

**Arts Facts . . . Economic Impact of the Arts**

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## Economic Impact of the Nonprofit Arts and Culture Industry

<b>Total Economic Activity</b>	<b>\$166.3 Billion</b>
Direct spending by nonprofit arts and culture <u>organizations</u>	\$63.8 Billion
Event-related spending by arts <u>audiences</u>	\$102.5 Billion
<b>Total Full-Time Equivalent Jobs Supported</b>	<b>4.6 Million</b>
<b>Total Household Income Generated</b>	<b>\$96.1 Billion</b>
<b>Total Government Revenue Generated</b>	<b>\$27.5 Billion</b>
Federal income tax revenue	\$12.9 Billion
State government revenue	\$7.7 Billion
Local government revenue	\$6.9 Billion

- Nonprofit arts and culture organizations are valued members of the business community. They employ people locally, purchase goods and services in the community, are members of their Chambers of Commerce, and promote their regions.
- In 2015, these nonprofit arts and culture organizations—performing and visual arts organizations, festivals, public art programs, municipally owned museums, arts centers, and more—pumped an estimated \$63.8 billion into the nation’s economy. This economic activity leveraged an additional \$102.5 billion in event-related spending by arts audiences. The \$166.3 billion in total economic activity supported 4.6 million full-time equivalent jobs and generated \$27.5 billion in total federal, state, and local government revenue.
- When patrons attend an arts event, they may pay for parking, eat at a restaurant, shop in local retail stores, and have dessert on the way home. Based on the 212,691 audience surveys conducted for this study, the typical attendee spends \$31.47 per person, per event, beyond the cost of admission. 34% of arts attendees live outside the county in which the arts event takes place; they spend an average of \$47.57 apiece. When asked why they traveled, 69% said it was specifically to attend that arts event.
- *Arts & Economic Prosperity 5* demonstrates that the arts are an industry that supports jobs, generates government revenue, and is a cornerstone of tourism. Business and elected leaders need not feel that a choice must be made between arts funding and economic prosperity. This study proves that they can choose both. Nationally as well as locally, the arts mean business!

Source: *Arts & Economic Prosperity® 5*, Americans for the Arts, 2017. Visit [www.AmericansForTheArts.org/AEP5](http://www.AmericansForTheArts.org/AEP5).