



ARTS & ECONOMIC PROSPERITY 5

THE ECONOMIC IMPACT OF NONPROFIT ARTS &
CULTURAL ORGANIZATIONS & THEIR AUDIENCES

CREATING **JOBS**.
GENERATING **COMMERCE**.
DRIVING **TOURISM**.



The Arts MEAN BUSINESS

From coast to coast and from our smallest rural towns to our largest urban cities, America's 100,000 nonprofit arts and cultural organizations make their communities more desirable places to live and work every day of the year. Nonprofit arts and cultural organizations are also businesses. They attract audiences, spur business development, support jobs, generate government revenue, and are the cornerstone of tourism.

Arts businesses are rooted locally—supporting jobs that cannot be shipped overseas. **Arts & Economic Prosperity 5** sends an important message to community leaders: Support for the arts is an investment in economic well-being and quality of life. Nationally as well as locally, the arts mean business!

82%

of Americans believe arts & culture are important to local businesses and the economy

87%

of Americans believe arts & culture are important to quality of life

Source: Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs



Economic Impact

America's Nonprofit Arts & Culture Industry

\$166.3 billion in economic activity—
\$63.8 billion in spending by arts and
cultural organizations and \$102.5 billion
in event-related spending by their audiences
—supports 4.6 million jobs and generates
\$27.5 billion in government revenue.

Economic Impact

of the Nonprofit Arts & Culture Industry (2015)



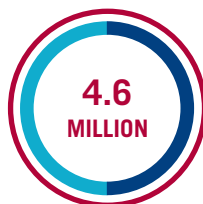
Total Direct Expenditures
\$63.8 BIL + \$102.5 BIL



Resident Household Incomes
\$49.43 BIL + \$46.64 BIL



Total Government Revenue
\$11.86 BIL + \$15.68 BIL



Full-time Equivalent Jobs
2.3 MIL + 2.3 MIL

■ Organization ■ Audiences ■ Total

“Even in a strong economy, some may perceive the arts as an unaffordable luxury. Fortunately, this rigorous report offers evidence that the nonprofit arts industry provides not just cultural benefits to our communities, but also makes significant positive economic contributions to the nation’s financial well-being regardless of the overall state of the economy.”

— PRESIDENT & CEO JONATHAN SPECTOR, The Conference Board



ORGANIZATIONS

Nonprofit Arts Organizations Pump \$63.8 Billion into the Economy

Arts and cultural organizations are valued members of the business community. They employ people locally, purchase goods and services from within the community, are members of their Chambers of Commerce, and promote their regions.

In 2015, these organizations—performing and visual arts organizations, festivals, public art programs, municipally-owned museums and arts centers, and more—pumped an estimated \$63.8 billion into the nation's economy. Direct spending by nonprofit arts organizations alone supported 1.15 million jobs (0.83 percent of the US workforce)—more jobs than that of the legal or public safety sectors.

Percentage of US Workforce (2015)

Elementary School Teachers // **1.00%**



Nonprofit Arts & Cultural Organizations // **0.83%**



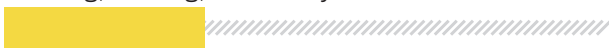
Police Officers // **0.48%**



Lawyers // **0.44%**



Farming, Fishing, & Forestry // **0.33%**



Firefighters // **0.23%**



Computer Programmers // **0.21%**



About This Study

Arts & Economic Prosperity 5 *is the most comprehensive economic impact study of the nonprofit arts and culture industry ever conducted.*

It documents the economic contributions of the arts in 341 communities and regions across the country, representing all 50 states and the District of Columbia. The diverse participating communities range in population from 1,500 to 4 million and include rural, suburban, and urban areas.

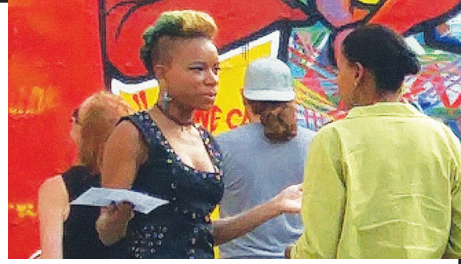
Researchers collected detailed expenditure and attendance data from 14,439 arts and cultural organizations and 212,691 of their attendees to measure total industry spending. Project economists from the Georgia Institute of Technology customized input-output analysis models for each study region to provide specific and reliable economic impact data. This study uses four economic measures to define economic impact: full-time equivalent jobs, resident household income, and revenue to local and state governments.

For more information about **Arts & Economic Prosperity 5**, including methodology and how to download and purchase the report, please visit AmericansForTheArts.org/EconomicImpact.

Americans for the Arts staff are available for speaking engagements. If interested, please contact the Research Department at 202.371.2830 or at research@artsusa.org.

