

IMPAKTS

Impacts of the Albright-Knox Art Gallery and
its AK360 Expansion Plan
Part 1: Baseline

2018

Prepared by



School of Architecture and Planning
UB Regional Institute





For more than 150 years, the Albright-Knox Art Gallery (Albright-Knox) has been a cultural leader and contributor to the economy of the City of Buffalo, the Buffalo-Niagara region, and New York State. As a business, employer, and visitor destination, the museum is an economic catalyst, attracting and generating new revenues, supporting local jobs and infusing dollars into the economy.

Commissioned by the Albright-Knox and prepared by the University at Buffalo Regional Institute, this report offers a comprehensive economic impact study of the Albright-Knox. It quantifies the **museum's direct and secondary economic impacts on the local, regional and statewide economies.**

This study also looks at impacts beyond those measured by traditional economic impact studies, such as the **museum's impacts on housing prices and tax generation** for local governments. While collecting, exhibiting and conserving art is central to the Albright-

Knox's mission and drives economic impacts, the Albright-Knox also generates value through efforts outside the museum that comprise additional components of the Albright-Knox's identity. Through case studies, this research also explores the Albright-Knox's **impacts on innovation**, which is actively advanced through its Innovation Lab. Finally, this study offers evidence of the **impacts of public art** on community vitality and quality of life in neighborhoods where the Albright-Knox has placed public artworks in the City of Buffalo and beyond.

A forthcoming Part II of this study will examine how economic impacts will grow as the Albright-Knox implements AK360, a \$125 million campus expansion project. It is the largest capital development project ever undertaken by a cultural institution in the Buffalo-Niagara region.

Based in Buffalo, the Albright-Knox is proximate to some of the most populous cities in the United States.



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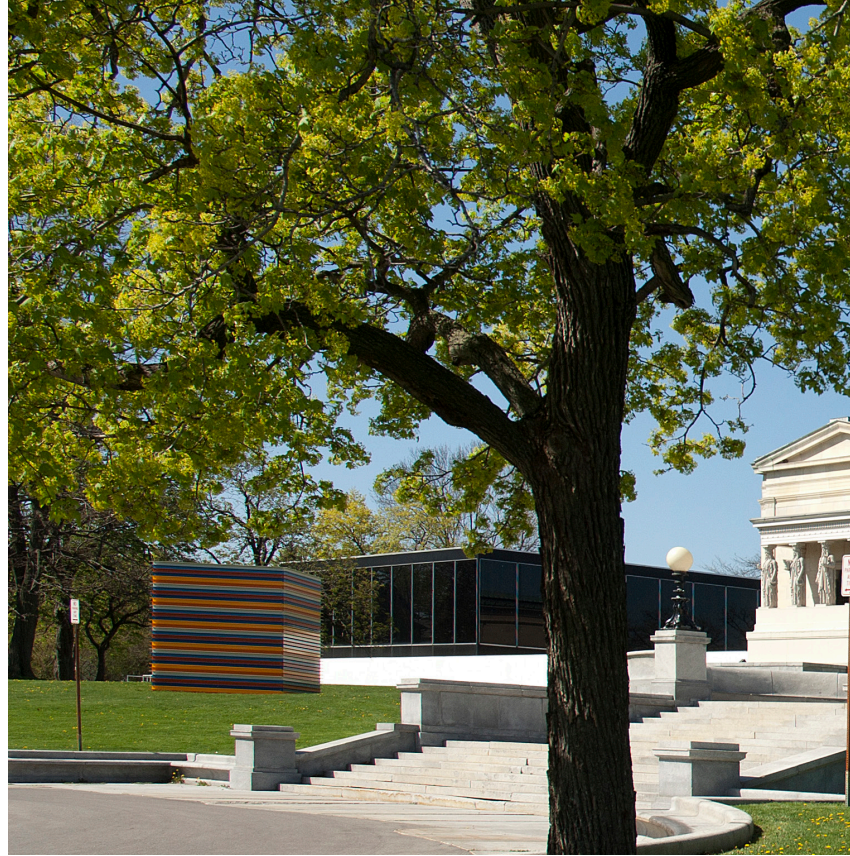
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ABOUT THE ALBRIGHT-KNOX ART GALLERY

Founded in 1862 as The Buffalo Fine Arts Academy, the Albright-Knox is the sixth oldest public art museum in the United States. It is recognized globally for its world-renowned collection of modern and contemporary art. The Albright-Knox's vast collection contains more than 7,000 works. The museum presents dynamic exhibitions that attract broad audiences across the community and around the globe to engage with art, ideas and one another.

The collection features works by artists such as Pablo Picasso, Paul Gauguin, Vincent van Gogh, Giacomo Balla, Jackson Pollock, Mark Rothko, Clyfford Still, Joan Mitchell, Andy Warhol, Robert Rauschenberg, and Frida Kahlo.

More than 123,300 visitors came to the Albright-Knox in fiscal year 2016. Approximately 420,000 visitors were served through the museum's website and 69,000 through its social media platforms. Through the Albright-Knox Innovation Lab and the Public Art Initiative, the museum's reach in the community extends far beyond its campus in the Olmsted-designed Delaware Park at the northern end of Buffalo's Elmwood Avenue cultural district.



The Albright-Knox is a major cultural and economic asset in Western New York. Its vision is to flourish as a hub of artistic and creative energy that enriches and transforms lives. It strives for excellence, innovation and sustainability in achieving its core mission.

At the heart of its mission, the Albright-Knox exists to collect, conserve, and exhibit art, while engaging and inspiring audiences.

Present
exhibits,
performances
and programs
that challenge
and inspire

Seek
tomorrow's
masterpieces
while developing
a world
renowned
collection of
modern and
contemporary
art

Create
education
programs
for lifelong
learning and
discovery

**Engage &
empower**
widening,
inclusive
audiences

Inspire
open dialogue
and common
understanding



Photograph by Tom Loonan.

In support of its core mission, the Albright-Knox offers a wide variety of programs that generate value and impact. This study presents quantitative and qualitative evidence of these impacts on the city, region and state, looking at the Albright-Knox as a:

Tourist Destination	As a top rated attraction in Buffalo, the Albright-Knox draws more than 123,300 visitors annually through its permanent collection, special exhibits, tours, lectures, concerts, classes and other programs. Visitors spend money both inside and outside the gallery on admission tickets, meals, accommodations, sightseeing, transportation, shopping and more.
Employer	Albright-Knox employees commonly live close by and spend their wages in the region on housing, food, transportation, recreation, and shopping. This spending supports businesses, employment and additional economic activity.
Business	Maintaining operations at the Albright-Knox requires goods and services beyond employment at the museum, which boosts demand for businesses that sell to the Albright-Knox from across the city, region and state.
Cultural Anchor	The Albright-Knox anchors a creative hub in Buffalo's cultural district that positively impacts home values and property tax generation.
Public Art Partner	The Albright-Knox partners with artists, the City of Buffalo, and Erie County to generate public art that has positive impacts at sites across the community.
Innovator	Through the Albright-Knox Innovation Lab, the Albright-Knox develops partnerships that explore solutions and advance research on challenges facing museums and the role they play in an evolving world.

ABOUT THE STUDY

This report presents a comprehensive, independent assessment of the Albright-Knox's current economic impacts. The study examines how Albright-Knox operations, employees and visitors benefit the local, regional and statewide economies, both directly and indirectly.

A **survey of visitors** informed spending estimates for visitors. The survey collected information on visitor origin, length of stay, and purpose and nature of visit. Detailed revenue, spending, payroll and employment data was supplied by the Albright-Knox for fiscal year ending in 2016.

Additional impacts to the local community include an analysis of how proximity to the Albright-Knox **impacts home values and tax generation**. A housing price model was developed for this component of the study using home sales and other market data.

The **impacts of public art** on individuals and neighborhood vitality are examined through a survey of more than 550 people at public art sites in Buffalo.

Through **case studies**, this report describes how the Albright-Knox is laying the groundwork for future impacts that extend beyond its build-out plan, AK360, through research and innovation that tackle pressing regional challenges and extend our knowledge of the value of art.

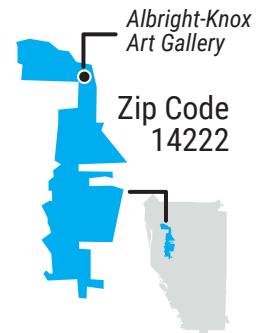
Finally, a forthcoming second part of this study will analyze how baseline economic impacts are projected to grow when expansion and renovation of its campus are complete and the Albright-Knox reopens in 2021 as the Buffalo Albright-Knox-Gundlach Art Museum.

Underpinning this study is the notion that museums are economic engines—they employ people locally, purchase goods and services from within the community, and market and promote their regions. Museums are not standalone institutions—they are connected to other arts and cultural organizations, as well as local businesses and local government through a web of economic exchanges.

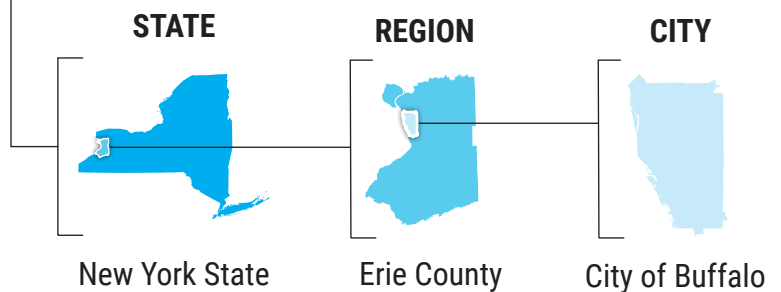
In Western New York, arts and culture contributes hundreds of millions to the regional economy each year.¹ According to the 2017 Americans for the Arts report *Arts and Economic Prosperity 5: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their*

GEOGRAPHIES FOR CONTEXT

The Albright-Knox is located in Zip Code 14222 in the City of Buffalo. The museum is situated within Olmsted-designed Delaware Park and north of Elmwood Village. This study examines the museum's economic impacts for three geographies: City of Buffalo, Erie County, and New York State.



GEOGRAPHIES FOR EXPLORING IMPACTS



Audiences in Western New York, the nonprofit arts and culture sector in the region generates \$352.1 million in total economic activity and supports 10,160 full-time equivalent jobs.²

Museums also make their surrounding communities more attractive places to live and encourage investment in neighborhoods. A recent study found that the opening or expansion of a museum in an urban area resulted in an increase in residential property values.³ By increasing attractiveness, offering recreational opportunities and providing a place for community interaction, museums create a positive shift in both home and rental prices, providing additional property tax revenue for their localities.

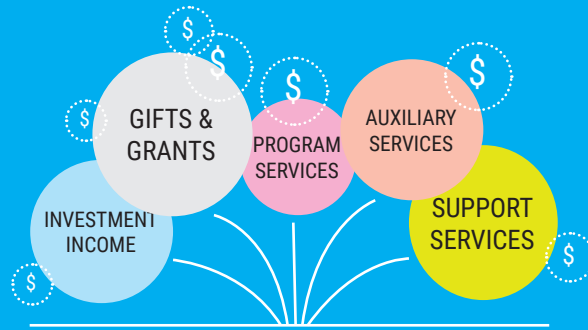
Museums also have economic impacts in ways we don't often consider, such as the promotion of health, well-being, and—in the case of the Albright-Knox—workforce development. A recent study by the UK's All-Party Parliamentary Group on Arts, Health and Wellbeing found the arts can help meet major challenges facing health and social care, including aging, long-term care conditions, loneliness and mental health, which can help save money in the health care and social assistance sector.⁴ Finally, through public art, the Albright-Knox can extend into communities, fostering “creative placemaking” that animates public and private spaces and facilitates economic activity through rejuvenated structures and streetscapes and improved business viability.⁵

HOW ECONOMIC IMPACTS HAPPEN

The cycle of economic impact begins with revenues — new dollars that come in annually to the Albright-Knox in a variety of ways.

Spending creates more spending, which creates more income, and so on.

Dollars spent by the Albright-Knox, its visitors and employees have a ripple effect, as those dollars travel across the community and create additional impacts.



