

Value

Arts and culture activities add measurable *value* to our region and quality of life.

The arts vitalize communities

- In regions where arts and culture thrive, you find more innovative businesses, a richer educational experience and a higher degree of civic pride.
- The arts bring people together and provide shared cultural experiences that strengthen the fabric of the community.

The arts are an economic driver

- Business and the economy are fueled by innovation and creativity, and arts and culture organizations and activities are part of that fuel. Some of the exciting companies that are headquartered in Portland because they value the creative surroundings:
 - **Nau** (sustainable outdoor clothing that is recruiting talent from across the U.S.), **Icebreaker** (an outerwear company relocating here from New Zealand), and **Li Ning Sports** (a Chinese company that just opened its first U.S. office in Portland)
 - **XPlane** (a visual thinking company with offices in Madrid, St. Louis, Atlanta & Portland)
 - **ZIBA** (a global design firm) and **Wieden + Kennedy** (a global advertising firm)
 - **Umpqua Bank** (ranked 13th in Fortune's 100 Best Companies to Work For)
- This cultural vitality contributes to our competitive advantage over other regions as we seek to attract sustainable businesses and a creative, well-educated workforce.
- There are 1,500 firms employing 14,000 “creatives” in Portland. The average salary in creative industries is \$66,600 compared to the regional average wage of \$40,600.
- Nonprofit arts and culture organizations themselves represent a \$318 million industry in the Portland metro area, supporting over 10,300 full time equivalent jobs.
- In 2006, arts audiences in the Portland metro area spent more than \$151 million on related purchases (restaurants, parking, etc.) above & beyond the cost of admission to an arts event.

The arts educate our children to be future innovators and leaders

- Arts activities foster creativity – the ability to generate new ideas and turn them into reality – and develop children’s critical thinking skills.
- Higher-level problem solving skill is a critical component in today’s competitive, global economy. Futurists say soon the only marketable commodity Americans will have is their ingenuity.
- 95% of Portland/Metro area residents believe arts education is vital to the future success of our children.
- Students with some involvement in the arts average 90 points higher on the SAT than students without such exposure.
- National arts education research shows that young people who participate in the arts on a regular basis are also 4 times more likely to participate in a math or science fair.