

Why #ArtsMatter Cape Cod



The Arts help drive Cape Cod's economy

- With more than 400 nonprofit arts and cultural organizations on Cape Cod, the arts support approximately 7,000 jobs, which is 13% above the national average, and we are projected to grow. The arts attract a younger population as well as a “creative class” – those working in high-income fields such as science and technology, higher education, healthcare, architecture and design, business, finance, and law. These individuals and organizations are seeking to invest in communities that offer a strong quality of life with an abundance of skilled workers, cultural activities, and environmental assets for outdoor recreation.
- Cultural tourism is the fastest-growing sector of the travel industry. According to the Massachusetts Cultural Council, cultural tourists have higher levels of income and spend \$62 more per day and \$200 more per trip than other travelers. Cultural tourists also include multiple destinations during a visit and stay longer at each destination. Patrons of the arts spend their money around their artistic experiences on dining, lodging, child care, and transportation.



The rich arts and cultural scene, along with the diverse recreational, civic, and entertainment opportunities, is one of the main reasons physicians are attracted to Cape Cod. It's one of the things that sets Cape Cod apart from other small communities, and we have found that promoting the arts and cultural aspect has helped us recruit highly skilled and trained physicians to Cape Cod healthcare.

Julia Georges, Director, Physician Recruitment

The arts and culture sector provides 7,000 year round jobs to Cape Codders!

The Arts Transform students into engaged learners and active thinkers

- Arts matter in education. Not only do the arts help students develop the skills of future artists, they also help children mature into adults who are expressive, creative, adaptable, and collaborative.
- Students involved in arts programming are more likely to graduate from high school and attend college.
- The arts transform the lives of at-risk youth by providing powerful tools to spark curiosity.

Arts matter in building strong communities

Culture creates a positive social environment, making neighborhoods safer and more welcoming and improving overall quality of life.

- The Cape's history and culture are strongly linked to the visual, performing, and literary arts. The arts are a taproot for the region, feeding the community and being fed by it.
- Creative activities are meaningful alternatives to destructive behaviors, from substance abuse to violence to suicide.
- The arts and cultural activities foster healthy living and provide seniors with opportunities to be active, social, and productive.

The arts are intrinsically therapeutic, bolster self-esteem, and bring joy to all. Duffy has embarked on an Open Art Studio program for **women who are homeless or at risk of homelessness** that we believe will offer our clients another step along their path to recovery. Our staff has shared how wonderful it is to experience the exchange of concern and empathy between the participants and to witness their level of resilience. Arts matter in recovery.

Heidi Nelson, CEO, Duffy Health Center



New Horizons Band