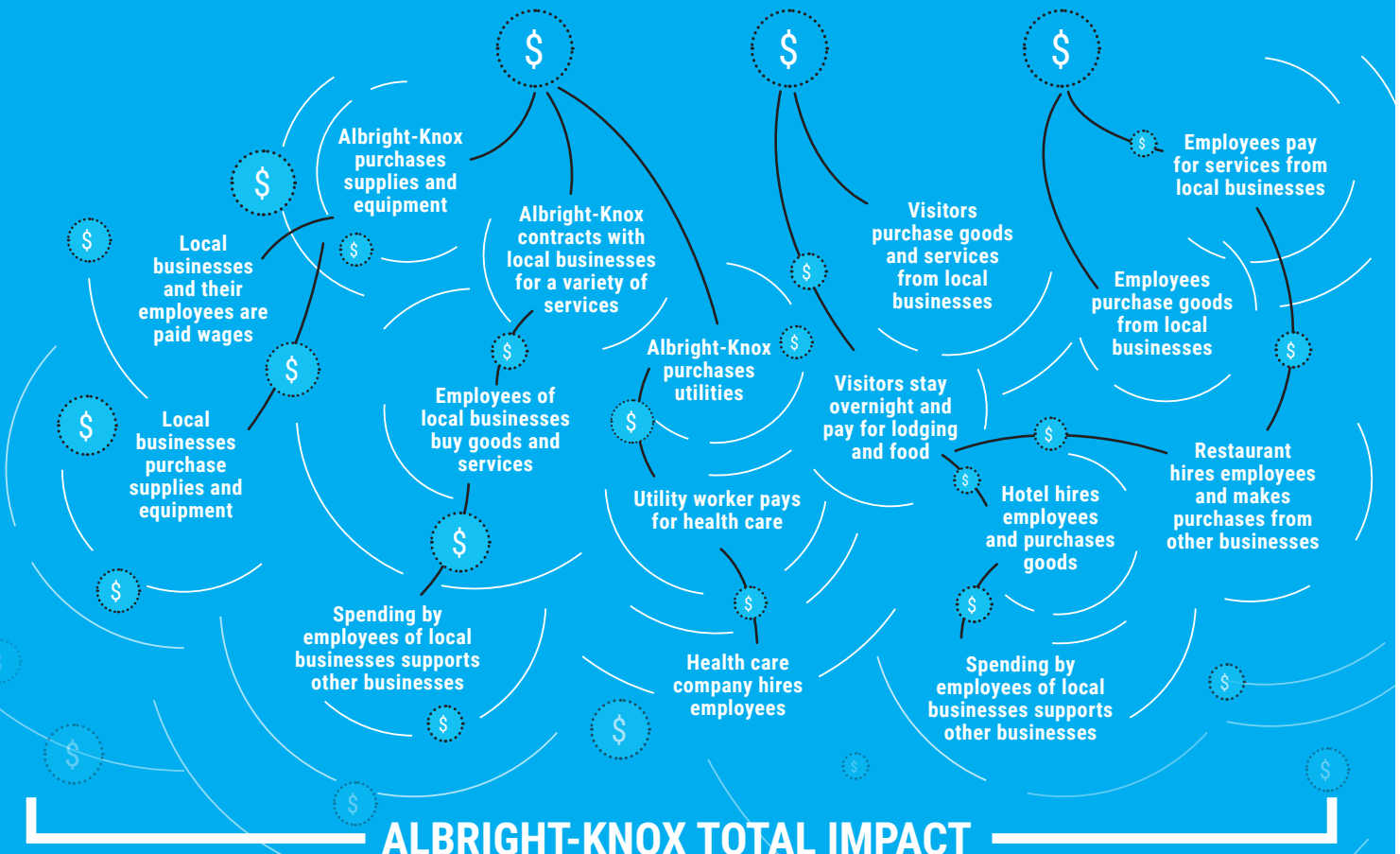
**ALBRIGHT-KNOX GENERATED
\$9.2M in fiscal year 2016**

DOLLARS ARE SPENT BY...

ALBRIGHT-KNOX

VISITORS

EMPLOYEES



IN THE STATE

\$24M

IN THE REGION

\$16M

IN THE CITY OF BUFFALO

\$10M

KEY FINDINGS

The Albright-Knox is a major cultural institution with notable impacts on the City of Buffalo, Erie County and New York State. It is an economic engine that supports employment, businesses, and tax revenue generation through its operations, employment and the visitors it attracts to the city and region. Beyond economic impacts, the Albright-Knox enhances local communities and quality of life across the region through public art and innovative partnerships that expand the role of art and museums in workforce development, education, training, and health.

The Albright-Knox impacts the City of Buffalo, Erie County and New York State by...

...fostering economic activity and impact.

The Albright-Knox, its employees and visitors generated **\$23.7 million** in economic impact for New York State in fiscal year 2015-16. Nearly 70% of this statewide impact occurred in Erie County, and 43% of the statewide impact was in the City of Buffalo. Every dollar of spending generates up to **\$1.49** throughout the economy, as dollars recirculate and support secondary economic impacts.

...supporting jobs in the local, regional and statewide economy.

126 full- and part-time jobs were held at the Albright-Knox in fiscal year 2015-16. The majority of jobholders were City of Buffalo residents. Spending by the Albright-Knox, its employees and visitors supports additional employment in the local community and beyond. Altogether, a total of **227 jobs across New York State** are directly or indirectly supported by the Albright-Knox.

...attracting visitors and supporting visitor spending.

123,332 individuals visited the Albright-Knox in fiscal year 2015-16. An estimated **31% of these visitors were from out of town**, with half visiting for one day. More than half of out-of-town visitors indicated the Albright-Knox was very important to their decision to visit Buffalo, if not the primary reason for coming here. Total visitor spending attributable to the Albright-Knox totaled **\$6.9 million in 2015-16**, or \$159 per visitor party.

...generating sales for business and industry.

Businesses across New York State, and particularly those in the City of Buffalo and Erie County, benefit from spending by the Albright-Knox, its employees, and visitors. Spending totaled **\$18.8 million in fiscal year 2015-16**, and an estimated 85% of this spending (or \$16 million) reflected in-state purchases of goods and services. Businesses in Erie County conducted **\$11.3 million in sales** associated with purchasing by the Albright-Knox, its employees and visitors. The large majority of these sales in Erie County (74%) benefited businesses in the City of Buffalo.

...increasing home values and generating tax revenues, along with other Elmwood Avenue cultural institutions.

Proximity to the northern end of the Elmwood Avenue Cultural District, which the Albright-Knox anchors, adds up to **\$27,000 to a home's value**. This price premium controls for a variety of variables - housing characteristics, neighborhood features and market attributes - that can affect a home's value. The annual tax impact associated specifically with the increase in home prices near the northern end of the Elmwood Avenue Cultural District is **\$1.8 million in tax revenues annually** for the City of Buffalo, Erie County, Buffalo School District and Buffalo Sewer Authority.

...enhancing space, communities, and access through public art.

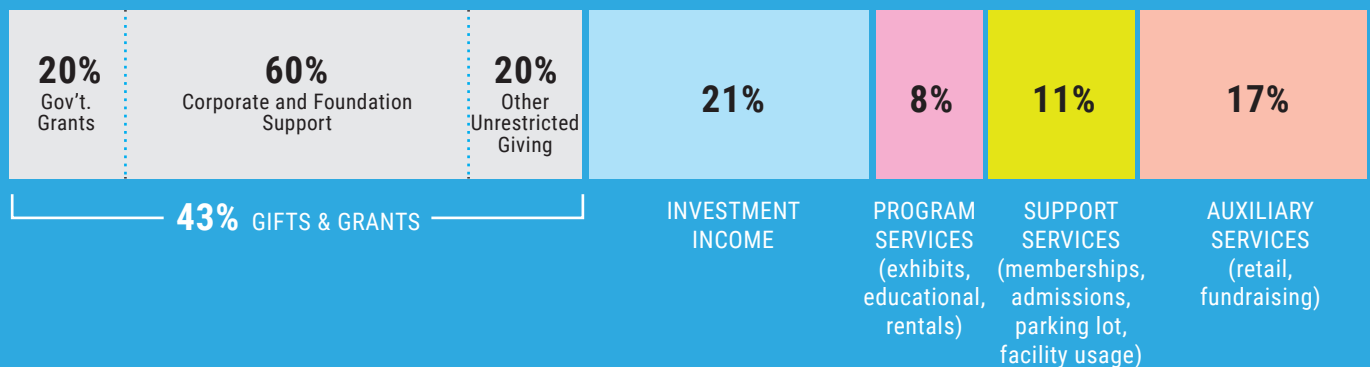
Nearly 100% of individuals surveyed at three public art sites in the City of Buffalo indicated that **the neighborhood benefits from public art**. Beautification, neighborhood image, community unity, and tourism promotion are some of the ways public art enhances neighborhoods and visitor destinations. About 70% of individuals stated that the public art that exists on site today much improves the street or place compared to how it used to be.

...expanding the role of art and museums through innovation.

Since 2014, the Albright-Knox Innovation Lab forged more than **100 diverse partnerships** that explore innovative ideas to advance the impact of museums. Sector-specific Innovation Lab projects have ranged from an extensive regional art education survey to developing an art-related gaming app targeted to kids. Two case studies of projects in active development shed light on how this work is expected to expand knowledge of the role of art, build networks and capacity for implementation, and impact society over the longer term.

WHAT ARE ALBRIGHT-KNOX ART GALLERY'S ECONOMIC IMPACTS?

Distribution of Revenues by Category, Fiscal Year 2016



IMPACTS OF THE ALBRIGHT-KNOX ART GALLERY AS A REVENUE GENERATOR

The cycle of economic impact begins with revenues. Revenues bring new dollars to the neighborhood, city, county and state, and support spending by the Albright-Knox. In 2016, the Albright-Knox generated \$9.2 million in total revenues.

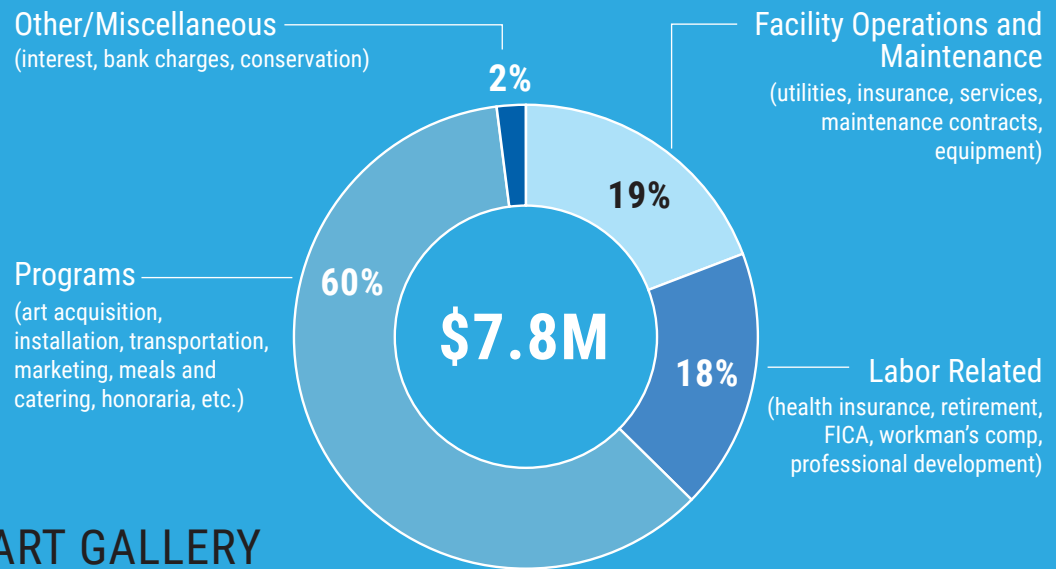
Gifts and grants accounted for the largest proportion of the total or 43% of all revenue dollars. Most giving to the museum came in the form of corporate and foundation support. Government grants accounted for 20% of all gifts and grants to Albright-Knox.

Earned revenues from program services, support services and auxiliary services collectively generated 36% of total revenues, while investment income produced the final piece (21%).

Compared to museums across the United States, the Albright-Knox generates comparatively higher proportions of earned revenues and investment income and relies on comparatively lower proportions of government support.¹

Earned revenues from Program, Support and Auxiliary Services together accounted for **more than a third of Albright-Knox's \$9.2M total revenues.**

Albright-Knox Non-Wage Purchases by Category, Fiscal Year 2016



IMPACTS OF THE ALBRIGHT-KNOX ART GALLERY AS A CONTRIBUTOR TO NON-WAGE SPENDING

Non-wage expenditures by the Albright-Knox totaled \$7.8 million in fiscal year 2016. This total represents the goods and services the Albright-Knox purchases from businesses and contractors to generate programming, maintain facilities, and provide for employees, above and beyond wages.




Programming-related expenditures accounted for more than half (60%) of the total and are the museum's largest category of ongoing expenses. Included under this umbrella are expenditures relating to art acquisition, installation, transportation, marketing, meals and catering.

Facility operations and maintenance accounted for 19% of the total and include utilities, insurance, building services, maintenance contracts, and equipment.

Non-wage labor expenses account for 18% of the sum and include the Albright-Knox's spending on health insurance, retirement, federal taxes and fees, and professional development.

Businesses throughout Buffalo, Erie County and New York State benefit from Albright-Knox spending. More than 60% of the museum's purchases in fiscal year 2016 were made from businesses within New York State. Vendors in Erie County supplied almost \$2.0 million in goods and services to the Albright-Knox, while businesses located in the City of Buffalo made \$1.2 million in sales due to Albright-Knox purchasing.

Albright-Knox Spending by Geography, Fiscal Year 2016

	 City of Buffalo	 Erie County	 NYS
Programs	\$399,208	\$843,979	\$3,225,657
Facility Operations and Maintenance	\$301,487	\$628,465	\$991,393
Labor-Related	\$426,958	\$471,409	\$680,952
Other/Miscellaneous	\$46,849	\$52,078	\$52,078
Total Purchases	\$1,174,502	\$1,995,931	\$4,950,080

IMPACTS OF THE ALBRIGHT-KNOX ART GALLERY AS AN EMPLOYER

Unlike regional industries such as manufacturing, which commonly rely on expensive equipment and technology to maintain operations, Albright-Knox operations are driven by human capital.

