

# Dancing Enriches Arizona Lives



**Arizona Dance Coalition presents the  
ECONOMIC IMPACT OF DANCE ARTS IN ARIZONA FOR 2019 PROJECT REPORT  
September 17, 2022**

*Poster Images courtesy of Ron Brewer Images*



The Arizona Dance Coalition (ADC) is a nonprofit, 501(c)(3) membership-based organization founded in 2006. We connect, inform, and educate our dance communities and promote dance to the general public.

## ECONOMIC IMPACT OF DANCE ARTS IN ARIZONA FOR 2019

September 17, 2022 | National Dance Day

Within this document you will find an overview of the project which began sometime in late 2019 with the idea that DANCE needed more recognition and representation for its contributions to AZ.

### KEY POINTS

- The economic contribution of the Dance Industry to Arizona in 2019 was **\$38.3 million**, supporting **1100 jobs**, and **\$14.2 million** in annual labor income.
- There are **606 Dance Businesses** in Arizona (as of 9/17/22), of which **123 are nonprofit organizations**, and **265 are owned and managed by women**.
- 1-day to 4-day unique annual dance events (*festivals, workshops, performances, social dances*) attract an estimated **4,452 performers** each year and an estimated **154,380 local attendees**.
- Out-of-state visitors (*guest artists, performers, social dancers, and students*) and the length of their stay in relationship to these events and activities generated an estimated **9,489 annual visitor days** in 2019. These visitors generate **annual economic output of \$1.6 M**.

Overview: 12 pages

Economic Impact Report by Applied Economics: 15 pages

List of AZ Dance Businesses (Nonprofit Included): 9 pages

List of Women-Owned/Managed

Dance Businesses in AZ: 6 pages

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*We connect, inform, and educate our dance communities and promote dance to the general public.*

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September 17, 2022

## ECONOMIC IMPACT OF DANCE ARTS IN AZ FOR 2019

The **Arizona Dance Coalition (ADC)** embarked on a 2+ year project collecting data, conducting interviews, researching and analyzing the **economic impact** of the dance industry in Arizona for **2019 – pre-pandemic**. This 'economic impact' study is the first of its kind for the dance industry in the U.S. It is inclusive of both *nonprofit* and *forprofit* organizations, self-employed dance professionals (*independent contractors*), venues, and individuals in related jobs such as costume designers, photographers, writers/bloggers, unique dance event organizers (*festivals, fundraisers, competitions*), etc.

Prior to this project the only dance data collected and maintained by ADC was the compilation of two lists: **Dance Businesses in Arizona** and **Dance Businesses Owned/Managed by Women in Arizona** (inspired by **International Women's Day March 8, 2017**, and presented to all Arizona Legislators during **Arts Congress March 2017**). The 2022 lists are included in this report.

DANCE LISTS MAINTAINED BY THE ARIZONA DANCE COALITION					
	2017	2018	2022	% Change	% of 2022 Total
Women-Owned/Managed Dance Businesses	110		265	41%	44%*
All Dance Businesses in Arizona		363	<b>606</b>	60%	
Nonprofit AZ Dance Organizations (new list)			123		20%**

\*265 women-owned/managed dance business as a percentage of 606 total dance business for 2022.

\*\*123 nonprofit dance organizations as a percentage of 606 total dance business for 2022.

The ECONOMIC IMPACT analysis and report was completed by **Sarah Murley**, principal with **Applied Economics** (Phoenix). It is included with this overview and summarizes the economic contribution of the Dance Industry to Arizona in 2019 was **\$38.3 million**, supporting **1100 jobs**, and **\$14.2 million** in annual labor income. Keep reading ...

In November 2020 we began to collect names of **AZ Dance Professionals** who were interested and invested in the results of this project. 146 joined the list and were asked if they earned dance income in 2020, and if they had dance expenditures in 2020 — *the year of the pandemic*.

