



ARTS &
ECONOMIC PROSPERITY 6

The Economic & Social Impact of Nonprofit Arts & Culture Industry

City of Eugene!

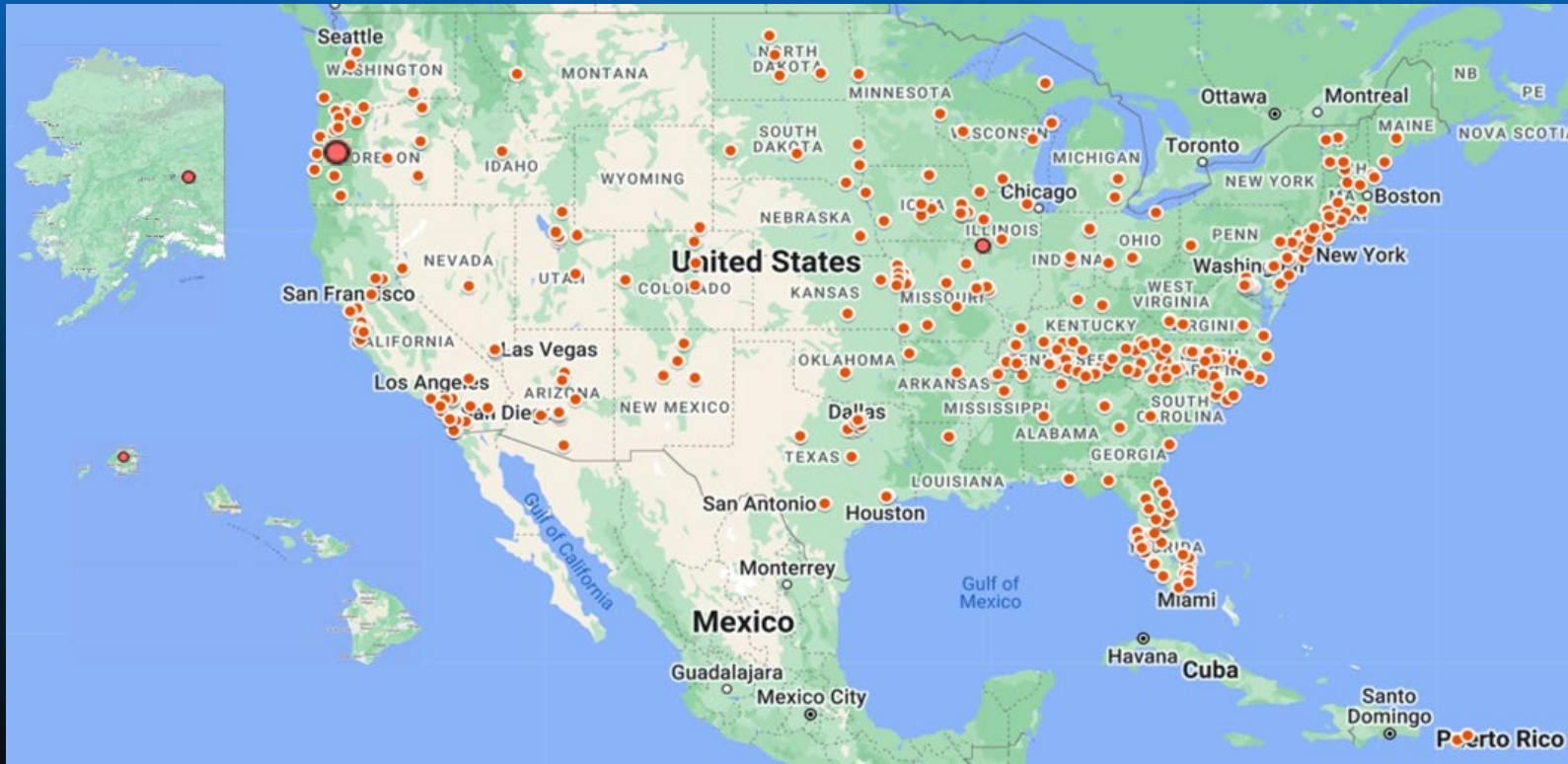
November 9, 2023

Randy Cohen
Americans for the Arts

@ArtsInfoGuy

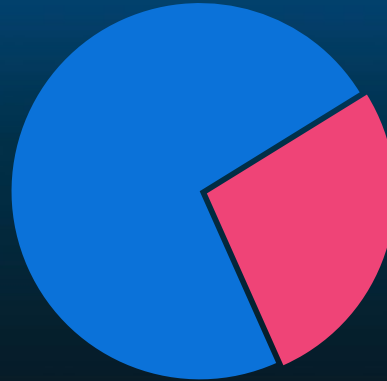
Most Comprehensive Study Ever!

