

CREATIVE INDUSTRY SEGMENTS

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DESIGN

5,047
Total Jobs
(2013)

0.98
Location
Quotient

\$49,130
Average Annual
Earnings

43.3%
Self-Employment
Share as % of all jobs

Firms and freelancers working in environmental, product, and communications design make up the design segment of the Capital Region's creative economy. They range from architects to industrial designers to printers to graphic designers. These workers and enterprises translate creative ideas into blueprints for useful economic goods—everything from cars to toothbrushes to buildings and interiors to websites and newsletters.

The design segment in the Capital Region has much to celebrate, from its prowess in commercial lithographic printing to Hudson's emergence as an interior design hub to communication firms reinventing themselves to adapt and compete. The region is home to a branch of the largest privately held printing company in the Western Hemisphere, the designer of large musical instruments made out of old industrial content, and everything in between.

Design employed just over 5,000 people in the Capital Region in 2013, the second highest of

all the creative economy segments. Cumulatively, the region's design industries employ about the same percentage of the workforce as they do in the nation overall (location quotient¹ of 0.98). These workers command fairly high wages: \$49,130/year, on average, as of 2013. Average hourly wages range from over \$70 for fashion designers to about \$13.50 for floral designers.



COMMUNICATIONS DESIGN

Communications design includes all forms of design intended to influence others through the creative forms of communications—graphic design, web design, interaction design, branding, marketing, printing, and commercial photography.

By employment measures, printing stands out as a heavyweight within the design segment. There were over 1,700 jobs in the region's printing industries in 2013, with the vast majority (over 1,100) in lithographic printing, which has a location quotient of 1.69.

Three companies, Quad/Graphics, IBT Hamilton, and Matthew Bender, account for the majority of these employment figures. Quad/Graphics employs 800 people in its one-million-square-foot plant in Saratoga Springs. Headquartered in Wisconsin, Quad/Graphics' Saratoga plant prints about 250 magazines, catalogs, inserts, and other materials, including the annual *Sports Illustrated Swimsuit Issue*. The Capital Region's second largest printing company, IBT Hamilton in Troy, employs approximately 160 people. It primarily prints scientific, technical, medical, and other professional materials. Matthew Bender in Albany, owned by LexisNexis, prints law-related resources and employs approximately 220 people.

Unfortunately, the rise of digital technologies threatens traditional printing. Printing companies must adapt or risk obsolescence. For instance, LexisNexis plans to close Matthew Bender, which has operated since 1887, by the end of 2014. In contrast, Quad/Graphics has aggressively tried to integrate digital strategies into its printed products. One tool allows readers to use their smart phones to scan codes in magazines and gain access to a wealth of additional content. Smaller print shops have adapted to pressures from digital technologies by diversifying their business models. Many now combine print media and visual communication under the umbrella of "graphic communications" or the "graphic arts industry." Industry consultant Andrew Tribute explains that the best way to add value to their products is to "provide total services for clients in print and information management from creation to delivery."

Beyond printing, the other subsets of the design communication group have also reinvented themselves. Boundaries increasingly blur as firms incorporate services in branding; marketing; graphic, web, and interaction design; as well public relations and advertising in the media segment. Firms typically offer clients some combination of graphic and web design, marketing,

advertising, sound and video recording, app and software development, and other services. For example, id29 in Troy uses web and graphic design to develop brand management strategies. In 2007, the firm helped market the final *Harry Potter* book. Technology often plays a big role in service offerings, from using computer animation for a marketing campaign to filming ads in in-house studios. Newkey Media Solutions, located in Saratoga County, heavily incorporates technology in its services, which includes website and graphic design, search engine optimization, and online marketing, in addition to audio recording.

Palio+Ignite and Fingerpaint: Two communication design success stories

Palio+Ignite employs 120 people in its Saratoga office (one of four across the country). This marketing and graphic design company primarily serves clients in the healthcare and pharmaceutical worlds. Focus group members credited Palio+Ignite with helping spark the Capital Region's growth in specialty communications design firms. Spin-off company Fingerpaint's success helps prove this point. A Saratoga-based marketing communications firm started by two former Palio+Ignite employees, Fingerpaint was the second fastest growing company in the Capital Region from 2008 to 2012, when its revenue increased over 1,000 percent. Today, it employs 80 people. In July 2013, it acquired an Albany-based audio and video production company, whose work credits include *Curb Your Enthusiasm* and *Smallville*, to expand its services. More recently, in November of 2014, it acquired Olson Communications, a Phoenix-based company that will expand Fingerpaint's services to include public relations and will allow it to have a West Coast presence.

Other companies that incorporate communications design include Trampoline Design, LLC, a certified, women-owned business in Warren County, located in downtown Glens Falls since 2003. An award-winning design and marketing firm with nine employees, Trampoline's areas of expertise include branding, corporate identity, advertising, campaigns, illustration, packaging, and interactive. Allegory Studios, located in Saratoga Springs, is yet another local marketing and branding firm.

In this day and age, communications design technology is a rapidly evolving niche. Two University at Albany (U. Albany) Ph.D. students, for instance, launched Dumbstruck, an app downloaded tens of thousands of times that records the reactions of people receiving text messages and sends them back to the text sender. In another example, MadGlory in Saratoga develops software and apps for clients that include Warner Bros. and Billboard. It spun off from Troy-based video game company Agora Games.

The region's strong higher education network helps ensure new generations of talent for the communications design industries—from Rensselaer Polytechnic Institute (RPI) and Russell Sage College (Sage) to the College of Saint Rose's highly regarded graphic design program to SUNY Adirondack's signature new media degree. Focus group participants, however, acknowledged that keeping talent in the region has proven challenging.

At least two robust professional associations in the region have created strong networks among individuals engaged in communications design. AIGA, the professional association for design, has a strong Upstate New York chapter that offers education, networking, and support to the design community, including both students and professionals. The Albany Ad Club, an association of professional communicators founded in 1961, is also a

strong support network in the Capital Region focused on educating and celebrating individuals working in advertising, public relations, marketing, and other related fields.



ENVIRONMENTAL DESIGN

Architecture, landscape architecture, and interior design make up the environmental design component of the Capital Region's design segment.

The Capital Region claims both prominent architecture firms and training programs. Nationwide firms have branches in the region. For instance, EYP Architecture and Engineering in Albany is the region's largest architectural firm. Its portfolio includes the U. Albany's \$365 million NanoFab X building. Mosaic Associates Architects in Troy, another prominent firm, capitalizes on talent from RPI's well-respected architecture program. One-quarter of Mosaic's employees are RPI graduates. RPI offers undergraduate, master's, and doctorate degrees in architecture. RPI also offers one of the country's only master's degrees in lighting and a unique Lighting Research Center that engages in design-centered work.

Interior design in the Capital Region is on the rise. In 2014, there were approximately 400 jobs in the region's interior design services industry, a 24 percent increase from 2004. Major firms include Phinney Design Group in Saratoga Springs, Davies Office in Albany, and Hudson Design in Hudson. The region trains interior designers through programs like Sage College of Albany's Interior Design program, which offers interior design students opportunities to learn about drafting, lighting, and design history, theory and sustainability.

Hudson's growing reputation as a hub for antiques a stone's throw away from New York City has had spillover benefits for interior design service companies. Not only do New York City designers and decorators travel to Hudson to browse the antiques and

collectables, they also launch new interior design galleries in the city. For instance, both Mark McDonald and Michael Davis opened up galleries. McDonald is a prominent midcentury modern art collector and co-founder of Fifty/50 in New York City. Davis is a longtime homeowner in the area and now also runs 3FortySeven, an extension of his Manhattan-based architecture and interior design company.



PRODUCT AND SERVICE DESIGN

The companies and freelancers that design manufactured and crafted products form the final component of the Capital Region's design segment. Although only a modest employment contributor to the Capital Region's creative economy, the innovations made by product and service designers play an integral role in overall economic competitiveness. Product designers, for instance, also work in industries such as manufacturing. The design industry segment employment tallies do not capture these workers. In the Capital Region, product and service design ranges from Kris Perry's design and fabrication of oversized musical instrument "machines" to Digifabshop, maker of Chipotle's tables.

A surprising number of textile producers and fashion designers call the Capital Region home. For instance, Traditions Linens in Claverack has produced custom bedding products for over 40 years. Albany International Corp., a self-described "global advanced textiles and materials processing company," produces custom-designed fabrics and belts. The region has enough fashion designers to constitute a recent showcase—Saratoga's Electric City Couture Fashion show. The fashion design cadre includes Kristina Collins Clothing in Saratoga Springs, `e ko logic in Troy, Khymany Studio in Saratoga Springs, and Constance Rose Collections in Schenectady.

Hudson is also home to two other noteworthy designers of interior products—Digifabshop and Fantastic Fabrication. Digifabshop, a digital fabrication company, creates specialty interiors for prominent clients such as Marc by Marc Jacobs stores. Although it works with a range of materials, Digifabshop's specialty is woodwork for residential or commercial interiors, such as its tables for Chipotle. Fantastic Fabrication fabricates custom metal products for clients that include the Basilica Hudson, RPI, Strongtree Organic Coffee, and Oberlin College.

At RPI, art, design, and engineering converge—they're at the core of the institution's mission. Its dual major program in Product Design and Innovation exemplifies this and constitutes an incredible asset for the Capital Region's product design field. One of the world's only design programs located in a science and tech studies department, it provides students with hands-on creative design experience to address real world problems. The B.S. in Design, Innovation, and Society draws from the Schools of Engineering and Architecture as well as from humanities, art, and social sciences.

Beyond the innovation involved in the design of the products themselves, Capital Region enterprises are also experimenting with new models to get product designs to market and launch companies. Quirky.com, for instance, crowd-sources product design ideas and brings them to market. It returns a portion of the revenue to the inventor and community members who contributed to the product design process. Quirky.com opened a new office in Schenectady in 2014 and plans to scale up to 180 employees within three years. The Capital Region also now hosts the Tech Valley Center of Gravity in Troy—a maker

space like those found in San Francisco and Brooklyn. A former RPI official launched Center of Gravity in part to help retain the talented designers educated in region. Members gain access to communal space, prototyping tools, and business resources. It has helped companies like Vital Vio get their start. Started by a pair of RPI grads, Vital Vio is working to design an LED light that could kill bacteria.

SUMMARY OF FINDINGS

- The design industries account for over 5,000 jobs in the region and generate relatively high earnings for proprietors and workers.
- In communications design, the Capital Region has a high concentration of lithographic printers, and printers have downsized and diversified to adapt to the rise in digital technologies.
- Small specialty design agencies are on the rise, fueled by technological innovation.
- Hudson's reputation as a hub for interior designers enhances the Capital Region's environmental design assets.
- RPI's programs in architecture, lighting, and product design and innovation provide the Capital Region with a robust talent pipeline.
- Textile producers, fashion designers, furniture designers, and interior product designers also call the Capital Region home. They range from innovative start-ups to venerable institutions.

