AGENDA
CITY COUNTY COMMON
TUESDAY, FEBRUARY 13, 2018
COUNTY-CITY BUILDING
555 SOUTH 10TH STREET
ROOM 113
11:00 A.M. - 12:00 P.M.

Location Announcement of Nebraska Open Meetings Act: A copy of the Nebraska Open Meetings Act is located on the wall at the back of the room.

11:00 a.m. 1. Approval of Common Meeting Minutes of November 6, 2017 and Election of Chair and Vice Chair for 2018

11:05 a.m. 3. Community Resource App - Bryan Seck, Developer, Employment Skills, Prosper Lincoln

11:20 a.m. 4. Arts and Economic Prosperity - Randy Cohen, Vice President of Research and Policy and Americans for the Arts

12:00 p.m. 5. Adjournment
Present: County Commissioner Bill Avery, Chair; Roma Amundson and Deb Schorr, County Commissioners; City Council Member Jon Camp, Vice Chair; Carl Eskridge, Cyndi Lamm, Leirion Gaylor Baird and Bennie Shobe; City Council Members

Absent: Jennifer Brinkman and Todd Wiltgen; County Commissioners; Roy Christensen, Jane Raybould; City Council Members; Mayor Chris Beutler

Others Present: Tory Carkoski, County Clerk’s Office

Advance public notice of the City-County Common Meeting was posted on the County-City Building bulletin board and on the Lincoln and Lancaster County, Nebraska, web sites.

The Chair noted the location of the Open Meetings Act and opened the meeting at 11:03 a.m. Roll call attendance was taken.

AGENDA ITEMS

1. APPROVAL OF THE COMMON MEETING MINUTES OF NOVEMBER 6, 2017

MOTION: Amundson moved and Eskridge seconded approval of the November 6, 2017 minutes. Avery, Schorr, Amundson, Eskridge, Gaylor Baird, Shobe and Camp voted yes. Beutler, Wiltgen, Brinkman, Christensen, Lamm and Raybould were absent. Motion carried 7-0.

2. ELECTION OF CHAIR AND VICE CHAIR FOR 2018

The Chair opened nominations for Chair.

MOTION: Schorr moved and Amundson seconded to nominate Jon Camp as Chair of the City-County Common.

The Chair closed the nominations.

ROLL CALL: Amundson, Schorr, Avery, Eskridge, Gaylor Baird, Shobe and Camp voted yes. Wiltgen, Brinkman, Christensen, Lamm, Raybould and Beutler were absent. Motion carried 7-0.

The Chair opened nominations for Vice Chair.

MOTION: Amundson moved and Avery seconded to nominate Deb Schorr as Vice Chair of the City-County Common.

The Chair closed the nominations.
ROLL CALL: Shobe, Gaylor Baird, Eskridge, Camp, Amundson, Schorr and Avery voted yes. Wiltgen, Brinkman, Lamm, Raybould, Christensen and Beutler were absent. Motion carried 7-0.

3. COMMUNITY RESOURCE APP — BRYAN SECK, DEVELOPER, EMPLOYMENT SKILLS, PROSPER LINCOLN (Exhibit A)

Bryan Seck, Developer, Employment Skills, Prosper Lincoln, introduced himself and his team of developers for the app which included: Matt Will, Don't Panic Labs; Lori McCarthy, Don't Panic Labs; Mick Hale, Leadership Lincoln; Matt Prokop, American Cancer Society; Katie Kock, Cline Williams; Ryan Hier, BVH Architecture; Mike Hodge, Olsson Associates and Corrine Sturdy, West Gate Bank.

Seck and Will gave a power point presentation on the MyLNK Community Resource App which is a new application for mobile devices (Exhibit A). The mobile app was made possible by Leadership Lincoln in collaboration with the Center for People in Need. The app allows users to easily and anonymously find services in the Lincoln/Lancaster County area.

Amundson asked how to download the app. Will said it is available from the Google Play and IOS App Stores.

Gaylor Baird inquired if there is anything the City or County can do to help. Seck said the City has done very well collaborating and updating all of their information and all they ask is that they be notified when there are changes or updates.

