



Fresno City Council Workshop

April 10, 2014



*FAC's mission is to
'enrich people's lives through the arts'.*





Creates more prosperous communities

Improves education & academic performance

Increases test scores across every subject area

Lowers drop out rates and helps close the achievement gap

Improves the quality of work force

Reduces crime rate

Increases business & economics vitality

Promotes the creative economy

Increases social & cultural understanding

Attracts more business

Art Education

Fresno's Poet Laureate

James Tyner



Art in Public Places

*Serve with City
Committee to approve
Public Art projects*

Call to Artists

*Developed a Mural
Policy*

Maintain Public Art





Arthrop

Arts Alive

Downtown
Public Gallery

Horizon
Awards



Fuse Fest

Catacomb

Rouge Festival

Jazz Hop

New Galleries

New
Performance
venues

The Economic Impact of the Nonprofit Arts And Culture Industry in Fresno County

Non- Profit arts and culture industry in Fresno County generates \$119.7 million in local economic activity.

- \$55.2million in spending by nonprofit arts and culture organizations .
- Additional \$64.5 million in event –related spending by their audiences.
- The arts support 2,725 full-time equivalent jobs, generate \$61.3 million in household income to local residents, and delivers \$11.4 million in local and state government revenue.

When we support the arts we not only enhance our quality of life, but we also invest in Fresno's Economic well being.





TOTAL OPERATING EXPENDITURES

Local Arts Agencies in the 10 Largest California Cities: 2013

Estimates reported to Americans for the Arts a national organization

City	Rank	Population	2013 Arts Council Operating budget
Los Angeles	1	3,792,621	\$40,900,000
San Diego	2	1,307,402	\$7,900,000
San Jose	3	945,942	\$7,892,886
San Francisco	4	805,235	\$71,418,202
Fresno	5	494,665	\$ 111,000
Sacramento	6	466,488	\$1,125,000
Long Beach	7	462,257	763,000
Oakland	8	390,724	\$1,928,535
Bakersfield	9	347,483	\$100,000
Anaheim	10	336,265	\$45,549



“The arts are the best insurance policy a city can take on itself.”

–Woody Dumas, former Mayor of Baton Rouge

“The value a city places on its arts and cultural community often parallels its dedication to creativity, expression, and diversity.”

- Bart Peterson, Former Mayor Indianapolis



Thank You