MEDIA

9,965

Total Jobs
(2013)

0.97

Location
Quotient

\$44,954

Average Annual
Earnings

42.2%

Self-Employment
Share as % of all jobs

A significant number of freelance creative workers and creative enterprises in 32 different industries make up the media segment of the creative economy in New York's Capital Region. Creatives such as filmmakers, writers, and video game developers generate content. Some industries fill the production side of the value chain, such as record and film production, and book, periodical, and newspaper publishing. Other firms—bookstores and libraries, CD stores, movies theaters, and radio and TV broadcasting—make up the industries that form multiple distribution channels to reach consumers.

Diversity and efforts at resiliency are the overarching stories of the Capital Region's media portfolio. Throughout its eight counties, one finds prizewinning authors, newspaper publishers, TV stations, visiting film production companies, a video game development hub in Troy, and more.

However, the ways in which we produce and distribute creative content have radically shifted over the past decade, and New York's Capital Region is hardly immune to these challenges. Media industries that range from radio and TV broadcasting to printed and online content have experienced shockwaves with the explosion of social media, transitions to digital content, smart phones, and fundamental changes in how consumers spend their time. Firms struggle to devise strategies for how to prosper in an increasingly digital world and segmented market. They strive to successfully compete for consumers' attention. Legacy media companies in the region are making savvy adaptations, while shifts in the landscape present growth opportunities for newer niches.

Indicative of these challenges, employment in the media creative economy segment of the Capital Region fell by 14 percent from 2004 to 2013. This decline exceeded the other four creative economy segments and was deeper than the national decline in media employment (8 percent). Albany and Schenectady counties experienced particularly hard hits—26 percent and 24 percent of their media jobs, respectively.

Despite its vulnerability to changes in economic and technological climates, the media segment remains the largest segment and an integral part of the Capital Region's creative economy. In 2013, it employed over 9,900 people, and more than 42 percent of the jobs in the region's creative industries stemmed from the media segment. Jobs in the sector also provide relatively high earnings. Average earnings were almost \$45,000 in 2013, which reflects the large number of jobs in high-skill occupations like producers, directors, and video editors.



LITERARY ARTS

Authors, residency programs, support organizations, and bookstores collectively make up the literary arts niche of the media segment.

The Capital Region's beauty and strong educational offerings are home to talented writers such as the two Pulitzer prizewinning fiction authors—William Kennedy and Steven Milhauser. Kennedy hails from Albany, and has used it as the setting for eight of his novels. Many more writers visit to take advantage of prestigious short-term residency programs or receive training through degree programs. These writing institutes and residency programs annually attract hundreds

of writers from all over the world and connect the larger community to the literary arts.

In addition to the New York State Writers Institute (see sidebar), a number of colleges, residency programs, and support organizations support the literary arts. The College of Saint Rose offered the first full-residency M.F.A. degree in creative writing in the Capital Region and hosts Frequency North, a visiting writers' reading series. Skidmore College not only partners on the New York State Writers Institute, it also publishes *Salmagundi Magazine*, which shares essays, poetry, polemics, and more with a general audience, with many contributions by laudable authors. The Millay Colony for the Arts and Writers Omi at Ledig House, both in Columbia County, offer writers' residencies and other workshops, in addition to Yaddo in Saratoga Springs, which the *New York Times* recently highlighted as one of the country's most renowned artist colonies.² The Rensselaerville Festival of Writers hosts authors for lectures, readings, and public workshops. Local-oriented support organizations such as The Hudson Valley Writers Guild in Troy and Yes! Reading in Albany also sponsor regular literary events.

Support organizations have also nurtured the Capital Region's small, but strong, spoken word scene. They connect poets to one another and produce events like Albany Word Fest, Poets in the Park spoken word series, the Nitty Gritty Slam, and the Poets Speak Out Loud monthly poetry open mic. Albany Poets, for instance, stages events, maintains an inventory of local poets and events, and produces the literary magazine, *Other*. Albany anchors the activity, hosting both Albany Poets and Urban Guerrilla Theatre.

The Capital Region's bookstores and libraries connect audiences to printed literary works produced all over the world, serve as a venue for readings, and cross-promote other literary events. The region has an unusually high concentration of independent bookstores that stand out for their selection and public

offerings: The Open Door in Schenectady, Spotty Dog in Hudson, Battenkill Books in Cambridge, Northshire Bookstore in Saratoga, Book House of Stuyvesant Plaza in Albany, and Market Block Books in Troy. Libraries, addressed separately in the heritage and preservation segment profile, also serve as a critical support and distribution tool for the literary arts.

New York State Writers Institute

The New York State Writers Institute, based at the University at Albany, is the region's most widely known and recognized writing program. State law established the Institute as a literary center in 1984, to provide, as then-Governor Mario M. Cuomo put it, "a milieu for established and aspiring writers to work together to increase the freedom of the artistic imagination," which would "encourage the development of writing skills at all levels of education throughout the state." The Institute hosts 65-70 events during the academic year, from literary art readings and panel discussions to author visits and residencies to classic film screening series and drama events to writing workshops for both adults and high school students. Its Visiting Writers series has drawn nearly 200 Pulitzer Prize and National Book Award winners. Most events are free and open to the public. In partnership with Skidmore College, the Institute also offers the New York State Summer Writers Institute. Two month-long intensive workshops attract about 400 participants from around the world.



TELEVISION AND RADIO

The Capital Region's commercial and public television and radio stations are significant contributors to the media segment. The industries, combined, accounted for almost 1,050 jobs in 2013. Both television and radio are more concentrated in the Capital Region than they are in the nation overall, by 21 percent and 40 percent, respectively. Both industries have about the same number of jobs as they did a decade ago.

The Capital Region was an early mover in radio and TV broadcasting, and its market heft is still felt today. WRGB, currently a CBS affiliate, became one of the first broadcast television stations in 1928, while WGY, a radio station, came on the air in 1922. Today, 30 full-power FM radio stations and 16 television stations are licensed to communities within 30 miles of Albany. As of 2013, the larger Albany-Schenectady-Troy television media market (which includes 11 New York counties and parts of Vermont and Massachusetts) was the 58th largest in the U.S.³

Several large companies dominate commercial radio and television broadcasting. Pamal Broadcasting, a privately held company based in Latham, owns 24 radio stations in the Capital Region as well as in Vermont and Massachusetts. iHeartRadio, a Clear Channel subsidiary with offices in Latham, controls six popular radio stations. And Townsquare Media, the country's third largest operator of radio stations, manages five radio stations from Schenectady.

Public broadcasting plays an important cultural role in the Capital Region. For instance, WMHT serves an audience of about one million through both its public radio and TV station. In addition, WAMC/Northeast Public Radio is a regional public radio network that serves parts of seven northeastern states and also operates a performing arts center (The Linda) in

downtown Albany. WAMC produces many of its own shows, some of which are syndicated to other public radio stations.

An unusual broadcaster in the region is Wave Farm, a non-profit that "celebrates creative and community use of media and the airwaves." The organization runs two experimental radio stations, one in Acra and one in Hudson.

Another regional employer that serves the broadcasting industry is Gracenote (previously Tribune Media Services). The company, which has a major facility in Queensbury with about 400 employees, specializes in entertainment information, most notably the TV listings that are used by many cable companies.

The region has a number of higher education programs that provide training and support for broadcasting. The College of Saint Rose's William Randolph Hearst Center for Communications & Interactive Media in Albany provides young adults and independent artists training in media production. The Hearst Center houses a TV and photography studio, Internet radio station production center, and a multimedia video-editing lab. Students can access these resources, as can community members through free video editing classes for public access. The New School of Radio and Television in Albany is a private proprietary school that provides training in a range of occupations related to broadcasting.

In addition to colleges and universities, there are a number of other programs focusing on broadcasting and media. The Sanctuary for Independent Media in Troy employs community-focused media to combat poverty and property vacancy that has longer plagued Troy, especially around the Sanctuary's location. Proctors Theatre in Schenectady also has its own broadcasting studio and provides specialized classes related to media for students.



VIDEO GAMING

The firms and independent developers involved in video game design and production make up video gaming component of the media segment.

Troy, New York, is home to a true video game industry cluster. Thanks largely to RPI's innovative academic training offerings and business incubation, a healthy cohort of profitable gaming companies has emerged. RPI developed its business incubator, the Emerging Ventures Ecosystem, in 1980, and in 2011 moved it to downtown Troy. It focuses not only on video game start-ups, but also on media, art, science, and technology. Businesses accepted into the incubator receive technical assistance and help connecting to investors and fellow entrepreneurs.

Vicarious Visions, based just across the Hudson River from Troy in Menands, claims the distinction of being the first major video game development launched via RPI. Guha and Karthik Bala, two brothers, started Vicarious Visions in the mid-1990s, while they were still in high school. The company hit its stride while operating out of RPI's business incubator during one of the Bala's time at the school. After college, the brothers elected to keep the company in the region and built the business into a commercial hit. Vicarious Visions, purchased by video game giant Activision, has sold over 40 million copies of its games. The company still operates under its original name and now employs over 150 people at its Menands headquarters.

RPI and Vicarious Visions have spawned other ventures. For instance, a former Vicarious Visions employee and RPI electrical engineering Ph.D. student started 1st Playable Productions in Troy in 2005. The company develops children's video games and now employs 50 people. RPI's business incubator also helped launch Agora Games in Troy. The company developed a cross-platform system to

host tournaments for the *Guitar Hero* family of games and the *Call of Duty* franchise.

Companies like Vicarious Visions, Agora Games, and 1st Playable Productions not only helped get their start thanks to RPI, but they also have drawn on the school's talent for employee recruitment. RPI students' degree options include bachelor's of science in "electronic media, arts and communication," or "games and simulation arts and sciences." The former matriculates video game developers, whereas the latter integrates the fields of communication, animation, graphic design, and video. Student teams also learn valuable industry-relevant skills by participating in RPI's annual Gamefest computer game symposium.

NEWSPAPERS & PUBLISHERS



The firms that publish newspapers, books, magazines, and other periodicals, as well as companies involved in Internet publishing and broadcasting, form the newspaper and publishers niche of the media segment of the Capital Region's creative economy.

Book and periodical publishers directly contribute about 1,200 jobs to the Capital Region, with a presence from both small literary presses and publishers that specialize in industry-specific content. Many of these companies have thus far survived the tumultuous shift towards digital content and consolidations of major New York City-based publishing companies. For instance, Fence Books in Albany, launched in 2001, publishes six to ten titles per year. The Greenfield Review Press in Saratoga County and Hudson Mohawk Press in Albany are two other small presses that demonstrate resiliency. Some Capital Region publishers have focused their business model on field-specific publications. For instance, Adenine Press in Schenectady prints biological and medical-focused content; Mount Ida Press in Albany prints historical research and selected academic entries; and Hudson Whitman in Albany specializes in

healthcare, cyber security, alternative education, and military topics. These boutique publishers, along with SUNY Press, which serves as the publisher for the entire SUNY system, have enabled the Capital Region to retain a book and periodical publication specialization. Employment in book publishing is 44 percent more concentrated in the Capital Region than for the nation overall.