**76.2% continued to earn dance income in 2020,  
while 97.9% incurred dance expenses!**

To get a *normal picture* — *pre-pandemic* — of our dance contribution to AZ, we focused our research on **2019**. The bulk of our job numbers and financial data was extracted from IRS Tax Returns 990 & 990 EZ (calendar or fiscal years 2018-2019 or 2019-2020) of nonprofit dance organizations. It was supplemented by data provided by **SMU DataArts\*** of nonprofits dance organizations only required to file an IRS 990 postcard (no data is provided on postcard filings). Interviews were conducted with venues (rental income, attendance statistics, other income, and, if any, expenses specific to presenting dance), organizations that offer dance instruction (parks & rec, youth organizations, and similar), and with organizers\*\* of unique dance events: festivals, workshops, performances, and social dance events drawing participants and audiences from across the country, with a few drawing international guest artists. Organizers shared costs, attendance/participant numbers, and the number of out-of-town guests/participants to measure the impact of ‘tourism.’ (*Explained in pages 12-13 of Economic Impact Report by Applied Economics.*)

In addition, three surveys were created and distributed in December 2021 to collect data from:

- 1) self-employed/sole proprietors,
- 2) employees of dance organizations (included K-12/higher ed), and
- 3) dance organizations (included recreational/fitness businesses, dance teams/groups and clubs, and pre-professional and professional dance companies, and dance studios)

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*\*SMU DataArts is an organization created to strengthen arts and culture by documenting and disseminating information on the arts and culture sector. Their mission is to empower arts and cultural leaders with high-quality data and evidence-based resources and insights that help them to overcome challenges and increase impact. For more information on SMU DataArts, visit [culturaldata.org](http://culturaldata.org).*

*\*\*Organizers of 13 unique dance events received the Arizona Dance Coalition CREATING CONNECTIONS AWARD on April 29, 2021, International Dance Day, for their long-time service (10+ years) in organizing and producing events that bring hundreds of dancers, students, audience members, and social dancers together from across the state and country to celebrate dance. The ‘impact’ of their service draws visitors to our state, our towns, and our local businesses.*

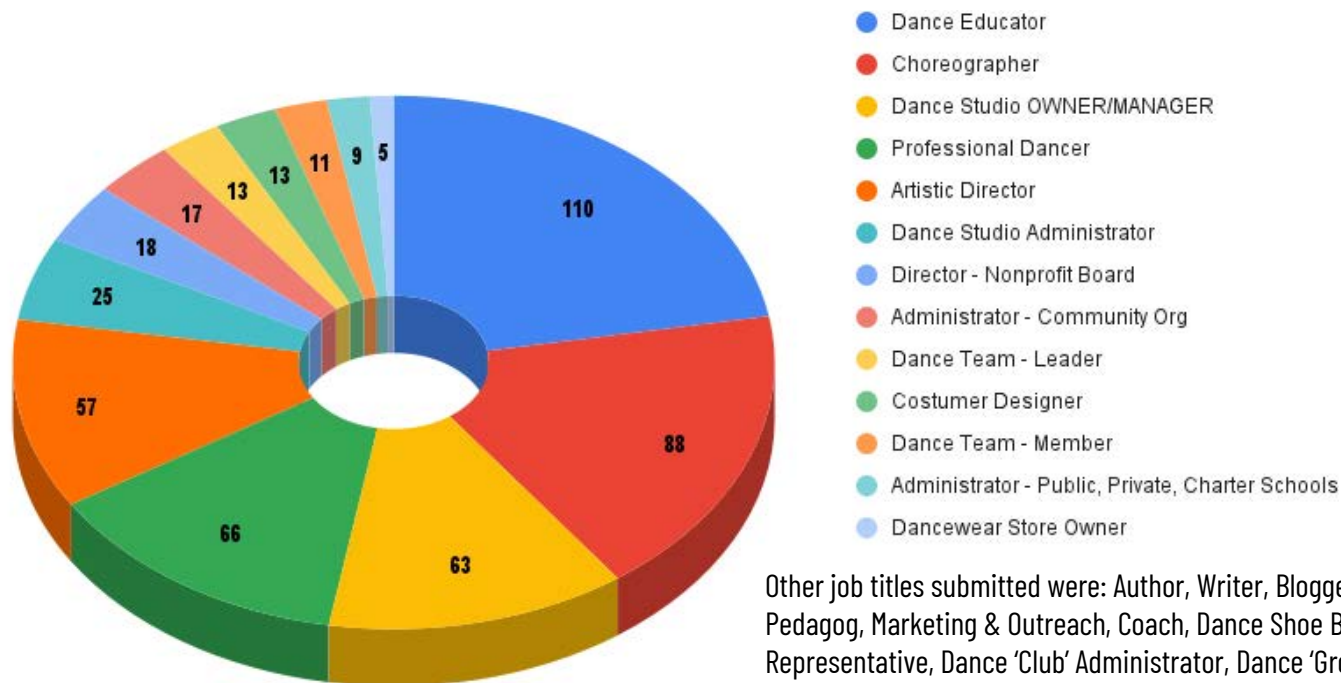


## DESCRIPTION OF ARIZONA DANCE PROFESSIONALS

If is good for the readers of this report to get an idea of what JOB TITLES our dance professionals hold. To say one identifies as a dancer, a dance educator, or a dance studio owner does not provide enough information to appreciate their 'contribution' to our communities. The following list of JOB TITLES is compiled from the 146 respondents of the AZ Dance Professionals survey.

