THE ARTS &
ECONOMIC PROSPERITY
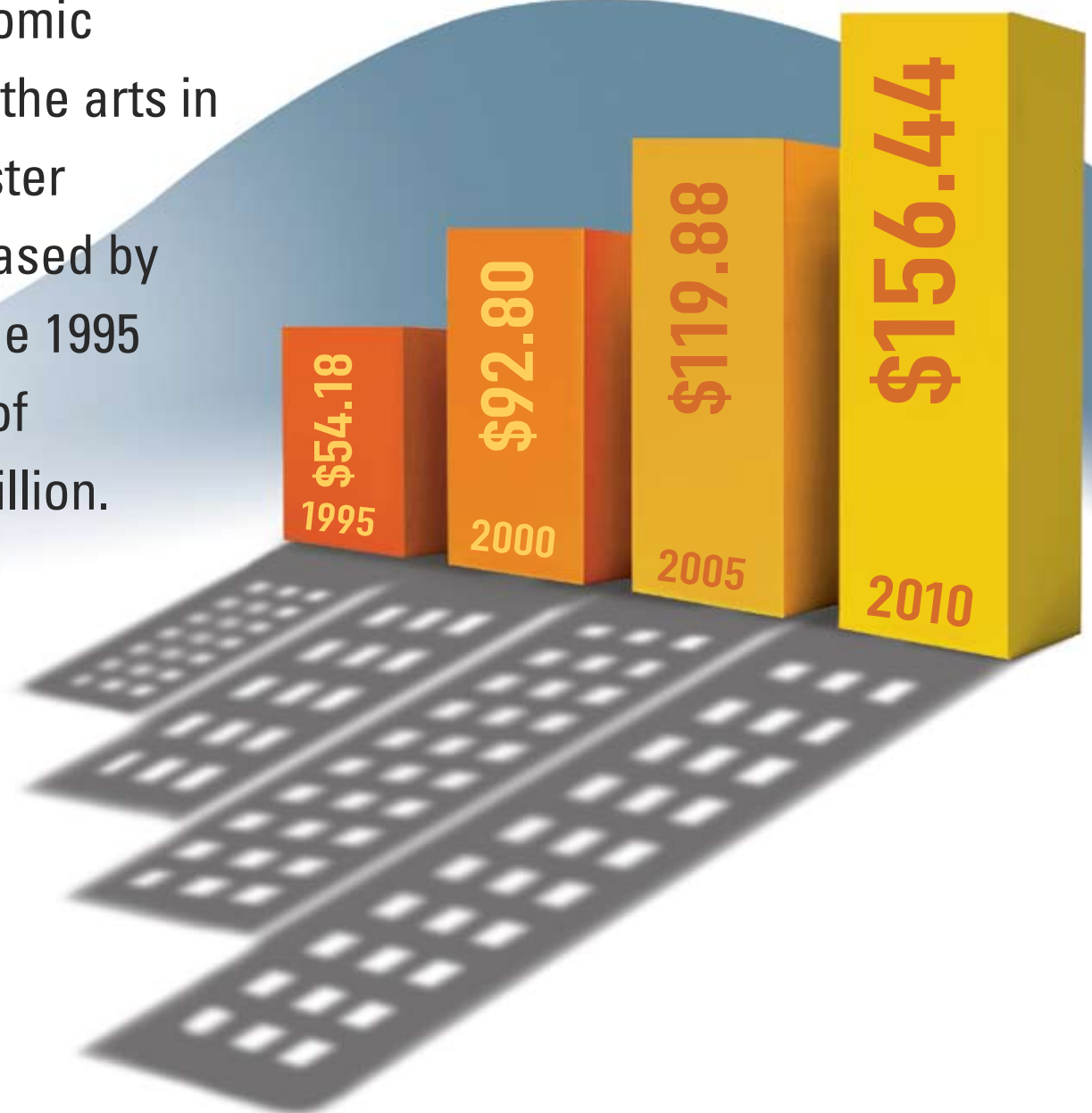### in Westchester County, NY
A summary of a report by Americans for the Arts

AMERICANS for the ARTS

ARTSW ARTSWESTCHESTER

The economic impact of the arts in Westchester has increased by 189% since 1995 to a high of $156.44 million.

