

White Paper: Economic Impact of the Arts and Culture Industry on Katy, Texas

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Council – Leadership Task Force
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EXECUTIVE SUMMARY

In 2010, Americans for the Arts presented *Arts & Economic Prosperity IV*, the organization's fourth study of the nonprofit arts and culture industry's impact on the economy. The study revealed that nationally, the arts and culture industry generated **\$135.2 billion of economic activity—\$61.1 billion by the nation's nonprofit arts and culture organizations**--in addition to **\$74.1 billion in event-related expenditures by their audiences**. This economic activity supports **4.13 million full-time jobs** and generates **\$86.68 billion in resident household income**. This industry also generates **\$22.3 billion in revenue to local, state, and federal governments every year**—a yield well beyond their collective \$4 billion in arts allocations. Despite the economic headwinds that our country faced in 2010, the results are impressive.

This study is a myth-buster: It alters the perception that the arts are luxuries worth supporting in prosperous times but hard to justify when the economy is struggling. At a time when governments at all levels are making tough budget choices, this study sends an important message: **Support for the arts does not come at the expense of economic development. Rather, it is an industry—one that supports jobs, generates government revenue, is the cornerstone of tourism and economic development, and drives a creativity-based economy.**

The facts clearly indicate that developing the Katy Area as a cultural arts community will yield positive economic benefits for local residents and businesses by supporting jobs, generating government revenue and serving as a cornerstone of tourism.

The Katy Area has the talent and the environment to be identified as a cultural arts community and to benefit in all the ways such a community can benefit. **Local arts schools and academies** continue to flourish in quality and number, catering to the Katy Area's deep passion for dance, music, visual arts and dramatic arts, and growing the talent pool in these same artistic pursuits. Within Katy ISD, **100% of all K-5 students receive fine arts instruction** taught by degreed, certified music and art specialists. Furthermore, **62% of all 6-12 students are actively engaged in a fine arts elective**, receiving instruction each class day.

Similarly, the continual emergence of a variety of arts resources—**galleries, museums, and performance venues** and their related activities—serves as a proper gauge for assessing a culture in the Katy Area that harbors deep appreciation for arts and culture. The potential role this culture can play in developing a cultural arts community will only grow as the Katy Area grows in both population and economic prosperity. Katy's past **growth between the years 2000 and 2010 increased by 83%. The Katy Area is currently larger in population than the City of Pittsburg and the City of Cincinnati**. By the year 2020, more than **365,000** people will reside in Katy; **550,000** persons are expected to reside in the Katy Area by the year 2035."

It is recommended that the Katy area create a **Cultural Affairs Council (CAC)** to develop a strategic plan to **sculpt the Katy Area into a cohesive cultural arts community and maximize the economic potential of this community.**

No longer do business leaders need to choose between arts and economic development. An investment in the arts is an investment in an industry—one that supports jobs, generates government revenue and can be the cornerstone of tourism.

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INTRODUCTION

It makes sound, fiscal sense to pursue a strategic plan to realize the Katy area's opportunities to elevate arts and culture in the Katy area. This plan should be developed as a community priority.

Arts and culture can fuel a strong economy in a number of ways. An accessible presence of the arts in a community fosters a culture of creativity that drives innovation across industries. Such access to the arts draws people and families to the community as an attractive place to live and work. As diverse artists begin to work as artists in such a community, the area grows in vibrancy. Cultural organizations within a community are assets that not only create jobs and financial health, but also give the region color and character.

The Katy area has the talent and the environment to be identified as a cultural arts community and to benefit in all the ways such a community can benefit. In order to develop this identity, it is necessary that the Katy area coordinate, through a cohesive strategy, all Katy-Area arts entities—those currently operating and those that will be conceived in the future. Such a plan will consistently nurture a local appreciation for the value of the arts and cultural activities in the area, boosting the Katy area's status as a center of arts and culture. This recognition—local, statewide, and nationwide—will further grow the Katy Area as a cultural arts community and attract people and businesses as a place they want to call home.

This white paper will establish the economic case for investing in the development of arts and culture in the Katy area, outline the obstacles to surmount in this pursuit, and present opportunities and recommendations for overcoming these challenges.

ECONOMIC CASE FOR INVESTING IN DEVELOPMENT OF THE ARTS AND CULTURE IN THE KATY AREA

An abundance of evidence points to the economic feasibility and benefits of investing in enhancing the Katy Area's standing as a cultural arts community.

It is proven that investing in the arts and culture yields economic benefits that support jobs, generate government revenue and serve as a cornerstone of tourism.

National Indicators

Americans for the Arts conducted The Arts & Economic Prosperity IV study, *the most comprehensive study of its kind ever conducted*, to document the economic impact of the nonprofit arts and culture industry in 182 communities and regions (139 cities and counties, 31 multi-city or multi-county regions, and ten states, and two individual arts districts)—representing all 50 U.S. states and the District of Columbia. The diverse communities range in population (1,600 to more than 3 million) and type (rural to urban).

“The findings from Arts & Economic Prosperity IV send a clear and welcome message: Leaders who care about community and economic vitality can feel good about choosing to invest in the arts,” reported Robert L. Lynch, President and CEO, Americans for the Arts.

The following tables illustrate the economic reality observed by Lynch vi this study.

Figure 1 boils the study down to two compelling figures: the amount of arts and culture organization expenditures in two years the study was conducted (2005 and 2010); and the amount that arts and culture audiences spent in the same years. This snapshot of expenditures indicates **a reliable trend of arts-related expenditures that directly benefited the economy** in these time periods.

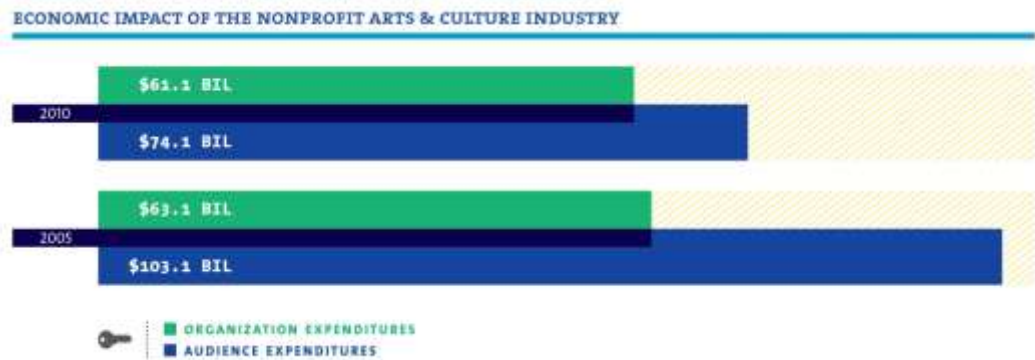


Figure 1

Figure 2 suggests that arts and culture events in the studied areas generated income from non-local audiences who either traveled to the region specifically to participate in the area’s cultural events or were in town for some other purpose and engaged in these cultural events as an extension of their stay in the area. The data clearly indicates that arts and culture may well serve the **Katy Convention & Tourism Bureau’s** objectives.

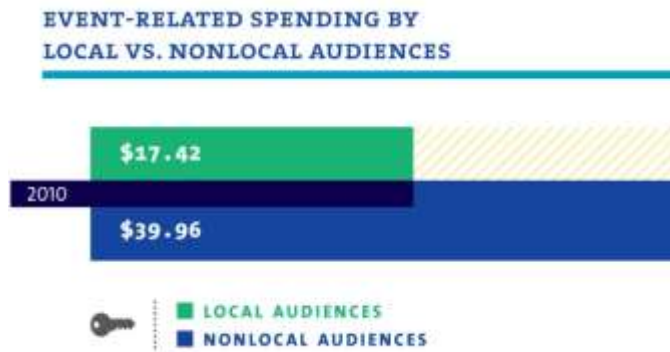


Figure 2

Figure 3 zooms the economic focus with a view of specific expenditures of non-profit arts/culture organizations. This data paints a clear picture of the **direct economic impact** such organizations have on their community across industry types.

