

ARTS & ECONOMIC PROSPERITY 5

THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES



CREATING **JOBS**. GENERATING **COMMERCE**. DRIVING **TOURISM**.

IRVING, TEXAS

#AEP5



Most Comprehensive Study Ever!

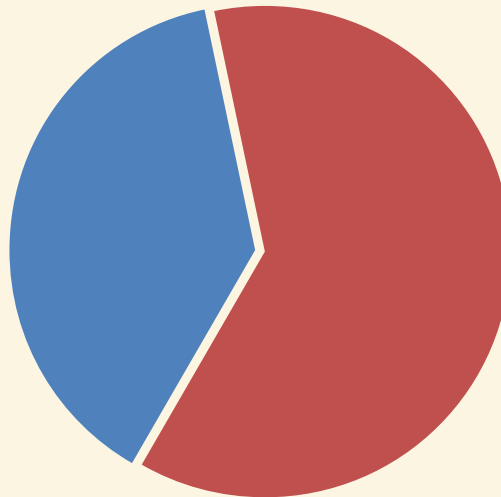
341 Study Regions in all 50 States—*Including the city of Irving, Texas*





\$25.5 Million in Spending (2015)

**Organizations
\$24.2 Million**



**Audiences
\$1.3 Million**



Jobs Supported (FTE)