4. ARTS AND ECONOMIC PROSPERITY — RANDY COHEN, VICE PRESIDENT OF RESEARCH AND POLICY AND AMERICANS FOR THE ARTS (Exhibits B-G)

Deb Weber, Lincoln Arts Council, introduced Randy Farmer, Administrator for the Lincoln Public Schools Pathfinder Education Program, located at the Lancaster County Youth Services Center, and Randy Cohen, Vice President of Research and Policy with Americans for the Arts. Cohen gave a presentation on Arts & Economic Prosperity 5 (Exhibit B) and distributed several handouts. (Exhibits C-G)

Lamm entered the meeting at 11:28 a.m.

Eskridge asked Cohen to compare Lincoln to other cities. Cohen stated that Lincoln is doing well in comparison to like cities and is above average. He encouraged local officials to continue to support the arts.

Amundson exited the meeting at 11:51 a.m.

Gaylor Baird exited the meeting at 11:52 a.m.

Camp asked Cohen to define “the arts.” Cohen defined it as theater, performing arts, museums, zoos and botanical gardens.
5. ADJOURNMENT

MOTION: Schorr moved and Avery seconded to adjourn the City-County Common meeting at 11:53 a.m. Avery, Schorr, Eskridge, Camp, Lamm, and Shobe voted yes. Wiltgen, Amundson, Brinkman, Gaylor Baird, Christensen, Raybould and Beutler were absent. Motion carried 6-0.

Submitted by Tory Carkoski, Lancaster County Clerk’s Office
In our community, the average person in poverty is a single, white mom, with at least one job and with two school-aged children.

- Vital Signs, 2015
Why an app?

28% of families with less than $20k income don’t have Internet access at home

16% of families between $20-75k income don’t have Internet access at home

Most people have a smart phone

Many people do not know about available resources

Meet people where they are
Knowledge + Connection

Resource Utilization

Resource Hubs:
- American Job Center
- 211
- Center for People in Need
- Department of Health and Human Services: Community Response
- Case Managers
- Faith Communities
- Schools/Post-secondary
- You
The Tech

• 1,500 downloads since January 28th!
• 3 DPL Interns – Allie, Luke, Noah – supported by Matt and Lori
• Google Firebase provides a real-time data
• NativeScript allowed us to code once and support both iOS and Android
The App

MyLNK
Easily and anonymously find services in the Lincoln/Lancaster area

Find services by...
Category
Favorites
Search
Calendar

Children and Family
Community, Recreation and Cultural Center
Education
Employment
Food
Health
Housing
Important Phone Numbers
Legal
Outreach
Personal Needs
Society Reentry

Find Services

Go Back
Lincoln Bike Kitc...
(402) 915-2453
http://www.lincolnbikekitc...
1635 S. 1st St

Earn-a-Bike: after 10 hours of volunteering, you’ll pick a bicycle and refurbish it to fit your commuting needs with the help of experienced volunteer mechanics. You’ll finish the program with a dependable bike and the knowledge, skills and resources to maintain it.
Open Shop: if you want to work on your own bicycle, just come in, talk with us and get to work. We have complete sets of bike specific tools to help you with your repair. Sunday 12:00-4:00pm and Monday 5:00-9:00pm. Additionally, the first Tuesday of every month from 6:30-9:00pm is Women and Transgender open shop.
Free Wheels for Kids: Parents feel free to come and speak with us, and we look forward to working with you to get your

January 22nd
Monday

Foodnet
Korean Church in Airpark*: 4915 W. Adams
12:00pm

Foodnet
Denton Community Center*: Denton, NE
8:00pm

Meal Services
233 S. 10th St. Suite 101
Lincoln, NE 68508
12:00pm

Tabitha- Meals on Wheels
4720 Randolph St, Lincoln, NE 68510
12:00pm

Free meals
110 Q St.
Lincoln, NE 68508
The App

- All data is stored offline, and updated whenever the app is open with an active internet connection
- Browsing history is not tracked
- Center for People In Need will receive and process suggested service updates
- Outreach via agencies, nonprofits, case managers, fast food restaurants and the public
  - Upcoming press releases with Journal Star, Ch 10, KLIN
  - Looking for additional ideas for outreach
Contact Information

• info@cfpin.org

• Update data or add organization
Benefits Cliff

Benefits
- EBT
- ADC
- M/M
- TANF
- Title XX

$0/month to $2,200/family of 4
Most Comprehensive Study Ever!
341 Study Regions in all 50 States—including City of Lincoln!
$99 Million in Spending (2015)

[CATEGORY NAME] [VALUE]...

