The Economic & Social Impact of Nonprofit Arts & Culture Industry

National Findings

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Americans for the Arts
Most Comprehensive Arts & Economic Prosperity Study Ever!

373 Study Regions | All 50 States & Puerto Rico
Success depends on equitable and collaborative partnerships.
Economical Impact
Arts Strengthens the Economy

$151.7 Billion in Industry Spending (2022)

Organizations $73.3 Billion

Audiences $78.4 Billion
Impact of $151.7 Billion in Spending

2.6 MILLION JOBS supported by arts and culture

$29.1 BILLION in tax revenue to local, state, and federal governments
Arts Drive Tourism & Revenue to Local Business

Attendees Spent $38.46 Per Person, Per Event

- Food & Drink: $14.81
- Shopping & Clothing: $9.45
- Supplies & Groceries: $2.99
- Childcare: $0.62
- Local Transportation: $4.09
- Lodging: $5.02
- Other: $1.48
Event-Related Spending

Local vs. Non-Local

- Local: $29.77
- Non-local: $60.57

77% of nonlocal attendees said, “This arts event is the primary purpose for my trip.”
Audiences: Local vs. Non-Local

Local: 70%
Non-Local: 30%

(Nonlocal = Outside the County)
Social Impact
Arts Have Social Impact
Arts & Culture Builds More Livable Communities

86% say arts and culture is “important to their community’s quality of life and livability.”

79% believe arts and culture is “important to their community’s businesses, economy, and local jobs.”
Cultural Impact
## Arts Unify Committees

### Responses by Attendees

<table>
<thead>
<tr>
<th>Statement</th>
<th>Attendees at All Events (N=224,677)</th>
<th>Attendees at BIPOC Events (N=37,805)</th>
</tr>
</thead>
<tbody>
<tr>
<td>“This venue or facility is an important pillar for me within my community.”</td>
<td>81.4%</td>
<td>81.2%</td>
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<tr>
<td>“I would feel a great sense of loss if this activity or venue were no longer available”</td>
<td>86.0%</td>
<td>84.9%</td>
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<tr>
<td>“This activity or venue is inspiring a sense of pride in this neighborhood or community”</td>
<td>88.5%</td>
<td>88.7%</td>
</tr>
<tr>
<td>“My attendance is my way of ensuring that this activity or venue is preserved for future generations”</td>
<td>85.7%</td>
<td>86.6%</td>
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</tbody>
</table>
Volunteerism at Arts & Culture Organizations

**AEP6 Community (Avg.)**
- 3,757 volunteers
- 115,479 hours
- $3.6 million value

**AEP6 Organization (Avg.)**
- 73 volunteers
- 2,281 hours
- $72,542 value

(Value of 2022 volunteer hour = $31.80)
Arts Improve Individual Well-Being

Attendee Spending at BIPOC Org’s Similar to All Org’s

$38.29 per person spending by attendees at BIPOC events

$38.46 national average spending at all events
Arts Build Empathy & Understanding

72% agree that the arts and culture provide shared experiences with people of different races, ethnicities, ages, beliefs, etc.

63% say that the arts and culture helps them better understand other cultures in their community.
Educational Impact
Arts Improve Academic Performance

Nine in ten Americans say that it is important that the arts be offered in schools.

Support of this finding cut across Republicans, Democrats, and Independents.

Yet a little over half of the Americans surveyed agree that students have enough opportunities to experience (57%) or take classes in the arts (52%).
The arts are a national asset: arts everywhere and for everyone
The arts are a national asset: A shared responsibility

Arts 4 All
I love art

Email your senator

Action

Leads to

Proud arts supporter

Sense of shared responsibility

To change policymaking

In support of the arts

For the

Allocation of resources for the arts