

# Arts & Economic Prosperity 5

*Tips on leveraging your customized economic impact study to make the case for the arts*

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## Introduction

This toolkit is designed to help you share and leverage the findings of your customized study of the economic impact of the nonprofit arts and culture industry.

To effectively disseminate the results of AEP5 to your local community, we highly recommend that you form a steering committee composed of you, key members of your local arts community, members of your board, prominent business leaders, and local politicians. This committee will work together to develop the messages/angles you will use to promote the study findings in your community.

Once you have formed your committee, you can strategize ways to reach the media, business community, political community, and general public. In fact, most of the suggestions in this toolkit are ultimately designed to reach the general public—whether through the media, special events, word of mouth, elected officials, the business community, or public announcements.

## Spreading the Economic Impact Gospel

### Potential AEP5 Messages and Angles

Below is a list of economic impact talking points that have proven successful, particularly with business leaders and elected officials. Discuss these messages with your committee, and incorporate the ones that are deemed more likely to catch the attention of your community's leaders:

- This study sends a clear and welcome message: the arts are an investment that delivers both community well-being and economic vitality.

- This study is a myth-buster: It alters the perception that the arts are luxuries worth supporting in prosperous times but hard to justify when the economy is struggling. At a time when governments at all levels are making tough budget choices, this study sends an important message: That support for the arts does not come at the expense of economic development. Rather, it is a vital industry—one that supports jobs, generates government revenue, is the cornerstone of tourism and economic development, and drives a creativity-based economy.
- We all appreciate the cultural benefits of the arts. This study shows that arts organizations are businesses. They employ people locally, purchase goods and services from within the community, are members of the Chamber of Commerce and Convention and Visitor Bureau, are key participants in marketing their cities and regions, and are good corporate citizens.
- Arts and culture is a product—a magnet that attracts visitors to the region. Nationally, 34 percent of arts attendees travel from outside of the county that they live in. And they spend twice what their local counterparts do on meals, transportation, and retail (\$X per person, per event vs. \$X per person, per event—not including the cost of admission!).
- Arts organizations—businesses in their own right—leverage significant event-related spending by their audiences that pump vital revenue into restaurants, hotels, retail stores, parking garages, and other local businesses.
- Because arts organizations are strongly rooted in their community, most of the jobs they provide cannot be shipped overseas.
- This study sends a strong signal to communities that when they support the arts, they not only enhance their quality of life, but also invest in their economic well-being. How many industries can boast both cultural and economic benefits?
- It's no surprise that arts organizations have an economic impact. The arts, unlike most industries, generate significant amounts of event-related spending—dollars that land in the pockets of local business establishments: parking garages, restaurants, retail stores, hotels, and even the local babysitters.
- A vibrant arts community stimulates business for local merchants. Restaurateurs don't need to check the Weekend Section of the local paper to see if there is a great concert playing. They can see it in their business—butts in seats!
- It is bad public policy to cut arts funding when the arts have been proven to support jobs and generate much-needed revenue to governments, enabling them to fund critical services.
- No longer do business leaders need to choose between arts and economic development. This study shows that an investment in the arts is an investment in an industry—one that supports jobs, generates government revenue, and is the cornerstone of tourism.
- This study lays to rest a common misconception—that an investment in the arts comes at the expense of economic development. Rather, this study shows that the arts are an industry that support local jobs, generates government revenue, and is the cornerstone of tourism.

## The Media

Now that you have the results of your AEP5 study and you've examined the messages and angles they provide, it's time to spread the word about the economic value that the arts bring to your community. By strategically working with the media you can ensure that the public knows that the arts industry is a vital part of your community. Here are a few valuable tips to help you gain media attention for your AEP5 results.

### Press Conferences

**Decide first if you want to have a press conference or simply issue a press release to announce your results.** A press conference will allow you to get your results to the media in a quick, efficient way. Rather than setting up interviews with individual reporters, sending out press releases, and contacting editors and producers, you can speak to a roomful of journalists at once. But a press conference, like any media interview, can be tricky. And a press conference requires a lot of planning. If you opt to have one, here are some tips to ensure it's a success.

#### Before the Press Conference

- **Attend a local press conference** - If you and your group are new to this, you may want to attend at least one other press conference to get a feeling for what they are like.
- **Select a moderator** - Find a moderator who is experienced with the press and the issue. He or she will be in charge of convening the press conference by introducing the issue and participants. The moderator also answers questions or directs them to the appropriate participants.
- **Select your speakers**
  - Limit your number of speakers to three. If you don't know what kind of speakers you want to have, aim to have one member each from the arts, business, and political communities.
  - Ensure your speakers have a high enough profile to generate attention from the local media and local community, but be sure that their high profile is the result of their positive image in the community.
  - Make sure your chosen speakers have prior experience with the media or have taken part in media training.
  - Make certain your speakers are comfortable both speaking publicly at the press conference and conducting one-on-one interviews after the press conference concludes.
- **Choose a date and time**
  - Check your speakers' schedules and arrange your press conference for a convenient time for everyone. Make sure the final date for your press conference is reserved by everyone who needs to be present before you go forward with invitations to guests and media members.
  - Try to obtain as much information as possible about internal deadlines of the media you are targeting, and schedule your press conference accordingly. For example, if you'd like to receive coverage in a local magazine, know what time of the month it goes to print.
  - Schedule your press conference in the morning hours—between 9 and 11 a.m. is good—of a working day. Also, Tuesdays, Wednesdays, and Thursdays are the best days for press conferences, as they are considered slower news days.
  - Avoid a date parallel to other local events that are likely to attract considerable public interest. One way to find this out is to check with the local media and the wire services, who will know if your press conference conflicts with another.
- **Pick a location**
  - Some locations make it difficult to meet the technical and logistical requirements of the media. Some things to consider when picking a location are:

- Having enough parking for important people and media, including room for large TV production trucks. Make sure parking is easy to find, close to the location and free (or at least validated). If you expect TV coverage, ask about, and arrange ahead of time, for special places to park satellite trucks.
- Availability of a stage, podium, and audiovisual aids to present information
- Adequate seating for journalists and guests
- Enough electrical outlets to plug in computers, cameras, and audiovisual equipment
- Make sure that Wi-Fi is available. Find out if there are extra costs, and how many people can be on it at once. If the default number is small, make sure to max that out. If pays to pay extra for additional Wi-Fi log-ins.
- Ample room for TV cameras to set up their shots; perhaps on a raised platform in back
- A mult box that allows media to receive direct audio feeds from one microphone

To meet these requirements, it's sometimes easier to hold press conferences in dedicated conference rooms, either at an organization's headquarters, a hotel, or in a local press club. If you have a business or political partner who is affiliated with your announcement, ask if they have an adequate facility for you to use.

- Ensure your venue photographs well.
  - Be aware of any and all security limitations.
- **Rent the proper equipment** - A press conference will require folding chairs, a podium, sound equipment, and lighting. It's possible the location you choose may have these items already in place for you to use.
  - **Create an agenda for your press conference**
    - Align the whole program around one key message, e.g., think of the headline that you would like to see the next day in the newspaper.
    - Decide the order in which your speakers will deliver their statements:
      - Each should prepare a short presentation or statement. All speakers should share their statements with one another to ensure everyone is on message. Statements should take 3-5 minutes and be built around 3-5 key "talking points." In addition, speakers should consider using visual aids such as posters or multimedia presentations featuring graphs, charts, etc. to make their message clearer.
      - Speakers should be prepared with clear answers in anticipation of questions from journalists. Answers to questions should be delivered in 10-second statements (called "sound bites"). Their answers should be used as a way to reinforce your key messages.
    - Be sure to allow time for journalists to ask follow-up questions after all speakers have delivered their remarks. The press conference shouldn't run more than 30 to 45 minutes, including the Q-and-A session.
    - Practice, practice, practice!
      - Speakers should rehearse statements on camera, including mock Q-and-A sessions.
      - Be prepared for the negative - While you want to paint a positive picture of your AEP5 results, the media may bring up a controversial issue, member, or event having to do with your organization or someone involved in it. Be prepared with a statement so that all key spokespeople are on the same page. If applicable, use facts and/or figures to back up your rebuttal; don't just speak on emotion.
  - **Invite the right audience**
    - Make sure you invite the appropriate media. Determine the media outlets from which you'd like to receive coverage and find out which reporters at those outlets are covering specific topics and beats. This only takes a little background research. Check out each publication's respective websites and look at past stories its reporters have written.
    - Invite key policymakers. Your AEP5 data has the power to influence the policies of businesses and/or government and how they view the arts in your community. As such, key government and business leaders need to be invited. Briefly explain in the invitation why they would want

to be there. If your team has personal connections with these key leaders, be sure to have them extend the invitation.

- Invite members from your local arts community. Not only are they directly affected by the AEP5 results, but they can also help you spread the word by leveraging their connections in the community.
- Don't forget to invite members of key associations, chambers of commerce, etc.

- **Get the word out**

- One month prior – Post information on your website, calendar listings, and community boards.
- Three weeks prior - Send invitations/media alert to your press conference explaining the news or announcement you're making without giving away the entire story. It should also list which key spokespersons will attend the event and their availability for one-on-one interviews. When sending invitations to the media, send one for the journalist you'd like to attend and one for her/his editor so both are aware of the story potential. We have provided you with a Swiss cheese media alert; it is in the appendix of this toolkit.
- Include all the information in the body of an email; try to avoid attachments, which often cause emails to be held up in a spam filter.
- Follow up with invited media via telephone. It's so easy to send an email, but you will garner a much more effective response from a phone call.
- Day before – Re-issue the media alert and follow up with invited media.
- Embrace social media - Social media is an incredible way to build and sustain buzz for your AEP5 report. Follow local media contacts on Twitter; many of them get their information and story ideas from Twitter. Develop a hash tag that can be used by attendees of your press conference that tweet and ask people to tweet during it. We will be using #AEP5.

- **Assemble your media kit**

- Be sure to include the following items in your press kit:
  - An agenda for your press conference with #AEP5 hashtag and social media info. (More info about social media is in a section below)
  - A press release summarizing the story, important facts, and key players. It should also include a few quotes from press conference participants.
  - Your customized AEP5 report
  - A link to download the full national statistical report
  - Bios and photos of the key players, including speakers and moderator at the press conference. They should each be less than one page.
  - Fact sheets including copies of any graphs or charts presented during the press conference
  - FAQs
  - Background information about the issue (i.e., statistics, historical background, case histories, or reprints of news stories)
  - Contact information for follow-ups and interview requests. Including your business card can be a great way to get this information in your press kit.
- Many journalists now work in a digital environment, so it's helpful if the press kit includes digital copies of documents and photos on a flash drive. The flash drive could include other promotional materials like pre-taped video and audio files and official logos and images.

