

OVERVIEW

Every day, more than 100,000 nonprofit arts and culture organizations in the U.S. are making their communities better places to live and work by beautifying cities, fueling creativity, celebrating diversity, and bringing joy to residents. Arts and culture organizations are also businesses. They employ people locally, purchase goods and services from nearby businesses, and produce the authentic cultural experiences that are magnets for visitors, tourists, and new residents.

Event-related spending by their audiences generates valuable revenue for local merchants—dining in a nearby restaurant, paying to park or for a rideshare, shopping at local retail stores, and enjoying dessert after a show—a value-add few industries can compete with.

These actions, in turn, support jobs, generate household income, and generate tax revenues to the government that more than offsets the public's arts and culture sector investment.

“As a banker, I have visited businesses in almost every city and town in my state. There is a visible difference in places with a vibrant arts community. I see people looking for places to park, stores staying open late, and restaurants packed with diners. The business day is extended and the cash registers are ringing.”

— Ken Ferguson, Chairman, NBC Oklahoma, Past Chair, American Bankers Association

Economic Impact of America's Nonprofit Arts & Culture Industry

In 2022, nonprofit arts and culture organizations and their audiences generated \$151.7 billion in economic activity—\$73.3 billion in spending by the organizations, which leveraged an additional \$78.4 billion in event-related spending by their audiences. The impact of this economic activity is far reaching, supporting 2.6 million jobs, generating \$29.1 billion in tax revenue, and providing \$101 billion in personal income to residents. AEP6 sends a strong signal that when we support the arts, we are investing in an industry that strengthens the economy and builds more livable communities.

Economic Impact of Nonprofit Arts and Culture Industry in 2022 (Organizations and Their Audiences)			
	Organizations	Audiences	Total
Total Direct Expenditures	\$73,286,552,000	\$78,388,967,000	\$151,675,522,000
Jobs Supported	1,564,000	1,010,000	2,574,000
Household Income Paid	\$65,369,105,000	\$35,640,920,000	\$101,010,025,000
Total Tax Revenue	\$18,336,032,000	\$10,770,735,000	\$29,106,767,000

ABOUT THIS STUDY

AEP6 documents the economic and social contributions of arts and culture in 373 diverse communities and regions representing all 50 states and Puerto Rico. The study areas range in population from 4,000 to 4 million and represent rural, suburban, and urban communities.

To measure industry spending, local and statewide research partners representing the 373 study regions collected expenditure and attendance data from 16,399 arts and culture organizations and the event-related spending information from 224,667 of their attendees. Using the IMPLAN economic modeling platform, input-output analysis models were customized for each study region to ensure reliable data and actionable results.

For more information about Arts & Economic Prosperity 6, including methodology and how to download the report, please visit [AEP6.AmericansForTheArts.org](https://www.AmericansForTheArts.org).

ABOUT AMERICANS FOR THE ARTS

Americans for the Arts is a national arts service organization based in Washington, D.C., with an office in New York City. Founded in 1960, it serves, advances, and provides leadership to the network of organizations and individuals who cultivate, promote, sustain, and support the arts and arts education in America.

NATIONAL AEP6 PARTNERS

The following national organizations partner with Americans for the Arts to help public and private-sector leaders understand the economic and social benefits that the arts bring to their communities, states, and the nation.

- Actors' Equity Association
- African Diaspora Consortium
- Arts & Planning Division (American Planning Association)
- Black Legislative Leaders Network
- Department for Professional Employees, AFL-CIO (American Federation of Labor and Congress of Industrial Organizations)
- Destinations International
- International City/County Management Association
- Independent Sector
- National Association of Counties
- National Conference of State Legislatures
- National Alliance of Community Economic Development Associations
- National Independent Venue Association
- National Organization of Black Elected Legislative Women
- Race Forward
- Recording Industry Association of America
- The Conference Board
- U.S. Conference of Mayors

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ARTS & ECONOMIC PROSPERITY 6

The Economic & Social Impact Study of Nonprofit Arts & Culture Organizations & Their Audiences

Supporting **jobs**.
Generating **revenue**.
Building **community vibrancy**.



ORGANIZATIONS

Arts & Culture organizations are businesses. Their very act of creating, presenting, exhibiting, and engaging has a positive economic impact on the community.

In 2022, nonprofit arts and culture organizations added an estimated \$73.3 billion into the nation's economy, supporting 1.6 million jobs, providing \$65.4 billion in household income, and generating \$18.3 billion in total tax revenue. Direct spending by these organizations alone—festivals, performing and visual arts organizations, history and heritage centers, public art programs, museums, community arts programs, living collections—supported 1.3 million jobs in a range of industries.

