



ARTS & ECONOMIC PROSPERITY IV

ECONOMIC IMPACT OF THE NONPROFIT ARTS & CULTURE INDUSTRY

The best tool for the business of art.

Arts & Economic Prosperity IV, released in 2012, was the fourth study of the nonprofit arts and culture industry's impact on the economy completed by Americans for the Arts. It was the most comprehensive study of its kind, covering 182 regions in all 50 states and the District of Columbia. It provided a quantifiable economic impact of nonprofit arts and culture organizations and their audiences.

In 2014, Americans for the Arts conducted research to determine how the Arts & Economic Prosperity Study had been used by its study partners in impacting policy, engaging businesses, and improving the profile of the arts sector. Americans for the Arts surveyed 116 study partners across a three-week period, and the message was loud and clear: AEP IV is the best tool out there.

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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

EVENT-RELATED SPENDING BY LOCAL VS. NONLOCAL AUDIENCES



“It’s the best tool we’ve got.” *Jill McGuire – St Louis Regional Arts Commission*

73%

The percentage of AEP IV study partners who saw an increase in the profile of the arts sector because of AEP IV

The Arts and Economic Prosperity Study is a key driver for raising the profile of the arts within communities and highlights the positive and powerful economic contribution that the nonprofit arts sector makes. It generates jobs, supports local businesses, and brings in tax dollars. Our study showed that 73% of AEP IV communities saw an increase in the profile of the arts sector that was directly attributable to the results of the study.

www.AmericansForTheArts.org



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“It has allowed our mayor to understand the size of the cultural community on an economic level. He can confidently and assertively talk about the arts in the city and feel comfortable doing it. This is important in a political world.”

Lynne McCormack, Providence Department of Art, Culture, and Tourism

Speak Their Language

When you can show legislators the impact that the arts sector has on a community in terms of hard numbers, you're speaking their language. The Arts and Economic Prosperity Study gives arts leaders the ability to get a seat at the table when it comes to policy discussions—and the numbers to show the return on investment in the arts. Forty percent of our study partners saw positive changes in arts policies and funding that were directly attributable to the study. In tough economic times, this study helped remind lawmakers that the arts are an economic engine of wealth creation.

40%

The percentage of study partners who saw positive changes in arts policies because of AEP-IV

Jobs. Customers. Money.

52%

The percentage of study partners who reported a positive effect on their relationship with business because of AEP-IV

In engaging businesses, it is crucial to have the tools that show how the arts can generate these; whether it's for getting corporate funding, in-kind support, or in building a vibrant community in which people can work and play. The Arts and Economic Prosperity Study provides that tool—study partners in 52 percent of communities reported a positive effect on their relationship with businesses as a result of the study.

Not one saw a negative effect.

The next study is commencing in 2015, and you are invited to get involved. The return on investment is hard numbers that prove the economic value of the arts, providing the foundation for positive change.

For more information on the study in your community, contact Ben Davidson at Americans for the Arts at 202.371.2830 or bdauidson@artsusa.org