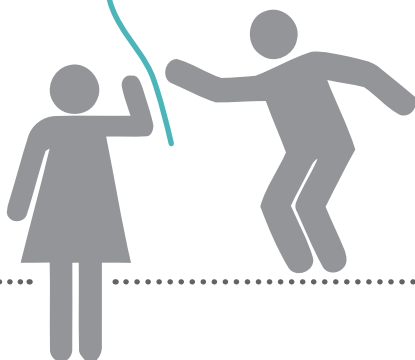
AUDIENCES SPEND ON:



\$8.5M

WESTCHESTER COUNTY ARTS MEAN COMMUNITY SERVICE: VOLUNTEERISM⁴

3,521 arts & culture volunteers generated 323 thousand hours of service valued at \$8.5 million





LOOKING TO THE FUTURE

In tough economic times, arts & culture organizations are often among the most severely affected. So, when CRREO asked participating organizations, **“Looking to the next five (and ten) years, what does your organization need to sustain and grow?”** in an online survey, we anticipated that funding would be an issue. And it is, particularly for historic preservationists who watched as 2014 State Park Service funding was slashed and then restored and the federal tax credit for historic preservation threatened. Others felt that a lack of paid professional staff had a negative impact on the quality of arts and culture programming.

Surprisingly, though, a need for funding was neither the leading issue nor the most prominent response. Instead, responses were remarkably consistent and centered on three topics: quality arts education in grades K-12; recognition from the business community, municipalities, and government leaders; and collaboration between and among organizations.

WHAT DOES

your organization
need to

GROW & SUSTAIN?

