“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
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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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 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 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.
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

- 235 Performing Arts: Dance, Festivals, Literature, Media Arts, Music, Theater
- 128 Community-Based: Ethnic Heritage, Historical Societies, Art Education
- 112 Museums & Galleries: Art, History, Science Museums, Historic Sites, Visual Arts
- 42 Multidisciplinary & Art Service

- 40% are small, all-volunteer groups
- 22.4 organizations per 100,000 of population
- 8 million event attendees
- 702 workers per 100,000 of population

ANNUAL EXPENSE BUDGETS of the 517 ORGANIZATIONS

- <$50K: 30
- $50–$200K: 60
- $200–$500K: 39
- $500K–$1 million: 179
- >$1 million: 209

1 million event attendees
702 workers per 100,000 of population
**ECONOMIC IMPACT**

$468 million \text{ TOTAL IMPACT}^2$

$245 \text{ million DIRECT IMPACT}$

$+ \quad 223 \text{ million INDIRECT IMPACT}$

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

**IMPACT ON EMPLOYMENT**

$1,029 \text{ direct employment}$

$+ \quad 3,941 \text{ indirect employment}$

$= 4,970 \text{ jobs}$

(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:**

- **Salaries:** $22M
- **Administrative Services:** $5.5M
- **Insurance & Related Activities:** $1.7M
- **Information Services:** $776K
- **Transportation:** $2.9M
- **Retail Trade:** $8.3M
- **Professional Services:** $5.7M
- **Real Estate:** $12.5M
- **Program Services:** $40M
- **Other Services:** $146M

**Total:** $245 million
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:**

<table>
<thead>
<tr>
<th>Lodging</th>
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<th>Recreation</th>
<th>Retail</th>
<th>Transportation</th>
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</thead>
<tbody>
<tr>
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<td>$43.3M</td>
<td>$134M</td>
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**MID-HUDSON ARTS MEAN BUSINESS: COMMUNITY SERVICE: VOLUNTEERISM**

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!
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 Society
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 Wassiac Project
Tivoli Artists Gallery
Town of Dover Historical Society
Underfashion Club
Upstate Films Limited
Wilderstein Preservation
Womens Jewelry Association
Workwith Dancers Company
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.”
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 ORGANIZATIONS

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 population

ANNUAL EXPENSE BUDGETS
109 ORGANIZATIONS

<$50K
$50–$200K
$200–$500K
$500K–$1 million
>$1 million
ECONOMIC IMPACT

$28.5 million TOTAL 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

640 direct employment
375 indirect 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:**

- **Salaries**: $5.8M
- **Administrative Services**: $430K
- **Insurance & Related Activities**: $539K
- **Information Services**: $132K
- **Professional Services**: $815K
- **Transportation**: $517K
- **Retail Trade**: $760K
- **Real Estate**: $1.7M
- **Program Services**: $8.34M
- **Other Services**: $146M

Total: $28.5 million
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:**

<table>
<thead>
<tr>
<th>LODGING</th>
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<th>RECREATION</th>
<th>RETAIL</th>
<th>TRANSPORTATION</th>
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<td>$5M</td>
<td>$13.5M</td>
<td>$21.5M</td>
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</table>

**DUTCHES COUNTY ARTS MEAN COMMUNITY SERVICE: VOLUNTEERISM**

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

Ancient Order of Hibernians
Joseph Duelk 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
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.
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

- 28 Performing Arts
  - Dance, Festivals, Literature, Media Arts, Music, Theater

- 23 Museums & Galleries
  - Art, History, Science Museums, Historic Sites, Visual Arts

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

- 5 Multidisciplinary & Art Service

55% are small, all-volunteer groups

21 organizations per 100,000 of population

778 thousand event attendees

453 workers per 100,000 of population

ANNUAL EXPENSE BUDGETS

78 ORGANIZATIONS

- <$50K: 43 organizations
- $50–$200K: 23 organizations
- $200–$500K: 5 organizations
- $500K–$1 million: 6 organizations
- >$1 million: 1 organization
ECONOMIC IMPACT

$33.1 million \text{ TOTAL IMPACT}^2

\begin{align*}
\text{\$20.8 million direct impact} & \quad \text{\$12.3 million indirect impact} \\
\text{(or 130 jobs per 100,000 of population)} & \\
\end{align*}

\begin{itemize}
  \item Direct expenditures of $20.8 million by arts & culture organizations generate indirect spending of $12.3 million that creates jobs in other sectors.
\end{itemize}