The Capital Region is home to a number of magazine publishers, some that target local residents specifically, and others that have a broader reach. *Natural Awakening*, a monthly magazine focused on natural health and nutrition based out of Albany, currently serves over 80 markets nationwide with a readership of over 3.5 million per month. *Modern Farmer*, a new award-winning publication based out of Hudson, covers food and agricultural topics and already has more than 16,000 subscribers. Another publication aspiring to a national presence is *Latino New York Magazine*. Started in 2006, this Albany-based Spanish and English publication spotlights individuals in the Latino community and features stories on health, education, employment, and entertainment among many other topics. Initially targeting a regional audience, the magazine began expanding beyond the Capital Region market in 2011 and now reaches over 30,000 readers.

A number of other publishers have long served the greater Northeast, including the Capital Region. Slocum Publishing's publications include travel and entertainment magazines *Wine and Dine in the Capital Region*, *Brides Northeast*, *Saratoga*, and *Saratoga Femme*. *HERLIFE Magazine* is another local publication with regional distribution. *HERLIFE*, based in Saratoga, celebrates inspiring women and includes content on health, fashion, and beauty. Other local magazines, such as *Capital Region Living Magazine*, *Berkshire Homestyle* (published in

Columbia County), and *Saratoga Living*, all target local residents and aim to promote the region. The Times Union magazine division portfolio also includes *518Life*, *Capital Region Women@Work*, and *Explore*, all magazines targeting local residents.

Despite vulnerabilities, the newspaper publishing industry is one of the largest contributors, in terms of employment, to the Capital Region's creative economy. Newspaper publishers have cut jobs by about 30 percent since 2004, but the industry still accounts for over 10 percent of the jobs in the media segment. In 2013, there were still roughly 1,100 jobs in the industry, and it was 22 percent more concentrated than the nation overall.

Newspapers have adopted varied strategies to adapt to shifts in the media landscape. For instance, over the decade, the number of daily subscriptions has declined by 30,000 at the *Times Union* in Albany, the region's largest paper.⁴ Yet, management made a bet to double down on print media. In 2013, it began operating a new multimillion-dollar German-made offset press, a machine that increased printing capacity from 50,000 color pages per hour to 160,000 per hour. As a result of the upgrade, the *Times Union* struck deals to print *The Daily Freeman* in Kingston, *The Record* in Troy, and *The Saratogian*. In contrast, *The Daily Gazette* in Schenectady has tried to substitute online subscribers for the many lost print subscribers, with nearly 18,800 online subscribers to date.⁵ In another approach, *The Albany Journal* (a daily paper established in 1939) and *Ballston Journal* (the state's oldest weekly journal) both shifted to online-only operations.

The Internet publishing and broadcasting industry, to which *The Albany Journal* and *Ballston Journal* now belong, is the fastest growing industry in the media segment. It experienced 188 percent growth in employment from 2004 to 2013, making it one

of the fastest growing industries in the media segment, yet its 420 employees still only comprise 4.2 percent of the jobs in the Capital Region's media segment. Other notable players in this niche include *Nippertown*, a popular blog that focuses on arts-related coverage, and *Metroland*, an alternative-weekly with a strong web presence.

FILM, VIDEO & SOUND PRODUCTION



This niche of the media segment includes firms, freelancers, and independent filmmakers involved in the production and distribution of motion pictures or videos. The Capital Region's activity in sound recording also falls within this category. Although film's employment contributions are modest, focus group members and interviewees identified opportunities to strengthen the field.

The region may be poised to build on its modest past success in attracting out-of-town film productions. A trio of major motion pictures—*Salt*, *The Other Guys*, and *The Place Beyond the Pines*, shot in Albany and Schenectady in recent years—raised expectations that film could benefit the regional economy. The Albany Film Commission estimated that *The Place Beyond the Pines* generated \$350,000 in hotel revenue, \$350,000 in local production office revenue, and \$126,000 in revenue from selling gasoline for filmmaking vehicles. In addition, Pacifica Ventures made a bid to build a \$69 million film and television studio in Schenectady, though this plan is currently suspended.

At \$420 million of annual allocations, New York currently offers the largest filmmaking tax credit in the country, more than four times what California provides. Starting in 2015, the state will offer additional credits for post-production. Focus group participants felt that the Capital Region could more aggressively market tax-credit savings and production

possibilities, as places like Syracuse and Buffalo have done.

In terms of homegrown capacity, the Capital Region's film strengths do not lie in production, but rather in film presentation. In addition to the region's mainstream movie theaters, there is a range of venues that screen foreign and independent films. Several of these venues host film festivals such as Capital Cinema Cultural Exchange's four-day multicultural film forum, the Ballston Spa's annual film festival, screenings in Saratoga at the Saratoga Film Forum and Criterion Cinema, and weekly film screenings and an annual film festival at Basilica Hudson. The Crandell Theatre in Chatham, which the Chatham Film Club purchased in 2010 after an unexpected closing, is yet another film-presenting venue. The Chatham Film Club and Crandell Theatre host FilmColumbia, an annual five-day film festival in Columbia County that is now in its 15th year.

In addition, organizations have stepped up to fill training gaps and strengthen the field through grassroots measures. For instance, Upstate Independents links film and media artists in the region. Other arts organizations, such as YouthFX in Albany, Revolution Studios in Schenectady, and the Digital Film Farm Workshop in Rensselaer offer production training opportunities in film for both youth and adults. Despite these inroads, interviewees saw attracting and retaining talent, such as college graduates or part-time residents who also worked in Los Angeles or New York City, as both a challenge and an opportunity.

Sound recording and record production are Capital Region activities that should not be overlooked, as there is a significant concentration within the region as compared to the nation. The region has several full-service sound recording studios, including, but not limited to, Fresco Entertainment in Schenectady, Success Recording Studios and Production in Schenectady, White Lake Music and Post in Albany, and Cathedral Sound

Studios in Rensselaer. Some production studios, like Dogtired Studio in Schenectady, focus on not only recording and production for music artists and radio and TV commercials, but also offer audio and eLearning production including voice-overs for online trainings and audio books. The Capital Region is also home to Gigantic Mastering, a professional music-mastering studio in Albany that focuses on post-production audio and audio transfer to storage devices.

Beyond sound recording studios and mastering services, one can find a number of local record label companies, including Albany Records, which focuses on classical American composers and has produced songs by Grammy Award Nominees and Global Music Award winners. Eschatone Records in Albany and Sub-Bombin in Glens Falls are two other regionally based record labels.

The region also has an internationally recognized company that focuses on design and installation services for audio and video system equipment. Specialized Audio-Visual Inc. (SAVi), located in Clifton Park, is an audio engineering company that has engineered and installed acoustical system equipment for more than 50 national musical theatre tours, including Disney Theatrical productions, *Jersey Boys*, *Phantom of the Opera*, *CATS*, and many more. SAVi works locally at facilities like Proctors and The Egg, but has also provided services to Universal Studios in Florida, The Palazzo and the Venetian Resort and Casino in Las Vegas, Symphony Hall in Boston and Tanglewood in Massachusetts, as well and locations in Singapore and Germany.

How music is distributed to consumers is a part of the creative economy that has undergone dramatic changes over the last decade. The result has been job losses at CD and other retail media stores in the region. The Capital Region, however, is particularly sensitive to these changes given that the headquarters of one of the largest national music retailers is located in the region. Trans World

Entertainment in Albany owns and operates 350 retail stores that sell music, videos, and other media. The company, with about 600 employees in its Albany headquarters and distribution facility, is broadening its entertainment products to remain competitive.

PUBLIC RELATIONS & ADVERTISING



Firms and freelancers working in public relations and advertising make up the public relations and advertising niche of the Capital

Region's media industries. These enterprises have considerable overlap with the region's design segment, with public relations firms that also offer services like web design, graphic design, or marketing strategizing, blurring the lines between media and design. Public relations firms and advertising agencies contributed almost 1,000 jobs in 2013 to the Capital Region's economy, and employment has increased by 9 percent since 2004.

Advertising firms tend to cluster in the Capital Region's urban centers, with several firms moving into new downtown locations within the last few years. Access to markets and talent attraction based on urban amenities factor into location decisions.

According to the *Albany Business Review Book of Lists*, the largest public relations firms in the region are Behan Communications, Eric Mower and Associates and Blass Communications. In terms of advertising, the largest companies are Palio+Ignite, Fingerpaint, Media Logic, and Overit.

SUMMARY OF FINDINGS

- Media, the largest employment contributor of all the creative economy segments, has contracted by 14 percent over the last decade because of major shifts in the overall media landscape.
- The Capital Region is home to prominent writing institutions, such as the New York State Writers Institute, which attract

visiting writers and nurture homegrown talent.

- To remain resilient, Capital Region newspapers and publishers have diversified their business models and downsized.
- An early mover in radio and television, the Capital Region continues to have a strong presence in broadcasting.
- There are many commercial enterprises in the media industry, from sound and recording studios to video producers to advertising and public relations firms.
- The region is home to a video game industry cluster, spurred by RPI's training and business incubation.

VISUAL ARTS AND HANDCRAFTED PRODUCTS

2,342
Total Jobs
(2013)

1.00
Location
Quotient

\$19,064
Average Annual
Earnings

76.3%
Self-Employment
Share as % of all jobs

The visual arts and handcrafted products segment of the Capital Region's creative economy includes both fine arts and crafts. Artists create paintings, sculptures, photographs, prints, and illustrations. Artisans fabricate ceramics, woodwork, textiles, jewelry, and metalwork. Beyond the producers, the segment includes the galleries that exhibit and sell these wares and companies that supply materials.

From its roots as the birthplace of the Hudson River School, the Capital Region still nurtures noteworthy visual and craft artists, galleries, and other support entities. Activity in the segment ranges from Hudson's gallery hub and new Etsy satellite office to Troy Night Out, which draws over 1,000 attendees, to Gardenworks Farm's retail outlet of artisan products.

In 2013, there were more than 2,300 jobs in the Capital Region's visual arts and handcrafted products industries—10 percent of the total creative industries employment. Employment has grown over the last decade, though it has not yet recovered to 2008 peak levels. The visual arts and handcrafted products segment has very high levels of self-employment in the Capital Region—over 76 percent in 2013. The segment's jobs are associated with relatively moderate annual earnings—just over \$19,000/year on average in 2013.

INDIVIDUAL ARTISTS



Visual artists and craftspeople in the Capital Region include painters, photographers, printmakers, sculptors, jewelry designers, textile artists, ceramicists, and others. The region's natural beauty inspired a distinctive visual arts heritage, and the Capital Region's contemporary artists contribute to its living visual culture.

The Capital Region's mountainous terrain and the Hudson River Valley's topography have inspired visual artists for centuries. In the mid-1800s, Hudson River School artists Thomas Cole, Frederic Church, Sanford Gifford, and a small group of other closely connected artists drew from the landscape's beauty. Over 100,000 annual visitors walk the Hudson River School Art Trail to experience the sites that inspired the River School painters and to view their homes.

