

OVERVIEW

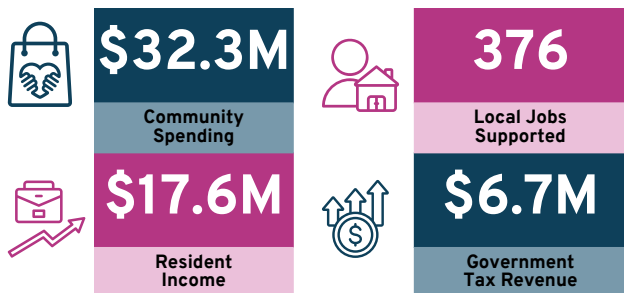
As the epicenter of arts and culture in our community, **Patchogue Arts Council** is at the forefront of blending artistic innovation with economic development. For 15 years, our organization has consistently catalyzed local and statewide financial success, and we're pleased to share 2023 has been our most prosperous year yet. Thanks to the generous support of our donors and partners, we have not only enriched the cultural tapestry of our region but have also contributed to **\$32.3 million** in economic vitality and social fabric of Long Island.

In this report, we are excited to share the tangible impact of your investments – from fostering artist careers, providing arts in education experiences across L.I., and supporting small businesses to enhancing the quality of life for all community members.

Our journey over the last year has been one of inspiration, challenge, and profound community connection, and we are proud to showcase how, **together, we are making a difference.** With your ongoing support we will continue to reach new heights!

2023 PATCHOGUE ARTS COUNCIL ECONOMIC IMPACT

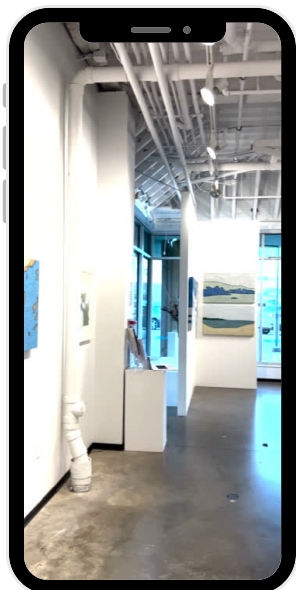
Funding for Patchogue Arts Council is an investment that stimulates the economy, supports local jobs, and contributes to building a healthy and vibrant locality. In 2023 we've contributed to:



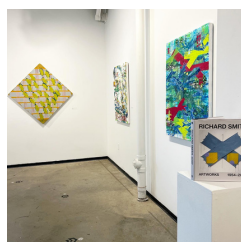
2023 PATCHOGUE ARTS COUNCIL HIGHLIGHTS

PAC 2023: A YEAR IN REVIEW

Click to play or scan QR code



PAC + OPPORTUNITY



MoCA L.I. & Satellite Exhibitions

Ongoing

- Increased exhibits by 150% (5 local galleries)
- Expansive network of emerging, mid-career, and established artists

PAC + EDUCATION



PEACE Project (Year 2 of 5)

June 2023 (Year End)

- Only educational program of its kind on Long Island
- 34 cohort members
- 99% success rate

PAC + TECHNOLOGY



MoCA Lights / Merry & Bright

Oct 2023 / Dec 30 - Jan 1

- 8,000+ LI Attendees
- 2nd largest in NY
- 13+ locations/ 200+ Artists

PAC + EVENTS



Arts on Terry (Annual Event)

September 2023

- 3,000+ LI Attendees
- 17+ Organizations/ 300+ Artists

PAC + COMMUNITY

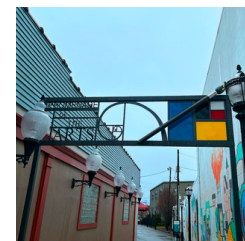


PAC x VoP Chamber Arts Integration

Ongoing

- Active Alive After 5 contributor
- Co-hosted Fall Festival
- Hosted official pride parade after party generated 5000+ LI Attendees

PAC + PUBLIC ART



Visual Arts Consultant Ongoing Promenade to the Arts Arch 2023

- 60,000+ reach local tourism
- Projects include: Annual Sculpture Garden, Annual Mural project, 3 public art arches, various public art installations

2023 PATCHOGUE ARTS COUNCIL COMMUNITY DEVELOPMENT

This year, we've individually hosted 110+ events, and partnered with of organizations across Suffolk County to drive diverse cultural expressions, nurture social connections, promote neighborly pride, and boost tourism through authentic arts experiences.

Cultural events such as *MOCA Lights* and *Arts on Terry* have enriched the quality of life and well-being of local residents. On Long Island, attendees spend an average of \$38 per person per event, beyond the cost of admission. These dollars represent essential income for local merchants and contribute to the overall health and vitality of the community.

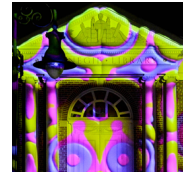
Educational and equitable enrichment programs such as Art Therapy with *SEPA Mujer* and *PAC PEACE (Partners in Education, Arts, and Community Empowerment) project*, enabled students, underrepresented patrons, educators, and cultural partners alike to foster personal and professional development through arts based solutions.

PARTNERSHIPS & COLLABORATORS

- In 2023, PAC partnered with 25+ local businesses, 550+ artists, 20+ art collaborators, and 30+ non-art collaborators spanning from Nassau to Montauk
- PAC demonstrates a thriving 'community & artist-first' approach to our partnerships. Unlike the business model of many arts organizations on L.I., our council provides comprehensive local business endorsements, accessible opportunities for artists, and sponsorships to foster educational and career progression, free from financial barriers.
- Our work with local government has a lasting impact on village infrastructure. So much so, that Terry Street in Patchogue, home to PAC MOCA, is **officially zoned as an Arts District** since 2017.

Village of Patchogue | 25+ Local Businesses

- PAC is the **Visual Arts Consultant** for the Village alongside the Community Development Agency (CDA)
 - In 2023, this collaboration advanced public art in the form of marketing materials such as ads and banners, and public installations.
- PAC is proud to collaborate with the Patchogue Chamber. We directly **elevate participation in community events and drive traffic to local businesses** by incorporating and representing the arts.
 - In 2023, we've contributed to a variety of events such as Alive After 5, the Fall Festival, and the Holiday Vendor Emporium to promote local artists and arts related merchants.
- PAC plays a critical role in **pioneering innovative impactful technology, projection mapping and AR** (augmented reality).
- In partnership with Patchogue-Medford Library, MOCA Lights became the catalyst for a permanent holographic projections in the community, through commissioned site specific installations.
 - In 2023, the Pat-Med Library won an award for their investment for this application of unique technology. And in early 2024, the team will be presenting the impact of Interactive Marketing with AR at the American Library Association LibLearnX Conference.



MOCA L.I.ghts
Historic Carnegie Library
October 2023



Annual Mural
Ribbon Cutting
June 2023

Long Island & Beyond Art Collaborators | 550+ Artists 25+ Arts Collaborators

- PAC **services artists** through exhibition opportunities, promotion of contemporary work, media outreach, and when possible fiscal sponsorship to make it possible for access to local, state and federal grant funding.
 - In 2023, we facilitated \$40,000 from NYSCA as a fiscal sponsor for 4 artists and \$200,000+ PAC funded coverage for artists fees/commissions, stipends to visual artists, teaching artists, poets, performers, musicians, teaching artists, commissions, professional development, curatorial needs, new works, and freelance support.
- Most art councils charge artist fees, exhibit fees, and require membership commitments. PAC differs from most, by **eliminating financial barriers and promoting broad artist inclusiveness**, cross sector collaborations. An ongoing partnership with Patchogue-Medford Library makes it possible for programs like Coffee with a Curator & Learning to Look to be offered at no cost, while providing stipends to curators and artists.
 - In 2023, we were able to provide 35+ opportunities to artists, with no financial obligation required.
- PAC **builds lasting relationships with key art-related sponsors** such as MYND. This allows our mission to reach new heights, by providing the best possible models for the artists we commission.
 - In 2023, MYND's sponsorship supported the highest level of architectural detail and precision scaling for MOCA Lights across all locations. This international standard attracts well established artists, increasing distinction across the community.



NYSCA Funded Project
'My New Land'
November 2023



Coffee with a Curator
'Manu-Scripts' Exhibit
October 2023

Long Island Non-Art Collaborators | 30+ Partnerships

- PAC's PEACE Project empowers educators in middle and high school, teaching artists and cultural partners across Long Island to develop **meaningful and effective arts experiences** focused on classroom content, College, Career, and Civic Readiness (CCCR) and Culturally Responsive-Sustaining education (CR-S) to students. Partnership Resources include building networks, funding projects, communication, technical support, and CTLE professional development through a partnership with Eastern Suffolk BOCES.
 - In 2023, PEACE achieved a 96% effectiveness rating from cohort members, successfully increasing students CCCR and CR-S.
- PAC has partnered with SEPA Mujer since 2021, to support **advanced equity and justice** for the Latin immigrant community.
 - In 2023, we've continued our arts therapy program with SEPA Mujer, '*Thriving Latinas*' to support domestic violence survivors. We are a sub-grantee of the U.S. Department of Justice, with a goal to improve legal representation for this demographic.
- PAC **builds lasting relationships with key local sponsors** such as LI Advance and Toast. This allows our mission to reach new heights, by providing media outreach and event space to maximize community attendance.
 - In 2023, we've continued to leverage our on-going partnership with Toast for gallery space, special receptions, lectures, tours, and vendor events.



PAC Art Therapy x SEPA
Mujer Thriving Latinas
Ongoing



PAC PEACE Project
Cohort Orientation
June 2023
Program continues 2024

REFRESHED EVENT IDENTITY & BRANDING



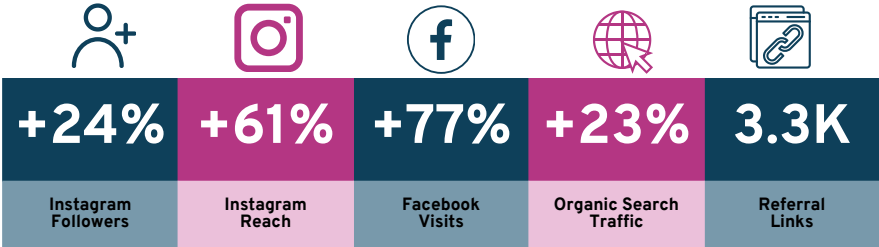
- In 2023, PAC received donated services from award winning designer, Jack Harris of Jack Harris Design, to re-brand some of our programming, as well as support fundraising campaigns, event posters, and graphics for MoCA L.I.ghts and Arts on Terry.
- We will continue to receive branding and design services in 2024.

PAC PROGRAM BRANDING:



DIGITAL MEDIA PRESENCE

- In 2023, PAC accelerated digital media to reach local businesses and residents
- Growth in social media engagement and search traffic drove awareness of events and relevancy to community
- Digital communication on owned channels and referral traffic from supporting organizations solidify PAC's positioning as a trusted arts and cultural organization



FUNDING SOURCES

- In 2023, PAC received \$618.6k in funding from 7 local and federal organizations including:

Suffolk County Economic Development & Planning Omnibus Grant	US Department of Education PAC PEACE Project Grant (year 2 of 5) <i>(27 total awarded in U.S., 3 in NY)</i>	NYSCA General Operating Funding & Fiscal sponsorship for 4 individual artists <i>(17 total awarded on LI)</i>	Suffolk County Office of Cultural Affairs 2 Creative Competitive Grants	PSEG Corporate Donation	Knapp Sweezy Foundation Private Donation	Village of Patchogue Business Improvement District	Patchogue Arts Council Memberships & Internal fundraising Activities

2023 PATCHOGUE ARTS COUNCIL (PAC) ARTS & ECONOMIC PROSPERITY 6 (AEP6) REPORT

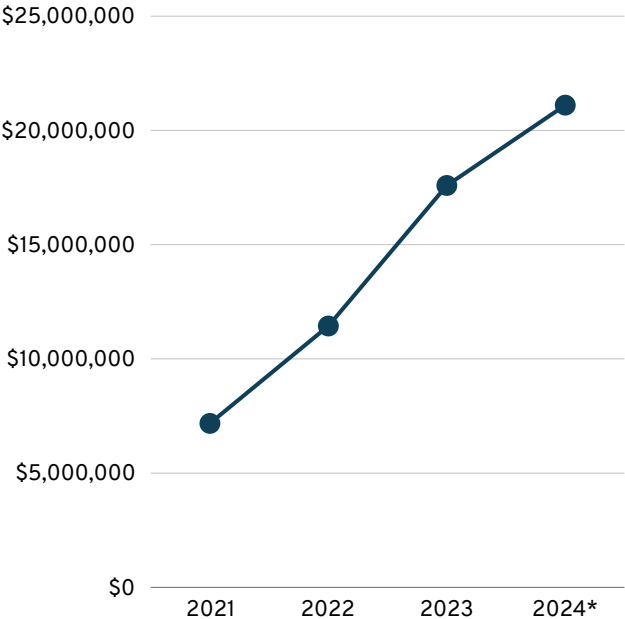
The annual Arts & Economic Prosperity 6 report disseminates data to highlight the economic and social impact of nonprofit arts and cultural organizations and their audiences. By every measure, Patchogue Arts Council has impressive results, exceeding national averages.