COMMUNITY
RECOGNITION

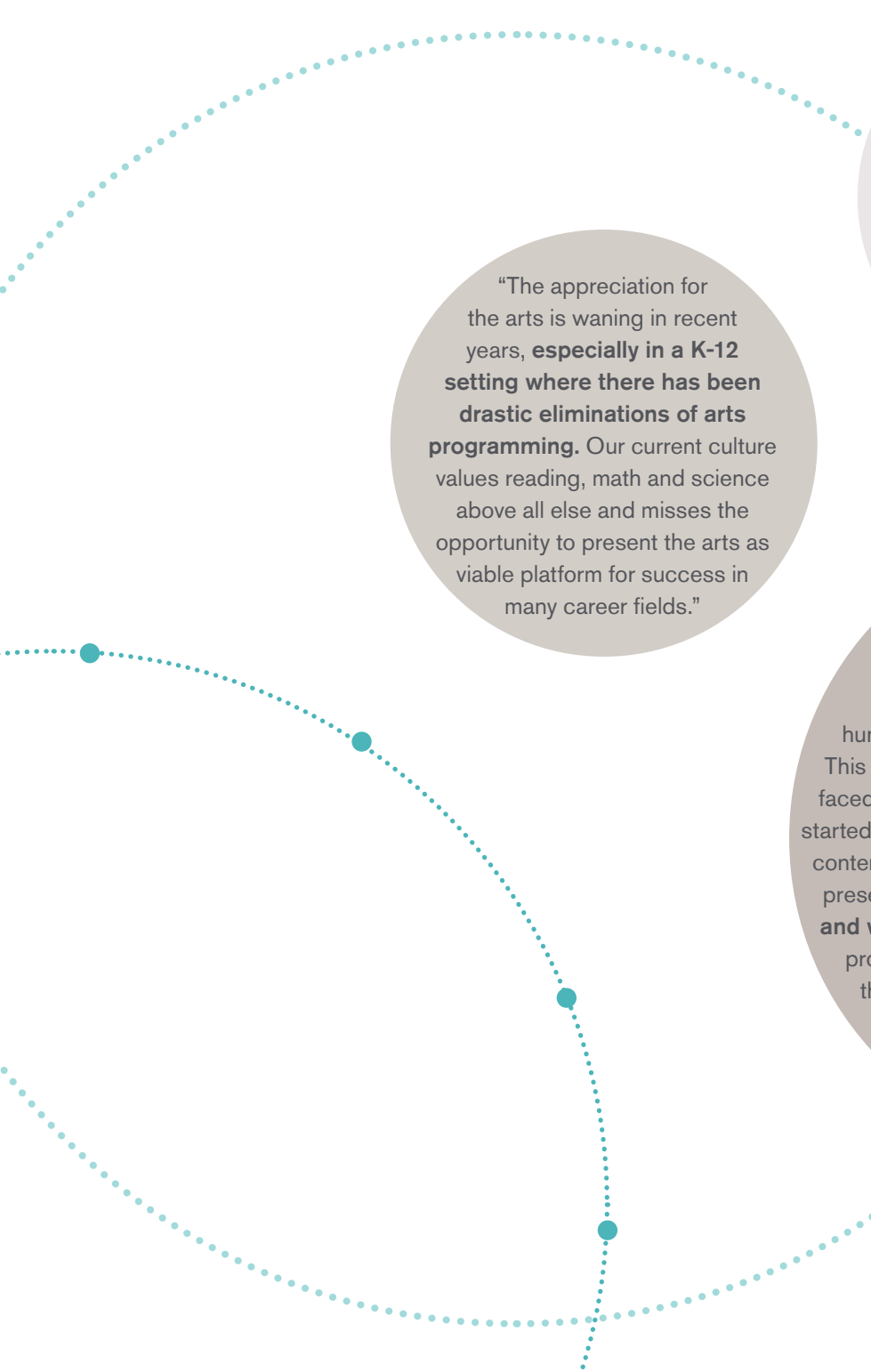
ART
EDUCATION

CROSS
COLLABORATION

ARTS EDUCATION

All 517 groups identified in the Mid-Hudson Region engage in education; it is inherent in their missions. Engaging students in arts and culture has been proven to: improve learning in such key areas as reading, math and science; increase motivation; teach social skills; and create a positive learning environment.⁵ Mid-Hudson arts and culture organization leaders are concerned about the devaluing of arts education.

THEY SAY:



"The appreciation for the arts is waning in recent years, **especially in a K-12 setting where there has been drastic eliminations of arts programming.** Our current culture values reading, math and science above all else and misses the opportunity to present the arts as viable platform for success in many career fields."

"[We need]...support from the local communities and audience development strategies **that introduce real art to school students** so that they can become interested in the arts and be the audience of the future."

"Ultimately the goal is to improve educational opportunities for Hudson Valley residents—each of our organizations affects hundreds of students and thousands of group tours. This is a small percentage of the total population who is faced with dire cuts in education, but the momentum has started... **We believe** that students benefit from exposure to contemporary art, to participating in the "cultural life of the present"... **We believe** in the role of the artist in society, **and we know**, from our 10 year Arts Education Program provided free to the students of the City of Beacon, that these programs improve critical thinking and math and science aptitude."

RECOGNITION FROM THE BUSINESS COMMUNITY, MUNICIPALITIES, AND GOVERNMENT LEADERS

As evidenced in this report, both arts and culture organizations and their audiences have direct impact on the local and regional economies. Mid-Hudson arts and culture organizations seek partnerships with business and government.

“Most of our actors and crewmembers eat and drink at a ... restaurant after a show and there are 260 shows in one year. Many of our audience eat and drink at a ... restaurant before and/or after a show and, again, there are 260 shows in one year. Many of our audience stay at ... motels/hotels/bed and breakfasts. Many of our audience shop at a ... store before a show. All set construction materials are purchased [here]; all banking [is here]; all insurance and investments are [here]; all lighting and costume materials are purchased within a 30-mile radius; all utilities are purchased from within the county; all sanitation services are provided from within the county; all printing is within the county; and all advertising is placed within a 30-mile radius. **We are very, very good for business.**”

“[We need] ... **partnerships with local businesses.** Businesses as sponsors; arts and culture organizations as customers of local businesses. Cross-promotion is essential. We partner with local restaurants: a \$22 ticket to a play becomes a \$49 ticket when sold at a local restaurant to include a two or three-course meal—the restaurant gets \$29 and The CENTER gets \$20. Sure, The CENTER loses \$2 but it gains customers who might not have come.”