Today's Capital Region artists span the highly acclaimed to emerging. There are too many acclaimed visual artists and photographers in the region to adequately represent them in this report. Among the many photographers are Newbold Bohemia and Jeri Eisenberg, who both exhibit nationally and benefit from gallery representation at Carrie Haddad Gallery in Hudson. In other mediums, Skidmore Art professor David Peterson creates sculpture and jewelry. His work has been included in dozens of exhibits across the country, a number of university collections, and London's Victoria and Albert Museum's collection (the world's largest museum for decorative arts and design). There are also many acclaimed visual artists. (See sidebar on following page.)

Kiki Smith – Visual Artist

One of the region’s most acclaimed visual artists is Catskill’s Kiki Smith. Smith focuses on printmaking and figurative sculptures. Her work depicting the human body and its mystical relationship to nature has garnered international recognition. MoMA and the Met in New York, the Art Institute of Chicago, the Israel Museum, Tate Gallery in London, and other major museums feature her work in their collections. *Time Magazine* included Smith in its list, “TIME 100: The People Who Shape Our World” (2006). Hillary Clinton awarded her a U.S. State Department Medal of Arts in 2012.

Not only do the Capital Region’s landscapes attract painters and photographers, the region also hosts artisans who handcraft high-end, professional products. Craft artisans work in a range of mediums from jewelry to glass to textiles to ceramics. Some even function as small custom manufacturers. Washington County, for instance, hosts two prominent jewelry artisans, Ed Levin and Timothy Shea. Mary Ann Davi of Chatham, and Meg Oliver and Luci Piedra of Catskill illustrate the Capital Region’s capacity in ceramics.

Working in two different mediums, weavers Cecilia Frittelli and Richard Lockwood and glassblower Phil Sundling not only create unique, handcrafted products, they also expose the public to their artistic process. At Frittelli and Lockwood’s studio in downtown Saratoga, visitors can observe them weaving patterns with handlooms. At Phil Sundling’s Prism Glass Works in Troy, he not only runs a gallery and studio space, he also offers glassblowing lessons in a progressive community atmosphere.

Some craft artisans function as small manufacturers, employing others to create and fabricate their visions. For instance, Ulla Darni employs about 30 people in her Catskill Mountains Studio to fabricate glass lamps, which have been shown in Australia, Greece, and across the U.S. Darni works in a number of media, most recently experimenting with computer art.

PRODUCTION-RELATED SUPPORTS

A number of institutions, organizations, and businesses help visual artists and craft artisans acquire skills and produce their artwork and crafts. Below, we highlight some of the college programs, service organizations, live/work and studio buildings, and supply providers that feed into the Capital Region’s visual arts and handcrafted products’ segment of its creative economy.

Skill Development Programs. Visual and craft artists learn and improve in their crafts through formal postsecondary training as well as other forms of education. Many institutions offer fine arts or art history degrees. For instance, Skidmore College’s Department of Art, one of the oldest at the school, received accreditation from the National Association of Schools of Art and Design. Students gain exposure to a range of visual arts disciplines, including ceramics, drawing, fiber arts, metalworking, painting, photography, and sculpture. Artist service organizations and clubs provide continuing education. Photographers, for example, can access workshops, resources, and competitions through the Schenectady Photographic Society, the Greene County Camera Club, the Columbia Photo Club, and the Photography Center of the Capital District.

Live/Work and Studio Buildings. Artists and artisans create their work in a variety of locations, but many take advantage of cost-savings by combining their living and working space. In the creative freelancers survey conducted by Mt. Auburn Associates, 70

percent of visual arts and handcrafted products artist respondents indicated that they worked from home, or from a studio at their home. Only 11 percent indicated that they rented or owned a private studio at another location, while other respondents worked from a combination of locations.

Larger co-located artists' buildings (both live/work and studio only) have been on the rise in the Capital Region. Such buildings present both in-house artists and the surrounding community with benefits.⁶ For instance, Glens Falls' The Shirt Factory houses more than 80 visual arts and handcrafted artists' studios in addition to 10 complementary commercial tenants that offer everything from acupuncture to graphic design. Open daily to the public, The Shirt Factory has become a hub for visual artists and patrons. Beyond studio space, it also provides classes and exhibitions in its 1,200-square-foot gallery. Long waitlists for The Shirt Factory and the Albany Barn (see sidebar) suggest unmet demand for artist live/work and studio buildings in the Capital Region.

Suppliers. Visual and craft artists need materials to create their work. Art supply stores such as Arlene's Artist Materials, Inc. and Soave Faire Art & Office Supplies scatter the region. Some artisans need specific, hard-to-find materials, and specialty suppliers have emerged to fill their needs. For example, Battenkill Fibers Carding and Spinning Mill in Washington County works with fiber farms to manufacture yarn and fiber products for wholesale and retail.

MARKET-RELATED RESOURCES

On the other side of the value chain, a host of entities helps connect visual arts and handcrafted products with markets. Some, like galleries and art dealers, are clear industries of their own rights within the visual arts and handcrafted products segment. Others, like open studios and First Friday-type events, serve more combined community-

building and economic functions. Online clearinghouses like Etsy help artists sell their wares across the country and internationally. Only 33 percent of visual arts and handcrafted products artist survey respondents indicated that their creative work was their primary source of income. Forty percent of respondents reported wanting to increase their sales and earnings, with the goal of making their creative work their primary source of income.

The Albany Barn

The Albany Barn, a converted abandoned school building, is now a unique resource for low-income artists and the larger community. Within the building, one finds 22 live/work apartments, a large multi-tenant incubator space, and other shared resources, such as a recording studio, multi-media computer lab, and performing space. A diverse set of artists (visual, craft, and performing) fill the live/work spaces. They range in age from 22-65. They all have two things in common—to gain entry into the building their incomes cannot exceed 50 percent of area median income, and all vowed to give back to the Albany community. Artists pay no more than 30 percent of their income up to a rate of approximately \$600 per month. Artists also attend a series of entrepreneurial sessions sponsored by the Housing Authority's Wage Center. The Barn's waitlist exceeds 70.

Galleries and Art Markets. Cities and towns in the Capital Region host a number of galleries, art fairs, and craft markets. Certain places have developed "hub" reputations, and others offer more modest options for visual arts and handcrafted product artists to display and sell their work.

Hudson hosts nearly 40 art galleries, with over 30 lining downtown's Warren Street and new ones popping up all the time. For example, veteran private art dealers chose Hudson as the site for their new, 3,000-square-foot retail space, Caldwell Gallery. Other galleries, such as Jeff Bailey Gallery/Hudson and Limner Gallery, exist because former New York City-based gallerists relocated their operations to Hudson. Other proprietors, such as Zach Feuer and Joel Mesler, continue to operate New York City galleries, but chose Hudson for a second location. Feuer and Mesler's gallery, Retrospective, provides a location for experimental, show-based exhibits, whereas at their New York City location they focus on exhibiting work by a select stable of artists. Between its easy train access to New York City, antique shops, and local bars and restaurants that also exhibit artwork, Hudson's vibe has proved perfectly conducive to its becoming the Capital Region's gallery hub.

Hudson's cachet has even rubbed off on other parts of Columbia County. Twenty minutes outside of Hudson in Kinderhook, for instance, New York City gallery owner Jack Shainman recently opened The School. Located in a redesigned federal-revival style high school, this 30,000-square-foot cultural facility features a 24-foot-tall exhibition space in the old gymnasium. In Chatham, the Thompson Giroux Gallery showcases works by talented artists in a range of mediums. Further south, in Ghent, Omi International, the renowned residency program, hosts The Fields Sculpture Park, an outdoor exhibition of over 80 large-scale sculptures made by internationally recognized contemporary artists. And, in Catskill, across the river from Hudson, there is a growing number of visual arts and crafts galleries. The planned development of a large artisan center in that community by one of the founders of Etsy is likely to lead to a further concentration of crafts related studios.

Saratoga Springs also boasts a respectable number of galleries, including Sorelle Gallery, Spring Street Gallery, Mimosa Gallery, Spa

Fine Art Gallery, Symmetry Gallery, and Sharon Crute Fine Art. Galleries here expand beyond traditional mediums to often include glass and textiles. Many cluster on Broadway or Beekman Street, the community's arts district. For instance, Saratoga Arts, the county's primary arts service organization, has its own gallery space that offers exhibit space that serves over 1,000 visitors a month. Just beyond downtown, Skidmore's Schick Art Gallery also offers public exhibitions. The Laffer Gallery, 10 miles outside Saratoga Springs in Schuylerville, New York, also adds to the mix. It represents a number of emerging contemporary fine artists.

Albany and Troy offer a more modest array of exhibition spaces, with galleries operated by universities, non-profits, and social enterprises augmenting commercial spaces like Sorelle Gallery's Albany branch. Through its robust art and culture program, the Albany International Airport has actually emerged as a major player in the regional exhibition scene. Albany's College of Saint Rose and Sage College, Schenectady's Union College, and Troy's RPI each also provide gallery exhibit space. The Arts Center of the Capital Region in Troy is one of the largest gallery spaces in the region, boasting four galleries that host a wide array of exhibits. Small galleries at other non-profits, such as the Albany Center Gallery or Collar Works in Troy, and social enterprises, such as the Foundry for Art Design + Culture in Albany and PhotoCenter of the Capital District in Troy, also showcase and sell artists' work. Collar Works' gallery, for instance, specifically aims to support emerging and underrepresented artists through its exhibitions.

The Capital Region's more rural areas also host a number of galleries and artisan markets. For instance, Catskill Mountain Foundation's Kaaterskill Fine Arts Gallery, located in Hunter Village Square in Greene County, showcases fine arts and crafts at all prices throughout the weekend. Items range from ceramics and sculpted porcelain to fine cabinetry and shabby chic furniture to landscape photography and oil

paintings. Catskill's Brik Gallery exhibits contemporary art, including abstract pieces as well as more traditional work.

Lark Street in Albany

Lark Street serves as a popular creative center in Albany, with over 10 blocks of commercial retail stores, art galleries, restaurants, cafes, and nightclubs that offer jazz, blues, and comedy. Lark Street also is home to a handful of special events highlighting artisan crafts and live performances by area musicians.

Since 2006, the Upstate Artists Guild, a non-profit volunteer artist collective for the Capital Region located in the neighborhood, has hosted First Fridays, an event that showcases dozens of local galleries and exhibit openings, museums, boutiques, restaurants, and bars. First Fridays draw crowds of over 1,000 to the community. Galleries including the Esther Massry Gallery, Opalka Gallery, Little Gallery at Sage College, Sorelle Gallery, PaJ Gallery, Picotte Student Gallery, Romaine Brooks Gallery, and the Albany Center Gallery all partake in First Fridays. Additionally, the Albany Institute of History and Art, Albany Barn, and a number of other small boutiques, cafes, and restaurants host exhibits for the event.

Lark Street is also the site of LarkFEST, New York State's largest one-day open-air street festival. The festival, organized by the Lark Street Business Improvement District, hosts hundreds of vendors offering craft goods, fine arts, food, and music to the over 50,000 visitors who come to enjoy the event. Other events on Lark Street include Art on Lark, a June street festival featuring local artists that has been active for nearly two decades, and Winter WonderLark, an annual holiday shopping event.

