

# WELCOME



**RRRC  
Living  
Towns**

**September 16, 2010**







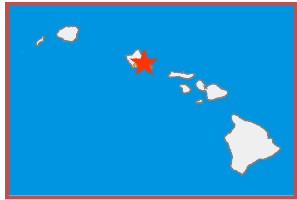


# Arts & Economic Prosperity<sup>III</sup>

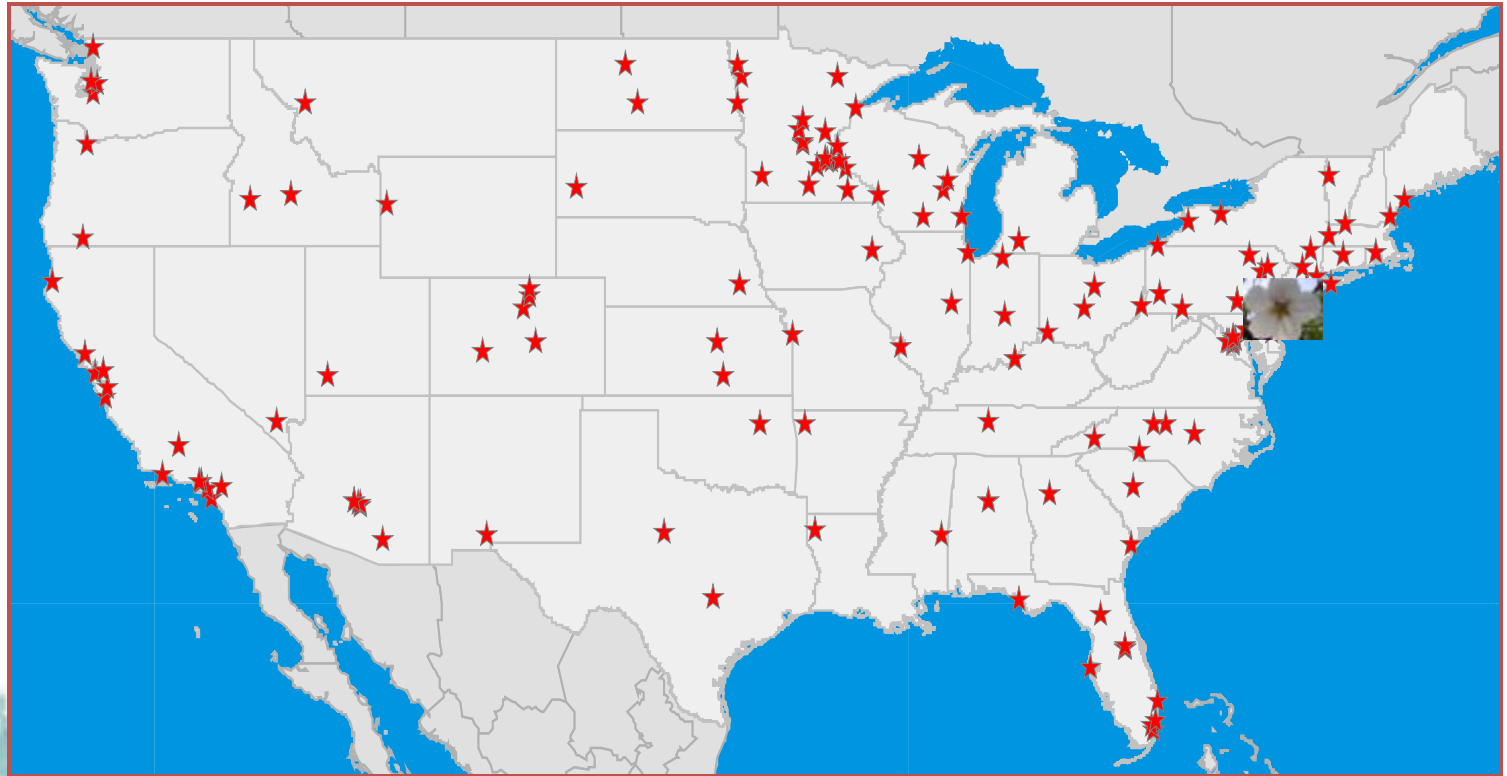
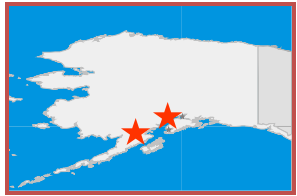
**RRRC Living Towns Creative Community  
and Economic Development  
Theresa Cameron  
[www.AmericansForTheArts.org](http://www.AmericansForTheArts.org)**