Dance Professionals	Identify with # of Job Titles
3	8
9	7
10	6
18	5
24	4
22	3
32	2
29	1

A example of someone identifying with 8+ job titles could be a dance studio owner who also has a performing company. She/he/they teaches, choreographs, manages the business and directs the performing company, designs/orders costumes, and produces/directs productions. She/he/they may also be fundraisers, grantwriters, and marketers. One can assume the work week exceeds 50-60 hours and Sundays are spent in rehearsals or traveling to local and national competitions. Then there is the debt collecting, and managing the books. This could very well describe your local dance studio owner. *Remember to thank them for their service.*



Other job titles submitted were: Author, Writer, Blogger, Pedagog, Marketing & Outreach, Coach, Dance Shoe Brand Representative, Dance 'Club' Administrator, Dance 'Group' Owner, Production Manager, Lighting Designer, Director of Costuming/Wardrobe, Musical Theatre Director, Somatics Professional, Dance Exercise Leader, Musician

Dance Educator 22.2%, Choreographer 17.8%, Dance Studio Owner/Manager 12.7%, Professional Dancer 13.3%, and Artistic Director 11.5%

## TESTIMONIAL

*"Congratulations and a big thank you to the Arizona Dance Coalition for the excellent report on the Economic Impact of Dance Arts in Arizona! It is exciting to see combined into one report all the many and varied assets that make up the dance ecosystem in our state. The strong message sent by the \$38.3 million in economic impact confirms the importance of dance to our Arizona communities and the breadth of the dance activity happening here. Through this report we can celebrate that dance makes both an intrinsic and an economic impact on lives throughout the state. It is an art form that transcends language to bring people together in shared and beautiful experiences, and I hope this report helps properly elevate the field's reputation and respect as a foundational, essential and formative arts experience accessible to all."*

Cindy Ornstein

Executive Director, Mesa Arts Center  
Director, City of Mesa Arts & Culture



ARIZONA VENUES PRESENT  
NATIONAL & LOCAL DANCE COMPANIES



Left to right, top row: Alvin Ailey American Dance Theater, Ballet Folklórico de México de Amalia Hernández, Stomp at the Mesa Arts Center. Bottom row: Flamenco Intimo at the Scottsdale Center for the Arts; Bill T Jones/Arnie Zane at ASU Gammage; Alonzo King LINES Ballet at the Scottsdale Center for the Arts

# DANCE

ECONOMIC IMPACT IN AZ

## Dancing Enriches Arizona Lives



Data released March 30, 2021, by the [National Endowment for the Arts](#) and the [Bureau of Economic Analysis](#). Distributed by the [Arizona Commission on the Arts](#). Read the entire article [here](#).

The question was asked, “*What part of these numbers (reported below) represents the contribution by the DANCE INDUSTRY in Arizona?*”

### Arizona’s Arts and Cultural Production, 2019

Arizona’s arts and culture industries contributed **\$10.87 Billion** to the state’s economy in 2019, employing nearly **89,033** Arizonans who earned a combined **\$5.59 Billion**, contributing more to the State’s economy than mining, agriculture, and forestry combined.

2019 - ARIZONA			
Arts and Cultural Production Satellite Account (Bureau of Economic Analysis   U.S. Dept of Commerce)			
	Value Added (000s)	Employment	Compensation (000s)
AZ Arts & Cultural Industries	\$10,874,706	89,033	\$5,591,778
Core Arts & Cultural Industries	\$2,259,946	20,456	\$1,034,007
Promoters of performing arts	\$270,762	2,4472	\$72,578
Independent artists, writers and performers - to include dancers, choreographers	\$206,588	629	\$58,425
AZ DANCE INDUSTRY <sup>1</sup> (ADC Economic Impact Report 9/17/2022)	\$18,453	966*	\$8,315
% of Independent artists/performers	9%	*includes admin	14%

<sup>1</sup>If the ADC survey respondents included more private dance businesses, K-12/higher education dance educators, dance fitness leaders, and dance competition organizations, the data would be significantly higher. This project is the first effort to collect financial and jobs data – a first in the country – in an attempt to measure the impact/contribution of the Dance Industry in Arizona.