In Washington County, two major artisan markets sell crafts produced by locals: the Valley Artisans Market and Gardenworks Farm.

For over 30 years, the Valley Artisan Market in Cambridge has hosted an artist co-operative. Roughly 30 members pool labor, each working one day a week in the shop. The shop displays high-quality, juried work, and a small percentage of sales proceeds get rolled back into the enterprise. Gardenworks Farm in Salem sells a number of handcrafted items made by artists at its farm-based retail marketplace. While not a traditional gallery, many artists show and sell their work there.

Events. In addition to brick and mortar galleries, more ephemeral events—First Fridays, open studios, and festivals—also connect patrons with art and craft products. Volunteer-based organizations spearhead many of these efforts, which often frequently also serve broader civic or placemaking aims.

Albany, Catskill, Glens Falls, Saratoga Springs, Schenectady, and Troy all host monthly First Friday-type arts events. Since 2006, the Upstate Artists Guild, a volunteer arts organization, has coordinated Albany's First Friday. Saratoga Spring's First Friday highlights local artists and centers on the Beekman Art District. Advocates would like to see the district expand, but a few vacant storefronts on Beekman Street have thus far impeded their efforts. Catskill claims the Second Saturday Stroll, hosted by the Greene County Council on the Arts. During "Art Night Schenectady," 20 venues display visual art and some offer live demonstrations and artist receptions. Glens Falls and Troy merge music and visual art in their Third Thursday Art Walk and Troy Night Out. Troy Night Out draws over 1,000 visitors, shuttled via a free trolley to over 30 art events and a dozen musical venues.

Many Capital Region communities also host open studios to encourage residents to get to know local artists, see their space, and purchase their work. In Catskill, 18 artists jointly organize a grassroots open studio event, and in Hudson, several independent artists organize a Hudson Art Trail open studios

event. The event piggybacks on Hudson's ArtsWalk festival, which spans a week-and-a-half. Washington County, on the other hand, promotes a countywide juried biennial open studio event as a self-guided tour. It struggles, however, with attendance since non-clustered artist studios make multiple stop itineraries more challenging. Washington County has had more success with attendance at events like the annual Landscapes for Landsake Art exhibition now in its 13th year, which showcases over 30 artists whose work is inspired by the agricultural landscape and attracts over 1,500 attendees.

Craft Shows and Festivals. Capital Region craft shows and art festivals provide another means to exhibit and sell artwork and handcrafted products. For instance, the Northeast Fine Craft Festival in Schenectady highlights handcrafted products made by over 65 juried artists who work in fiber, silver, clay, glass, metal, wood, and leather. The Lower Adirondack Regional Arts Council's June and fall juried arts festivals also offer makers a place to showcase their work. Basilica Farm and Flea in Hudson also caters to the maker community. There are over 80 regional makers, farmers, and vintage collectors selling their products. Many festivals, such as LarkFEST in Albany and Hudson's Artists Market and Hudson ArtWalk, showcase a blend of visual arts, craft, music, and other cultural offerings.

Online. Online sales represent another critical means to connect art and craft products to markets. For the Capital Region, activity in this realm has benefited both individual artisans and the city of Hudson, yet it remains an underdeveloped avenue. Only 10 percent of visual arts and handcrafted products artist survey respondents indicated that the Internet accounts for more than 50 percent of their sales. Twenty-eight percent indicated that they have had zero Internet sales, and 46 percent credit it with generating 1-10 percent of sales. Only 22 percent of visual arts and handcrafted products artists with an Internet

presence use Etsy. Expanding their ability to conduct online sales would dramatically increase these artists' ability to export their products outside the region.

ETSY

Etsy, an online platform used by over one million artists to sell artwork and handcrafted products, has not only helped Capital Region artisans sell their work, but it also represents a recent addition to the Hudson business community. Rob Kalin, Etsy founder and former CEO, opened a satellite Etsy office in Hudson in 2011, which now employs 25-50 staff primarily focused on customer service. In 2013, Kalin also purchased the Union Mills building, a former industrial building in nearby Catskill, with a grand vision to renovate the space into artist live/work spaces, in which the artists would fully outfit the dining area of a first-floor restaurant with all the necessary products—furniture, ceramic plates, glasses, silverware, linens—everything!

Capital Region artists also benefit from Etsy in the here and now. Etsy "shop owners" based in the Capital Region had more than 29,000 items listed for sale in September 2014. Etsy also facilitates Etsy communities, small networks of local Etsy Shop owners. Each community has a juried membership team of local Etsy shop owners who organize local craft fairs and meet ups or run joint promotions. Team bloggers spotlight individual artists and promote events. In the Capital Region, these groups include Capital Region Etsy Whizzes (CREW), with 219 Etsy shop owners; Women Artisans of the Capital District, with 182 members; and the Hudson Valley Etsy team, with 60 shop owners, some of whom live south of the Capital Region proper.

SUMMARY OF FINDINGS

- The visual arts and handcrafted products segment employed over 2,300 people in 2013, with very high levels of self-employment.
- The region's natural beauty not only inspired the Hudson River School of painting, but it also attracts contemporary visual and craft artists working in a variety of mediums.
- College programs, service organizations, live/work and studio buildings, and suppliers provide critical production-related supports.
- Galleries and artisan markets, events like "First Fridays," craft shows and festivals, and online sales provide different ways for artists to connect to markets and, in many cases, they also serve other civic purposes.

PERFORMING ARTS

4,700
Total Jobs
(2013)

1.13
Location
Quotient

\$16,633
Average Annual
Earnings

78.3%
Self-Employment
Share as % of all jobs

Businesses, non-profits, and individuals that create or present music, theater, comedy, and dance make up most of the performing arts segment of the Capital Region's creative economy. Private music, dance, and theater teachers and schools, as well as theater, lighting, and audiovisual equipment supply shops join them.

The Capital Region's performing arts portfolio spans an indie music duo that rehearses synth pop music in a barn to major performing arts centers.

The Capital Region claims a distinctive strength in presenting. Prominent venues such as the Saratoga Performing Arts Center (SPAC), Proctors, and the Experimental Media and Performing Arts Center at Rensselaer (EMPAC) curate diverse talent from around the world. These institutions and others like them help shape the regional performing arts scene and attract visitors from outside the region. Smaller local organizations complement this mix through the creation and production of their own original works.

In terms of economic heft, this segment of the creative economy generated over 4,700 jobs in 2013, nearly as many as the design segment, and has grown significantly over the last decade. The Capital Region's performing arts industries are more concentrated than in the country overall—they make up 13 percent more of the region's employment base (location quotient of 1.13). However, jobs command modest earnings—an average of \$16,633 in 2013. The region's performing arts segment also includes high levels of self-employment, over 78 percent, the highest share of any creative economy segment.



MUSIC

A wide range of groups and individuals contribute to the music component of the Capital Region's creative economy, including creators and performers (composers, musicians, bands, orchestras, singers), festivals, and a smattering of other entities, including makers of musical instruments, recording studios, and organizations and institutions dedicated to offering educational and participatory opportunities. These people, organizations, and the public interrelate and establish distinct "scenes" in different genres. Jazz, for instance, has flourished in the Capital Region, thanks to festivals, events, and support organizations dedicated to the form. The Capital Region also hosts a growing scene of contemporary bands and singers and several notable orchestras.

Creators and Performers. Talented Capital Region musicians from all genres create and perform as solo artists, in small groups, and in large ensembles.

The jazz scene hosts numerous individual jazz musicians, small jazz groups, and even a large ensemble. The 19-piece professional ensemble, the Empire Jazz Orchestra, is in residence at Schenectady Community College. Jazz support organizations provide these musicians and audiences with resources. The fledgling Catskill Jazz Factory, for instance, brings jazz residences, performances, and workshops to the Hudson River Valley. A Place for Jazz plays a similar role. It presents concert series and clinics, and maintains musician and event inventories on its website. The volunteer-staffed Albanyjazz.com provides a directory of jazz musicians and venues, an events calendar, and CD reviews.

Numerous chamber orchestras and choral groups, an opera company, and the Glens Falls, Schenectady, and Albany symphonies call the Capital Region home. Notable choral group Albany Pro Musica tours throughout the region. Opera Saratoga in Saratoga Springs, the Schenectady Symphony, and Albany Symphony Orchestra (ASO) have resident opera/symphony status at host venues: Saratoga Spa State Park's Spa Little Theatre, Proctors, and the Palace Theatre. These groups also tour outside of their "home" venues. ASO, for instance, tours throughout the Capital Region and beyond. A non-profit professional orchestra, it reaches thousands through performances and educational initiatives and won a Grammy Award in 2014. ASO started a new festival hosted by EMPAC, the American Music Festival, where it celebrates eclectic music over the course of a three-day festival. The Albany Musicians Union, which includes many ASO musicians, plays an important role as a support organization for area performers and also serves as a "creator" that puts on the annual Classical Showcase and other public performances in multiple genres.

In the Capital Region's contemporary music scene, the synth-pop duo Phantogram produces "a mix of hazy dream pop, dark atmospheres, and head-knocking rhythms melded into a compelling, original sound." When not making music in their Washington County studio barn, the duo tour across North America, with stops that have included Lollapalooza, Bonnaroo, Coachella, and other major music festivals. Other local bands making buzz beyond Albany include rock trio Wild Adriatic, indie rock group Northern Faces, and bluegrass-influenced Americana band Eastbound Jesus. More emerging talent may not tour outside the region, but plays at local, intimate venues, like Club Helsinki in Hudson, or Saratoga Springs' Caffé Lena, the oldest continually running coffee house in the U.S.

Music Festivals and Venues. Music festivals and venues offer opportunities for regional

talent to perform as well as bring musicians from around the world to entertain and inspire audiences.

The Capital Region hosts music festivals galore—for jazz, the Albany Jazz Festival, Jazz at the Lake, and Freihofer's Saratoga Jazz; for classical, the Windham Chamber Music Festival and Lake George Music Festival; and some quirky offerings such as the Piano Performance Museum Festival in Greene County, which features performances on pianos from its extraordinary collection. The Rest Fest (Restoration Festival) in Troy highlights local talent in historic spaces. Many towns and counties sponsor summer music festivals that showcase local contemporary talent. The region also hosts both a major contemporary and folk festival. Now in its 11th year, Mountain Jam on Hunter Mountain has become one of the best-known music festivals in the Northeast. Over the years it's hosted the Avett Brothers, Dispatch, The Roots, The Lumineers, the Allman Brothers Band, Michael Franti and Spearhead, and Gov't Mule. The Grey Fox Bluegrass Festival in Oak Hill features four days of bluegrass music in addition to instrument-building workshops and family-friendly shows and activities.

Opportunities for Lifelong Learning and Participation. The Capital Region provides opportunities for community members (from youth to aspiring professionals to adults) to learn and participate in various musical genres. The Empire State Youth Orchestras in Schenectady, a consortium of youth performance groups, involves over 300 talented middle and high school students from the Capital Region and beyond. Its Youth Orchestra is one of the best in the country. Luzerne Music Center's annual summer music camp and the Piano Performance Museum's youth residencies in violin, cello, and piano offer more examples of opportunities for Capital Region youth to learn and perform classical music. Skidmore College hosts several youth and young adult summer programs, including the Skidmore Jazz

Institute, the New York State School of Orchestral Studies, and the Decoda Skidmore Chamber Music Institute.

