



HUDSON VALLEY **PATTERN** *for* **PROGRESS**

AT THE HEART
OF THE REGION

At the HEART of the Region

The Hudson Valley benefits from an incredible array of arts and cultural entities including Storm King Art Center, Art Omi, the Garner Arts Center, the Samuel Dorsky Museum of Art, Hammond Museum & Japanese Stroll Garden, and Bethel Woods Center for the Arts among many others. Under a broader definition of the arts that includes artisans and crafts, there are also numerous local breweries and wineries such as Industrial Arts Brewing Company and the Millbrook Vineyards. Attracting thousands of visitors each year, these cultural and artisan destinations are an important part of the local tourism economy, and they are also a key part of what makes the Hudson Valley a wonderful place to live.

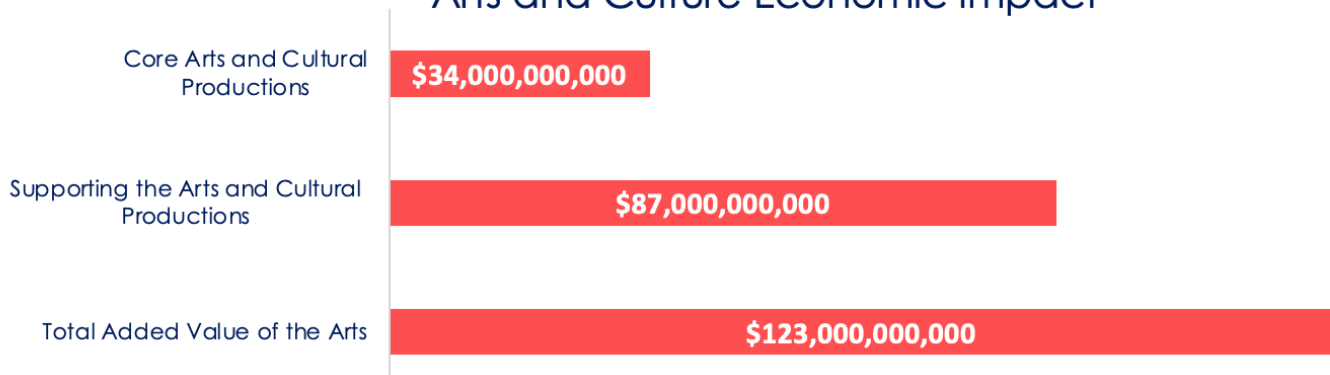
As our region recovers from the economic and social shocks of the last year, the arts play a crucial role in bringing communities

together. The arts provide educational and cultural experiences that enrich our lives, create opportunities for dialog about the important issues of our time, and lift our spirits with beauty and creative works. For these reasons it is essential that we support those who create and encourage the arts.

ECONOMIC IMPACT

The economic case for supporting the arts is strong. In New York State, the arts account for 7% of Gross State Product (GSP) and provide employment for over 500,000¹ New Yorkers. Core arts and cultural productions, which include performers, photographers, writers, musicians and other creative producers, drives close to \$34 billion into the New York State economy. Industries that support the arts and cultural production and include, for example, jobs in film and equipment rental, ticket agencies, and agents and managers add another \$87+ billion, with a total of over \$120 billion tied to New York's arts economy².

New York State Arts and Culture Economic Impact



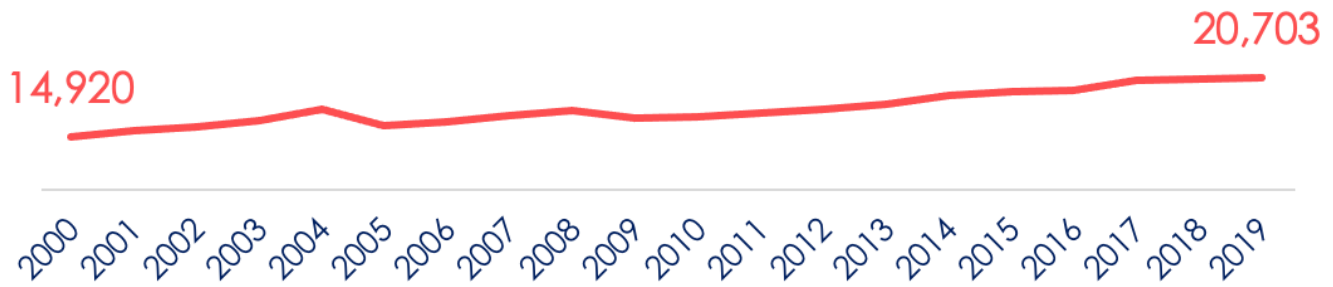
¹ Creative Economy State Profiles - NASAA (nasaa-arts.org)

² Creative Economy State Profiles - NASAA (nasaa-arts.org)

JOBS

Here in the Hudson Valley, the number of people working directly in the Arts, Entertainment, and Recreation sector increased by 39% between 2000 and 2019. As of 2019, close to 21,000 people worked in this sector.