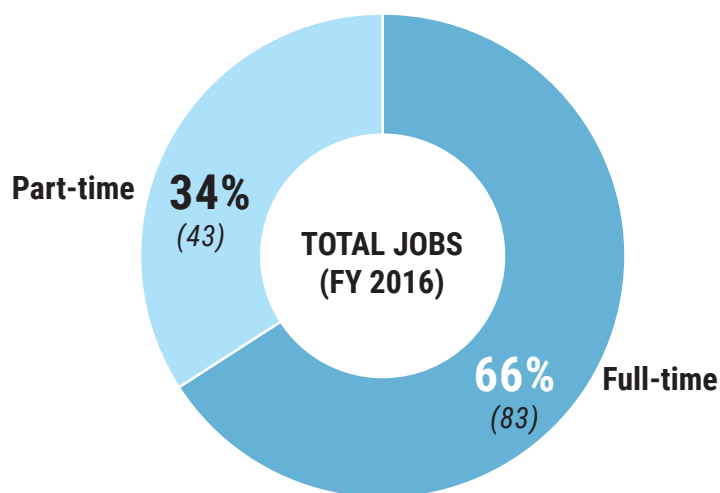
The museum supports 126 full- and part-time jobs in the community. The majority of these jobs (83) are full time. The total also includes 43 part-time workers, which account for 34% of total jobs.

Employee wages totaled \$4.1 million in fiscal year 2016. This total reflects an annual average wage of \$45,346 per full-time worker. This is slightly higher than Western New York's regional average wage of \$44,986 in 2016. These dollars are important because wages support employee spending on homes, vehicles, retail, recreation and more. Most employee spending occurs close to home and benefits the local community.

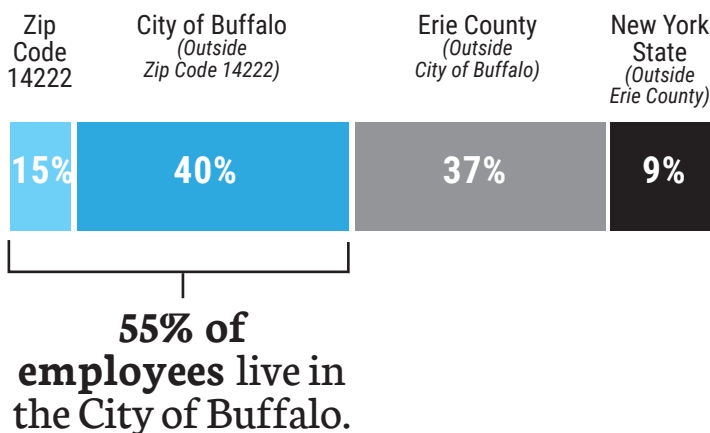
More than half of the jobs created by the Albright-Knox are held by residents of the City of Buffalo. 15% of workers reside in Zip Code 14222 where the Albright-Knox is located. Exactly 37% live outside the city of Buffalo in suburban and rural areas of Erie County, and less than 10% live outside Erie County but within New York State.

\$4.1M in wages for 126 employees

Employment by work status, Fiscal Year 2016



Employee's Residence



IMPACTS OF THE ALBRIGHT-KNOX ART GALLERY AS A VISITOR DESTINATION

Exactly 123,332 individuals visited the Albright-Knox in fiscal year 2015-16. This total number translates into hundreds of individuals a day, on average, who are drawn year-round to the museum's collection, special exhibitions, studio classes, lectures, workshops, concerts and other programming. The Albright-Knox is one of the region's top five tourism attractions for domestic and international visitors according to *Visit Buffalo Niagara*. Visitor spending on meals, transportation, accommodations and other goods and services is a source of economic activity. Out-of-town visitors are particularly impactful because they are more likely to stay longer and spend more.

OUT-OF-TOWN VISITOR SURVEY RESULTS

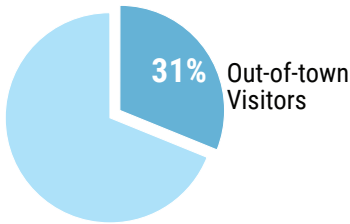
A visitor survey was conducted between November 2016 and June 2017 by the Albright-Knox Art Gallery, in partnership with the University at Buffalo Regional Institute.

An estimated 31% of Albright-Knox visitors were from out of town according to the survey. The large majority of out-of-towners came from New York State, a neighboring state and/or Canada. Half lived within a two-hour drive of the Albright-Knox.

With many visitors here from "drive markets," day trips were common. More than half said they were visiting for up to one day only. Another 27% planned to stay 2 or 3 days, and 22% reported being here for four days or longer. Extended visitors included a few students who were here for the academic year.

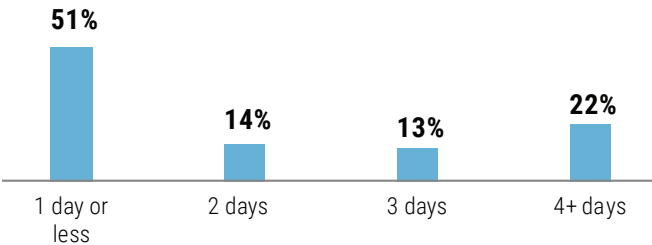
Close to 250 out-of-town visitors completed a survey

Out-of-town visitors represented 31% of total visitors surveyed between November 2016 and June 2017.



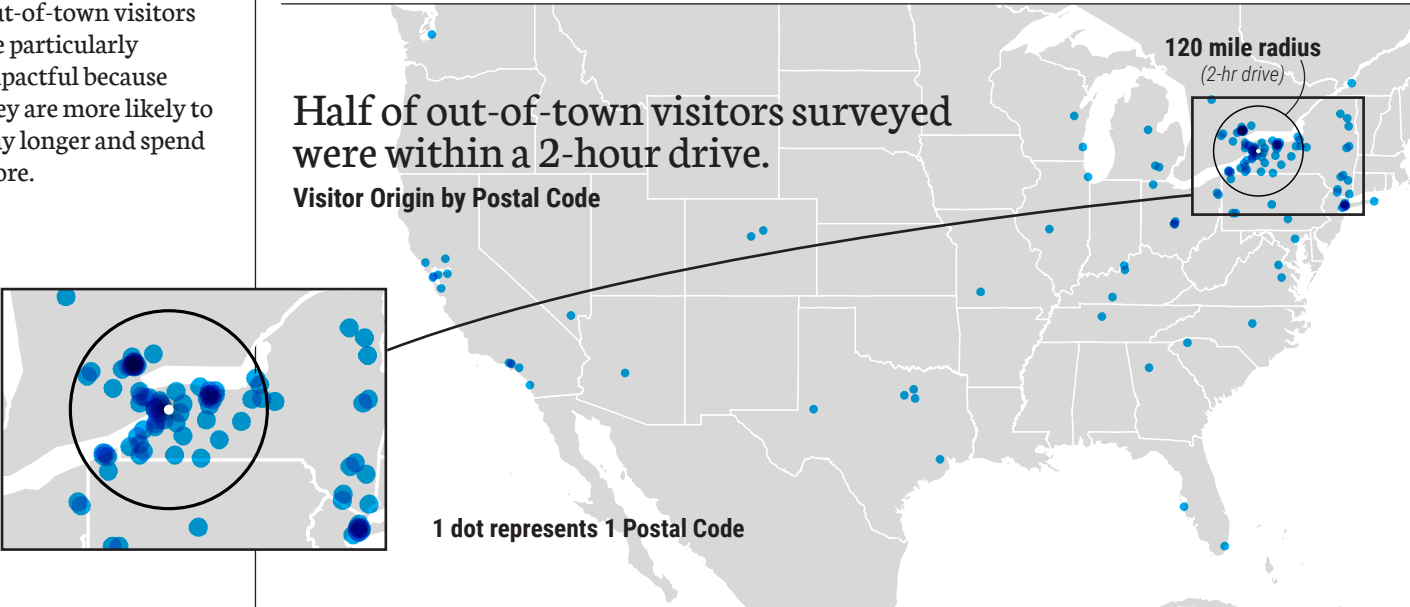
Half of out-of-town visitors surveyed were day visitors.

Length of Visitor Stay in Days



Half of out-of-town visitors surveyed were within a 2-hour drive.

Visitor Origin by Postal Code



OUT-OF-TOWN VISITOR SURVEY RESULTS

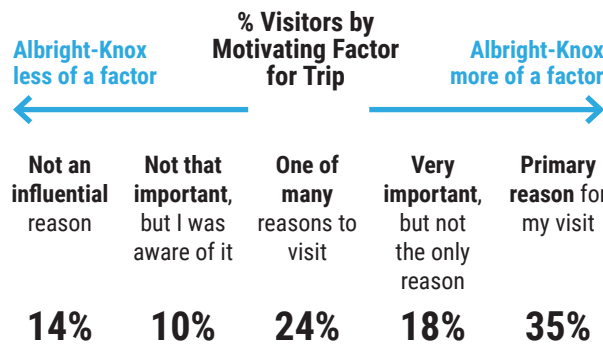
Where visitors stay, how they get around, and what else they do in the Buffalo-Niagara area are important in considering the economic impacts of visitation on the economy. An estimated 36% of Albright-Knox visitors from out-of-town stay at least one night in a hotel, with the majority of these visitors here one or two nights.

Nearly all visitors traveled by car. Many were here from drive markets, and the majority of out-of-towners at the Albright-Knox used their own vehicle to get around. Six percent said they were using public transit.

Nearly 20% of visitors reported same-day plans to visit other area attractions, evidence that the region’s rich cultural landscape helps to extend visitor stays. Destinations mentioned by visitors included Niagara Falls, Darwin Martin House, Buffalo Science Museum, Burchfield Penney Art Center, Forest Lawn Cemetery, Elmwood Village, Buffalo Naval Park and the Buffalo Sabres.

For a majority of out-of-towners, the Albright-Knox was influential to their decision to visit Buffalo. Exactly 35% said the Albright-Knox was the primary reason for their visit, and another 18% said that while it wasn’t the only reason, it was very important to their decision.

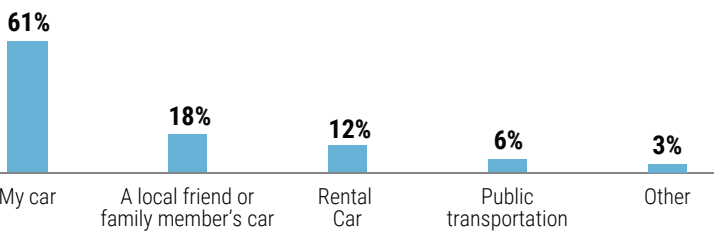
More than half reported that the Albright-Knox was very important to their decision to visit Buffalo, if not the primary reason.



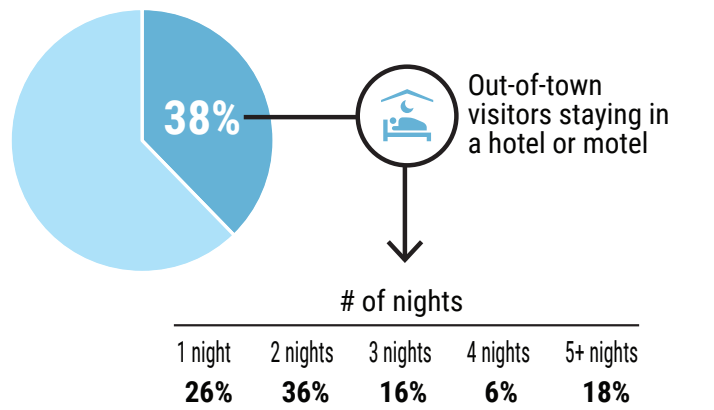
Note: Out-of-town visitor spending is included in the Albright-Knox’s economic impact to the extent visiting the Albright-Knox is a motivating trip factor.

The majority of out-of-town visitors surveyed traveled in their own car.

% Visitors by Mode of Travel







Visitors lodging in a hotel or motel most commonly stayed one or two nights.



35% of out-of-town visitors indicated the Albright-Knox was the primary reason for their visit.

Visitor Profiles

Type of Visitor	Assumptions	Spending Per Party per Visit				TOTAL
		MEALS	LODGING	TRAVEL	ENTERTAINMENT/ SHOPPING	
 Local	Travel party of 2. Attending from local area . Eat lunch or dinner out. (An estimated 42,558 visitor parties.)	\$33	\$0	\$5	\$10	\$48
 Day Only	Travel party of 2. Visiting from out of town but do not stay overnight. 18% visit another area attraction. (An estimated 9,745 visitor parties.)	\$67	\$0	\$11	\$25	\$102
 Overnight, Hotel	Travel party of 2 from out of town and staying overnight in a hotel or motel. Eat meals out and visit 2 other attractions. (An estimated 6,879 visitor parties.)	\$224	\$430	\$65	\$89	\$807
 Overnight, Other	Travel party of 2 from out of town. Stay overnight, but not in a hotel or motel. Eat most meals out and visit 2 other attractions. (An estimated 2,484 visitor parties.)	\$300	\$0	\$71	\$129	\$500

Note: Various surveys and assumptions informed visitor spending profiles. See Data Sources and Notes for details.

How much visitors spend in the region depends on various factors including length of stay, type of accommodations, purpose of trip, and travel party size.

Four visitor profiles estimate spending for the Albright-Knox's 123,332 visitors. Local visitors are residents who visit the art gallery and purchase a meal at a nearby restaurant immediately before or after their visit. Day only visitors are here from drive markets. They purchase two meals at local establishments but do not stay overnight. An estimated 18% of day-only visitors visit another area attraction. Those who stay overnight in a

hotel are here for three nights, on average, while overnight visitors who stay with family and friends are here for 4-5 days.

Average visitor spending in the region is \$159 per party per visit, ranging from \$48 per party per visit for local visitors to \$807 per party per visit for out-of-town visitors who stay in a hotel. Total visitor spending is estimated to be \$9.8M with \$6.9M (70%) attributable to the Albright-Knox. Attributable visitor spending was estimated based on the extent to which the Albright-Knox was a motivating factor for the trip. Total visitor spending in the community exceeds what the Albright-Knox spends on operations.