Pre-professionals receive advanced training at programs at area universities. The College of Saint Rose offers a top ranked music business program. Schenectady County Community College also features a stellar accredited music program with a new \$3.9 million facility with a variety of studio, teaching, and recital spaces. Musicians of all ages can receive immersive training at programs like Proctors Jazz Institute and Hudson Jazzworks. Community choruses for people of all ages offer opportunities to engage in the joy of musical expression.

Other Music Enterprises. There are also Capital Region enterprises that add other links to the value chain for music. For instance, the Capital Region is home to several recording studios, which are part of the media segment, but that are very important venues for musical production. These establishments offer musicians much more affordable rates than those found in New York City. The Capital Region also claims several prominent musical instrument creators. Scotia luthier Steven Kovacik builds custom guitars as well as restores guitars. Cousins Brian and Leon Dewan create *Dewanatrons*, a line of handmade experimental electronic musical instruments with unique vintage looks, designs, and sounds.



DANCE

Dance companies, dance schools, and independent dancers constitute the dance component of the performing arts segment. Although home to relatively few professional dance companies, the Capital Region commands national standing within the discipline.

SPAC not only attracts many international and national touring dance ensembles for performances, it also oversees the National Museum of Dance and Hall of Fame in Saratoga

Springs and hosts the New York City Ballet during its summer residence. These offerings have garnered SPAC and Saratoga a national reputation for dance.

Though only a few professional dance companies are based in the Capital Region, those that are present are significant. Albany claims the Albany Berkshire Ballet and the modern groups Nacre, eba, and the Ellen Sinopoli Dance Company. Though touring groups from outside the region predominate, two major presenting venues host permanent dance companies in the region—The Egg for Ellen Sinopoli Dance Company and Proctors for the Northeastern Ballet Company. Starting in 2006, Performance Spaces for the 21st Century (PS21) began presenting internationally recognized dance companies in Chatham.

Dance companies, studios, art centers, and universities offer instruction in a wide range of dance forms. The Albany Berkshire Ballet operates a school that offers early dance training in various styles as well as audition-based pre-professional opportunities. The Ellen Sinopoli Dance Company offers dance classes at the Arts Center of the Capital Region in Troy. Both Ellen Sinopoli and eba provide arts-in-education initiatives to make dance more accessible for Capital Region school children. Skidmore College offers a major in dance, and intensive summer training providers such as the Graham workshop and PS21 offer residency opportunities to dancers and choreographers.

People of all ages partake in social and traditional dance in the Capital Region, in large part due to the work of Dance Flurry in Albany. This non-profit supports organizations dedicated to traditional dance forms with everything from start-up money and expertise for new dance series to assistance with leadership change. Dance Flurry produces an annual “Flurry Festival” held in Saratoga Springs that attracts far-flung visitors, as well as dances, music jams, workshops, and school educational programs throughout the year.



THEATRE

Actors, directors, theater companies, venues, and festivals all make up the theater component of the performing arts. The Capital Region supports diverse genres, from the avant-garde to children's theater to Broadway musical productions and Shakespeare. Groups defy easy categorization—some theater companies travel from venue to venue, whereas others operate venues and also produce outside acts. Many organizations both present performances and offer extensive community and educational offerings.

Summer is theater high season in the Capital Region. Companies like Park Playhouse in Albany, Fort Salem Theatre in Salem, Theater Barn in New Lebanon, and Mac-Haydn Theatre in Chatham attract professional actors from outside the region to mount summer theatre productions. The Adirondack Theatre Festival also uses professional artists from New York City and across the country. It produces a six-week season of new and contemporary plays out of the Charles R. Wood Theatre in Glens Falls for an audience of more than 6,000. The Lake George Theatre Lab in Warren County produces more experimental summer theater, including intensively work-shopped new plays and modern takes on Shakespeare classics. The Exchange's Orchard Project provides a summer theatre and performance "accelerator," hosted by the Catskill Mountain Foundation in Hunter. Entering its seventh summer, the program has become a preeminent place for theater companies and artists to develop new projects. It now receives hundreds of applications each year from companies and artists around the world—from New York to Texas, Rome to Minsk.

The Capital Region also supports a small number of professional theater companies that produce their own seasons throughout the year. The Capital Repertory Theatre in Albany, for instance, has presented over 5,000

performances since its inception in 1981. C-R Productions (Cohoes) had produced musical theater out of the historic Cohoes Music Hall for over a decade. While it will no longer be producing main stage shows at the facility, it will continue to focus on its performing arts school and youth performances. Additionally, StageWorks/Hudson has produced Equity Theater in Columbia County since 1996 in its 99-seat theater.

Other companies share their work with audiences via venues run by outside presenting organizations (either rented or produced) or in non-traditional performance spaces. The Classic Theater Guild, for example, stages several productions per year at Proctors, but also produces the outdoor Helderberg Theater Festival at Indian Ladder Farms in Altamont. Proctors also hosts improvisational theatre troupe Mop & Bucket Company as a resident company, but Mop & Bucket additionally performs, teaches, and trains at venues around the region. In another example, Mettawee River Theatre Company creates original productions that often use folklore and incorporate masks, puppets, and giant figures. Much of the work is performed outdoors in town parks, historic sites, hayfields, and public lawns.

Lastly, some theater entities both produce their own shows as well as program their venues. Time & Space Limited in Hudson, for instance, presents original theater and multimedia productions (tending towards the avant-garde), but also screens films, presents music, dance, and art exhibitions, and presents live simulcasts of the Metropolitan Opera. The 300-seat Wood Theatre in Glens Falls functions as a renting and producing theater for traditional to cutting-edge music, theater, dance, comedy, lectures, meetings, and seminars.

Theater venues, as well as supply companies, stand to gain from recently authorized tax credit legislation. The Upstate New York Musical and Theatrical Production Tax Credit

will reimburse up to 25 percent of production costs for touring theatrical and musical productions that rehearse their shows or do technology work at qualified upstate theaters. Suitable venues should anticipate an uptick in demand.

Opportunities for Lifelong Learning and Participation. Community members of all ages not only watch, but also actively participate in, numerous educational and outreach programs offered by theater organizations and venues. Community theaters, such as the Schenectady Civic Players, the Ghent Playhouse, and Glens Falls Community Theatre, mount shows. Glens Falls offers an experimental theater company for alternative bi-monthly play readings. Arts centers like Hubbard Hall in Cambridge and Salem ArtWorks support community theatre productions and also run youth theater programs. The Actors' Ensemble hosts workshops for residents and produces plays at the Spencertown Academy in Chatham. Theatre Institute at Sage (College) provides live-theater and arts-in-education programming to Capital Region youth, educators, and residents. Many professional theater companies offer some educational programs, especially for youth. For instance, Ghent's Walking the Dog Theatre company travels to schools and prisons to increase theater accessibility. Its outreach programs span youth theater workshops, afterschool programs, and a Free Culture initiative. The Capital Region's two children's theater companies, Steam 10 Theater and Saratoga Youth Theatre, specialize in child-oriented productions and significant educational outreach.

Other Theater Enterprises. Supply companies are another facet of the Capital Region's theater-related creative economy. For instance, a premier theater supply shop, The Costumer, is based in the Capital Region with locations in both Albany and Schenectady. With over 80,000 theatrical costumes available for rent, in addition to wigs, dancewear, and props, it serves not only the region, but also

sells nationally. Another entity engaged in the supply chain is Creative Stage Lighting, based in Warren County, which distributes, manufactures, and rents lighting and electrical equipment and accessories. Clients include theatrical lighting distribution and production companies, rental companies, sound companies, and music stores.



PRESENTING VENUES

Presenting venues represent one of the Capital Region's most distinctive creative economy assets. Many major venues, like The Egg in Albany, showcase traditional performing arts; whereas others, like SPAC in Saratoga Springs, balance "high art" with popular contemporary headliners and attract huge crowds. Others focus more exclusively on music, like Troy Savings Bank Music Hall and university-based venues. A small number of venues like EMPAC in Troy and Basilica Hudson devote themselves to cutting-edge and discipline-blurring explorations. Many of these presenting venues also offer robust educational and community engagement programs, and some actively support the development of new artwork.

The majority of the Capital Region's major presenting venues don't limit themselves to one discipline. They showcase a wide variety of music, theater, dance, etc. from around the world, draw visitors to the region, and offer complementary educational and community programs.

Albany's Palace Theatre and The Egg offer architectural distinctiveness, a variety of programming, and an exemplar model of collaboration. Whereas the opulent Palace (which opened in 1931) harkens back to film's golden age, The Egg appears to be a curved sculpture suspended on a pedestal. Inside, The Egg's two performance spaces seat 450 and 982. The Egg presents dance, music, family-oriented acts, and even comedy. The Palace programs its 2,800-person venue with everything from Broadway productions to film

series to ballet to headline musical acts. The Palace also collaborates with Albany's Park Playhouse on fundraising and marketing—a great illustration of the opportunities to gain efficiencies and elevate organizational performance through resource sharing and cooperation. Albany County owns the Times Union Center, home of the region's sports teams, and SMG, the world's largest private management firm for public assembly facilities, is responsible for Center operations. The Center has an adaptable seating capacity for between 6,000 and 17,500 patrons and annually hosts a large number of family events and large concerts.

Albany is also home to the Washington Armory, another large venue suited for large-scale performances, including concerts for a capacity of 4,300 and conventions or sports competitions for an audience of 3,600. Beyond serving as home for the Albany Legends professional basketball team, the Armory hosts a number of other special events including flea markets, food shows, antique shows, tradeshow, and the circus.

Performing arts venues not only present a diverse array of programming, but many also excel at community outreach. Proctors Theatre in Schenectady and the Hudson Opera House, for instance, both demonstrate strong commitments to serving the local community through active, participatory programs. They occupy opposite ends of the spectrum, however, in terms of size and scope. Proctors' assets tally over \$40 million, and it generates \$20 million in income through presenting "world-class dance, theatre, music, film and Broadway," and other activities. Since the closed vaudeville theatre reopened in 1979, it has not only restored its space, but it has also acquired several vicinity properties and in 2012 became host to the new Schenectady Heritage Area Visitor Center. In some ways, Proctors Theatre functions as a creative community development corporation, but it also serves the community through educational programming—a School of the Performing Arts

The Saratoga Performing Arts Center

SPAC (Saratoga Springs) serves as a cultural hub for dance, chamber music, jazz, opera, rock and pop concerts, and more. Its amphitheater, split between indoor and outdoor spaces, accommodates 25,000 people.