AVERAGE EMPLOYMENT Arts, Entertainment, and Recreation Hudson Valley, 2000 - 2019

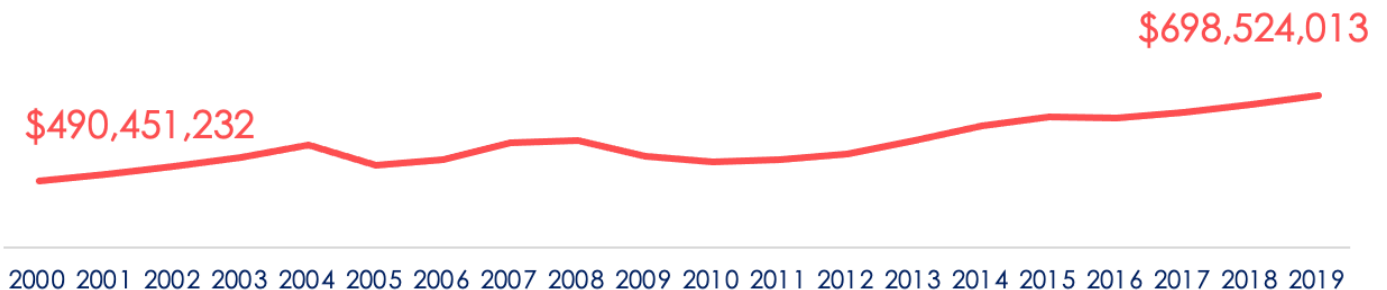


Source: NYS DOL Quarterly Census of Employment and Wages (QCEW) 2000-2019

WAGES

The total wages tied to Hudson Valley jobs directly in Arts, Entertainment, and Recreation also increased from 2000 to 2019 moving from under \$500 million to close to \$700 million, an increase of 42%.

TOTAL WAGES Arts, Entertainment, and Recreation Hudson Valley, 2000-2019



Source: NYS DOL Quarterly Census of Employment and Wages (QCEW) 2000-2019
*Dollar amounts adjusted for inflation

THE FILM INDUSTRY AND THE ECONOMIC IMPACT IN THE HUDSON VALLEY

Film is one of the greatest economic drivers when it comes to the arts. According to the Hudson Valley Film Commission, in 2019, film productions in the counties of Ulster, Dutchess, Orange, Sullivan, Greene, Delaware and Columbia had the following economic impact³:

- o \$46 million + Direct Regional Spending
- o 42,164 rooms rented at local lodging establishment
- o 500+ local crew members hired
- o 762 crew members traveling to the region
- o 4,058 local actors and extras hired

Growth of the film industry has additional economic benefits outside of the sub-sectors directly related to movie and television production. Reports have shown that film-induced tourism is real and can have positive implications on the overall economy. Additionally, when film productions locate in our region, many other industries such as lodging, retail, construction, and other services benefit.



ARTS, CULTURE AND THE TOURISM ECONOMY

Arts and cultural Institutions attract many visitors to the region. These tourists spend money on lodging, food, retail, transportation, entertainment, and at the cultural institutions themselves. In 2019, the total economic impact of direct sales from tourism in the Hudson Valley was close to \$6 billion dollars. The tourism economy employed over 80,000 people, and local municipalities earned over \$400 million in taxes from tourism activities.

³ Hudson Valley Film Commission

Hudson Valley Tourism Economic Impact 2019

	Direct Sales	Labor Income	Employment	Local Taxes	State Taxes
Columbia	\$177.4	\$89.1	2,466	\$10.9	\$9.7
Dutchess	\$674.2	\$378.1	10,836	\$45.8	\$36.7
Greene	\$192.6	\$89.2	3,378	\$12.3	\$10.5
Orange	\$1,047.4	\$427.8	14,364	\$90.4	\$58.3
Putnam	\$66.3	\$31.7	1,375	\$4.5	\$3.6
Rockland	\$489.7	\$269.6	8,726	\$31.0	\$26.7
Sullivan	\$577.9	\$242.7	5,854	\$35.7	\$31.5
Ulster	\$684.6	\$354.3	9,561	\$44.4	\$37.3
Westchester	\$2,011.3	\$1,156.3	24,463	\$128.3	\$109.7
TOTAL	\$5,921.4	\$3,038.8	81,023	\$403.3	\$324.0