$54.18
1995

$92.80
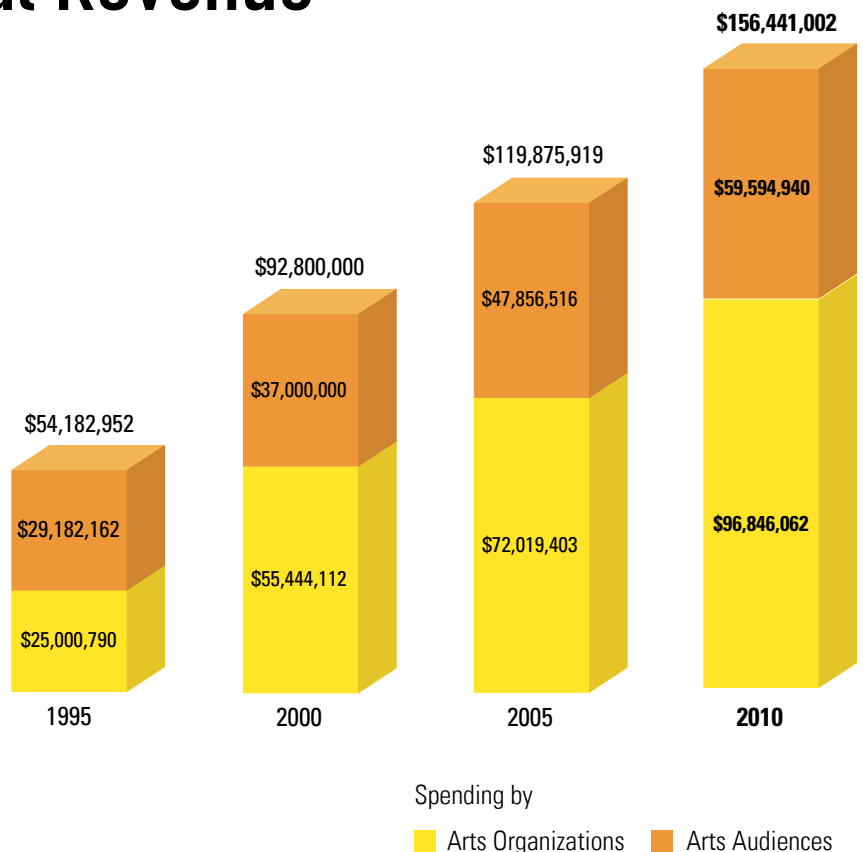2000

$119.88
2005

$156.44
2010

The Arts Sector in Westchester Is a Growth Industry

A recent study by Americans for the Arts, *Arts & Economic Prosperity IV,* provides compelling new evidence that the nonprofit arts and culture sector is a significant industry in Westchester County – one that generates $156.44 million in total economic activity. This spending – $96.8 million by nonprofit arts and culture organizations and an additional $59.6 million in event-related spending by their audiences – supports 4,800 full-time equivalent jobs, generates $114.7 million in household income

to local residents, and delivers $23.17 million in state and local government revenue. This economic impact study sends a strong signal that when we support the arts, we not only enhance our quality of life, but we also invest in Westchester County's economic well-being. According to Robert Lynch, President of Americans for the Arts: "The findings from *Arts & Economic Prosperity IV* send a clear and welcome message: leaders who care about community and economic vitality can feel good about choosing to invest in the arts."

The Arts Boost Local Revenue

Over the past 20 years, ArtsWestchester has been tracking the growth of the nonprofit arts industry in Westchester County. The most recent report shows that nonprofit arts and culture organizations spent $96.8 million in 2010, leveraging a remarkable $59.6 million in additional spending by arts and culture audiences. This additional spending by arts audiences pumps vital revenue into local restaurants, hotels, retail stores, parking garages, and other businesses.