TOTAL ECONOMIC IMPACTS OF THE ALBRIGHT-KNOX ART GALLERY

Spending by the Albright-Knox, its employees and visitors generated a total economic impact of \$23.7 million on New York State's economy. Nearly 70% of this is captured in Erie County where spending has a total economic impact of \$16.3 million. The economic impact on the City of Buffalo, where the Albright-Knox is located, is \$10.3 million.

The Albright-Knox directly and indirectly generates 227 jobs across New York State. This includes the 126 full- and part-time jobs at the museum and an additional 101 jobs across the city, region and/or state that are supported from the "spin-off" in economic activity fueled through spending by the museum, its employees and visitors. The majority of jobs created directly or indirectly by the Albright-Knox are held by residents in the City of Buffalo. Every job at the museum supports additional employment beyond the museum's walls across New York State. This is the employment multiplier effect.

The statewide spending multiplier is 1.49. For every dollar infused in the statewide economy by the Albright-Knox, its employees and visitors, an additional \$0.49 in spending results from purchases made by the businesses that benefit from the Albright-Knox. The largest employment impacts benefit businesses in the hospitality and tourism industry: restaurants, retail establishments, hotels and motels. Meanwhile, the real estate and housing market is among the industries that benefit the most from employment supported by the Albright-Knox in terms of economic output.



City of
Buffalo



Erie
County



New York
State



TOTAL SPENDING

Sum of purchasing by the Albright-Knox, its employees, and visitors in Fiscal Year 2016.

\$18.8M *(across all geographies, including out of state)*

DIRECT SPENDING

Purchases made by the Albright-Knox, its employees and visitors in the City of Buffalo, Erie County and NYS.

\$8.4M

\$11.3M

\$16.0M

ADDITIONAL ECONOMIC ACTIVITY

Secondary impacts—direct and induced—associated with direct spending by the Albright-Knox, its employees and visitors.

\$1.9M

\$5.1M

\$7.8M

TOTAL ECONOMIC IMPACT

\$10.3M

\$16.3M

\$23.7M

EMPLOYMENT

Full- and part-time employment at the Albright-Knox by location of employee residence.

69

115

126

EMPLOYMENT FROM ADDITIONAL ECONOMIC ACTIVITY

Jobs supported by secondary impacts or the businesses that provide goods and services to the Albright-Knox, its employees and visitors.

49

54

101

TOTAL EMPLOYMENT

118

169

227

DIRECT SPENDING MULTIPLIER

The increase in spending in the economy for every dollar directly spent by the Albright-Knox, its employees and visitors.

1.23

1.45

1.49

HOW DO ELMWOOD AVENUE CULTURAL INSTITUTIONS IMPACT HOME VALUES AND PROPERTY TAXES?

Buffalo cultural institutions can be found in all corners of the city, but the location of the Albright-Knox is unique. The Albright-Knox is one of several nearby prominent institutions located at the northern end of the Elmwood Avenue cultural district. The Albright-Knox is an influential anchor among these world-class art, education, architecture and greenspace attractions that draw visitors from across the city, region and beyond.

While the northern end of the Elmwood Avenue cultural district boasts a one-of-a-kind collection of institutions, its location in the city is unique as well. Typically, cultural institutions are concentrated in more dense urban cores or central business districts, whereas the Albright-Knox—and its companion institutions—are located in close proximity to several historic neighborhoods. This creates a market premium for houses located nearby.

Determining the price premium of homes near the northern end of the Elmwood Avenue cultural district involved an in-depth study of more than 2,500 home prices from 2012 to 2017. To target impacts related to location only, several other housing, neighborhood and market factors were controlled for, including:

HOUSING CHARACTERISTICS

Number of bathrooms

Number of bedrooms

Home size (square feet)

Number of units (single-family or two-family)

NEIGHBORHOOD CHARACTERISTICS

Median household income

Violent crimes (number)

MARKET CHARACTERISTICS

Average days on market (city-wide average on a monthly basis)

The northern end of the Elmwood Avenue cultural district is a one-of-a-kind location.



The symbiotic relationship between the Albright-Knox and other cultural amenities has created a unique destination in the city.



**Buffalo
History
Museum**



**Buffalo State
College**



**Burchfield
Penney Art
Center**



**Richardson
Olmsted
Complex**



Delaware Park



**Forest Lawn
Cemetery**

Proximity to the northern end of the Elmwood Avenue cultural district adds to home values.

Impact on home prices

When compared to homes across the City of Buffalo, those closest to the northern end of the Elmwood Avenue cultural district sell for a premium of up to \$27,000. These homes are worth more than they would be in a similar neighborhood in Buffalo with similar market conditions except for proximity to a cultural district. This premium is fully realized for homes closest to the Albright-Knox, while the premium drops off as the distance from the Albright-Knox increases. Homes that are just outside the impact area begin to be more strongly influenced by other neighborhood factors

that outweigh their proximity to the northern end of the Elmwood Avenue cultural district.

The map on the next page shows the distribution of housing premiums. Greatest impacts are on home values in the neighborhood just south of the Albright-Knox and Delaware Park. Overall, the northern end of the Elmwood Avenue cultural district reaches 3,997 homes between Hertel Avenue at the north, Main Street on the east, West Ferry Street to the south, and Grant Street on the west.

Impact on tax revenues

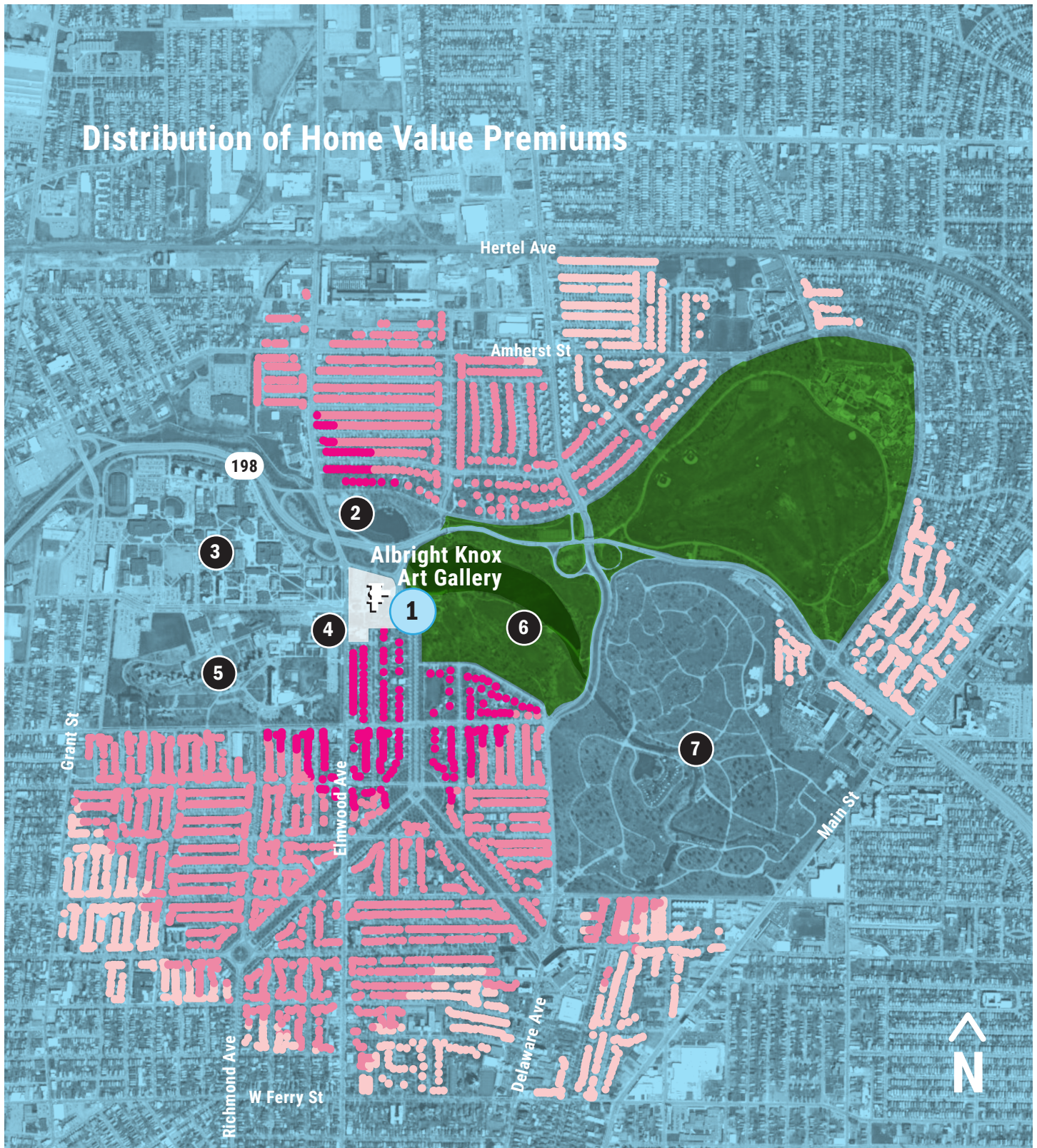
The additional premiums that home owners living close to the northern end of the Elmwood Avenue cultural district enjoy also add to the city and county tax base. Increased home values—and higher property assessments—contribute to tax revenue for the City of Buffalo, the Buffalo School System, The Buffalo Sewer Authority and Erie County. In total, the northern end of the Elmwood Avenue cultural district has an annual impact of \$1.76 million on local tax revenues.

Annual tax impacts associated with the boost in home values

Jurisdiction	Total Annual Tax Revenue, 2016-17
Erie County	\$321,849
City of Buffalo	\$673,256
Buffalo Schools	\$678,093
Buffalo Sewer Authority	\$82,406
Total Tax Revenue	\$1,755,603

Source: UBRI analysis of tax rates provided by the City of Buffalo Department of Assessment and Taxation.

Distribution of Home Value Premiums



Price premium due to proximity to cultural district

- <\$10,000
- \$10,000 - \$20,000
- \$20,000 - \$27,000

Institutions at the northern end of the Elmwood Avenue cultural district

- | | |
|--------------------------------|------------------------------|
| 1 Albright-Knox Art Gallery | 5 Richardson Olmsted Complex |
| 2 Buffalo History Museum | 6 Delaware Park |
| 3 Buffalo State College | 7 Forest Lawn Cemetery |
| 4 Burchfield Penney Art Center | |

DOES THE ALBRIGHT-KNOX ART GALLERY'S PUBLIC ART INITIATIVE IMPACT NEIGHBORHOODS?

Public art can be used to enhance landscapes, brighten gateways, foster civic life, contribute to a cultural destination and identity, and offer work opportunities for artists. While the roles of public art are broad and diverse, its impacts are not well documented.

As part of this study, the Albright-Knox sought to explore the neighborhood impacts of its Public Art Initiative. Launched in 2013, twenty public art works have been installed across the City of Buffalo and Erie County, at the time of this writing. Artists' work can be found on vacant buildings, inside public transit stations, at visitor hubs, in parks and libraries, on commercial buildings, and more. The works include murals, sculptures and structures created by local and visiting artists.

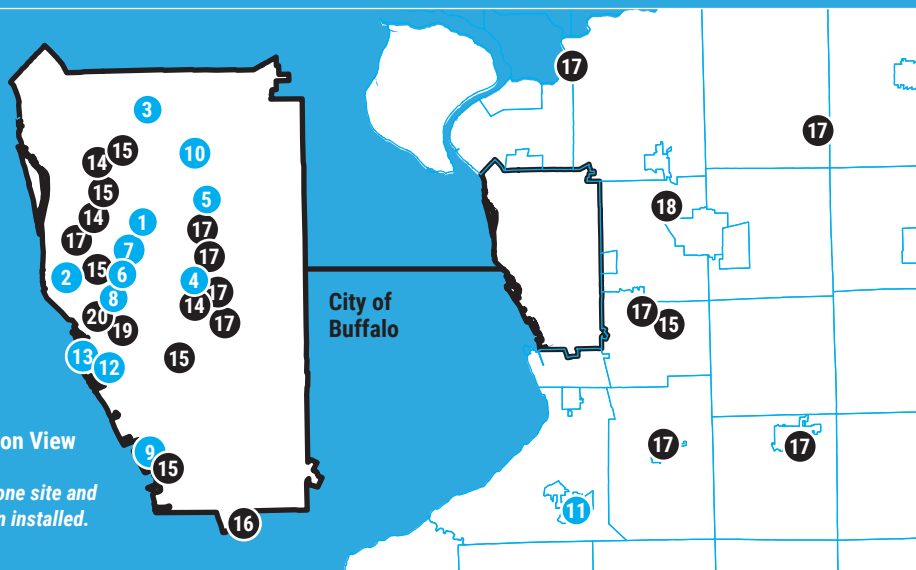
A survey conducted at three sites in Buffalo reveals that public art is not only noticed and positively perceived, but also fosters dialogue and shapes traveling behavior. It is also understood to have tangible positive impacts on neighborhoods.

“ [P]ublic art... has as its goal a desire to engage with its audiences and to create spaces—whether material, virtual or imagined—within which people can identify themselves, perhaps by creating a renewed reflection on community, on the uses of public spaces or on our behaviour within them.¹

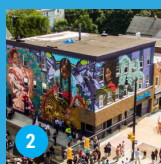
20 public art works have been placed at sites around Buffalo and Erie County since 2014.

