

**BUDGET WORKSHOP AGENDA**  
**April 27, 2016 @ 5:15**

**1. Departments/Fund**

**a. Health & Community Services**

- Administration
- General Assistance
- Public Health Nursing
- Immunization

**b. Plan/BED/Code**

- Planning
- Business & Economic Development
- Code Enforcement
- Cultural Commission (Request is Attached)

**c. Economic Development Fund**

**d. Parking**

**e. Community Connector**

## 2017 Budget Request for the Commission on Cultural Development

The Commission on Cultural Development (CCD) kindly requests a budget of \$15,000 for the 2017 fiscal year.

The City of Bangor's role in artistic and cultural endeavors drives economic impact in the sector and contributes to stronger community ties. The CCD proved that with the City of Bangor's first month-long arts and culture celebration, ARTober. More than 70 artists and organizations put on performances and lectures, arts workshops and educational opportunities for 8,000 members of the community in 27 venues<sup>1</sup>. The arts are alive and well in Bangor, as evident in the roster already signing up for 2016 ARTober.

### Economic Impact of the Nonprofit Arts

Nationally in 2010, the nonprofit arts industry generated \$135.2 billion in total economic activity<sup>2</sup> and supported 4.1 million full-time equivalent jobs, resulting in \$22.3 billion in federal, state, and local government revenues. Does Bangor figure into these compelling numbers?

To effectively measure and prove the impact of Bangor's nonprofit arts and culture economy, the CCD spearheaded and is currently administering a citywide quantitative study of the industry. This yearlong study collects audience spending and organization expenditures for programming. Of the 19 nonprofit organizations participating, groups outside our typical definition of "artistic" are involved including Bangor Region Chamber of Commerce, the Greater Bangor Visitor and Conventions Bureau, Downtown Bangor Partnership, Bangor Greendrinks, Emera Astronomy Center, and Maine Science Festival.

The CCD believes arts and culture enhances the attractiveness and economic value of Bangor, Maine. And the public agrees. According to data collected by the Maine Arts Commission in 2014, 76% of people polled report that they enjoy creative and cultural activities immensely<sup>3</sup>. 88% believe such activities add to economic vitality<sup>4</sup>. The CCD asks for an increase because according to the economic impact study we are participating in, an art tourist in a town of Bangor's size spends an average \$54/person visiting a museum, a concert, or theatre. For every \$100,000 spent by art tourists, two jobs in arts-related fields are created and \$3,500 is generated in government revenue.

### What will the Commission do with increased funding?

Awarding grants encourages the organizations and artists who apply for them to thrive and create long-term sustainability. An increase in funds will support the CCD's ability to increase *ARTober's* engagement and economic output, create a much-needed central arts and culture website as requested by the public, and bring more talent to Bangor's arts economy.

As of April 2016, City Council awarded \$8,167 in grants based on the Commission's recommendations. By granting 73% of the total amounts requested, the City of Bangor funded or will fund:

- An estimated 15,950 visitors<sup>5</sup> across 5 initiatives,
- A direct impact on over 100 businesses<sup>6</sup> across Bangor, and
- Visitors' and residents' belief that Bangor is the arts and cultural center of Eastern and Northern Maine

It is important to note that the last grantmaking period for the 2016 fiscal year is June 2016, during which the CCD expects to hear applications for the remaining budget of \$2,028. The Commission shifted its grantmaking schedule from twice annually to quarterly. This allows staff and Commissioners a one-month review period and allows for better bookkeeping of funds.

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<sup>1</sup> This attendance count includes confirmed and attendance records and estimates across the full month of October.

<sup>2</sup> The \$135.2 billion total included \$61.1 billion in spending by arts organizations and \$74.1 billion in event-related spending by their audiences on items such as meals, local transportation, and overnight lodging.

<sup>3</sup> P. 17 of MAC Planning Summit. 2,295 people of 3,020 polled

<sup>4</sup> P. 20

<sup>5</sup> This attendance count includes confirmed and attendance records and estimates across the six grant applications and corresponding summation reports.

<sup>6</sup> This figure is totaled from the six grant applications or summation reports.

### **What has the Commission accomplished since July 2015?**

As outlined in Chapter 95 of the City of Bangor's Code of Ordinances and in the Arts & Cultural Policy, the CCD has:

- Met all 14 goals since the this time last year
- Successfully executed and promoted Bangor's 1<sup>st</sup> arts and culture month, *ARTober*
- Amended a Public Art and Monument Policy
- Began redevelopment on a dynamically engaging and multiple-paged website for bangorarts.org
- Hosted 7 free education workshops for over 200 attendees involving 21 businesses and organizations
- Scheduled an art forum for public feedback
- Pursued grant opportunities from Maine Arts Commission, ArtPlace America, Bangor Savings Bank, and others to augment Council-approved budget
- Planned alternative awareness and dissemination method for the Optional Cultural Investment Fund

### **What is in store for 2017?**

The Commission will continue on the same path of success in addition to the following enhancements:

- Renovated website for bangorarts.org that services Bangor nonprofits and the City's cultural committee, the Commission on Cultural Development
- A new avenue for the Optional Cultural Investment Fund
- Greater engagement through ARTober and distribution of event guides

Continued outreach to and support for the City's individual artists, cultural non-profits, and creative community through: education workshops; coordination of ARTober; advocacy; sourcing funds through community collaboration and the Optional Investment Fund; and more as directed by Chapter 95 in the City of Bangor's Code of Ordinances.

*"You are doing great things. A real model for the rest of the State." –Maine Arts Commission*