Built in 1966 as a home for the New York Philharmonic, today SPAC is best known for its high-quality summer performances. It serves as the summer home of both the Philadelphia Orchestra and the New York City Ballet. New York City Ballet's residency has contracted in recent years from three weeks to one due to high costs of ballet productions and ongoing contract negotiations with performers. SPAC has used the opportunity to present a more diverse roster of dance from other companies, and remains committed to subsidizing ticket prices for ballet and classical music, despite high production costs. Community members also benefit from Family Fridays with free ice cream and workshops taught on the lawn by renowned musicians or ballerinas.

Thanks to a relationship with Live Nation, a major national entertainment company that books prominent popular musicians, SPAC also hosts many well-known names in the music world from Dave Matthews to Phish to Yo-Yo Ma. These popular acts help cross-subsidize other programming. Sixty percent of members join for perks related to Live Nation acts—from the ability to order tickets early to parking benefits.

SPAC serves as a major tourist attraction for the region, drawing people from as far away as Vermont, Montreal, and Connecticut.

and a MediaWorks initiative that integrates media arts into Common Core curriculum. In contrast, the renovation of the much smaller Hudson Opera House is in progress. Although construction is ongoing, the Opera House still provides free or low-cost cultural offerings every week of the year. In addition to concerts, readings, lectures, exhibitions, and theatre and dance presentations, it offers after-school programs, workshops, and classes.

Other presenting venues focus more exclusively on music, such as the acoustically exemplar Troy Savings Bank Music Hall, the Music and Art Center of Greene County, and university-based venues. Troy Savings Bank Music Hall presents music of all genres, including the annual classical concert series produced by the 118-year old Troy Chromatic Concerts. The Music and Art Center of Greene County produces a classical summer concert series in its Grazhda Hall, an integral part of the surrounding Ukrainian cultural complex. Since 1991, Tannery Pond in New Lebanon (Columbia County) has offered a handful of chamber concerts in its nearly 300-seat venue. Skidmore's Arthur Zankel Music Center, the College of Saint Rose Massry Center for the Arts, and U. Albany's many performance venues also enhance the musical offerings for students and residents alike.

In addition to these existing facilities, the Universal Preservation Hall (UPH) in Saratoga Springs is a noteworthy venue that has undergone significant changes. The facility is a recently restored 1871 church that can host more than 800 people. It serves as a performing arts hall hosting various types of concerts, dance performances, theater productions, film festivals and films series, art gallery events, among other events. In recent years, the non-profit spearheading the renovation has been exploring a potential partnership with Proctors in the operation of UPH.

PERFORMANCE-BASED EXPERIMENTAL ARTS

The Capital Region stands alone in claiming a state-of-the-art platform dedicated to the intersection of art, science, and technology; a home to advance long-duration artworks; and an immersive sound festival experience that expands beyond music into conceptual and visual arts, literature, and feasting. EMPAC, the Marina Abramovic Institute, and BasilicaSoundScape have varied focuses, but they all blur disciplinary boundaries to support and showcase cutting-edge artwork, unique within the region and beyond.

RPI's Curtis R. Priem Experimental Media and Performing Arts Center merges scientific and technological research and the production and presentation of time-based arts. Four discrete venues offer technological resources such as a computer-controlled ceiling that completely varies the acoustic environment and a 360-degree, interactive, panoramic screen. These facilities allow artists and researchers to create works like a projected brain scan on a movable screen or a mock airport security check. As EMPAC's inaugural distinguished artist in residence, Laurie Anderson—a composer, violinist, filmmaker, storyteller, multimedia performance artist, and pioneer in electronic and experimental music making—will create a new work at RPI and offer a series of engagements with the campus community.

The Marina Abramovic Institute (MAI) exemplifies another crosscutting Capital Region standout. It's dedicated to long duration work, or works of art that elapse over extreme lengths of time, whether performance art, dance, theater, film, music, or opera. In 2016, MAI Hudson, a 33,000-square-foot facility, will open and provide space for long duration performance, multidisciplinary collaboration, educational programming, and training in the Abramovic Method. One of the world's most renowned performance artists, Abramovic has explored the body's limits, relationships between audience and performer, and the

possibilities of the mind for over four decades. She engaged, for instance, in mutual gazes with more than one thousand strangers for 716 hours at the MoMA. Currently, MAI hosts live events in collaboration with local venues. Basilica Hudson and MAI, for instance, produced a marathon 24-hour book reading.

Basilica Hudson also advances experimental work through BasilicaSoundScape. Curators carefully design a two-day interplay of different art forms (live music, visual arts, and literary readings) for a unique and stimulating experience. The event draws 1,000 people per night to the old train-wheel factory in Hudson right by the Hudson River. This flagship event complements film screenings, other concerts, and giant flea markets also produced at Basilica Hudson.

Mount Tremper Arts (MTA) is yet another venue in the region that cultivates and presents cutting-edge contemporary artwork and encourages artists to take creative risks. Since 2008, MTA has offered residencies for artists and hosted an annual summer festival in its stunning Catskill Mountain location.

COMEDY

The Capital Region is also home to a modest comedy scene. Major performing arts venues host national headliners, while local comedians perform at comedy clubs and restaurants with open mic nights. Regional standouts include Comedian Greg Aidala, an Albany native who tours nationally and frequently returns to the Capital Region to perform and teach; WCDB's weekly stand-up comedy show, *Alternative to Sleeping with Ethan Ullman*, which features comedy routines and interviews with the likes of Jimmy Fallon and Weird Al Yankovic; and Comedy Works in Albany, one of the oldest comedy clubs in the country, which has offshoot locations in Saratoga and one in Schenectady in development.

SUMMARY OF FINDINGS

- The performing arts segment supported over 4,700 jobs (2013).
- The Capital Region claims a distinctive strength in presenting with major performing arts centers, music-specific venues, and experimental arts.
- Musicians, ensembles, festivals, and other support organizations support jazz, chamber/classical, and contemporary music scenes.
- Theatre companies and venues work in multiple genres and provide educational and community offerings, especially in the summer months.
- Though home to only a few professional dance companies, the National Dance Museum and SPAC's longstanding summer residency for the New York City Ballet keep it on the map for dance.
- Because major performing arts venues mostly present out-of-region acts, local performing artists and groups often face a lack of opportunities and recognition.

HERITAGE AND PRESERVATION

1,883
Total Jobs
(2013)

1.08
Location
Quotient

\$19,115
Average Annual
Earnings

48.3%
Self-Employment
Share as % of all jobs

Museums, historical sites, heritage societies, libraries, archives, and other institutions and organizations that preserve or exhibit cultural or natural heritage make up the heritage and preservation segment of the Capital Region's creative economy.

These institutions generate a big cultural impact, with contributions to tourism, education, and public access to artistic, cultural, and historic resources. They range from some of the nation's oldest and largest museums to roadside curiosities, like a "people's museum" housed in a structure shaped like a cat; from small, volunteer-driven organizations like the African American Cultural Center to architectural preservation firms; and from local libraries to Olana, the former estate of Hudson River School painter Frederic Church, which attracts 100,000+ visitors annually.

The heritage and preservation segment's economic footprint, however, is quite modest. Our analysis yields modest employment estimates from heritage and preservation—in 2013, about 1,900 jobs, less than any other creative economy segment, and only 8 percent of total creative economy employment. However, employment data classification practices likely result in undercounts. Employment data, for instance, miss employees of the many museums operated by governmental bodies, such as the New York State Museum, or higher education institutions, such as Skidmore's Tang Museum. Many museums and historical sites also rely heavily on volunteers, but employment data would not capture their numbers and labor value. Finally, the data are unable to capture architectural preservation/restoration firms

since they are embedded in construction-related industries.

Workers in the heritage and preservation segment earn an average annual wage of \$19,100, indicative of the fact that this segment employs both high- and low-skilled labor, from museum directors to security guards.

ARTS & CULTURAL MUSEUMS



New York's Capital Region is home to over 60 museums, including art, children's, science, topical, and those that celebrate the region's industrial roots.⁷ Collectively, these museums attract more than one million annual visitors who have the opportunity to engage in different dimensions of the region's art and culture. They also help serve educational objectives (from K-12 to higher and community education). The following examples provide a taste of breadth and depth of the Capital Region's museums.

The Capital Region hosts enviable art collections at institutions such as the New York State Museum, the Albany Institute of History and Art, and the Hyde Collection in Glens Falls.

Two of the nation's oldest and largest museums, the New York State Museum (established in 1836) and the Albany Institute of History and Art (established in 1791) attract a combined 775,000-plus visitors annually to Albany. The New York State Museum houses over 15 million specimens, artifacts, and works of art that reflect over 175 years of research in earth science, biology, and human and cultural history. It serves the public's educational needs from youth afterschool and summer programming to the professional development

resources for teachers to connecting researchers from throughout the world with its collections. For the past 200 years, the Albany Institute of History and Art has been collecting art and historical materials from the Upper Hudson Valley. Most famous for its significant Hudson River School paintings, its long-term exhibitions also span Ancient Egypt to 19th Century American Sculpture. The Hyde Collection is a small “jewel” that showcases Italian Renaissance and 18th century French antiques, and works by Botticelli, El Greco, van Dyck, Ingres, Raphael, Rembrandt, Rubens, Tintoretto, Cézanne, Degas, Matisse, Picasso, Renoir, and van Gogh. The Hyde Collection offers tours and classes for those in preschool through college.

Empire State Plaza, Albany International Airport, and a variety of galleries at area colleges and universities provide opportunities for the public to see a range of visual artwork free of charge. The Empire State Plaza complex in downtown Albany features 92 abstract expressionist pieces. The Albany Airport displays regional artists and traveling exhibits in a dedicated 2,500-square-foot space and throughout the concourses. University museums and galleries, such as Skidmore’s Tang Museum, Sage’s Opalka Galley, the College of Saint Rose’s Esther Massry Gallery, Union College Art Museum, and U. Albany’s University Art Museum, serve as educational centers and showcase contemporary visual arts as well as other art forms. For instance, as a “teaching museum,” the Tang Museum regularly involves faculty and students as curators and advisors for its interdisciplinary exhibitions.

Youth have access to four different children’s museums in the Capital Region. The CNSE Children’s Museum of Science and Technology in Troy and the Children’s Museum at Saratoga both draw over 80,000 visitors annually. The Scotia-Glenville Children’s Museum in Schenectady functions as a traveling museum that brings STEAM (science, technology, engineering, arts, and math) programming to

children throughout the area. The World Awareness Children’s Museum in Glens Falls offers youth an interactive learning space that features international art, fashion, musical instruments, dolls, and toys.

The Capital Region also offers people of all ages opportunities to explore science and technology and to expand their knowledge of the cosmos. For instance, the Dudley Observatory and planetariums at both the Museum of Innovation and Science and the Albany Heritage Area Visitors Center help stimulate the public’s curiosity in astronomy. Those interested in engineering and its connections to larger society can visit the Edison Tech Center, the Saratoga Automobile Museum, or the Empire State Aerosciences Museum. Even the art and science of firefighting gets its due at Hudson’s Museum of Firefighting. It displays a premiere collection of firefighting artifacts, including the oldest documented fire engine in New York State.

