

ARTS & ECONOMIC PROSPERITY 5

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



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

Johnson County!

@ArtsInfoGuy

#AEP5

Stone-Aged Flute



The Shame Flute





Most Comprehensive Study Ever!

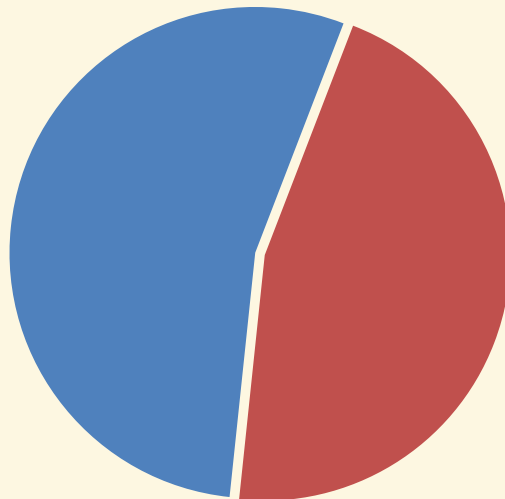
341 Study Regions in all 50 States—including Johnson County!





\$22.8 Million in Spending (2015)

**Organizations
\$12.3 Million**



**Audiences
\$10.4 Million**



Jobs Supported (FTE)

875

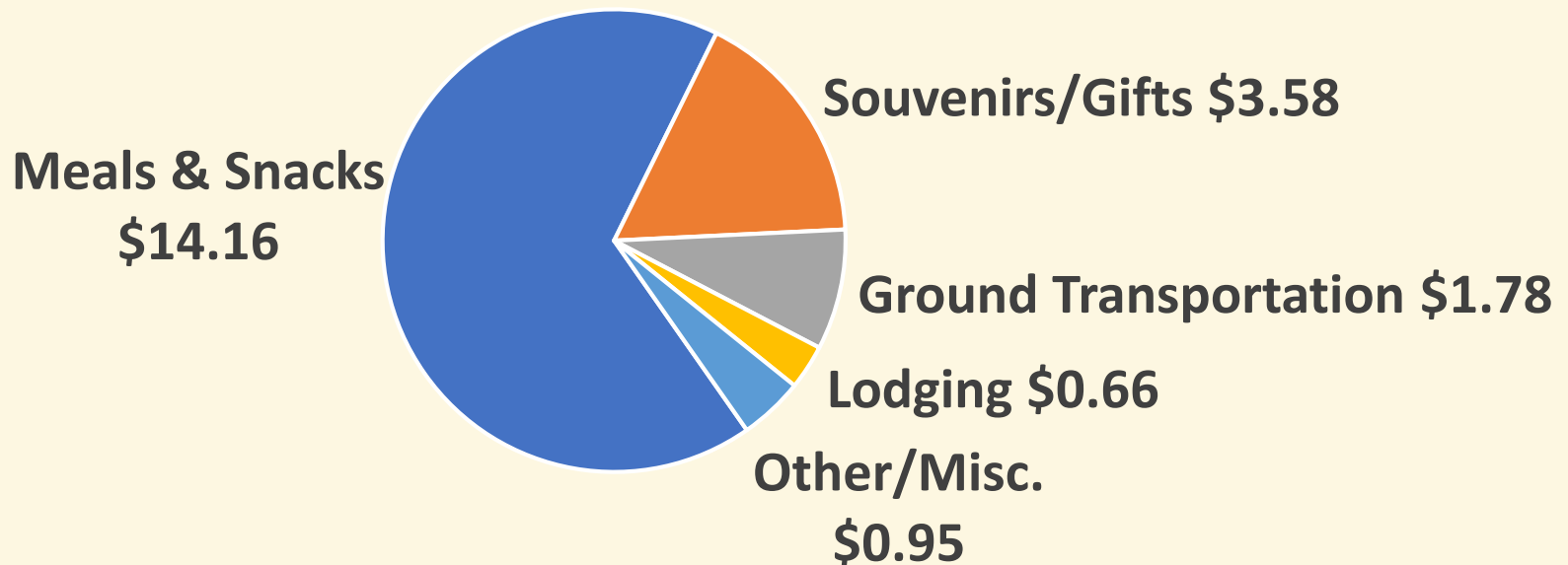


Government Revenue (Local & State)

