

It's Time to Plan for *Arts and Economic Prosperity V*!

INCLUDE THE STUDY FEE IN YOUR 2015-16 BUDGETS!

Americans for the Arts seeks more than 200 partner organizations to participate in *Arts and Economic Prosperity V*, our fifth national economic impact study of America's nonprofit arts and culture industry. This study will once again be the largest and most comprehensive of its kind ever conducted! The participating communities will represent a broad geographic diversity, range in size from small rural to large urban, and include emerging as well as established arts communities. Previous partners have included local arts agencies, community foundations, economic development agencies, chambers of commerce, and more. Don't miss your chance to be a part of the next one!

WHAT IS THE COST-SHARING STUDY PARTICIPATION FEE?

- The participation fee is **\$5,500 for local study regions with populations of fewer than 100,000**
- The participation fee is **\$8,500 for local study regions with a population of 100,000 or more**
- The participation fee for multi-county and statewide study regions will be calculated individually and will be based on the complexity of the required economic modeling
- Discounts ranging from \$50 to \$1,000 will be provided to professional member organizations
- This national study is being subsidized in part by the Ruth Lilly Fund for Americans for the Arts, with the goal of making participation affordable in all U.S. communities
- It's important to note that a for-profit consultancy will typically charge three to four times more for a study that utilizes a similar customized methodology

WHEN WILL THE PAYMENTS BE DUE?

The participation fee can be payable in three equal installments spread over three fiscal years. One third of the participation fee will be due in the fall of 2015 (when the contracts are signed). Additional equal payments will be due in summer 2016 and summer 2017.

WHEN WILL THE STUDY BEGIN? (*See next page for detailed project schedule*)

Official recruitment of the study partners will commence in spring/summer 2015. Contracts and initial payments will be due in the fall of 2015. The data collection process will begin on January 1, 2016 and last for 12 months.

WHAT WILL EACH PARTNER RECEIVE?

- Customized proprietary survey instruments (for collecting data both from organizations and audiences)
- Detailed instructions and technical assistance so you can effectively and efficiently collect the information
- An econometric input-output model customized by our economist for the region to be studied
- Detailed, easy-to-understand reports and resources customized specifically for your community
- A significant national and local visibility opportunity for your organization and your arts community

WHAT ARE THE FIVE REQUIREMENTS OF EACH STUDY PARTNER?

- 1) Appoint a primary contact person for the project
- 2) Provide a comprehensive list of the eligible nonprofit arts and culture organizations in the region to be studied
- 3) Follow up with organizations that do not complete our survey (or submit a CDP profile, if applicable)
- 4) Collect a minimum of 800 audience-intercept surveys from arts attendees in your community (note: the required sample size may increase or decrease based on the size and density of the region to be studied)
- 5) Pay your affordable participation fee

TO GET ON THE LIST OF INTERESTED STUDY PARTNERS, CONTACT:

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ARTS & ECONOMIC PROSPERITY V—PRELIMINARY SCHEDULE

| DUE DATE | RESPONSIBLE PARTY | TASK REQUIRED |
|------------|------------------------|--|
| 9-30-2015 | Study Partners | The signed project contract is due to Americans for the Arts. |
| 10-31-2015 | Study Partners | The initial payment of one third of the participation fee is due to Americans for the Arts. |
| 11-30-2015 | Americans for the Arts | Welcome packets are distributed to all Study Partners that include the survey instruments, detailed instructions for the data collection effort, and background information about the study. |
| 01-01-2016 | Study Partners | Surveying begins at cultural events taking place in each of the participating communities using the Audience Expenditure Survey. |
| 04-15-2016 | Study Partners | The comprehensive list of eligible nonprofit arts and cultural organizations is due to Americans for the Arts. The first quarterly batch of Audience Expenditure Surveys is due to Americans for the Arts. |
| 05-01-2016 | Americans for the Arts | The web-based Organizational Expenditure Survey is disseminated by Americans for the Arts to all of the eligible nonprofit arts and culture organizations that are identified in each study region. (Partners in some states will be able to utilize data from the Cultural Data Project. Data collection will still be required from organizations that do not submit a verified CDP profile.) |
| 05-31-2016 | Americans for the Arts | The initial deadline for the Organizational Expenditure Survey to be submitted to Americans for the Arts by all eligible nonprofit arts and culture organizations (in non-CDP states). |
| 07-15-2016 | Study Partners | The second quarterly batch of Audience Intercept Surveys is due to Americans for the Arts. The final deadline for completion of the Organizational Expenditure Surveys (in non-CDP states). |
| 08-31-2016 | Study Partners | The second payment of one third of the participation fee is due to Americans for the Arts. |
| 10-15-2016 | Study Partners | The third quarterly batch of Audience Expenditure Surveys is due to Americans for the Arts. |
| 01-15-2017 | Study Partners | The final quarterly batch of Audience Expenditure Surveys is due to Americans for the Arts. |
| 02-15-2017 | Americans for the Arts | Data entry of all survey data is completed. |
| 03-31-2017 | Americans for the Arts | Data analysis and input-output modeling is completed for all participating study regions. |
| 04-30-2017 | Americans for the Arts | Study Partners receive a private URL from which to download their customized final reports and other valuable project materials. |
| 5-31-2017 | Study Partners | The final payment of one third of the participation fee is due to Americans for the Arts. |
| June 2017 | Americans for the Arts | The local and national findings from <i>Arts and Economic Prosperity V</i> are released by Americans for the Arts in collaboration with all of our Study Partners. |