New York's art and cultural attractions and their contribution to the city economy

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NEW YORK'S ART AND CULTURAL ATTRACTIONS
AND THEIR CONTRIBUTION TO THE CITY ECONOMY

ZAVRŠNI RAD

ČAKOVEC, 2015
NEW YORK'S ART AND CULTURAL ATTRACTIONS
AND THEIR CONTRIBUTION TO THE CITY
ECONOMY

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ABSTRACT

The paper focuses on New York City’s arts and culture and their contribution to the city’s economy. By giving the cultural background, which consists of overall historical background, as well as the city’s current state (in terms of geography, demographics and economy) and describing the distinctions of the five boroughs, the paper answers whether the city is a cultural magnet. Furthermore, an insight in New York City’s arts and culture is given in all of aesthetic aspects of culture, through describing the most important historical events, movements and individuals, today’s institutions, organization, programs and happenings in the city that have contributed to and are shaping the city’s culture. In addition, the most visited arts and cultural sights and iconic venues are introduced that attract visitors to the city and that consequently constitute city’s arts and culture industry. Moreover, economic impact of these industries is analyzed and how their touristic aspects affect the economy by providing data from relevant studies of organizations and institutions, both domestic and international. The aim of this paper is to define New York City’s arts and cultural industry, what constitutes them and how they are managed with the purpose to quantify their effect on the city’s economy, mainly through touristic activities.

Keywords: New York City, culture and arts, culture industry tourism impact
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6. Literature
1. Introduction

In his 1949 essay *Here is New York* E.B. White wrote: “New York is the Concentrate of art and commerce and sport and religion an entertainment and finance, bringing to a single compact arena the gladiator, the evangelist, the promoter, the actor, the trader and the merchant. It carries on its lapel the unexpungeable odour of the long past, so that no matter where you sit in New York you feel the vibrations of great times and tall deeds, of queer people and events and undertakings.” (White, 1949)

New York City (NYC) is the city of tall buildings, narrow dark streets, magnificent parks, broad avenues, homes and schools, libraries and museums, stores and theatres, a historical city – and although sounding like any other city, many seem to agree that it is a exceptionally fascinating city and overall an incredible city. Yet besides all its imposing sights and activities, it is a city of people – New York City was the main immigrant port for centuries- eventually shaping the city which is one of the most multicultural cities in the world.

Journalist Alistair Cooke (1952) said: “New York is the biggest collection of villages in the world”. The diversity of nationalities shaped New York City’s culture, making it one of the most culturally distinctive places in the United States (U.S.) that played an unparalleled role in reflecting its ideals, a driving engine of modern American culture - which is probably the reason why is so often referred to as the world’s capital.

Home to more than eight million people, New York City today is not only recognized for its distinctive skyline, iconic sights and venues, whereas the Statue of Liberty, Central Park, Times Square are just to name a few, but for many, it is a heart of American cultural scene – once a birthplace of abstract expressionism, jazz, bebop and swing, comic books and pop art movement, today a display of the world’s finest regarding arts, performance, theatre, film and literature and other.

New York City is a cultural magnet. It draws affirmed and renewed artist, houses the eminent organizations and institutions and attracts millions of visitors from around the world to be engaged in its rich and vibrant cultural life.
On year to year basis, the city confirms its enviable status - numbers show the city’s efforts to maintain the existing and build new cultural infrastructure, offer vast variety of cultural programs, invite culture-driven visitors and endeavour to understand the economic impact which culture industry exerts.

The aim of this paper is to reveal how a culturally complex and dynamic city as New York City became a cultural magnet, what does New York City today has to offer in terms of culture as well as the arts, that attract million of visitors annually and how does its art and cultural attractions, as well as the arts and cultural industry affect the city’s economy.
2. Cultural background

“The term "culture" was first coined by English anthropologist Edward B. Tylor. In his book, Primitive Culture, published in 1871, he describes culture as a "complex whole" that includes everything that a social collective learns and passes along to its young. This "complex whole" includes language, food, customs, religion, art and government.” (http://www.ask.com/world-view/meaning-cultural-background-df83f994fe528afa)

Almost a century later, the academic and critic Raymond Williams tried to give more insightful definition of the culture by noting that, “Culture is one of the two or three most complicated words in the English language”. (Raymond Williams,1988)

It could be added that it is a complex subject in whatever tongue one chooses, as the UNESCO’s definition illustrates: “Culture should be regarded as the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs. “(UNESCO Universal Declaration on Cultural Diversity,2001)

It is possible to discern the three distinct but interrelated usages of the term identified by Williams and UNESCO - culture as aesthetic forms and practices; culture as a way of life; and culture as a resource for supporting human development. (World Cities Culture Report, 2013)

This paper will primarily focus on culture as aesthetic forms and practices, its development in the city, current state and economic contribution it exerts.

To do so, it is important first to give background regarding the city’s history that shaped its culture, explain the city’s current state regarding “complex whole” in terms of geographical position, demographics data, language and religion and elaborate how its boroughs and neighbourhood function as city’s itself, each one culturally different from one another.
2.1 History

History of New York City can be roughly divided into four periods, depending on characteristics of the certain period – establishment of the colony, gaining the independence, formation of the modern New York City, a period after the World War II and city in new millennium.

2.1.1 Establishment of the colony

Long before the first European settlers began to explore the region, the valley that would eventually become New York City belonged to Native Americans known as the Lenape. (http://www.history.com/topics/new-york-city)

The exploration by the European began in the 16th century by Italian explorer Giovanni da Verrazano in 1524. He had sailed up and down the Atlantic coast in search of a route to Asia and eventually anchored at Staten Island. However, no one had settled there until 1609, when Dutch West India Company sent Henry Hudson to explore the area around what is now New York City and the river that bears his name. (http://www.history.com/topics/new-york-city)

In the 1620’s, led by Dutch West India Company, early settlers began to arrive, shaping a tiny colony on Lower Manhattan promptly named New Amsterdam (Picture 1). The community grew as more and more settlers arrived. The Dutch West India Company then appointed Peter Minuit to be the colony’s fist governor and to take dominance of the Lanape’s land. Under pretence of making peace, Minuit offered them to buy the island of Manhattan for the price of $24. Lanape, unaware of the concept of private property, agreed and almost certainly did so without knowing they would lose their land and freedom for good. (http://www.stoutenburgh.com/dutch-history/new-amsterdam/)

Fewer than 300 people lived in New Amsterdam when the settlement officially moved to Manhattan in the mid 1650's. However, it grew quickly and along with the rapid growth of population, the city’s first hospital, school and prison had been built.
In 1664 came the British. The colony’s ruler appointed by the Company, Peter Stuyvesant, surrendered without a shot. Soon, King Charles II renamed the colony New York, after his brother the Duke of York. (http://www.iloveny.com/things-to-do/history/timeline/#.Vf2HINLtmkp)

For the next century, the population grew larger and more diverse - including immigrants from England, Ireland, France and Germany - as New York was quickly becoming a prosperous British port.

**2.1.2 Gaining the independence**

In mid 18th century, the issues of taxation imposed by the British Empire looking for source of revenue due to great looses from Sever Years war, strained its relations with colonies to the point that, during the next few decades, New York became the centre of strong anti-British activity.

After serving as a British colony for over a century, New York declared its independence on 9th of July 1776, and being part of one of the 13 established American States, the city recovered quickly. Population grew rapidly, reaching more than 100,000 inhabitants. By the end of 18th century New York City was the capital of the United States as well as one of the nation’s most important ports bringing goods and immigrants daily on a massive scale. (Nevius, 2009)
2.1.3 Formation of modern New York City

The 19\textsuperscript{th} century was a turning period in the city’s history as it rapidly grew larger in population. Decisions on how to govern a city that big became critical. Tammany Hall, the executive committee of the Democratic Party, dominated local politics during this period, giving the city development strategies amongst which probably the most important one was the \textit{Commissioner’s Plan} of 1811. The plan is the most famous for the use of the grid plan by which the city expanded to encompass all of Manhattan and the opening of the Eire Canal\textsuperscript{1}. (http://www.history.com/topics/new-york-city)

In the late 19\textsuperscript{th} to the mid-20\textsuperscript{th} century large American cities were the focus of national attention. Despite other large fast growing cities\textsuperscript{2}, New York City dominated the entire nation in terms of communication, trade and high culture as well. This led to the formation of the modern City of New York in 1898 by consolidating its boroughs. When consolidation plan took effect, NYC had an area of 360 square miles and population about 3,350,000 people yet remained a major destination for internal migrants and immigrants arriving to the Ellis Island\textsuperscript{3} (Picture 2). (http://www.iloveny.com/things-to-do/history/timeline/#.Vf2HINLtmkp)

\textbf{Picture 2. Arrival in New York Harbor, circa 1905}

Source: http://www.oocities.org/thereillyfamily/arrival.htm, page visited on 19\textsuperscript{th} of September, 2015

\textsuperscript{1} an important water route from New York and Atlantic Ocean to the Great Lakes

\textsuperscript{2} San Francisco, Boston and Atlanta

\textsuperscript{3} Between 1892 and 1954, more than 12 million immigrants passed through Ellis Island.
Nevertheless, early to mid 20th century was also an era of struggle for American cities including NYC. The Great Depression, which originated in the U.S. and marked 1930’s as a decade with severe economic struggles worldwide, officially began in 1929 when New York stock exchange crashed. Conversely, some of the highest world’s skyscrapers were built in the city during this period such as Chrysler and Empire State buildings. (Nevius, 2009)

2.1.4 Post-war period

Furthermore, with returning World War II veterans (Picture 3), along came the immigrants searching for better life in the U.S. thus creating the next economic boom. The demand for the new housing stimulated the development of huge suburban areas. Post-war era was, however, the era in which the city grew rapidly. As the large corporations moved their headquarters to the suburban areas and making possible for immigrants to settle, revitalizing many of the city’s neighbourhoods began.

Picture 3. “V-J Day in Times Square”, celebration of the WWII victory

Source: http://picturahistoria.com/2015/08/v-j-day-times-square/, page visited on 19th of September, 2015

In the 60’s and early 70’s the city suffered, like many major U.S. cities. The rise of

4 mainly from Asia, Africa, Caribbean and Latin America
poverty in some of its areas resulted in race riots, gang wars and population decline.