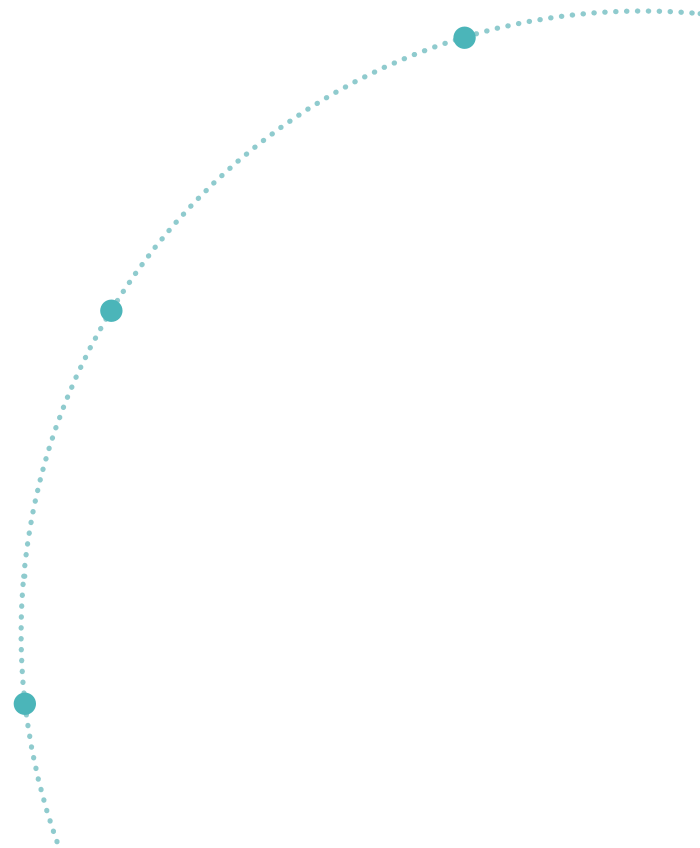
“The primary need for arts and culture organizations in the Hudson Valley is three-fold: artistic excellence—the best asset for development is a strong program; **collaboration with each other and business and civic groups and leadership;** communication about their vision and impact on their stakeholders and the communities they serve.”

“We partner with ... the Chamber of Commerce to create “Thursdays on Main,” a program whereby [we keep our] doors open on Thursdays in exchange for discounts at area businesses for our visitors who show a receipt. Our attendance grew, and **local businesses saw a boost in traffic on a normally slow day.** We are in the third year of the budget neutral program—and the benefits are mutual.”

“We understand that the greatest impact in this or any region would be for the **business and government leaders to get together to make attendance free at arts and culture organizations**. This would increase attendance—bringing more cultural tourists to the region who would visit the sites and then go out into the region and extend their spending. Moreover, the “quality of life” improvement that Dutchess County Executive Molinaro speaks well about makes people willing to relocate to the Hudson Valley, attracting business investment. “

“Our municipalities and government entities need to acknowledge the **factual economic importance of a vibrant arts and culture scene in this region**. Money is tight, as we all know, but a public ‘face’ of support is also extremely important.”

“Better transportation from NYC to the Hudson Valley, **particularly to the communities west of the Hudson** where trains are not available; and/or extended river ferry service on the weekends.”



COLLABORATION

The most consistent survey theme was the need for collaboration and shared services between and among organizations and the need for a strong regional network.


“More collaborative programs with local organizations, more exposure throughout the county and elsewhere, cross-marketing with other organizations.”