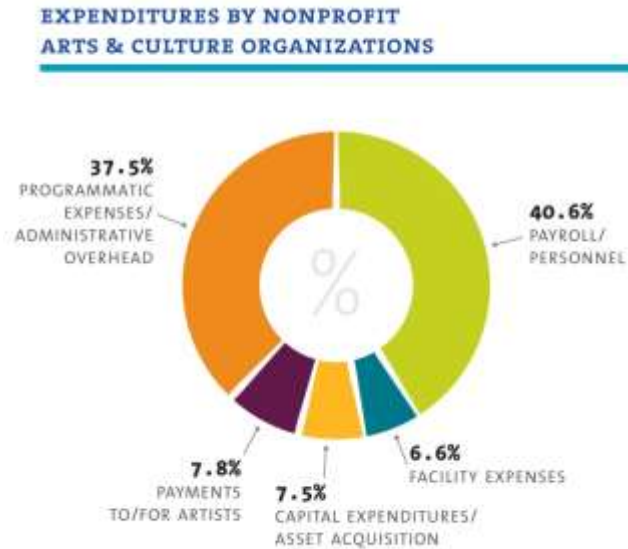


Figure 3

Figure 4 breaks down the data of expenditures by audiences of non-profit arts/culture events.

This data tells a story of the indirect economic impact such organizations have on their community across industry types. In addition to spending data, researchers asked each of the 151,802 survey respondents to provide his/her home ZIP code. Analysis of this data enabled a comparison of event-related spending by local and nonlocal attendees. While the ration of local to nonlocal attendees is different in every community, the national sample revealed that 31.8 percent of attendees traveled from outside of the county in which the event took place, and 68.2 percent of attendees were local (resided inside the county).

AVERAGE PER PERSON AUDIENCE EXPENDITURES: \$24.60



Figure 4

Figures 5 and 6 depict audience expenditures, comparing those of local attendees with those of nonlocal attendees. Clearly, these expenditures benefit multiple industries in the area. It should be noted that the data does not include cost of admission to events (such expenditures benefit the organization), and strengthens the accuracy of the data's reflection of economic benefit to the area.

AVERAGE EVENT-RELATED SPENDING

(Expenditures made specifically as a result of attending a cultural event—excludes admission cost)*

EVENT-RELATED SPENDING	LOCAL ATTENDEES	NONLOCAL ATTENDEES	AVERAGE ATTENDEES
MEALS, SNACKS, & REFRESHMENTS	\$11.16	\$17.39	\$13.14
LODGING (ONE NIGHT ONLY)	\$0.29	\$10.39	\$3.51
GIFTS/SOUVENIRS	\$2.25	\$3.78	\$2.74
GROUND TRANSPORTATION	\$1.63	\$4.83	\$2.65
CLOTHING & ACCESSORIES	\$1.16	\$1.62	\$1.31
CHILD CARE	\$0.35	\$0.38	\$0.36
OTHER/MISCELLANEOUS	\$0.58	\$1.57	\$0.89
TOTAL (PER PERSON, PER EVENT)	\$17.42	\$39.96	\$24.60

*Why exclude the cost of admission? The admissions paid by attendees are excluded from this analysis because those dollars are captured in the operating budgets of the nonprofit arts and culture organizations, and, in turn, are spent by the organization. This methodology avoids "double-counting" those dollars in the study analysis.

Figure 5

NONLOCAL CULTURAL AUDIENCES WITH OVERNIGHT LODGING EXPENSES (28.5 percent) SPEND THE MOST

(Expenditures made specifically as a result of attending a cultural event)

EVENT-RELATED SPENDING	WITH OVERNIGHT LODGING EXPENSES	WITHOUT OVERNIGHT LODGING EXPENSES	AVERAGE NONLOCAL ATTENDEES
MEALS, SNACKS, & REFRESHMENTS	\$41.81	\$14.41	\$17.39
LODGING (ONE NIGHT ONLY)	\$95.49	\$0.00	\$10.39
GIFTS/SOUVENIRS	\$10.72	\$2.04	\$3.78
GROUND TRANSPORTATION	\$14.11	\$3.70	\$4.83
CLOTHING & ACCESSORIES	\$4.68	\$1.25	\$1.62
CHILD CARE	\$0.72	\$0.34	\$0.38
OTHER/MISCELLANEOUS	\$3.07	\$1.38	\$1.57
TOTAL (PER PERSON, PER EVENT)	\$170.58	\$24.02	\$39.96

Figure 6

Figure 7 Arts & Economic Prosperity IV project economists from the Georgia Institute of Technology customized input-output analysis models for each participating study region to provide specific and reliable economic impact data about their nonprofit arts and culture industry—specifically (1) full-time equivalent jobs, (2) household income, and (3) local and (4) state government revenue. (see table* below figure for an explanation of terms used).

ECONOMIC IMPACT OF THE NONPROFIT ARTS & CULTURE INDUSTRY (2010)

AREA OF IMPACT	ORGANIZATIONS	AUDIENCES	TOTAL
TOTAL DIRECT EXPENDITURES	\$61.12 BIL +	\$74.08 BIL	= \$135.20 BIL
FULL-TIME EQUIVALENT JOBS	2.24 MIL +	1.89 MIL	= 4.13 MIL
RESIDENT HOUSEHOLD INCOME	\$47.53 BIL +	\$39.15 BIL	= \$86.68 BIL
LOCAL GOVERNMENT REVENUE	\$2.24 BIL +	\$3.83 BIL	= \$6.07 BIL
STATE GOVERNMENT REVENUE	\$2.75 BIL +	\$3.92 BIL	= \$6.67 BIL
FEDERAL INCOME TAX REVENUE	\$5.26 BIL +	\$4.33 BIL	= \$9.59 BIL

Figure 7

Regional Indicators

Harris County was one of the 182 study regions that participated in the Arts & Economic Prosperity IV study. The results of the study provided compelling new evidence that the nonprofit arts and culture are a significant industry in Harris County—one that generates **\$869 million in total economic activity**. This spending—**\$373.4 million** by nonprofit arts and culture organizations and an additional **\$495.6 million** in event-related spending by their audiences—supports **19,651 full-time equivalent jobs**, generates **\$612.3 million in household income** to local residents, and delivers **\$97.4 million in local and state government revenue**.

From this data, the City of Houston’s Arts Council concluded the following: “This economic impact study sends a strong signal that when we support the arts, we not only enhance our quality of life, but we also invest in Harris County’s economic well-being.”

Local Indicators within the Katy Area

The Katy area, specifically, did not participate in the Arts & Economic Prosperity IV study. The City of Katy or Katy area can request a Customized Economic Impact Study, at the cost of around \$2,500, that will conduct a thorough analysis of the Katy Area, the results of which will shed in-depth light on specific economic hot-spots and opportunities.

Without access to data from such a customized study, this paper uses data derived from a model constructed by Americans for the Arts, in order to provide the following Economic Impact snapshot illustrating the economic impact of the following existing Katy-area arts and culture organizations, based on the area's population of 317,883 (2016 data from the Katy area Economic Development Council "Alteryx, 2016") and total expenditures reported in each organization's 2014 Form 990.

Katy Visual & Performing Arts Center* (KVPAC)

TOTAL ORGANIZATIONAL EXPENDITURES: \$805,887

Katy Visual and Performing Arts Center is a 501(C)(3) non-profit arts organization dedicated to the education and accessibility of Theater, Visual Arts and Music programs. It is an "arts rich community delivering visual and performing arts for all ages featuring quality programming for everyone in Katy and the surrounding areas." KVPAC offers community theater productions, provides training in theater arts and visual arts, and offers a pre-school program.

Katy Contemporary Arts Museum* (KCAM)

TOTAL ORGANIZATIONAL EXPENDITURES: \$176,245

Established in 2013, the KCAM is a not-for-profit institution dedicated to "presenting the contemporary art of our time to the public." The KCAM provides an interchange for visual arts of the present and recent past, presents new directions in art, strives to engage the public and encourages a greater understanding of contemporary art through education programs. The KCAM occupies a white concrete building in the heart of Katy's Museum District. The prominent and recognizable building was originally designed and built for the Ray Woods Lumber and Supply Company in 1953 and later housed several other businesses. This building is supposed to have been the very first poured concrete building built in Texas. KCAM is a private museum supported almost entirely and thanks to memberships and donations. According to the KCAM website, less than 7% of its funding comes from governmental entities. These government funds are pulled from monies raised through county charitable fundraisers and city hotel occupancy taxes designated for the arts.

