Thinking Strategically about the Arts and Community Development: Bringing Together Data, Data and Best Practice

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Plan of talk

1. What Are Embedded Arts and Natural Arts Clusters?

2. Effect of Embedded Arts on Community Development

3. Using Data to Target Embedded Arts Initiatives in Transitional Neighborhoods

4. Adapting Embedded Arts Strategies Across a Range of Neighborhoods
High Art: St. Louis Art Museum
Natural Arts Clusters

• Concentrations of arts producers and consumers

• Organic, not planned

• 1-2 decades to develop

• Clustering stimulates creativity
Direct Economic Impact of the Arts in St. Louis Region

• $582 million in economic activity
• $313 million in spending by arts nonprofits
• 10,046 fulltime jobs
• $23.76 per attendee beyond ticket price
• $34.78 per nonresident attendee

Source: *The Arts Mean Business in St. Louis* (Regional Arts Commission, June 2012)
Cultural Assets and Community Revitalization

Block groups with high numbers of cultural assets were four times more likely to see their populations increase and their poverty rates decline than block groups with few cultural assets.

Source: Social Impact of the Arts Project (SIAP)
Indirect Effects of Arts on Community

Social Capital: Bonding and Bridging
Community Identity (Branding)
Community Engagement
Transitional Neighborhoods

Housing Markets
St. Louis County and City of St. Louis

Housing Market Clusters

- Neighbors/Municipalities
- Strongest
- Most Distressed
Certain Types of Neighborhoods Are More Conducive to Arts Clusters
Economic Diversity Index
St. Louis County and City of St. Louis

Blue areas are areas where people of different incomes are likely to live close to each other.
Poverty-Professional Areas
St. Louis County and City of St. Louis

Blue areas are areas that have a higher percent of residents with professional occupations and a higher than average poverty rate.
Walkability Index
St. Louis County and
City of St. Louis

Blue areas are areas that are more walkable—have amenities that you can walk to, a lot of street intersections and a diversity of land uses.
<table>
<thead>
<tr>
<th>Areas</th>
<th>Population change</th>
<th>Diversity Index</th>
<th>Contain Pov Prof Area?</th>
<th>% Non Family Hshlds</th>
<th>Walk Score</th>
<th>% Change in Constant Quality Index, 2000-09</th>
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<tbody>
<tr>
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## Thinking Through Where Arts and Community Building Intersect

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<tr>
<th></th>
<th>Consumer Arts</th>
<th>Producer Arts</th>
<th>Civic Arts</th>
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<td><strong>Built Environment</strong></td>
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<td><strong>Civic Institutions/Capacity</strong></td>
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