○ Currently on View ● Previously on View

Some public art works are located at more than one site and are mapped at all locations where they have been installed.



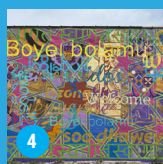
John Baker, Julia Bottoms, Chuck Tingley, and Edreys Wajed. *The Freedom Wall*. 2017.



Betsy Casanas. *Patria, Será Porque Quisiera Que Vuelas, Que Sigue Siendo Tuyo Mi Vuelo*. 2017.



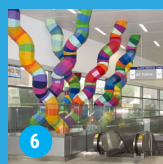
Bunnie Reiss. *Magic Buffalo*. 2017.



Keir Johnston and Ernel Martinez. *Welcome Wall*. 2017.



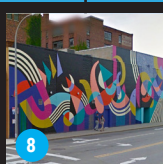
Shantell Martin. *Dance Everyday*. 2017.



Shasti O'Leary Soudant. *Gut Flora*. 2017.



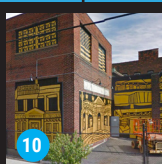
Alice Mizrachi. *Dream Keepers*. 2016.



Jessie and Katey. *Noodle in the Northern Lights*. 2016.



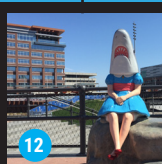
Roberley Bell. *Locus Amoenus*. 2016.



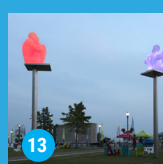
Daniel Galas. *72 Jewett*. 2016.



Charles Clough. *Hamburg Arena Painting*. 2014.



Casey Riordan Millard. *Shark Girl*. 2013.



Jaime Plensa. *Silent Poets*. 2012.

Surveys were conducted at these three public art sites.



Amanda Browder. *Spectral Locus*. 2016.



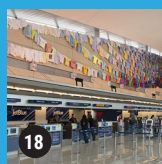
Jenny Kendler. *Milkweed Dispersal Balloons*. 2015.



Shayne Dark. *Natural Conditions*. 2015.



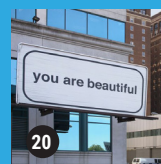
Jenny Kendler. *Rewilding New York (Community Seed Stations)*. 2015.



Kaarina Kaikkonen. *We Share a Dream*. 2015.



Tape Art. *Buffalo Caverns*. 2014.



Matthew Hoffman. *You Are Beautiful*. 2014.

Note: Freedom Wall was completed in September 2017 and not available as a potential survey site for this study.

A SURVEY WAS CONDUCTED AT THREE PUBLIC ART SITES IN THE CITY OF BUFFALO.

About the Survey

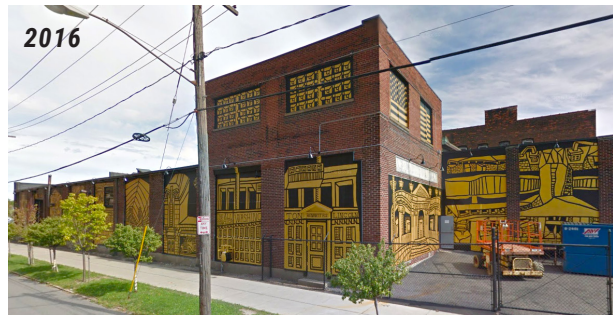
The perspectives of more than 550 residents, workers and visitors were captured through a survey at three sites in Buffalo where the Albright-Knox's Public Art Initiative has installations.

Survey takers viewed how the site looked before the public art was installed, using a Google Cardboard viewer and Street View technology, and they were given an opportunity to comment on the change.

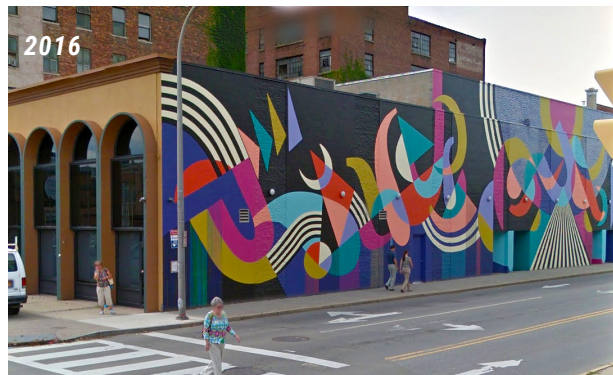
Surveys were conducted 7 days a week over a 4-week interval during June and July 2017. The first 200 respondents received a complimentary admission ticket to the Albright-Knox.



BEFORE AFTER



Daniel Galas. *72 Jewett*. 2016.



Jessie and Katey. *Noodle in the Northern Lights*. 2016.



Casey Riordan Millard. *Shark Girl*. 2013; installed 2014, and reinstalled 2016.

WHAT INFLUENCE CAN PUBLIC ART HAVE ON PUBLIC SPACES?

552 participated in surveys conducted at 3 public art sites from June-July 2017

3 PUBLIC ART SITES IN BUFFALO, NY



Daniel Galas. *72 Jewett*. 2016.

Jessie and Katey. *Noodle in the Northern Lights*. 2016.

Casey Riordan Millard. *Shark Girl*. 2013.

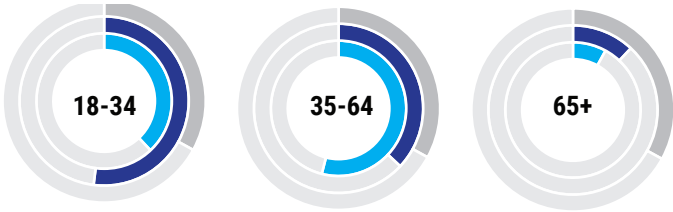
FINDINGS

Who visits public art sites around Erie County?

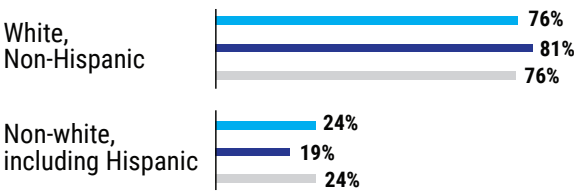
Public art reaches audiences that are similar in demographics to the visitors that the Albright-Knox attracted to the art gallery during 2016-17. Those surveyed at the three public art sites selected for this study were highly educated, mostly white, and predominately female.

PEOPLE SURVEYED AT PUBLIC ART SITES
VISITORS TO ALBRIGHT-KNOX (FY 2016-17)
POPULATION OF ERIE COUNTY (2015)

AGE



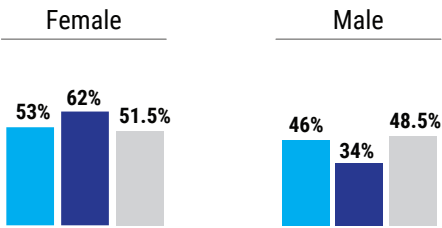
ETHNICITY



EDUCATIONAL ATTAINMENT

	AT PUBLIC ART SITES	ALBRIGHT-KNOX	ERIE COUNTY
HS or Less	15%	14%	38%
Some College/ Associate's Degree	23%	24%	30%
Bachelor's Degree or Higher	62%	62%	32%

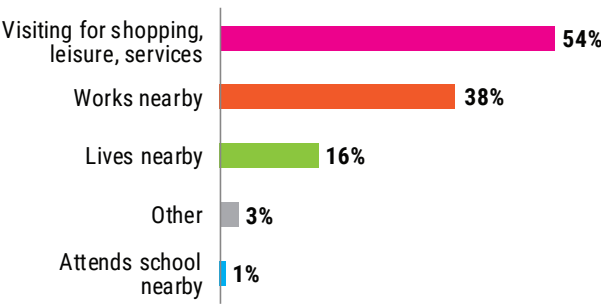
GENDER



What brings them to the neighborhood?

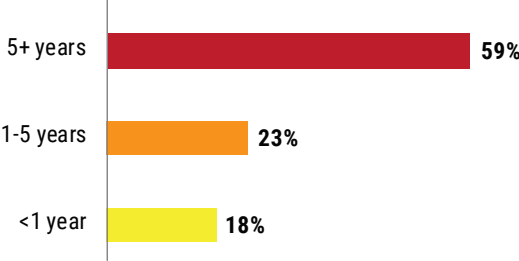
More than 50% of those surveyed at the three public art sites reported being in the neighborhood for shopping, leisure, or services. Nearly 40% indicated they work nearby, while only 16% said they lived near the public art survey site. Less than 5% said they attended school nearby or were in the area for other reasons.

What brings you to this location?



The majority of respondents reported relatively long-standing roots in the neighborhoods. Nearly 60% reported living, working or attending school there for five or more years. Nearly 25% said they were connected to the neighborhood through their home, workplace or school for one to five years. Only 18% reported a relationship with the site of one year or less.

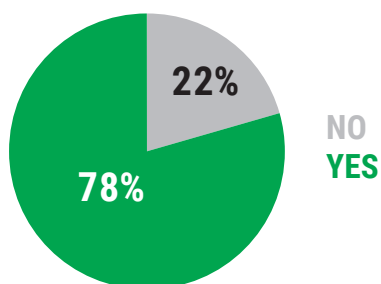
How long have you lived, worked or attended school in the area?



How many notice the public art and how does it engage them?

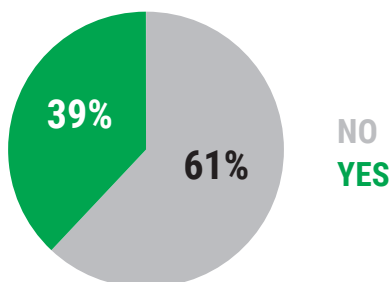
Nearly 80% of survey respondents indicated that they noticed the public art as they were passing by that day, before they were surveyed. Nearly the same percentage indicated they noticed the public art before the day of the survey.

Did you notice the art as you were passing by?



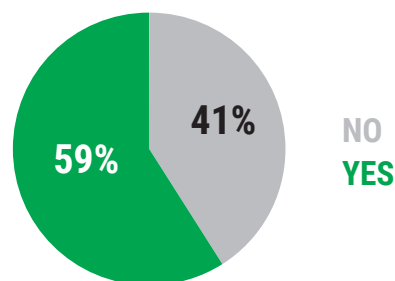
To understand how public art influences individual behavior and traveling patterns, survey respondents were asked if they go out of their way to pass by the public art piece about which they were surveyed. Across the three sites, nearly 40% indicated that they did. Percentages were highest at *Shark Girl* (58%) and lowest at Theatre District's *Noodle in the Northern Lights* (23%).

Did you go out of your way to pass the public art?



To assess the extent to which public art engages those nearby, respondents were asked whether they ever had a conversation with someone about the public art. About 60% indicated they had. The percentage was highest (72%) at *Shark Girl*, an attraction at Buffalo's Canalside that has become a destination point for visitation and photos. It was slightly lower (62%) at Tri-Main Center, a business hub, where some survey respondents described watching the public art go up one summer and having the opportunity to meet and talk with Daniel Galas, the artist and creator of *72 Jewett*. In the Theatre District, 34% of respondents reported conversing with someone about the public art existing there.

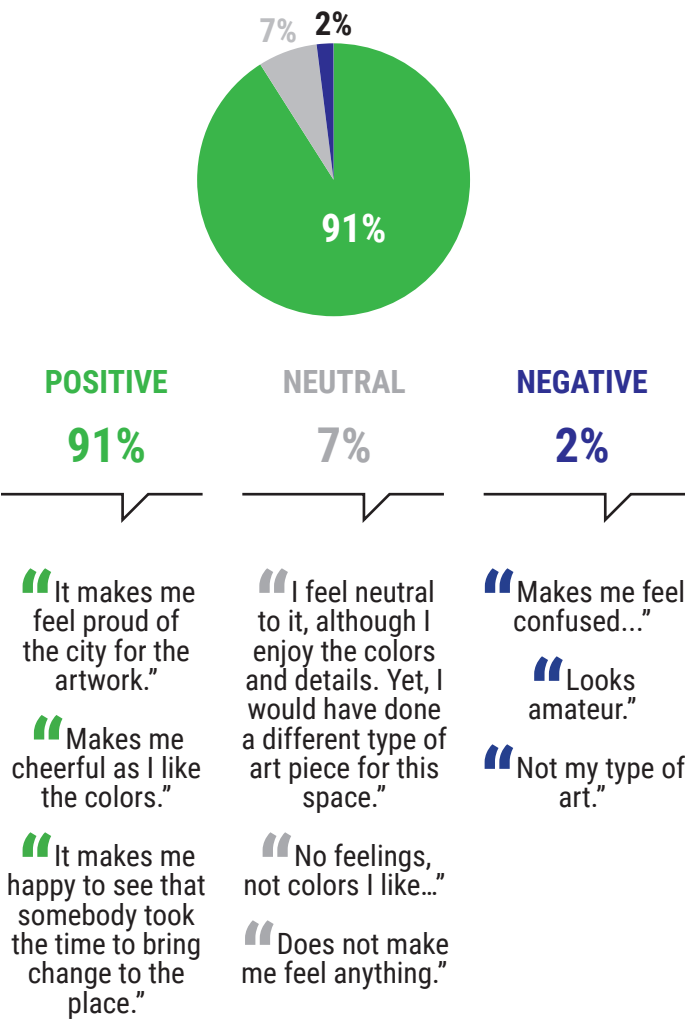
Have you had a conversation with someone about it?



How does public art impact individuals?