ArtReach*

TOTAL ORGANIZATIONAL EXPENDITURES: \$137,798

The mission of ARTreach is to support the connection and delivery of quality arts programs led by professional artists with support from assistants and volunteers. The organization serves children and families at risk, special needs groups and senior citizens. ARTreach connects community partners with artists to create the most positive impact on these vulnerable populations as well as the community at large

The Noyes Fine Arts Foundation*

TOTAL ORGANIZATIONAL EXPENDITURES: \$111,743.00 (2015 expenses provided by NFA)

The Noyes Fine Arts Foundation Inc. is a 501(c)3 nonprofit community arts organization. Its mission is to bring quality community theatre, music, and fine arts education to the city of Katy. In 2011 The Noyes Fine Arts Foundation (pronounced "noise") started working toward a goal of building the first community performance center in Katy, TX. This 400 seat 21,000 sq. ft. performance center will be home to a community theatre, arts education classes, children's choir, and community symphony. The educational programs will feature a variety of classes including acting, opera, instrumentals, musical theatre, lighting and sound, Broadway singing, and dance. This new community performance center will be designed by an architect in Houston, and will feature amenities found in many professional theatres, allowing the foundation

to produce thrilling, high quality, family friendly, live entertainment. The foundation is also committed to bring artistic opportunity to the underprivileged and disenfranchised through its outreach literary program. It will offer scholarship programs for its performing arts classes and unique audition opportunities for its productions. The producers, musical directors, choreographers, lighting, sound designers and business administrators have extensive experience in the performing arts and administration. The Noyes Fine Arts Foundation has made great strides in achieving its goal of building the first community performance center in Katy. The organization has received a commitment letter in the amount of \$3,000,000 for guaranteed funding of this venue by the U.S. Government Community Facility Program. This is a major accomplishment and brings the foundation very close to having the funds needed to break ground. The Noyes Fine Arts Foundation needs only to raise \$2,000,000 more and, with the help of the community, major donors and sponsors, will be able to build this much needed cultural venue for the Katy community.

Katy Heritage Society*

TOTAL ORGANIZATIONAL EXPENDITURES: \$11,263

According to its website, the mission of the Katy Heritage Society is “to further educational and cultural development of the community by preserving and restoring historical landmarks and documents. We’re working to protect and preserve the historical resources of Katy for the use, education, enjoyment and economic benefit of present and future generations.” The organization opens historic homes at Katy Heritage Park, free to the public, and also operate the MKT museum in the old Depot. The organization owns homes and is responsible for all maintenance and the operation of its facilities. It also distributes educational literature and newsletters, takes outreach programs into schools and private groups and has many working projects to protect and preserve the historic resources of the Katy area for the use, education, enjoyment and economic benefit of present and future generations.

The Total Economic Impact of the above Katy-Area cultural arts organizations, based on their combined total expenditures, is as follows:

TOTAL ORGANIZATION EXPENDITURES	\$1,242,936
FTE JOBS*:	44*
HOUSEHOLD INCOME*:	\$1,075,463*
LOCAL GOVERNMENT REVENUE*:	\$48,636*
STATE GOVERNMENT REVENUE*:	\$62,532*

*Because **Total Audience Expenditures** were not available for the above organizations, they were not included in the calculation model. **If audience expenditures were to be added to the model, each of these numbers would increase significantly.**

DEFINITIONS

Total Expenditures:	The total dollars spent by your nonprofit arts and culture organization and its audiences; event-related spending by arts and culture audiences is estimated using the average dollars spent per person by arts event attendees in similarly populated communities.
FTE Jobs:	The total number of full-time equivalent (FTE) jobs in your community that are supported by the expenditures made by your arts and culture organization and/or its audiences. An FTE can be one full-time employee, two half-time employees, four employees who work quarter-time, etc.
Household Income:	The total dollars paid to community residents as a result of the expenditures made by your arts and culture organization and/or its audiences. Household income includes salaries, wages, and proprietary income.
Government Revenue:	The total dollars received by your local and state governments (e.g., license fees, taxes) as a result of the expenditures made by your arts and culture organization and/or its audiences. © Copyright 2012 by Americans for the Arts. www.AmericansForTheArts.org

The following Katy area cultural arts organizations were not included in the above Economic Impact calculation, due to lack of available financial data. Regardless, they do contribute to the area's economy, an impact that can be quantified and added to the previous table for a more accurate reflection of the Arts' current impact on the Katy economy.

Katy Area Artists

Katy Area Artists is a 501(C)(3) non-profit artists group located in Katy, Texas. KAA seeks to educate and mentor adult artists (age 16 and older), and build a supportive arts community in Katy. This is accomplished through artist workshops and demonstrations, art exhibitions and competitions, and art mentoring sessions. Monthly business meetings are regularly held at either Babaloo Gallery or at Katy Contemporary Arts Museum (KCAM) located at 805 Avenue B in historic downtown Katy. Katy Area Artists is a member league of the Lone Star Art Guild (www.lonestarartguild.org). Through this relationship, members are connected with a wide array of artistic opportunities throughout southeastern Texas. According to GuideStar, **this organization has not filed a Form 990, perhaps an indication of a lack of momentum** gained by the organization, despite having an active website.

Katy Film Festival

The Katy Film Festival was reported to be a "family oriented event that will raise awareness of the talents and abilities of creative people in our community and offer exposure of community-minded businesses to the populace. We would like also to raise financial support and encouragement for the formal education of Katy Visual Arts students from participation, purchases and sponsorships. Once arrangements have been solidified we will announce the recipient organization. We are also working on a scholarship program for the most astute young artists." This is a compelling effort that apparently has not gained traction, not even via a website. The only information related to the effort is a contact email: info@katyfilmfestival.com.

Katy Music Teachers Association

KMTA is a group of piano, keyboard, organ, flute, group piano, violin and voice teachers located in the Katy area. The group is dedicated to “excellence in music teaching, fostering further education for teachers and offering activities and opportunities for students and its members.” The organization is affiliated with the Texas Music Teachers Association and the Music Teachers National Association. The group hosts multiple events throughout the year, from recitals to festivals to theory tests. It’s very active, with one scheduled event per month. Sonatina Festivals take place at Kingsland Baptist Church. Recitals are held in various churches. The Spring Festival is held at Houston Baptist University. GuideStar reports no data on this organization.

Katy Prairie Promenaders Square Dancing

The Katy Prairie Promenaders Square Dance club was organized in 1970. It is a member of the Houston Square and Round Dance Council. It is one of approximately 40 square dance clubs in the greater Houston area. The Promenaders have approximately 60 members ranging in age from teenagers to early 80's. Members live in Katy, Pattison, Bellville and West Houston. Club dues are \$15.00/person per month or \$30.00/couple per month. Lessons are \$4.00/person per lesson. The group meets at the Westland Baptist Church gym. GuideStar reports no data on this organization.

Benefit of Arts Clustering

A recent study conducted by Atlantic City Lab provided extensive research linking arts clustering to widespread economic development in nearly every major metropolitan region across the country. The research revealed a negative correlation between arts clusters and poverty. Authors of the Atlantic City Lab study concluded that “A localized, place-specific approach to arts initiatives” can help to foster the arts community, and therefore the regional economy.

When policymakers recognize their neighborhood arts clusters, they are well on their way to identifying the needs of their communities and encouraging arts clustering.

Baltimore City is an example of one such community that has facilitated arts clustering by designating arts districts around the city. “Politicians, planners, civic and business leaders are understanding, and more deeply engaging the cultural sector in community building, development, neighborhood investments and in the success of school children,” said Jeannie Howe, Executive Director of the Greater Baltimore Cultural Alliance. (source: www.greaterbaltimore.org)

The idea of arts clustering is also referred to as “creative place-making,” a term defined in the whitepaper *Creative Place-making*, which was written for the Mayors’ Institute on City Design:

In creative place-making, partners from public, private, nonprofit and community sectors strategically shape the physical and social character of a neighborhood, town, city or region around arts and cultural activities.

