



ARTS &
ECONOMIC PROSPERITY 6

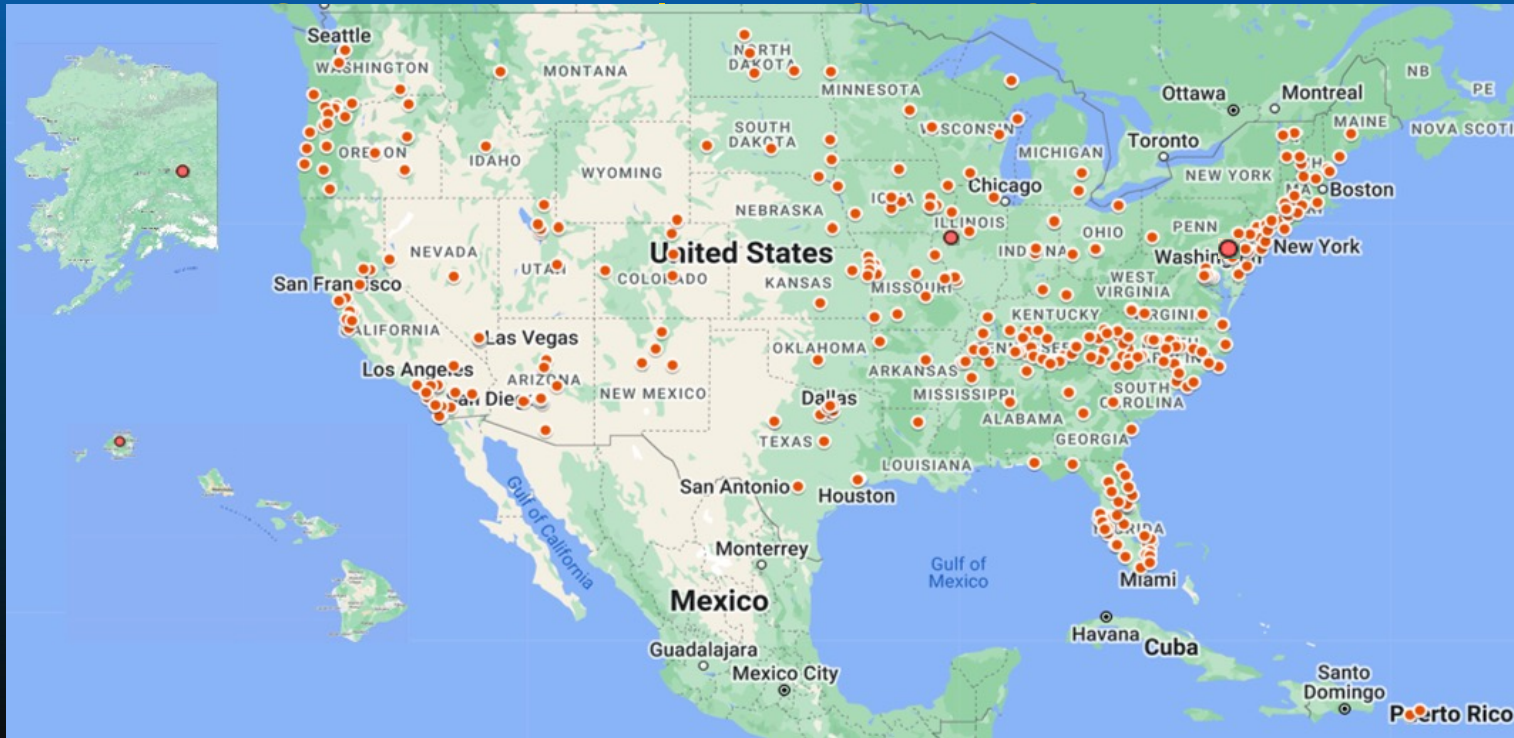
The Economic & Social Impact of Nonprofit Arts & Culture Industry

National Findings

October 23, 2023

Nolen Bivens
Americans for the Arts

Most Comprehensive Arts & Economic Prosperity Study Ever!