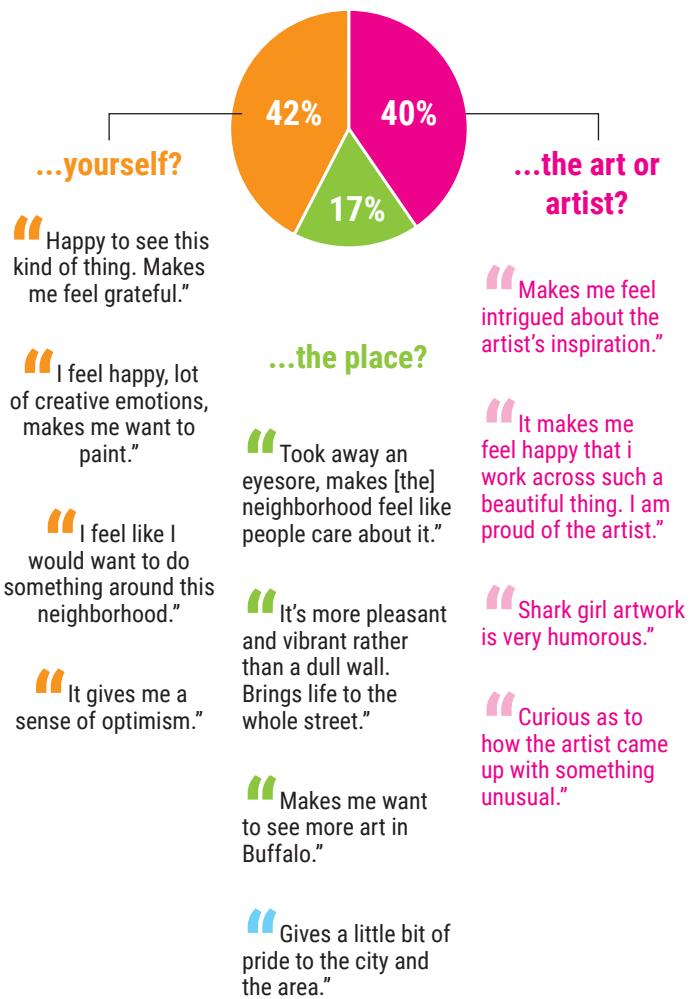
Survey takers were asked how the public art makes them feel. More than 90% described a positive feeling, mentioning, for instance, that it makes them feel cheerful, proud of the city or happy. Less than 10% of respondents described feeling neutral or negative towards it.

What type of feelings does it create?



More than 40% of survey takers described how the public art generated positive emotions for them, making them feel, for instance, happy, optimistic or creative. Another 17% described how the public art produced positive feelings about the street, neighborhood or city. For some, it was a sign of investment and turnaround; for others, it made the area feel more welcoming, vibrant and open to interaction. Another 40% reported feelings directed towards the art itself and/or the artist.

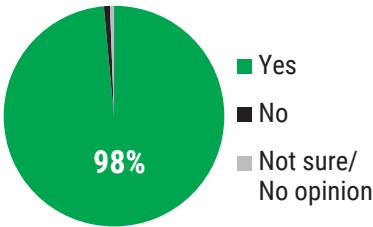
Does it create feelings about...



How does public art impact neighborhoods?

Nearly 100% of survey takers believe the neighborhood benefits from the public art. A large majority (71%) indicated the site is “much improved” with the addition of the public art. Beautification and neighborhood image were the most common neighborhood benefits of public art described by survey respondents.

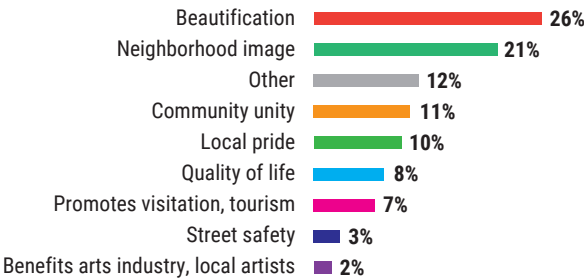
Does the neighborhood benefit in any way from the public art being present?



What is the impact on the street/place appearance from how it used to be?

Much improved	71%
Somewhat improved	22%
Neutral	6%
Somewhat worse	1%
Much worse	0%

In what ways does the neighborhood benefit from the public art?



How do the survey results vary by location?



	Canalside (n=219)	Theatre District (n=166)	Tri-Main Center (n=167)
Demographics			
Age 18-34	37%	42%	37%
Age 35-64	56%	52%	54%
Age 65+	6%	6%	10%
At least some college and/or bachelor's degree	90%	81%	83%
White, Non-Hispanic	87%	62%	64%
Non-white and/or Hispanic	13%	38%	36%
Male	36%	62%	44%
Female	64%	38%	54%
Connection to Neighborhood			
Most common reason for being at or around the public art site	Visiting for services, shopping, dining or leisure (76%)	Work nearby (45%)	Work nearby (71%)
Engagement with public art			
% saying they noticed the public art while passing by	87%	70%	74%
% saying they have had a conversation with someone about the art	76%	34%	62%
% saying they go out of their way to pass by the art	58%	23%	34%
Impact on individuals			
% with positive feelings about the art	45%	34%	30%
% with positive feelings about the place	7%	19%	29%
% with positive feelings about the public art piece, art in general or artist	37%	39%	32%
Impact on neighborhood			
% saying area is "much improved" from how it used to be	66%	71%	78%
Top 3 neighborhood benefits			
	#1	#2	#3
Canalside	Beautification (21%)	Neighborhood Image (18%)	Community Unity (17%)
Theatre District	Beautification (30%)	Neighborhood Image (22%)	Local Pride (9%)
Tri-Main Center	Beautification (28%)	Neighborhood Image (22%)	Quality of Life (10%)

WHAT ARE SOME EXAMPLES OF THE ALBRIGHT-KNOX INNOVATION LAB'S ROLE AND IMPACT?

Immediately following his arrival in Buffalo in 2013, Peggy Pierce Elfvin Director of the Albright-Knox, Janne Sirén, appointed a team of staff to explore ideas surrounding innovation and museums. Central to the work of the team was the search for answers to some pressing questions:

- *Can contemporary art museums apply their skill and acumen in seeking out new artistic innovations to areas of operations outside curatorial practice?*
- *Should museums engage in research and development activities that extend beyond their collections?*
- *As museums and societies evolve in an era of rapid social and technological change, how should the Albright-Knox evolve to meet the needs of its community in the twenty-first century?*

Months of extensive research began to highlight the fact that art museums are uniquely positioned to bring together the diversity of skills and the resources necessary to take new, innovative and creative approaches to solving urgent problems in their communities; to explore the real-world potential impact of the visual arts on quality of life; and to bring together an array of disciplines in the arts, sciences, and beyond to form unique collaborative partnerships.

These early insights formed the basis of the Albright-Knox Innovation Lab, which was officially founded in 2014. It is believed to be the only interdisciplinary research and development arm of an art museum in existence today.

During the summer of 2017, the Albright-Knox Innovation Lab had two important projects in active development, one bringing together multiple community partners and organizations to provide artisanal training in construction trades with a

focus on preservation and Buffalo's historic built environment; the other exploring the impact of art on healthcare and patient well-being. Each Albright-Knox Innovation Lab project has the potential to generate long-term economic impact locally, regionally and globally.

ABOUT THE INNOVATION LAB

Established

2014

Mission

To engage a broad-based series of intellectual collaborations across an array of disciplines in the arts, sciences, and technology to explore new ideas and develop solutions to challenges confronting museums and societies locally, regionally, and globally.

Vision

To serve as a catalyst for creativity and innovation that develops new and dynamic approaches to pressing issues in museums and contemporary society. The Lab strives to define new models for museums in the twenty-first century as productive and engaged creative hubs at the center of social and civic vitality.

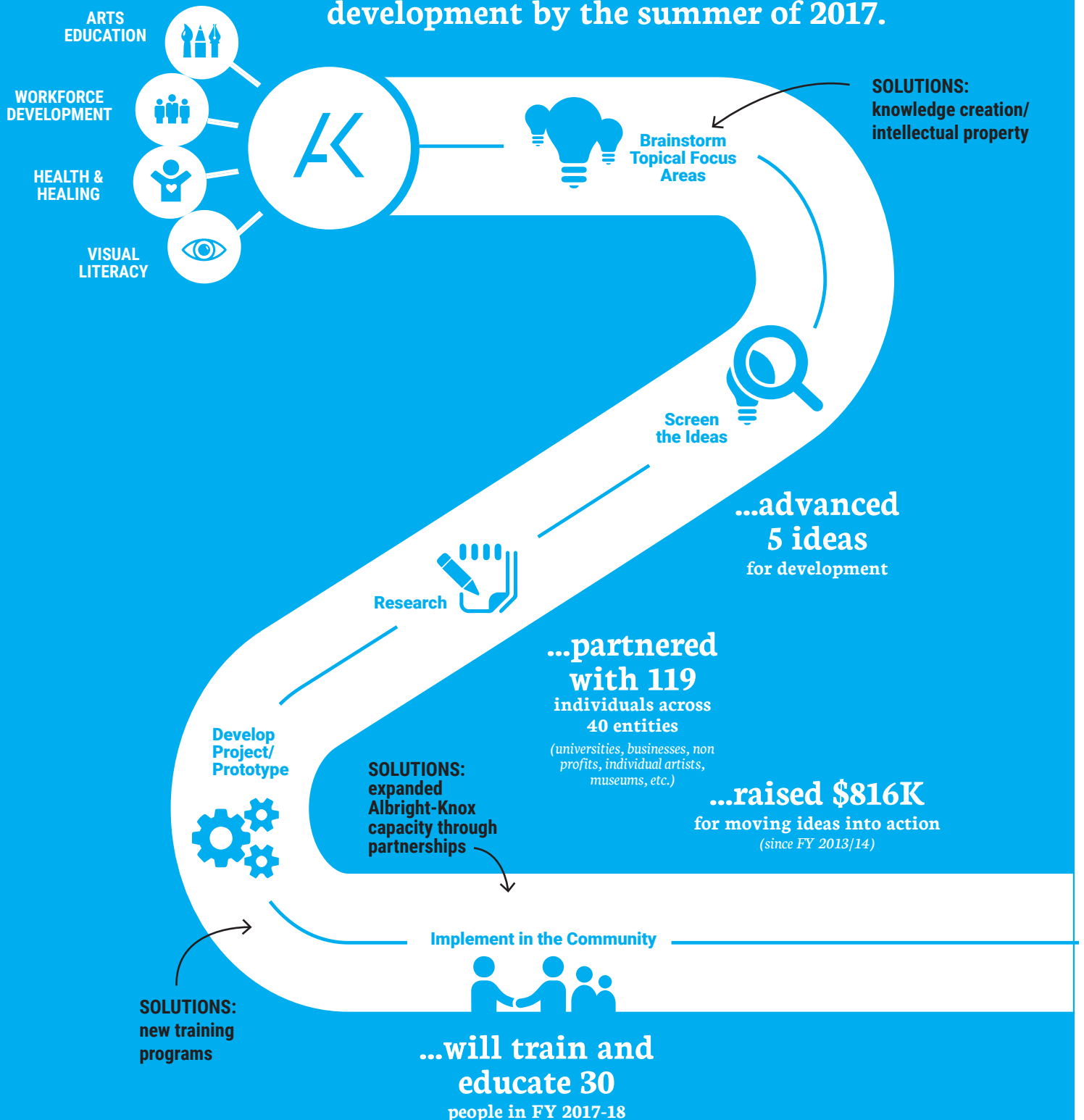
Objective

To catalyze new inter-disciplinary ideas that solve complex problems facing museums and society.

Geographic Scope

The Albright-Knox Innovation Lab works on issues facing the Buffalo Niagara region that have potential global impact.

Since 2014, the Albright-Knox Innovation Lab has explored new ideas across a variety of disciplines with two projects in active development by the summer of 2017.



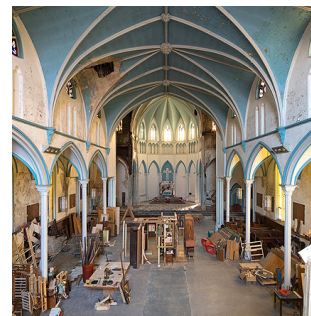
CASE STUDY #1



How the Innovation Lab supports workforce development

The city of Buffalo originates from the late 18th century. Following completion of the Erie Canal in 1825, the city entered a period of rapid growth, becoming one of the most populous and prosperous cities in the U.S. by the turn of the twentieth century. By the middle of the last century, due to a number of factors that include suburbanization and de-industrialization, the city's economy and population entered a sustained period of decline. While the city's former prosperity fostered a building boom, a lack of investment during the downturn left a remarkable built heritage virtually intact and undisturbed by redevelopment. Today, the city is often referred to as a 'living architecture museum,' retaining some extraordinary examples of commercial, residential, and cultural buildings.

The decline in the city's population was accompanied by a decline in the artisanal skills needed to care for and restore the many historic properties that today form this notable architectural legacy. In partnership with professor of architecture and artist



Top: Assembly House, in a repurposed church. Photo: Douglas Levere. Right: Assembly House Architectural Project. Photo by Dennis Maher.



Hadley Exhibits



Harmac
MEDICAL PRODUCTS



Dennis Maher and an array of collaborators (shown in the bottom left corner of this page), the Albright-Knox Innovation Lab's Society for The Advancement of Construction-Related Arts (SACRA) aims to address this problem while providing vital job skills training, job placement, and economic opportunity for underserved members of the community.