## All 50 States + D.C.

Hawaii



Alaska

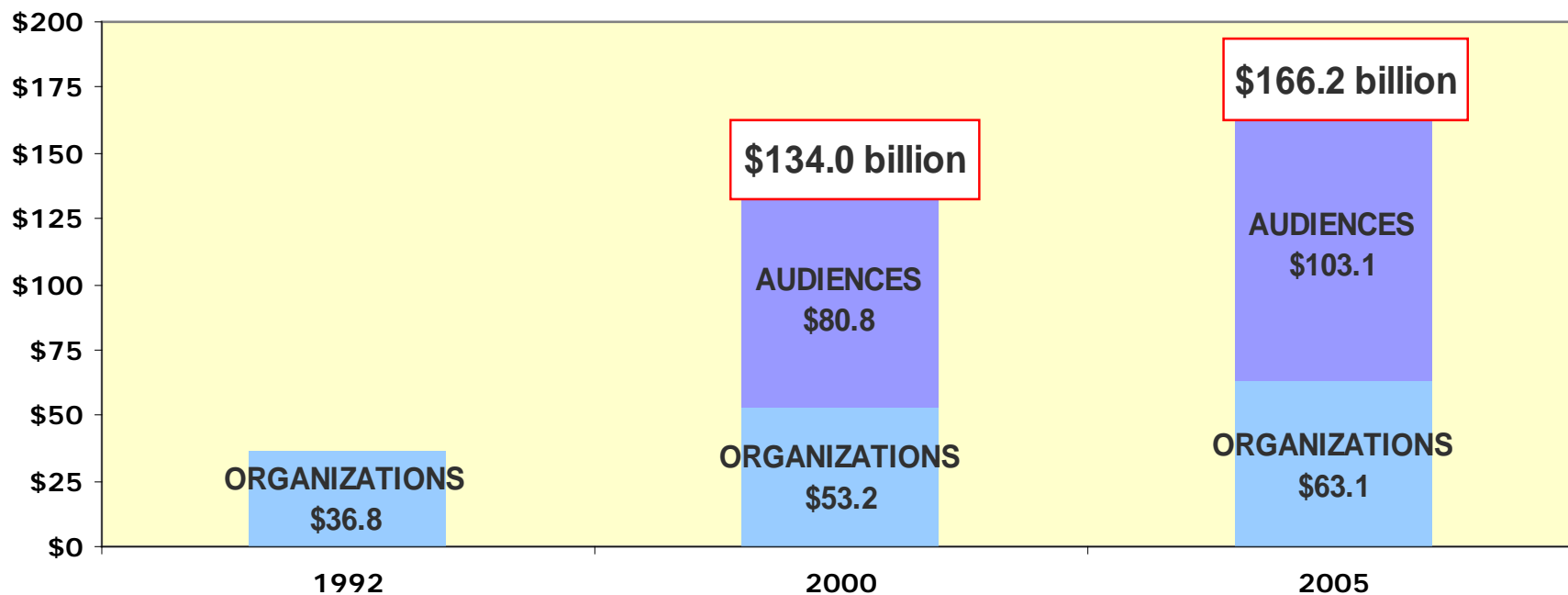




# How a Dollar is “Ripples” Through the Community



# Nonprofit Arts & Culture *A Growth Industry*



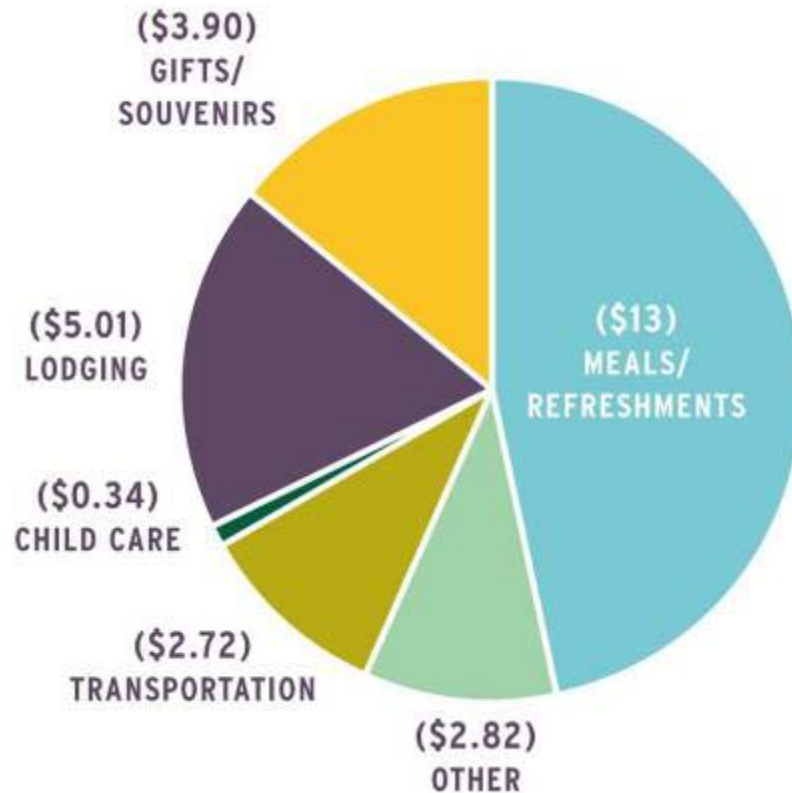
# Economic Impact of Nonprofit Arts & Culture Organizations