## ARIZONA NONPROFIT DANCE ORGANIZATIONS

Arizona nonprofit dance organizations have varied missions. Many focus on performance and education. Others organize to fundraise and serve special communities and/or causes, i.e., fighting diseases, saving and caring for pets, and teaching underserved populations, to name a few. Ethnic / folk dance ensembles, senior tap dance groups, social dance clubs (Contra, Ballroom, Latin), modern/ contemporary dance companies, aerial dance companies, and pre-professional and professional ballet companies fill our stages — indoors and outdoors — with incredible energy, talent, and vivid costumes. Foundations and booster clubs fundraise to provide scholarships for students in need of financial assistance. They may purchase costumes, cover travel expenses to competitions, and sponsor guest artist for workshops and choreography. Arizona also has two statewide dance service organizations: [Arizona Dance Education Organization \(AzDEO\)](#) and the [Arizona Dance Coalition](#).

A significant portion of data collected for this project comes from 47 (out of 123) Arizona nonprofit dance organizations thanks to their required Federal tax reporting and data submitted to grantors through SMU DataArts. *Allow yourselves to 'imagine' what the results of this project would be if an estimated 500-600 dance businesses in Arizona participated in our surveys. Top it off with data from venues presenting dance performances, hosting dance festivals, and/or renting to dance studios/ companies and competition organizations.*



*Just imagine!*

*"The arts are an integral part of what makes Arizona a place we all love to call home. Nearly 8% of all nonprofits in Arizona are in the Arts, Culture and Humanities sector, and their contributions go well beyond the entertainment, enrichment and enjoyment their programs provide. They also contribute positively to our state's economy in the form of gross state product, employment, and tax revenue. Supporting this sector is critically important to ensure the arts, including dance, are around for future generations to enjoy, especially during times of economic crisis as we have experienced the past few years during COVID."*

**Kristen Merrifield, CEO/Executive Director, Alliance of Arizona Nonprofits**



## TESTIMONIAL

*"We are so grateful to the Arizona Dance Coalition for undertaking such an informative study. Their Economic Impact report greatly affects both the future of Ballet Arizona and our treasured arts & culture community. As the premiere professional ballet company of Phoenix and the largest professional dance organization in Arizona, this report allows us to continue to spread the message of how central our arts & culture organizations are to the vitality of our community. Ballet provides Arizonans with a place to experience cultural storytelling, moments filled with magic, and fine art through the lens of dance while also providing our community with career opportunities in the arts. This report helps us better tell the story of how widespread and critical organizations such as Ballet Arizona are to the economic impact of our state."*

Jami Kozemczak, Executive Director  
Ballet Arizona, Phoenix



Act **One** is actively working with arts organizations across the state exploring digital and virtual platforms to share with schools to ensure that Arizona's children continue to have access to the arts.

In 2019 Act One facilitated field trips to 15 dance performances for six nonprofit dance organizations and one presenter.

**7,372 SCHOOL CHILDREN**  
**ATTENDED**  
**DANCE PERFORMANCES**  
**in 2019**

<https://act1az.org/>

School children attending Ballet Arizona's  
2021 Nutcracker at Symphony Hall in Phoenix





### National Endowment for the Arts 2020 Arts Basic Survey

*(pre-pandemic data collection for 12 months  
leading to February 2020)*

revealed **43%** of adults residing in Arizona *attended a live music, theater, or dance performance*. The attendance rate for Arizona was greater than the **total U.S. rate of 32.3%**. Your first thought may be, *"it must be Arizona's great weather."* Upon reviewing the list of states, Vermont was the highest at 54.1%, followed by D.C. at 50%, Utah 48.4%, Colorado 46.8%, and Minnesota at 45.1%. Clearly weather was not a factor.



The responses to one question by the **2020 Gallup Arizona Survey** conducted by the **Center for the Future of Arizona** (August 28-October 26, 2020) rating Arizona's arts and culture, e.g., theater, museums, music venues, showed baby boomers and older living in more affluent areas were highly satisfied with ratings 70% and above. The lowest ratings, under 50%, were in Mohave, Apache, and Lake Havasu City, with the lowest, 36%, in Santa Cruz.

