

Swiss Cheese Media Alert

Media Alert

For Immediate Release

[MONTH][DAY], 2012

[YOUR ORGANIZATION] to Unveil Results of Study Measuring Economic Impact of Local Arts Industry

Findings Reveal Number of Full-Time Jobs Supported and Tax Revenues Generated by Local Arts Sector

What: [YOUR ORGANIZATION] will unveil the results of Arts & Economic Prosperity IV, the most comprehensive economic impact study of [YOUR LOCALE]'s nonprofit arts industry ever conducted. Results of the study reveal the level of economic activity as well as the number of full-time equivalent jobs the arts industry in [YOUR LOCALE] generates. The study's findings also show how much tax revenues the nonprofit arts sector produces for [YOUR LOCALE] and [YOUR STATE].

When: [DAY], [MONTH] [DAY], 2012
[TIME] a.m.

Where: [VENUE NAME]
[VENUE ADDRESS]

Who: [SPOKESPERSON 1 NAME], [TITLE, COMPANY/ORGANIZATION]
[SPOKESPERSON 2 NAME], [TITLE, COMPANY/ORGANIZATION, ETC.]

Webcast: The press conference will be streamed live at [LOCATION OF LIVE STREAM]. In addition, it will be made available online at [YOUR ORGANIZATION]'s website the next day.

Media opps: Spokespeople will be available for interviews and photo opportunities for XX minutes after the press conference concludes.

Info: Breakfast will be served and parking will be validated. There will be a mult box with an audio feed, please bring camera and deck.

Media RSVP: [YOUR CONTACT INFORMATION]

[BOILER PLATE]

###

Swiss Cheese Press Release

News and Information

For Immediate Release

Contact:

Date

[LOCALE]'s Nonprofit Arts and Culture Industry Generates \$(INSERT FIGURE) in Economic Activity and Supports [FIGURE] Jobs Annually According to Americans for the Arts

Arts Industry Returns \$(FIGURE) in Revenue to Local and State Coffers

WASHINGTON, D.C. — The nonprofit arts and culture industry generates \$(FIGURE) in annual economic activity in the [LOCALE]—supporting [FIGURE] full-time equivalent jobs and generating \$(FIGURE) in local and state government revenues, according to the Arts & Economic Prosperity IV national economic impact study. The most comprehensive economic impact study of the nonprofit arts and culture industry ever conducted in the United States, Arts & Economic Prosperity IV was conducted by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts and arts education.

According to the study, nonprofit arts and culture organizations spent \$(FIGURE) during fiscal year 2010. This spending is far-reaching: organizations pay employees, purchase supplies, contract for services and acquire assets within their community. Those dollars, in turn, generated \$(FIGURE) in household income for local residents and \$(FIGURE) in local and state government revenues.

[QUOTE FROM YOUR ORGANIZATION'S SPOKESPERSON ABOUT HOW THIS STUDY DRIVES HOME THE VALUE THE ARTS HAVE TO YOUR LOCAL COMMUNITY. IT IS RECOMMENDED THAT THE QUOTE COMBINES BOTH THE ECONOMIC AND THE NON-ECONOMIC VALUES THAT THE ARTS PROVIDE TO THE COMMUNITY.]

Nationwide, the Arts & Economic Prosperity IV reveals that the nonprofit arts industry produces \$(FIGURE) billion in economic activity every year, resulting in \$(FIGURE) billion in federal, state and local tax revenues. In addition, it supports [FIGURE] million full-time equivalent jobs and generates \$(FIGURE) billion in household income.

"This study shines a much-needed light on the vital role the arts play in stimulating and sustaining economic development," says Robert L. Lynch, president and CEO of Americans for the Arts. "Contrary to popular belief, the arts are a bustling industry that supports a plethora of diverse jobs, generates significant revenues for local businesses and to federal, state and local governments and provides quality of life that positions communities to compete in our 21st century creative economy."

Arts Industry Boon for Local Businesses

In addition to spending by organizations, the nonprofit arts and culture industry leverages \$(FIGURE) in event-related spending by its audiences. As a result of attending a cultural event, attendees often eat dinner in local restaurants, pay for parking, buy gifts and souvenirs, and pay a babysitter. What's more, attendees from out of town often stay overnight in a local hotel.. In [LOCALE], these dollars support [FIGURE] full-time equivalent jobs and generate \$(FIGURE) in local and state government revenues.

[QUOTE FROM RESPECTED LOCAL BUSINESS PERSON – PERHAPS SOMEONE FROM YOUR BOARD – ABOUT THE IMPORTANCE OF THIS STUDY TO THE ECONOMIC HEALTH OF THE BUSINESS COMMUNITY]

The Arts & Economic Prosperity IV study was conducted by Americans for the Arts and supported by The Ruth Lilly Fund of Americans for the Arts. Americans for the Arts' local, regional, and statewide project partners contributed both time and financial support to the study. The full text of the national statistical report is available at www.AmericansForTheArts.org/EconomicImpact.

[BOILER PLATE]

###