## **\$63.1 Billion Annual Expenditures**

Full-Time Equivalent Jobs	<b>2.6 million</b>
Resident Household Income	<b>\$ 57.3 billion</b>
Local Government Revenue	<b>\$ 2.8 billion</b>
State Government Revenue	<b>\$ 3.5 billion</b>
Federal Income Tax Revenue	<b>\$ 6.9 billion</b>



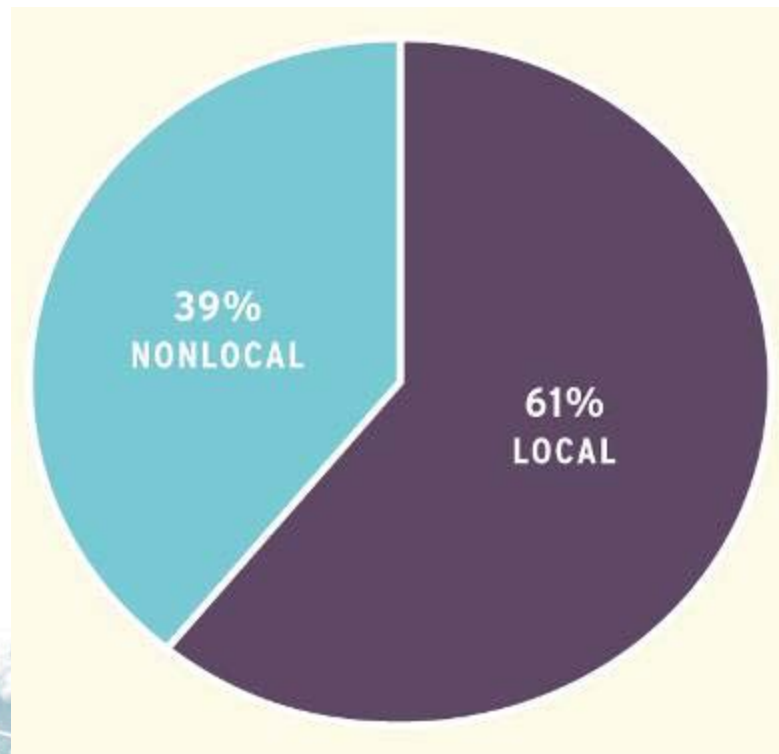
# Nonprofit Arts & Culture Attendees Spend \$27.79 Per Person, Per Event



