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## Roswell, An Arts Destination: Driving Economic and Social Prosperity

Roswell Arts Fund Nov 2, 2018



When the economy thrives, people thrive. The economic health of each individual within a given community, is crucial to collective and individual success, happiness, and progress.

Most people don't necessarily think of the arts as a driving economic force, but the facts say differently. Nationally, the economic impact of the arts is more than \$600 billion per year. According to Americans for the Arts, the arts support 4.92 million jobs, account for 4.2% of our GDP and where robust, increase property values by 20%.

Roswell Arts Fund is the designated arts agency for the City of Roswell, a direct outcome of the Imagine Roswell Arts and Culture 2030 Study, completed in Feb. 2015. Our mandate was clear - to make the city of Roswell a destination for the arts.

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What does destination mean? It means the arts, in its many forms, drive people here and they spend money. It means that the arts bring in revenue for the city. It means the value of your home and business increases because the arts increase the value of our city. It means, the arts drive economic and social prosperity, not just one month a year, but every month, every year.

Let's take a closer look at the some of the initiatives Roswell Arts Fund manages and how these initiatives drive revenue to Roswell.



ArtAround Roswell, our annual signature event has become a regional model for sculpture tours. In addition to making your daily walk, bike ride or commute more interesting and aesthetic, the tour brings people and money to Roswell. One example is our AAR/Bike Roswell tour, where people from inside and outside our city, came together to ride bikes, talk about art and then gather at the end of tour, hungry and thirsty at our event partner, Tap and Six where they spent money on food and libations. This is just one example of similar AAR activation events that bring revenue to our city and our city establishments.

All AAR art is for sale. By the end of the first two years, Roswell Arts Fund facilitated the purchase of six works of art, for a value of over 75K of assets to the city, most of them directly gifted to the city.



In October 2018, RAF launched our inaugural “Artist Around the Table” work session, where City Department Leaders and Public Artists spent the day exploring how to integrate art into architecture and design of capital projects. The outcome could more than pavers, walls and bridges - it could be iconic works of arts that become destinations in and of themselves.

Though Public Art is a main focus, Roswell Arts Fund manages other projects that drive, or could drive revenue to Roswell.

We are completing the third phase of a much wanted state of the art performance space. A state of the art performance space was a high priority for Imagine Roswell Arts and Culture respondents. Could you imagine how such a space would complement our already robust Canton Street restaurant scene, and our emerging hotel complex? Could you envision the people, and the revenue it would drive to Roswell?

We maintain the only all arts website, year round, where amongst other things, for profit and not for profit artists and artist organizations can boast about what they do and advertise their events for free. Our directory currently hosts over 60 artists. As the only all arts website, we drive attendance and attendance produces revenue. Americans for the Arts estimates the average arts patron spends a minimum of thirty dollars locally when attending an arts event.

As an independent non-profit, we are by default a fundraising organization. At the end of three years, we have raised over \$200,000 from individual donors and businesses. Their investment is testimony to their belief of how important the arts are to our city, and their understanding that an arts centric city is a magnet for boosting tourism, attracting business investment, entrepreneurs and professionals.

Roswell Arts Fund introduced their membership program in 2018. Now, community members who live and work here can join this arts movement, become an arts advocate at a level that is comfortable for them. All dues will go towards strengthening the arts in Roswell.

We all need to know that the arts are not on the periphery of our life - they are our very core, our universal language, defining our sense of place and deepening our attachment to our community.

The Roswell Arts Fund is very proud to have been the catalyst to transforming the conversation on the arts in our city, proud to IGNITE new ways of thinking about the arts, INSPIRE new ways of doing art, and IMPACTING the city economically and socially.

Visit [www.RoswellArtsFund.org](http://www.RoswellArtsFund.org) to learn more

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