

Main Street New Jersey

Office of Smart Growth

New Jersey Department of Community Affairs



Arts Smart Investment:

Economic Prosperity through the Arts

New Jersey League of Municipalities

Atlantic City Convention Center

November 15, 2007



WWW.NJSMARTGROWTH.COM

www.mainstreetnewjersey.com

The Commercial

DCA's/OSG's MSNJ Program

- = **NOT a grant program** (i.e., *no \$*)
- = **Significant technical assistance**, training and consulting resources for the life of a designated local Main Street program.
- = **Ad hoc assistance and training** for 'Core' Revitalization, Management, Planning and Improvement District issues.
- = **Application Round** every two years (2007)

The Commercial

MSNJ programs since 1990

- = **26** current programs (25 municipalities)
- = **\$779,206,387** in reinvestment
- = **1370+** *net* new/expanded businesses
- = **6381+** new jobs
- = **1948+** Building Rehabs
- = **1583+** Façades (incl. awning/signage)
- = **\$1.9 million+** in volunteer hours (2006)
- = **Smart (*Economic*) Growth in Action**

Getting Involved:

How to Plug in (Free/Cheap)

- 1) Downtown Revitalization & Mgmt. Institute – relevant and implementable training for public/private stakeholders (next: 1/30-31/08)
- 2) Public Presentations – Educate/Energize your community about its Downtown/Core
- 3) Phone calls/Emails – Ad Hoc Help
- 4) National Main Street Center – Become a Member
- 5) Improvement District Challenge Grant/Loan Pool – Matching \$ to help create Imp. Districts/ fund projects

Getting Involved:

How to Plug in (Not So Free)

MSNJ Designation – Intensive 4-? Year program of services in areas of Design, Local Economics, Promotion and Capacity-Building/Management.

- A. Minimum 4-year municipal commitment/match to locally-derived (private) funding sources
- B. Traditional: F/T paid staffing
- C. Partner: P/T staffing
- D. Volunteer-Led/Driven

Loosely Translated:

ASSET-BASED CHANGE

But the economic reality is:
not *everybody* can be the
Center of Cool
(=Arts/Culture/History)

But We Want to Be The Center of Cool!

Inventory your assets/values:

- 1) **Economic** – is our *mix & market* cool?
- 2) **Physical** – are we *built* for cool?
- 3) **Social** – do we have cool things to *do*?
- 4) **Civic** – public/private *support* for cool?

C.Y.A.

Communicate Your Assets:

- 1) **Consistent Messaging** – Private/Public
- 2) **Multiple Media** – Sights/Sounds/E-ways!
- 3) **Good Information** – The Key

So what makes good information...?

An Information Tool:

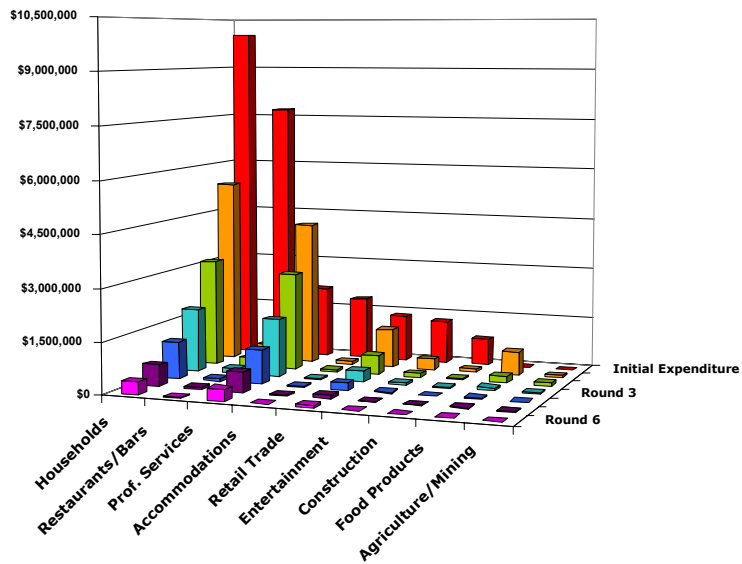
2007 Statewide Reinvestment Monthly Reports Summary		6/22/2007	
Main Street Jerseytown			
# of Business Created		3	
# of Business Expanded		1	
# of Jobs Created (FTE)		11	
# of Business Closed		1	
# of Jobs Lost (FTE)		2	
# of Operations Discontinued		2	
\$ Public Investment in Property Purchases	\$	-	
\$ Private Investment in Property Purchases	\$	399,999.00	
# of Facade (incl. Signage/Awning) Renovation/Restoration		4	
# of Completed Projects Using MSNJ Design Assistance		2	
\$ Public Investment in Facade Renovation/Restoration	\$	74,000.00	
\$ Private Investment in Facade Renovation/Restoration	\$	284,000.00	
# of Building Rehabilitations		1	
# of New Construction Projects		0	
\$ Public Investment in Building Rehabilitation/Construction	\$	-	
\$ Private Investment in Building Rehabilitation/Construction	\$	505,000.00	
# of Other District Improvement (in public right-of-way)		2	
\$ Public Investment in Other/PUBLIC Improvement	\$	125,000.00	
\$ Private Investment in Other/PUBLIC Improvement	\$	25,000.00	
Volunteer Hours			
\$ Volunteer Hours (Standard)	\$	53,620.00	
\$ Volunteer Hours (Professional)	\$	3,600.00	
TOTAL Public Reinvestment	\$	196,000.00	
TOTAL Private Reinvestment	\$	1,213,999.00	
TOTAL District Physical Reinvestment	\$	1,412,999.00	
Net Business Created/Expanded Gain		3	
Net Job Gain		9	
Ratio of Private to Public Investment in Bldg. Rehabilitation		505000 to 0	
Ratio of Private to Public Investment in Facade Renovation		3.9 to 1	
Ratio of Private to Public Investment in Bldg. Improvements		10.7 to 1	
Ratio of Private to Public Investment in Public Improvements		1 to 5.0	
Ratio of TOTAL Private to Public Physical Investment in Districts		6.1 to 1	
Total Private Volunteer Hours in Wages	\$	36,636.00	
TOTAL Private District Reinvestment (incl. Vol. Hours)	\$	1,252,635.00	