The **'Action Agenda for Arizona's Future'** does not include action for and inclusion of the *performing arts*. *Clearly this is an opportunity for us to advocate for the performing arts. Through dance education and dancing, we can improve the minds, bodies, and energy of our youth, and **prepare a highly educated and skilled population**. According to the survey results, this is the **#1 Shared Public Value**.*



The School of Ballet Arizona Summer Program

## GENERAL QUESTIONS POSED TO SURVEY RESPONDENTS

The following responses will give you an *idea* of what dance professionals think about the future of dance in Arizona, a \$15/hr minimum wage, outdoor spaces for performance, and more. The pandemic highlighted the lack of outdoor spaces for holding dance classes and performances. Where's that amphitheater when you need it? Or that plaza for social dancing and dance fitness? Dancing is community building. Dancing creates happy and healthy citizens. Dancing is celebrating life!

Questions	Respondents	Yes	No
Do you purchase merchandise at performances?	40	50%	50%
Is the Dance Industry thriving in Arizona?	39	46%	54%
Is there enough paid work for dancers in Arizona?	39	21%	79%
Do you see growth for yourself in dance in Arizona?	39	56%	44%
Is \$15/hr a reasonable wage for a new teachers (beginners)	40	40%	60%
Is \$15/hr a reasonable wage for dance company rehearsals?	39	54%	46%
Would you like to see your city/town invest in an outdoor stage suitable for professional dancers?	36	83%	17%
Would you like to see your city/town develop plazas suitable for social dancing and dance fitness?	36	86%	14%
Did you work/teach virtually during the pandemic?	37	46%	54%
If yes, did you enjoy the process?	17	53%	47%
Is it easy to find rehearsal and performance space?	35	60%	40%
Is it easy to find a seamstress/costume designer?	34	50%	50%

### \$\$ WHERE THE MONEY GOES \$\$ (per survey respondents)

**HEALTH: MASSAGE THERAPISTS** receive the most healthcare dollars from dance professionals — 40-68%. **CHIROPRACTORS, NURSES, AND PHYSICAL THERAPISTS** follow closely behind.

**TRAVEL: TRAVEL EXPENSES** to competitions, conferences/conventions, professional development, and auditions were significant for teachers/dancers, especially those auditioning across the country, or attending summer intensives and competitions abroad.

Costs may exceed \$30,000 to study with international dance companies abroad.

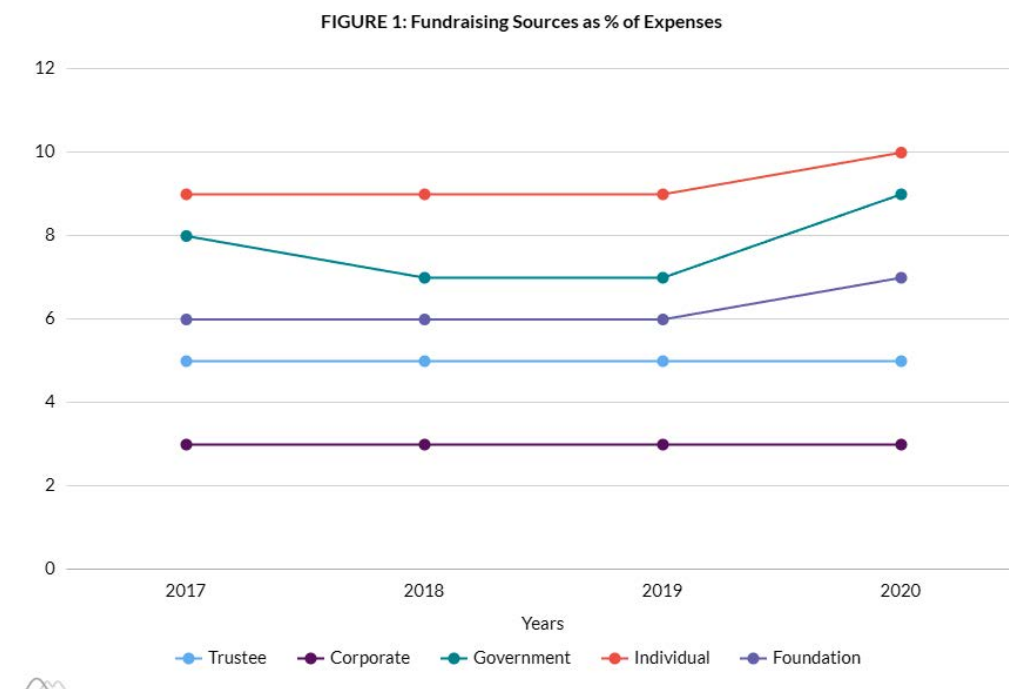
## WHAT ARE WE LEARNING ABOUT 2020?