1,031

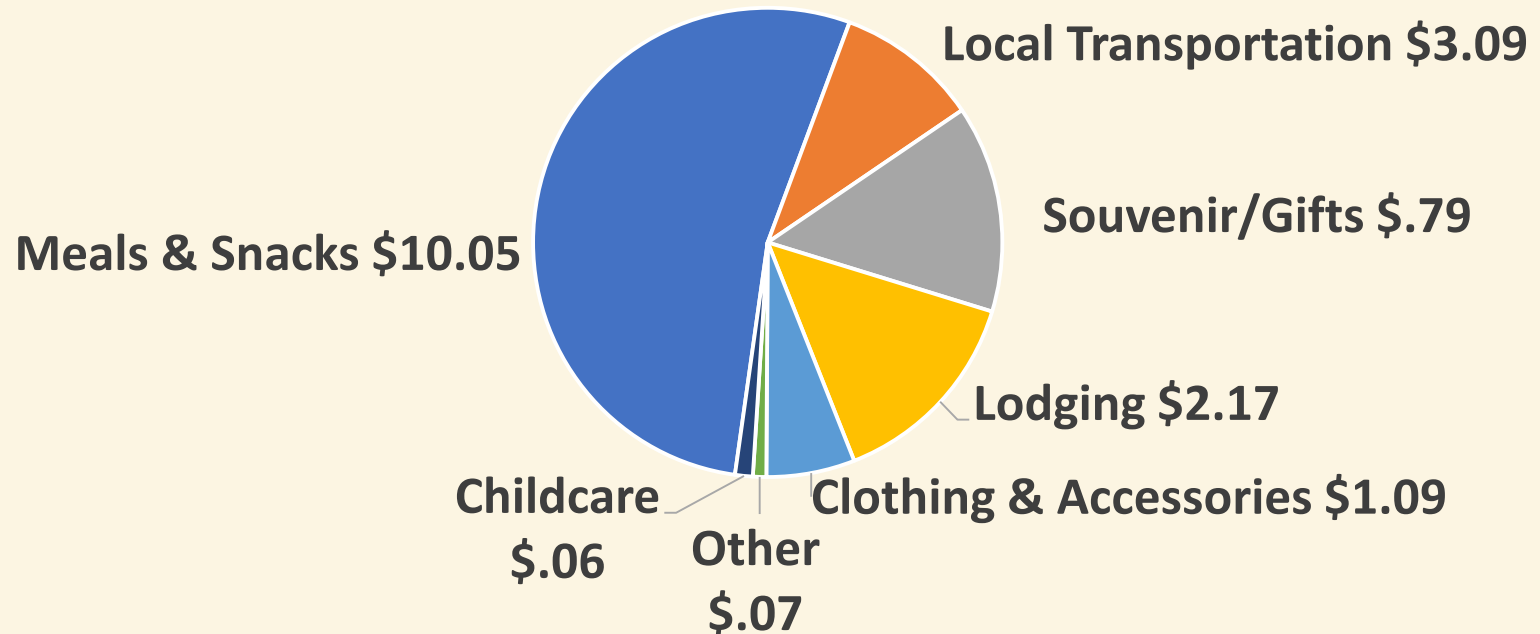


State & Local Government Revenue

\$2.6 Million



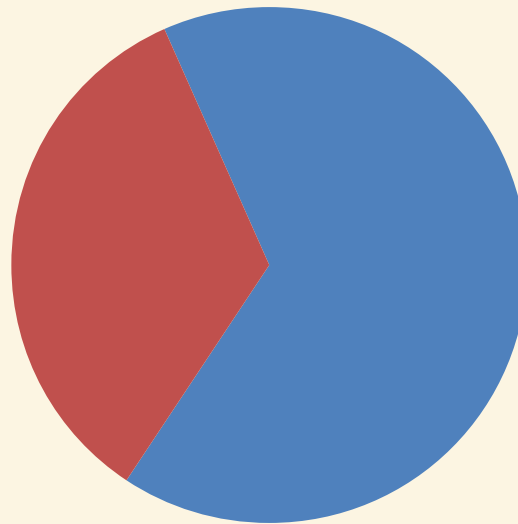
Attendees Spent \$18.51 Per Person, Per Event





Audiences: Local vs. Non-Local

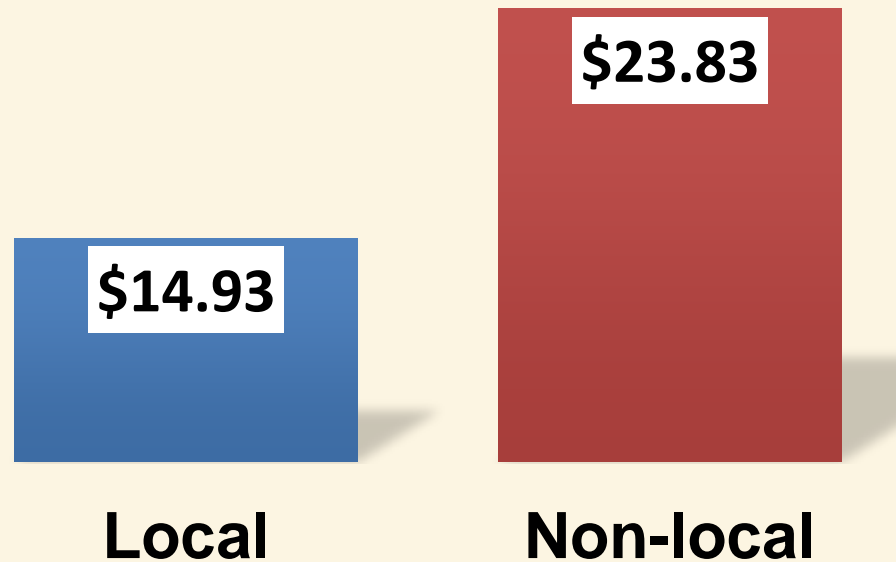
Non-Local
40.2%



Local
59.8%



Event-Related Spending *Local vs. Non-Local*



71.1% percent of non-local attendees said, “This arts event is the primary purpose for my trip.”



Arts Volunteerism in the City of Irving

- **1,139 volunteers**
- **66,238 hours**
- **\$1,560,567 million value**

(2015 volunteer hour = \$23.56)



AEP5 National Partners





Americans Value The Arts

82%

of Americans believe
arts & culture are
important to local
businesses and the
economy

87%

of Americans believe arts
& culture are important
to quality of life

Source: Americans for the Arts
2016 survey of 3,020 adults
by Ipsos Public Affairs



Americans Value The Arts

63%

believe the arts “lift me up beyond everyday experiences”

73%

say the arts are a “positive experience in a troubled world”

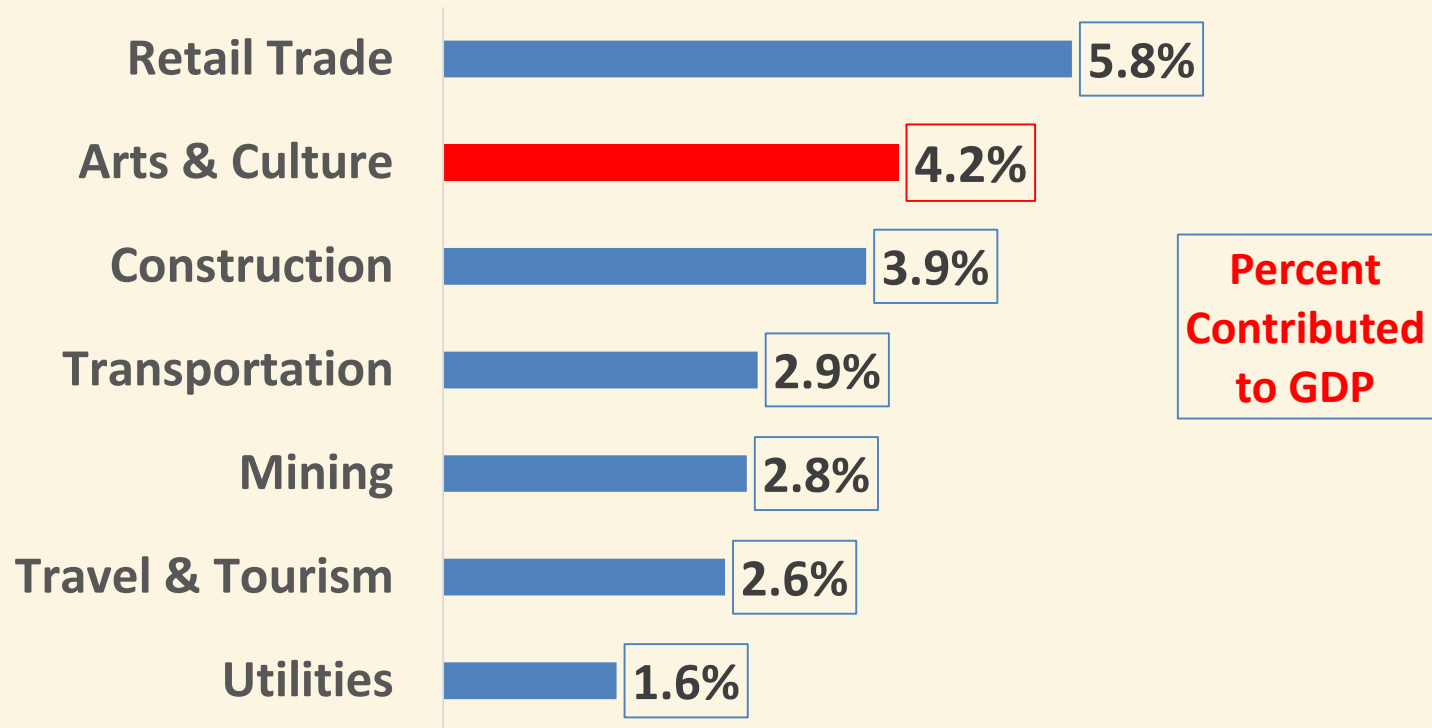
64%

feel “pure pleasure to experience and participate in [the arts]”

Source: Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs



All U.S. Arts Industries (2014) \$730 Billion = 4.2 Percent of GDP



Source: U.S. Bureau of Economic Analysis



You Make the Difference!

- ✓ Get your AEP5 numbers and tools at www.ArtsUSA.org/AEP5
- ✓ Tell your arts story again and again . . . Do one of these per month!
 1. Chamber of Commerce Arts Breakfast
 2. Rotary Club Lunch
 3. Editorial Board meeting
 4. City/County Council work session
 5. Arts funders lunch
 6. Email your Members of Congress TODAY!
- ✓ Join the ArtsActionFund.org. It's free!



The Arts Mean Business!

AmericansForTheArts.org/AEP5

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QUESTIONS