[Category Name] [Value]...

@ArtsInfoGuy
Jobs Supported (FTE)

2,976
Government Revenue
(Local & State)

$9.8 Million
Attendees Spent
$20.86 Per Person, Per Event
Audiences: Local vs. Non-Local

Local 79%

Non-Local 21%
Event-Related Spending

Local vs. Non-Local

Local: $15.06
Non-local: $42.96

64 percent of non-local attendees said, “This arts event is the primary purpose for my trip.”
AEP5 National Partners
Creative Lancaster County
597 Arts-Related Business Employ 3,030 People

3.8% of all businesses
1.5% of all employees

@ArtsInfoGuy
Ready to Innovate

Are educators and executives aligned on the creative readiness of the U.S. workforce?
Improved Academic Performance
The Arts Mean Business!

AmericansForTheArts.org/AEP5

rcohen@artsusa.org
The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in

THE CITY OF LINCOLN, NE

The Arts & Economic Prosperity 5 study provides compelling evidence that the nonprofit arts and culture sector is a $99 million industry in the City of Lincoln—one that supports 2,976 full-time equivalent jobs and generates $9.8 million in local and state government revenue.

Nonprofit arts and cultural organizations, which spent $50.7 million during 2015, leveraged a remarkable $48.3 million in additional spending by their audiences—spending that pumped vital revenue into restaurants, hotels, retail stores, parking garages, and other local businesses.

By proving that investing in the arts and culture yields economic benefits, Arts & Economic Prosperity 5 lays to rest the misconception that communities support arts and culture at the expense of local economic development. In fact, communities that support the arts and culture not only enhance their quality of life—they also invest in their economic well-being.

The arts mean business in the City of Lincoln!

<table>
<thead>
<tr>
<th>Total Impact of the Nonprofit Arts and Culture Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Expenditures by both organizations and audiences)</td>
</tr>
<tr>
<td>Total Direct Expenditures</td>
</tr>
<tr>
<td>Full-Time Equivalent jobs</td>
</tr>
<tr>
<td>Resident Household Income</td>
</tr>
<tr>
<td>Local Government Revenue</td>
</tr>
<tr>
<td>State Government Revenue</td>
</tr>
</tbody>
</table>

For study details, visit www.artsnc.org.
The impact of spending by nonprofit arts and cultural organizations is far reaching: they pay their employees, purchase supplies, and acquire assets within the local community. Additionally, unlike most industries, the arts leverage significant event-related spending by their audiences. Whether serving the local community or out-of-town visitors, a vibrant arts and culture industry helps local businesses thrive.

### Impact of the Nonprofit Arts and Cultural Organizations

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Direct Expenditures</td>
<td>$50,665,562</td>
</tr>
<tr>
<td>Full-Time Equivalent Jobs</td>
<td>1,397</td>
</tr>
<tr>
<td>Resident Household Income</td>
<td>$43,161,000</td>
</tr>
<tr>
<td>Local Government Revenue</td>
<td>$1,755,000</td>
</tr>
<tr>
<td>State Government Revenue</td>
<td>$2,294,000</td>
</tr>
</tbody>
</table>

### Impact of the Nonprofit Arts and Cultural Audiences

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Direct Expenditures</td>
<td>$48,329,810</td>
</tr>
<tr>
<td>Full-Time Equivalent Jobs</td>
<td>1,579</td>
</tr>
<tr>
<td>Resident Household Income</td>
<td>$30,859,000</td>
</tr>
<tr>
<td>Local Government Revenue</td>
<td>$2,988,000</td>
</tr>
<tr>
<td>State Government Revenue</td>
<td>$2,792,000</td>
</tr>
</tbody>
</table>