On the contrary to the situation in the 70’s, in the 1980’s New York City saw an economic rebirth, once more reclaiming its role as the centre of the worldwide financial industry. Although the unemployment and crime rates remained high, projects funded by the city and the state, mainly concerning neighbourhood restoration, gave the city social and economic recovery it needed. New York City started to attract more business to the city and the government converted abandoned industrialized neighbourhoods into art or residential areas. (http://www.pbs.org/wgbh/americanexperience/features/general-article/newyork-postwar/)

2.1.5 New millennium

Crossing over to the new millennium, on September 11, 2001, the city suffered the most devastating foreign attack on American soil ever and the deadliest terrorist attack in the world’s history. Group of terrorists crashed two hijacked jets into the city’s tallest buildings - the Twin Towers of the World Trade Center. The buildings were left completely devastated and nearly 3,000 people were killed in the attacks. Even though the 9/11 attacks were considered to be highly traumatic for the city, it did not stop the city’s rapid regrowth, which the city proclaimed by opening the One World Trade Center on the site of the attack. (http://www.history.com/topics/new-york-city)

“Today, more than 8 million New Yorkers live in the five boroughs – more than one-third of whom were born outside the United States. Thanks to the city’s diversity and vibrant intellectual life, it remains the cultural capital of the United States.” (http://www.history.com/topics/new-york-city)

2.2 New York City today

Further in the paper New York City today will be introduced in terms of geography, demographics and economy.

2.2.1 Geography

New York, often called New York City or the City of the New York is situated in the
North-eastern United States between Washington, D.C. and Boston in south-eastern New York State and on one of the world's largest natural harbours. Most of NYC is built on the three islands: Long Island, Manhattan and Staten Island while the city's total area is 1,214 km$^2$ and 425 km$^2$ of this is water and the rest is land. [http://www.britannica.com/place/New-York-City](http://www.britannica.com/place/New-York-City)

### 2.2.2 Demographics

New York City is the most populous one in the United States and one of the most urban agglomerations in the world with an estimated record of 8,491,079 residents. More than twice as many people live in New York City and within a smaller area as in the second most populous U.S. city, Los Angeles. [http://www.britannica.com/place/New-York-City](http://www.britannica.com/place/New-York-City)

In 2014, the city had an estimated population density of 10,756 people per km$^2$ and the borough of Manhattan hold the record in population density of 27,673 people per km$^2$ which is higher than any county in the United States and higher than the density of any individual American city.

New York City is known to have a heterogeneous population in terms of skin colour, religious views and cultural background. The city's population is, according to Wolfram Alpha$^5$ data base, 44.5% white, 25.1% black/African Americans and 14.3% others. Hispanics of any race represent 28.6% of the population, while Asians are the fastest growing segment. [http://www.wolframalpha.com/input/?i=new+york+city](http://www.wolframalpha.com/input/?i=new+york+city)

Christianity (59%), particularly Catholicism (33%) is the most common religion in NYC and is followed by Judaism, Islam, Hinduism, Buddhism and variety of other religions, as well as atheism. [http://www.wolframalpha.com/input/?i=new+york+city](http://www.wolframalpha.com/input/?i=new+york+city)

At the same time, New York City is home to the largest gay and bisexual community in the U.S. and one of the largest in the world, after the legalization of same-sex marriages

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$^5$ Wolfram Alpha is a computational knowledge engine and answer engine. It is an online service that answers factual queries directly by computing the answer from externally sourced data.
In 2011. (http://www.wolframalpha.com/input/?i=new+york+city)

2.2.3 Economy

When talking about income statistics of New York’s population, Wolfram Alpha states that the median household income per year is $51,865, income per capita $31,661, cost of living index is 2.1, unemployment rate is 5.7% and 19.9% of population is below poverty line. (http://www.wolframalpha.com/input/?i=new+york+city)

Despite that, New York City is home to burgeoning number of financial start-up companies and its most important economic sector lies in the U.S. financial industry known as Wall Street. Lower Manhattan is home to the New York Stock Exchange and the NASDAQ representing the world's two largest stock exchanges.

2.3 Boroughs

New York City is composed of five boroughs: Manhattan, Brooklyn, Queens, The Bronx and Staten Island. It had not been so until 1898 when consolidation efforts were made that combined the boroughs within New York City. Throughout boroughs there are hundreds of different neighbourhoods, with distinct character of their own, so densely populated that if they were separate cities they would be among the ten most populous cities in the U.S. (http://www.britannica.com/place/New-York-state)

While Manhattan and Staten Island are islands, Brooklyn and Queens are geographically part of the Long Island and the Bronx is attached to the U.S. mainland.

Each of the five boroughs has its own distinctive flavour while individual neighbourhoods, streets and even single blocks maintain identities of their own. From world-class dinning to culture to nightlife to shopping, New York City's streets attracts more than 50 million visitors annually which makes it one of the most visited cities in the world. (http://www.nycgo.com/articles/this-is-new-york-city)
2.3.1 Manhattan

The most densely populated borough of New York City is Manhattan. The name Manhattan derives from the word Manna-hata meaning Island of many hills according to the Lanape language. It was founded in 1683 and consists mostly of Manhattan Island, surrounded by the East, Hudson and Harlem rivers but also includes several islands, as well as Marble Hill, a small neighbourhood on the mainland. (http://edukalife.blogspot.hr/2012/10/manhattan.html)

Manhattan is loosely divided into Downtown (Lower Manhattan), Midtown (Midtown Manhattan) and Uptown (Uptown Manhattan), with Fifth Avenue dividing Manhattan's east and west sides. It has the third largest population of New York City's five boroughs with population of 1,636,268, after Brooklyn and Queens, and is the smallest borough with a land area of 59.13 km². (http://edukalife.blogspot.hr/2012/10/manhattan.html)

Manhattan is often said to be the economic and cultural centre of the United States well known for its many districts and landmarks in it hosting three of the world's ten most visited tourist’s attractions – Times Square, Empire State Building and Central Park. (http://www.britannica.com/place/Manhattan-New-York-City)

Furthermore, Manhattan is also home to some of the most extensive art collections in the world, both contemporary and historical, including Metropolitan Museum of Art and
the Museum of Modern Art. (http://www.britannica.com/place/Manhattan-New-York-City)

### 2.3.2 Brooklyn

Brooklyn (named after the Dutch town Breukelen) is one of the five boroughs of New York City, located at the western end of Long Island. An independent city until its consolidation with New York in 1898, Brooklyn is New York City's most populous borough, with 2.5 million residents, and the second largest by area. (http://www.britannica.com/place/Brooklyn-borough-New-York-City)

Though a part of New York City, Brooklyn maintains a distinct culture, independent art scene, and unique architectural heritage. Many Brooklyn neighbourhoods are ethnic enclaves where particular ethnic groups and cultures predominate. Brooklyn itself had a major role in various aspects of American culture including cinema, theatre and literature. (http://www.encyclopedia.com/topic/Brooklyn.aspx)

On the other hand Brooklyn has a lot of parks and other cultural attractions such as Brooklyn Botanic Garden and Coney Island.

### 2.3.3 Queens

The largest borough of New York City, established in 1683 as one of the original twelve counties of New York is Queens. It was named after the Portuguese princess Catherine of Braganza, who was at the time queen of England, Scotland and Ireland. In 1898, Queens became a borough of New York City and since 1899 is the second largest in population and the most ethnically diverse urban area in the world. (http://www.britannica.com/place/Queens-New-York)

Geographically it is located on the far western portion of Long Island and includes a few smaller islands, most of which lay in Jamaica Bay. (http://www.britannica.com/place/Queens-New-York)

Even though Queens has not been the centre of any major artistic movements it’s known for its cultural diversity. Queens hosts various museums and cultural institutions that serve its diverse communities. They range from the historical to the scientific, from
conventional art galleries to unique graffiti exhibits.

2.3.4 The Bronx

The Bronx is the northernmost of the five boroughs of New York City and was the last of the 62 counties of New York State to be incorporated, named after the Swede, Jonas Bronck, the area’s first European settler. It is located north of Manhattan and Queens, and south of Westchester County which makes it the only borough located primarily on the mainland. Of the five boroughs, the Bronx has the fourth largest inland area, the fourth highest population and the third highest population density. (http://www.bronxhistoricalsociety.org/bxbrief)

2.3.5 Staten Island

Staten Island, one of the five boroughs of New York City is located in the southwest part of the city and lies between New Jersey, Brooklyn and New York Harbor in the south of Manhattan. Until 1975 the borough was officially named the Borough of Richmond and after that was renamed into Staten Island. (http://www.britannica.com/place/Staten-Island)

Roughly triangular, the island has about 56 km of waterfront and an area of almost 155 km². It is connected to Manhattan by the Staten Island Ferry. (http://www.britannica.com/place/Staten-Island)

2.4 Cultural magnet

Regarding its complex cultural background the question which rises is if New York City can be referred to as a cultural magnet. In a research *World Cities Culture Report*⁶ it is stated that three elements characterise cities concerned to be cultural magnets or “global cultural hubs” – dynamism, scale and diversity. (World Cities Culture Report, 2013)

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⁶ More about the report in chapter 4.4.1 The World Cities Culture Forum’s report
• **Dynamism**

“World cities are dynamic, always changing” states the *World Cities Culture Report* and are “not an outcome but a process, and are able to reinvent themselves.” As the cities experience constant influx of new people, which bring new ideas and talents to the cities, the process of change is crucial to the future of those cities. (World Cities Culture Report, 2013)

New York City has been, as said in chapters 2.1 History and 2.2.2 Demographics, a main immigrant port for centuries thus understanding the ever-changing environment and adapting to constant influxes has been central to New York City to function since its establishment until today.

Furthermore, 2011’s report made by Department of City Planning, City of New York, *Dynamics of Population Change New York City* also confirms that by stating that “most neighborhoods in NYC undergo a process of continual change and renewal related to the huge ebb and flow of people that occurs on a continuous basis. This provides the city with a continuous injection of population that seeks the economic opportunities for upward social mobility afforded by the city. This population, in turn, replaces the population which has moved on to other parts of the nation and the world. This continuous cycle acts to renew the city’s population and change the character of neighborhoods over time. And, it is this cycle of renewal that has defined the city throughout its history and continues to make New York a vital place”. (Dynamics of Population Change New York City, 2011)

• **Scale**

“Cultural products and services are making up an ever-greater share of the world’s trade and GDP, and … their rate of growth is outstripping the rest of the economy in a number of countries. Much of this economy is concentrated in cities: in some of the cities …, the cultural and creative sector is the second or third largest economic sector “, states the *World Cities Culture Report*, which is also true for New York City and will be elaborated in chapter 4.3 *The Creative Sector*. (World Cities Culture Report, 2013)
“The world cities provide not just local audiences, but international ones, with their high numbers of tourist … visitors” stands stated in the report. In chapter
New York City's art and culture driven tourism economic impact, the paper will support the fact New York City is cultural magnet „which manifests through high level of culture driven international visits. (World Cities Culture Report, 2013)

• Diversity

“Diversity in this context refers to diversity of audience, market and population, as well as diversity of cultural offerings”, stand stated in the World Cities Culture Report. “It is reflected in festivals and celebrations, the largest of which in cities like São Paulo, New York and Berlin attract the equivalent of almost a third of the city’s population, as well as in foreign-language newspapers, books and films.” (World Cities Culture Report, 2013)

As the paper will reveal in following chapters, the cultural diversity, shaped throughout city’s history made a profound impact on a wide range of cultural activities and has contributed shaping a city’s culture which is considered one of the world’s most diverse.