Other institutions interpret the region’s industrial history. The National Bottle Museum (established 1978) preserves the history of one of the country’s earliest industries, bottle making. It’s located in Saratoga County, near the area’s two remaining naturally carbonated springs, in an area that manufactured millions of glass bottles during the 1800s. In Washington County, the Slate Valley Museum celebrates the region’s history as the location of slate quarries and the cultures of those who worked in the quarries. In another example, the Burden Iron Works Museum educates visitors about the region’s role as “the Silicon Valley of the 19th Century.”

Topical museums reach another level at Saratoga Springs’ two national museums and halls of fame—one for racing and one for dance. At these institutions, visitors and residents can ride a mechanical horse synchronized to move with jockey cam videos or take a master class in belly dancing. Located across from the nation’s oldest operating racetrack, the National Museum of

Racing (established 1950) interprets and preserves the history of thoroughbred racing in Saratoga and America at large. The National Museum of Dance and Hall of Fame (established 1986) is the country's largest museum dedicated entirely to dance. Its collection of photos, videos, costumes, documents, and artifacts reflect diverse dance forms from throughout history, while master classes, lectures, and residencies position live dance as part of the museum's offerings. The National Museum of Dance also has a dance school that offers classes to people of all ages, levels, and interests.

HISTORIC SITES & MUSEUMS



A vast array of historic sites, buildings, and landmarks preserves and shares the Capital Region's history.

The area has notable architectural jewels such as Schenectady's Stockade Historic District, which has the highest concentrations of historic homes in the country, and the Hart-Cluett House, a 19th century townhouse recognized for its sophisticated architecture, superior craftsmanship, and advanced heating and plumbing systems.

There are places steeped in history, like the Old Fort House in Fort Edward, which was visited by George Washington and James Monroe, and which once housed Solomon Northup, the free black man sold into slavery, who authored *Twelve Years A Slave* and referred to the Fort House as "the old yellow building" in his book. Another example is the Saratoga Springs History Museum whose restored 1870-era gambling hall brings some of America's most notorious gangsters to life.

The Shaker Museum and Library in Old Chatham honors history by preserving one of the world's largest collections of Shaker

artifacts. Vernacular oddities and celebrations include the Catskill People's Museum, a cat-shaped structure that displays artifacts (even a mummified cat) donated by the public, and local historical organizations that celebrate the people and history of Catskill. The Waterford Historical Museum and Cultural Center sponsors the Canal Mule Parade, in which artists decorate a life-size fiberglass canal mule for an interactive display.

And there are sites to honor and remember the nation's military history, such as the Destroyer Escort Historical Museum, home of the last destroyer escort remaining afloat in America and the only ship still in its WWII configuration, and the New York State Military Museum and Veterans Research Center, which manages the largest collection of state battle flags in the country and the largest collection of Civil War flags in the world.

Stewards of local history include the Columbia County Museum and Library, which maintains transcriptions of over 200 cemetery records and copies of over 200 published and unpublished family genealogies; the Chapman Historical Museum whose 3,000 photos document the Adirondack wilderness and the human story of Glen Falls, Queensbury, and the Southern Adirondacks; and Historic Cherry Hill, a house museum that includes more than 70,000 objects reflecting daily life all related to the family that lived in the home between 1787 and 1963.

Two large historic sites—the Lakes to Locks Passage and the Olana State Historic Site (see sidebar on following page)—deserve particular attention, not only because of their prominence, but also because their success at organizational and regional collaboration holds promise for other Capital Region players.

Olana State Historic Site

The home of premier Hudson River School landscape painter Frederic Church, Olana offers the region unparalleled historic and economic significance. This national historical landmark attracts over 100,000 visitors, domestic and international, annually. Church's personal collection of world-class paintings adorns this Persian-style home nestled on 250 acres of picturesque grounds with iconic views of Hudson River Valley.

Olana has blossomed into a prime model for other historical sites in the region. It capitalized on being the origin of Hudson River School paintings and collaborated with others to bring this site to life. In 2005, Olana partnered with the Thomas Cole National Historic Site and numerous other organizations to create the Hudson River School Art Trail. The trail functions as a series of hiking and driving trails that lead visitors to the incredible views that inspired Thomas Cole, founder of the Hudson River School of Painting, and Frederic Church, Cole's most celebrated student and successor. In a more recent example, in September 2013, Olana partnered with Wave Farm's community radio station, WGXC, to launch Groundswell, a now award-winning exhibition event. It features site-specific performances and works in sound, installation, broadcast, and movement. Each year, over a dozen new artists reflect on and react to Olana and its integral viewshed as an ambitious and early environmental work.

Lakes to Locks Passage, Inc. manages the interconnected waterway of the upper Hudson River, Champlain Canal, Lake George, and Lake Champlain. The waterway is the core of North America's first "super-highway" between

upstate New York and the Canadian province of Quebec. Through regional public, private, and non-profit partnerships, the organization stewards the waterway's scenic, historic, and cultural preservation. Partners strive for the Lakes to Locks Passage to highlight the interconnected heritage of the waterway's different regions and to contribute to their high quality of life with economic development and tourism potential. Although the waterway extends well north of the Capital Region, Lakes to Locks Passage's success at cross-sector partnerships works across regional divides and makes it a model worth emulating.



CULTURAL PRESERVATION

Historical societies, cultural centers, festivals, and antique shops help preserve and share the Capital Region's diverse heritage. Unlike the previously profiled institutions, many of these organizations and events are not confined to physical historic sites and structures.

Numerous organizations encourage tourism by attracting visitors to experience significant buildings, artifacts, and sites. For instance, the Historic Salem Courthouse Preservation Association partners with other local organizations to animate the Historic Salem Court House with programming—from a basement pottery studio to a chamber music series to a community garden.

Other organizations work to preserve specific ethnic, racial, or religious cultural heritages, often powered by volunteers. The African American Cultural Center, for instance, is a 100 percent volunteer run organization with a 250-member base. The American Italian Heritage Museum and Cultural Center claims membership from 41 states and several countries. The Capital District Irish American Association promotes and preserves Irish culture, including dance, literature, and language.

Festivals celebrate the Capital Region's cultural heritage, both its historic roots and today's diversity. The Tulip Festival draws thousands to Albany's Washington Park to enjoy Dutch heritage, stemming from the region's colonial history. The region's Pinksterfest celebration recreates the African American/Dutch tradition in which free and slave African Americans would spend time with family and friends while the Dutch attended religious services. LatinFest in Albany and Guyanese Family Fun Day in Schenectady represent more recent festivals that showcase the region's ever-evolving cultural heritage.

Although it extends well south of the Capital Region, the Hudson River Ramble Festival is yet another noteworthy asset that highlights the region's rich cultural heritage. It ties together the Hudson River Valley's history, culture, and natural resources through events that draw over 200,000 attendees and generate \$21 million in economic impact each year, according to a recent study.⁸

A cadre of private, public, and non-profit organizations also provides critical services related to preservation. Hudson's status as a hub for antiques put it back on the map and helped attract its art gallery and design activity. Over 60 Hudson antique dealers and related businesses dedicate themselves to this form of preservation. The Capital Region also has a relatively large number of architectural and preservation-related businesses that cater specifically to architectural historic preservation. In the public sector, New York State's Bureau of Historic Sites offers technical assistance to all of New York's state-owned parks and historic sites. (See sidebar.) The nonprofit Historic Albany Foundation helps to preserve and protect buildings that have architectural, historic, or civic value through its preservation library resources and workshops that focus on preservation techniques. Troy's non-profit TAP, Inc. supports the preservation and stewardship of historic buildings, with a focus on providing non-profits and low-income people with design and planning assistance.

New York's State Bureau of Historic Sites – Peebles Island

Tucked away on a 158-acre island at the confluence of the Hudson and Mohawk rivers, a small army of preservation professionals work diligently to safeguard New York's heritage. In a rehabilitated factory complex located on Peebles Island State Park, the Bureau of Historic Sites helps document, preserve, and interpret the historic, cultural, and natural resources of New York State's parks and historic sites.

It employs architectural historians; conservators of buildings, art, and objects; curators; collection managers; archaeologists; historians; educators; and graphic artists and designers. The Bureau's efforts include preserving and restoring buildings and landscapes, documenting historic and artistic collections, researching and interpreting history and context for exhibits, producing publications and signs to share New York's legacy, and protecting resources from fire, crime, and natural disasters. The Bureau's offices are not open to the public, but its efforts are integral to preserving New York's public historical legacies.

The region's efforts to preserve its heritage offer residents and tourists countless destinations for exploration and discovery. New York State's Path Through History program highlights many of the Capital Region's historic riches, including the designated state heritage areas: RiverSparks, Albany, and Schenectady. Additionally, the Capital Region serves as a focal point of notable National Heritage Areas, with portions of the Hudson River National Heritage Area,

the Erie Canalway National Heritage Corridor, and the Champlain Valley National Heritage Area spanning the region. The deep historical roots embedded within these heritage sites contribute significantly to the region's sense of place and appeal.



LIBRARIES

The Capital Region has more than 80 public libraries. Though the majority of these libraries operate on limited budgets, they offer a remarkable roster of resources and programs for their community members. Most local libraries are also venues for the arts, presenting storytelling groups and music-making classes and hosting visual artists.

KEY FINDINGS

- The heritage and preservation segment is small economically, but it generates a big cultural and placemaking impact.
- The Capital Region is home to over 60 museums—from some of the nation's oldest and largest to art, children's, science, topical, and those that celebrate the region's industrial roots.
- There are a number of small museums in the region that overlap in focus and audience. For example, there are multiple children's museums and planetariums.
- Capital Region historic sites range from Olana, which attracts over 100,000 visitors annually, to smaller sites that offer niche appeal to locals and travelers.
- A wide range of other organizations and businesses, from historical societies to antique shops to libraries, helps safeguard and share the Capital Region's historic and cultural heritage.

END NOTES

- ¹ Location Quotient (LQ) is a ratio comparing the concentration of creative sector employment locally to the national concentration of creative sector employment. Location quotients greater than 1.00 indicate a higher concentration of employment in the local industry as compared to the nation.
- ² <http://www.nytimes.com/2014/10/12/travel/want-to-get-into-an-artists-retreat-go-as-a-tourist.html?ref=travel>
- ³ Data from Arbitron, for 2013-2014 television season.
http://www.arbitron.com/downloads/fa13_market_survey_schedule_poprankings.pdf pg 23.
- ⁴ Information collected from Sales Department at *Times Union* (August 2014).
- ⁵ Information collected from Circulation Department, *Daily Gazette* (September 2014).
- ⁶ Gadwa, A., and Muessig, A. (2011). *How Art Spaces Matter II: The Riverside, Tashiro Kaplan and Insights from Five Artspace Case Studies and Four Cities* (p. 93). Minneapolis, MN: Artspace and Metris Arts Consulting. Retrieved from <http://metrisarts.com/evaluations/#Art2>.
- ⁷ Number calculated from *County Research* PDFs with charts/numbers.
- ⁸ *The Economic Impact of National Heritage Areas: A Case Study Analysis of Six National Heritage Area Sites in the Northeast Region of the United States and Projections on the National Impact of All National Heritage Areas (Draft)*, TrippUmbach, 2013.