### Event-Related Arts and Cultural Audience Spending

<table>
<thead>
<tr>
<th>Category</th>
<th>Residents</th>
<th>NonResidents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>1,834,676</td>
<td>481,834</td>
</tr>
<tr>
<td>Percent of Total</td>
<td>79.2%</td>
<td>20.8%</td>
</tr>
<tr>
<td>Per Person Average</td>
<td>$15.06</td>
<td>$42.96</td>
</tr>
<tr>
<td>Total Spending</td>
<td>$27,630,221</td>
<td>$20,699,589</td>
</tr>
</tbody>
</table>

### Average Dollars Spent Per Person, Per Event

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Refreshments/Snacks At Event</td>
<td>$2.21</td>
</tr>
<tr>
<td>Meals Before/After Event</td>
<td>$10.44</td>
</tr>
<tr>
<td>Souvenirs and Gifts</td>
<td>$1.88</td>
</tr>
<tr>
<td>Clothing and Accessories</td>
<td>$1.14</td>
</tr>
<tr>
<td>Ground Transportation</td>
<td>$2.35</td>
</tr>
<tr>
<td>Event-Related Child Care</td>
<td>$0.13</td>
</tr>
<tr>
<td>Overnight Lodging (one night only)</td>
<td>$1.96</td>
</tr>
<tr>
<td>Other/Miscellaneous</td>
<td>$0.75</td>
</tr>
<tr>
<td>Total Per Person Spending</td>
<td>$20.86</td>
</tr>
</tbody>
</table>

1 Residents live within Lancaster County; Nonresidents live elsewhere.
The Creative Industries in Lancaster County, NE

This *Creative Industries: Business & Employment in the Arts* report provides a research-based approach to understanding the scope and economic importance of the arts in Lancaster County, NE. The creative industries are composed of arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. Arts businesses and the creative people they employ stimulate innovation, strengthen America's competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy. In a global economy, the creative industries are durable and enduring local employers.

597 Arts-Related Businesses Employ 3,030 People

Lancaster County, NE is home to 597 arts-related businesses that employ 3,030 people. The creative industries account for 3.8 percent of the total number of businesses located in Lancaster County, NE and 1.5 percent of the people they employ. The map above plots the creative industries, with each dot representing a unique arts business establishment.

Nationally, 673,656 businesses are involved in the creation or distribution of the arts, and they employ 3.48 million people. This represents 4.0 percent of all U.S. businesses and 2.0 percent of all U.S. employees—demonstrating statistically that the arts are a formidable business presence and broadly distributed across our communities. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the United States. These data are current as of April 2017.

Americans for the Arts thanks The Andrew W. Mellon Foundation and the Doris Duke Charitable Foundation for their generous support of our work to produce the *Creative Industries: Business & Employment in the Arts* reports.

www.AmericansForTheArts.org/CreativeIndustries
The Creative Industries Represent 3.8 Percent of All Businesses and 1.5 Percent of All Employees in Lancaster County, NE  
(Data current as of April 2017)

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>BUSINESSES</th>
<th>EMPLOYEES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts Schools and Services</td>
<td>32</td>
<td>197</td>
</tr>
<tr>
<td>Arts Councils</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Arts Schools and Instruction</td>
<td>30</td>
<td>192</td>
</tr>
<tr>
<td>Design and Publishing</td>
<td>186</td>
<td>1,102</td>
</tr>
<tr>
<td>Advertising</td>
<td>33</td>
<td>433</td>
</tr>
<tr>
<td>Architecture</td>
<td>36</td>
<td>342</td>
</tr>
<tr>
<td>Design</td>
<td>114</td>
<td>252</td>
</tr>
<tr>
<td>Publishing</td>
<td>3</td>
<td>75</td>
</tr>
<tr>
<td>Film, Radio and TV</td>
<td>58</td>
<td>509</td>
</tr>
<tr>
<td>Motion Pictures</td>
<td>39</td>
<td>313</td>
</tr>
<tr>
<td>Radio</td>
<td>11</td>
<td>28</td>
</tr>
<tr>
<td>Television</td>
<td>8</td>
<td>168</td>
</tr>
<tr>
<td>Museums and Collections</td>
<td>15</td>
<td>113</td>
</tr>
<tr>
<td>Historical Society</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Museums</td>
<td>11</td>
<td>88</td>
</tr>
<tr>
<td>Zoos and Botanical</td>
<td>3</td>
<td>24</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>123</td>
<td>646</td>
</tr>
<tr>
<td>Music</td>
<td>66</td>
<td>408</td>
</tr>
<tr>
<td>Performers (nec)</td>
<td>29</td>
<td>103</td>
</tr>
<tr>
<td>Services &amp; Facilities</td>
<td>26</td>
<td>98</td>
</tr>
<tr>
<td>Theater</td>
<td>2</td>
<td>37</td>
</tr>
<tr>
<td>Visual Arts/Photography</td>
<td>183</td>
<td>463</td>
</tr>
<tr>
<td>Crafts</td>
<td>7</td>
<td>12</td>
</tr>
<tr>
<td>Photography</td>
<td>126</td>
<td>198</td>
</tr>
<tr>
<td>Services</td>
<td>29</td>
<td>108</td>
</tr>
<tr>
<td>Visual Arts</td>
<td>21</td>
<td>145</td>
</tr>
<tr>
<td><strong>GRAND TOTAL</strong></td>
<td><strong>597</strong></td>
<td><strong>3,030</strong></td>
</tr>
</tbody>
</table>

