

# About This Study

*Arts & Economic Prosperity IV* is the most comprehensive study of the nonprofit arts and culture industry ever conducted. It documents the economic impact of the nonprofit arts and culture industry in 182 study regions representing all 50 states and the District of Columbia. The diverse communities range in population 1,600 to 4 million and type from small rural to large urban.

This study uses four economic measures to define economic impact: full-time equivalent jobs, resident household income, and revenue to local and state governments. To collect the most comprehensive data possible, we measured the spending of 9,721 nonprofit arts and culture organizations and 151,802 of their attendees to determine total industry spending.

Project economists from the Georgia Institute of Technology customized input-output analysis models for each study region. To derive the national estimates, the study regions were stratified into six population groups, and an economic impact average was calculated for each group. Then, the nation's 13,366 largest cities were assigned the economic impact averages for their population. Several outlier regions were removed when calculating the national estimates due to their comparably high levels of economic activity in their population categories.

For more information on *Arts & Economic Prosperity IV*, including information on downloading and purchasing all study reports, please visit [www.AmericansForTheArts.org/EconomicImpact](http://www.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](mailto:research@artsusa.org).

# The Arts Mean Business

From large urban cities to small rural towns, this research shows that the nonprofit arts and culture industry is an economically sound investment. It attracts audiences, spurs business development, supports jobs, generates government revenue, and is the cornerstone of tourism. Locally as well as nationally, the arts mean business.



1000 Vermont Avenue, NW, 6<sup>th</sup> Floor  
Washington, DC 20005

T 202.371.2830  
F 202.371.0424  
E [research@artsusa.org](mailto:research@artsusa.org)  
[www.AmericansForTheArts.org](http://www.AmericansForTheArts.org)

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.



# 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.

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences

# ECONOMIC PROSPERITY IV

## NATIONAL HIGHLIGHTS





# Economic Impact of America's Nonprofit Arts & Culture Industry

America's nonprofit arts and culture industry generates \$135.2 billion in economic activity every year—\$61.1 billion in spending by organizations and \$74.1 billion in event-related spending by audiences. The industry supports 4.1 million jobs and generates \$22.3 billion in government revenue.

*"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."*

**PHILADELPHIA MAYOR MICHAEL A. NUTTER**  
President, The United States Conference of Mayors, 2012–2013

# Nonprofit Arts & Culture: A RESILIENT INDUSTRY

## ECONOMIC IMPACT OF THE NONPROFIT ARTS & CULTURE INDUSTRY (2010)

AREA OF IMPACT	ORGANIZATIONS		AUDIENCES		TOTAL
TOTAL DIRECT EXPENDITURES	\$61.12 BIL	+	\$74.08 BIL	=	\$135.20 BIL
FULL-TIME EQUIVALENT JOBS	2.24 MIL	+	1.89 MIL	=	4.13 MIL
RESIDENT HOUSEHOLD INCOME	\$47.53 BIL	+	\$39.15 BIL	=	\$86.68 BIL
LOCAL GOVERNMENT REVENUE	\$2.24 BIL	+	\$3.83 BIL	=	\$6.07 BIL
STATE GOVERNMENT REVENUE	\$2.75 BIL	+	\$3.92 BIL	=	\$6.67 BIL
FEDERAL INCOME TAX REVENUE	\$5.26 BIL	+	\$4.33 BIL	=	\$9.59 BIL

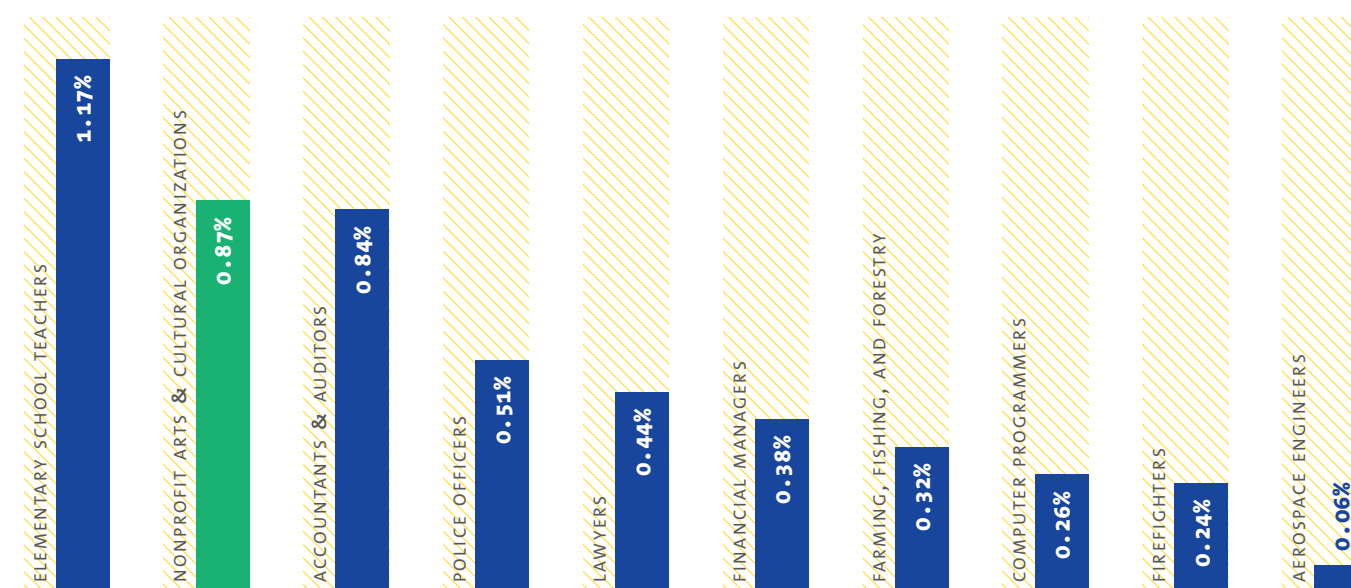
### ← ORGANIZATIONS

In 2010, nonprofit arts and culture organizations pumped an estimated \$61.1 billion into the economy. Nonprofit arts and culture organizations are employers, producers, consumers, and key promoters of their cities and regions. Most of all, they are valuable contributors to the business community.

### ← AUDIENCES

Dinner and a show go hand-in-hand. Attendance at arts events generates income for local businesses—restaurants, parking garages, hotels, retail stores. An average arts attendee spends \$24.60 per event in addition to the cost of admission. On the national level, these audiences provided \$74.1 billion of valuable revenue for local merchants and their communities. In addition, data shows nonlocal attendees spend twice as much as local attendees (\$39.96 vs. \$17.42), demonstrating that when a community attracts cultural tourists, it harnesses significant economic rewards.

### PERCENTAGE OF U.S. WORKFORCE (2010)



In 2010, nonprofit arts and culture organizations alone supported 2.2 million full-time equivalent jobs. Of this total, 1.1 million jobs were a result of "direct" expenditures by nonprofit arts organizations, representing 0.87 percent of the U.S. workforce. Compared to the size of other sectors of the U.S. workforce, this figure is significant. Nonprofit arts and culture organizations support more U.S. jobs than there are accountants and auditors, public safety officers, and even lawyers.

### AVERAGE PER PERSON AUDIENCE EXPENDITURES: \$24.60