### SMU DataArts - The Arts in Recovery Blog Series

According to SMU DataArts, analysis of 2020 in its early pandemic stage indicates nonprofit organizations became more efficient in fundraising mostly due to the decrease in fundraising expenses and support from government funding (focus on workforce retention). Read the entire article [here: https://culturaldata.org/the-arts-in-recovery-blog-series/return-on-fundraising-in-2020/](https://culturaldata.org/the-arts-in-recovery-blog-series/return-on-fundraising-in-2020/)

SMU DataArts tracks contributed revenue diversity from five primary sources: trustees, corporations, individual donors, foundations, and public agencies at all levels of government. Below is a chart showing an increase in foundation, government and individual funding from 2019-2020. Read the entire article [here:](https://culturaldata.org/the-arts-in-recovery-blog-series/contributed-revenue-sources-2020/)

<https://culturaldata.org/the-arts-in-recovery-blog-series/contributed-revenue-sources-2020/>



Capturing financial positions through August 2020, or 5 months into the pandemic, data showed a relative increase in unrestricted contributed revenue — inflation adjusted increase of 3% — compared to total expenses (before depreciation) — decrease of 11%. Read the entire article [here:](https://culturaldata.org/the-arts-in-recovery-blog-series/unrestricted-contributed-revenue-in-2020/)

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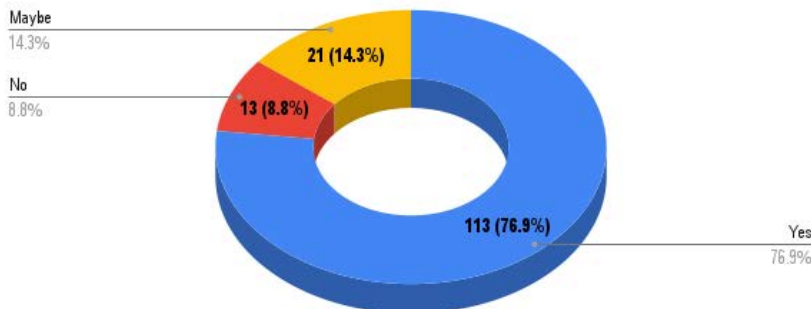


## COMING IN 2023



**American for the Arts** will be conducting another **ARTS & ECONOMIC PROSPERITY** study (AEP6) — their sixth national study of the economic impact of the nonprofits arts and culture industry. It is a 12-month process which began in May 2022 and will continue through April 2023. In 2017 only three Arizona cities/region participated: Mesa, Phoenix and West Valley Region. This time there will be a statewide analysis, including rural areas, coordinated through the **Arizona Commission on the Arts**. In addition, these nine local communities will receive their own customized reports: Phoenix, Flagstaff, Sedona, Chandler, Mesa, Tempe, Scottsdale, Pima County, and the West Valley Region. You can learn about the project [here](#).

Support a Scholarship Fund (for all ages), and Support Sponsorship for Dance Programs (for all ages)



### AZ Dance Professionals Survey

Total 147 Respondents

76.9% would like to see a **DANCE SCHOLARSHIP FUND** for those students — all ages — in need of financial assistance.

**SPONSORED DANCE PROGRAMS** may be a collaboration between a venue, a teacher, and a funder, to bring dance to communities in need of moving, exercise, thinking, and ultimately, dancing!

Visit [AzDanceCoalition.org](https://AzDanceCoalition.org) to learn more about the organization and explore the website.

**SUBSCRIBE or BECOME A MEMBER — JOIN!**

**Facebook | Facebook Group | Twitter | Pinterest**



# DANCE

ECONOMIC IMPACT IN AZ

*Dancing Enriches Arizona Lives*

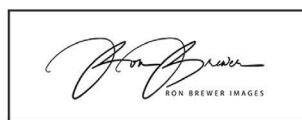
*A sincere thank you to all the partners in this project that donated prizes  
to make the survey completion process more exciting!  
All the winners were thrilled with their prizes!*

**\$5600+ DONATED PRIZES BY INVESTED PARTNERS**

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**THANK YOU FOR PARTICIPATING IN OUR PROJECT AND MAKING THE PROCESS  
OF FILLING OUT SURVEYS A LITTLE MORE EXCITING!**

*Click on the names of our partners below to make a 'connection' and show  
your support for their business.*

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