Economic Impact Report

THE ART CENTER OF CORPUS CHRISTI
100 N. Shoreline Blvd.
Corpus Christi, TX 78401

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Prepared by

SOUTH TEXAS ECONOMIC DEVELOPMENT CENTER

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SUMMARY

The Art Center of Corpus Christi

Key Facts

- The mission of the Art Center of Corpus Christi is to nurture local artists and regional art by promoting creative activity in a diverse community in South Texas.
- The Art Center attracts about 200,000 visitors annually and its Citrus Bistro serves lunch to about 25,000 people each year.
- The Art Center is supported by a full-time staff of six and a team of 77 regular volunteers. Its operations directly generate a local economic impact in excess of $1 million annually, and more than $30,000 in local tax revenues.
- In addition to its location on Corpus Christi's downtown bayfront, the artistic architectural style of the Art Center and its various venues play a key role in the $1.2 billion tourism/hospitality industry in the Corpus Christi metro area.

Key Impacts on the Region

- The Center promotes cultural diversity in South Texas, while enhancing Corpus Christi's identity and attractiveness
- The Center promotes the local art industry and artists
- The Art Center helps attract visitors, residents, and new businesses to Corpus Christi
- The Art Center spends money on local businesses
- Center employees spend money locally
- Visitors spend money when attending events
- The Center enhances the quality of life of all people by promoting arts and community services

The Corpus Christi economy benefits directly from:

$1,053,717	15	$31,263
Economic Impact (Sales)	**Jobs**	**Local Taxes**

Background

The Art Center of Corpus Christi was incorporated in 1972 with the mission to nurture local artists and regional art in service to the diverse community in South Texas.

Unlike a museum, such as the Art Museum of South Texas, the Art Center is devoted exclusively to regional art with an emphasis on providing working artists with a venue to promote and sell their artwork.

The Art Center's galleries feature a wide variety of local and regional artists with monthly receptions for visitors to meet the artists. Auxiliary galleries double as meeting rooms and studios for art classes. The Barry Brown Clay Studio is run by a group of local artists, who also provide clay art classes.

In addition to its scenic location on Corpus Christi's downtown bayfront overlooking the marina, the Mediterranean-style Devary's Courtyard, the Meadows Gallery and the Bay View Room all make the Art Center a popular destination for wedding, business meetings, parties, and other events. Its Citrus Bistro restaurant is open every day for lunch. Its Studio C Gallery is a boutique selling original artwork and gifts created by local artists.

Approximately 200,000 visitors visit the Art Center annually. Visitors come from over 400 zip codes outside the Coastal Bend region and 30 other countries around the world. The Art Center is also home to the Corpus Christi Downtown Farmers Market, which opens on Wednesday evenings.

Services

The Art Center of Corpus Christi benefits not only local artists and residents, but also out-of-town visitors. Other than the direct economic impacts from its own operations, the Art Center plays a significant role in the $1.2 billion tourism industry in the Corpus Christi metro area.

A total of 200,000 visitors to the Art Center's various facilities generated about $1 million in gross revenues in 2017. The Citrus Bistro served about 25,000 people during 2017, with gross revenues totaling $270,000. The Studio C boutique generated a total of $75,000 in annual gross sales, 60% of which were for out-of-town visitors. Local artists contributed 90% of the items for sale in that store.

Other incomes that the Art Center generated in 2017 included about $60,000 in art sales from its galleries, $29,000 in tuition for art education, $25,000 in service fees for the Clay Studio, and more than $125,000 in facility rental services for various types of events. Its exhibitions helped 107 local artists sell a total of 321 art pieces in 2017.

The Art Center is a 501(c)3 non-profit organization, which relies on donations, dues, and foundation grants to support its "free admission for everyone every day" policy,

outreach programs and art education programs. In 2017, the Center received a total of $30,000 in grants and donations. In addition to its full-time staff and contract vendors, the Art Center is served by a team of 77 regular volunteers. During the Labor Day weekend in 2017, another 60 volunteers participated in the Arts Alive festivals.

A total of 259 students attended a wide variety of studio art classes at the Art Center. The Center also provided scholarships for Art Camp to 84 children aged 8-12. To strengthen family bonds, the Center offered a total of 312 hours to over 10,000 individuals in Free Family Art Time. Each Wednesday, the Art Center supports community-based service efforts by being the host for the downtown Farmers Market.

Economic Impacts

The Art Center's *direct* contribution to the local economy of Corpus Christi arises from its utilization of local resources, as measured by the expenditures for its staff and vendors, including the local artists who sell their artwork through the Center.

The operation of the Art Center is supported by a full-time staff of six, with a total payroll of $192,000 in 2017. To run its various venues, the Center also incurred a total of $58,000 in contract labor. Additionally, it paid $200,000 to suppliers from Corpus Christi, and $118,000 to other service providers, such as utilities.