New York City is listed, among 17 other cities, to be a cultural magnet. In the research stands stated that these cities were chosen “not because their share of cultural activities is growing fastest … but because they can afford to “specialize” in culture, providing the infrastructure of commissioning, distribution, management and other professional functions that enable these sectors to get their products to market.” (World Cities Culture Report, 2013)

In the following chapters, paper will try to reveal whether New York City specializes in culture, through providing information on New York City’s arts and culture, how they are managed and their economic impact manifested through touristic activities.
3. New York City’s arts and culture

Further in this paper, New York City’s arts and culture will be referred to by definitions given by Oxford dictionary:

**Culture, n.**

1. the arts and other manifestations of human intellectual achievement regarded collectively
2. a refined understanding of this
3. the customs, civilization, and achievements of particular time and people
   (Istračeni engleski rječnik Oxford, 2002)

**Arts, n.**

1. human creative skill or its application
2. the various branches of creative activity, e.g. painting, music, writing, considered collectively
   (Ilustrirani engleski rječnik Oxford, 2002)

Although culture itself has many of its manifestations (i.e. symbols, language, philosophy etc.) this paper will focus, as stated in chapter Cultural background, on its expressive and artistic manifestations, both material and immaterial – visual and performing arts (theatre and dance), music, festivals and parades, film, theatre, literature, and architecture. These manifestations of NYC’s culture will be elaborated through its historically significant individuals, movements, and events - important for the city and American culture as well. Moreover, cultural institutions working in specific area of interest as well as underground movements will be introduced that are shaping or have contributed shaping cultural climate in the city.

The culture of New York City is reflected in its size and ethnic diversity which contributed to establishing the city as major nationally and internationally recognized cultural and artistic venue.
3.1 Visual arts

Visual arts are considered to be the arts in which artist uses various materials to create physical or static art objects\(^7\). Due to increasing affluence during the second half of the 20\(^{th}\) century visual arts became a major industry, manifested in establishing museums and organizations responsible for managing the industry. In the following chapters New York City’s visual arts industry will be introduced by presenting the history of its development in the city and by giving an insight on what New York City has to offer today to be considered a global arts centre.

3.1.2 Historical background

It was not until the arrival of ideas which modern artists had begun promoting, that the city could start competing with still dominating European art scene. The first noticeable event that brought European modern artists’ works to the U.S. was held in no other than New York in 1913, called *Armory Show*, introducing movements like Fauvism, Cubism and Futurism, all of which showing that art making is about expression, not only aesthetics or realism. Exhibition did not only shock the public but also remarkably influenced art making in the city and extended its impact to the artists across the United States. ([http://armory.nyhistory.org/about/](http://armory.nyhistory.org/about/))

The show became a milestone of American art which initiated local artists to become more independent and to create their own artistic language. Consequently, the Museum of Modern Art was founded as a showcase for American and international contemporary art\(^8\).

However, in the years after the World War II and incubation of new perception of fine arts, an art movement emerged in New York called Abstract Expressionism\(^9\). It started with a group of young artists who formed the first truly original art school in the United States.

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\(^7\) Visual arts, *Ilustrirani engleski rječnik Oxford*, DSZ d.d; Mozaik knjiga d.o.o., Zagreb, 2002, pg 932

\(^8\) First exhibition was held in 1929 with works of Vincent Van Gogh, Paul Gauguin, Georges Seurat and Paul Cezanne.

\(^9\) a movement in experimental, nonrepresentational painting by freedom of technique, a preference for dramatically large canvases, and a desire to give spontaneous expression to the unconscious.
States known simply as the *New York School* that formed a new style that excreted a major influence on foreign artists. ([http://www.visual-arts-cork.com/history-of-art/abstract-expressionism.htm](http://www.visual-arts-cork.com/history-of-art/abstract-expressionism.htm))

Furthermore, 50’s and 60’s defined the American Pop Art movement, members of which favoured work of mixed media and formed the next artistic generation of the city – they challenged the tradition of fine arts by including imagery from popular culture. They used an aspect of mass culture, usually commercial and advertising materials\(^{10}\), to give them a new, often unrelated context most often through the use of irony, thus emphasizing the banal or kitschy elements of American culture. ([http://www.visual-arts-cork.com/history-of-art/pop-art.htm](http://www.visual-arts-cork.com/history-of-art/pop-art.htm))

### 3.1.2 Global art centre

Today, New York City is a global arts centre with vast number of museum and galleries hosting American and international established and upcoming artists. There is more than a hundred museums in the city that display wide range of works depending on the era, artistic medium, function and cultural background. In every borough stands an encyclopaedic museum that offer visitors an excessive amount of information on a variety of subjects that represent local heritage.\(^{11}\) ([http://www.ny.com/museums/all.museums.html](http://www.ny.com/museums/all.museums.html))

Furthermore, there is also a number of museums regarding region and tradition. From those which represent African and African American heritage\(^{12}\), Asian and Asian American\(^{13}\), Indigenous and African Caribbean in Latin America\(^{14}\), European Jewish and Jewish American\(^{15}\) to those of Western traditions.

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\(^{10}\) comic books, American iconographic products (Coca-cola bottles), soup cans etc.  
\(^{11}\) Brooklyn Museum in Brooklyn, Bronx Museum of the Arts in the Bronx, Queens Museum in Queens, Staten Island Museum on Staten Island and Metropolitan Museum of Art on Manhattan  
\(^{12}\) Weeksville Heritage Center, Museum of Contemporary African Diasporan Arts, Studio Museum in Harlem, Sandy Ground Historical Museum…  
\(^{13}\) China Institute, Asian American Arts Centre, Asia Society, Japan Society, Museum of Chinese in America, Korea Society, Gallery Korea…  
\(^{14}\) American Society, El Museo del Barrio, The Clemente Soto Velez Cultural and Educational Center…  
\(^{15}\) Jewish Museum, Museum of Jewish Heritage, Center for Jewish History, Anne Frank Center USA…
Regarding the types of museums from large institution to small institutions covering specific subject, New York covers every category there is - fine arts, applied arts, craft, anthropology and ethnology, biography, history, cultural history, science, technology, children's museum, botanical and zoological gardens - within which many museums specialize further.

When it comes to the artistic medium, everything from museums of photography, film, sculptures, books, drawings, illustrations to those dedicated to decorative arts, design and architecture can be seen in the city\textsuperscript{16}.

When it comes to the city's galleries, the industry is present almost everywhere in the city, but there are neighbourhood known especially for their art galleries - Dumbo, Chelsea and Upper East Side. Dumbo, a neighbourhood of Brooklyn, emerged as one of the New York City’s premier art districts where land use is primarily directed towards art, business and leisure. In addition, downtown neighbourhood of Chelsea is known for having more than 200 of galleries presenting modern art from both upcoming and established artists. The Upper East Side is also noted for having a number of them competing in the market. (http://www.nyc.com/best-of-new-york/new_york_neighborhood_guides.s1541/)

Nonetheless, countering the commercial movement there are underground movements which keep on adding visual texture to the city. Subcultures rising thought the city’s neighbourhoods, have been one of New York City’s characteristics for decades thus shaping the city’s culture. Concerning visual arts, movements such as hip-hop art and graffiti stand as the most noticed and widespread ones.

\textsuperscript{16} International Center of Photography, Museum of the Moving Image, Museum of Arts and Design
3.2 Performing arts

As opposed to purely visual, in performing arts, artists do not only use various materials to create physical or static art objects, but operate with voices or movements of their bodies, often in relation to other objects, to convey artistic expression. (http://www.unesco.org/culture/ich/?pg=54)

Oxford dictionary defines performing arts as “the arts, such as drama, music and dance that require performance for their realization”. Although performing arts may include whole variety of arts such as performance art, magic and illusion, recitation, public speaking and circus arts, most popularized and widely recognized ones are theatre and dance. (Ilustrirani engleski rječnik Oxford, 2002)

3.2.1 Theatre

Even though there are many theatres in New York City, there is an expression which comes to mind when most people talk about theatrical scene in the city - the Broadway Theater. Almost 40 largest professional theatres found their home between Broadway’s 42nd and 53rd street and to this day this part of the city became known as the Theater District, a heart of American theatre industry. (http://wonderopolis.org/wonder/whats-so-special-about-broadway/)

Nowadays, Broadway mainly produces musicals. Many people believe the theatrical productions on Broadway are the best in the world, having a number of them still running today after giving more than several thousand performances. (http://www.ranker.com/list/the-most-popular-broadway-musicals-ever/constance-bennet)

However, smaller theatres, referred to as Off-Broadway and Off-Off Broadway also

17 Among most recognized theatres on Broadway are Winter Garden, New Amsterdam, Imperial, Majestic and Gerald Schoefeld.
18 among most noticed ones being musicals such as Cats, The Phantom of the Opera, Chicago, The Lion King and Les Miserables
produce noticeable shows but only for smaller audiences - Broadway theatres have a capacity of more then 500, Off-Broadway between 100 and 500 and Off-Off Broadway less than 100 seats. Off-Broadway and Off-Off Broadway shows thus can provide more intimate, challenging and experimental performances then it is possible in larger Broadway theatres. Off-Broadway movement started in the 1950’s, as a reaction to the perceived commercialism of Broadway, while Off-Off Broadway was established as a complete rejection to commercial theatre. (http://dguides.com/newyorkcity/features/broadway-off-and-off-off-broadway/)

In historical context, a major cultural influence on theatrical climate was exerted by Vaudeville\(^{19}\), which flourished in 1920’s and 30’s. Vaudeville was one of the most popular types of entertainment in New York City, spreading all across North America, for several decades, having historians called it the heart of American show business.

