



**Resolution No. 105**

**Submitted by:**

**The Honorable Mitch Landrieu  
Mayor of New Orleans**

**ECONOMIC IMPACT STUDY OF THE NONPROFIT ARTS & CULTURE INDUSTRY**

- 1) **WHEREAS**, Americans for the Arts, in partnership with The United States Conference of Mayors conducted the fourth national economic impact of the nonprofit arts and culture industry in 182 communities, regions, and states representing every state in the United States; and
- 2) **WHEREAS**, it was found that the nonprofit arts and culture industry generates \$135.2 billion in economic activity annually, which supports 4.1 million U.S. jobs in communities ranging from large urban to small rural; and
- 3) **WHEREAS**, the nonprofit arts and culture industry annually returns \$9.6 billion in federal income taxes, \$6.7 billion in state government revenue and \$6.1 billion in local government revenue; and
- 4) **WHEREAS**, this new *Arts and Economic Prosperity IV* study collected extensive survey data from 9,721 arts and culture organizations and 151,802 of their attendees; and
- 5) **WHEREAS**, data collected from the 151,802 attendees at a range of events reveal an average spending of \$24.60 per person, per event—in addition to the cost of admission—generating \$74.1 billion of valuable revenue for local merchants and their communities annually; and
- 6) **WHEREAS**, 32 percent of audience attendees are non-local—living outside of the county—and spend more than twice that of their local counterparts: \$39.96 vs. \$17.42 per person; and
- 7) **WHEREAS**, findings from *Arts and Economic Prosperity IV* study reveal that America’s nonprofit arts and culture industry generates \$135.2 billion in economic activity every year—\$61.1 billion in spending by arts and culture organizations and an additional \$74.1 billion in event-related spending by arts audiences—resulting in a significant benefit to the nation’s economy:
  - Total Expenditures \$135.2 billion
  - Full-Time Jobs \$4.1 million
  - Household income \$86.7 billion
  - Local Government Revenue \$6.1 billion
  - State Government Revenue \$6.7 billion
  - Federal Income Tax Revenue \$9.6 billion

**NOW, THEREFORE, BE IT RESOLVED**, that The United States Conference of Mayors supports the conclusions of the *Arts and Economic Prosperity IV* study and urges mayors across the country to invest in nonprofit arts organizations through their local arts agencies as a catalyst to generate economic impact, stimulate business development, spur urban renewal, attract tourists and area residents to community activities, and to improve the overall quality of life in America's cities.