“Workshops (and local/regional/state/national media awareness campaigns) on positive outcomes (cf. sustainable practices and maximizing shared positive outcomes) of organizations actually working collaboratively, sharing to maximize resources and outcomes, exorcizing the scarcity mentality, cliques, and ego/fear-oriented attitudes of organizations' management that drive groups into competing for rather than sharing resources and spaces. Recognition and workshops are needed to help build trust among community nonprofits working either in same region or same programming. The outcomes or goals should be the lead focus, not each organization clamoring to be the only one to provide services. Is the goal to have a company or to ameliorate pressing needs in our communities?”

“As someone who is new to the Hudson Valley, it's amazing to me the rift that exists between communities on each side of the river. There are tremendous resources that are not being shared. There must be some opportunity in there!”

“In my tenure in the Hudson Valley, since 2010, we have made strides towards the above goals by creating a group called the Hudson Highlands Roundtable, made up of the directors of non-profits on both sides of the river between the Beacon-Newburgh and Bear Mountain bridges. This group gathers every other month for lunch and a presentation on a topic of relevance to its members, at one of the member sites. The group is made up of non profits including land trusts, arts organizations, museums, historic homes, and educational advocacy groups.”

“Greater cooperation, through the assistance of a strong, legitimate regional arts network.”



“ART ADDS TO THE QUALITY
OF LIFE, BOOSTS OUR LOCAL
ECONOMIES, AND NOURISHES
OUR SOULS.”

—ART ALONG THE HUDSON, VISION/MISSION/GOALS 2013

CONCLUSION

How may the three priorities—education, collaboration, recognition—be synergistically advanced by the Hudson Valley region's arts organizations? One answer is to join together to successfully address a compelling, broadly acknowledged regional need. Under pressure of declining enrollments, resistance to increased property taxation and state-mandated resource constraints, school systems throughout the region are struggling to maintain arts and cultural programming in their curricula. A regional effort by arts organizations—with the schools joining them at the table—might be focused on developing new collaborative approaches to delivering cost-effective arts education to assure the persistent vitality of the arts in the Hudson Valley's public schools. Business support may be claimed for this effort as it promises to retain or even grow arts-related economic activity in the Hudson Valley, and enhance regional competitiveness by reinforcing school quality and our region's quality of life advantages in the marketplace.

And initial success may build future success. Education is our most important local government service. An added result of a successful, region-wide results-focused collaboration by arts organizations in arts education will be a developed organizational capacity to act together on additional matters of regional importance in the arts.

MID-HUDSON ARTS & CULTURE

The Economic Impact was prepared for CRREO by Janis Benincasa, Julie Chiarito, KT Tobin, and Eve Waltermaurer with research assistance from Yoana Duarte.

Research was supported by funds from the New York Community Trust Arts & Culture Research Fund and employed data provided by the Cultural Data Project.

CRREO



PHOTO CREDITS

Cover: Greg Miller, *Panorama of the Hudson*, 2009. Digital photograph, dimensions variable. Courtesy the artist. Commissioned by the Samuel Dorsky Museum of Art. Bottom: Hudson River Day Line and Wallace Bruce, *Panorama of the Hudson Showing Both Sides of the River from New York to Albany*, 1910.

Table of Contents Page: Charles Geiger, *Out of Sight* (detail), 2010. Gouache, acrylic ink on paper, 44 x 55 inches. Collection of Samuel Dorsky Museum of Art.

Page 1: Jasper Cropsey (American 1823-1900), *Artist Sketching on Greenwood Lake* (detail), 1869, Oil on canvas, Frances Lehman Loeb Art Center, Vassar College, Gift of Georgia Potter Gosnell, class of 1951, and her daughter, Elizabeth Gosnell Miller, class of 1984, 2005.28

Page 48: Installation view, *Worlds of Wonder: Hudson Valley Artists 2014*. Judy Thomas, *Expansion*, 2014 (foreground), Holly Hughes, *Blazon: 18 Components in 18 Feet*, 2014.

Photo by Bob Wagner. Courtesy Samuel Dorsky Museum of Art.