The Art Center Expenditures, 2017

Staff Payroll and Contract Labor	$250,000
Local Vendors	$200,000
Local Artists	$70,000
Other Service Providers	$118,000
	$638,000

In addition to direct spending on local resources, the Art Center's operation generates secondary, or spillover, impacts on the local economy. Such impacts occur when its local suppliers need to replenish its inventory stock and also hire more workers, and when their employees also spend at least some of their income earnings locally.

These ripple effects on businesses and households across the Corpus Christi metro area are calculated using an economic model for the region, called IMPLAN. Including estimates for secondary economic impacts, the Art Center's operation alone generates a total economic impact of slightly more than **$1 million, 15 full-time job positions, and approximately $31,000 in local tax revenues.**

Extended Impacts

Undoubtedly, the Art Center is one centerpiece of Corpus Christi's $12 billion tourism industry. Visitors to the Art Center also spend money downtown and elsewhere when attending events.

In addition to the direct economic impacts from its own business activities, the Center is achieving a wide range of economic goals by elevating the attractiveness of downtown Corpus Christi for visitors, residents and new businesses. More importantly, the Art Center of Corpus Christi is a key force that advances the cultural character of South Texas through the promotion of social activities that highlight cultural diversity and community distinctiveness.

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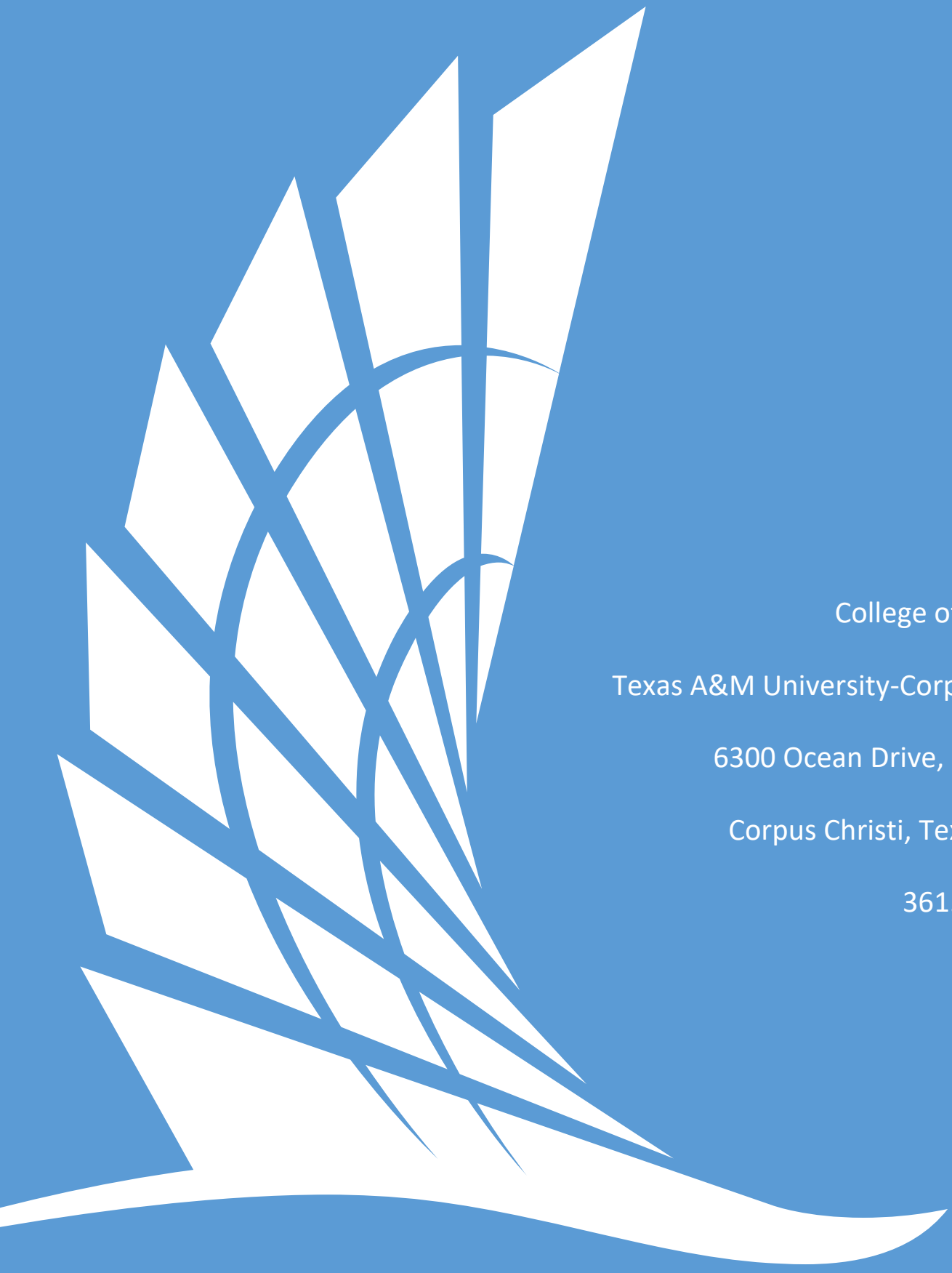

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