Americans for the Arts AEP6 Partner Toolkit

Thank you for your support and participation in the Arts & Economic Prosperity 6 (AEP6) study. Americans for the Arts is excited to release a series of resources and best practices to support your needs. Together, let’s work to change the conversation on the arts and collectively be more proactive in talking about the good work that arts and culture does in our communities.

In this toolkit, you’ll find customizable assets that can assist your organization with external messaging, community engagement, and driving awareness of a powerful tool that has enabled arts and culture organizations across the U.S. to advocate for critical arts policy and funding.

On the following pages, please find downloadable links to various digital resources. We encourage you to use these tools in your local communities to drive awareness on the importance of the AEP6 study and why organizations and individuals should participate in the study.

For questions or to collaborate with the AEP6 Project Team, please contact:
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CHANGE THE CONVERSATION ABOUT THE ARTS
The arts bring us inspiration and joy, and make our communities beautiful places to live and work. But the arts do so much more.

From coast to coast and from our smallest rural towns to our largest urban cities, America’s 100,000+ nonprofit arts and culture organizations make their communities more desirable places to live and work every day of the year. Nonprofit arts and culture organizations are also businesses and will be critical to our economic recovery. In 2017, the nonprofit arts industry generated $166.3 billion in economic activity, supporting 4.6 million jobs and generating $27.5 billion in government revenue.

While the arts have the potential to impact many aspects of a community, the truth is they also have a power all on their own. The arts are an open invitation to engage in our history, our heritage, our politics, the way we learn—in short, the arts are part of our daily lives, and play a role in all aspects of the human experience.

Economic impact studies like AEP6 will expand the conversation about how many people view the arts. While most appreciate the cultural benefit provided to our community, few realize that our local arts industry supports jobs, generates government revenue, and is a cornerstone of tourism.

Let’s change the conversation. The arts mean business.
Americans for the Arts is excited to announce the launch of Arts & Economic Prosperity 6 (AEP6), the sixth national study of the economic impact of the nonprofit arts and culture industry. Building on its 25-year legacy and the largest and most inclusive study of its kind, the highly regarded series will once again document, in unprecedented scope and detail, the economic power that the arts and culture wield in 387 participating communities representing all 50 states and the District of Columbia.

- **Nonprofit arts and culture organizations are businesses.** They employ people locally, purchase goods and services from within the community, are members of their chambers of commerce, and attract tourists to their regions.

- **The arts drive commerce to local businesses.** The arts, unlike most industries, leverage significant amounts of event-related spending by their audiences. In 2017, arts attendees spent $31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and lodging—vital income for local businesses.

- **Arts travelers are ideal tourists.** They stay longer and spend more to seek out authentic culture experiences. One-third of attendees travel from outside the county in which the activity takes place and spend an average of $48 per person (69% say they traveled specifically to attend the arts activity).

- **Small investments. Big returns.** In 2017, the combined $5 billion in direct arts funding by local, state, and federal governments yielded $27.5 billion in government revenue.

- **Arts unify communities.** 72% of Americans believe “the arts unify our communities regardless of age, race, and ethnicity” and 73% agree that the arts “helps me understand other cultures better”—a perspective observed across all demographic and economic categories.

- **Arts improve individual well-being.** 81% of the population says the arts are a “positive experience in a troubled world,” 69% of the population believe the arts “lift me up beyond everyday experiences,” and 73% feel the arts give them “pure pleasure to experience and participate in.”
SOCIAL MEDIA

Here is a collection of Facebook & LinkedIn sample copy and graphics for your team to use to promote AEP6. Please utilize on your communication channels to help tell your community about AEP6.

- **Facebook / LinkedIn Graphic**

  **Suggested Caption:** The arts bring us inspiration and joy, and make our community a beautiful place to live and work. But the arts do so much more. The nonprofit arts industry generates billions of dollars in economic activity and supports millions of jobs every year. In short, the arts mean business. Help us change the conversation. Learn more about @Americans4Arts #AEP6 study and how you can get involved: AmericansForTheArts.org/AEP6

  Hashtags: #AEP6, #ArtsMatter
SOCIAL MEDIA

Here is a collection of Instagram sample copy and graphics for your team to use to promote AEP6. Please utilize on your communication channels to help tell your community about AEP6.

**Instagram**

- **Main Feed Graphic**

  ![Main Feed Graphic](image_url)

**Suggested Caption:** The arts bring us inspiration and joy, and make our community a beautiful place to live and work. But the arts do so much more. The nonprofit arts industry generates billions of dollars in economic activity and supports millions of jobs every year. In short, the arts mean business. Help us change the conversation. Follow the link in our bio to learn more about @Americans4Arts #AEP6 study and how you can get involved (link: AmericansForTheArts.org/AEP6)

**Suggested Caption:** The arts bring us inspiration and joy, and unify our community. But the arts do so much more. The nonprofit arts industry generates billions of dollars in economic activity and supports millions of jobs every year. In short, the arts mean business. Help us change the conversation. Follow the link in our bio to learn more about @Americans4Arts #AEP6 study and how you can get involved (link: AmericansForTheArts.org/AEP6)
SOCIAL MEDIA

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Instagram
  ● Stories Graphic*

*Tip: from your business Instagram account, add a Link Sticker and link to AmericansForTheArts.org/AEP6