Success depends on equitable and collaborative partnerships



AEP6 National Partners



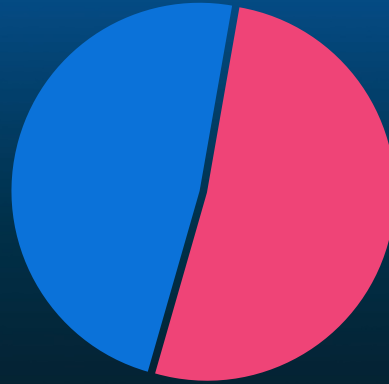
Economical Impact



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



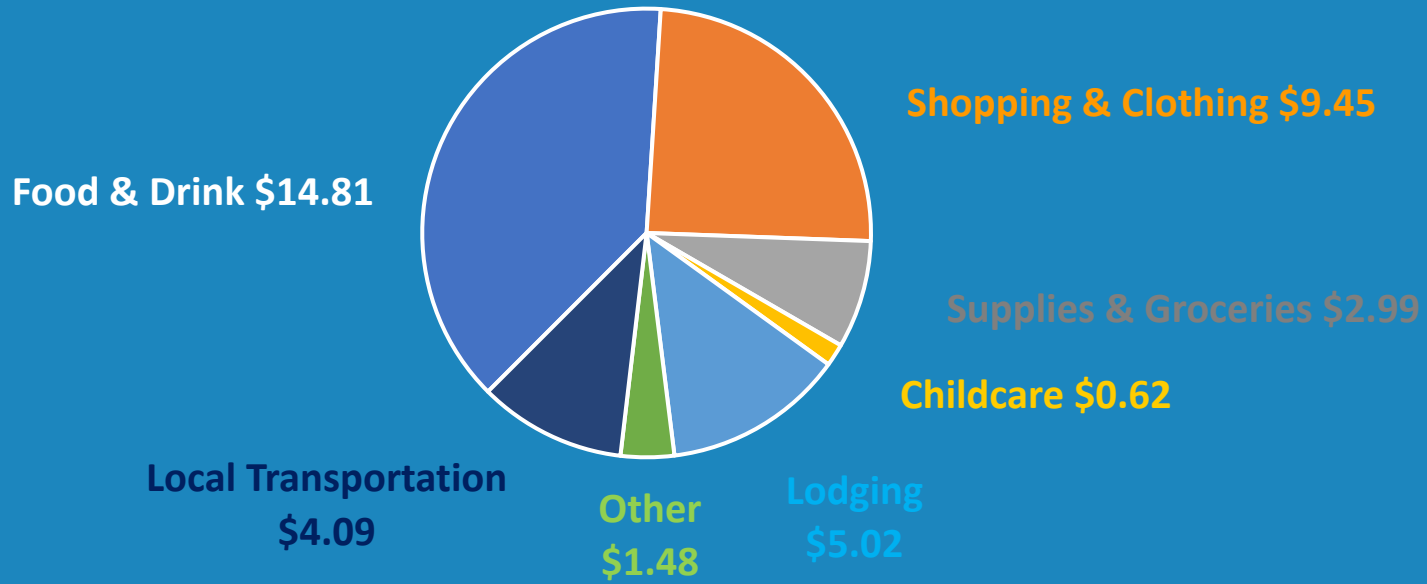
\$29.1
BILLION

in tax revenue to local, state,
and federal governments



Arts Drive Tourism & Revenue to Local Business

Attendees Spent \$38.46 Per Person, Per Event



Event-Related Spending

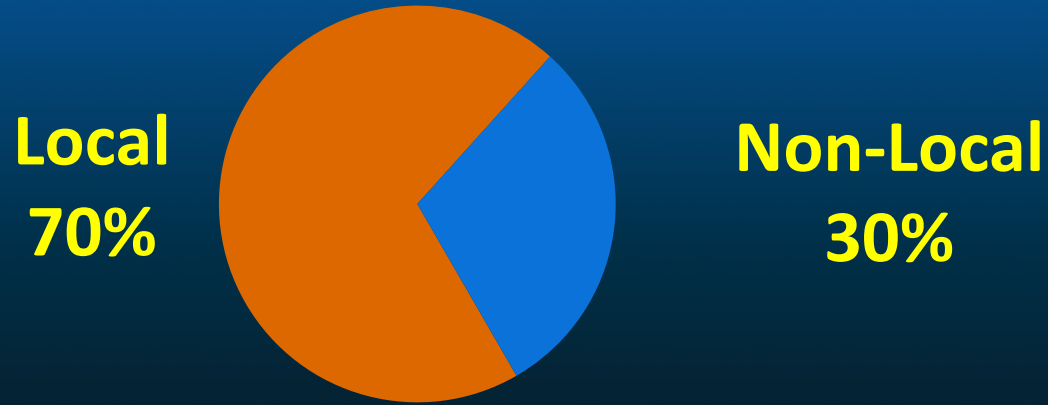
Local vs. Non-Local



77% of nonlocal attendees said, “This arts event is the primary purpose for my trip.”