**Research Notes:**

- These Creative Industries data are based solely on active U.S. businesses that are registered with Dun & Bradstreet. Because not all businesses are registered, our analyses indicate an under-representation of arts businesses (particularly those that are nonprofit arts organizations and individual artists). The data in this report, therefore, are an undercount.

- To define the Creative Industries, Americans for the Arts selected 644 8-digit Standard Industrial Classification codes that represent for-profit and nonprofit arts-centric businesses (out of more than 18,500 codes representing all industries).

- Reports for all 435 U.S. Congressional Districts, the 50 states and the District of Columbia, the 6,766 state legislative districts, and all 3,141 U.S. counties—as well as a full suite of user tools and a comprehensive list of the industries included in this analysis—are available for download at www.AmericansForTheArts.org/CreativeIndustries.
The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the City of Lincoln, NE (Fiscal Year 2015)

### Direct Economic Activity

<table>
<thead>
<tr>
<th>Arts and Cultural Organizations</th>
<th>Arts and Cultural Audiences</th>
<th>Total Industry Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50,665,562</td>
<td>$48,329,810</td>
<td>$98,995,372</td>
</tr>
</tbody>
</table>

### Economic Impact of Spending by Arts and Cultural Organizations and Their Audiences

<table>
<thead>
<tr>
<th>Total Economic Impact of Expenditures</th>
<th>Economic Impact of Organizations</th>
<th>Total Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Time Equivalent (FTE) Jobs Supported</td>
<td>1,397</td>
<td>2,976</td>
</tr>
<tr>
<td>Household Income Paid to Residents</td>
<td>$43,161,000</td>
<td>$74,020,000</td>
</tr>
<tr>
<td>Revenue Generated to Local Government</td>
<td>$1,755,000</td>
<td>$4,743,000</td>
</tr>
<tr>
<td>Revenue Generated to State Government</td>
<td>$2,294,000</td>
<td>$5,086,000</td>
</tr>
</tbody>
</table>

### Event-Related Spending by Arts and Cultural Audiences Toted $48.3 million (excluding the cost of admission)

<table>
<thead>
<tr>
<th>Attendance to Arts and Culture Events</th>
<th>Resident(^1) Attendees</th>
<th>Nonresident(^1) Attendees</th>
<th>All Cultural Audiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Attendance to Arts and Culture Events</td>
<td>1,834,676</td>
<td>481,834</td>
<td>2,316,510</td>
</tr>
<tr>
<td>Percentage of Total Attendance</td>
<td>79.2%</td>
<td>20.8%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Average Event-Related Spending Per Person</td>
<td>$15.06</td>
<td>$42.96</td>
<td>$20.86</td>
</tr>
<tr>
<td>Total Event-Related Expenditures</td>
<td>$27,630,221</td>
<td>$20,699,589</td>
<td>$48,329,810</td>
</tr>
</tbody>
</table>