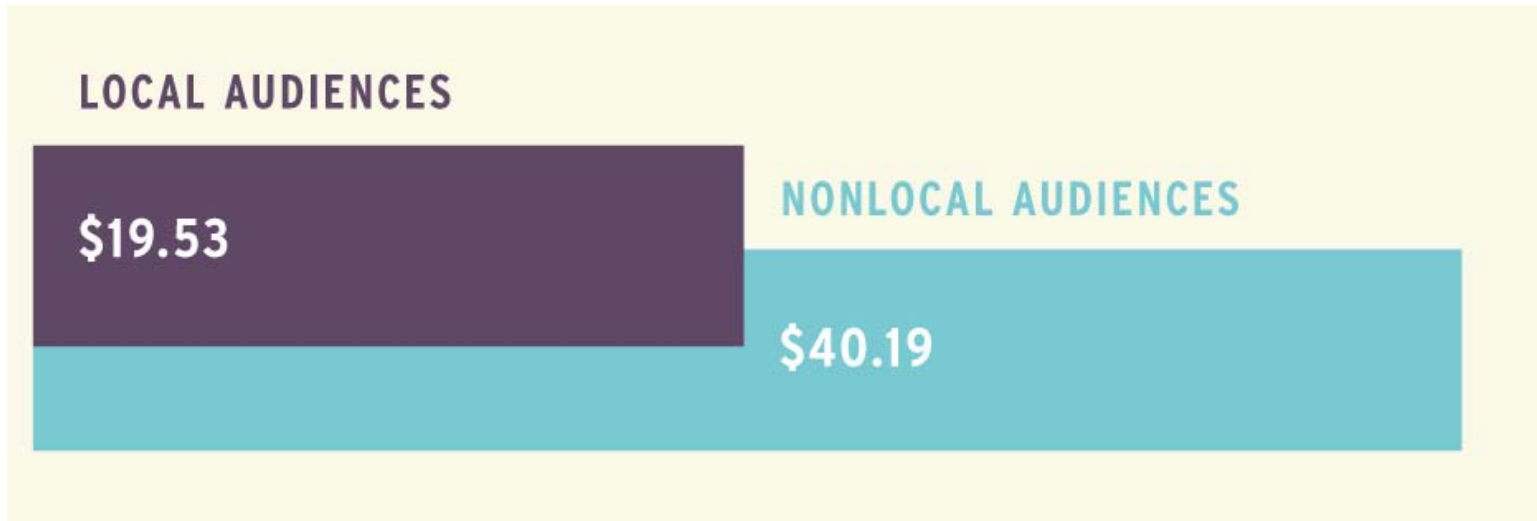


# Nonprofit Arts & Culture Attendees

## *Local vs. Nonlocal*



## Event-Related Spending *Local vs. Nonlocal Audiences*



# Nonprofit Arts & Culture Attendees \$103.1 Billion Annual Expenditures





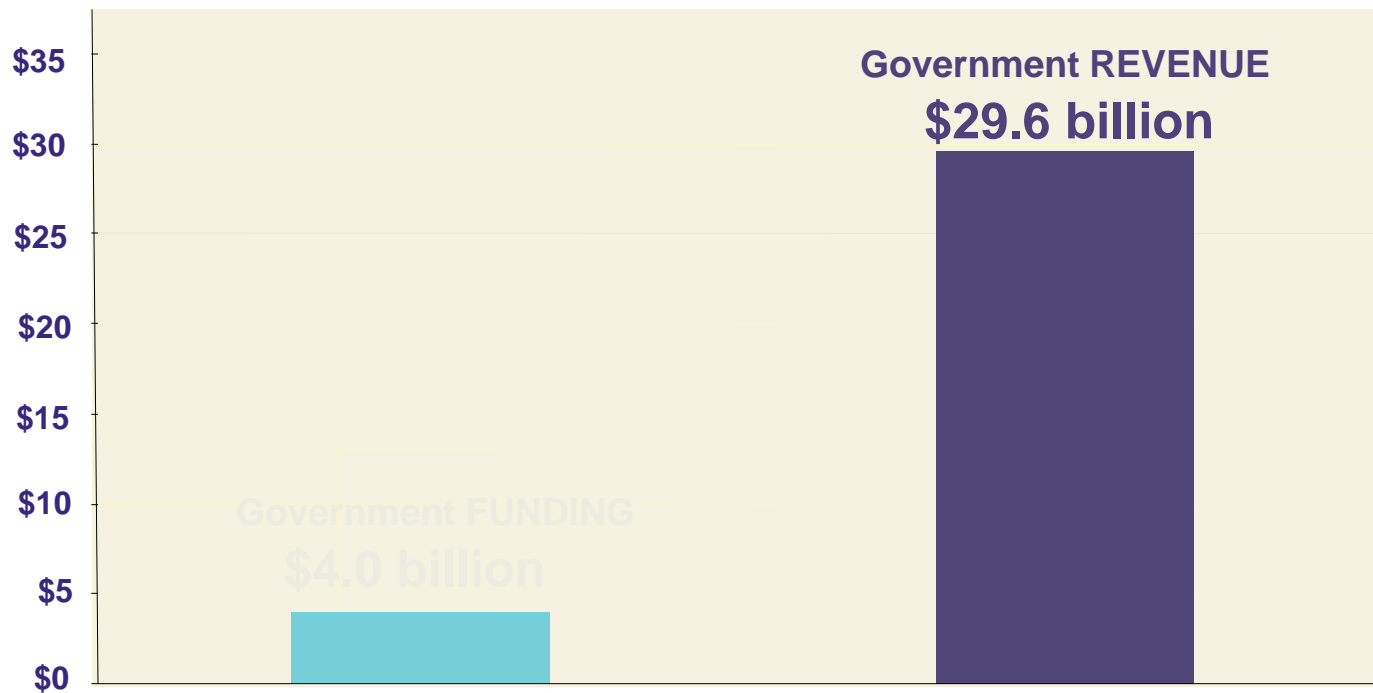
# Economic Impact of Nonprofit Arts & Culture Industry **\$166.2 Billion Annual Expenditures**