Jamie Bennett, director of public affairs for the National Endowment for the Arts, described the economic benefit of creative place-making as follows:

“A theater has 1,000 people show up at eight o’clock and leave at eleven o’clock. A museum might have 1,000 visitors spread out over the course of an eight-hour day. A rehearsal studio might have 30 people coming and going every hour over 12 hours. You put the three different organizations in proximity to one another and, all of a sudden, you have a full day of positive foot traffic on a street — feet that belong to people who need to eat meals, buy newspapers, go shopping and take public transportation. You have every mayor’s dream.”

Other states are actively investing in arts and culture, inspired, in part, by California’s historic leadership in the global creative economy.

Benefits to Other Industries

Authors of the Atlantic City Lab study also noted there are benefits of arts clusters interacting with innovation industry clusters. Just as regional economies benefit from the collaborative effort and speedy spreading of information the results from clusters of technology or science professionals, so do these economies benefit from a culture of innovation and development from arts clusters. The clusters yield improvements in the design of user interfaces and user experiences, and, more generally, **new approaches to solving old problems.**

The National Governors Association (www.nga.org) report, *New Engines of Growth: Five Roles for Arts, Culture and Design*, notes that as technology sectors have shifted from basic engineering to the added values of innovative design and creative products, establishing a network of creative workers is vital to staying competitive.

Benefits to the Medical Industry

Recent discoveries linking the arts with medical therapy suggest strong potential for growing the Katy Area’s arts presence by partnering with the area’s thriving healthcare industry. Parkinson’s Patients Combat Symptoms Through Ballet creates relationships between dance academies and medical centers. In Houston, for example, Houston Ballet’s Dance for Parkinson’s class, was established in 2009 as a collaborative effort with the Houston Area Parkinson’s Society. (see article <https://www.houstonpublicmedia.org/articles/news/2016/03/10/140851/parkinsons-patients-combat-symptoms-through-ballet/>).

In 2007, The Society for the Arts in Healthcare partnered with The Joint Commission and Americans for the Arts to conduct surveys that examine the presence of the arts in U.S. healthcare facilities. 1,807 institutions responded to the survey, revealing strong connections between healthcare and the arts—a symbiotic relationship that suggests the benefits of the arts to local economies and health.

FIG 2 *Types of Programs 2007*

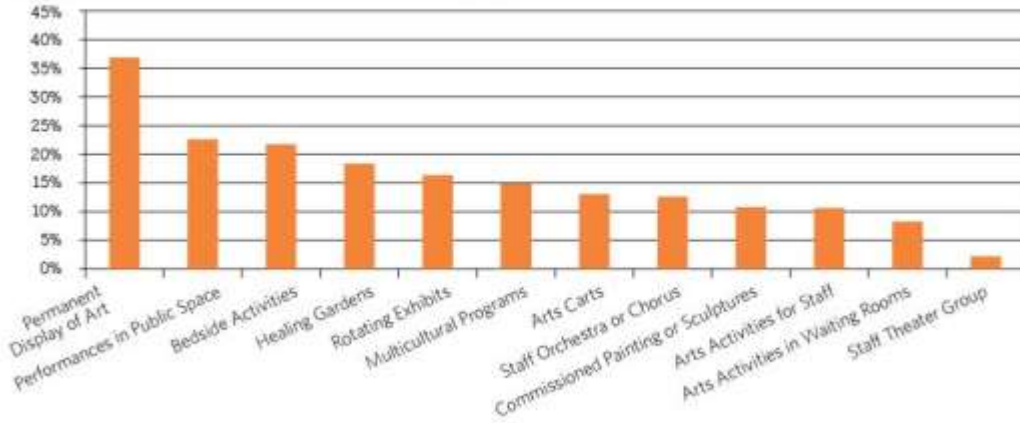


FIG 3 *Arts in Healthcare Practitioners 2007*

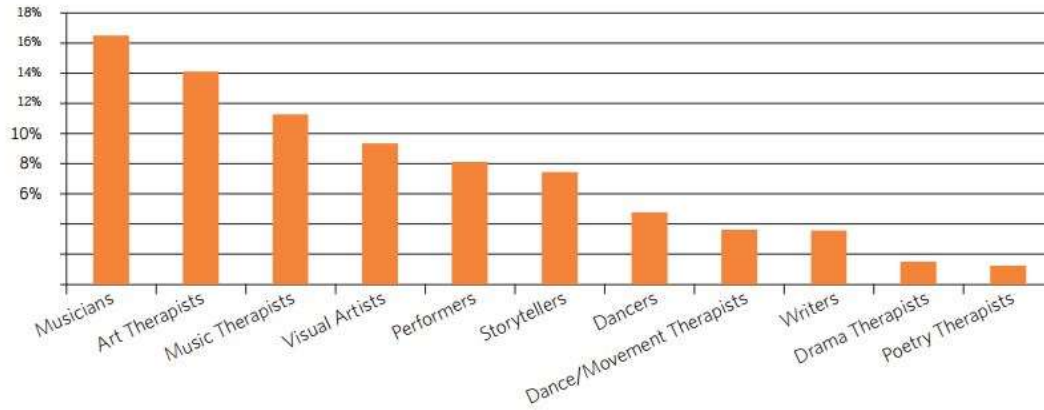


FIG 4 Why Healthcare Institutions Invest in the Arts

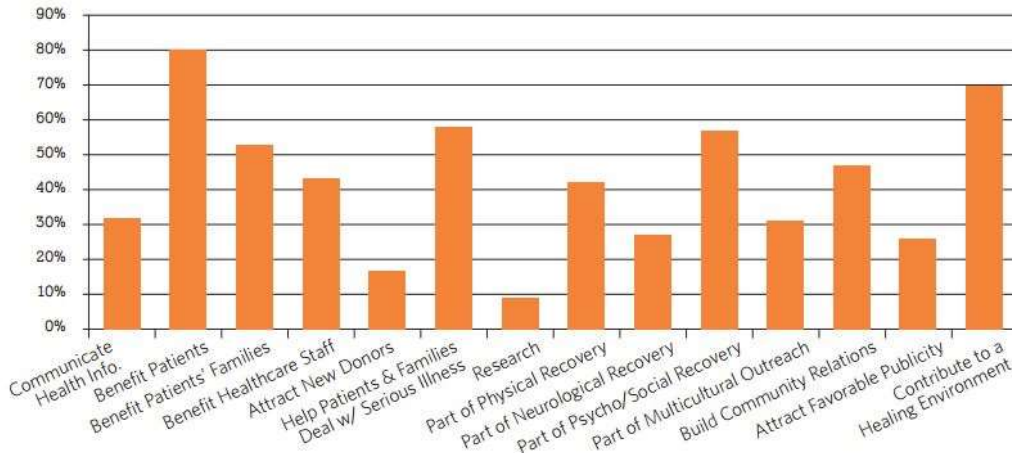
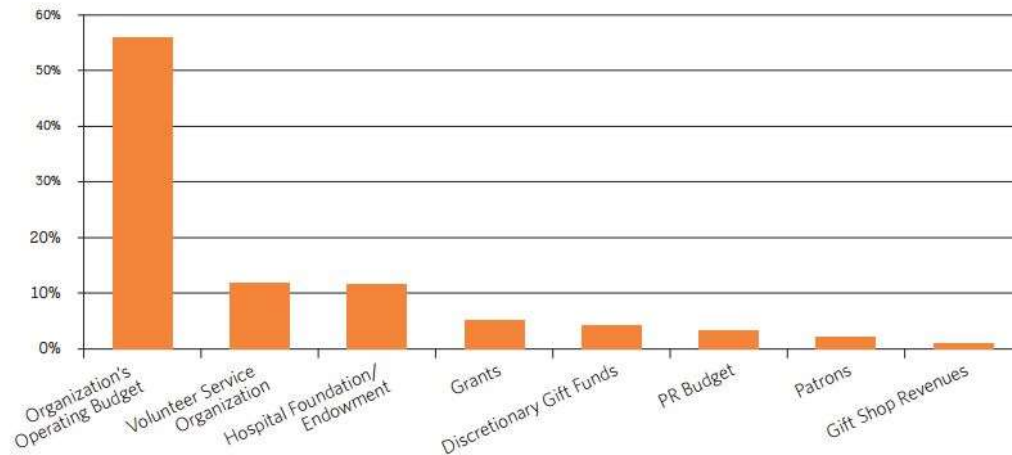


FIG 5 How Programs are Funded



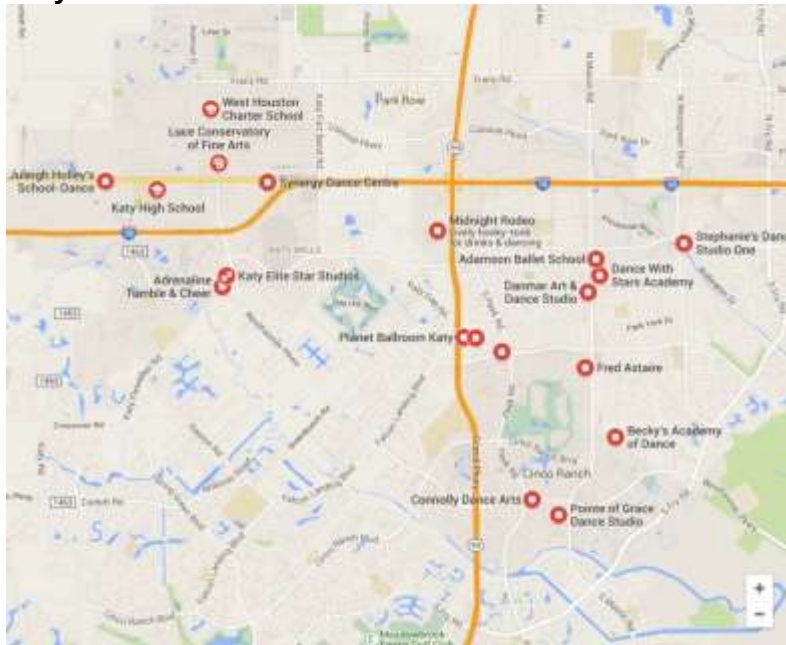
EVIDENCE OF KATY AREA'S VIABILITY AS A CULTURAL ARTS COMMUNITY

Numerous factors within the Katy area support the idea that the area is well equipped with talent and with an environment that can position the area as a cultural arts community. Katy's arts and cultural assets include fine arts, performing arts, and heritage organizations, specifically private galleries, exhibition spaces, performance venues, museums, and arts education.

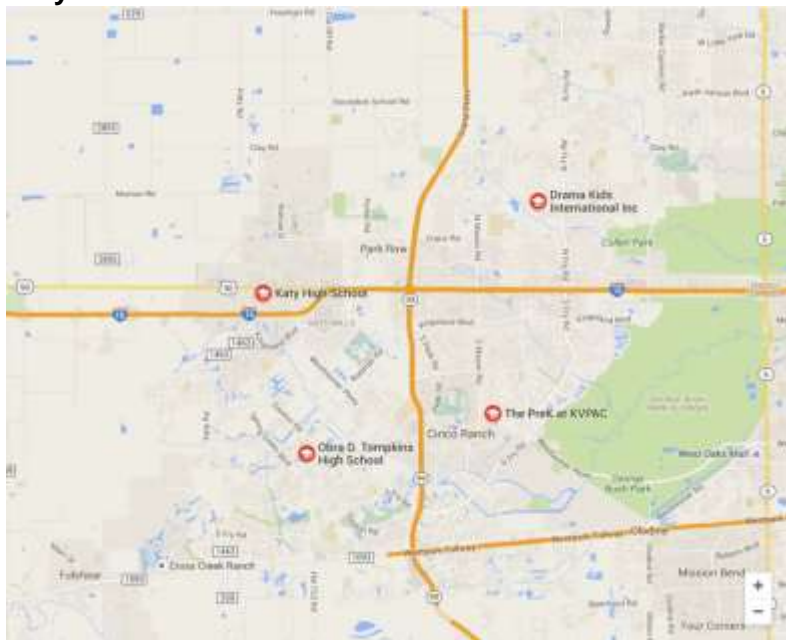
Local Arts Schools and Academies

The following maps illustrate the density of existing arts-related entities in the Katy area, demonstrating a keen interest by the community in the arts, as well as a growing pool of residents trained in the arts, who can populate the professional well of talent needed to grow a cultural arts community:

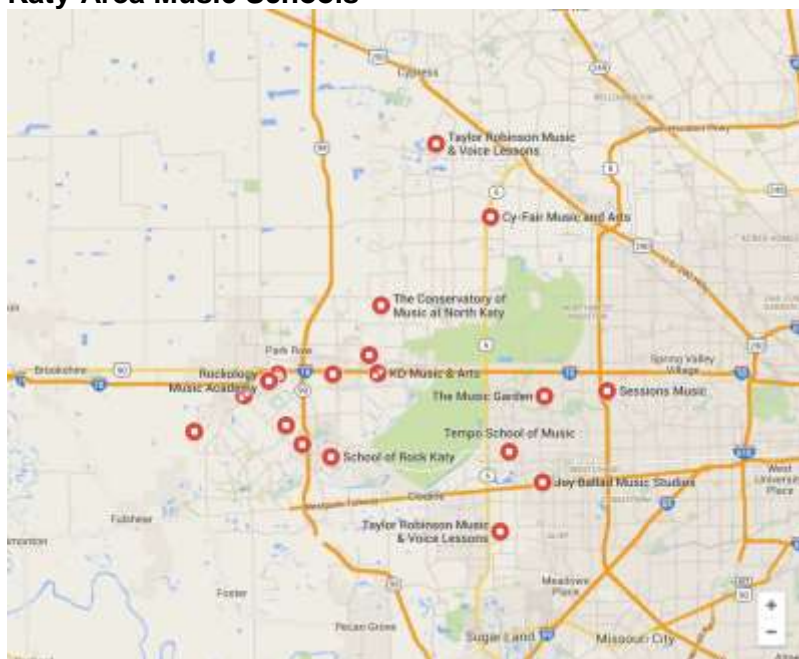
Katy Area Dance Schools



Katy-Area Dramatic Arts Schools



Katy-Area Music Schools



British International School

Though not include in the maps above, through a multifaceted collaboration with The Juilliard School, starting from September 2016, students at the British International School of Houston will access an enhanced embedded arts curriculum (The Juilliard-Nord Anglia Performing Arts Programme) developed by specialists from Juilliard, along with continued support from, and engagement with, Juilliard alumni and affiliated artists. The British International School will have two theatres in its new \$80 million facility which will open in October 2016.

Fine Arts Education in Katy ISD

The Katy ISD website reports that “Education and engagement in the fine arts are an essential part of the school curriculum and an important component in the educational program of every student in Katy ISD.” This appreciation for the value of fine arts education extends beyond K-12, with the **Katy ISD’s Community Education**, which offers evening and online classes to adults for fun, enrichment and learning. Classes offered include foreign languages, sewing, dance, music and more.

The site also offers the following facts regarding fine arts within the school district:

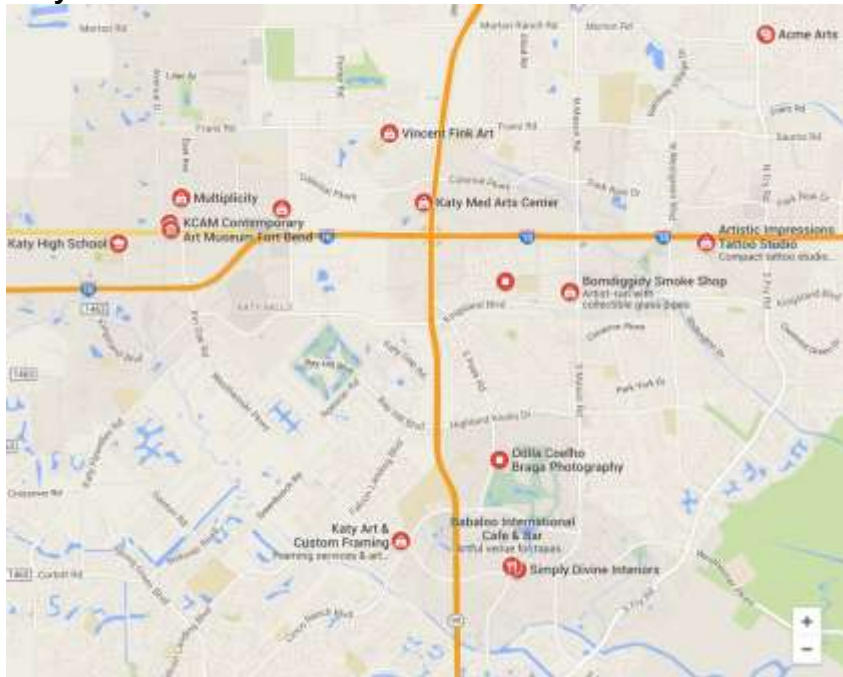
- 100% of all K-5 students receive fine arts instruction taught by degreed, certified music and art specialists
- 62% of all 6-12 students (approx. 23,000) have chosen and are actively engaged in a fine arts elective, receiving instruction each class day
- Each year opportunities are provided for fine arts students to study with specialists/clinicians in a variety of settings such as music ensembles, master classes, constructive evaluation, and concert settings.

- Katy ISD visual arts students participate in many contests and exhibits each year. These include: Fort Bend County, Harris County, Houston Livestock Show and Rodeo, Houston Dog Show, V.A.S.E. state competition, Scholastic state competition, Capitol YAM, as well as the local Katy ISD Spring Art Show
- Junior high and high school campuses present theatre stage productions throughout the year, with high schools offering musical productions in a rotation every other year.
- A music private lessons program which serves approximately 2000 secondary music students with weekly individual music lessons from 100+ instructors is administered and managed through the Fine Arts Department.
- Katy ISD Fine Arts Department is actively involved in the recruiting and hiring of qualified applicants in the field of art, dance, music, and theatre by representing Katy ISD at state conferences in each of these disciplines and participating in their job fairs: Art - TAEA, Dance - TDEA, Theatre - TETA, Music – TMEA and at the Katy ISD Job Fair.
- Each year the Fine Arts Department provides over 100 staff development/training sessions (approximately 610 hours) for fine arts teachers.
- The Katy ISD Fine Arts Department is comprised of approximately 300 teachers district-wide and a central office staff of six.

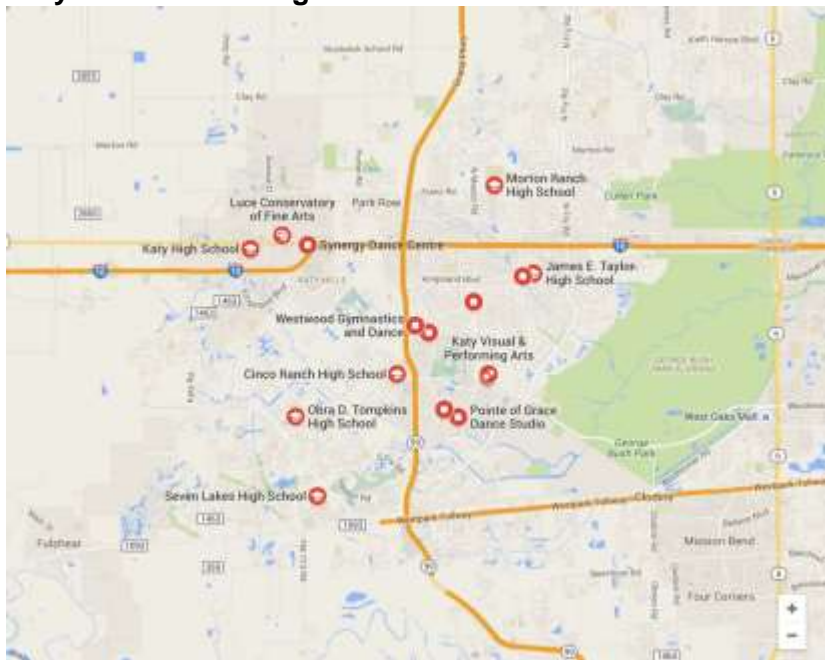
Current Arts Resources and Activities in the Katy

The Katy area boasts a wide range of resources and activities in arts and culture that enrich lives, build community, enhance civic identity and fuel a creative economy. These resources exist in the form of galleries, museums, and performance art centers.

Katy-Area Art Galleries

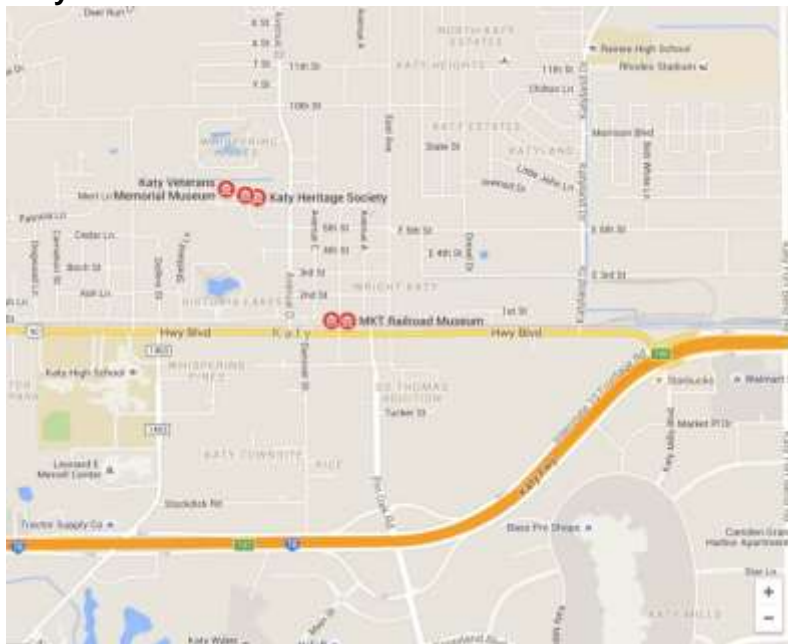


Katy-Area Performing Arts Centers



The new **World Theater** on South Mason Road does not appear in the above map (the search engines have not picked it up yet). Despite relative anonymity, the theater promises to elevate the arts in the Katy Area with a venue that features ceiling-mounted theatrical lights, floor-length mirrors, a dance hall, and a 60'x40' stage. Director Burton Wolfe created the theater with assistance from other Houston fine arts professionals to be a place where local talent could practice and perform. "We felt Katy was a place ready for this kind of venue," Wolfe said in a recent article. "The arts right now are needed more than ever before ... and Katy is full of young and old people with talent." The theater seats 300 people, with plans to increase that number to around 600. Wolfe's team believes the theater will flourish once the community is aware of the opportunities the theater presents.

Katy-Area Museums



Growth of the Katy Area

Katy Economic Development Council reports a consistent and continued growth for the city and its surrounding area. According to the Katy EDC website (<http://www.katyedc.org>):

Over 317,883 people reside in the Katy Area and are drawn here by the Katy Independent School District (Katy ISD), which now has over 73,000 students. The Katy Area is larger in population than the City of Pittsburg and Cincinnati. Katy's past growth between the years 2000 and 2010 increased by 83%. This phenomenal growth is projected to continue, fueled by Katy ISD, energy companies and corporations, businesses and entrepreneurs. By the year 2020, projections show that over 365,527 people will reside in Katy. 550,000 persons are expected to reside in the Katy Area by the year 2035."

In a survey of Katy residents, 98% said they would recommend Katy as a place to live. The Katy Area was rated No. 1 in the United States for growth in 2010 by the Gadberry Group, a site selection consulting firm.

Katy Area Demographics Facts and Figures

- Total Households (2015): 103,846
- Population Density (Pop./Sq. Mi., 2015): 1,841.55
- Median Age (2015): 34.3
- Median Household Income (2015): \$89,950
- Per Capita Income (2015): \$39,323
- Population by Race, White (2015): 215,639 (67.8%)
- Population by Race, Black (2015): 27,809 (8.8%)
- Population by Race, Asian (2015): 35,815 (11.3%)
- Population by Race, Hispanic Ethnicity (2015): 90,740 (28.6%)
- The Katy Area has accounted for 20% of the Houston's residential plat submittals in recent years.
- In 2015, 3,444 home closings occurred in the Katy Area.

Population & Demographics of the Katy Area (Katy ISD)	
Year	Population
1990	81,559
2000	139,998
2010	256,984
2011	269,823
2012	283,026
2013 (U.S. Census)	305,800
2014 (Alteryx, 2015)	302,705
2015a (Alteryx, 2015)	309,556
2015b (Alteryx, 2016)	317,883
2018 Projection	337,614
2019 Projection	348,848
2020 Projection	365,527
Change 1990-2000	70.8%
Change 2000-2010	83.9%
Change 1990-2010	171.4%
Change 2013-2018	16.3%
Change 2014-2019	15.4%
Change 2015-2020	15.0%

Source: Alteryx and U.S. Census Bureau, 2014, 2015, 2016

NEED TO PROMOTE ARTS AND CULTURE IN THE KATY AREA

Given the established economic benefits to developing the arts and culture in the Katy Area, and given the evidence that the Katy Area is well positioned to thrive as an arts community, it becomes clear that local arts and culture must be coordinated to maximize their economic impact on the area.

For a number of reasons, it is necessary that this coordination effort be executed via a carefully crafted plan that will elevate the Katy area's recognition for arts and culture. Even within the already established arts community, there is room for improvement.

Katy-Area Arts and Culture Need an Umbrella Organization

Katy-area arts and cultural entities would benefit from a structured, cohesive, umbrella organization that would coordinate, organize, focus and promote the arts.

Existing Umbrella Organizations for the Arts

Although arts and culture-related non-profits do exist in the Katy Area, they have not demonstrated they have the breadth of reach or resources required to accomplish what is required to make the most of the Katy Area' arts and culture economic potential.

As is evidenced in the descriptions of various Katy Area arts entities, several are undercutting their own success with inadequate media exposure, including the lack of a website or of search engine optimization. Event listings on calendars seem to be hit or miss, and performance art lacks a central home.

With the sheer number of cultural arts entities in the Katy, each cultural arts entity in the area should register prominently and cohesively as a member of the local arts community. The problem is perhaps that the existing arts alliance organizations lack the resources to drill down and connect across neighborhoods, media forms, and industry types to offer the Katy Area its full potential for economic wins.

Performing Arts Alliance of Katy

Performing Arts Alliance of Katy is a small, fairly new organization in the business services industry. It opened its doors in 2012 and now has an estimated \$57,000 in yearly revenue and 1 employee (source: findthecompany.com). This organization has not appeared on the IRS Business Master File in a number of months. It may have merged with another organization or ceased operations.

Katy Cultural Arts Alliance

The Katy Culture & Arts Alliance (KCAA) describes itself as an "umbrella organization" for arts and culture in the Katy area. It is supported mostly by memberships from individuals, families and businesses. KCAA also receives support from its partners: The City of Katy and the Katy Performing Arts Society as well as its underwriters: ARTreach, All Aboard Katy!, Fala Creative, Multiplicity LLC and Sylvia Q Sierra Designs. The group collaborates to help establish arts awareness, arts support, arts education, arts viability, and arts availability to all residents of the greater Katy area--the City of Katy, bordering neighborhoods, and connected communities. (source: www.katyalliance.com)

A More Strongly Rooted Umbrella Organization for the Arts

A well-conceived and well-funded umbrella organization for the arts would benefit the entire Katy community, and, as such, it makes sense to explore the possibility of this umbrella organization's existing as a part of the Chamber of Commerce, Katy Area Economic Development Council, Katy ISD, City of Katy and/or county government.

One solution might be to house this organization under the Katy Convention and Tourism Bureau (CTB), whose purpose is charged with recommending to City Council "those activities, programs, events and policies that will best promote tourism and the convention and hotel industry within the city limits." Such activities, programs, events and policies, if approved by City Council, might be funded in part by revenue generated by the hotel occupancy tax adopted by the city pursuant to the provisions of Chapter 351 of the Texas Tax Code.

The CTB also is responsible for recommending "activities, events and programs to the City Council that will best promote the city as a convention site and tourist destination."

The Houston Arts Alliance (HAA) serves as one model for a successful "umbrella arts organization" of this type. Between 2005-2006, Mayor Bill White led the effort to consolidate four Houston-area cultural arts programs into the HAA. The City established HAA in June 2006 with a governing board of 30 individuals, of which six were, and are, approved by Houston's mayor and City Council. (source: houstonartsalliance.com/)

Media Awareness of Katy-Area Arts Needs to be Heightened

Katy residents have low awareness of the existing arts and cultural entertainment options. Individual organizations tend to promote their events and activities independently by mail and social media, reaching only a limited audience. There is little promotion in print media, yet there are many print media options with which to extend public relations & marketing efforts and pursue possible partnerships:

Absolutely Katy magazine

Katy Lifestyles & Homes magazine

Katy Christian Magazine

Katy Times

Katy Local News | Community Impact Newspaper

Upclose Magazine

Living Magazine

Katy Magazine

Krenek Publishing (subdivision-specific newsletters mailed free to residents)

Houston Chronicle (not a Katy publication, but a good source for reaching a broader audience.

The last mention of a Katy arts event in Chron.com's gallery and museum guide appeared on February 24, 2016, despite that fact that arts-related activities occur daily in the Katy Area).

Katy does not have a broadcasting station but could submit content, interviews, and arts-related television and radio announcements/interview opportunities to Houston Public Media, which focuses on delivering local, regional and national content in the areas of news and information, arts and culture, and education. Each year, PBS offers more than 500 hours of Arts and Cultural programming. A possible partnering with HPM could take the form of a Katy business or an established Katy area arts and cultural entity established by this "Visions" initiative sponsoring a

Katy-oriented program similar to “Houston Matters.” Alternatively, this business or organization could sponsor an existing HPM arts program. Each week ARTS INSIGHT covers the myriad aspects of the performing and visual arts both locally and nationally. Produced by Houston Public Media and hosted by Ernie Manouse, the show features profiles of artists, writers, composers and performers who shed light on their creative process.

Alternatively, a Katy-Area media organization can be created to facilitate promotion of local arts and news.

According to the HPM website, 59% of HPM viewers pay more attention to the sponsorship messages seen on PBS than those seen on other networks¹. 78% of HPM listeners have taken direct action as a result of a public media sponsorship² [SOURCES 1 PBS Sponsorship Study: Audience Attitudes and Behaviors, City Square Associates, March 2015. 2 NPR Sponsorship Survey, Lightspeed Research, 2013.]

Performance Art Needs a Venue

Many of the performance venues indicated in the map included in this white paper are located in local schools, and these performance art centers (PACs) are rarely available for outside events. Similarly, the remaining bulk of PAC’s are located within private studios and are used solely by the owners of these studios.

KVPAC is housed in two buildings, each of which has a stage: one small and one large. The stages are suitable in size for KVPAC productions, but would not accommodate larger audiences as they currently exist. Regardless, the stages are used only for KVPAC productions.

The new **World Theater** (which does not yet appear on the map), welcomes multi-cultural organizations “to make use of the facilities by presenting meaningful events that benefit our diverse citizenry.” For-profit corporations and non-profit organizations are welcomed to rent the facilities for Special Events, Industrial Shows, Seminars, Conferences and for parties and celebrations. Although the World Theater could be tapped for support of a centralized visual arts gallery and PAC, it’s possible the organization limits its relationships (outside of rentals) to multi-cultural programming.

Anecdotally, it is interesting to take note of the PAC choice of Adamson Ballet School, perhaps the most prominent and competitive dance academy in the Katy Area. Registration week results in lines that form outside the building for several storefronts—parents stand in line starting at the wee hours of the morning to ensure their kids are registered. Many ABS students’ progress as professional dancers to perform with metropolitan dance companies across the country. Despite this elite local standing, **ABS presents its annual recital at the University of Houston’s Cullen Center**, due to a lack of suitable and available performing arts centers in the Katy Area.

An Affordable Solution

The PAC venue solution must be affordable for both artists and patrons. The City of Katy and the Katy Development Authority have embarked on a \$49 million project that will include a two-mile boardwalk and surrounding park, as well as a **convention center complex complete with hotel and a parking garage**. A potential option might be to include in these designs a PAC space, considering the purpose of the convention center—to draw visitors, boost sales tax via visitor purchases, and attract new residents to the area—mirrors objectives associated with investing in the area’s arts and culture.

Although the site for the planned boardwalk project had humble beginnings around the retention pond of the mall, the current project is being designed to make the area a destination for Katy residents and tourists, according to Kerry Gilbert of Kerry Gilbert and Associates, the firm responsible for preliminary planning for the project. Adding a PAC and other arts-related storefronts to this complex could help accomplish this goal, while helping boost arts visibility in the area.

Need to Capitalize on Unique Katy Area Traits

The Katy Area houses a variety of unique elements that differentiate the area from the City of Houston. These distinctive assets and characteristics can be capitalized upon in the efforts to house and promote local arts and culture activities, events, and organizations.

- **Rice Silos** – grain storage facility at 5365 1st Ave. comprises a functional facility, 3,025 sq. ft. office building; 2,400 sq. ft. metal warehouse; 3 acres of outside storage and 2 working truck scales. (owned by American Rice Growers Co-op)
- **2nd St. Antique Shops** – home to a number of antique shops, including KT Antiques, Limited Edition Art and Antiques, Dovetail Antiques, Antiques and Other Elderly Things
- **No Label Brewery** - housed in an old rice silo that had been sitting empty in Old Town Katy
- **MKT Railroad Depot and Caboose**: 5615 First Street in Railroad Park. Restored Katy Depot with MKT Museum, Visitors Center and caboose (operated by Katy Heritage Society)
- **Katy Heritage Park** - three homes, the Humble Mess Hall, old Post Office, tool shed/wash house and Tradition Bank Bandstand (operated by Katy Heritage Society)
- **Katy Rice Harvest Festival** – Two days of family activities with two stages of continuous live entertainment, craft and food booths. More than 300 craft and food booths and 45,000 to 50,000 visitors. (presented by the Katy Area Chamber of Commerce)
- **Typhoon, Texas Water Park** - state of the art waterpark scheduled to open Memorial Day 2016 (founded and owned by Terry Hlavinka and Keith Dalton)

SOLUTION

The roundtable that met discussed a variety of ways in which the objective of establishing Katy as an Arts and Culture Community might be realized:

Funding

Americans for the Arts, with the help of Ipsos Public Affairs, surveyed 3,020 American adults in December 2015 on topics such as support for arts education and government arts funding, personal engagement in the arts, the personal benefits and well-being that come from engaging in the arts, and if/how those benefits extend more broadly to the community. Of the respondents surveyed...

- **57% support local—and 55 percent state—government funding** grants to artists and arts organizations.
- **54% support an increase from the current 45 cents to \$1.00 per person** on federal grants to arts organizations.
- **36% say they would vote for a candidate who wanted to make this funding increase,** while an additional 35 percent said that it would not impact their vote; only 17 percent said they would vote against a candidate if they voted to increase arts funding.

Additional sources for funding include the following:

- **Coordinate** the activities, power and resources of the area **Management Districts** and **MUD Districts** to help fund the various initiatives.
- Seek the support of the **major employers of Katy residents**, keeping in mind the eight reasons business partner with the arts:
 1. Employees want to live and work in a vibrant community.
 2. The arts help the business build market share, enhance its brand, and reach new customers.
 3. The arts help businesses get their message across in engaging ways.
 4. Creativity is among the top applied skills sought by employers.
 5. The arts challenge employees to be their best.
 6. The arts create an environment that blends background, ethnicities, and cultures.
 7. The arts are a great way for businesses to show they appreciate their employees.
 8. When businesses partner with local arts, they partner with the whole city
Corporations and arts organizations often engage with each other to achieve impact in the following key areas: Social Change, Youth Arts, Employee Engagement, Storytelling Community Development.
- Distribute a portion of the City of Katy's HOT funds to an arts committee that would oversee advancing all art efforts, rather than only a few specific events (The City of Houston does this with the Houston Arts Alliance)
- Explore state grants for arts advancement and cultural arts programs

Opportunities

Specifically, the Katy Area presents many local opportunities that can be explored in establishing the community as a creative economy:

- Engage the private owners of the **iconic rice dryers** in a conversation about ways to improve and promote Katy arts.
- **Create a festival**, event or Arts month spotlighting arts in Katy. The community has proven it will support a large festival (Katy Rice Harvest Festival)
 - "Artscape, America's largest free arts festival, is hosted in Baltimore every summer. With over 400,000 attendees in Baltimore over three days, artists, designers, and musicians perform, sell, and interact with people from around the country. An event of this magnitude accelerates "collisions," or the spread of ideas and knowledge. By bringing artists together with people from other creative professions easily- and for free – Baltimore's families and business community are helped by a cross-pollination that otherwise occur slowly or might never

occur... Artscape's **total economic impact on Baltimore City is \$25.97 million.**"
(source: www.artscape.org)

- As new developers build in the Katy Area, engage them in discussion for partnering toward the effort of establishing the area as an arts and culture community. Perhaps these developers could contribute in the building of an **outdoor amphitheater** using the Cynthia Woods Mitchell Pavilion as a guide.
- Complement the city's efforts to brand downtown Katy as "Historic Katy" with a **Cultural Arts District** (an application for this has been started); additional support would be available from the Texas Commission on the Arts.
- Include in the construction of the City's new **convention center a venue for both exhibit and performance arts**. The convention center would be for convention tourism and also a center for the Katy area arts, drawing a lot of traffic to the mall area at all times, not just for conventions, and would result in more money coming into the city to fund this effort.
- Engage the Noyse Foundation in a conversation about ways to improve and promote Katy arts.
- Identify **former KISD students** who participated in a fine arts program within KISD who have gone on to a successful career in the arts with the goal of connecting and engaging them to provide inspiration and motivation for both the students, as well as the community for support and engagement.
 - Renee Zellwegger – Oscar-winning actress, director, producer
 - Clint Black - singer, songwriter, record producer, multi-instrumentalist and occasional actor. Signed to RCA
 - Frank Bielec – designer/spokesman and star of TLC's television show *Trading Spaces*
 - Kimberly Caldwell - American Idol contestant, singer, actress, television hostess
 - Roger Creager, award-winning Texas Country singer and songwriter
 - Megan Nicole – Singer-songwriter, actress and model, starred in first feature film in 2015; age 22
 - Ty Tabor -- guitarist and vocalist of melodic progressive metal band King's X. Currently owns and operates Alien Beans Studios in Katy, a mastering studio. Tabor personally masters all internationally released projects he is involved with. He also masters local projects for people all over the world.

RECOMMENDATIONS

It is recommended that the Katy area create a **Cultural Affairs Council (CAC)** to launch the development of a strategic plan to sculpt the Katy Area into a cohesive cultural arts community. The CAC would include members from Houston Community College; University of Houston; KISD; Katy Area Economic Development Council (KAEDC); Katy Area Chamber of Commerce, Katy-Area arts organizations; and Katy-Area community leaders.

The CAC would do the following:

- Position Katy as an arts community. A strategic media relations campaign would pitch story ideas, write press releases and articles that showcase the Katy Area in this light;
- Implement a robust public engagement process with public meetings and extensive online tools, including the creation of a website devoted to this purpose;

- Convene the arts and cultural constituencies and other stakeholders around critical cultural policy issues and unify efforts for regional arts and cultural planning;
- Formulate a plan to “bridge” the disparate area within the Katy Area EDC footprint to include the City of Katy, with the goal of promoting the arts;
- Strengthen relationships with anchor arts and culture institutions as key economic and community drivers;
- Expand promotion of local artistic and creative talent and cultural events and assets to residents and visitors;
- Support continued and expanded use of economic development tools and ordinances to promote cultural facility development and affordable live/work spaces for artists and creative businesses; and
- Pursue funding to pay for a full-time position devoted to this purpose.

CONCLUSION

The Katy area will thrive as a cultural arts community under the coordinating efforts of a Cultural Affairs Council (CAC) that will launch a strategic plan to sculpt the Katy area into a cohesive cultural arts community. This entity will make use of Katy’s unique characteristics to package the area’s arts in a distinctive way, will reach out to media with consistent messaging to promote the area’s arts, and will collaborate with community institutions, organizations, businesses, developers, and leaders to foster an environment of cultural arts in the Katy area, yielding positive economic outcomes.

But the impact of the arts reaches beyond an area or city’s economic growth. Gallup and the Knight Foundation conducted a three-year study aimed at answering the question “What attaches people to their communities?” Researchers found that the key reasons cited by residents for loving their cities were entertainment and social offerings, how welcoming the city is and its aesthetics — what is otherwise referred to as the arts and culture.