- **Arrange to have the press conference taped** – This will be beneficial for your own records, and for possible media use later. Find out ahead of time what set-up and other special requests the audiovisual company has for taping the press conference. Make sure they have all the latest logistical information.
- **Arrange to have the press conference photographed** for your own records and marketing efforts later. Consider developing a shot list for the photographer so that he or she can be sure to get all the key attendees and presenters. This is particularly important for a photographer who is meeting everyone for the first time.

- **Hold a dress rehearsal** - Even if you are very experienced in this area, it is always a good idea to conduct a dress rehearsal. A dress rehearsal provides a good time to try to anticipate tough or hostile questions. Have someone from your group play devil's advocate and see how participants respond. For example, a suitable response to a tough or misguided question might be, "That's a good question, but it is not within the scope of this press conference. Our focus today is on..." If the question is legitimate but you don't know the answer to it, it's okay to call on someone else from your group who might know, or check out the answer and get back to that reporter later.
- **Prepare the room**
  - Check the location of electrical outlets for microphones and lights.
  - Set up the room with a table long enough to seat all your spokespeople, with name cards.
  - Make sure that the Wi-Fi is working, and be sure to put notes/signs indicating the Wi-Fi log-in information. Questions about Wi-Fi and passwords are always among the most common questions at press events.
  - Provide enough seating in the room for reporters, and enough room for their supporting equipment (e.g., cameras, microphone).
  - Display visuals as a backdrop to your speakers' table: charts, posters, etc.
  - Have a media sign-in sheet and be sure to include a field for email address (good for follow-up after the press conference).
  - Provide a podium for the moderator, ideally with your organization's logo on it.
  - Have coffee, tea, water, and any other refreshments set up.

## At the Press Conference

When the big day finally arrives, there are a number of things you and your group can do to help your press conference run as smoothly as possible.

- Arrive at least an hour and a half before the press conference begins to double-check the physical and technical set-up of the room and to help camera crews get their equipment in place.
- Make sure that all routes are wheelchair accessible.
- Make sure the photographer and audiovisual vendors taping the press conference are settled.
- A greeter should direct journalists to the media check-in table first. At the table, staff members can check press credentials, answer questions, and hand out the press kit. The staff can then direct the journalists to a clearly marked media area with seating that can accommodate laptop computers (if an option). Be sure to seat the media in the first few rows so that they and the speakers have no trouble hearing one another.
- Seat the press conference participants behind the table facing the seated reporters.
- Start the press conference on time (or no more than 5 minutes late), even if only a few people have shown up. This shows respect for reporters' deadlines and the care they took to arrive on time.
- Have the moderator welcome the press, and introduce the issue and participants.
- Each participant should present for no more than 3-5 minutes, making his/her 3-5 key points.
- After all the presentations, the moderator should entertain any questions from the press, and direct questions to the appropriate participants. The moderator should ask reporters to identify themselves before asking a question and might want to repeat the question so everyone can hear it.
- After about 45 minutes, bring the formal conference to an end. Thank the participants for presenting, and the media for attending. In many cases, you may want to encourage the media to stay for further one-on-one interviews with the participants.

Note: The focus should always be on giving the journalist what (s)he needs to do his/her job. The moderator should keep things moving, never indulging in lengthy introductions or rehashing material that's stated in the press kit.

## After the Press Conference

Monitor newspapers, blogs, and websites for mentions in so that you can evaluate the effectiveness and reach of your press conference.

To the extent that you can, make personal contact with representatives of the major media outlets represented to thank them for coming and to see if they need anything else from you to make a story happen. In a small town, this could mean one or two people; in a big city, there might be 20 or more. If you can have a short, pleasant conversation with these folks and make a good impression, they'll remember you when they need information or a story about your issue, and they'll respond when you contact them in the future.

By looking through your attendance register, you should be able to determine which major media were not represented. Be sure to follow up with them as well. Note: You can have the best-organized press event in the world—and something major can happen and your story will not get covered as everyone rushes to cover this other "breaking" news. Do not get discouraged if this happens. Instead, reach out to journalists on a one-on-one basis to generate a few stories in the days to come. You may want to hand deliver your press release and press kit to those who were unable to attend, send a tape feed, or try to schedule an interview with a reporter and one of the press conference participants.

Don't forget to debrief! Review the press conference with others from your organization that attended. What went well? What could you have done better? And how will you improve the next press conference you hold?

## Virtual Press Conference

If you have the means to do so, consider streaming your press conference online while it is happening. The greatest advantage of a streaming your press conference is that journalists don't have to leave their desks to attend. Since so many reporters are strapped for time, they'll appreciate having this option.

To stream your press conference, you'll need a digital video camera and a contract with a third-party hosting company. The hosting company takes the video feed from the press conference and compresses it into a digital codec like MPEG, Windows Media, or QuickTime. The transmission is then encoded for playback over an IP network.

To invite journalists to attend your press conference virtually, you can use desktop Web conferencing software that merges with existing e-mail or IM applications to send attractive, easy-to-use digital invitations.

Journalists can register and check-in online so press conference organizers know who attended and who to follow-up with afterward. For interactivity, presenters can give journalists chat capability or the option of instant messaging questions to the presenters.

If you do decide to stream your press conference, don't forget to record it. That way, you can post it on your website later in the day so journalists who couldn't attend the live presentation can download the video later.