### 3.2.2 Dance

Emergence of modern dance in New York City happened in the early 20\(^{th}\) century. The best known figure in modern dance, Martha Graham was New York City based choreographer, whose influence on dance has been compared with the influence Picasso had on the modern visual arts, or Frank Loyd Wright had on architecture. She formed one of the oldest dance companies in U.S. - Martha Graham Dance Company. (http://www.pbs.org/wnet/americanmasters/martha-graham-about-the-dancer/497/)

George Balanchine, on the other hand, was one of the 20\(^{th}\) century’s foremost choreographers and the first pioneer of contemporary ballet that formed a bridge between classical and modern ballet. His work was considered innovative and used for distinctly modern movements melded with the main characteristics of contemporary ballet such as the use of Pointe shoes\(^{20}\) and classically trained dancers. In 1948, together

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\(^{19}\) A typical vaudeville performance was made of series unrelated acts, mainly given by singers, dancers, comedians, trained animals, acrobats, jugglers and magicians, that, when grouped together gave a common meaning.

\(^{20}\) A pointe shoe is a type of shoe worn by ballet dancers when performing pointe work and they are normally worn by female dancers
with Lincoln Kirsten he formed the New York City Ballet, one of the biggest dance companies in the city, still running today. (http://www.nycballet.com/Explore/Our-History/George-Balanchine.aspx)

However, modern dance, ballet and contemporary ballet weren’t the only dance forms that have seen the light of day in the city. New York City has been a centre for African-American modern dance as well as Break-dance, influential street dance style that emerged as part of the Hip-hop movement.

Today New York City has numerous dance performance venues, with most popular ones being Lincoln Center, City Center and others, while the city is also home to some of the world’s most famous dance companies, such as Broadway Dance Center etc. (http://www.ny.com/dance/).

3.3 Music

Richie Unterberger, American music author and journalist, in his 1999 book *The Rough Guide to Music USA* described the New York music scene as a city itself, using words immense, richly diverse, flashy, polytechnic to depict a scene that, as the time passed, became an important centre of music industry not only in the States, but has also spread its influence on the world of music as a whole. (Richie Unterberger, 1999)

3.3.1 Historical background

The earliest documented music comes from the period when the city had just been established by the Dutch in 17th century. In the times to come through which the city was under colonial rule of the Brits, music was primarily British in character. The dominance of the classical style marked the early years of musical culture in the city, but after U.S. gaining the independence, creating more independent and distinctive scene was possible. Nonetheless, until the early to mid 20th century, many noticeable composers have left their mark on city’s and nation’s music scene.

Music genres, such as jazz and the blues had a strong influence on shaping popular music scene during the 20th century. New York’s Broadway musical theatre and Tim
Pan Alley’s\(^{21}\) song craft were thus formed, due to influence of which New York has become a major part of American music industry.

New York City is known to be Jazz Mecca. Jazz, originating in African American communities became highly evolved and diverged in style from other American jazz centres such as Detroit, Chicago and New Orleans, thus shaping new subgenres\(^{22}\) distinctive for New York City. (http://www.birdlandjazz.com/history/)

The city’s blues scene, legacy of which was later described as the New York blues arose in the early part of the 20\(^{th}\) century. It can be distinguished by significant jazz influences and by more modernized and urban feel contrary to the country blues. The style quickly spread to other urban areas and generated prominent musicians.

In late 20\(^{th}\) and the beginning of 21\(^{st}\) century, not only has New York had an energetic music scene with already recognizable styles but has also generated completely new genres. New York City is a birthplace of many modern styles and genres among which the most noticed ones are hip hop, punk, new wave and, the most recent, house music, emergence of which now more often happens on the streets, in the clubs or other underground scenes.

### 3.3.2 Global centre for music industry

Today, New York City is a global centre for the music industry with institutions and venues, clubs and music festivals (more about in chapter Festivals and parades) and is also headquartering a number of musical companies and organizations, independent labels and non-profit organizations.

Regarding institutions and venues the most important ones being recognized worldwide are Carnegie Hall, known as one of the most important centres for classical music, and

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\(^{21}\) name given to the collection of New York City's music publishers and songwriters who dominated the popular music of the United States in the late 19th century and early 20th century.

\(^{22}\) Free jazz, cool jazz and hard bop are just to name a few that had spread out to many cities.
Lincoln Center for Performing Arts that includes a number of notable organizations such as Metropolitan Opera, New York Philharmonic, New York City Opera, Jazz at Lincoln Center and others. Other institutions and organizations in New York include Brooklyn Academy of Music, Jazz Foundation of America and Apollo Theater which is a noted venue for African-American performers. (http://www.nyc.com/best-of-new-york/best_concert_venues_in_nyc.s8666/)

The New York club scene is an important part of the city’s music scene. Clubs contribute to the vibrant and flourishing music scene giving birth to many music styles some of which gained almost iconic status worldwide.\(^\text{23}\)

### 3.4 Festivals and parades

Festivals are ordinarily staged by community, centring and celebrating some unique aspect or the tradition that the community cherishes. New York City has many ethnic communities and cultural venues and the city has a variety of festival happenings all through the year.

Parades, on the other hand, include “a large number of people walking or in vehicles, all going in the same direction, usually as a part of a public celebration” (http://dictionary.cambridge.org/dictionary/english/parade) and are frequent happening in the city of New York where events, cultural heritage or sub cultural values are celebrated.

#### 3.4.1 Festivals

Among largest and most popular festivals in the city are SummerStage, Frigid Festival, Chinese New Year Festival, The Museum Mile Festival, JVC Jazz Festival, New York Book Festival, New York International Fringe Festival, Next Wave Festival and The New York Comedy Festival. Furthermore, NYC also has an extraordinary number of

\(^{23}\) Studio 54, CBGB’s, Max’s Kansas City and others
film festivals featuring best of genres from domestic to international artists and productions (more about that in 3.5 Film). (http://www.nyc.com/visitor_guide/new_york_festivals.1016851/editorial_review.aspx)

The City Parks Foundation is a non-profit organization that offers programs in over 750 parks citywide in all of the five boroughs among which is NYC’s most popular SummerStage (Picture 5. Central Park, SummerStage, 2010). “SummerStage is the largest free performing arts festival in New York City.”, CPF states on their website, in which “by presenting artists and genres that reflect the diverse cultures and communities in neighbourhood parks across the five boroughs we help to build new audiences and foster broader interest in the arts.” (http://www.cityparksfoundation.org/summerstage/about/) SummerStage includes about 1,200 free concerts, dance, theatre and spoken words events, throughout the five borough’s parks, Manhattan’s Central Park being the biggest and most visited one. (http://www.nyc.com/visitor_guide/new_york_festivals.1016851/editorial_review.aspx)

Picture 5. Central Park, SummerStage, 2010


Frigid Festival provides all artists, emerging and established, with an opportunity to produce a play thus having more than 150 sponsored performances in thirty independent theatres over 12-day period. Chinese New Year Festival is a festival in which a fun and colourful parade winds through Manhattan’s Chinatown celebrating one on the most important days in Chinese culture. The Museum Mile Festival is a one-day visual arts celebration on which the city’s finest museums collectively open their doors for free to
citizens as well as tourists in Manhattan’s Fifth Avenue. JVC Jazz Festival presents some of the greatest musicians playing in indoor as well as outdoor venues such as Lincoln Center, The Rose Theater and Prospect Park Bandsheell over a period of two weeks. New York International Fringe Festival gathers more than 200 theatre and performing companies from all over the world to showcase their work completing a number of more than 1,300 annual performances in New York’s East Side and East Village. The New York Comedy Festival, in its four-day span, features the biggest of stand-up comedy, famous performance halls in Manhattan including Carnegie Hall, Avery Fisher Hall and Apollo Theater. (http://www.nyc.com/visitor_guide/new_york_festivals.1016851/editorial_review.aspx)

3.4.2 Parades

Foremost example and the biggest New York parade is Village Halloween Parade on the night of every Halloween in Greenwich Village. The cultural event draws fifty thousand costumed participants, artists, dancers and circus performers and with parade stretching more than a mile annually has more than two million live spectators and around one hundred million via television broadcast. (http://www.nyc.com/visitor_guide/new_york_parades.1017427/)

Other major parades include St. Patrick’s Day Parade, New York Dance Parade, Mermaid Parade, Gay Pride Week March, Puerto Rico Day Parade and Macy’s Thanksgiving Day Parade. (http://www.nyc.com/visitor_guide/new_york_parades.1017427/)

3.5 Film

Although Hollywood still holds the highest position in revenue, when talking about American film industry, New York placed itself as a “second largest centre for film” making in the U.S. billions of dollars in revenue makes it an important part of the city’s economy and consistent annual investments up to “$420 million to the film industry” (Verrier, Zeitchik, 2014), mainly provided by the state of New York, positions the city as one of the most desirable filming locations in the States.
3.5.1 Developing the industry

In the earliest days of the American film industry, New York City was the epicentre of filmmaking, but, eventually, due to the better year-round weather of the state of California, Hollywood was seen as a more proper location for the industry to settle in, making it what once NYC had tended to be - a home of American cinema.

In the time of city’s cinematic glory, Kaufman-Astoria in the borough of Queens was the heart of filmmaking in its earliest days. Built during the silent film era in the 1920’s, the studios eventually became a place where majority of the movies was produced – it was used by famous Marx Brothers and W.C. Fields.24 As cinema moved west, much of its infrastructure came to be used for television industry. (http://www.general-books.net/sw2.cfm?q=Culture_of_New_York_City)

For many years, New York City was considered too expensive and logistically difficult to serve as a filming location. However, a renaissance in filmmaking happened at the beginning of millennium – the state offered a modest 10% rebate then expanded it to 30% at the beginning of 2008, meaning that “for every dollar spent in the state for qualified production costs, filmmakers get 30 cents back.” In 2006, 276 independent and studio films were in production in the city which was an increase from 202 in 2004. (http://www.latimes.com/entertainment/envelope/cotown/la-et-ct-ny-la-rivalry-20140503-story.html#page=1)

3.5.2 People, festivals and institutions

One of the filmmakers most associated with New York is Woody Allen - born, educated

24 Many of the American finest actors filmed there among which are Frank Sinatra, Ginger Rogers, Milton Barle and many others.
and having works concentrated on telling stories that reflect the life in New York City\textsuperscript{25} – is one of most prolific American directors. Other New Yorkers in film industry include directors Martin Scorsese\textsuperscript{26}, Francis Ford Copola\textsuperscript{27}, Spike Lee, Jim Jaramusch, Cohen Brothers and actor Robert De Niro, who started the Tribeca Film Festival in response to the 9/11 attacks with which he contributed to already vast number of different film festivals held in the city. (http://www.general-books.net/sw2.cfm?q=Culture_of_New_York_City)

New York Film Festival is namely the biggest and most popular film festival established in 1963, featuring films selected by Film Society of Lincoln Center. Others include above mentioned Tribeca Film Festival which has become one of the most prominent film festivals in the world, Havana Film Festival celebrating Latin American cinematography, New York Asian Film Festival representing the very best of Asian’s film scene, New York Anime Film Festival, NewFest: The New York LGBT Film Festival and New York International Independent Film and Video Festival which stands as one of the largest independent film festivals in the world. (http://www.nyc.com/visitor_guide/new_york_festivals.1016851/editorial_review.aspx)

New York City is home to major independent film companies like Miramax Films as well as to the Anthology Film Archives, an international centre for preservation, study and exhibition of hundreds of film works focusing on independent, experimental and avant-garde cinema from the entire span of the film history. (http://www.general-books.net/sw2.cfm?q=Culture_of_New_York_City)

\textsuperscript{25} Most noticeable films include Annie Hall (1977), Manhattan (1979), Hannah and her sisters (1986), and Love and Death (1975)

\textsuperscript{26} Famous movies staged in NYC include Goodfellas (1990), Taxi driver (1976), Gangs of New York (2002) etc.