### Nonprofit Arts and Cultural Event Attendees Spend an Average of $20.86 Per Person (excluding the cost of admission)

<table>
<thead>
<tr>
<th>Category of Event-Related Expenditure</th>
<th>Resident(^1) Attendees</th>
<th>Nonresident(^1) Attendees</th>
<th>All Cultural Audiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meals and Refreshments</td>
<td>$10.40</td>
<td>$21.21</td>
<td>$12.65</td>
</tr>
<tr>
<td>Souvenirs and Gifts</td>
<td>$1.36</td>
<td>$3.86</td>
<td>$1.88</td>
</tr>
<tr>
<td>Ground Transportation</td>
<td>$1.54</td>
<td>$5.45</td>
<td>$2.35</td>
</tr>
<tr>
<td>Overnight Lodging (one night only)</td>
<td>$0.06</td>
<td>$9.21</td>
<td>$1.96</td>
</tr>
<tr>
<td>Other/Miscellaneous</td>
<td>$1.70</td>
<td>$3.23</td>
<td>$2.02</td>
</tr>
<tr>
<td><strong>Average Event-Related Spending Per Person</strong></td>
<td><strong>$15.06</strong></td>
<td><strong>$42.96</strong></td>
<td><strong>$20.86</strong></td>
</tr>
</tbody>
</table>

Source: Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the City of Lincoln. For more information about this study or about other cultural initiatives in the City of Lincoln, visit the Lincoln Arts Council’s web site at www.artsscene.org.

Copyright 2017 by Americans for the Arts (www.AmericansForTheArts.org).
About This Study

This Arts & Economic Prosperity 5 study was conducted by Americans for the Arts to document the economic impact of the nonprofit arts and culture industry in 341 communities and regions (113 cities, 115 counties, 81 multicounty regions, 10 states, and 12 individual arts districts)—representing all 50 U.S. states and the District of Columbia. The diverse communities range in population (1,500 to more than 4 million) and type (small rural to large urban). Project economists from the Georgia Institute of Technology customized an input-output analysis model for each participating region to provide specific and localized data on four measures of economic impact: full-time equivalent jobs, household income, and local and state government revenue. These localized models allow for the uniqueness of each local economy to be reflected in the findings.

Americans for the Arts partnered with 250 local, regional, and statewide organizations that represent the 341 study regions (30 partners included multiple study regions as part of their participation). To complete this customized analysis for the City of Lincoln, the Lincoln Arts Council joined the study as one of the 250 partners.

Surveys of Nonprofit Arts and Cultural ORGANIZATIONS

Each of the 250 partner organizations identified the universe of nonprofit arts and cultural organizations that are located in its region(s) using the Urban Institute’s National Taxonomy of Exempt Entities (NTEE) coding system, a definitive classification system for nonprofit organizations recognized as tax exempt by the Internal Revenue Code. In addition, the study partners were encouraged to include other types of eligible organizations if they play a substantial role in the cultural life of the community or if their primary purpose is to promote participation in, appreciation for, and understanding of the visual, performing, folk, and literary media arts. These include government-owned or government-operated cultural facilities and institutions; municipal arts agencies and councils; private community arts organizations; unincorporated arts groups; living collections (such as zoos, aquariums, and botanical gardens); university presenters, programs, and facilities; and arts programs that are embedded under the umbrella of a nonarts organization or facility (such as a hospital or church). In short, if it displays the characteristics of a nonprofit arts and cultural organization, it is included. For-profit businesses (e.g., Broadway, motion picture theaters) and individual artists were excluded from this study.

Nationally, data was collected from a total of 14,439 organizations for this study. Response rates among all eligible organizations located in the 341 study regions was 54.0 percent, and ranged from 9.5 percent to 100 percent. Responding organizations had budgets ranging from $0 to $785 million (Smithsonian Institution). It is important to note that each study region’s results are based solely on the actual survey data collected. There are no estimates made to account for nonresponding organizations. Therefore, the less-than-100 percent response rates suggest an underestimation of the economic impact findings in most of the individual study regions.

In the City of Lincoln, 40 of the 98 eligible nonprofit arts and cultural organizations participated in this study—an overall participation rate of 40.8 percent. A list of the participating organizations can be obtained from the Lincoln Arts Council.