IMPACT ON EMPLOYMENT

\begin{align*}
\text{200 direct employment} & \quad \text{286 indirect employment} \\
\text{TOTAL IMPACT ON EMPLOYMENT} & \quad \text{=486 jobs}
\end{align*}
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:

- **Salaries**: $2.9M
- **Administrative Services**: $248.7K
- **Insurance & Related Activities**: $257.5K
- **Information Services**: $15K
- **Transportation**: $495K
- **Real Estate**: $832K
- **Professional Services**: $245K
- **Retail Trade**: $1.15M
- **Program Services**: $2.6M
- **Other Services**: $12.1M

$33.1 million
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:**

<table>
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<tr>
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<td>$1.4M</td>
<td>$10.3M</td>
<td>$1.7M</td>
<td>$6.7M</td>
<td>$11.8M</td>
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</tbody>
</table>

**Orange County Arts Mean Community Service: Volunteerism**

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

- 35% are small, all-volunteer groups
- 52 organizations per 100,000 of population
- 351 thousand event attendees
- 921 workers per 100,000 of population

ANNUAL EXPENSE BUDGETS
52 ORGANIZATIONS

- 26 Performing Arts: Dance, Festivals, Literature, Media Arts, Music, Theater
- 12 Museums & Galleries: Art, History, Science, Museums, Historic Sites, Visual Arts
- 9 Community-Based: Ethnic Heritage, Historical Societies, Art Education
- 5 Multidisciplinary & Art Service

[Pie chart showing the distribution of annual expense budgets across different categories with 25 organizations falling into the <$50K category, 18 in the $50K-$200K category, 1 in the $200K-$500K category, 1 in the $500K-$1 million category, and 1 in the >$1 million category.]
ECONOMIC IMPACT

$11.5 million TOTAL IMPACT²

$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

- 69 direct employment
- 90 indirect employment

TOTAL IMPACT ON EMPLOYMENT = 159 jobs
(OR 159 JOBS PER 100,000 OF POPULATION)
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:

- **Salaries**: $1.8M
- **Insurance & Related Activities**: $203K
- **Administrative Services**: $118K
- **Program Services**: $670K
- **Professional Services**: $288K
- **Retail Trade**: $122K
- **Transportation**: $196K
- **Real Estate**: $239K
- **Other Services**: $4.2M
- **Information Services**: $7K
**Putnam County Arts Mean Business: Audience Spending**

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:**

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<tbody>
<tr>
<td>$230K</td>
<td>$32M</td>
<td>$124k</td>
<td>$2M</td>
<td>$526k</td>
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**Putnam County Arts Mean Community Service: Volunteerism**

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

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


ECONOMIC IMPACT

$16.4 million \text{ DIRECT IMPACT} + $10 million \text{ INDIRECT IMPACT} = \$26.4 \text{ million TOTAL IMPACT}^2

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

IMPACT ON EMPLOYMENT

- 116 \text{ direct employment}
- 203 \text{ indirect employment}

\text{TOTAL IMPACT ON EMPLOYMENT} = 319 \text{ jobs}

(OR 102 \text{ JOBS PER 100,000 OF POPULATION})
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:

- **SALARIES**: $1.375M
- **ADMINISTRATIVE SERVICES**: $254k
- **INSURANCE & RELATED ACTIVITIES**: $23K
- **INFORMATION SERVICES**: $105K
- **REAL ESTATE**: $1M
- **TRANSPORTATION**: $206K
- **PROFESSIONAL SERVICES**: $49K
- **PROGRAM SERVICES**: $2.8M
- **RETAIL TRADE**: $900K
- **OTHER SERVICES**: $9.6M
- **MONEY IS SPENT ON: $26.4 million**
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:**

<table>
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<th>LODGING</th>
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</tr>
</thead>
<tbody>
<tr>
<td>$2.8M</td>
<td>$26M</td>
<td>$8.2M</td>
<td>$19M</td>
<td>$8.7M</td>
</tr>
</tbody>
</table>

833 arts & culture volunteers generated 101 thousand hours of service valued at $2.7 million.
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
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.
CRREO identified 30 arts & culture organizations in Sullivan County and assembled fiscal, attendance, and employment figures for 16 organizations for which data was available.
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

- **94** direct employment
- **250** indirect employment

**Total Impact on Employment**

= **344 jobs**

(or **446 jobs per 100,000 of population**)
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:

- **Salaries**: $3.5M
- **Administrative Services**: $243K
- **Insurance & Related Activities**: $531K
- **Professional Services**: $33K
- **Retail Trade**: $406K
- **Transportation**: $77K
- **Information Services**: $19K
- **Real Estate**: $1.3M
- **Program Services**: $2.9M
- **Other Services**: $13M

Total: **$32.6 million**
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.

**SULLIVAN COUNTY ARTS MEAN BUSINESS: AUDIENCE SPENDING**

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

### SULLIVAN COUNTY ARTS MEAN BUSINESS: AUDIENCE SPENDING

<table>
<thead>
<tr>
<th>LODGING</th>
<th>FOOD &amp; BEVERAGE</th>
<th>RECREATION</th>
<th>RETAIL</th>
<th>TRANSPORTATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2.5M</td>
<td>$2.8M</td>
<td>$535K</td>
<td>$4.9M</td>
<td>$191K</td>
</tr>
</tbody>
</table>

**168 THOUSAND VISITORS** to the region for arts & culture events **INJECTED $10.9 MILLION DIRECTLY** into the Sullivan County economy.
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)
Cragsmoor 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
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.
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

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

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

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

4 Multidisciplinary & Art Service

52% are small, all-volunteer groups

58 organizations per 100,000 of population

2.8 million event attendees

238 workers per 100,000 of population

ANNUAL EXPENSE BUDGETS
106 ORGANIZATIONS

-$50K
$
$50–$200K
$200–$500K
$500K–$1 million
>$1 million
ECONOMIC IMPACT

$23.5 million TOTAL 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:

- **Salaries**: $1.7M
- **Administrative Services**: $336K
- **Insurance & Related Activities**: $184K
- **Information Services**: $24K
- **Professional Services**: $246K
- **Transportation**: $234K
- **Real Estate**: $755K
- **Program Services**: $1.9M
- **Retail Trade**: $413K
- **Other Services**: $9M

Total: $23.5 million
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:

<table>
<thead>
<tr>
<th>Lodging</th>
<th>Food &amp; Beverage</th>
<th>Recreation</th>
<th>Retail</th>
<th>Transportation</th>
</tr>
</thead>
<tbody>
<tr>
<td>$27M</td>
<td>$52.3M</td>
<td>$5.7M</td>
<td>$57M</td>
<td>$19M</td>
</tr>
</tbody>
</table>

ULSTER COUNTY ARTS MEAN COMMUNITY SERVICE: VOLUNTEERISM⁴

1,380 arts & culture volunteers generated 134 thousand hours of service valued at $3.6 million
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
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.
CRREO identified 89 arts & culture organizations in Westchester County and assembled fiscal, attendance, and employment figures for 79 organizations for which data was available.
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

TOTAL IMPACT ON EMPLOYMENT

=3,116 jobs

(OR 326 JOBS PER 100,000 OF POPULATION)

1,103 direct employment
2,013 indirect 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:

- **Salaries**: $31M
- **Administrative Services**: $3.3M
- **Insurance & Related Activities**: $565K
- **Information Services**: $395K
- **Professional Services**: $3.9M
- **Retail Trade**: $4.4M
- **Transportation**: $1M
- **Real Estate**: $6.7M
- **Program Services**: $22M
- **Other Services**: $103M

$300 million
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:**

<table>
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<th>RECREATION</th>
<th>RETAIL</th>
<th>TRANSPORTATION</th>
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</thead>
<tbody>
<tr>
<td>$7.3M</td>
<td>$104M</td>
<td>$34.3M</td>
<td>$85.6M</td>
<td>$82M</td>
</tr>
</tbody>
</table>

Westchester County arts mean community service: volunteerism

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.
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. Mid-Hudson arts and culture organization leaders are concerned about the devaluing of arts education.

THEY SAY:

“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.”

“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.”

“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 crew members 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.”
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.”

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

“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.”

“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!”
“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.

PHOTO CREDITS


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


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


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