1995 — $54,182,952
- Arts Audiences: $29,182,162
- Arts Organizations: $25,000,790

2000 — $92,800,000
- Arts Audiences: $37,000,000
- Arts Organizations: $55,444,112

2005 — $119,875,919
- Arts Audiences: $47,856,516
- Arts Organizations: $72,019,403

2010 — $156,441,002
- Arts Audiences: $59,594,940
- Arts Organizations: $96,846,062

Spending by
- Arts Organizations
- Arts Audiences

It's All in the Numbers

☑ **$2.7 million**
attendees at arts and culture related events

☑ **$156.44 million**
economic impact to the county

☑ **4,800 jobs**
supported by the arts industry

☑ **$23.17 million**
returned to the state and local government

The Arts Are a Good Investment

Investing in arts and culture yields economic benefits according to *Arts & Economic Prosperity IV.* Communities that support arts and culture invest in an industry that supports jobs, generates government revenue, and is a cornerstone of tourism. This report shows conclusively that the **arts mean business.**
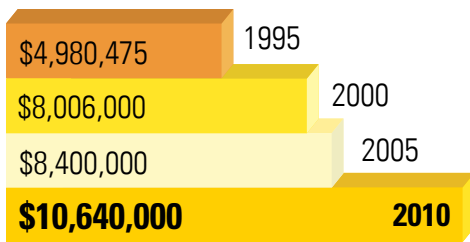
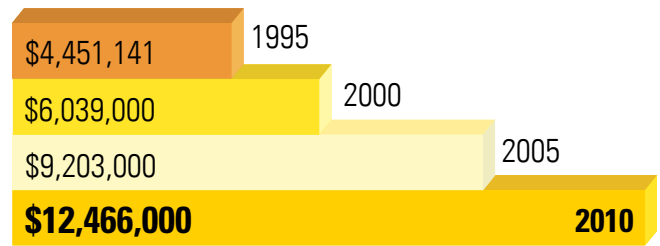## The Arts = Jobs

Job growth has more than doubled since 1995.

Full-Time Equivalent Jobs

2,047	1995
2,859	2000
3,779	2005
4,800	**2010**
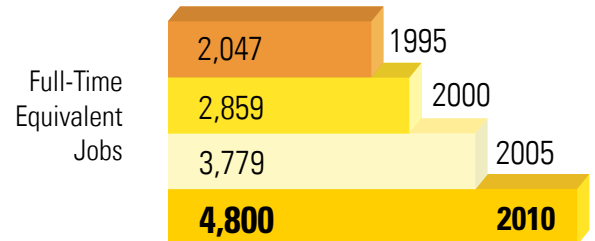
Revenue returned to state and local government has more than doubled since 1995.

State Government Revenue

$4,980,475	1995
$8,006,000	2000
$8,400,000	2005
$10,640,000	**2010**

Local Government Revenue

$4,451,141	1995
$6,039,000	2000
$9,203,000	2005
$12,466,000	**2010**

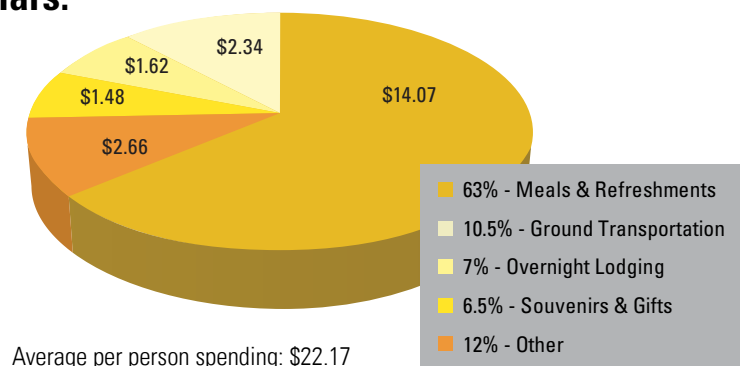## Event-related spending by attendees totaled $59.6 million. Tourists spend more per person than residents.