*Dollar amounts in millions of nominal dollars, employment in persons

Source: Tourism Economics "Economic Impact of Visitors in New York 2019"

COMMUNITY IMPACT

Arts and cultural institutions are often the mainstay or focal point of a main street. El-lenville’s Shadowland Stages is a flagship for the downtown business district, and in the City of Beacon, the Howland Cultural Center is the focal point of the eastern end of Main Street.. In the City of Kingston, the Ulster Performing Arts Center is a keystone of the Mid-town neighborhood. These places all generate significant economic activity for nearby businesses and serve as landmarks that enhance community identity.

Arts and culture are also key aspects of place making. Places that are distinct, memorable, and attractive are often so because of art. Take, for example, mural districts, historic theaters, and public spaces that benefit from sculptures. Art inspires conversation, curiosity, imagination, and adds to the aesthetic beauty of place. Places with unique and enjoyable public spaces are recognized for having stronger communities.

Art brings people together in one place and provides an opportunity for developing social connections and networks. When people show up for a gallery opening, a concert, a puppet show, or dance performance, they have a reason to be in a space where they might have chance encounters with other people from their community. These moments of intersection - running into a neighbor you may have only met once, for example - can lead to long-term friendships that increase community cohesion and resiliency.

COMMUNITY IMPACT

Arts and cultural destinations also provide a form of leisure and entertainment. On the weekends, people often head to one of the region's sculpture parks or museums as a way to unwind, refresh, and see something beautiful or inspiring.

The quality of life is higher because of the wealth of arts and cultural entities in the Hudson Valley. The presence of cultural spaces has been linked to increased levels of civic engagement, improved health and educational outcomes, safer neighborhoods, and economic revitalization.⁴

Artists often explore the issues of our time with their works, which may foster community dialogue and lead to creativity and

new ideas. All communities have challenges; through art, there is an opportunity to explore these issues in a way that opens people's minds to seeing new perspectives.

Art reflects the "maker" and when there are opportunities for underrepresented groups to showcase their work, their voice may then be heard, which is important for a healthy community where all people matter. Art is also a way to celebrate the diverse cultures within a community.

Over the last year, there is a spotlight on issues of institutional racism, police violence, and related social unrest. The arts have played a significant role in this process through social awakening and healing.

Communities with arts & cultural entities are stronger.



Vanderbilt Mansion, Hyde Park, New York

⁴ Social Impact of Arts Project Research Group, School of Social Policy & Practice, University of Pennsylvania, 2017.

When arts are prioritized in education, our students and our society benefit.

EDUCATION AND THE ARTS

There are many proponents of an education that emphasizes Science, Technology, Engineering, and Math (STEM), but there is a strong argument to include the Arts to this group (STEM becomes STEAM). Arts education supports the development of creative thinking, problem solving, social awareness, empathy, and communication skills. Arts and humanities cover topics of human society and culture. Many of the most successful innovators of our time have arts in their educational foundation including, for example, the founder of Airbnb, Brian Chesky, who majored in fine arts, or the chief executive of YouTube, Susan Wojcicki, who majored in history and literature.⁵ Let us also not forget the “Founding Father of STEAM” Leonardo DaVinci who embodied the study of Science, Technology, Engineering, Mathematics with the Arts.

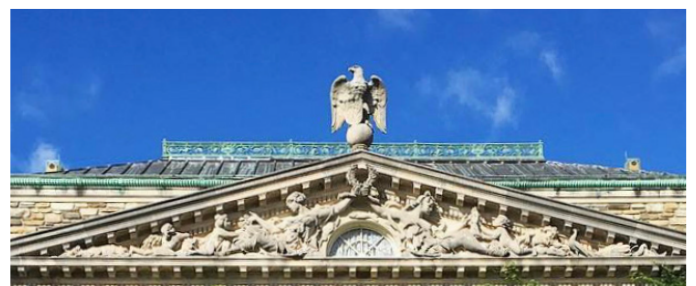
HISTORY AND THE ARTS

The Hudson Valley’s rich history is inexorably linked to arts and culture. The primary example of this might be the Hudson River School, a group of 19th century landscape painters who immortalized the romantic depiction of the Hudson River Valley with

their art. With international acclaim, the Hudson River School put our region’s name into the cultural consciousness of the world; they captured the beauty of the Hudson Valley and shared it with people around the globe.