## Press Releases

Whether you have a press conference or not, you still need to write and distribute a press release to announce your AEP5 results. However, getting reporters' attention can be tricky, since so many are strapped for time. Here are some tips to ensuring your press release gets noticed (in a good way):

- **Don't bury the lead:** Again, think of the headline you'd like to see in the paper the next day and tailor your release to fit that message. Pick the few details that you think are the most vital, and feature them in your first paragraph (the lead). You can fill in the supporting details later in the release. Here's a helpful way to think about it: Your lead paragraph should answer who, what, when and where; the rest of the release should address why and how.

- **Make sure your headline is strong:** Headlines should grab reporters' attention and should read like a shorter version of your lead paragraph. Also consider packing a few additional details into a subhead. Remember, the goal is not to be witty or artsy. The goal is to get a reporter to spend 60 seconds reading what you have to say.
- **Dot your "i's" and cross your "t's":** Nothing makes you lose credibility with a reporter more than typos, misspellings, bad grammar, and not keeping to Associated Press (AP) Style. These careless errors reduce the credibility of your release, and as a result, journalists are less likely to take what you send them seriously. Always have a second or third set of eyes look your release over before you pull the trigger.
- **Personalize it:** If there are some reporters from whom you'd like to score coverage, be sure to do your homework on them before sending them your release. Read their articles; watch/listen to their broadcasts. And let them know you're doing it. Send them a note complementing their work; they'll remember your name. And if a reporter knows who you are, she/he is far more likely to read what you send her/him.

To help you out, we've created a Swiss cheese press release (in the appendix) that you can customize and use to announce your AEP5 findings.

## Media Interviews

After you issue your press release and/or hold your press conference announcing your AEP5 results, the chances a member of the media will ask to interview you, your speakers, or a local partner one-on-one is higher than ever. While every interview is unique, the basic skills required to do the interview are the same:

- **Never wing it.** Just because you've been immersed in AEP5 while preparing for its release does not mean you can spontaneously pull on the right threads to weave a public performance. The fundamentals always come down to preparation. Whether you work with a professional coach or prefer to go it alone, invest time and effort in media training and rehearsals.
- **Don't offer information "off the record."** Everything you say is "on the record" and can be used by the reporter. From the moment the reporter walks into the room or calls you on the phone, you are "on." Be friendly, but be aware that anything you say to a reporter can be quoted, even if the cameras or recorders are not running.
- **Never say "No comment."** By itself, "no comment" is the clearest way of saying you don't want to talk about something. As a result, reporters instinctively will want to pursue this item even more.
- **Never speculate.** If a reporter asks you a hypothetical question, don't offer conjecture. If you don't know the answer to a question, say so. Then tell the reporter that someone will get back to him/her with an answer right away. Be sure to follow through on that promise.
- **Don't keep talking unnecessarily.** Do not feel that you have to fill silence; that is the interviewer's job. Once you have answered the question, stop and wait for the next question.
- **Enjoy yourself.** No, seriously! When you're confident, it'll show. Give reporters what they want—access, good quotes, and reliable information—and you'll be accessing opportunities for yourself and your organization to tell the world about your story.

These same guidelines also apply to the Q&A session during press conferences.



## Op-Eds

The release of your AEP5 results provides a good opportunity to submit an op-ed piece—a 500–600-word opinion piece that appears opposite the editorial page—highlighting your findings to your local newspaper. Here are some tips for writing effective pieces that editors will be sure to publish:

- Define the goal of the piece. Determine what you are trying to accomplish with it. Are you defining an issue, adding information, or calling for action? Put it in the context of your local community and/or business issues. State your case quickly. And remember, op-eds add new information or point of view rather than review established facts.
- Make certain that you understand the publication's guidelines regarding op-ed pieces. Those guidelines can be found on the publication's website.
- Use simple, short sentences, avoid jargon, and close with a short, powerful paragraph that drives your point home. Also, some humor and/or a personal story tied to the issue can improve the op-ed's chance of being selected.
- Try to get a local business and/or political leader to co-sign the piece with you. This can be a board member, local council member, or business partner.
- Be sure that you include a footer that includes the name, title, and city of the op-eds author(s).
- Most publications ask that op-eds be sent via email; some have an online application form. In the case of the email, paste the text into the email. Never include attachments, as they usually get stuck in the spam filters and never get seen.
- Include contact information. Editors often prefer the direct number of each author in order to verify the piece.
- Newspapers take up to two weeks to publish an op-ed, so it's a good idea to stay in touch with your editor or reporter and offer to edit the piece. Also, everyone likes to be thanked.
- If the publication decides not to print your op-ed piece, convert it to a letter to the editor. Like op-eds, letters to the editor allow you to raise public awareness about an issue and educate policy makers, while positioning your agency as an information resource to the media. The threshold for publication of a letter is somewhat lower, and they are shorter pieces—usually about 150 words. Nevertheless, writers usually are commenting on a recent news topic, such as a proposed budget cut, so your message about the importance of the arts in your community will still be heard.

Starting on page 18 are some examples of opinion pieces we've successfully submitted in the past. While they are not specifically about our AEP data, they all feature data on how the arts positively contribute to the local and national economy.

- *Santa Fe New Mexican*
- *Huffington Post*
- *The Hill*
- *The Des Moines Register*

## Editorial Board

The editorial board is a group of people at a publication who, in consultation with the publisher, dictate the tone and direction the publication's editorial positions will take. Editorial boards meet on a regular basis to discuss the latest news and opinion trends and discuss what the newspaper should say on a range of issues. They will then

decide who will write what editorials and for what day. When such an editorial appears in a newspaper, it is considered the institutional opinion of that newspaper.

Editorial boards are available and willing to meet with responsible people who have something to say that is relevant to the community. If you would like to meet with an editorial board or an editorial writer, your message and the editorial support you request should be consistent with those purposes.