Full-Time Equivalent Jobs	<b>5.7 million</b>
Resident Household Income	<b>\$ 104.2 billion</b>
Local Government Revenue	<b>\$ 7.9 billion</b>
State Government Revenue	<b>\$ 9.1 billion</b>
Federal Income Tax Revenue <sup>i</sup>	<b>\$ 12.6 billion</b>



# Government and the Arts

## *7:1 Return on Investment*



# Adopted Resolutions



Celebrating **75** Years

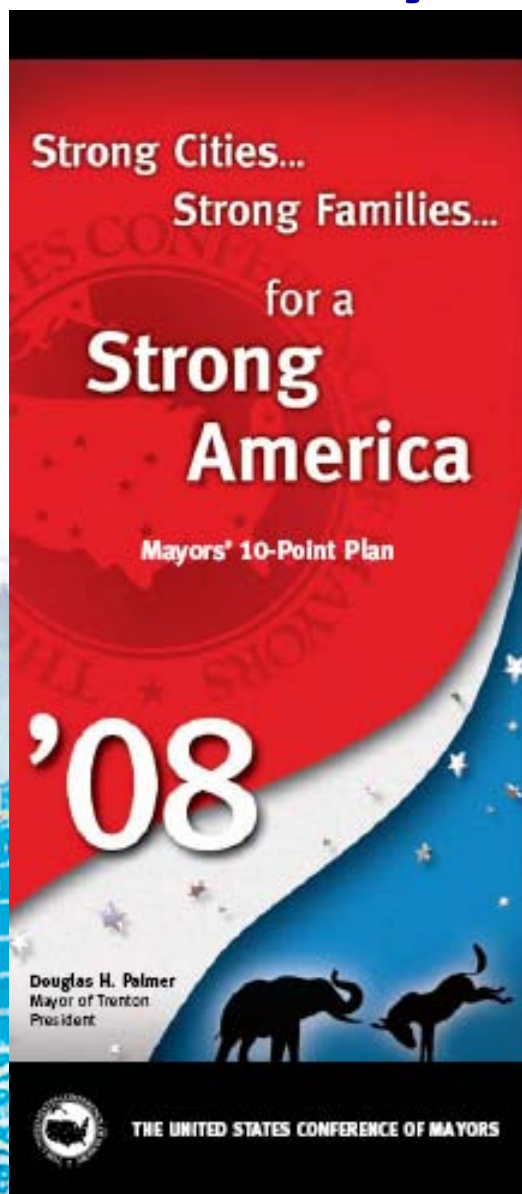
**NOW, THEREFORE, BE IT RESOLVED**, that the United States Conference of Mayors supports the conclusions of the Arts and Economic Prosperity III study and urges mayors across the country to invest in nonprofit arts organizations through their local arts agencies as a catalyst to generate economic impact, stimulate business development, spur urban renewal, attract tourists and area residents to community activities, and to improve the overall quality of life in America's cities.



Arts & Economic  
Prosperity<sup>III</sup>



# The Arts: #9 in the Mayor's 10-Point Plan!



## Media

### EDITORIAL

## The arts aren't so invisible anymore

**S**trictly speaking, weighing the economic impact of the arts industry is a tricky proposition.

A study last week by Americans for the Arts said arts organizations generated more than \$318 million in direct and indirect spending to the Portland-area economy in 2006.

That's a lot of dollars. Yet, \$318 million is only about one-half of 1 percent of the combined economies of Multnomah, Washington and Clackamas counties.

A new study  
should give  
arts  
advocates a  
greater  
voice.

Those numbers, both big and small, are deceiving. Neither truly measures the importance of the arts.

Nationwide, studies have pegged the arts as a \$166 billion industry. In the Portland area, the arts support 10,321 jobs and deliver \$12.27 million in revenue to state and local government.

