

# Customized Economic Impact Studies

## **WOULD A CUSTOMIZED ECONOMIC IMPACT REPORT HELP YOU ADVOCATE?**

Americans for the Arts has completed customized economic impact studies for hundreds of U.S. communities during the past 10 years—including the 182 communities that participated in our most recent national study, *Arts & Economic Prosperity IV*. **Sign up for a customized study today** to guarantee that you will have valuable comparison data to measure how your nonprofit arts community stacks up with its peers. Working together, we will answer to the following questions (and more):

- How many dollars are spent by arts organizations and their audiences in your community?
- How many jobs are supported and how much government revenue is generated by those dollars?
- What is the total attendance to cultural events in your community?
- What percentage of your cultural attendees are non-residents or your community?
- How does the event-related audience spending differ between residents and cultural tourists?

## **WHAT ARE YOUR FIVE REQUIREMENTS?**

1. Appoint a single contact person for the project to ensure that the project requirements are met.
2. Provide a comprehensive list of the eligible nonprofit arts and culture organizations that are located within the region to be studied (we will send them a proprietary web-based economic impact survey).
3. Follow up with non-responders to ensure the participation of all major and mid-sized organizations.
4. Collect at least 800 audience-intercept surveys from attendees to cultural events.
5. Pay your subsidized participation fee.

## **WHAT WILL YOU RECEIVE FROM AMERICANS FOR THE ARTS?**

- Customized proprietary survey instruments (plus data entry and data cleaning/validation)
- Detailed surveying instructions and ongoing technical assistance during the data collection process.
- An econometric input-output model customized for your community by our economists.
- A detailed, easy-to-understand final report on the findings for your community.
- Advocacy tools and resources to help you use the study findings as effectively as possible.
- A significant national and local visibility opportunity for your organization and your arts community.

## **HOW MUCH DOES IT COST?**

Type of Region to be Studied	Study Participation Fee
Individual Cultural Organization, Facility, Event, or Performance	\$3,500
Entire Community (e.g., city, county, multi-county region):	
Population of Fewer than 100,000	\$5,500
Population of 100,000 or More	\$8,500
Entire State	Starting at \$15,000

*Our fees are partially subsidized by the Ruth Lilly Fund for Americans for the Arts, with the goal of providing all U.S. communities with affordable access to economic impact research about the nonprofit arts industry. While our fees are still significant, it is important to note that the fee to hire a for-profit consultancy to conduct a study using similar methodology is typically three to four times higher, if not more.*

**To request a draft contract, contact Ben Davidson, senior director of research services, by phone at 202-371-2830 or by e-mail at [bdavidson@artsusa.org](mailto:bdavidson@artsusa.org).**

**HOW LONG DOES AN ECONOMIC IMPACT STUDY TAKE TO COMPLETE?** Customized economic impact studies typically take 4-6 months to complete (and can sometimes take up to 12 months to account for performance seasons).

### TYPICAL ECONOMIC IMPACT STUDY TIMELINE

DEADLINE	RESPONSIBLE PARTY	TASK REQUIRED
	Study Partner	A signed project contract is returned to Americans for the Arts, and the project commences.
Upon Contract Approval	Study Partner	The initial payment of one-half of the participation fee is due to Americans for the Arts.
Upon Contract Approval	Americans for the Arts	Americans for the Arts mails the Study Partner a Welcome Folder containing the customized survey instruments, detailed instructions for the data collection effort, and background information about the study.
Upon Receipt of the Study Welcome Packet	Study Partner	The Study Partner begins collecting audience-intercept surveys from attendees at cultural events using the Audience Expenditure Survey.
Month One	Study Partner	The comprehensive list of eligible nonprofit arts and cultural organizations is due to Americans for the Arts. The first batch of 200 Audience Expenditure Surveys is due to Americans for the Arts.
Month Two	Americans for the Arts	The web-based Organizational Expenditure Survey is disseminated to all eligible nonprofit arts and culture organizations.
Month Two	Americans for the Arts	The initial deadline for the Organizational Expenditure Survey to be submitted to Americans for the Arts by all eligible nonprofit arts and culture organizations.
Month Two	Study Partner	The second batch of 200 Audience Intercept Surveys is due to Americans for the Arts. The final deadline for completion of the Organizational Expenditure Surveys.
Three	Study Partner	The third batch of 200 Audience Expenditure Surveys is due to Americans for the Arts. The Study Partner follows up with all major and mid-sized eligible organizations that did not respond to the Organizational Expenditure Survey in order to collect the required information.
Four	Study Partner	The final batch of 200 Audience Expenditure Surveys is due to Americans for the Arts.
Month Five	Americans for the Arts	Data entry of all survey data is completed.
Month Five	Americans for the Arts	Data analysis and input/output modeling is completed for all communities being studied.
Month Five	Americans for the Arts	The Study Partner receives the detailed final report and other project deliverables.
Upon Receipt of Final Report	Study Partner	The second payment of one half of the participation fee is due to Americans for the Arts.