- **Write an email.** To approach an editorial board, write an email requesting a meeting. The letter should briefly describe the issue you are concerned about and why the editorial board should know about the issue, or your point of view on it. Follow up on your letter with a phone call to see if the board, or an individual, is interested in meeting with you.
- **Prepare in advance.** Prior to the meeting, collect and review data and other material that will be concise, understandable, and useful background information for the editorial board—but don't overdo it. Four to five different pieces of information are usually enough. Any more than that and they may not read any of it. If possible, tie your presentation to something newsworthy—ideally a story that has been recently covered by the newspaper or one that the newspaper knows is approaching. Consider bringing with you other people from the community who support your point of view. Be prepared to cite as many local angles as possible.
- **Be sure to follow-up.** Follow up the meeting not only with whatever additional information you promised to provide, but also with a thank-you note to the editorial board members you talked with.

## Social Media

We encourage you to use the below sample social media posts to share the news about the results of AEP5. Feel free to customize the messaging to fit your organization's voice and the study findings for your community.

Be sure to ask your staff, colleagues, members, and other interested parties to like and share your posts, and always use the hashtag #AEP5 to help us build buzz around this important story. (You can also draw inspiration from others who are posting using the [#AEP5 hashtag](#))

**Americans for the Arts on social media** (please tag our accounts whenever possible!)

Twitter: @americans4arts, <https://twitter.com/americans4arts>

Facebook: <https://www.facebook.com/americans4arts/>

Instagram: @americans4arts, <https://www.instagram.com/americans4arts/>

## Sample Tweets

New Arts & Economic Prosperity Study from @americans4arts shows economic impact of arts in [MY COMMUNITY]. [americansforthearts.org/aep5](https://americansforthearts.org/aep5) #AEP5

The arts generate \$[FIGURE] in economic activity in [MY COMMUNITY]! Learn more in @americans4arts' new #AEP5 study. [americansforthearts.org/aep5](https://americansforthearts.org/aep5)

The arts support [FIGURE] full-time jobs in [MY COMMUNITY]! #AEP5 @americans4arts [americansforthearts.org/aep5](https://americansforthearts.org/aep5)

The arts mean business in [MY COMMUNITY]—\$[FIGURE] in local revenue, to be exact. #AEP5 @americans4arts [americansforthearts.org/aep5](https://americansforthearts.org/aep5)

[MY COMMUNITY] ❤️s the arts—and the feeling is mutual! Learn more in a new @americans4arts economic impact study. #AEP5 [americansforthearts.org/aep5](https://americansforthearts.org/aep5)

[MY COMMUNITY] is a proud partner of the new @americans4arts #AEP5 study. Learn more about the arts' economic impact: [americansforthearts.org/aep5](http://americansforthearts.org/aep5)

The arts are an economic & employment powerhouse! New @americans4arts study shows impact locally & nationally. #AEP5 [americansforthearts.org/aep5](http://americansforthearts.org/aep5)

.@americans4arts #AEP5 is the most comprehensive arts & culture economic impact study ever conducted. Learn more: [americansforthearts.org/aep5](http://americansforthearts.org/aep5)

## Sample Facebook / Instagram Posts

*Note: Links are not clickable in the body of Instagram posts; you may consider adding the AEP link in your Instagram bio and indicating in each post to click on the link in your bio for more information.*

The arts are an economic and employment powerhouse! A new economic impact study from Americans for the Arts shows that the nonprofit arts and culture industry in [MY COMMUNITY] generates \$[FIGURE] in annual economic activity, supporting [FIGURE] full-time equivalent jobs and generating \$[FIGURE] in local and state government revenues. #AEP5  
<http://www.americansforthearts.org/aep5>

The arts mean business in [MY COMMUNITY]—\$[FIGURE] in economic activity [*or local revenue, or full-time jobs*], to be exact. Learn more about the impact of the arts in [MY COMMUNITY] in Americans for the Arts' new Arts & Economic Prosperity study, the most comprehensive arts & culture economic impact study ever conducted. #AEP5  
<http://www.americansforthearts.org/aep5>

[MY COMMUNITY] ♥s the arts—and the feeling is mutual! Learn more about how the arts make [MY COMMUNITY] a better place to live and work in in the new Americans for the Arts economic impact study. #AEP5  
<http://www.americansforthearts.org/aep5>

## Images

Social media posts with images get more attention and reach more people. You may use images of the arts in your own community with your posts, or download and use any of the images [in this folder](#), contributed by many of our national study partners. Please give your fellow study partners a shout-out if you use their images; a file of credits is included in the folder.

## Local Arts Community

Arts organizations are among your most important partners—particularly with regard to your economic impact study. After all, they provided the survey data that made the study possible in the first place. Results of AEP5 are providing hard evidence of the fundamental role nonprofit arts and culture organizations play in your community's economic health. Here are some steps you can take to leverage the support of your local arts community:

- Meet with the directors of your community's arts and cultural organizations as soon as possible to share the findings in your AEP5 report. If your group of directors is small, include other staff members, especially those who work in marketing and development. If you have many directors, meet separately with the organizations' marketing and development staff members. Above all, ask the arts and cultural organizations for their suggestions about the best ways to use the economic information.