Other regions across the country have found similar

# PortlandTribune

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## Study: Arts groups generated \$318 million for region's economy in 2006

*National report also measured effects of arts and culture on jobs and government revenues*

Portland Business Journal - June 8, 2007 by Afiza Earnshaw Business Journal staff writer

# Local arts add up to substantial economic hit





# Newspaper Insert in Hartford

## Can You Hear It?



## Can You Feel It?



### THE BIG BANG OF ARTS & HERITAGE IN GREATER HARTFORD

Thanks Arts & Heritage & Economic Prosperity in Greater Hartford is sponsored by:

Prudential Financial

PRICEWATERHOUSECOOPERS

WELLS FARGO BANK

The Hartford Courant

The Greater Hartford Arts Council and Americans for the Arts are pleased to announce new research about the impact of arts and heritage on the Capital Region's economy. More than 90 of the region's premier cultural institutions and nearly 1,000 audience members recently participated in a study to measure just how big a bang is made by arts and heritage organizations and their audiences.

## SO HOW BIG IS IT?

## IT'S BIG

### "Arts & Heritage & Economic Prosperity"

provides compelling new evidence that the nonprofit cultural sector is a major industry in Greater Hartford – one that generates \$244 million in local economic activity.

#### The Arts Mean Business

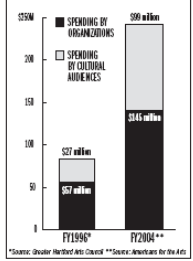
*"When communities invest in the arts, there is a tendency to think that they are opting for cultural benefits at the expense of economic benefits. This study demonstrates that the arts are an industry that generates extraordinary economic activity, jobs, and tax revenues. When we say that the arts mean business, that's not just a slogan; it's the truth."*

Robert L. Lynch, President and CEO, Americans for the Arts

#### BANG!

Cultural organizations invested \$3.6 million in other local artists through fees for services – helping ensure that Greater Hartford is an attractive and viable location for creative professionals.

#### THEN/NOW: 1996 vs. 2004



SPENDING BY ORGANIZATIONS	SPENDING BY CULTURAL AUDIENCES
FY1996* \$27 million	FY1996* \$57 million
FY2004** \$145 million	FY2004** \$199 million

\*Source: Greater Hartford Arts Council \*\*Source: Americans for the Arts

#### Spending by Arts & Heritage Organizations and Their Audiences Supports Jobs and Generates Government Revenue

ECONOMIC IMPACT OF EXPENDITURES	IMPACT OF ARTS & HERITAGE ORGANIZATIONS	IMPACT OF ARTS & HERITAGE AUDIENCES	TOTAL ECONOMIC IMPACT
Jobs Supported (Full-Time Equivalent)	4,631	2,750	7,381
Household Income Paid to Residents	\$126,561,000	\$47,702,000	\$189,263,000
Revenue Generated to Local Government	\$3,051,000	\$2,172,000	\$5,223,000
Revenue Generated to State Government	\$8,801,000	\$8,466,000	\$18,267,000

Note: Results were computed using income/output analysis.

#### 4.8 Million People, including 33% from outside Greater Hartford, Attended Cultural Events

Arts & Heritage Attendance Findings	Resident Attendees*	Non-Resident Attendees*	All Arts & Heritage Attendees
Attendance at Nonprofit Arts & Heritage Events	3,174,794	1,585,017	4,759,811
Percentage of Resident/Non-Resident Attendees	67%	33%	100%

\*Residents are attendees who live within Hartford County; nonresidents live outside the County.

