

I've got a good news story to tell about the arts...

The nonprofit arts industry is a great American success story—one of innovation, entrepreneurialism, and resilience. Perseverance. Resilience...adapt, survive, prevail.

The arts inspire, delight, unite us...fundamental to our humanity.

I want to stipulate those benefits and challenge you to think of the arts as an industry—one that supports jobs, generates govt. revenue, and is a cornerstone to tourism.

An investment in the arts is not a black hole. ...by talking about the business side of the arts, it takes them out of the "more gruel, please" and positions them as a partner in prosperity and sends an important message...if you are a community leader who cares about quality of life and strengthening your economy—you can feel good about investing in the arts.



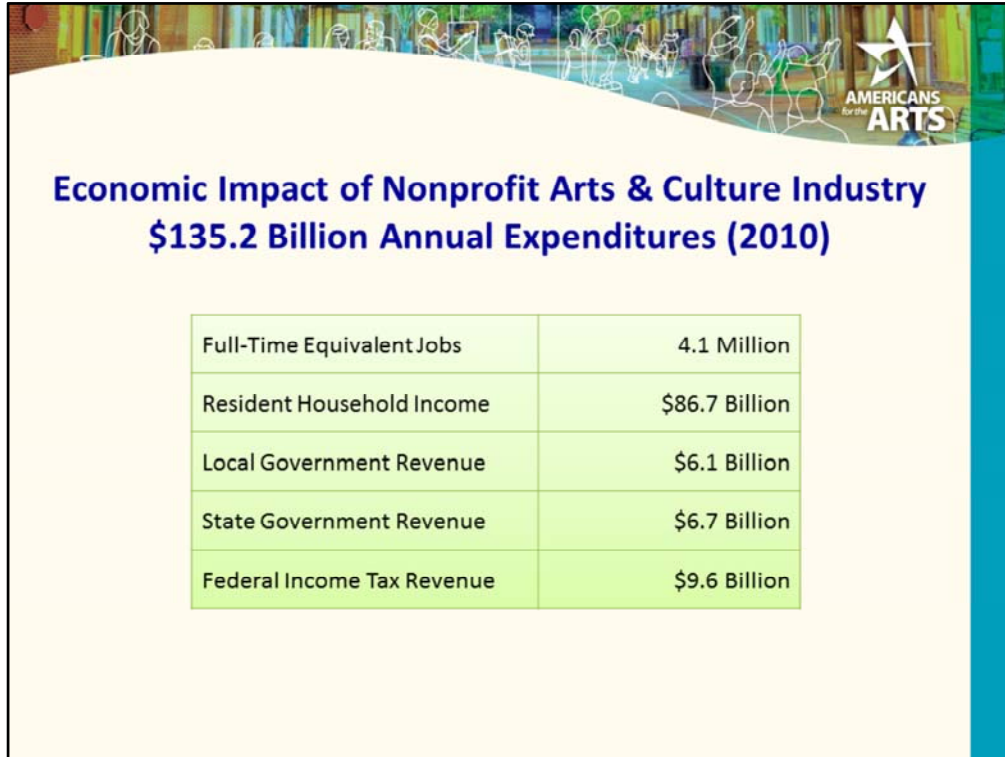
This study is our 4<sup>th</sup> economic impact study of the nation's nonprofit arts and culture industry—the largest and most comprehensive of its kind ever conducted.

182 study regions . . . All 50 states + D.C.



## How a Dollar is Re-Spent in a Community . . .





\$135.2 billion dollar industry . . . 4.1 million FTEs . . . \$22.3 billion in government revenue

**(1) Full-Time Equivalent (FTE) Jobs** describes the total amount of labor employed. Economists measure FTE jobs, not the total number of employees, because it is a more accurate measure that accounts for part-time employment.