- Share your customized final report with the organizations. Explain that individual organizations can use the step-by-step instructions found in the “AEP5 Calculator” section of the report to estimate their economic impact on your community.
- Hold a special meeting for the board chairs or executive committees of your local arts organizations. Give them an overview of Americans for the Arts and the AEP5. Many of these board members are likely to be from the business community. They will understand the importance of economic impact and will be among your strongest allies if they are informed and involved.
- Ask each organization to use their programs for the next year to highlight AEP5 statistics. Organizations that have newsletters (emailed or hard copy) can mention one statistic in each of their newsletters. Organizations that have performances or other events can mention the study and share a fact about the arts and economic impact in their community in their playbills or in brief introductions just before the performance begins.

Overall, encourage them to use this research whenever possible.

## Elected Officials

The information from AEP5 can be one of your most valuable tools in building support for the arts from your elected officials. Elected officials want to ensure their communities, states, and regions have strong economies, and AEP5 will help paint a better picture of the critical role the arts play in creating and sustaining the health of your local economy. If you already have a relationship with one or more of your elected officials, you are ahead of the game. If you don’t, make it a point to get to know them. Here are some tips to getting the AEP5 word out by working with your elected officials:

- Plan to meet with your elected officials as soon as possible. Find out who represents you by simply entering your zip code here: <https://www.votervoice.net/ARTSUSA/address>
- You can meet with your elected officials individually or in a group.
  - Make sure they understand and are comfortable with all the information and research from AEP5. It’s important that they are able to confidently present the data to others.
  - Leave them a short, one-page summary of your AEP5 results. Consider giving them multiple copies so they can readily present the information to their constituents.
  - Provide them with sample responses they can use with their constituents who don’t support the arts or believe government funds for the arts are a frivolous waste of taxpayer dollars.
  - Tell them how you plan to use your AEP5 results.
  - If it’s difficult to schedule a meeting with an elected official, try to determine whether they’re really busy or just trying to avoid meeting with you. If the latter, ask one of your board members to request a meeting and attend with you.
  - While meeting with the elected official is optimal, meeting with their staff is also important.
- Ask legislators that have indicated their support for the arts to sponsor a proclamation recognizing the economic impact of the arts in their community (these are sometimes called “whereas documents”). Time this resolution to be presented as soon as possible after you’ve announced your findings. Someone in your city government may write resolutions using a standard format or you may be asked to draft the resolution yourself. We have provided you with a template proclamation you can use; it is in the appendix.
- Consider designating a specific day to focus on the arts and your elected officials: an Arts Advocacy Day, during which as many arts supporters as possible visit with their elected officials to discuss the importance of the arts. Ask arts organizations to visit at least two elected officials on that day. Make sure that all elected officials get several visits.

- If there is an arts festival, museum exhibit opening, a play, or concert happening in your community, be sure to invite your legislator so she/he can see how important the arts are to the people she/he represents. This experience plus her/his newfound knowledge of the economic impact of the arts in the community would serve as a valuable connection.
- Recognize your elected officials at every possible opportunity when they use your AEP5 data or support the arts in general. Everyone likes to be thanked. Furthermore, they need votes and recognition of their good works to receive them.

Remember: You're not only a constituent and a voter to your elected official, but also a valuable resource. As a leader in your arts community, you can speak on behalf of a large group of voters. The arts community (board, staff, patrons, volunteers, arts educators, etc.) represents a large constituency. Voter research suggests that people with passion are more likely to vote in local elections. And arts supporters vote in high percentages.

## Business Community

The business community will be interested, intrigued, and excited by AEP5; economic impact studies speak their language. Your AEP5 report presents an opportunity to speak to people about the arts with statistics and facts. Communicating the value of the arts in terms of economic impact also provides common ground for the business community, public officials, and others less comfortable with talking about the arts' intrinsic value. Here are some tips for leveraging the business community to generate support for the arts:

- Use your board. You probably have several members of the business community on your board. They are your best sources for advice regarding contacts and the distribution of this research to the business community. Ask them to help you develop your plan for reaching members of the business community, establishing priorities, and making connections.
- Meet with a few business leaders in your community as soon as possible. Tell them about AEP5 and ask for their suggestions and help contacting other business organizations in your community. It's a good idea to take a board member with you to the meeting, preferably someone familiar to the business leaders with whom you are meeting.
- Consider smaller groups and associations that are affected by the economic impact of the arts.
  - Meet with the chair of your local hotel/motel association. Tell her/him about AEP5. Talk about those who are coming from outside the area. Show her/him that people are travelling for the arts. Engage her/him in stimulating a cultural tourism initiative.
  - Set up meetings with groups focused on building the community leaders of tomorrow: community and statewide Chamber of Commerce, an economic development board, a downtown business association, a Rotary Club, a Kiwanis Club, a Lions Club, New Leadership group (frequently part of the Chamber of Commerce), a Young Professionals group, or a 40-under-40 organization.
  - Meet with other organizations that are industry-focused, particularly if your community has a large concentration of those specific types of businesses (e.g. an association for bankers or for those that work in real estate or insurance).

As soon as you determine your priorities, contact these organizations to speak at one of their meetings. Ask if you and your board member can share some new information with the organization's membership regarding the economic impact of the arts and how it applies to your community. If possible, involve a current (or former) board member who is a member of your targeted organization.

- Most communities also have some type of economic development organization. The organization may be funded by city government, part of the Chamber, or a separate nonprofit organization. Ask to make a

presentation to this group as soon after your announcement as possible. If the economic development department is within your community's government, ask for a list of committee members. In some cases, this and other useful information may be available on the department's or local government's website.

