



ARTS & CULTURE

2017 ECONOMIC IMPACT STUDY

Arts and culture support Edmonds' economic health and community vibrancy while strengthening the community's regional image. There are at least 100 arts-related organizations, programs, and businesses in Edmonds, serving a range of residents and visitors. This study summarizes the economic contributions of the arts and culture sector in Edmonds using survey and interview data collected from May to October 2017.



Visit www.edmondswa.gov for the full report or more information.



Edmonds' Arts & Culture Sector is an **ECONOMIC CATALYST**.

Edmonds' arts and culture sector serves residents and visitors who bring new spending into the community, creating an economic stimulus that ripples through the regional economy.

The economic boost generated by Edmonds' arts and culture organizations occurs in a clean manner, without the negative impacts associated with other industries such as air pollution or large development out of scale with the Edmonds Downtown.



Edmonds' Arts & Culture Sector

Estimated \$19 million revenues in 2016.

Economic Impact

About \$50 million, the equivalent of 440 full-time jobs, and \$17 million in labor income.



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North Seattle, Bothell, Mukilteo—these folks all come to Edmonds for events and shows. People like to come here and take advantage of the performing arts and visit restaurants. There's always something going on in Edmonds.

— Study Participant



This economic activity creates community amenities that enhance **QUALITY OF LIFE**.

Arts and culture help make Edmonds an attractive place to live, along with its beautiful setting on the Sound, well-maintained parks, and walkable downtown full of restaurants and shops. This accessible vibrancy is essential to the high quality of life enjoyed by Edmonds residents.

Arts and culture's positive impacts are central to Edmonds' **COMMUNITY IDENTITY & ATTRACTIVE IMAGE**.

Edmonds' arts and culture sector brings residents together to watch, listen, participate, or volunteer in the arts. This strengthens the community, creates a sense of place, and promotes a positive image of Edmonds in the region. This positive image attracts residents, visitors, and businesses to Edmonds, all of whom could choose to go elsewhere.

In turn, these residents, visitors, businesses stimulate Edmonds' economy, increase quality of life, and bolster Edmonds' identity and image, feeding a virtuous cycle.

Understanding the Ripple Effect

These figures represent total impact, with much of the benefit received by Edmonds and the surrounding region. Here's an example of how the ripple works:

- » Edmonds Center for the Arts (ECA) draws nearly 50,000 out-of-town visitors a year.
- » Some ECA visitors enjoy drinks and a meal at a restaurant, such as Salt & Iron. With this additional patronage, restaurants increase hours, hire more employees, and pay higher wages.
- » ECA also hires additional staff to maintain their high-quality programming. These workers live in or nearby Edmonds and spend some of their salaries in local businesses.

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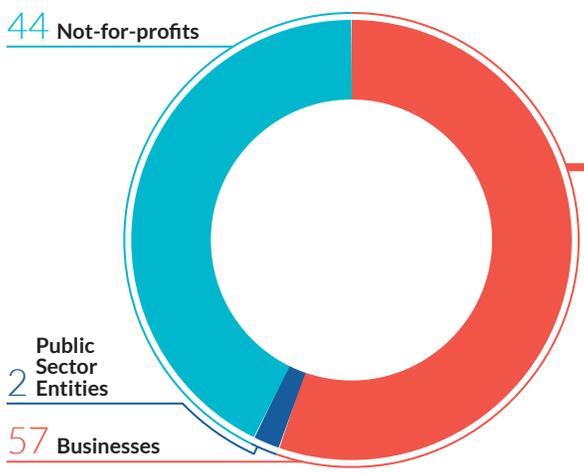
The arts elevate the entire community. It adds interest and beauty, and increases property values by making Edmonds a desirable place to live.

— Survey Participant



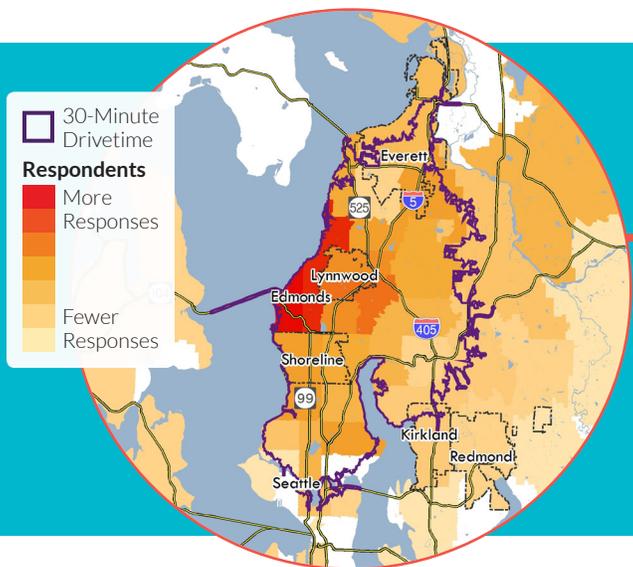


FACTS & FIGURES



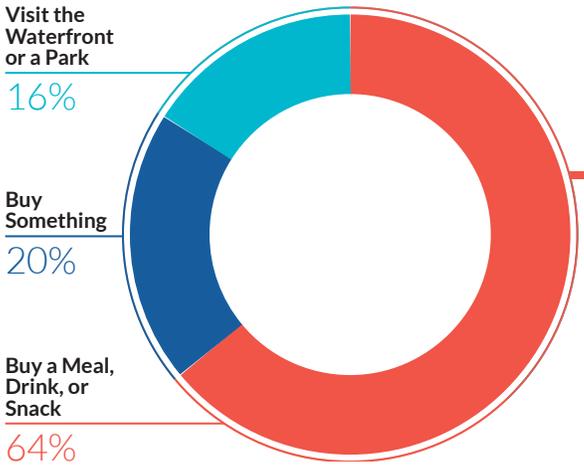
What makes up Edmonds' arts and culture sector?

ECA and major festivals are anchor attractions, and people come to Edmonds for a variety of arts and cultural attractions provided by at least 100 arts and culture organizations, programs, and businesses. It is this diverse constellation of services and attractions that gives Edmonds' arts and culture scene its strength.



Who partakes in Edmonds' arts and culture offerings?

Edmonds residents take advantage of the proximity of arts and culture offerings, as do visitors who live within a 30-minute drive. Visitors from farther away remain an under-tapped market to augment Edmonds' strong regional draw.



What do arts participants do in Edmonds?

Residents and visitors enjoy an array of arts disciplines, and have an especially strong interest in music. Most arts participants also dine or shop while in Edmonds, adding to their impact on the local economy.