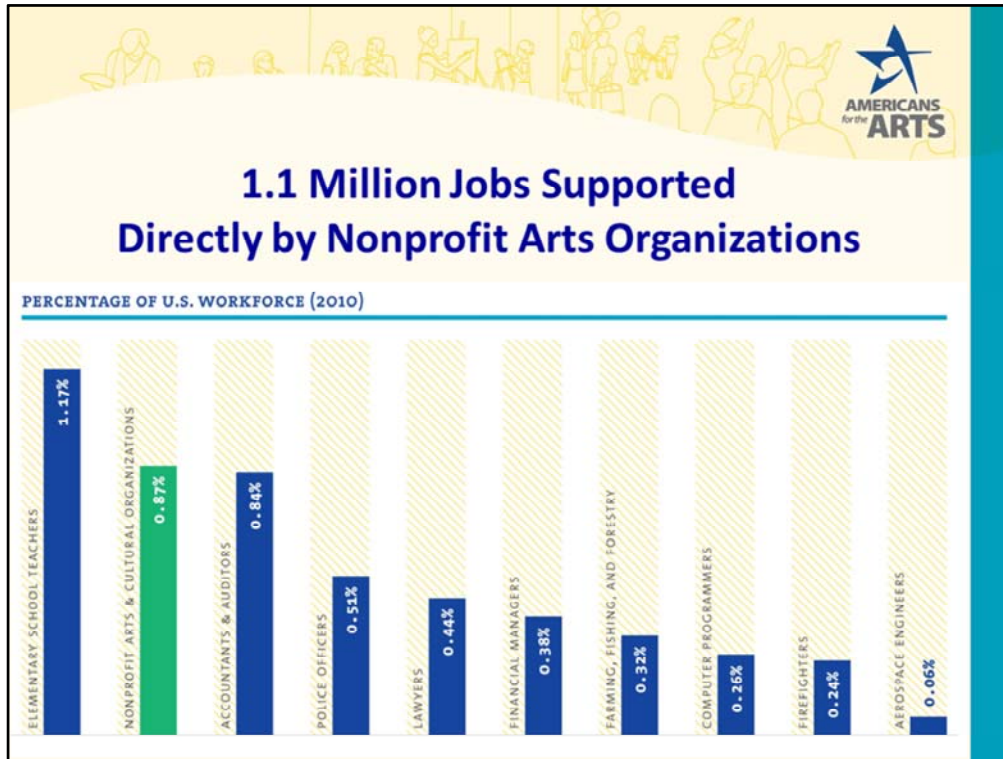
**(2) Resident Household Income** (often called Personal Income) includes salaries, wages, and entrepreneurial income paid to local residents. It is the money residents earn and use to pay for food, mortgages, and other living expenses.

**Revenue to (3) Local and (4) State Government** includes revenue from local and state taxes (e.g., income, property, sales, and lodging) as well as funds from license fees, utility fees, filing fees, and other similar sources.



**Organizations Spent . . .**

**\$61.1 Billion**

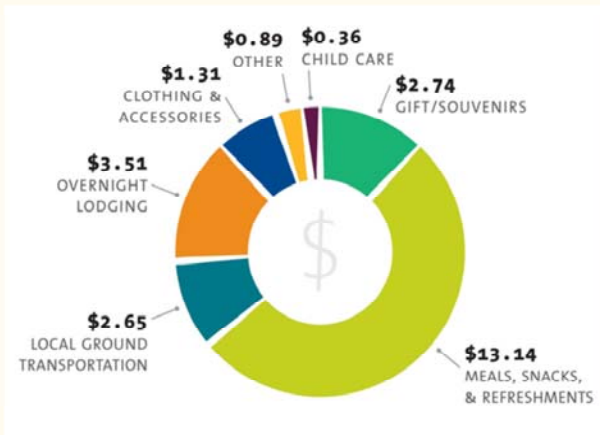


Spending by nonprofit arts and culture organizations provide rewarding employment for more than just artists, curators, and musicians. They also directly support builders, plumbers, accountants, printers, and an array of occupations spanning many industries.

Nonprofit arts and culture organizations support more jobs than accountants and auditors, public safety officers, and even lawyers, and just slightly fewer than elementary school teachers. The above chart provides a helpful context for the large number of jobs directly supported by nonprofit arts and culture organizations. It must be noted that the arts and culture jobs represent portions of multiple industry sectors (e.g., musicians, designers, accountants, printers), whereas the comparison groups are single job classifications.