“Mayors understand the connection between the arts industry and city revenues. Arts activity creates thousands of direct and indirect jobs and generates billions in government and business revenues. The arts also make our cities destinations for tourists, help attract and retain businesses, and play an important role in the economic revitalization of cities and the vibrancy of our neighborhoods.”

— **Oklahoma City Mayor Mick Cornett**,
President, The United States Conference of Mayors



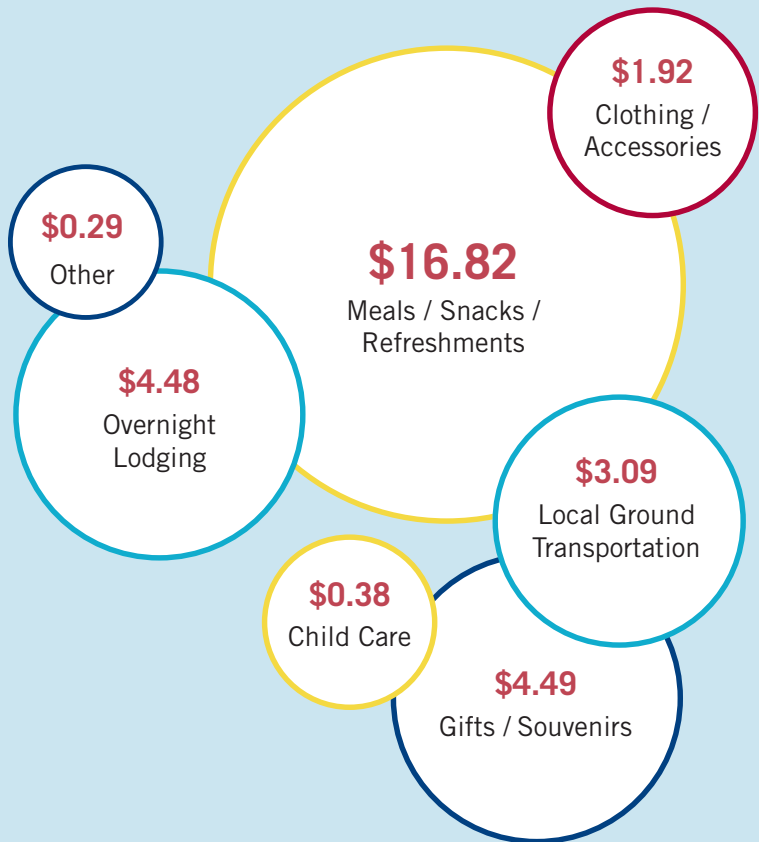
AUDIENCES

Spending by Arts Audiences Sends \$102.5 Billion to Local Businesses

Dinner and a show go hand-in-hand. The arts, unlike most industries, leverage significant amounts of event-related spending by their audiences—valuable income for local restaurants, parking garages, hotels, and retail stores.

Based on the 212,691 audience surveys conducted for this study, the typical arts attendee spends \$31.47 per person, per event, beyond the cost of admission. Nationally, total event-related spending in 2015 was an estimated \$102.5 billion.

Average Per Person Audience Expenditures: \$31.47



The average audience expenditure **does not** include the cost of admission.



TOURISM

When a community offers arts and cultural events, it attracts cultural tourists and harnesses significant economic awards.

One-third of the nation's arts attendees are from outside the county in which the arts event took place (34.1 percent) and spent twice as much (\$47.57 vs. \$23.44) as their local counterparts. Two-thirds of nonlocal attendees (69 percent) indicated that the primary reason they were visiting was to attend that arts event. When local attendees were asked what they would have done if the arts event they were attending was not taking place, 41 percent said they would have traveled to a different community for a similar arts experience.



“As a banker, I have visited businesses in almost every city and town in my state. There is a visible difference in places with a vibrant arts community. I see people looking for places to park, stores staying open late, and restaurants packed with diners. The business day is extended and the cash registers are ringing.”

— **KEN FERGESON**, Chairman, NBC Oklahoma; Past Chair, American Bankers Association



AMERICANS for the ARTS



Cover: Andrew Shurtleff Photography.

Back Cover: The Arts Partnership of Greater Spartansburg, SC; Hilltop Artists student, City of Tacoma, WA; Art gallery in Carmel, IN.

Interior: Northwest Connecticut Arts Council; Hillsborough Handmade Parade, NC. Photo by Donn Young, Orange County Arts Commission; Wilmington Creative District mural dedication, Delaware Division of the Arts; Laumeier Sculpture Park, Regional Arts Commission St Louis, MO. Photo by Abby Gillardi.

ABOUT AMERICANS FOR THE ARTS

Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. Established in 1960, we are dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

OUR PARTNERS

The following national organizations partner with Americans for the Arts to help public and private sector leaders understand the economic and social benefits that the arts bring to their communities, states, and the nation.



Americans for the Arts®, Arts & Economic Prosperity®

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