Locally, Patchogue Arts Council has exceeded the average contribution of Long Island nonprofit organizations (based on 2022 benchmarks, 2023 Long Island data not available)

AEP6 makes clear that when we fund the arts, we are investing in an industry that stimulates the economy, supports local jobs, and contributes to building healthy and vibrant communities. Arts & Economic Prosperity 6 brings a welcome message: when you invest in the arts and culture, you are investing in an industry that strengthens your economy and builds more livable communities.

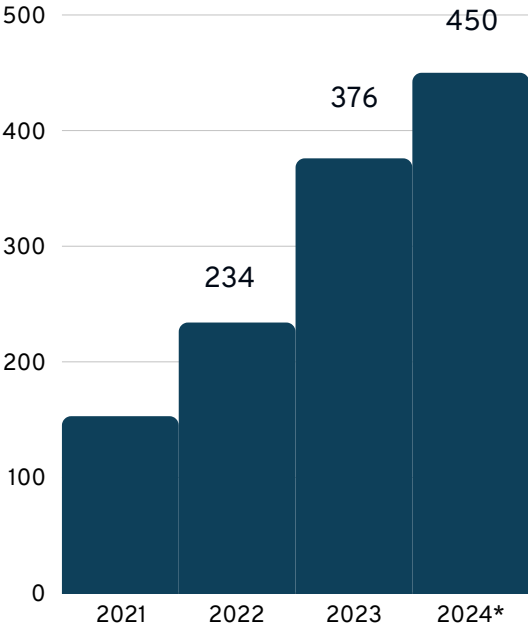
HOUSEHOLD INCOME

- In 2023, PAC contributed to \$17.6 million in resident income as a result of generated expenditures
- Annual growth is +54% (vs 2022), and is expected to grow an additional +20% in 2024



EMPLOYMENT

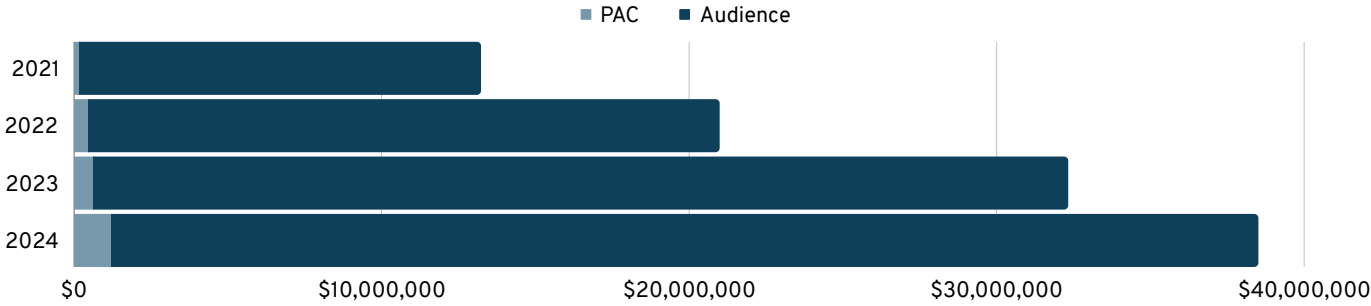
- In 2023, PAC supported 376 jobs, inclusive of full time, part time, and seasonal employment
- Annual growth is +61% (vs 2022) and is expected to grow and additional 20% in 2024



*2024 estimated projections

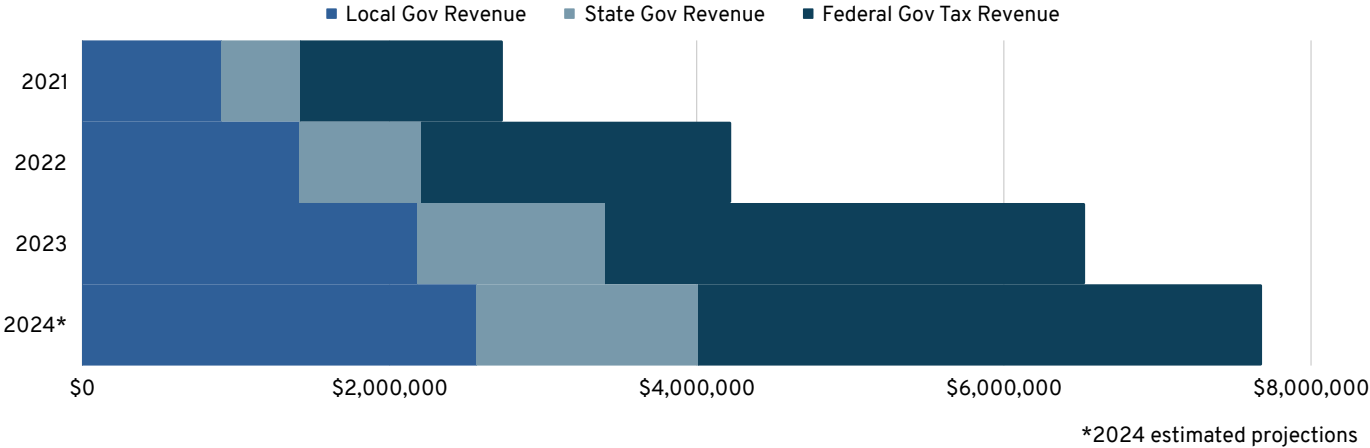
TOTAL COMMUNITY SPEND

- Patchogue Arts Council's (PAC) spend of \$618,592 in 2023 contributed towards \$31M in audience spend, a 5,026% ROI.
- Event-related spending from 2021-2023 has incremental growth at +35% CAGR
- Year over year growth is +54% (vs 2022) and is expected to grow and additional 19% in 2024



GOVERNMENT REVENUE

- In 2023, PAC contributed to \$6.7 million in Local, State, and Federal Government Tax revenue
- Annual growth is +54% (vs 2022), and is expected to grow an additional +20% in 2024

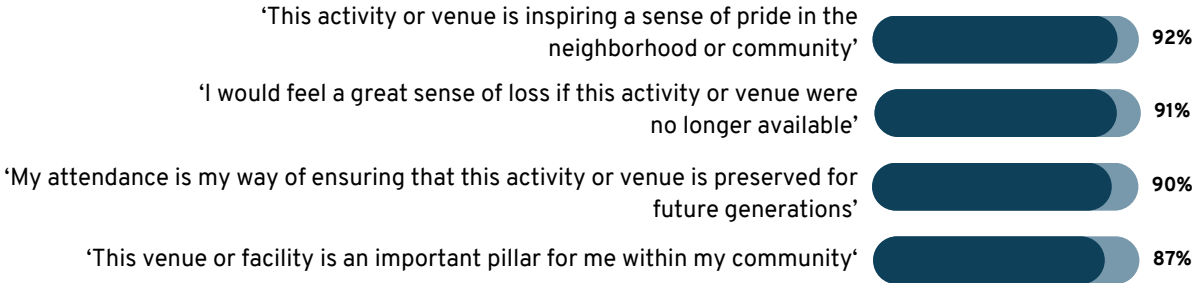


2022 PATCHOGUE ARTS COUNCIL (PAC) LONG ISLAND IMPACT

- In 2022, the nonprofit arts and culture industry generated \$330 million in economic activity. This supported 4905 jobs, provided \$234.5 million in personal income to residents, and generated \$81.2 million in tax revenue to local, state, and federal governments.
- A total of 304 nonprofit arts and cultural organizations on Long Island participated in aggregate economic impact reporting.
- An average of \$1.1 million per nonprofit contributes 0.33% to the total \$330 million.
- **PAC is 1,833% above industry average, contributing 6.4% to total 2022 nonprofit economic impact on Long Island.**

Surveys completed by individual attendees across Long Island demonstrate an appreciation for how the arts and culture impact the development and well-being of the community and its residents

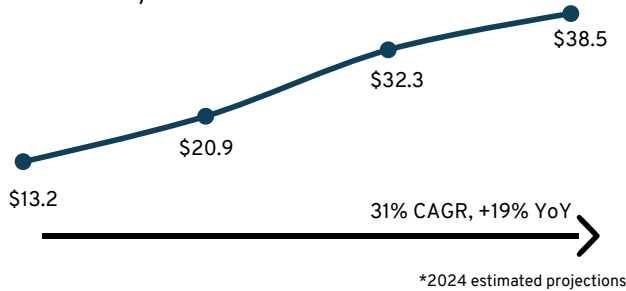
LEVEL OF AGREEMENT WITH SOCIAL IMPACT STATEMENTS (2022 AMERICANS FOR THE ARTS, LONG ISLAND ARTS ALLIANCE SEGMENT SURVEY)



2024 PROJECTIONS

2021-2024* ECONOMIC GROWTH \$, MILLIONS

- In 2024, PAC is projected to contribute \$38.5 million in economic impact, +19% to 2023
- With \$800,000 in funding dedicated to construction of a new arts center; we're committed to investing in long term, sustainable growth for our community.



Grant received from the Suffolk County JumpSMART program will be seed funding to help continue raising funds to create a new arts center in East Patchogue

In 2024, we plan to break ground on our new arts center, in partnership with Rechler Equity. This arts center is estimated to be completed by 2026. We've raised 800,000 for 2024, out of an estimated \$2M total.

Rechler Equity

The arts center will allow us to scale incremental value to the community with increased events, larger reception space, and prominence in the eyes of artists internationally.

FUNDING SOURCES

- In 2024, PAC will receive +95% in funding, expanding donations from +4 foundations* from 2023



Suffolk County Economic Development & Planning
Omnibus Grant + Jumpstart Grant



US Department of Education
PAC PEACE Project
(year 3 of 5)



NYSCA
General Operating Funding + fiscal sponsorship for 3 individual artists
(15 total awarded on LI)



Suffolk County Office of Cultural Affairs
2 Creative Competitive Grants
(Expected)



Village of Patchogue Business Improvement District



National Endowment for the Arts
2024 Programming Grant



US Department of Justice
Sub Grant with SEPA Mujer



PSEG
Corporate Donation
(Expected)



Knapp Sweezy Foundation
Private Donation



Osaic Foundation
Private Donation



Patchogue Arts Council
Memberships & Internal fundraising Activities

*New grants highlighted in blue, 1 private donation not featured

PARTNERSHIPS & COLLABORATORS

- In 2024, PAC will continue partnerships with local businesses, art collaborators, and non-art collaborators to further scale our impact on the community together.



Patchogue-Medford Library

Village of Patchogue
25+ Local Businesses



Long Island & Beyond Art Collaborators
550+ Artists 25+ Arts Collaborators



The Long Island ADVANCE



Long Island Non-Art Collaborators
30+ Partnerships

Arts & Economic Prosperity 6:

Definitions:

Total Expenditures:

The total dollars spent by your nonprofit arts and cultural organization and its audiences; event-related spending by cultural audiences is estimated using the average dollars spent per person, per event by cultural attendees in similarly populated communities.

Household Income:

The total dollars paid to community residents as a result of the expenditures made by your arts and cultural organization and/or its audiences. Household income includes salaries, wages, and entrepreneurial income paid to residents. It is the money residents earn and use to pay for food, shelter, utilities, and other living expenses.

Jobs (Employment):

Employment data in IMPLAN (impact analysis for planning) is an annual average headcount of full time, part time, and seasonal employment. Note that a person can hold more than one job, so the job count is not necessarily the same as the count of employed persons. While IMPLAN employment adjusts for seasonality, it does not indicate the number of hours worked per day. It is not, therefore, equal to full time equivalents. This is the same definition used by the U.S. Bureau of Economic Analysis Regional Economic Accounts and the U.S. Bureau of Labor Statistics Census of Employment and Wages.

Government Revenue:

The total dollars received by local, state and federal governments as a result of the expenditures made by your arts and cultural organization and/or its audiences. Government revenue includes revenue from local and state taxes (e.g., income, sales, lodging, real estate, personal property) as well as funds from license fees, utility fees, filing fees, and other similar sources. Local government revenue includes funds to governmental units such as city, county, township, and school districts, and other special districts.

Americans for the Arts & Long Island Arts Alliance:

To complete this analysis for Long Island, Americans for the Arts used the IMPLAN platform to build a customized input-output model based on the unique economic and industrial characteristics of Nassau and Suffolk Counties.

2022 data used to benchmark Patchogue Arts Council impact as 2023 Long Island data not yet available. This will be updated with recent metrics once 2023 information is attainable.