373 Study Regions in all 50 States and Puerto Rico.



\$123.8 Million in Spending (2022)

Organizations
\$90.2 Million



Audiences
\$33.6 Million



Jobs Supported

2,714



Personal Income to Residents

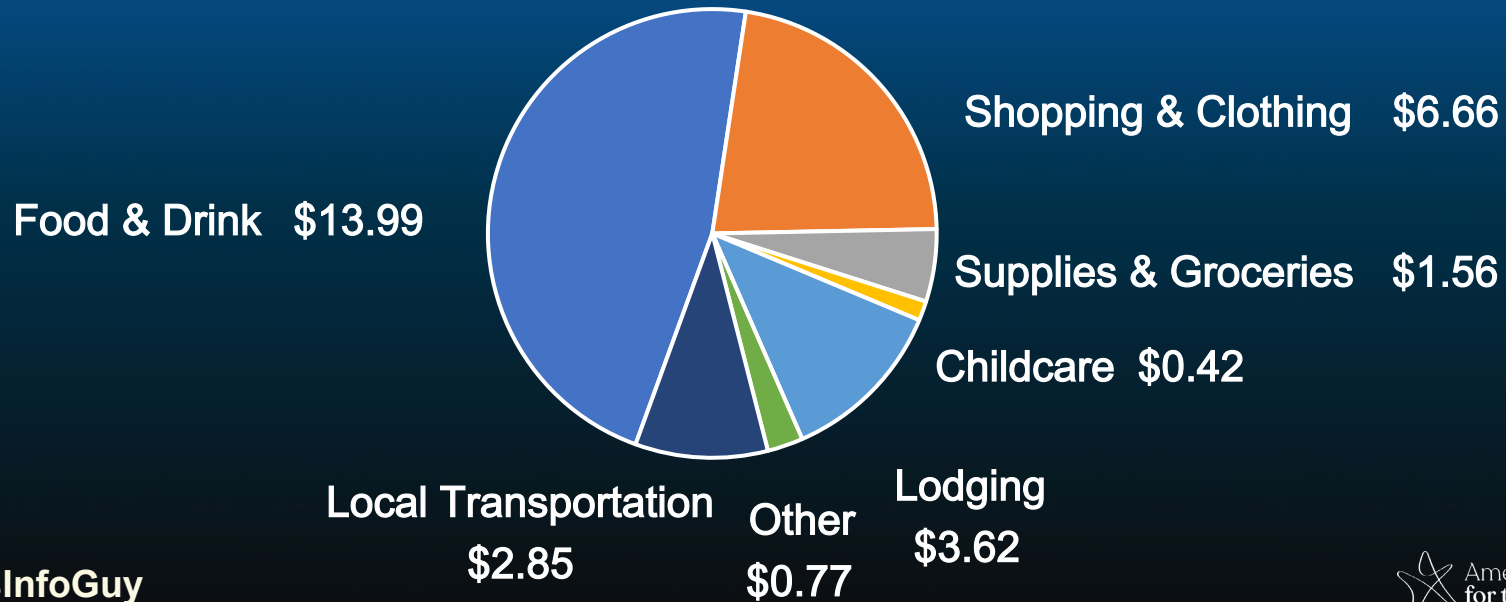
\$102.6 Million



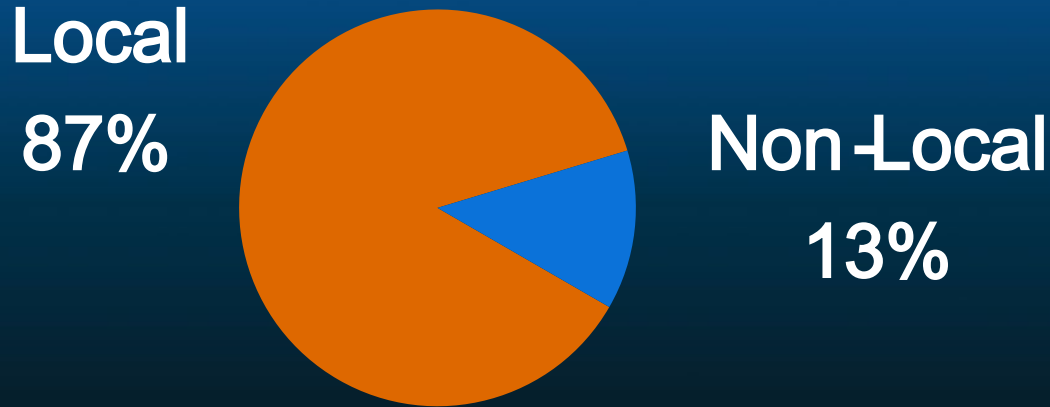
Government Revenue (Local, State, Federal)

\$30.0 Million

Attendees Spent \$29.87 Per Person, Per Event

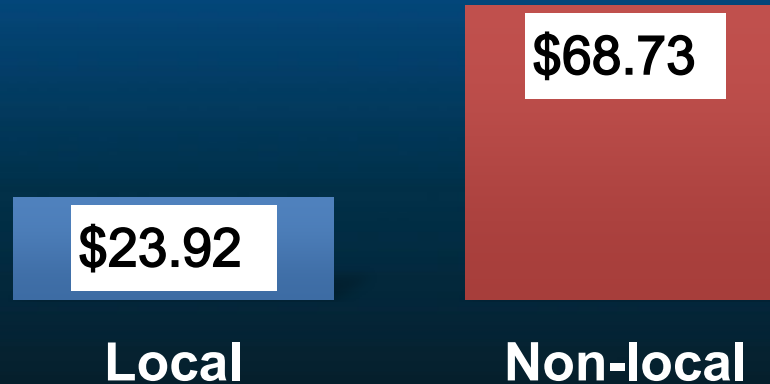


Audiences: Local vs. Non-Local



(Nonlocal = Outside the County)

Event-Related Spending Local vs. Non-Local



79% of nonlocal attendees said, "This arts event is the primary purpose for my trip."