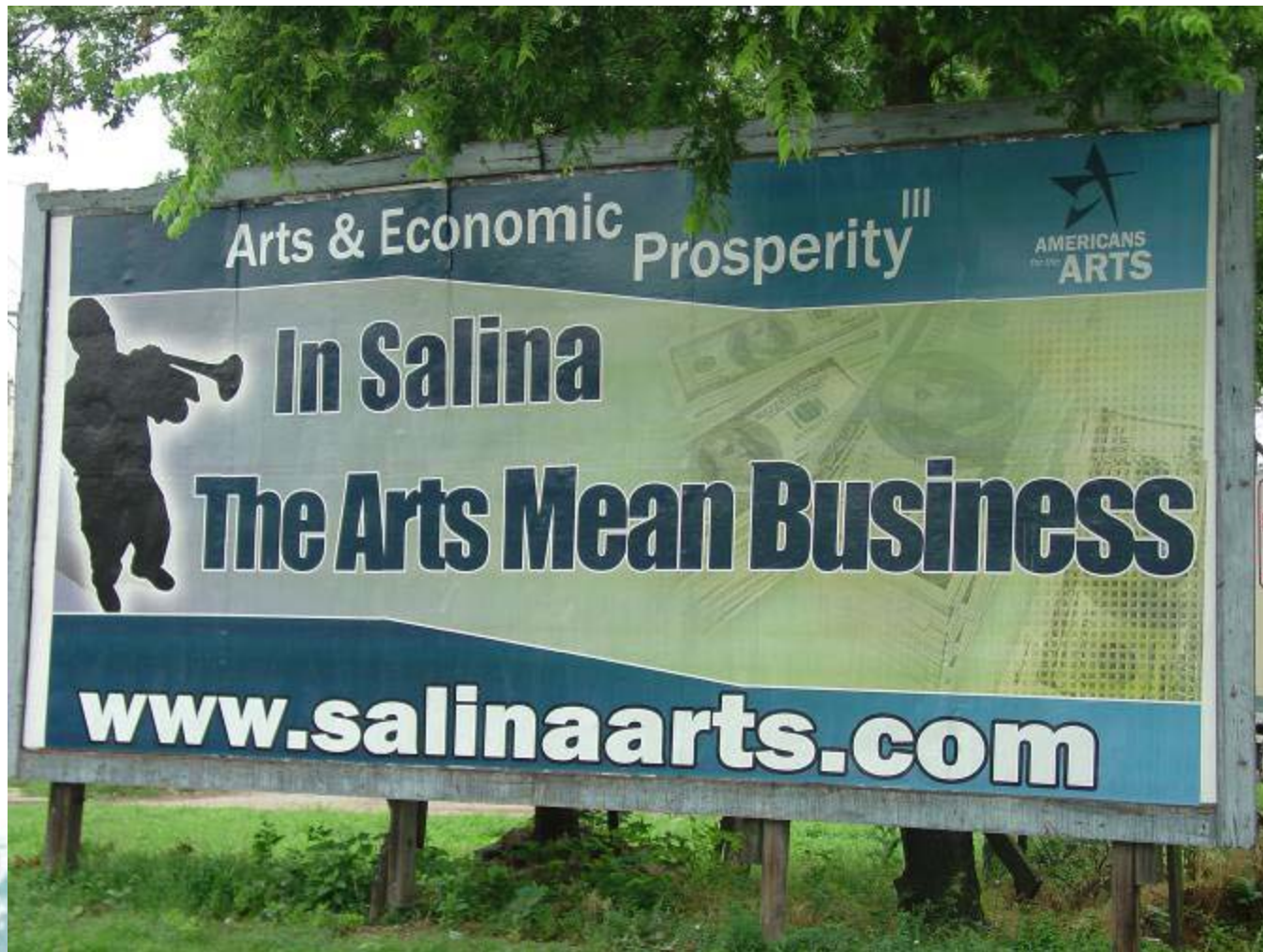
#### Event-Related Spending by Arts Audiences Totalled \$99.3 Million (Not including the Cost of Admission)

Arts & Heritage Attendance Findings	Resident Attendees*	Non-Resident Attendees*	All Arts & Heritage Attendees
Average Dollars Spent Per Attendee	\$19.45	\$23.67	\$20.85
Total Event-Related Spending	\$61,749,742	\$37,517,354	\$99,267,096

\*Residents are attendees who live within Hartford County; nonresidents live outside the County.