Featured organization photos courtesy of the organizations.

METHODOLOGY

Mid-Hudson Arts & Culture: The Economic Impact is based on data provided by the Cultural Data Project (CDP) supplemented by a thorough search of the National Center for Charitable Statistics (NCCS) 990 filings for “Arts, Culture, Humanities” not-for profits in Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster and Westchester Counties comprising the Mid-Hudson Valley Economic Development Zone. Information was collected on the expenditures of 364 of 517 identified organizations for 2011, the most complete available dataset. These expenditures were multiplied by the respective RIMS II multipliers in order to calculate the impact on output, which is the overall economic activity or increase in total spending, earnings and job creation. 153 identified organizations are omitted from this report because they operate on under \$50,000 annually and are not required to file 990 financial data. Because no financial data was available for these organizations, total impacts are conservative (under-estimated).

The report uses the U.S. Department of Commerce's Bureau of Economic Analysis' Regional Input-Output Modeling Systems (RIMS II) to measure the impact of the Mid-Hudson Valley culture sector on the economy. Each dollar spent by area art and culture organizations, their employees, and audience circulates through the economy impacting various industries. The RIMS II model provided multipliers that measure this impact.

The RIMS II multipliers are based on an input-output (I-O) table that shows the inputs purchased and outputs sold for each industry. The RIMS II direct-effect employment multiplier was used to calculate the number of jobs created in the Mid-Hudson Valley. RIMS II-based estimates and those based on surveys are similar as shown through empirical tests.

Seventy-nine organizations responded to a survey that asked organizations to estimate the percentage of annual expenditures that were incurred in-county, in-region and outside the Mid-Hudson region. The survey also asked for these percentages for employee residence and annual attendance. Percentages for non-respondents were imputed for the following measures: attendance, artist fees, expenses minus artist fees and employee residence. Number of employees, volunteers and volunteer hours were also imputed for non-respondents. A detailed methodology is available upon request.