In Westchester County, 68.4% of the 2.7 million nonprofit arts attendees were residents; 31.6% were non-residents or cultural tourists. Non-resident attendees spend an average of 69% more per person than local attendees ($30.83 vs. $18.20) as a result of their attendance at cultural events.

31.6% non-residents — $30.83 per Non-resident

68.4% residents — $18.20 per Resident
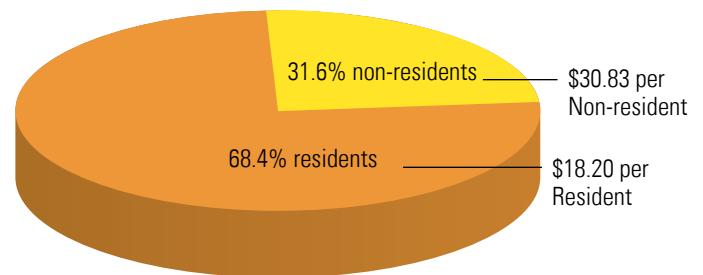
Here's how event attendees spend their dollars.

Data collected from nearly one thousand attendees at a wide range of Westchester arts events reveal an average spending of $22.17, not including the price of admission. Their attendance generates commerce for hotels, restaurants, retail shops, parking garages, and more. While average spending is down from $24.10 in the previous study period, the overall attendance has increased.

$2.34
$1.62
$1.48
$2.66
$14.07

- 63% - Meals & Refreshments
- 10.5% - Ground Transportation
- 7% - Overnight Lodging
- 6.5% - Souvenirs & Gifts
- 12% - Other

Average per person spending: $22.17

About this Study

This report conclusively shows that the arts mean business in Westchester County.

Westchester County was one of 182 communities and regions (139 cities and counties, 31 multi-city or multi-county regions, and ten states, and two individual arts districts) – representing all 50 U.S. states and the District of Columbia in which the *Arts & Economic Prosperity IV* study was conducted by Americans for the Arts to document the economic impact of the nonprofit arts and culture industry. The diverse communities range in population (1,600 to more than 3 million) and type (rural to urban). The project economists, from the Georgia Institute of Technology, customized input-output analysis models for each participating study region to provide specific and reliable economic impact data about their nonprofit arts and culture industry – specifically (1) full-time equivalent jobs, (2) household income, and (3) local and (4) state government revenue. For a complete listing of the organizations that participated in this study, or for a copy of the full study, visit: www.artsw.org/economic

Source: Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Westchester County.

ArtsWestchester's role in the study

ArtsWestchester, along with 182 regions, agreed to participate in the study by completing four participation criteria: (1) identify and code the universe of nonprofit arts and culture organizations in their study region; (2) assist researchers with the collection of detailed financial and attendance data from those organizations; (3) conduct audience-intercept surveys at cultural events and (4) pay a modest cost-sharing fee. In Westchester County, 108 of the approximately 334 total eligible nonprofit arts and culture organizations identified by ArtsWestchester participated in this study – an overall participation rate of 32 percent.

ArtsWestchester...

- provides leadership, vision, and support to ensure the availability, accessibility, and diversity of the arts in Westchester County;
- is the oldest and largest, private, nonprofit arts council in New York State;
- serves more than 150 arts organizations, 43 school districts, hundreds of artists and audiences numbering over a million;
- awards more than $1 million in grants annually to Westchester artists and arts organizations;
- brings artists into schools and community centers;
- helps artists and arts organizations promote their work and build audiences;
- owns and operates its building in downtown White Plains, a multi-use arts facility that houses the gallery and performance space, artists' studios and office/rehearsal space for cultural groups and arts-related businesses.

ArtsWestchester's Supporters: