

A Vibrant Community

WHY SUPPORT THE ARTS IN INDIANAPOLIS?

The Arts enrich us, bring us together and provide a form of expression that lends meaning to our lives, individually and as a community, in ways we wouldn't have otherwise.

The Arts are also leading community development within Indianapolis. A recently released Economic Impact Study from the Arts Council of Indianapolis illustrated the increasingly important and valuable role the Arts play as a contributor to the economy of Indianapolis. Nonprofit arts organizations in Indianapolis generate nearly half a billion dollars to the city's economy each year. \$52 million of that activity is realized in state and county tax revenue. The Arts are also responsible for more than 15,000 full-time jobs.

According to reports from Harvard University, the Urban Institute, RAND Corporation and others, the Arts lead community development in Indianapolis in other significant ways – including improving public safety, reducing crime, and increasing literacy, job skills, and graduation rates. Through community-wide outreach programs, low- and no-cost performances and exhibits, and instructional courses provided in venues around the city, nonprofit arts programs in Marion County serve more than 2 million children, students, and senior citizens each year.

Taken all together – the Arts' intrinsic value, its growing economic importance, and the invaluable role it plays in community development, improving public safety, and reducing crime – there really isn't any question about what the Arts mean to the City of Indianapolis.

The Arts Mean... A Vibrant Community



The Arts Council of Indianapolis exists to advance and promote the Arts through funding, advocacy, business, artistic and technical assistance, public and private support, and technology.

For additional information about the Arts Council of Indianapolis or for more information about how the Arts Mean a Vibrant Community for Indianapolis,

please visit

WWW.INDYARTS.ORG

The **ARTS** mean...



A Vibrant Community



★ The Arts Mean... A Vibrant Community

Safe and clean streets are not the only ingredients of a vibrant and healthy city. Cities need artists and arts experiences to enliven and beautify the environment, to provide opportunities for learning and exploration, and to celebrate our shared traditions and cultural differences. The Arts in Indianapolis provide all these opportunities and more. The Arts mean a vibrant community.

Indianapolis is home to hundreds of arts and cultural organizations and thousands of artists. Our arts community includes some of the world's biggest and best museums, headquarters for national and international arts organizations, and critically-acclaimed dance, theater, and music performances. Cutting-edge galleries, unique festivals, and arts experiences for the young and young-at-heart make Indianapolis one of the nation's finest and fastest-growing arts destinations.

IN FACT, THE ARTS PROVIDE:

- ★ 7 million visits to diverse performances, exhibitions, and programs
- ★ Nationally and internationally-recognized arts experiences to the nearly 22 million annual visitors to Indianapolis

DR. RICHARD FLORIDA, author of the 2002 best-seller, *The Rise of the Creative Class*, says all 21st century cities must attract and retain the creative class in order to thrive. According to Dr. Florida, the creative class includes people in science and engineering, architecture and design, education, arts, music, and entertainment, whose economic function is to create new ideas, new technology, and new creative content. This is what makes up a vibrant and thriving community.

★ With the Arts... Indianapolis Is a 'Cool City'

According to economist REBECCA RYAN, there are seven indexes for all "cool" communities. Arts and culture are present in at least four of the seven indexes. Three out of four people under the age of 28 say a "cool" city is more important than a good job.

Indianapolis' museums are home to more than 500,000 artworks and artifacts, occupying more than 2 million square-feet of exhibition space.

Indianapolis' performing arts venues contain nearly 20,000 seats in venues of all sizes throughout the city.

There are more than 100 galleries, studio buildings, and exhibition spaces to buy art, meet local artists, and get involved in the local arts community. Be Independent – a campaign promoting the benefits of buying art produced by more than 600 local artists – now also promotes independently owned shops and restaurants.

The Arts serve as a cornerstone for the city's six cultural districts, which include 164 art galleries, theaters, museums, artist's studios, and other cultural attractions.

In 2007, 17,567 arts education and outreach performances, exhibitions, and events were held throughout the city serving more 830,000 people. That's just the arts education and outreach programs alone!

Citywide arts festivals in Indianapolis feature visual and performing arts, hands-on arts activities, and thought-provoking and engaging experiences. Some of Indianapolis' most notable festivals and fairs that attract tens of thousands of visitors and residents include:

- ★ Broad Ripple Art Fair
- ★ Penrod Arts Fair
- ★ Talbot Street Art Fair
- ★ Indianapolis Theatre Fringe Festival
- ★ International Festival
- ★ Indiana Avenue Renaissance Festival
- ★ Indiana Black Expo – Summer Celebration
- ★ Indy Jazz Fest
- ★ Fiesta Indianapolis
- ★ Hoosier Storytelling Festival

★ Examples of Indianapolis' Vibrant Arts Community

- ★ Whether measured by size, number of artifacts, or number of visitors, THE CHILDREN'S MUSEUM OF INDIANAPOLIS is the world's largest. Attracting more than one million children and adults each year, the museum features more than 110,000 artifacts, including the world-renowned Dinosphere exhibition.
- ★ The INDIANAPOLIS ARTSGARDEN, a seven-story, glass-enclosed arts space in the heart of downtown Indianapolis, is a unique cultural icon of Indianapolis representing the urban renewal of downtown.
- ★ Located on 152 acres of gardens and grounds, the INDIANAPOLIS MUSEUM OF ART is the fifth largest art museum in the United States, with a collection of more than 50,000 works. Celebrating its 125th anniversary in 2008, the museum is among the country's 10 oldest arts museums.
- ★ Currently under construction in downtown Indianapolis, the INDIANAPOLIS CULTURAL TRAIL is an 8-mile urban bicycle and pedestrian path that connects neighborhoods, entertainment amenities and arts facilities, the city's six cultural districts, and is home to more than \$2 million in public art. Upon completion, it will be the only one of its kind in the world.
- ★ The INDIANAPOLIS CHILDREN'S CHOIR is among the largest and most accomplished choirs in the nation, with more than 1,700 singers in 20 choirs and programs. It includes an early childhood division, outreach and after-school programs, and numerous performing ensembles that have represented the City of Indianapolis throughout the world.
- ★ The INTERNATIONAL VIOLIN COMPETITION OF INDIANAPOLIS is one of the top competitions of its kind in the world, bringing the world's best young violin virtuosos to Indianapolis every four years.
- ★ THE HEARTLAND FILM FESTIVAL filmmakers celebrate the accomplishments of writers and directors, presenting films that bring out the best of the human spirit.
- ★ Named after America's first self-made African-American female millionaire, the MADAME WALKER THEATRE CENTER is a National Historic Landmark. The center includes a fully-restored 944-seat grand theater, education program, a history museum, and a full season of arts performances, educational activities, and community celebrations.
- ★ The INDIANAPOLIS ZOO, including the 3.3-acre White River Gardens, welcomes more than one million visitors each year and plays a major role in worldwide conservation and research. It's the only zoo in the world that boasts an underwater dolphin encounter area.
- ★ The AMERICAN PIANISTS ASSOCIATION, a national music competition, celebrates young jazz and classical pianists through biennial competitions.
- ★ With 55,000 square feet of core exhibits featuring art, science, and culture and an additional 15,000 square feet in changing galleries, the INDIANA STATE MUSEUM is one of the largest and most modern state museums in the country. With more than half a million artifacts and specimens in its collections and 12 historic sites around the state, the museum is a leader in multi-disciplinary education.

These are just highlights of the many arts programs making a difference in Indianapolis. Visit WWW.INDYARTS.ORG for more information and other examples.