Suggested Caption: The arts bring us inspiration and joy, and make our community a beautiful place to live and work. But the arts do so much more. The nonprofit arts industry generates billions of dollars in economic activity and supports millions of jobs every year. In short, the arts mean business. Help us change the conversation. Follow the link in our bio to learn more about @Americans4Arts #AEP6 study and how you can get involved (link: AmericansForTheArts.org/AEP6)

Suggested Caption: The arts bring us inspiration and joy, and unify our community. But the arts do so much more. The nonprofit arts industry generates billions of dollars in economic activity and supports millions of jobs every year. In short, the arts mean business. Help us change the conversation. Follow the link in our bio to learn more about @Americans4Arts #AEP6 study and how you can get involved (link: AmericansForTheArts.org/AEP6)
SOCIAL MEDIA

Here is a collection of Twitter sample copy and graphics for your team to use to promote AEP6. Please utilize on your communication channels to help tell your community about AEP6.

- Twitter Graphic

  **Suggested Caption**: Our nonprofit arts industry generates billions in economic activity supporting millions of jobs every year. In short, the arts mean business. Help us change the conversation. Learn more about @Americans4Arts #AEP6 study & how to get involved: AmericansForTheArts.org/AEP6

  Hashtags: #AEP6, #ArtsMatter
SOCIAL MEDIA

Here is alternative text for each social graphic. Alternative text is a short written description of an image, which makes sense of that image when it can't be viewed for some reason. This text also helps screen-reading tools describe images to visually impaired readers.

Alt text: Illustrated graphic of a left hand and right hand holding a pen writing in a thought bubble on blue background, and Americans for the Arts and Arts and Economic Prosperity 6 study logos. Text reads: The arts grow tourism, generate government revenue, and create jobs. Change the Conversation.

Alt text: Illustrated graphic of a pair of hands holding the earth on pink background, and Americans for the Arts and Arts and Economic Prosperity 6 study logos. Text reads: Change the Conversation.

Alt text: Illustrated graphic of a pair of hands holding the earth on pink background, and Americans for the Arts and Arts and Economic Prosperity 6 study logos. Text reads: 72% of Americans believe the arts unify our communities regardless of age, race, and ethnicity. Change the Conversation.

Alt text: Illustrated graphic of hand holding a card with pink heart on blue background, and Americans for the Arts and Arts and Economic Prosperity 6 study logos. Text reads: 72% of Americans believe the arts unify our communities regardless of age, race, and ethnicity. Change the Conversation.
 EMAIL

Here is sample email copy and graphics for your team to adapt to promote AEP6. Please use to distribute through your network to help tell your community about AEP6.

- **Header**
- **Square**
- **Horizontal**

Suggested email copy included or download template [here](#).

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**CHANGE THE CONVERSATION ABOUT THE ARTS**

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We are excited to partner with Americans for the Arts to announce the launch of *Arts & Economic Prosperity 6* (AEP6), the sixth national study of the economic impact of the nonprofit arts and culture industry.

While the arts have the potential to impact many aspects of our community, the truth is they also have a power all on their own. The arts are an open invitation to engage in our history, our heritage, our politics, the way we learn—in short, the arts are part of our daily lives, and play a role in all aspects of the human experience.

Economic impact studies such as these will expand the conversation about how many people view the arts. While most appreciate the cultural benefit provided to our community, few realize that our local arts industry supports jobs, generates government revenue, and is a cornerstone of tourism.

At the national level, AEP5 showed that the nonprofit arts industry generated $166.3 billion in economic activity, supporting 4.6 million jobs and generating $27.5 billion in government revenue. Locally, our arts industry generates [ADD YOUR COMMUNITY ECONOMIC IMPACT DATA HERE]. Our local nonprofit arts and culture organizations have been and will continue to be critical to our economic recovery.

We need your help to collect this data for AEP6. While part of a national study, our reports will be based on spending by our own local nonprofit arts and culture organizations as well as the event-related spending by their audiences (at local retail, parking, and restaurant establishments). We believe this important research tool will demonstrate that when we invest our dollars in the arts, we are not doing so at the expense of economic development. Rather, we are investing in an industry that strengthens our local economy.

**Let’s change the conversation. The arts mean business.**

Learn more about the AEP6 study and how you can get involved today: [AmericansForTheArts.org/AEP6](http://AmericansForTheArts.org/AEP6)
PRESS SHELL

To help make the case for the arts in your local media, download this editable press release template and tailor it for your needs. Simply fill in the highlighted placeholders, delete any highlights that remain, and distribute the press release to media outlets in your area (local print, broadcast, and online media outlets).

- Word template
COMMUNITY ENGAGEMENT

Americans for the Arts is committed to addressing equity and inclusion as a critical component of the methodology, organizational participation, and collection of data for AEP6 by centering and representing BIPOC (Black, Indigenous, People of Color) and ALAANA (African, Latinx, Asian, Arab, Native American) identifying communities—a segment of the nonprofit arts and culture sector that has been underrepresented in past studies.

The below resources will help support you and your organization through intentional and actionable steps to build powerful community advocates, have engaging conversations, and create sustainable relationships that will last beyond AEP6.

- Engaging Your Community Best Practices - [DOWNLOAD PDF]
- How to Connect With BIPOC/ALAANA Arts & Culture Organizations (Coming Soon!)
HAVE QUESTIONS?

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