# Appendix

## Swiss Cheese Media Alert

### Media Alert

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**For Immediate Release**

**[MONTH][DAY], 2017**

**[YOUR ORGANIZATION] to Unveil Results of Study Measuring Economic Impact of Local Arts Industry**

***Findings Reveal Number of Full-Time Jobs Supported and Tax Revenues Generated by Local Arts Sector***

**What:** [YOUR ORGANIZATION] will unveil the results of *Arts & Economic Prosperity 5*, the most comprehensive economic impact study of [YOUR LOCALE]'s nonprofit arts industry ever conducted. Results of the study reveal the level of economic activity as well as the number of full-time jobs the arts industry in [YOUR LOCALE] generates. The study's findings also show how much tax revenues the nonprofit arts sector produces for [YOUR LOCALE] and [YOUR STATE].

**When:** [DAY], [MONTH] [DAY], 2017  
[TIME] a.m.

**Where:** [VENUE NAME]  
[VENUE ADDRESS]

**Who:** [SPOKESPERSON 1 NAME], [TITLE, COMPANY/ORGANIZATION]  
[SPOKESPERSON 2 NAME], [TITLE, COMPANY/ORGANIZATION, ETC.]

**Webcast:** The press conference will be streamed live at [LOCATION OF LIVE STREAM]. In addition, it will be made available online at [YOUR ORGANIZATION]'s website the next day.

**Media opps:** Spokespeople will be available for interviews and photo opportunities for [XX] minutes after the press conference concludes.

**Info:** Breakfast will be served and parking will be validated. There will be a mult box with an audio feed, please bring camera and deck.

**Media RSVP:** [YOUR CONTACT INFORMATION]

[BOILER PLATE]

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# Swiss Cheese Press Release

## News and Information

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### For Immediate Release

Date:

### Contact:

### **[LOCALE]'s Nonprofit Arts and Culture Industry Generates \$[INSERT FIGURE] in Economic Activity and Supports [FIGURE] Jobs Annually According to Americans for the Arts**

#### ***Arts Industry Returns \$[FIGURE] in Revenue to Local and State Coffers***

WASHINGTON, D.C. — The nonprofit arts and culture industry generates \$[FIGURE] in annual economic activity in the [LOCALE]—supporting [FIGURE] full-time equivalent jobs and generating \$[FIGURE] in local and state government revenues, according to the *Arts & Economic Prosperity 5* national economic impact study. The most comprehensive economic impact study of the nonprofit arts and culture industry ever conducted in the United States, *Arts & Economic Prosperity 5* was conducted by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts and arts education.

Results show that nonprofit arts and culture organizations spent \$[FIGURE] during fiscal year 2015. This spending is far-reaching: organizations pay employees, purchase supplies, contract for services and acquire assets within their community. Those dollars, in turn, generated \$[FIGURE] in household income for local residents and \$[FIGURE] in local and state government revenues.

[QUOTE FROM YOUR ORGANIZATION'S SPOKESPERSON ABOUT HOW THIS STUDY DRIVES HOME THE VALUE OF THE ARTS TO YOUR LOCAL COMMUNITY. IT IS RECOMMENDED THAT THE QUOTE COMBINES BOTH THE ECONOMIC AND THE NON-ECONOMIC VALUES THAT THE ARTS PROVIDE TO THE COMMUNITY.]

Nationwide, the *Arts & Economic Prosperity 5* reveals that the nonprofit arts industry produces \$[FIGURE] billion in economic activity every year, resulting in \$[FIGURE] billion in federal, state and local tax revenues. In addition, it supports [FIGURE] million full-time equivalent jobs and generates \$[FIGURE] billion in household income.

"This study demonstrates that the arts are an economic and employment powerhouse both locally and across the nation," said **Robert L. Lynch**, president and CEO of Americans for the Arts. "A vibrant arts and culture industry helps local businesses thrive and helps local communities become stronger and healthier places to live. Leaders who care about community and economic vitality can feel good about choosing to invest in the arts. Nationally as well as locally, the arts mean business."

#### **Arts Industry Boon for Local Businesses**

In addition to spending by organizations, the nonprofit arts and culture industry leverages \$[FIGURE] in event-related spending by its audiences. As a result of attending a cultural event, attendees often eat dinner in local restaurants, pay for parking, buy gifts and souvenirs, and pay a babysitter. What's more, attendees from out of town often stay overnight in a local hotel. In [LOCALE], these dollars support [FIGURE] full-time equivalent jobs and generate \$[FIGURE] in local and state government revenues.

[QUOTE FROM RESPECTED LOCAL BUSINESS PERSON – PERHAPS SOMEONE FROM YOUR BOARD – ABOUT THE IMPORTANCE OF THIS STUDY TO THE ECONOMIC HEALTH OF THE BUSINESS COMMUNITY]

The *Arts & Economic Prosperity 5* study was conducted by Americans for the Arts and supported by The Ruth Lilly Fund of Americans for the Arts. Americans for the Arts' local, regional, and statewide project partners contributed both time and financial support to the study. Financial information from organizations was collected



in partnership with DataArts™, using a new online survey interface. For a full list of the communities who participated in the *Arts & Economic Prosperity 5* study, visit [www.AmericansForTheArts.org/AEP5Partners](http://www.AmericansForTheArts.org/AEP5Partners).

[YOUR BOILER PLATE]

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## Sample Op-Eds



### **Weigh in on city's cultural future**

By Robert L. Lynch and Chip Chippeaux

May 9, 2016

Santa Fe is an undisputed cultural hub — this we know to be true. The country's largest cities have world-famous public art, architecture and music fame, but Santa Fe stands as proud as the rest of them. Traditional Native American and Hispanic art and architecture connect us to our community's rich history, and through these and many other celebrated cultural offerings, Santa Fe's commitment to the arts is clear.