Volunteer Hours Investment Breakdown			
Main Street Organization Standard		Other Crops or People in/for Main Street Functions Standard	
2831 Board		0 Board	
150 Organization		0 Organization	
340 Design		250 Design	
190 ER		0 ER	
626 Promotion		900 Promotion	
0 Other		0 Other	
1587 Subtotal		1150 Subtotal	
Professional		Professional	
15 Board		0 Board	
0 Organization		0 Organization	
75 Design		0 Design	
0 ER		0 ER	
0 Promotion		0 Promotion	
0 Other		0 Other	
90 Subtotal		0 Subtotal	
1681 TOTAL		1150 TOTAL	2831 GRAND TOTAL

Promotional Events/Activities This Year			
Type	#	Attendance	Impressions
Special Events	5	15580	200000
Retail Events	1	2000	50000
Image Development	1	0	1250000
TOTAL	7	17580	1500000

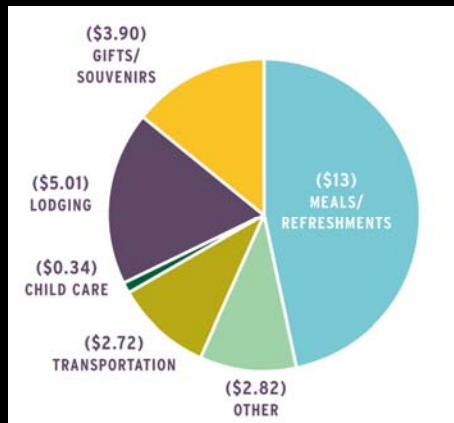
Public Investment in Main Street Program Operation vs. Total Private Investment	
Total Private Investment	22.1 to 1
Total Investment (public/private)	25.7 to 1
Volunteer Hours in Wages	0.7 to 1

How a Arts Dollar is “Respent”



Source: *Arts In America III*, 2005

Nonprofit Arts & Culture Attendees Spend \$27.79 Per Person, Per Event



Source: *Arts In America III*, 2005

Event-Related Spending *Local vs. Nonlocal Audiences*



Source: *Arts In America III*, 2005

Economic Impact of Nonprofit Arts & Culture Industry: **\$166.2 Billion Annual Expenditures**

Full-Time Equivalent Jobs	5.7 million
Resident Household Income	\$ 104.2 billion
Local Government Revenue	\$ 7.9 billion
State Government Revenue	\$ 9.1 billion
Federal Income Tax Revenue ¹	\$ 12.6 billion

Source: *Arts In America III*, 2005

Back of the Napkin

[http://www.artsusa.org/
information_resources/
research_information/services/
economic_impact/005.asp#calculator](http://www.artsusa.org/information_resources/research_information/services/economic_impact/005.asp#calculator)

Back of the Napkin

Arts & Economic Prosperity Calculator
The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences

Information

STEP 1: POPULATION
POPULATION of your community:

STEP 2: TOTAL EXPENSES (optional)
Your Organization's TOTAL EXPENSES (please do not use commas):

STEP 3: TOTAL ATTENDANCE (optional)
TOTAL ATTENDANCE to your organization's arts events (again, do not use commas):

Total Economic Impact Of:

	Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
Nonprofit Arts and Culture Organizations:	\$100,000	2.8	\$60,617	\$2,952	\$3,732
Nonprofit Arts and Culture Audiences:	\$847,800	22.2	\$305,912	\$35,404	\$40,109
Total Industry Impact: (The Sum of Organizations and Audiences)	\$947,800	25	\$366,529	\$38,356	\$43,841

Please see the [line print](#) below.

Market Vision(s)?