The SACRA initiative offers candidates, recruited through the Buffalo Public School's Adult Education Department and the Erie County Department of Social Services, a fifteen-week training course in construction trades, in collaboration with local artisans, trade unions, and instructors in the design and building trades at Erie Community College. Maher, who is also a faculty



SACRA Project Tool Library. Photo by Tom Loonan.

member at the University at Buffalo School of Architecture and Planning, oversees the curriculum that leverages his work around preservation and neighborhood revitalization through art, design and reuse. The SACRA program is taught at Assembly House, a former church and Maher's teaching and arts incubation space in Buffalo (pictured).

SACRA represents the work of 20 partner organizations and 66 individuals from cultural, workforce development, education, social services, and labor organizations, as well as prospective employers.

In Buffalo, as in so many other rust-belt cities in the U.S., SACRA meets a real community need for stronger alliances and connections between diverse organizations to effect change. Bringing what might seem unlikely partners together to meet pressing community needs is one of the founding principles of the Albright-Knox Innovation Lab.

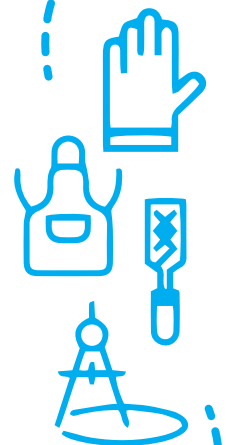
For trainees, SACRA will have a profound and lasting economic impact by simultaneously generating income and reducing dependence on social services.

How SACRA works

Convenes artists, cultural organizations, educators, social services, employers, and unions.



Curriculum combines academic learning with artisanal skills development, field trips to potential employers and wrap-around social services.



40 trainees are projected to graduate and be placed in jobs in the 2018-2019 academic year.



CASE STUDY #2



How the Innovation Lab is expanding what we know about the impacts of art on health.



Albright-Knox Art Gallery
Photo credit: Visit Buffalo Niagara

At a time when a quarter of all adults in America have two or more chronic health conditions such as cancer or heart disease, and nearly 90% of annual healthcare expenditures in the United States—\$3.3 trillion in 2016²—are devoted to treating these chronic conditions and mental health,² the question of the efficacy of lower cost, non-medical therapy options is a critical one.

While much anecdotal evidence exists surrounding the positive impact of art on health and the healing process to date, no formal clinical trials with the appropriate scientific rigor have been conducted to either prove or disprove an effect.

In partnership with one of the leading research hospitals in the Western New York area, Roswell Park Comprehensive Cancer Center (RPCC), the Albright-Knox Innovation Lab will conduct a comprehensive clinical study designed to impartially assess whether viewing art has tangible impacts on healthcare that can be measured objectively.

The findings from the study have the potential to transform and advance standards of patient care, improve treatment protocols, and generate significant economic impact through the reduction of overall healthcare costs. Moreover, findings have the potential to enhance the role of museums in society by integrating their work into the delivery of healthcare and human services.





Roswell Park Cancer Institute

Led by Dr. Kurshid Guru, Chair of the Urology Department and Professor of Oncology at RPCC, the study will enroll up to 100 post-operative cancer patients. The Albright-Knox will install a new temporary art gallery at the RPCC facility where participants will spend several hours per week. Data will be collected on patients using a variety of validated measurement instruments. Results will be compared with those from a control group. Participants in the control group will subsequently have the option of enrolling in the art-viewing arm of the study. Patient outcomes will be tracked for a period of one year. The study, entitled *Art Heals*, will begin in early 2018.

How does *Art Heals* work?

Albright-Knox and Roswell Park Comprehensive Cancer Center researchers will explore whether viewing art has positive impacts on health and well-being in post-operative cancer patients.

The team has designed a randomized clinical study that will measure physiological, psychological, and psychosocial outcomes in patients exposed to art during the healing process.

Findings will expand the body of global knowledge about the impacts of art on health and have the potential to transform patient care and expand the role of museums in society.



ENDNOTES

PAGE 6 **ABOUT THE STUDY**

¹ Americans for the Arts. (2017). *Arts and Economic Prosperity 5: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in Western New York*. Retrieved from: www.asiwny.org/service-programs/aep5/.

² Ibid.

³ Sheppard, S. (2013). Museums in the neighborhood: The local economic impact of museums. *Handbook of Industry Studies and Economic Geography*, 191.

⁴ All-Party Parliamentary Group on Arts, Health and Wellbeing. (2017). *Creative Health: The Arts for Health and Wellbeing*. Retrieved from: www.artshealthandwellbeing.org.uk/appg-inquiry/Publications/Creative_Health_The_Short_Report.pdf.

⁵ Markusen, A. & Gadwa, A. (2010). *Creative Placemaking*. Washington, DC: National Endowment for the Arts. Retrieved from: www.arts.gov/publications/creative-placemaking.

PAGE 10 **WHAT ARE THE ALBRIGHT-KNOX ART GALLERY'S ECONOMIC IMPACTS?**

¹ Bell, Ford, W., Embassy of the United States of America, *How are Museums Supported Financially in the U.S.?*, 2012.

PAGE 22 **DOES THE ALBRIGHT-KNOX ART GALLERY'S PUBLIC ART INITIATIVE IMPACT NEIGHBOHOODS?**

¹ Sharp, J., Pollock, V. & Paddison, R. (2005). Just art for a just city: Public art and social inclusion in urban regeneration. *Urban Studies*, 42(5-6), 1003-1004.

PAGE 34 **HOW THE INNOVATION LAB IS EXPANDING WHAT WE KNOW ABOUT THE IMPACTS OF ART ON HEALTH**

¹ Centers for Medicare & Medicaid Services, National Health Expenditures 2016 Highlights. Retrieved from: www.cms.gov/Research-Statistics-Data-and-Systems/Statistics-Trends-and-Reports/NationalHealthExpendData/Downloads/highlights.pdf.

² U.S. Centers for Disease Control and Prevention, Chronic Disease Prevention and Health Promotion, June 28, 2017. Retrieved from www.cdc.gov/chronicdisease/overview/index.htm.

DATA SOURCES AND NOTES

WHAT ARE THE ALBRIGHT-KNOX ART GALLERY'S ECONOMIC IMPACTS?

Distribution of Revenues by Category: Albright-Knox Art Gallery Financial Office, Revenues, 2016. Revenue data was gathered from the Albright-Knox through an organizational questionnaire developed by the University at Buffalo Regional Institute (UBRI) that requested total revenues by source for the latest fiscal year available. Gifts and grants include federal, state and local funding; corporate and foundation support; and other unrestricted giving. Program services include exhibitions, educational services, rental and loan fees, and insurance reimbursements. Support services include memberships, admissions, facilities usage, parking lot revenues, and fees from other services.

Albright-Knox Purchases by Category: Albright-Knox Art Gallery Financial Office, Expenses, 2015/16.

Detailed expenditure data was gathered from the Albright-Knox through an organizational questionnaire that requested total expenditures and a breakdown of expenditures by geography for the latest fiscal year available. UBRI categories detailed expenditure categories provided by Albright-Knox into the four categories shown in the chart. Selected larger expenditures within these four categories are listed in parentheses.

Albright-Knox Spending by Geography: Albright-Knox Art Gallery Financial Office, Expenses, 2015/16. Detailed expenditures by geography were gathered from the Albright-Knox through an organizational questionnaire. Based on the location of its suppliers and vendors, the Albright-Knox provided estimates for expenditures in (i) Zip Code 14222, Buffalo, outside Zip Code 14222, (ii) Erie County, outside of Buffalo, (iii), NY, outside of Erie County, and (iv) Outside of NYS.

Employment by Work Status and Employee's Residence: Albright-Knox Art Gallery Financial Office, Employment, Distribution of Employees, and Average Annual Salary, 2016. UBRI gathered salary and employment by status and geography from the Albright-Knox through an organizational questionnaire. Total wages paid are calculated by multiplying total employees by average annual salaries for full-time and part-time workers.

Out of town visitors as a percentage of the total: This percentage reflects the number of out-of-town surveys that were completed by Albright-Knox staff as a percentage of total visitor surveys conducted between November 2016 and June 2017. Gallery visitors who indicated they were visiting the Albright-Knox from out of town were asked additional questions developed by UBRI to gather information on length of stay, type of accommodations, mode of travel, motivation for the trip, and plans to visit other area attractions.

Length of Visitor Stay: University at Buffalo Regional Institute, Albright-Knox out-of-town visitor survey, 2016-17. Chart reflects responses by 243 out of 248 survey respondents.

Visitor Origin by Postal Code: University at Buffalo Regional Institute, Albright-Knox out-of-town visitor survey, 2016-17. Zip codes provided by out-of-town visitors were mapped using a geographic information system (GIS) to determine the percentage within a two-hour radius. 196 respondents out of 248 surveyed provided a five- or six-digit postal code that could be mapped.

% Visitors by Mode of Travel: University at Buffalo Regional Institute, Albright-Knox out-of-town visitor survey, 2016-17. Chart reflects lengths of stay for the 90 out-of-town visitors who indicated they had plans to stay in a hotel at least one night.

Visitors who stay in hotel or motel: University at Buffalo Regional Institute, Albright-Knox out-of-town visitor survey, 2016-17. Two nights was the median length of stay and three nights was the average length of stay. A small number of outliers were eliminated from the sample in calculating the average of stay.

% Visitors by Motivating Factor for Trip: University at Buffalo Regional Institute, Albright-Knox out-of-town visitor survey, 2016-17. Chart reflects responses by 242 out of 248 survey respondents.

VISITOR PROFILES

Meals: Visitor spending on meals is based on a survey of 56 restaurants within a one-mile radius of Albright Knox, as identified from Reference USA U.S. Business Database.

Average prices were breakfast (\$8), lunch (\$14) and dinner (\$20). Meal prices were obtained directly from each establishment's website or from another online source (listed below). Meal selections matched as closely as possible the following criteria: breakfast - egg, cheese, and meat sandwich with a juice, tea, or coffee; lunch - a beverage, a sandwich, a side, and a dessert; dinner - a beverage, an entree, a side, and a dessert. Selected items were usually the lowest cost option (in the case of sandwiches and entrees, usually the lowest cost option with chicken), but exceptions were made on a case-by-case basis.

The analysis assumes local visitors have either lunch or dinner and that all other visitors purchase both lunch and dinner. Half of overnight visitors staying in a hotel are also assumed to purchase breakfast since only about half of hotels surveyed included a free breakfast as part of the accommodations.

Lodging: Visitor spending on hotels is based on survey of 41 hotels in Zip Code 14202 and 14203 (Downtown), 14209 (Linwood Avenue area), 14213 (Richardson Complex area), 14214 (Parkside area), 14222 (Albright-Knox area), and 14225 (Buffalo Airport area). Most room prices were obtained on December 6, 2016 directly from each hotel or other lodging website and are for a non-smoking room with two double/queen beds. Listed prices were the lowest available outside of discounted rates associated to loyalty, membership, corporate, government, or other special rate programs. Median prices were determined at four points during the year: December (\$118), March (\$140), June (\$156) and December (\$160) with \$143 being the four-quarter average.

The analysis assumes that visitors who stay in a hotel stay 3 nights, the average length of stay from the Albright-Knox visitor survey, excluding outliers.

Travel: The analysis assumes local visitors use two gallons of gas per party, on average, for traveling to the Albright-Knox. Gas prices in Buffalo, NY were obtained from www.gaspricewatch.com. Average price for a gallon of regular fuel on December 5, 2016 was \$2.31. We assume full-day out-of-towners purchase approximately 5 gallons of gas in the area, on average, for an up to two-hour, 120-mile drive back home. For out-of-towners using public transit, the analysis assumes

a \$5 day pass per person. For those using a rental car, \$30 per day is assumed, based on the cost of a standard rental car on Kayak.com on 8/1/17. The proportions of visitors using alternative forms of travel come from the visitor survey conducted for this study.

Entertainment/Shopping: The analysis assumes that local and day-only visitors spend \$5 per person on shopping and that out-of-towners spend \$10 per person per day on shopping related to their visit. These estimates were informed by visiting spending estimates calculated by Americans for the Arts as part of *Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts & Cultural Organizations & Their Audiences*. Visitor survey data collected as part of their initiative revealed that residents spend \$5.02 on souvenirs, gifts, clothing and accessories related to their visit, while nonresidents spend \$10.15.

Based on this study's visitor survey, the analysis assumes that 18% of day-only visitors attend another attraction in the area at a cost of \$12 per person. This estimate is based on a survey of other attractions in the region and the median admission fee for adults charged by those attractions. Nineteen attractions were surveyed, including destinations specifically mentioned by out-of-towners surveyed at the Albright-Knox. The analysis assumes out-of-towner visitors who stay overnight in the area will visit two area attractions, on average.

Total Economic Impacts: Total economic impacts are calculated using IMPLAN and reported in 2016 dollars.

HOW DO ELMWOOD AVENUE CULTURAL INSTITUTIONS IMPACT HOME VALUES AND PROPERTY TAXES?

Annual tax impacts associated with the boost in home values

City of Buffalo Tax Rate Per M Valuation, 2016-17.

Distribution of Home Value Premiums

Home premiums were calculated using the pricing model developed for the study. See *Appendix B: Regression Analysis* for a description of this model and corresponding regression analysis. Parcel data shown on the map is from Erie County Real Property Tax Services.

DOES THE ALBRIGHT-KNOX ART GALLERY'S PUBLIC ART INITIATIVE IMPACT NEIGHBORHOODS?