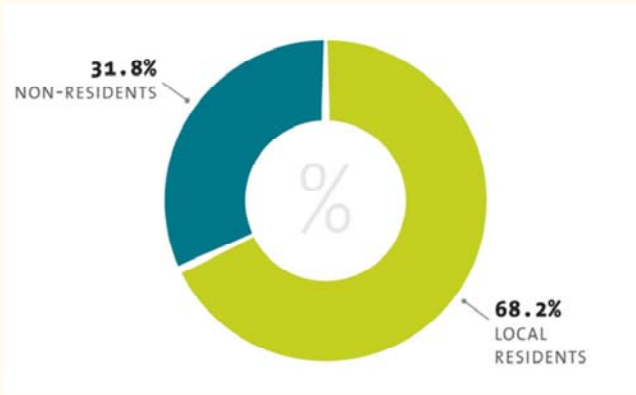


## Nonprofit Arts Attendees Spend \$24.60 Per Person, Per Event

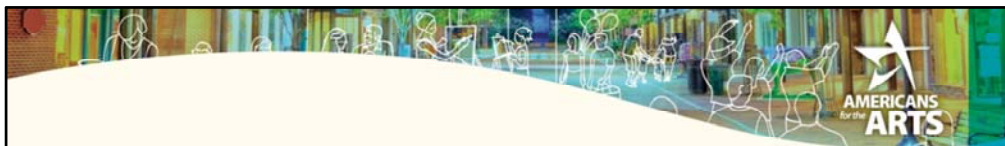




## Nonprofit Arts & Culture Attendees Local vs. Nonlocal



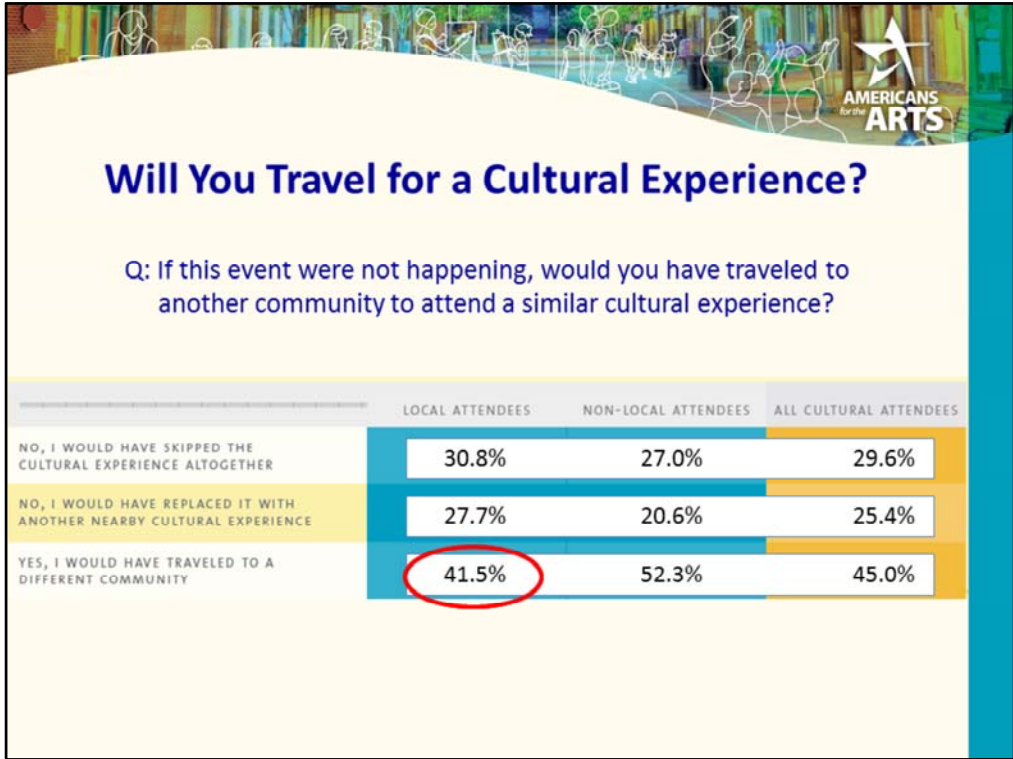




## Event-Related Spending Local vs. Nonlocal Audiences




59.4 percent of nonlocal attendees said: "this arts event is their primary purpose for their trip."





Audiences spent . . .