\textsuperscript{27} Staged around NYC gangsters the Godfather sequel (1972, 1974, 1990) are his most famous and one of the most commercialized movies of all time.
3.6 Literature

Several important literary movements saw the light of day in the city of New York and have not only contributed to shaping American literature as we know today but its influence has also spread beyond the U.S. borders.

3.6.1 19th to mid-20th century

Washington Irving\(^{28}\), 19\(^{th}\) century New Yorker, was the first of American writers to gain critical acclaim in Europe. His first major book, satire *History of New York* published in 1809, helped Irving to gain immediate critical and popular success. The book became a cultural touchstone for Victorian\(^{29}\) New York.

More than a century later, the Harlem Renaissance emerged- an upraise of African American writes, which took place in late 1920’s. As African and Caribbean immigrants converged in Harlem, writes appeared\(^{30}\) who sought to challenge the racism of the larger white community by promoting racial integration in their writings. Although, no singular style emerged, Harlem writers came to be known for a mix in styles ranging from high culture and street culture to experimental forms in literature. (http://www.history.com/topics/black-history/harlem-renaissance)

3.6.2 Mid 20th to today

Mid 20\(^{th}\) century New York City’s literary circle was, however, strongly influenced by the emergence of The New York Intellectuals. They were a group of writers, who, associated with the left- wing political philosophy and anti-Stalinist political ideas, sought to integrate Marxism with the literary theory. \(^{31}\)

\(^{28}\) Best known for his short stories including The Legent of Sleepy Hollow (1820) and Rip Van Winkle (1850) as well as historical biographies of George Washington (1855-1859) and Prophet Muhammad (1850)

\(^{29}\) Victorian, adj. of or characteristic of the time of Queen Victoria (1837 to 1901), associated with attitudes attributed to this time, esp. of prudery and moral strictness

\(^{30}\) Harlem Renaissance also included other artists – musicians, painters, sculptor, performers etc.

\(^{31}\) Robert Warshow, Philip Rahv, William Philips, Mary McCarthy and Dwight Macdonal are the greatest names among those who are considered to be among the New York Intellectuals.
The same period also saw the rise in prominence of Ayn Rand, critically acclaimed novelist and philosopher best known for *The Fountainhead* (1943) and *Atlas Shrugged* (1957), her best-selling novels both set in New York City and for developing a philosophical system called Objectivism. (https://www.theobjectivestandard.com/who-is-ayn-rand/)

Nonetheless, counter to the mainstream literary groups, underground movements saw the light of day with most recognizable one being the Beat poets and writers, often referred to as the Beat Generation. The Generation’s Poets and writers celebrated non-conformity and spontaneous creativity, ultimately fighting for liberating publishing in the United States. (http://www.online-literature.com/periods/beat.php)

Over the course of time many literary institutions have developed in the city. Nowadays, the most eminent one, the PEN American Center was founded in 1922 in New York. The Center has a membership of 3,300 writers, editors and translators and plays an important role in New York’s literary community. (http://www.general-books.net/sw2.cfm?q=Culture_of_New_York_City)

### 3.6.3 Comic books

In 1930’s, a new literary form evolved from graphic arts saw the light of day in which illustration is used to follow the story being told. The American comic book was invented in New York City and as majority of creators and workers in the early era of comic book industry, ranging from artist to publishers, were based the city, it stands as a home of this literary form. Eventually comic books became mainstream and worked their way into other facets of New York City’s culture - Roy Lichtenstein pop art artist took comics as framework for his works. (http://www.general-
books.net/sw2.cfm?q=Culture_of_New_York_City

It can be argued that superheroes owe their origin to New York City, they had a profound contribution to later development to the city’s comic book publications. New York had its first book publication company focusing on superheroes in 1939 – Timely Publications, later to be renamed as Marvel Comics. Marvel Comics developed some of the most recognizable and complex characters\(^{36}\), that would eventually evolve into a modern American mythology for millions of readers. (http://www.general-books.net/sw2.cfm?q=Culture_of_New_York_City)

3.7 Architecture

In comparison to many other major cities, New York truly does distinct itself in terms of building architecture, size and volume. Such distinction can be recognized through existence of huge skyscrapers, which shifted many of the city’s districts from low rise to high rise.

Famous buildings, such as Empire State Building and The Chrysler Building, as well as bridges - such as Brooklyn Bridge (Picture 6), all comprise a small part of a unique and vast architecture. Each of these buildings follows a certain architectural style, depending on the era in which they emerged. It is for this reason that New York can be considered to be a city that contains a lot of different styles from various eras. (http://www.nyc.com/visitor_guide/the_architecture_buff.997958/)

\(^{36}\) including Iron Man, the Hulk, Thor, the X-Men, the Fantastic For, Daredevil and the Amazing Spider-Man

Kaja Kajfež

Polytechnic of Medimurje in Čakovec
An example of a specific architectural style within New York is The Woolworth Building, which originates from 1913. This is an early Gothic revival skyscraper that is decorated with tons of large scale gothic architectural detail. (http://www.history.com/topics/woolworth-building) Another concrete example of a notable architectural style is The Chrysler Building, which is considered by many famous architects and historians to be among the finest buildings in New York City due to its particularly distinctive ornamentation. (http://www.newworldencyclopedia.org/entry/Chrysler_Building)

One of the reasons why New York is recognizable for its high rise buildings is the fact that New York has been home to more than ten buildings that held the title of the world’s tallest fully habitable buildings at some point in history. Most of these buildings have since been demolished. For around seventy five years, New York City had the world’s tallest buildings, starting with The Park Row Building in 1899 and ending with Sears Tower in 1974. (http://www.boweryboyshistory.com/2014/08/the-tallest-building-in-new-york-short.html)

### 3.8 Data

*World Cities Culture Report of 2013* (more about it in chapter 4.4.1 The World Cities Culture Forum’s report) gave an insight regarding the number of institution and for-profit and non-profit organization as well as general statistical attendance of arts and cultural offerings in New York City (Table 1).

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<tr>
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### New York’s art and cultural attractions and their contribution to the city economy

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<td>No. of art galleries</td>
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<td></td>
<td>Visits to five most popular museums/ galleries</td>
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<td></td>
<td>No. of theatre performances</td>
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<tr>
<td></td>
<td>No. of book titles published in the county</td>
</tr>
</tbody>
</table>

Source: World Cities Culture Report (2013),
4. New York City's art and culture driven tourism economic impact

All of the mentioned arts and cultural institutions for-profit and non-profit organizations in Table 1, part of the chapter 3.8 Data, do not only contribute to the city’s residents in terms of cultural and social wellbeing, but also attract millions of visitors annually, consequently exerting an impact on city’s economy.

The aim of this chapter is to introduce the top arts and cultural attractions with city’s tourism industry to later analyze how these two – tourism and arts and culture are connected, who operates between them and how they affect the economy.

4.1 Arts and cultural tourist attractions

In this chapter top arts and cultural attractions will be introduced to later analyze how they affect the city’s tourism.

The attractions will be divided into five groups including landscape attractions, squares, cultural institutions, historical monuments, most visited of the performing arts and most distinctive neighbourhoods.

The attractions that will be mentioned are listed as top ones in both Fodor’s New York City (2014) and Lonly Planet’s New York City (2014) tourist guides.

4.1.1 Landscape attractions

New York City’s most visited landscape attractions are Central Park and Washington Square Park.

- Central Park

Central Park is an urban park in the central part of the Manhattan (Picture 7). It runs north to south from 110th street to 59th street and east to west from 5th Avenue to Central Park West. The Park was initially opened in 1857 and later was improved and expanded according to Frederick Law Olmsted and Calvert Vaux’s Greensward Plan after which was reopened in 1873. (Fodor's New York City, 2014)

Today, Central Park is the most visited park in the United States as well as one of the
most filmed locations in the world which receives more than 38 million visitors annually. (Fodor's New York City, 2014)

**Picture 7. Afternoon in Central Park**

Source: https://blog.travefy.com/free-things-to-do-in-nyc, page visited on 19th of September

- **Washington Square Park**

Washington Square in Greenwich Village is one of New York’s most densely used green spaces. Anchored by Stanford White’s iconic Washington Arch, it is a small park, with a long and colourful history- for nearly two centuries the Square has been “a place to linger, to play, to celebrate or demonstrate... It functions not only as a public park beloved by locals, but also as a campus green, a crossroads, a performance space and a magnet attracting visitors from around the world.” (Folpe, 2002)

Most of the buildings surrounding the park now belong to New York University, but many have at one time served as homes and studios for artists. Moreover, The Park’s fountain area has long been one of the city's popular spots for residents and tourists. (http://www.aviewoncities.com/nyc/washingtonsquare.htm)

Nowadays, a lot of people pass through this square daily which makes it one of the main tourists' attractions in the city. (Fodor's New York City, 2014)

**4.1.2 Squares**

New York City’s most visited square is Times Square and is one of the most visited places in the world.
• **Times Square**

Times Square is a major commercial intersection and neighbourhood in Midtown Manhattan and the most bustling square of New York known for its many Broadway theatres, cinemas and electronic billboards. It is one of those places that make New York a city that never sleeps (Picture 8). Formerly it was called Longacre Square and in 1904 it was renamed into Times Square. (http://www.aviewoncities.com/nyc/timessquare.htm)

![Times Square at night](http://www.yellowcabnyctaxi.com/blog/times-square-hurricane-sandy, page visited on 19th of October, 2015)

Today Times Square is a constantly buzzing tourist magnet and is even one of the most visited places in the world drawing around fifty million visitors annually. Many of them come to Times Square for the ambiance and the billboards spectacle, but even more for its entertainment and Broadway show. (http://worldsmostpopularplaces.blogspot.hr/)