\$2.0 Million



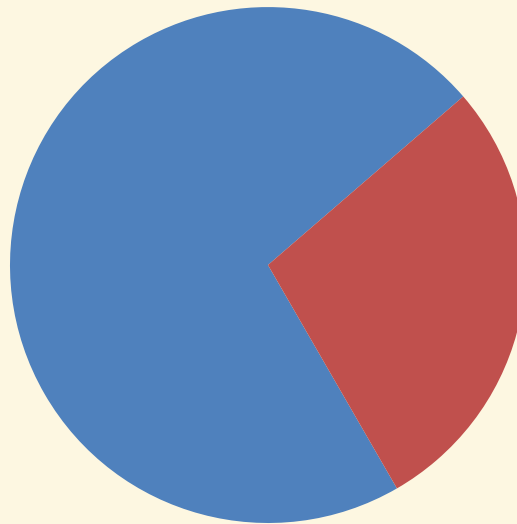
Attendees Spent \$21.13 Per Person, Per Event





Audiences: Local vs. Non-Local

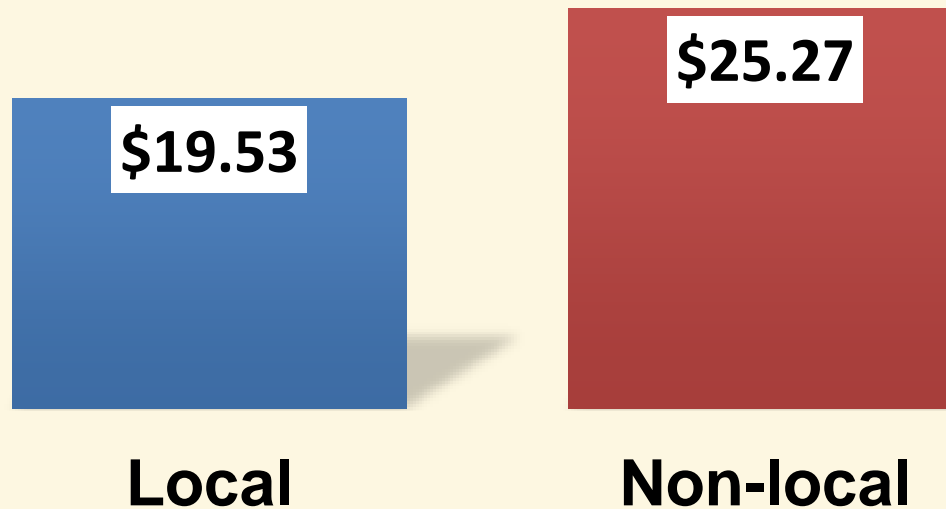
Local
72%



Non-Local
28%



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



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



Arts Volunteerism

- **2,261 volunteers**
- **95,000 hours**
- **\$2.2 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%

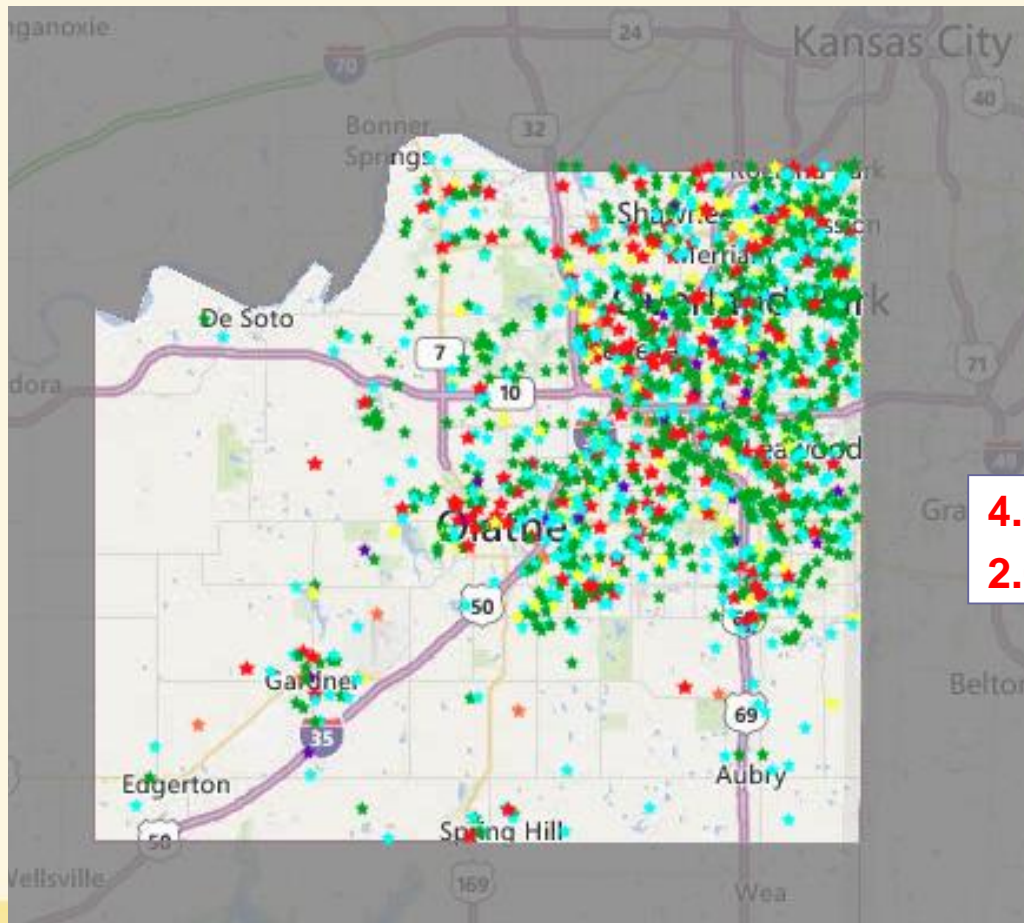
of Americans believe arts
& culture are important
to quality of life