Social Impact Responses by Attendees

“This venue or facility is an important **pillar for me within my community** .” **86%**

“I would **feel a great sense of loss** if this activity or venue were no longer available” **90%**

“This activity or venue is **inspiring a sense of pride** in this neighborhood or community” **91%**

“My attendance is my way of ensuring that this activity or venue is **preserved for future generations** ” **88%**



Arts Volunteerism

- **3,831 volunteers**
- **186,000 hours**
- **\$6 million value**

(Value of 2022 volunteer hour in Oregon = \$32.27)

AEP6 National Partners



Arts & Culture is Valued by the Public



86%

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



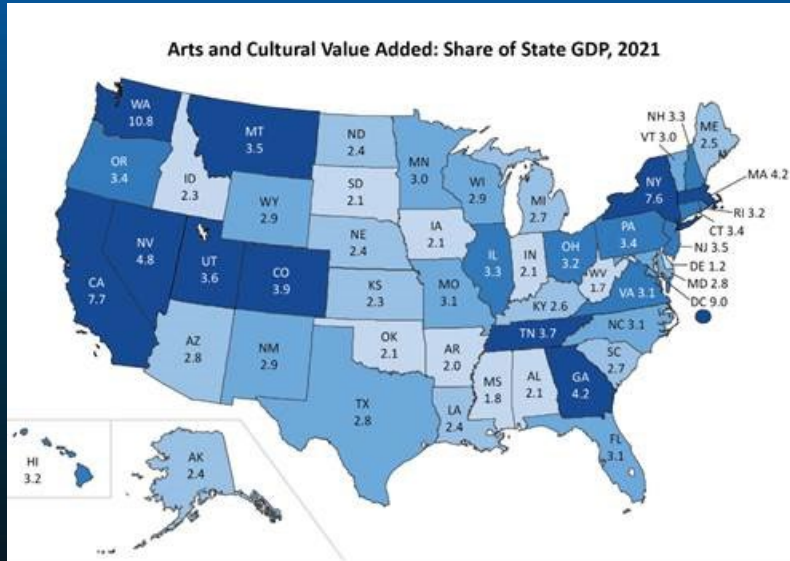
79%

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



Arts & Creative Economy in Oregon

\$9.3 Billion —3.4% of GSP —62,725 Jobs



Accelerates economic recovery

Diversifies economy

Stimulates statewide job growth

U.S.: \$1.03 Trillion —4.4 Percent of GDP —4.9 Million Jobs (2021)

Source: U.S. Bureau of Economic Analysis





Arts Build Empathy & Understanding

72%

agree that the arts and culture provide shared experiences with people of different races, ethnicities, ages, beliefs, etc.

63%

say that the arts and culture helps them better understand other cultures in their community.

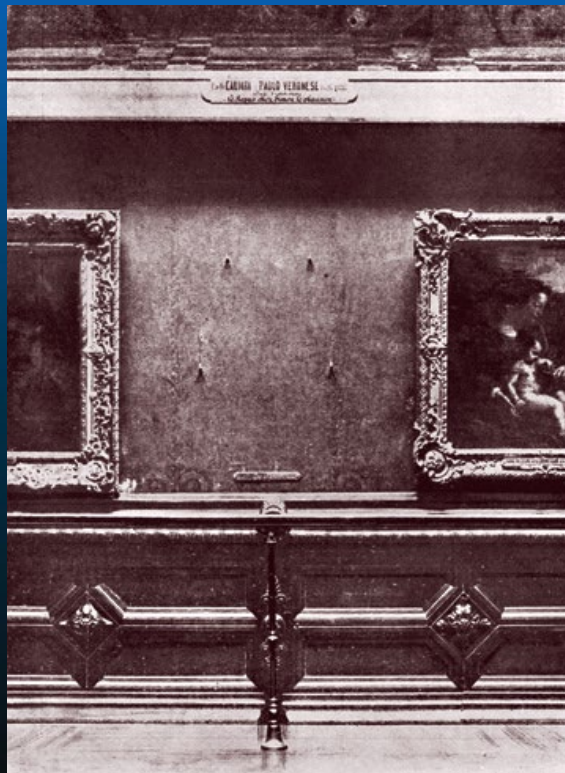


Claim Your Impact

1. What is the message?
2. Who gets the message?
3. Who delivers the message?

***Golden Rule: No story without a number,
and no number without a story!***

Appreciating Arts and Culture





Thank You!

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