Times Square has experienced flourishes of creative vibrancy and periods of great depravity, and yet it remains “the crossroads of the world.” (https://www.360cities.net/image/times-square-new-york-usathe-crossroads-of-the-world-new-york-city)

4.1.3 **Cultural institutions**

New York City’s most visited cultural institutions are the Museum of Modern Art, The Guggenheim, Metropolitan Museum of Art and American Museum of Natural History.
- **The Museum Of Modern Art (MoMA)**

The Museum of Modern Art (MoMA) is an art museum located in Midtown Manhattan. It has been important in developing and collecting modernist art, and is often identified as the most influential museum of modern art in the world. The museum's collection offers an overview of modern and contemporary art, including works of architecture and design, drawing, painting, sculpture, photography, prints, illustrated books and artist's books, film and electronic media (Picture 9). ([http://newyork-ibf.com/5-best-new-york-city-museums/](http://newyork-ibf.com/5-best-new-york-city-museums/))

The Library's holdings include approximately 300,000 books and exhibition catalogues, over 1,000 periodical titles, and over 40,000 files of ephemera about individual artists and groups. ([http://www.moma.org/learn/resources/library/index](http://www.moma.org/learn/resources/library/index))

MoMA's average number of visitors per year until the new granite and glass renovation, was around 1.5 million after which it rose to 2.5 million. The highest ever number of visitors that MoMA attracted was 3.09 million people in 2010, but since then it hasn't reached that number. ([http://www.museus.gov.br/wp-content/uploads/2014/04/TheArtNewspaper2013_ranking.pdf](http://www.museus.gov.br/wp-content/uploads/2014/04/TheArtNewspaper2013_ranking.pdf))

**Picture 9. Exhibition at the Museum of Modern Art**

Source: [https://www.flickr.com/photos/nyclovesnyc](https://www.flickr.com/photos/nyclovesnyc), page visited on 19th of October, 2015

- **The Guggenheim**

The Solomon R. Guggenheim Museum, often referred to as The Guggenheim, is an art museum with an expanding collection of Impressionist, Post-Impressionist, early
Modern and contemporary art (Picture 10). The museum was established in 1939 as the Museum of Non-Objective Painting and its current name was adopted after the death of its founder, Solomon R. Guggenheim in 1952. (http://www.ikiif.org/AttractionDetail.aspx?ID=3)

**Picture 10. The Solomon R. Guggenheim Museum**


The Museum welcomed 1,107,054 visitors in 2011, making it the museum's second-highest attended year after the 50th anniversary in 2009. In 2013, nearly 1.1 million people visited the museum, which was the fifth consecutive year with more than one million visitors. (http://www.guggenheim.org/new-york/press-room/news/4444-a-look-back-at-2011)

- **Metropolitan Museum of Art (The Met)**

The Metropolitan Museum of Art, which includes its Main Building on Fifth Avenue and The Cloisters museum and gardens in northern Manhattan, dates back to 1866 (Picture 11). It is the largest art museum in the United States and among the most visited art museums in the world. Its permanent collection contains more than two million works, divided among seventeen curatorial departments. (http://www.marinadealbufeira.com.pt/)

Represented in the permanent collection are works of art from classical antiquity and Ancient Egypt, paintings and sculptures from nearly all the European masters and an extensive collection of American and modern art.
This statistic shows that the number of visitors to the Met in New York from 2007 to 2014 is constantly growing. Approximately six million people visited the Metropolitan Museum of Art in 2011, and in 2014 they announced that 6,2 million people, from New York City, the state area, across the United States and 187 foreign countries, visited the museum. (http://www.metmuseum.org/about-the-museum/press-room/news/2014/met-attendance-fy-2014)

*Picture 11. 1978 Metropolitan Museum of Art, NYC, Richard Avedon*


- **American Museum of Natural History**

The American Museum of Natural History is located on eastern side of Central Park in Manhattan and is one of the largest museums in the world and one of the most impressive sights in New York. (http://www.central-park-north.com/new-york-city-inn-location)

The museum consists of 27 interconnected buildings housing 45 permanent exhibition halls in addition to a planetarium and a library which hold more than 30 million artefacts and wonders from the land, the sea and outer space. (http://traveltips.usatoday.com/metropolitan-museum-art-4174.html)

The Museum has a full-time scientific staff of 225, sponsors over 120 special field expeditions each year, and averages about five million visits annually. (http://www.travelandleisure.com/slideshows/worlds-most-visited-museums/8)
4.1.4 Historical monuments

- **Statue of Liberty**

The statue of Liberty Enlightening the World is a colossal neoclassical sculpture which was a gift of friendship from the people of France to the United States and is recognized as a universal symbol of freedom and democracy located on Liberty Island in New York Harbor. The Statue was constructed in France, shipped overseas in crates and assembled on the completed pedestal then called Bedloe’s Island. (http://www.libertyellisfoundation.org/statue-history)

The statue was designed by Frédéric Auguste Bartholdi and built by Gustave Eiffel and dedicated on October 28, 1886. It represents Libertas in a robed female figure, the Roman goddess, who bears a torch and a tabula ansata upon which is inscribed the date of the American declaration of Independence, July 4, 1776. (http://www.nps.gov/stli/index.htm)

Between 2008 and 2011, the statue received a steady flow of visitors, with figures generally hovering above 3.5 million. In 2012, visitors numbers fell to just over three million and, in 2013, they fell more sharply to below two million. This was the effect of Hurricane Sandy, the most destructive hurricane during its season. Sandy hit the north-east coast of America towards the end of 2012, causing the Statue of Liberty to be closed to the public for large parts of 2013. (http://www.statista.com/statistics/254218/number-of-visitors-to-the-statue-of-liberty-in-the-us/)

Despite its fame around the world, a relatively small number of people visit the Statue of Liberty each year, but still it is the symbol of New York history and the legacy.

- **Ground Zero**

The Ground Zero is former name of the World Trade Center located in Lower
Manhattan in New York City, covering the area of 59 000 m². The former complex stood on the same site until it was destroyed in the September 11 attacks. (http://www.history.com/topics/ground-zero)

The architect Michael Arad, working in partnership with the landscape architect Peter Walker, won the international contest to design the memorial. It is entitled Reflecting Absence and opened on the tenth anniversary of September 11. No buildings are in the space where the Twin Towers once stood. In their place are recessed waterfalls (Picture 12) cascading thirty feet down into two subterranean reflecting pools that line the Twin Towers' original footprints. The water then tumbles down into smaller square holes in the centre of each pool. (Fodor's New York City, 2014)

Now, the memorial gives Ground Zero the thousands of annual visitors a solemn place to reflect and think about the brutal day of attacks. More than 21 million people has visited the 9/11 Memorial since opening in September 2011 and more than 3 million people visited the 9/11 Memorial Museum since opening in May 2014. Visitors that have come to see Ground Zero are from all 50 U.S. states and from around the world. (http://www.911memorial.org/facts-and-figures)

- **Empire State building**

Soaring 1,454 feet above Midtown Manhattan, the Empire State Building is New York City’s most recognizable and celebrated attraction. Its name is derived from the nickname for New York, the Empire State and it stood as the world's tallest building for nearly 40 years, from its completion in early 1931 until the topping out of
the original World Trade Center's North Tower in late 1970. (http://www.aviewoncities.com/nyc/empirestate.htm)

With new investments in infrastructure, public areas and amenities, the Empire State Building has attracted first-rate tenants in a diverse array of industries. Moreover, millions of visitors from all over the world marvel at the spectacular views from its 86th Floor and 102nd Floor Observatories. From 2007 till 2014 number of visitors have been increasing and has reached over 120 million which is nearly 3.6 million visitors per year. (http://skift.com/2013/01/01/the-tourism-machine-of-empire-state-building/)

In addition, The Empire State Building is generally thought of as an American cultural icon. It is designed in the distinctive Art Deco style and has been named as one of the Seven Wonders of the Modern World by the American Society of Civil Engineers. (http://datavizblog.com/category/new-york-city/)

4.1.5 Performing arts

- **Lincoln Center for the Performing Arts**

Lincoln Center for the Performing Arts is a complex of buildings in the Lincoln Square neighbourhood of Manhattan. It was envisioned as a major performing arts centre that would develop and present the finest and the brightest of all types of performing arts to a diverse audience drawn from all over the world. (http://www.aboutlincolncenter.org/programs/program-overview-2)

In addition to being a major cultural destination with about 4.7 million visitors annually, Lincoln Center is also setting for high profile corporate and media events and film premieres as well as presenting around 3 000 programs, events and initiatives each year which include American Songbook, Great Performers, Lincoln Center Festival, the Lincoln Out of Doors, Midsummer Night Swing and more. (http://www.edrgroup.com/library/economic-impact-analysis/the-economic-role-and-impact-of-lincoln-center.html)

- **Carnegie Hall**

Carnegie Hall is one of the world’s most famous concert halls located in the Midtown
Manhattan. It was designed by architect William Burnet Tuthill and built in 1891 and it has 3,671 seats, divided among its three auditoriums. Its incomparable acoustics make it one of the best venues to hear classical music, but its presentations of jazz, pop, cabaret and folk music are superlative as well. (http://www.nyc.com/arts__attractions/carnegie_hall.1315/)

Carnegie Hall presents about 200 concerts per year and preserves thousands of concert programs, posters and fliers, musical manuscripts and autographs, administrative files, and architectural drawings that tell the story of the musicians, politicians, and world figures that have appeared in nearly 50,000 events since 1891. (http://www.nyc.com/arts__attractions/carnegie_hall.1315/)

4.1.6 Neighbourhood culture

- Coney Island

Coney Island is a New York City neighbourhood that features an amusement area that includes 50 or more separate rides and attractions on the Atlantic Ocean in the southwestern part of the borough of Brooklyn. (http://smallhouseplanss.xyz/coney-island/coney-island-fun-guide-brooklyn-new-york.html)

The attractions here reached a historical peak during the first half of the 20th century (Picture 13), declining in popularity after World War II and years of neglect. Nowadays, Coney Island is a hit with tourists - many from across the ocean.

Picture 13. People outside the entrance to Luna Park on Coney Island in 1890

Source: http://www.telegraph.co.uk/news/worldnews/northamerica/usa/, page visited on 19th of September, 2015
The number of out-of-town visitors to Coney’s two new amusement parks more than doubled in 2011 - with 57,960 people coming from outside the New York metropolitan area in the 2011 summer season, up from 22,500 in 2010. Annual tourists share on Coney is constantly growing. (http://www.nydailynews.com/new-york/brooklyn/towners-flock-coney-island-new-amusement-parks-article-1.1016763)

4.2 Tourism indicators

All of the mentioned attractions and many more are considered to be resources, among other tourism aspects e.g. accommodation, travel and leisure, which draw visitors to the city and have certain social and economic impacts. Tourist attractions related to arts and culture in the city and tourism indicators are thus closely connected, for visitors of these attractions are as well those who affect the city’s economy through tourism industry.