Findings in this section draw from a public art survey conducted by the University at Buffalo Regional Institute as part of this economic impact study of the Albright-Knox. The survey was intended to understand audiences for public art at three sites in the City of Buffalo and what these audiences perceive to be the impact of public art. A copy of the survey can be found in *Appendix A: Public Art Survey*.

552 individuals age 18+ completed a survey between June and July 2017 at the three selected public art sites. 219 surveys were completed at Canalside's *Shark Girl* site; 166 surveys were completed at Theatre District's *Noodle in the Northern Lights*; and 167 surveys were completed at Tri-Main's *72 Jewett*. Visitors were generally surveyed between 11 am and 2 pm by a team of two survey takers. Responses were collected via a tablet using QuickTapSurvey technology. A complimentary admission ticket to the Albright-Knox was offered to the first 200 survey takers.

Map of 20 Public Art Sites

GIS analysis of location and other data provided by the Albright-Knox at <https://www.albrightknox.org/community/ak-public-art> as of October 2017. Matthew Hoffman's *You Are Beautiful* was located on a billboard at Hyde Park Boulevard and Seneca Avenue in Niagara Falls that is not shown on the map.

Who Visits Public Art Sites?

University at Buffalo Regional Institute, Public Art Survey, 2017.

U.S. Census, American Community Survey, 2015. The analysis of educational attainment in Erie County reflects the population age 25 and up. The analysis of Erie County residents by gender and ethnicity reflects individuals of all ages and may not be not exactly comparable to the public survey findings, which reflect visitors age 18+.

Albright-Knox Art Gallery, Selected Visitor Demographics, FY-2016-17.

What brings them to the neighborhood?

University at Buffalo Regional Institute, Public Art Survey, 2017. Percentages add up to more than 100% since survey

respondents were allowed to select more than one reason for being at the public art site.

How many notice the public art and how does it engage them?

University at Buffalo Regional Institute, Public Art Survey, 2017.

How does public art impact individuals?

University at Buffalo Regional Institute, Public Art Survey, 2017.

Open-ended responses by survey takers were coded by UBRI based on the nature of the feelings the art creates (positive, neutral, and negative) and what the art creates feelings about (self, place or art/artist). Discrepancies between coders were reviewed and resolved.

How does public art impact neighborhoods?

University at Buffalo Regional Institute, Public Art Survey, 2017.

Survey respondents who indicated that the neighborhood benefited from public art were asked about the specific ways the neighborhood benefited. More than 1,400 responses were generated by this question, which allowed respondents to mention more than one benefit.

How do the survey results vary by location?

University at Buffalo Regional Institute, Public Art Survey, 2017.

WHAT ARE SOME EXAMPLES OF THE ALBRIGHT-KNOX INNOVATION LAB'S ROLE AND IMPACT?

Case studies were developed through interviews and other sources.

Interviews

Aly, Ahmed, MD, Clinical Research Fellow, Roswell Park Cancer Institute, Telephone Conversation, July 7, 2017.

Davidson, Russell, Innovation Lab & Special Projects Manager, Albright-Knox Art Gallery, Meeting, May 16, 2017.

Guru, Khurshid, MD, Chair, Department of Urology and Professor of Oncology, Roswell Park Cancer Institute, Personal Interview, July 19, 2017.

Johnston, Alexandra, SACRA Advisory Council, Personal Interview, June 23, 2017.

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Visit Buffalo Niagara. (2017). *Business Plan 2017*. Retrieved from https://issuu.com/visitbuffaloniagara/docs/2017_vbn_business_plan. Albright-Knox Art Gallery is listed among the top 5 attractions visited for overnight domestic visitors, overnight international visitors, and day-trip domestic visitors.

APPENDIX A: PUBLIC ART SURVEY

PUBLIC ART SURVEY

University at Buffalo/Albright-Knox Public Art Survey

Hi. My name is _____. I work at the UB Regional Institute. We are partnering with the Albright-Knox Art Gallery to conduct a survey on the impacts of public art. Would you have a few minutes this afternoon to answer just a few questions? The first 200 participants will receive an admission ticket to the Albright-Knox Art Gallery as a thank you.

Please place a check next to the site where this survey was completed:

___ Canalside

___ Theatre District

___ Tri-Main Center

1. What brings you to this neighborhood today?

- ☐ I live nearby
- ☐ I work downtown
- ☐ I attend school near here
- ☐ I am visiting for services, shopping, dining, or leisure
- ☐ Other (Describe: _____)

1a. How long have you lived, worked, and/or attended school around here?

- ☐ Less than 1 year
- ☐ 1-5 years
- ☐ 5+ years

2. Did you notice this public art installation as you were passing by today?

- ☐ Yes
- ☐ No

3. Have you noticed it before today?

- ☐ Yes
- ☐ No

For those who answer “yes”:

3a. Have you ever had a conversation with someone about this public art piece before today?

- ☐ Yes
- ☐ No

PUBLIC ART SURVEY, CONT'D.

3b. Do you go out of your way to pass by this public art when you are in the area now?

- ☐ Yes
- ☐ No

4. We would like to show you how the street looked before this public art was installed using this Google Cardboard Viewer. Take a look around with the viewer, then look again without the viewer at how things are now.

On a scale of 1 to 5, how does this public art affect the appearance of this street or place from how it used to be? 1="Much worse", 5="Much improved" and 3="No change".

(Much worse) 1 2 3 4 5 (Much improved)

5. How does this public art make you feel when you look at it?

6. In your opinion, does the neighborhood benefit from a public art installation such as this?

- ☐ Yes
- ☐ No
- ☐ No Sure/No Opinion

For those who answer "yes":

6a. In what ways does the neighborhood benefit?

- ☐ Beautification
- ☐ Local Pride
- ☐ Neighborhood Image
- ☐ Street Safety
- ☐ Quality of Life
- ☐ Community Unity
- ☐ Other (Describe: _____)

PUBLIC ART SURVEY, CONT'D.

The last four questions ask for some demographic information to help make sure we reach diverse and representative audiences.

7. What is your age?

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74
- ☐ 75+
- ☐ I prefer not to answer

8. What is the highest level of education you have completed?

- ☐ Some high school
- ☐ High School
- ☐ Associate's Degree
- ☐ Some College/Trade School
- ☐ Bachelor's Degree
- ☐ Master's Degree
- ☐ Professional Degree (such as a JD)
- ☐ Doctorate
- ☐ I prefer not to answer

9. What is your ethnicity?

- ☐ African American/Black
- ☐ American Indian/Native American
- ☐ Asian/Pacific Islander
- ☐ Caucasian/White
- ☐ Hispanic/Latino(a)
- ☐ Middle Eastern
- ☐ Multiracial
- ☐ Other (Please Specify: _____)
- ☐ Prefer not to answer

10. I identify my gender as:

This completes the survey. Thank you so much for taking the time to talk with us.

APPENDIX B: REGRESSION ANALYSIS

Objective:

Determine the impact, if any, that the Albright-Knox and surrounding institutions near the northern end of the Elmwood Avenue cultural district have on residential home prices (and corresponding property taxes).

Methodology:

1. Data on real estate, neighborhood and market variables were collected for every neighborhood in the city of Buffalo. Availability limited home price data to 2,669 homes that were sold from 2012 to 2017. All real estate data was provided by Redfin (available at: www.redfin.com). The final real estate descriptive statistics can be found in the table to the right:

Variable	Min	Max	Mean	Median	Standard Deviation
Sales Price	\$700	\$1,340,000	\$126,626	\$75,950	\$142,159
Bathrooms/ Bedrooms	0.17	3.00	0.46	0.40	0.20
Square Feet	100	9717	1,696	1,512	740

2. Several hedonic pricing models were explored to explain the relationship between home prices (dependent variable) and all other variables (independent variables). All the variables considered in this analysis can be found in the table below:

Home Price Variables

Variable	Type	Year	Geographic level of analysis	Description	Source
Bath/Bed	Continuous	Date of Sale	House	Number of bathrooms divided by the number of bedrooms in each home	Redfin
Square Feet	Continuous	Date of Sale	House	Square feet of livable area of each home	Redfin
Lot Size (acres)	Continuous	2015	Parcel	Size of the lot that a home is located on	Erie County Real Property Tax Services
Adjacent Vacancies	Continuous	2015	Parcel	The number of vacant lots directly adjacent to each home	Calculated
Two-family	Dummy	2015	Parcel	Two-family dwellings = 1, single family home = 0	Erie County Real Property Tax Services
Three-family	Dummy	2015	Parcel	Three-family dwellings = 1, single family home = 0	Erie County Real Property Tax Services
Median Household Income	Continuous	2015	Block	Median household income of the block a home is located on	American Community Survey (5 year estimate)
Violent Crimes	Continuous	2016	Block Group	Number of violent crimes in the block group during 2016	Crime Reports
Property Crimes	Continuous	2016	Block Group	Number of violent crimes in the block group during 2016	Crime Reports
Median Days on Market	Continuous	Month of Sale	City of Buffalo	How long homes stayed on the market before selling. Used as indicator of local market influence on home prices	Redfin
Park Distance	Continuous	N/A	Miles from house	Distance from each home to any park on street network	Calculated
CBD Distance	Continuous	N/A	Miles from house	Distance from each home to Downtown Buffalo Central Business District on street network	Calculated
Albright-Knox Distance	Continuous	N/A	Miles from house	Distance from each home to Albright-Knox on street network	Calculated
Walkable Street Distance	Continuous	N/A	Miles from house	Distance from each home to the closest walkable commercial street on street network	Calculated

Home Price Variables, cont'd.

Variable	Type	Year	Geographic level of analysis	Description	Source
Institution Distance	Continuous	N/A	Miles from house	Distance from each home to a major cultural institution* on street network	Calculated
Olmsted Park	Dummy	N/A	House	Closest park is an Olmsted Park = 1, closest park is not an Olmsted Park = 0	Calculated
Institution Half Mile	Dummy	N/A	House	Home is within 1/2 mile of a major cultural institution = 1, all other homes = 0	Calculated
Albright-Knox	Dummy	N/A	House	Closest institution is Albright-Knox = 1, closest institution is another institution= 0	Calculated
Kleinhans Music Hall	Dummy	N/A	House	Closest institution is Kleinhans = 1, closest institution is another institution= 0	Calculated
Buffalo Botanical Gardens	Dummy	N/A	House	Closest institution is the Buffalo Botanical Museum = 1, closest institution is another institution= 0	Calculated
Buffalo Science Museum	Dummy	N/A	House	Closest institution is the Buffalo Science Museum = 1, closest institution is another institution= 0	Calculated
Olmsted Park / Albright-Knox	Dummy	N/A	House	Closest institution is the Albright-Knox and closest Park is an Olmsted Park = 1, closest park is not an Olmsted Park = 0	Calculated
Olmsted Park / Kleinhans	Dummy	N/A	House	Closest institution is the Kleinhans and closest Park is an Olmsted Park = 1, closest park is not an Olmsted Park = 0	Calculated
Olmsted Park / Buffalo Botanical Gardens	Dummy	N/A	House	Closest institution is the Buffalo Botanical Gardens and closest Park is an Olmsted Park = 1, closest park is not an Olmsted Park = 0	Calculated
Olmsted Park / Buffalo Science Museum	Dummy	N/A	House	Closest institution is the Buffalo Science Museum and closest Park is an Olmsted Park = 1, closest park is not an Olmsted Park = 0	Calculated

** for comparability this analysis only includes institutions that have a similar regional influence to that of the Albright-Knox and are located next to an Olmsted-designed park or parkway. These include Kleinhans Music Hall, The Buffalo Science Museum, and the Buffalo Botanical Gardens.*

3. The model with the best fit and was chosen to estimate the home prices for single- and two-family homes across the city. The statistics from this model can be seen in the table below:

MODEL FIT	
Multiple R	0.8680
R Square	0.7534
Adjusted R Square	0.7525
Standard Error	70713.51
Observations	2669.00
F Stat	902.55

Variable	Coefficients	Standard Error	t Stat	P-value
Intercept	\$ (121,580.93)	7596.58	-16.00	4.10E-55
Bath/Bed	\$ 130,569.61	7860.44	16.61	4.95E-59
Square Feet	\$ 108.93	2.26	48.15	0.00E+00
Two-family	\$ (33,524.69)	6441.91	-5.20	2.10E-07
Median Household Income	\$ 1.72	0.09	19.67	1.62E-80
Median Days on Market	\$ (329.32)	39.14	-8.41	6.44E-17
Institution Distance	\$ (16,403.73)	1524.86	-10.76	1.90E-26
Violent Crimes	\$ (2,710.53)	648.47	-4.18	3.01E-05
Park Distance	\$ (7,221.69)	3050.21	-2.37	1.80E-02
Olmsted Park / Albright-Knox	\$ 27,602.88	3392.16	8.14	6.14E-16

4. Two variables from the final model were used to estimate the impact of the Elmwood Ave cultural district—Distance to Institution and Elmwood Ave Premium. The final equations used for estimating the price impact per home and total impact are shown below:

$$Impact_i = \beta_1 - \beta_2 (D_i)$$

$$Total Impact = n(\beta_1) - \beta_2 \left(\sum_{i=1}^n D_i \right)$$

where:

n = Number of homes in the Elmwood Avenue cultural district impact area

β_1 = Model coefficient for "Olmsted Park / Albright-Knox" variable

β_2 = Model coefficient for "Institution Distance" variable

D_i = Distance of a home to Albright-Knox