Surveys of Nonprofit Arts and Cultural AUDIENCES

Audience-intercept surveying, a common and accepted research method, was completed in all 341 study regions to capture information about spending by audiences at nonprofit arts and culture events. Patrons were selected randomly and asked to complete a short survey while attending an event. A total of 212,691 attendees completed the survey. The respondents provided itemized travel party expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging. Data was collected throughout the year to guard against seasonal spikes or drop-offs in attendance, and at a broad range of events (because a night at the opera will typically yield more spending than a Saturday children’s theater production). Using total attendance data for 2015 (collected from the participating organizations), standard statistical methods were then used to derive a reliable estimate of total arts event-related expenditures by attendees in each study region.

In the City of Lincoln, a total of 1,121 valid audience-intercept surveys were collected from attendees to nonprofit arts and cultural performances, events, and exhibitions during 2016.

Studying Economic Impact Using Input-Output Analysis

To derive the most reliable economic impact data, input-output analysis was used to measure the impact of expenditures by nonprofit arts and cultural organizations and their audiences. This highly-regarded type of economic analysis has been the basis for two Nobel Prizes in economics. The models are systems of mathematical equations that combine statistical methods and economic theory in an area of study called econometrics. The analysis traces how many times a dollar is respent within the local economy before it leaves the community, and it quantifies the economic impact of each of those rounds of spending. Project economists customized an input-output model for each of the 341 participating study regions based on the local dollar flow among 533 finely detailed industries within its economy. This was accomplished by using detailed data on employment, incomes, and government revenues provided by the U.S. Department of Commerce (County Business Patterns, the Regional Economic Information System, and the Survey of State and Local Finance), state and local tax data (e.g., sales taxes, lodging tax, property taxes, income tax, and miscellaneous local option taxes), and the survey data collected from the responding arts and cultural organizations and their audiences.

1 For the purpose of this study, residents are attendees who live within Lancaster County; nonresidents live elsewhere.

A comprehensive description of the methodology used to complete the national study is available at www.AmericansForTheArts.org/EconomicImpact.
10 Reasons to Support the Arts in the City of Lincoln

The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, goodness, and beauty. The arts bring us joy, help us express our values, and build bridges between cultures. The arts are also a fundamental component of a healthy community—strengthening them socially, educationally, and economically—benefits that persist even in difficult social and economic times.

1. **Arts improve individual well-being.** 63 percent of the U.S. population believe the arts “lift me up beyond everyday experiences,” 64 percent feel the arts give them “pure pleasure to experience and participate in,” and 73 percent say the arts are a “positive experience in a troubled world.”

2. **Arts unify communities.** 67 percent of Americans believe “the arts unify our communities regardless of age, race, and ethnicity” and 62 percent agree that the arts “helps me understand other cultures better”—a perspective observed across all demographic and economic categories.

3. **Arts improve academic performance.** Students engaged in arts learning have higher GPAs, standardized test scores, and college-going rates as well as lower drop-out rates. These academic benefits are reaped by students regardless of socio-economic status. Yet, the Department of Education reports that access to arts education for students of color is significantly lower than for their white peers. 88 percent of Americans believe that arts are part of a well-rounded K-12 education.

4. **Arts strengthen the economy.** The production of arts and cultural goods in the U.S. added $730 billion to the economy in 2014, and included a $30 billion international trade surplus. The arts represented a larger share of the nation’s economy (4.2 percent of GDP) than transportation, tourism, and agriculture (U.S. Bureau of Economic Analysis). Lincoln’s nonprofit arts industry alone generates $99 million in economic activity annually (spending by organizations and their audiences), which supports 2,976 jobs and generates $9.8 million in local and state government revenue.

5. **Arts drive tourism and revenue to local businesses.** Attendees at Lincoln’s nonprofit arts events spend $20.86 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters—valuable commerce for local businesses. 21 percent of attendees live outside Lancaster County; they average $42.96 in event-related spending. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences.

6. **Arts spark creativity and innovation.** Creativity is among the top 5 applied skills sought by business leaders, per the Conference Board’s *Ready to Innovate* report—with 72 percent saying creativity is of high importance when hiring. Research on creativity shows that Nobel laureates in the sciences are 17 times more likely to be actively engaged in the arts than other scientists.

