

# AEP6 St. Louis

The St. Louis Findings of the Arts and Economic Prosperity Study



REGIONAL ARTS COMMISSION OF ST. LOUIS

# What is AEP?



AEP is Arts & Economic Prosperity, a study conducted by Americans for the Arts (AFTA) that started by partnering with 33 communities around the US in the 1990s.



For this study, we collected data from 233 St. Louis arts and culture nonprofits and more than 1,900 event attendees.



AFTA used input-output analysis on collected data and provided RAC with the final report.

# Why AEP Matters

- AFTA's study is shaped by the **Multiplier Principle**: put simply, a macroeconomic theory that asserts spending becomes income
  - Initial spending could take many forms (investment, grants, donation, etc)
  - The income from spending is spent again on art jobs, art supplies, taxes, saving, and so on
  - It's cycle.
- AEP5 found that \$590 million were generated from spending in the arts in St. Louis from collecting data from 163 orgs & 1,500+ attendees.
  - No arts, maybe no \$590 million

# St. Louis AEP6 Findings

- Orgs and Event Attendees spent \$868 million
- Orgs spent an estimated \$579.3 million
  - Supported 8,169 jobs and
  - Generated \$117.0 million in local, state, and federal government revenue
- Event Attendees spent \$289.4 million
  - Attendees spent \$35.74 per person per event, excluding admission
- 19.5% of attendees are nonlocal visitors, outside St. Louis
  - Spend \$53.65
  - 81.9% reported primary purpose of their visit was attending that event

# STL's Creative Economy in Context

- Per the Bureau of Labor Statistics
  - Income before taxes: \$89,465
  - Average annual expenditures: \$71,182
    - Food: 13.4%
    - Housing: 31.1%
    - Healthcare: 8.5%
    - Transportation: 17.2%
    - Entertainment: 4.8%
    - Apparel & Services: 2.5%

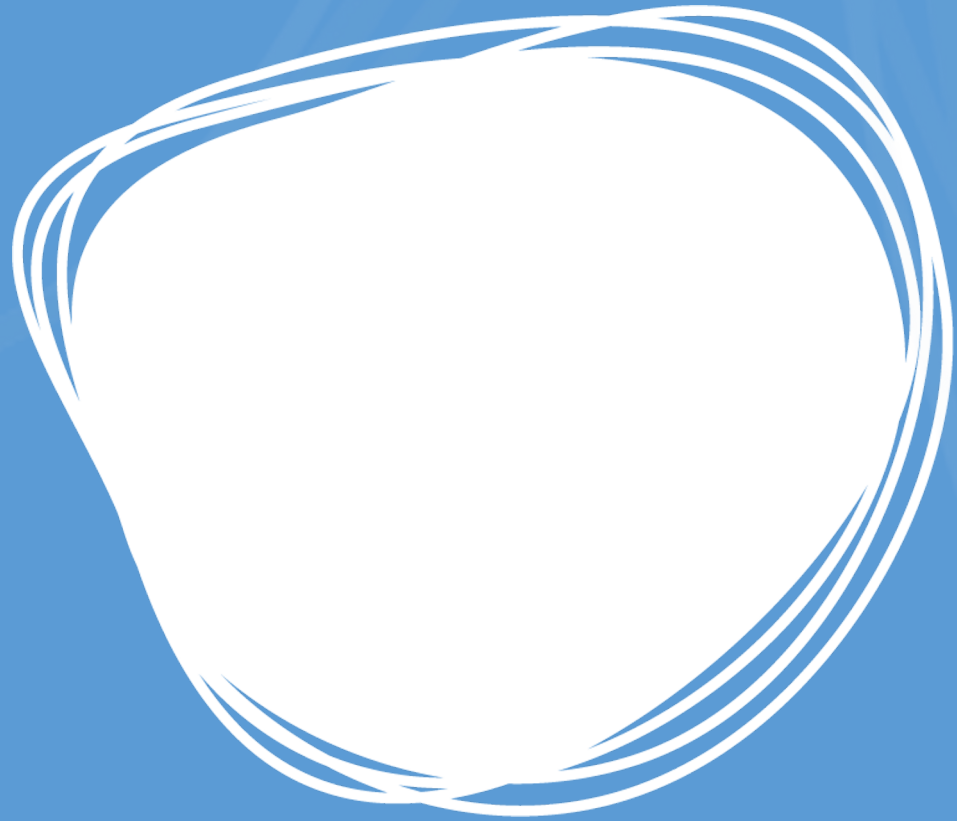
Consumer Expenditures in St. Louis Metropolitan Area—2021-22 (2023, Sept 29) US Bureau of Labor Statistics.  
Retrieved October 19, 2023, from [https://www.bls.gov/regions/mountain-plains/news-release/consumerexpenditures\\_stlouis.htm#chart1](https://www.bls.gov/regions/mountain-plains/news-release/consumerexpenditures_stlouis.htm#chart1)

# Caution: Comparing AEP Findings Over Time

- Comparing Apples and Oranges:
  - Changing methodology
  - shifting eligibility
  - expanding composition
  - Different world post-Covid

# AEP – STL: 1990s to Now

|             | 1997     | 2002      | 2007       | 2012      | 2017      | 2023      |
|-------------|----------|-----------|------------|-----------|-----------|-----------|
| No. of Orgs | 35       | 77        | 148        | 137       | 163       | 233       |
| Attendees   | N/A      | 458       | 515        | 1,736     | 1,523     | 1,973     |
| Org \$      | \$54.1 m | \$257.6 m | \$276.9 m  | \$313.3 m | \$363.7 m | \$579.3 m |
| Audience \$ | N/A      | \$191.8 m | \$284.26 m | \$269.1 m | \$227.2 m | \$289.3 m |
| Total \$    | \$54.1   | \$449.4 m | \$561.2 m  | \$582.3 m | \$590.9 m | \$868.7 m |



REGIONAL ARTS COMMISSION OF ST. LOUIS