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

- Meals & Snacks: $14.16
- Souvenirs/Gifts: $3.58
- Ground Transportation: $1.78
- Lodging: $0.66
- Other/Misc.: $0.95
Audiences: Local vs. Non-Local

Local: 72%

Non-Local: 28%
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

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percent Contributed to GDP</th>
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</thead>
<tbody>
<tr>
<td>Retail Trade</td>
<td>5.8%</td>
</tr>
<tr>
<td>Arts &amp; Culture</td>
<td>4.2%</td>
</tr>
<tr>
<td>Construction</td>
<td>3.9%</td>
</tr>
<tr>
<td>Transportation</td>
<td>2.9%</td>
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<tr>
<td>Mining</td>
<td>2.8%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>2.6%</td>
</tr>
<tr>
<td>Utilities</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

Source: U.S. Bureau of Economic Analysis
Appreciating Our Cultural Assets
The Arts Mean Business!

AmericansForTheArts.org/AEP5

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