The Hudson Valley is also renowned for its collection of architectural masterpieces. Architecture, a marriage of art and science, is notable in the famous estates such as Montgomery Place, Boscobel House, Kykuit, and the Vanderbilt Mansion, among others.

Today, many of the historic buildings that distinguish our communities are occupied by arts and cultural organizations. The beautiful Bardavon Opera House in Poughkeepsie is a preserved architectural gem and performing arts venue. Built in 1869, the theater is the oldest continuously operating theater in New York. Manitoga Design Center has been preserved as the home and masterpiece of one of the 20th century’s most famous and renowned architects and designers, Russel Wright.



⁵ [Why liberal arts and the humanities are as important as engineering - The Washington Post](#)

CHALLENGES FOR THE ARTS

Arts and culture are vital in making our region the wonderful place it is. Post-COVID, as we return to public spaces and once again enjoy and benefit from the arts, we should remember that in order to have arts and culture, we must support it. The effects of the pandemic were devastating for many cultural venues. Museums across the country were forced to sell their works of art in order not to have to close.⁶ Theaters remained only with the assistance of federal aid. Many people who work in the arts would literally have been “starving artists” if not for unemployment and stimulus checks. During the hardship of the last year, many of our cultural institutions were on the verge of closing, and sadly, some did.

Part of our recovery must include supporting the arts.

THE ART OF RECOVERY

As the world reopens after a long year of quarantine and isolation, the arts are a central piece of the recovery. Long used in therapy, the arts are a way for individuals and communities to reflect and process trauma. Art provides a positive outlet for individuals and a chance to explore emotions, to cope with depression, to build a sense of accomplishment and self-esteem, and to manage stress.

Communities that have been devastated by the pandemic and its economic and social impacts are already using art as a way to stimulate local economic activity, creating positive community experiences, rebuilding a sense of place and inclusive environments. The arts are central to our healing process because they promote community development, cohesion, dialogue, and vibrancy.

Outdoor arts venues already have a rush of people seeking opportunities to safely recreate and socialize outside. Museums, theaters, and other indoor arts venues are also seeing a return of people, long overdue for cultural enrichment.



⁶“This is how bad things are for museums: They now have a green light to sell off their art” The Washington Post, April 2020.
[Museum association relaxes rules on selling art - The Washington Post](#)

RECOMMENDATIONS

While the arts are strong in our region, there are some steps we could take to ensure the Hudson Valley remains an arts and cultural destination including:

- Creating more housing to support people working in the arts. Housing prices in the Hudson Valley are on the rise and housing is out of reach for many people. More affordable artist housing will ensure artists can continue to live in and contribute to the vibrancy of our region. For example, Queen City Lofts in Poughkeepsie and the West End Lofts in Beacon are two multifamily housing developments that include units with below market rents reserved for artists.
- Establish community art learning centers on every main street. Our urban centers often have vacant buildings in the central business areas that lend themselves to adaptive reuse as creative educational centers for the community. The new centers could offer classes in drawing, pottery, animation, photography, dance, sculpture, and more. Art learning centers could support community bonds, offer employment opportunities for people working in the arts, and serve as an anchor institution along our main streets.
- Support the growing film industry within the Hudson Valley. To encourage film production and to maximize local benefit communities can take certain actions including:
 - 1-Day turnaround on production contracts
 - Maintain a list of qualified local film crew workers and their contact information
 - Designate a staff member to handle charging revenues from filming
 - Design fee schedule according to the size of the production
 - List locations and other local film resources on municipal website
 - Provide film productions with a list of local resources, maps, and businesses
 - Require productions use local vendors
- Personally support the arts by being a patron of your local cultural destinations and supporting local arts granting organizations. If you hire an artist, make sure to compensate them for their work!

The Hudson Valley is an incredible place to live, work and play, and the arts are central to the cultural and economic vibrance of the region. Art is included in education to encourage right and left brain development and creativity. Music, dance and visual arts provoke thought and enliven the spirit in the community. Art hubs and venues seed economic recovery of a community by attracting visitors and patrons to a region that has a multiplying ripple effect on the local economy. Simply put, we must value the arts as the keystone to the cultural and economic strength of this beautiful region, always keeping them at the heart of the region.

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P.O. Box 425, Newburgh, New York 12551
Tel. (845) 565-4900 | Pattern-for-Progress.org