Audiences: **Local** vs. **Non-Local**



(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

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



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





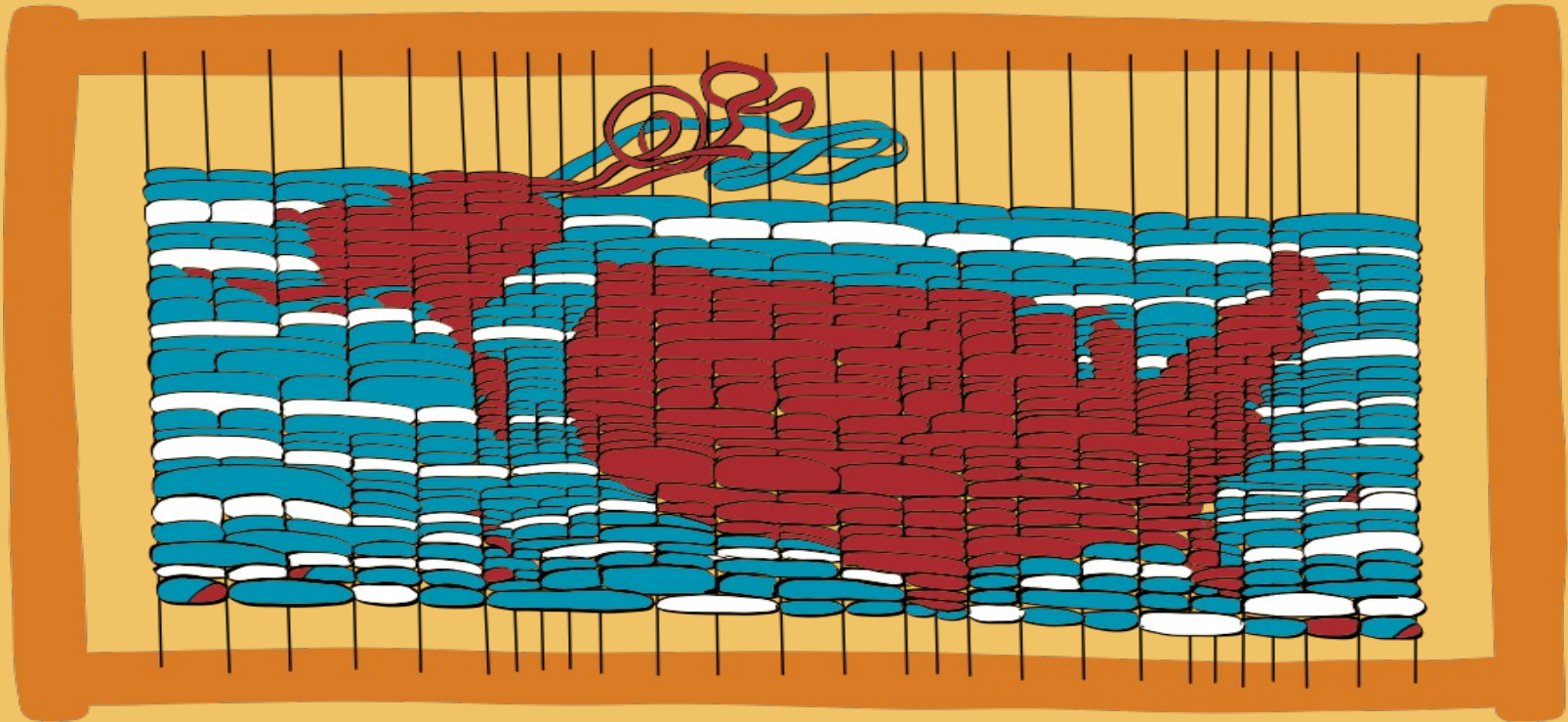
Arts Improve Academic Performance

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 & CULTURE BUILDS



AEP6.AmericansForTheArts.org