In this chapter tourism indicators will be analyzed, to gain a wider picture on tourism industry in the city and to better explain how culture and tourism intertwine.

4.2.1 NYC & Company

NYC & Company as stated on their official website “is New York City’s official marketing, tourism and partnership organization.” There they state that their “mission is to maximize travel and tourism opportunities throughout the five boroughs, build economic prosperity and spread the dynamic image of New York City around the world. “ (http://www.nycgo.com/about-us)

Moreover, as the official marketing organization they “promote the dynamic image of New York City and its unparalleled offerings worldwide”, and as a tourism organization they also provide critical tourism data as well as develop strategic partnership and tourism-driven programs. Thus the NYC & Company has a separate department called Research and Analytics which, as they state “manages a comprehensive research for the City’s travel and tourism industry” and as is further stated, functions “as the office of record for vital statistics on New York City’s travel sector”. In their annual reports they provide data on visitor volume and tracks economic impact of the industry. (http://www.nycgo.com/about-us)
All the data which will be used in this paper is provided publicly by the NYC & Company. The data which will be analyzed in this paper is the number of city’s annual visitors and their expenditure while there to provide data on the economic impact it provides in terms of generated taxes, supported jobs and wages generated by visitor spending. All the data will be referring to the decade from 2003 to 2013.

(http://www.nycgo.com/articles/nyc-statistics-page)

4.2.2 Visitor data

Number of annual visitors had a constant tendency to grow during the referred decade, as shown in Figure 1, except the year 2009 when the number slightly dropped due to the Global Financial Crisis of 2008\(^{38}\) that consequently affected not only the number of visitors but had also reduced the economic impact of city’s tourism industry.

![Figure 1. New York City's annual visitors in millions](image)

Total visitors divided into international and domestic visitors presented through timeline from 2003 to 2013


In the beginning of the referenced period, in 2003, total number of annual visitors to the city was 37.8 million and in 2013 it was 54.3 million, which is a 43 percent jump. The largest year-to-year jump in number of total annual visitors was 2009-2010 when that number increased by 7 percent, from 45.6 million to 48.8 million.

\(^{38}\) considered by many economists to have been the worst financial crisis since the Great Depression
Total number of visitors is divided into number of domestic visitors and international visitors.

On one hand, domestic visitors consistently dominated in terms of the number of annual visitors - around 80 percent of the total were domestic visitors (in 2013 - the smallest share of 78.2 percent; in 2006 - the biggest share of 90.1 percent) – with average number of 37.7 million visitors. However, when analyzing the referenced decade, in 2003 they made 87.5 percent of the number of total visitors, which has by 2013 dropped to 78.2 percent indicating the increasing number of international tourists.

On the other hand, international visitors, through the referenced period, averaged about 8.6 million visitors, having about 20 percent of share of the total visits – in 2003 - smallest share of 12.6 percent; in 2013- the biggest share of 20.9 percent - thus showing an increasing tendency.

When analyzing the international visitors, the key fact is detecting primary international markets. Data on the top international markets and the number of generated visitors is shown in Figure 2.

**Figure 2. New York City’s Top International Markets in millions of annual visitors**

<table>
<thead>
<tr>
<th>Country</th>
<th>Visitors (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>1.11</td>
</tr>
<tr>
<td>Canada</td>
<td>1.10</td>
</tr>
<tr>
<td>Brazil</td>
<td>0.89</td>
</tr>
<tr>
<td>France</td>
<td>0.69</td>
</tr>
<tr>
<td>China</td>
<td>0.64</td>
</tr>
<tr>
<td>Australia</td>
<td>0.61</td>
</tr>
<tr>
<td>Germany</td>
<td>0.60</td>
</tr>
<tr>
<td>Italy</td>
<td>0.46</td>
</tr>
<tr>
<td>Spain</td>
<td>0.38</td>
</tr>
<tr>
<td>Japan</td>
<td>0.33</td>
</tr>
</tbody>
</table>


UK and Canadian residents are undoubtedly the strongest markets generating slightly

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39 Domestic visitors are those whose country of residence is the country visited (OECD)
40 International visitors are those whose country of residence is different from the country visited (OECD)
more than a million annual visitors. Next up are Brazil, France, China, Australia and Germany with more than half a million and then Italy, Spain and Japan that generated around 4 hundred thousand annual visitors.

When comparing New York City’s figures concerning the number of annual international visitors to the most visited cities in the world, Forbes\(^\text{41}\) positions New York City, backed up by Master Card Global Destination City Index data, as the fifth most visited city in the world (2013 figures). Top ranked is Bangkok with 15.98 million followed by London 15.96 million, Paris 13.92 million, Singapore 11.75 million and in the fifth place, New York City with 11.52 million of international visitors in 2013.

However, Forbes and Global Destination City Index also showed that New York City, of all higher ranked cities, and in terms of cross-border spending, has gained top rank in the world with US$ 18.9 billion in 2013 (by comparison London (2\(^\text{nd}\) place) earned 16.3 and Paris (3\(^\text{rd}\) place) 14.6 billion US$).

**4.2.3 Economic impact**

*NYC & Company* provided data on influence that the tourism industry exerts on city’s economy. Visitor expenditure i.e. spending that visitors make whilst there, is the foremost important figure when analyzing the economic impact and New York City generates billions of US$ annually as shown in Figure 3.

![Figure 3. Total visitor expenditure in $US billions](http://www.nycandcompany.org/research/nyc-statistics-page, page visited on 1th of August, 2015)


\(^{41}\)American business magazine that features original articles on finance, industry, investing, and marketing topics and is well known for its lists and rankings
Data shows that through the referenced period revenue has had a tendency to grow, except in 2009, when Global Financial Crisis repercussion took place, but since then, revenue continued growing – in 2003 revenue was 18.5 billion US$ then has increased by 73 percent to 32.1 billion US$ in 2008, to drop by 12.1 percent to 28.2 billion US$ in 2009. From 2009, numbers have again been raising to reach 38.8 billion US$ in 2013, which is 58.9 percent jump.

Taxes that have been generated by previously analyzed visitor spending through the referenced period are shown in Figure 4.

Proportional to the revenue generated by visitor spending were the taxes generated. To analyze the amount of taxes, years that will be taken are earlier mentioned 2003, 2008 and 2013, the first year of the period and the year when the revenue was the lowest, the year when revenue was the highest, and the last year of the referenced period to have an overview of the whole period.

In 2003 taxes generated were 4.9 billion US$ then have increased by 67.3 percent to 8.2 billion US$ in 2008, to drop by 8.5 percent to 7.5 billion US$ in 2009. From 2009, numbers have again been raising to reach 9.7 billion US$ in 2013, which is 29.3 percent jump.

In terms of economic impact, data on number of jobs that tourism industry generates from its revenue is another important factor that determines to consider. Data on jobs supported by visitor spending, through the referenced period is shown in Figure 5.
As shown in the table, average number of jobs generated through the period was 329.1 thousand, showing a 19.3 percentage jump through the period – in 2003 291.9 thousand jobs were supported and in 2013 348.2 thousand. The highest peak was in 2006 when 368.1 thousand jobs were supported, and the lowest numbers were recorded in 2003 and 2009 (due to already motioned repercussions of the Global Financial Crisis).

Another equally important factor is wages that are generated through New York City tourism industry, shown in Figure 6.

Wages generated are closely related to tourism revenue - as the revenue grew the wages also grew. In 2003, when the revenue was the lowest regarding the referenced period, so were the generated wages, 11.6 billion US$. In 2008, when the revenue was the highest, generated wages were 17.9 billion US$, which is 54.3 percentage jump in regard to 2003. Year after, revenue dropped and so did the generated wages to 16.6 billion US$, which is 7.6 percent drop. Finally, in 2013 wages have increased to 20.6 billion US$, showing a 77.6 percentage jump regarding the whole period.
Regarding the connection between generated jobs and generated wages, it can be noticed that through the period from 2006 to 2008 they did quite the opposite—as the number of supported jobs was at its peak in 2006 and had tendency to drop to 2008, generated wages were increasing. Before and after this period those two figures were proportionally increasing.

4.3 The Creative Sector

In this chapter the sector which connects arts and cultural attractions, as well as other cultural institutions and organizations, government as well as creative workforce for all stakeholders to operate effectively within tourism industry will be introduced – the creative sector- defined, researched and analyzed by New York City’s Center for an Urban Future.

4.3.1 The Center for an Urban Future

“The Center for an Urban Future is a NYC-based think tank”, as they elaborate on their official website, “dedicated to highlighting the critical opportunities and challenges facing New York and providing fresh ideas and workable solutions to policymakers.” Furthermore, the centre does this “through publishing fact-based research reports that are accessible to a wide audience and holding high-profile policy forums.”(https://nycfuture.org/about) However, since 2005 the Center has been publishing an annual report Creative New York, the first comprehensive report documenting the economic impact of New York City’s nonprofits arts organizations and for-profit creative businesses.

Creative sector, defined by the Center “includes ten industries - advertising, film and television, broadcasting, publishing, architecture, design, music, visual arts, performing arts and independent artists.” (Creative New York, 2015) All industries included, except advertising, broadcasting and publishing are part of cultural environment as described in chapter New York City’s arts and culture. Functioning of the creative sector, how the city’s government manages it and trends it shows, is thus critical for analyzing contribution of city’s art and cultural environment on city’s economy. All data concerning the NYC's creative sector, which will be used in his paper, is taken from the 2015's Creative New York.
4.3.2 Creative New York report


*The Center for an Urban Future’s Creative New York* further states that “in 2013, New York City was home to 8.6 percent of all creative sector jobs in the nation, up from 7.1 percent in 2003. Of the city’s 20 largest industries”, they continue, “none comprise a larger share of the nation’s total jobs, including information, educational services, real estate and, finance and insurance (Figure 7). (The Creative New York, 2015)

![Figure 7. NYC’s Biggest Competitive Advantage](https://nycfuture.org/pdf/Creative-New-York-2015.pdf)

The creative sector as defined in the report, has a bigger share of the nation’s jobs than any other industry in the city.