## Billboard on I-70

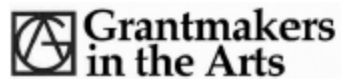




# Our National Partners



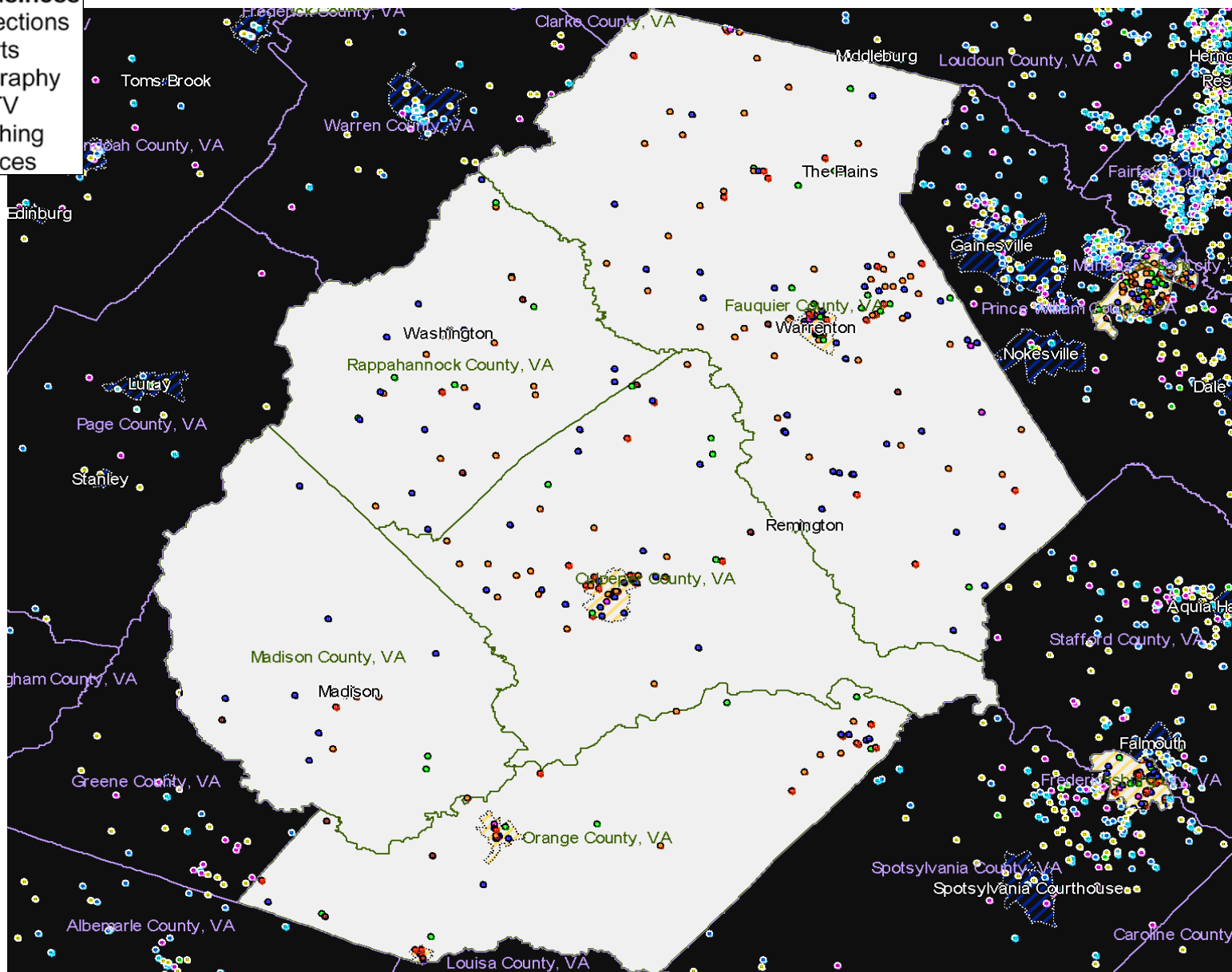
NATIONAL CONFERENCE  
of STATE LEGISLATURES  
*The Forum for America's Ideas*





## Arts-Related Business

- Museum/Collections
- Performing Arts
- Visual/Photography
- Film, Radio, TV
- Design/Publishing
- Schools/Services



## Arts-Related Businesses and Employment in The Rappahannock-Rapidan Region, VA (Data current as of January 2010)



CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>15</b>	<b>129</b>
Museums	13	28
Historical Society	2	101
<b>Performing Arts</b>	<b>48</b>	<b>161</b>
Music	22	89
Theater	2	5
Services & Facilities	10	23
Performers (nec)	14	44
<b>Visual Arts/Photography</b>	<b>108</b>	<b>326</b>
Crafts	12	121
Visual Arts	16	27
Photography	63	97
Services	17	81
<b>Film, Radio and TV</b>	<b>47</b>	<b>111</b>
Motion Pictures	36	95
Television	6	10
Radio	5	6
<b>Design and Publishing</b>	<b>101</b>	<b>204</b>
Architecture	22	51
Design	60	112
Publishing	3	7
Advertising	16	34
<b>Arts Schools and Services</b>	<b>12</b>	<b>59</b>
Arts Schools and Instruction	11	55
Agents	1	4
<b>GRAND TOTAL</b>	<b>331</b>	<b>990</b>

**Arts-Related Businesses and Employment in**  
**The Rappahannock-Rapidan Region, VA**  
 (Data current as of January 2010)



# CONTACT INFORMATION

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