

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

When public and private leaders fund the arts, they not only enhance our quality of life, but also invest in our economic well-being.

Economic Impact of the Nonprofit Arts Industry

Total Economic Activity	\$135.2 Billion
Total Direct Spending by Nonprofit Arts Organizations	\$61.1 Billion
Total Direct Spending by Nonprofit Arts Audiences	\$74.1 Billion
Total Full-Time Equivalent Jobs Supported	4.1 Million
Total Government Revenue Generated	\$22.3 Billion
Federal Income Tax Revenue	\$9.6 Billion
State Government Revenue	\$6.7 Billion
Local Government Revenue	\$6.1 Billion
Total Household Income Generated	\$86.7 Billion

- Arts organizations are responsible businesses, employers, and consumers. Spending by nonprofit arts and culture organizations—just a fraction of the total arts and entertainment industry—was an estimated \$61.1 billion in 2010, and leveraged an additional \$74.1 billion in event-related spending by arts audiences. This \$135.2 billion in economic activity supported 4.1 million FTE jobs and generated \$22.3 billion in total government revenue.
- Spending by arts audiences pumps vital revenue into the local economy. When patrons attend an arts event, they may pay for parking, eat dinner at a restaurant, shop in local retail stores, and have dessert on the way home. Based on the 151,802 audience surveys conducted for this study, the typical arts attendee spends \$24.60 per person, per event, beyond the cost of admission. And, nonlocal attendees spend more than twice as much as their local counterparts (\$39.96 vs. \$17.42).
- From large urban cities to small rural towns, *Arts & Economic Prosperity IV* demonstrates that the arts are an industry—one 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!
- Visit www.AmericansForTheArts.org/aep for more information on our *Arts & Economic Prosperity IV* study.

Source: *Arts & Economic Prosperity IV*TM, Americans for the Arts. 2012.