NOTES

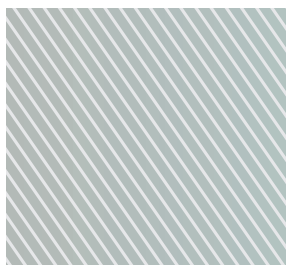
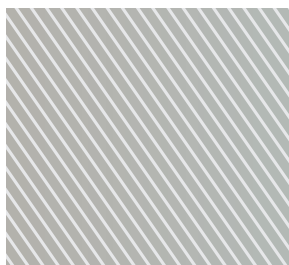
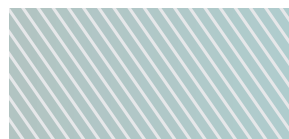
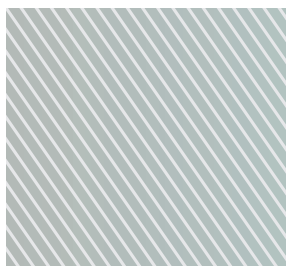
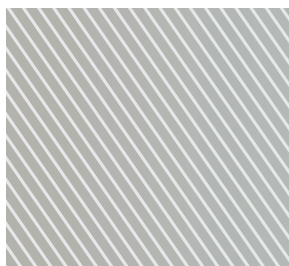
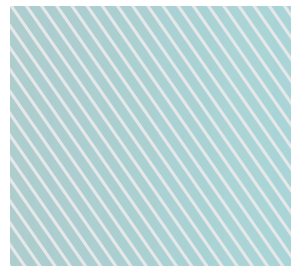
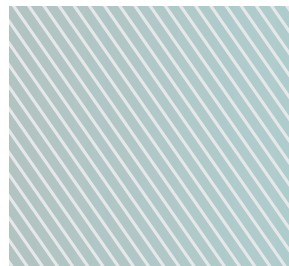
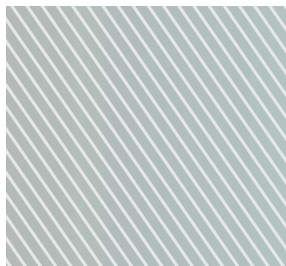
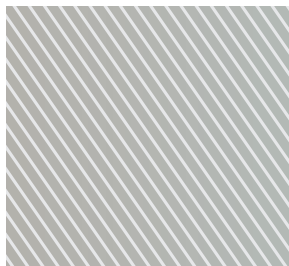
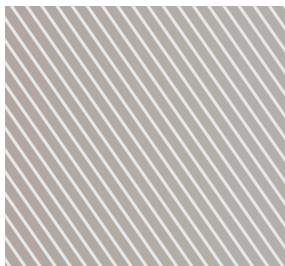
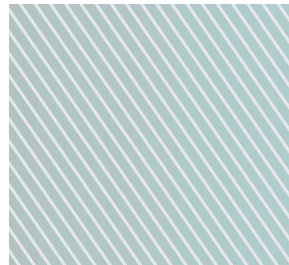
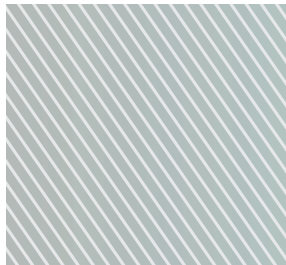
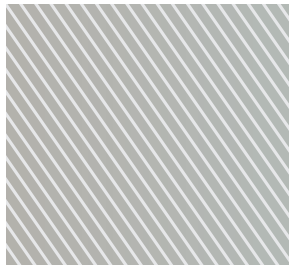
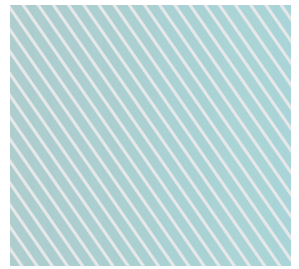
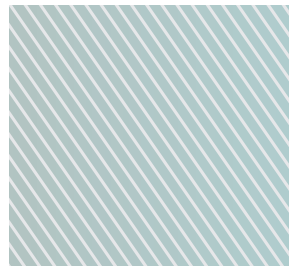
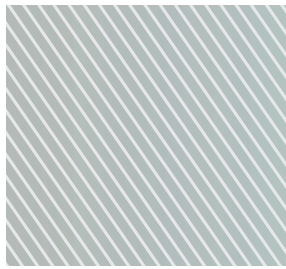
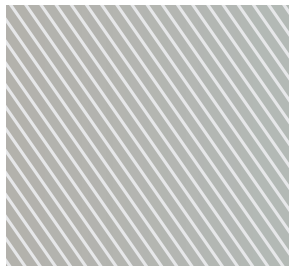
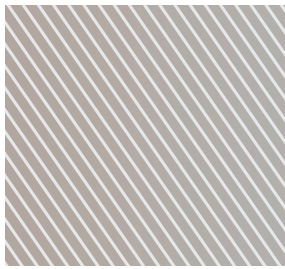
1 Source: U.S. Department of Commerce,
U.S. Census Bureau.
<http://censtats.census.gov>

2 Capital expenditures are excluded
from this study. Total impact is
therefore underestimated.

3 Audience spending figures are
derived from *The Economic Impact of
Tourism in New York: 2011 Calendar Year,
Hudson Valley and Catskills Focus,*
Philadelphia: Tourism Economics, p. 33, annual
tourism figures provided by county tourism
offices, and organizational attendance figures.
The figures are for out-of-county and outside
region audience members only; in-county
attendees and second homeowners are
excluded. It is assumed that outside region
audience members lodged overnight.

4 Independentsector.com calculates
the value of volunteer labor in
New York State at \$26.45 per hour.
[www.independentsector.org/
volunteer_time](http://www.independentsector.org/volunteer_time)

5 See Sandra Ruppert,
“Critical Evidence: How the Arts Benefit
Student Achievement,” National Assembly
of State Arts Agencies, 2006.



CRREO