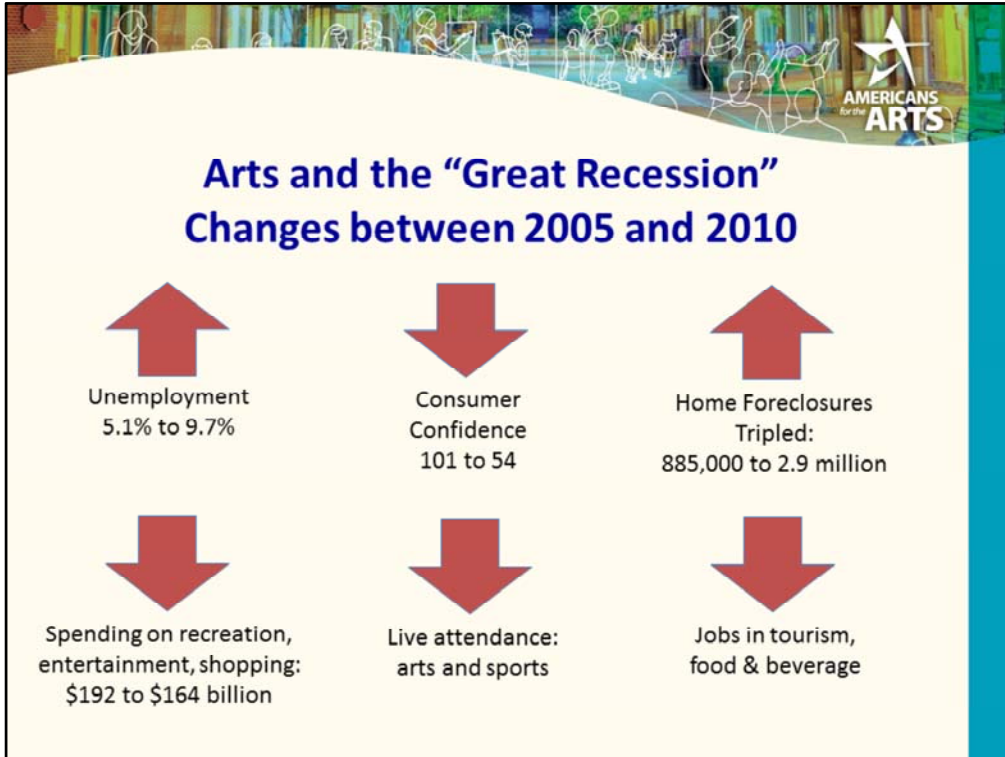
**\$74.1 Billion**



## Nonprofit Arts & Culture Industry

Organizations	\$61.1 Billion
Audiences	\$74.1 Billion
<b>Total</b>	<b>\$135.2 Billion</b>

- ✓ Supports 4.1 million FTE jobs
- ✓ Generates \$22.3 billion in government revenue





## Arts Volunteerism

- **Average community: 5,215 arts volunteers who donated 201,719 hours (\$4.3 million value)**
- **Average organization: 45 volunteers who donated 72 hours each**
- **Value of 2010 volunteer hour = \$21.36**



## National AEP4 Research Partners























## ***Arts & Economic Prosperity IV*** **5 Take-Aways**

- 1. \$135.2 billion industry**
- 2. Supports 4.1 million jobs**
- 3. Generates \$22.3 billion in government revenue**
- 4. Attendees spend \$24.60 per person (beyond admission)**
- 5. Resilient in tough economic times**





***The Arts Mean Business!***

[www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact)