7. **Arts drive the creative industries.** The Creative Industries are arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. A 2017 analysis of Dun & Bradstreet data counts 579 businesses that employ 3,030 people in Lincoln County involved in the creation or distribution of the arts—3.8 percent of all businesses and 1.5 percent of all employees.

8. **Arts have social impact.** University of Pennsylvania researchers have demonstrated that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower poverty rates.

9. **Arts improve healthcare.** Nearly one-half of the nation’s healthcare institutions provide arts programming for patients, families, and even staff. 78 percent deliver these programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication.

10. **Arts for the health and well-being of our military.** The arts heal the mental, physical, and moral injuries of war for military servicemembers and Veterans, who rank the creative arts therapies in the top 4 (out of 40) interventions and treatments. Across the military continuum, the arts promote resilience during pre-deployment, deployment, and the reintegration of military servicemembers, Veterans, their families, and caregivers into communities.
Exploring their identity

Arnold fourth-graders use art to learn about their place

MARGARET REIST
Lincoln Journal Star

Most people call it the office: the place in school where secretaries man the desk and teachers have their mail cubbies, where all visitors make the first stop and the door to the principal's office beckons.

In Kaeden Lehr's world it has a different name: The Land of Terror.

The Land of Terror — a name the loquacious Kaeden gets a pretty big kick out of — is part of the world he's drawing in his fourth-grade art class, one that starts at his desk, his Chromebook, the pinch pots he and his classmates made and an animal book.

"I love to read," he explains. It fans out from there, to his teacher's desk, and to the gym and music room, the nurse's office (with three beds), other teachers' rooms, a display case and the public library attached to Arnold Elementary School.

The best part of this art project so far, at least for one fourth-grader, is the creative naming of the office, a place he explains he's had to visit twice in two years and that includes the "mega-torturous talking phone" because that's what those in the Land of Terror use to call students' parents.

Kaeden is creating his world (where two visits to the office seem to have sparked his imagination but otherwise left his psyche intact) as part of a project led by artist Owen Buffington in the fourth-grade art room.

Buffington, an artist-in-residence at the Lux Center for the Arts, is spending the quarter working with Arnold fourth-graders through the Lincoln Arts Council's Art Makes Me SmART program.

As part of that, he came up with a project that explores the yearlong school theme of identity.

The artist's own work explores the intersection of geography and the visual arts, using maps, blueprints, plans and diagrams to leverage his own experience and create works that illustrate the "messiness of lived experience over the tidiness of idealized space."

Kim Boone, a veteran teacher at Arnold who lives in Air Park, has long been fascinated by the area's history and liked the idea of letting her students explore their identity in the context of their school and neighborhood.

The project encourages students to think about the place they live in and their own place inside it, Buffington said.

"It's not just a map that shows how to get from point A to point B, but what it's like to live in A and B," he said.

Ultimately, Buffington said, he wants kids to think not just about how "place" informs who they are, but its history and how they can influence that space.

Or at least to plant a seed that will ultimately help them understand the role they can play in their environment. In the short term, he wants them to look for detail that says something about their identity in the place they live and learn.

"It's why Tiffani Do has drawn her desk and her friend's desks and the hallway leading to the rest of the world."

It prompted Chiara Igoma to carefully draw and color her desk and her friend's desk and the lockers lining the hallway. It's why she drew a favorite book in detail: the one about the girl who is turned into a frog.

Boone has shared bits of the story of Air Park, the far-northwest Lincoln neighborhood that was once an air base, to give students a sense of its rich history and their place in it.

The students have done other projects related to the identity theme, and near the end of the year, all 185 Arnold fourth-graders will gather their work and board a bus to a retirement community in Lincoln. There, they will curate their own art show for the residents as part of the Lincoln Arts Council program.

Fourth-graders typically learn about curating an art show as part of their art class but rarely have the opportunity to actually do it with their own art, Boone said.

"This is a great way for our kids to make connections to our community," she said.

By the time they finish their project with Buffington, their art will include not just their school, but places in the neighborhood.

Chiara is thinking about including a path to the lake where she gets picked up after school.

Kaeden is thinking bigger.

"I'm thinking of doing the whole world," he said. "Who knows what other 'Land of Terrors' there will be?"

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