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



Creative Johnson County

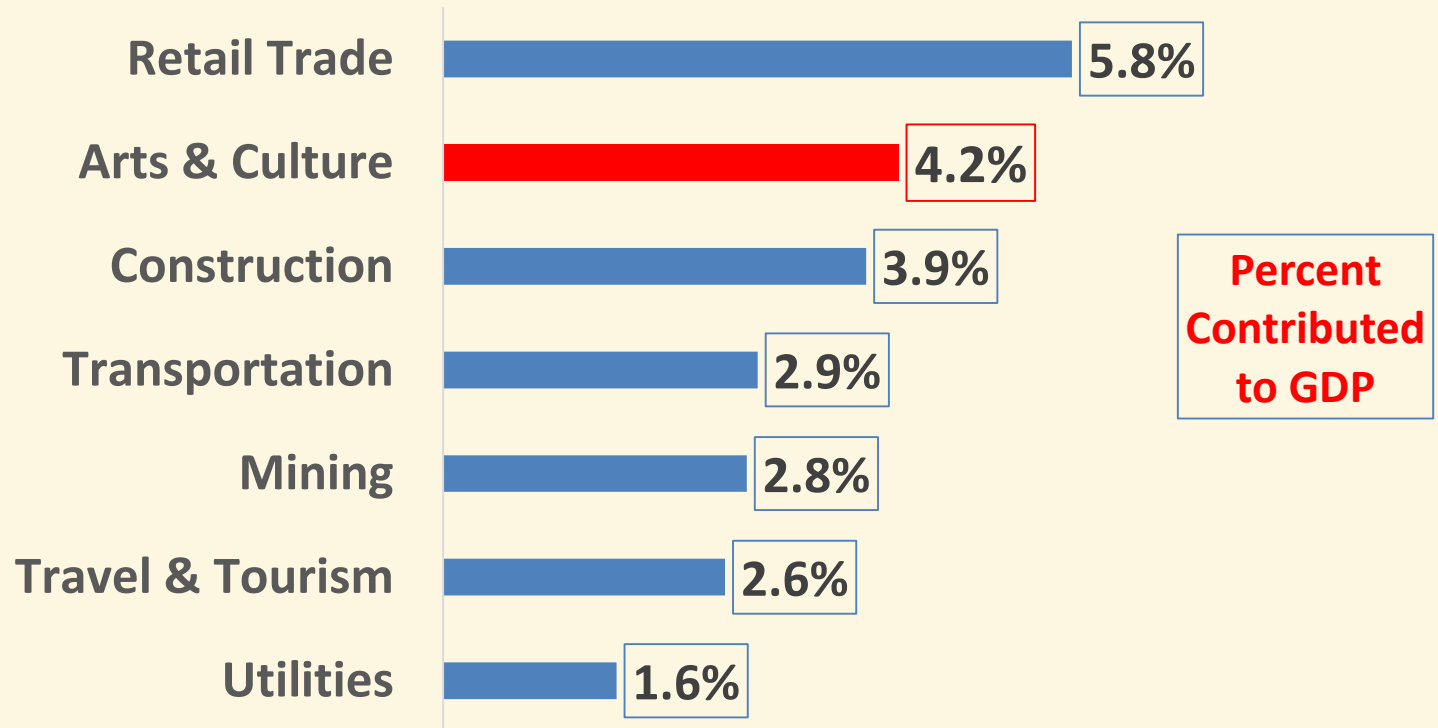
1,619 Arts-Related Business Employ 7,126 People



4.5% of all businesses
2.0% of all employees



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



Source: U.S. Bureau of Economic Analysis



Appreciating Our Cultural Assets





The Arts Mean Business!

AmericansForTheArts.org/AEP5

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