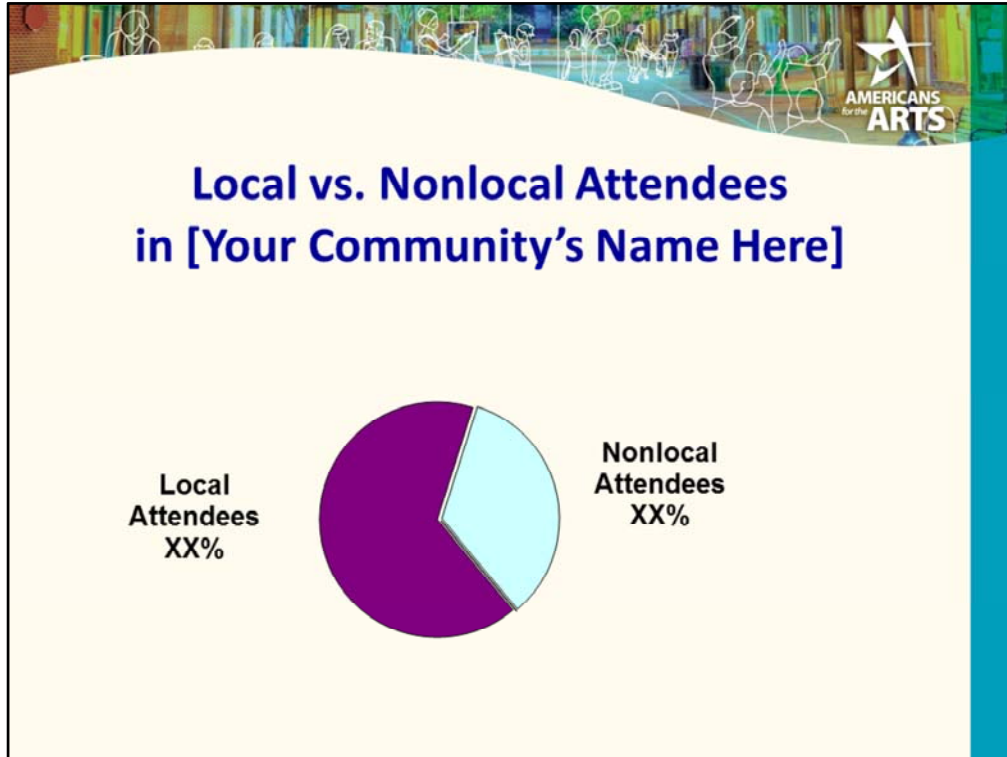


*\*\*\*These slides can be customize for your local community!!!\*\*\**

*(To customize this chart for your community: select the chart area, go to the “design” tab, and select “edit data.” Then insert your community’s local findings)*

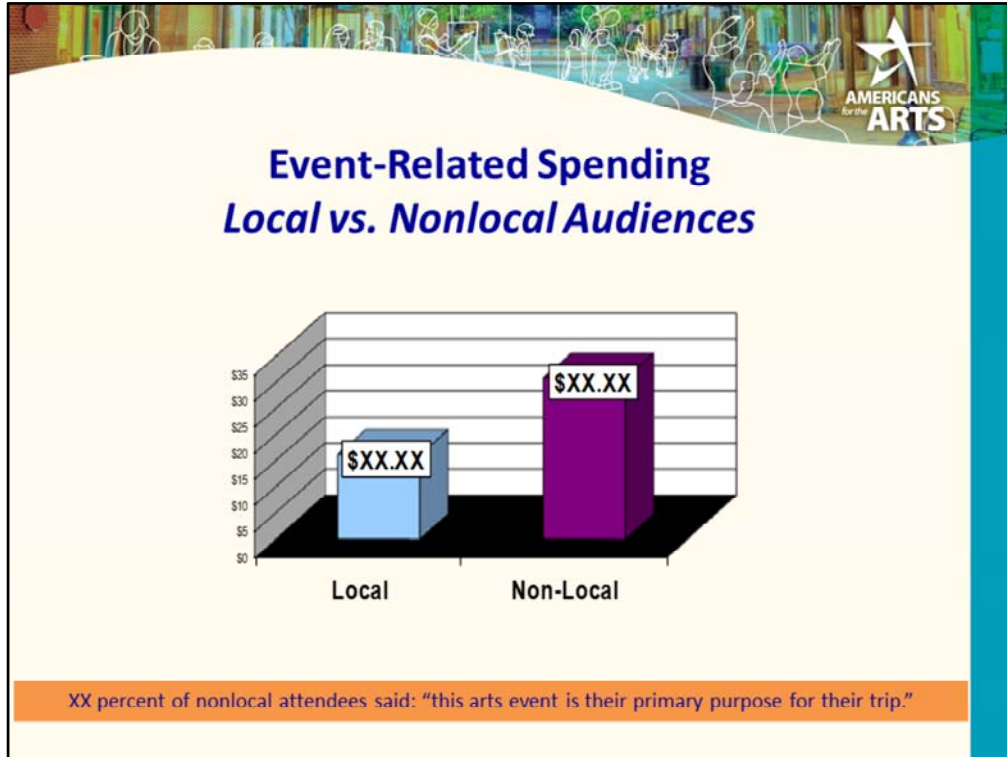
For organizational data . . .

Each community studied, and thus these national estimates, are based only on data reported. No local estimates made for non-respondents.



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## Arts Volunteerism in [Your Community]

- In 2010, X,XXX volunteers who donated XXX,XXX hours (\$X.X million value)
- Average organization: XX volunteers who donated XX hours each
- Value of 2010 volunteer hour = \$XX.XX

*\*\*\*These slides can be customize for your local community!!!\*\*\**

*(This data can be found in Table 13 of Appendix B of the full Arts & Economic Prosperity IV statistical report)*



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