During the referenced period, report states that „both non-profit and for-profit commercial industries experienced significant growth. Of the ten industries constituting New York’s creative core, six outpaced the city’s overall 12 percent employment growth: film and television, architecture, performing arts, advertising, visual arts and applied design“(Figure 8). (The Creative New York, 2015)
While considering creative business employment on the national level, it is stated in report that, off all 17 U.S. cities / counties “only Austin and Portland saw greater growth than New York over the last decade “. However, with further analysis it can be concluded that, although both cities are considered creative meccas, „New York’s creative business employment alone is 26 percent larger than the total creative business employment in both cities combined“ (Table 2). (The Creative New York, 2015)

Moreover it is stated that “the number of cultural organizations in New York City increased by 54 percent over the past decade.” (The Creative New York, 2015)

Table 2. Where the Creative jobs are

<table>
<thead>
<tr>
<th>County</th>
<th>Major City</th>
<th>2003</th>
<th>2013</th>
<th>Growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travis County, Texas</td>
<td>Austin</td>
<td>8,223</td>
<td>11,547</td>
<td>40</td>
</tr>
<tr>
<td>Multnomah County, Oregon</td>
<td>Portland</td>
<td>8,759</td>
<td>10,657</td>
<td>22</td>
</tr>
<tr>
<td>New York City</td>
<td></td>
<td>188,033</td>
<td>216,110</td>
<td>15</td>
</tr>
<tr>
<td>San Francisco County, California</td>
<td>San Francisco</td>
<td>22,745</td>
<td>25,895</td>
<td>14</td>
</tr>
<tr>
<td>Davidson County Tennessee</td>
<td>Nashville</td>
<td>10,904</td>
<td>11,841</td>
<td>9</td>
</tr>
</tbody>
</table>


“All of this growth has reinforced New York’s position as the nation’s creative capital”, it is continued in the report, backed up by figures describing how “in 2003, 7.1 percent of the national creative workforce was centred in the Big Apple”, and continuing that “by 2013, that share had grown to 8.6 percent” which is higher than the city’s 3 percent share of all jobs in the nation. (The Creative New York, 2015)
The report also elaborates that “for every industry in the city’s creative core, New York City’s share of national jobs increased significantly from 2003 to 2013, including especially large jumps in film and television (4 percent jump), advertising (3 percent jump) and architecture (2 percent jump). Interestingly, the only two creative industries that experienced a decline in total jobs - publishing and music production - have seen an increase in the city’s share of national employment, with New York recently surpassing Los Angeles to become the largest music industry cluster in the nation “(Figure 9). (The Creative New York, 2015)

"New York’s creative industries are also the single biggest draw for tourists, and thus a critical catalyst for growth in the city’s hospitality sector“, it is stated in The Creative New York report. During the period from 2001 to 2014, the number of tourists visiting the city rose 60 percent, while foreign visitors more than doubled and the number of tourists visiting cultural institutions rose from 19 million to nearly 25 million annual visitors. (The Creative New York, 2015)

4.4 Contribution to the city’s economy

*The Center for an Urban Future* in February 2003 published a testimony called *Impact of the arts on New York City’s economy* in which centre’s deputy director Robin Keegan addressed the City Council on how arts and cultural development affect the city economy.
“Economists predict growth for the cultural industry “explains Keegan, “... but there is still not a clear understanding of the arts as an economic sector and what this sector means for the economy.” (Keegan, 2003) Keegan further states that “cultural sector almost defies definition”, due to, he elaborates “the mix of individual artists, commercial enterprises, nonprofits arts entities and the overlap of arts professionals within other sectors that make a definition of the sector difficult to achieve”. “The effects of this sector are everywhere in New York”, addresses Keegan the City Council, and “… at the same time they’re hard to measure and quantify.” (Keegan, 2003)

Since 2003, The Center for an Urban Future has been publishing annual reports (as said in chapter 4.3.2 Creative New York report), but other organizations and associations have addressed the issue, regional as well as international, to improve the understanding of the arts and culture and their role as an economic sector.

4.4.1 The World Cities Culture Forum’s report

The World Cities Culture Forum was founded in 2012 by London, New York, Shanghai, Paris, Tokyo, Sydney, Johannesburg, and Istanbul. The Forum builds on the World Cities Culture Report initiative set up by the Mayor of London. It has quickly emerged as a powerful new voice in the global cultural policy debate and ”it aims to highlight the critical contribution of culture to the economic and social success of world cities.” (World Cities Culture Report, 2013)

The report includes a series of portraits of 18 cities, including New York. Report states that “extremely strong cultural offer is reflected throughout New York” they elaborate, explaining how “culture is a signature industry of the city found in every borough”. (World Cities Culture Report, 2013)

To better explain the importance of culture in the city in terms of economy they proceed in the report that “(culture) is ... regarded as a key to economic success, helping to attract talented workers and visitors from around the world.” Regarding the tourism

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indicators they state that “the number of tourists has risen by 30 percent in the last
decade, with international tourists particularly attracted by the city’s cultural offerings.”
(World Cities Culture Report, 2013)

4.4.2 Alliance for Arts’s report

More detailed insight, concerning the city as well as the New York State, is given by the
New York City’s Alliance for Arts, organization that pioneered, along with The Center
for and Urban Future (introduced in chapter In this chapter the sector which connects
arts and cultural attractions, as well as other cultural institutions and organizations,
government as well as creative workforce for all stakeholders to operate effectively
within tourism industry will be introduced – the creative sector- defined, researched and
analyzed by New York City’s Center for an Urban Future.

4.3.1 The Center for an Urban Future), in research on the cultural community, proving
that, as they state on their website “arts are a vital industry in New York, an economic
engine which strengthens and supports other industries, such as tourism.”
(http://www.nyc-arts.org/page/arts-research)

In their 2005 research Arts as an industry (Their Economic Impact on New York City
and New York State) they studied economic activity of the nonprofit and commercial
sectors demonstrating their value in concrete terms. Beyond the economic impact, they
state, „every part of the industry plays a role in attracting visitors from other parts of the
country and the world, making arts-motivated visitors one of the strongest components
of New York’s growing tourism market.” (Arts as an industry, 2005)

“The concentration and size of all components of the arts (and culture) industry in New
York City … place it in the top rank of world cities” states alliance in its research and
continues that “the city… serves as the state’s center of arts-motivated tourism. (Arts as
an industry, 2005)

They further provided data on tourism indicators and economic impact generated by arts
and culture, shown in Table 3. If compared to data from the same year, given in chapter
4.2.3 Economic impact, percentage of contribution of the arts industry to the city’s
economy can be calculated - as seen in the table, arts industry make a large contribution
in terms economic impact of tourism – often about 50 percent.

Table 3. The Arts Industry in New York City – 2005

<table>
<thead>
<tr>
<th></th>
<th>Arts industry</th>
<th>Total tourism industry</th>
<th>Arts contribution (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor expenditure (billion $US)</td>
<td>12.8</td>
<td>24.3</td>
<td>52.67</td>
</tr>
<tr>
<td>Jobs Generated (thousand)</td>
<td>160.3</td>
<td>333.1</td>
<td>48.12</td>
</tr>
<tr>
<td>Wages generated (billion $US)</td>
<td>8.2</td>
<td>14.2</td>
<td>57.74</td>
</tr>
<tr>
<td>Taxes to New York City (billion $US)</td>
<td>0.9</td>
<td>5.4</td>
<td>16.6</td>
</tr>
</tbody>
</table>


4.4.3 The Municipal Art Society of New York’s report

Besides The World Cities Culture Forum and Alliance for Arts, there is a local organization who also faces the challenges of quantifying the importance of arts and cultural sector and pointing the advantages to the government and public – The Municipal Art Society of New York (MASNYC), existing from 1983.

In 2012, they released its first arts digest – a collection of research which looks at the State of the Arts in New York City and explores where nonprofit arts groups derive their income from and how they are contributing the economic impact of the arts sector. (http://www.mas.org/arts/research/)

In the study they state that „the non-profit arts community has a more than $8 billion economic impact on New York City each year“, which is, they continue, „a substantial driver of economic activity, something that takes place in neighbourhoods all over the city and involves thousands of cultural workers and millions of visitors and attendees."

4.4.4 Facing challenges

Although New York City’s cultural position is an enviable one, it faces challenges especially in times of the current global economic pressure, when sustaining a sector, whose benefits can be hard to quantify, becomes increasingly difficult. However, local government addresses the issue and supports the culture with “a clear understanding of the interconnectedness of different forms and scales of cultural activity and its willingness to cross the boundaries between profit and non-profit organizations.”
New York continues to make substantial investments in upgrading and sustaining the cultural environment through “recognising that a thriving culture is not built solely on a handful of world-class institutions”. Roughly half of the City of New York’s cultural grants go to small organisations and government also manages a robust portfolio of capital projects. In addition, New York City encourages and supports high-profile public art projects - strategic investments, not only strengthening New York’s cultural sector, but also burnishing the city’s identity and improving the quality of life. (World Cities Culture Report, 2013)

The non-profit cultural sector has responded well so far to the challenges and opportunities, offering initiatives that have increased audience interest and attendance, while many arts organisations are successfully using social media to market their programmes and increase access. (World Cities Culture Report, 2013)

Government support for commercial creative activity takes a number of forms. NYC & Company (introduced in chapter 4.2.1 NYC & Company) has a number of marketing schemes including both commercial and non-profit cultural offerings. At a neighbourhood level, many initiatives help support the cultural resurgence in their communities. Recent initiatives to attract technology companies build on and reinforce the city’s pool of innovative talent. (World Cities Culture Report, 2013)
5. Conclusion

New York city is a *cultural magnet*, a city which has everything to be one – it is a dynamic city which learned the ways of efficient adaptation to ever-changing environment in terms of people influx and cycles of renewal, its cultural products and services are making up an ever-greater share of the market as well as showing the increasing trends with even greater percentage of growth each year, and it has particularly diverse both cultural offerings and audiences.

The city’s creative and cultural sectors operate decidedly efficient in marketing, developing partnerships and cultural programs, managing institutions and organizations as well as caring for social environment.

Culture as well as arts attractions, venues, iconic sights, programs and happenings attract millions of people annually to visit New York City thus contributing to the city’s economy both in terms of revenue, generating jobs and taxes and also pointing out the importance of understanding the functioning and contributions arts and cultural industry make.

New York City “enjoys a global reputation for cultural excellence and opportunity”, as stated by city’s *Alliance for Arts* (Arts as an industry, 2005), and it is critical for the city to retain its present position to sustain cultural and creative sector functioning on high level.

“New York … seems well-placed to sustain its present position”, states *The World Cities Culture Forum* and further continues that “in a globalised world where pre-eminence in any field can no longer be taken for granted, New York’s combination of economic power, openness to ideas and immigrants, spaces in which up-and-coming artists can establish a foothold, and world-class cultural assets will ensure it remains one of the world’s most culturally exciting cities.” (World Cities Culture Report, 2013)
6. Literature

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