Arts and culture organizations provide rewarding employment for more than just arts administrators, artists, curators, and musicians. They also employ accountants, printers, builders, plumbers, and an array of occupations spanning many industries.

Americans appreciate the economic and quality of life benefits provided by the arts.



79%

believe arts and culture is "important to their community's businesses, economy, and local jobs."



86%

say arts and culture is "important to their community's quality of life and livability."

AUDIENCES

When people attend a cultural event, they often make an outing of it—dining at a restaurant, paying for parking or public transportation, enjoying dessert after the show, and returning home to pay for child or pet care. Based on the 224,677 audience surveys conducted for this study, the typical attendee spends \$38.46 per person per event, in addition to the cost of event admission.

One-third of attendees (30%) traveled from outside the county in which the event took place. They spent twice that of their local counterparts (\$60.57 vs. \$29.77). When asked, 77% of those nonlocal respondents said the primary purpose of their visit was to attend that cultural event. When local attendees were asked what they would have done if the event where they were surveyed had not been available, 51% said they would have "traveled to a different community to attend a similar arts or cultural activity."

77%

Percent of nonlocal audiences who said the primary purpose of their visit was to attend that cultural event.

51%

Percent of locals who would have traveled to a different community to attend a similar cultural activity if the one they were attending was unavailable.

Vibrant arts communities attract visitors who spend money and help local businesses thrive. They also keep resident spending money local—vital income for local merchants.

Social Impact

Beyond its economic and financial impacts, arts and culture provides social contributions that benefit the wider community, such as neighborhood pride and cultural identity.

89%

of arts attendees agreed the activity or venue they were attending was "a source of neighborhood pride for the community."

86%

of arts attendees said they would "feel a sense of loss if that activity or venue was no longer available."

86%

of arts attendees felt it important that future generations also be able to have that cultural experience.

CENTERING EQUITY IN AEP6

An analysis of audience surveys collected at BIPOC and ALAANA events (N=37,805) and the national audience survey findings (N=224,677) showed nearly identical results in audience spending, nonlocal visitation, and opinions on the social impact of arts and culture.

\$38.29

per person spending by attendees at BIPOC events

\$38.46

national average spending at all events

88.7%

of attendees at BIPOC and ALAANA organizations agreed, "This activity or venue is inspiring a sense of pride in this neighborhood or community." (National average = 88.5%)

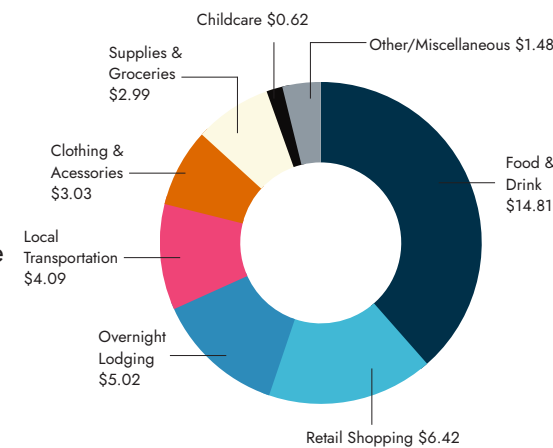
With the research showing proportional economic and community impacts, these findings should initiate new, or escalate existing, funding conversations about BIPOC and ALAANA organizations receiving fair and proportional financial support. Ensuring equitable funding for arts and culture organizations is a vital step in creating an inclusive, balanced, and vibrant cultural landscape.

Conclusion

AEP6 delivers a clear and welcome message: when communities invest in arts and culture, they are not doing so at the expense of community and economic development. Rather, they are investing in an industry that stimulates the economy, supports local jobs, and contributes to building healthy, vibrant, and livable communities. Here are 4 ways to support the arts in your community:

- **Attend.** Simply attending cultural events is a great way to support the arts. Try something new. It's a great way to learn about your community.
- **Donate and volunteer.** Arts and culture organizations count on contributions to keep the arts thriving and accessible.
- **Advocate for Funding.** Tell your legislators about a personal experience you had with the arts, and share the economic impact numbers while you are there. Arts and culture provide both cultural and economic benefits. Visit ArtsActionFund.org to learn more. Make your voice heard.
- **Visit AEP6.AmericansForTheArts.org** to learn more about the study.

Average Per Person Audience Expenditure: \$38.46



*BIPOC (Black, Indigenous, People of Color) and ALAANA (African, Latine, Asian, Arab, Native American)