It's a commitment that led Americans for the Arts to bring their New Community Visions Initiative to Santa Fe this week to explore the ways that arts and culture, in conjunction with other sectors, can be used to create healthier, more vibrant and more equitable communities. As the last of eight regional meetings across the country — with participants from seven states — we are finding ways to harness the transformative power of the arts locally.

Arts, culture and creativity are big business in New Mexico. The economic impact is vast and exceeds \$5 billion annually, according to recent studies. Santa Fe County is home to 1,047 arts-related businesses that employ 2,973 people. These so-called creative industries — ranging from nonprofit museums, symphonies and theaters to for-profit film, galleries, architecture and design companies — account for 8.9 percent of the total number of businesses located in Santa Fe County.

While this is a strong foundation, there is more to be done to improve the overall health of our communities. The city of Santa Fe is embarking on a major initiative — Culture Connects: Santa Fe — aimed at shaping our cultural future. A citywide conversation is underway about what culture means and looks like to locals. This effort will bring our communities together to produce a valuable inventory of Santa Fe's cultural assets, a road map of how residents value culture and recommendations for investing in culture.

A vibrant, economically strong community also needs students who are prepared for tomorrow's business needs — critical to the development of Santa Fe's workforce. Students who have opportunities for learning in and through the arts, where the process of creation is inherent, develop habits of mind that encourage the practice of creativity throughout their school years and beyond. According to The Conference Board's Ready to Innovate study, 72 percent of business leaders cited creativity as the No. 1 skill they sought in new hires. And yet, 85 percent of those employers reported that they cannot find the creative applicants they seek.

It is vital that we underscore this need for continuous development of creative skills — our future as a city depends on it. Employers recognize that building an innovative workforce will depend on developing employees' creative abilities. Providing the right tools and trainings — and acquiring and keeping workers with the aptitude to develop this new set of skills — will need to be at the core of any serious economic development program.

Supporting the arts in Santa Fe is more than a function — it's a way of life that comes naturally for us. With the help of resources such as [www.CultureConnectsSantaFe.org](http://www.CultureConnectsSantaFe.org), you can contribute to the conversation on how we can shape the cultural future of our city and provide more, and equal, opportunities for creative expression for all. Santa Fe's abundance of riches in artistic talent and cultural assets is something we can be proud of. Let's invest in the cultural future of Santa Fe.

*Bryan "Chip" Chippeaux is the chairman of the city of Santa Fe Arts Commission. Robert L. Lynch is the president and CEO of Americans for the Arts, the nation's nonprofit organization for advancing the arts and arts education.*

## Chicagoland's Arts and Culture Brings the Vibrancy — and Money, Too!

By Robert L. Lynch and Michelle T. Boone

June 12, 2015

Deplaning at Chicago's O'Hare, it's easy to daydream of the world-famous art that awaits: the gleaming, 100-ton stainless steel *Cloud Gate*, Grant Woods' iconic *American Gothic*, historic architecture and the homegrown Chicago blues. Suddenly, you encounter a dazzling display of neon tubes and glowing wall panels that grab your attention as you travel in a tunnel between concourses, turning a routine trudge to baggage claim into a joyous cultural encounter. Whether you're visiting Chicago for the first time or returning home, one thing is apparent: this is a city that values its creative sector.

The central role that art plays in Chicago life is one of the many reasons Americans for the Arts, our nation's leading arts advocacy organization, is bringing its 2015 Annual Convention to the city this week, drawing over 1,000 leaders from the public, private and nonprofit sectors. By our estimates, the convention could directly result in nearly \$1.3 million in convention-related spending.

Chicago's nonprofit arts and culture sector is a \$2.2 billion industry, supporting over 60,000 full-time jobs and contributing \$214 million in local and state government revenue. The economic benefit is the tip of the iceberg — we know that artists and creative businesses anchor communities and power our sense of belonging that is critical to community health and development.

Three years ago, Mayor Emanuel charged the Chicago Department of Cultural Affairs and Special Events (DCASE) to take a deep look at the needs of communities and craft a new Chicago Cultural Plan, a framework to guide the city's cultural and economic growth. The Plan focused on reinvigorating arts education, expanding Chicago's creative industries and art businesses, supporting local artists and communities, increasing cultural tourism and using culture to improve the quality of life of everyday Chicagoans.

As a result, DCASE collaborated with Chicago Public Schools and Ingenuity Inc. to develop a first-ever Arts Education Plan, making the arts a core subject in public schools and standing on equal footing with math, science and language arts.

To support Chicago's creative industries and to attract and retain artists in Chicago, DCASE organized the first Lake FX Summit & Expo in 2015, a free conference that offered professional development panels and workshops, music and film showcases and a platform to showcase work of local artisans to more than 10,000 artists and creative professionals.

As a means to bring more quality cultural experiences into its neighborhoods, Chicago launched *Make Way for Art: Activating Chicago's Public Plazas*, an innovative new approach to transform vacant and underutilized public property. Recently, Chicago was named as one of twelve finalist cities (out of 237 city submissions) in the running to receive up to \$1 million as part of Bloomberg Philanthropies' Public Art Challenge. Commissioned artists would develop projects to renew underutilized public malls and plazas within the six neighborhoods.

Cultural tourism also offers great opportunities for growth. Currently, one in three arts attendees live outside of Chicago and spend, on average, two-and-a-half times more per person than local arts attendees (\$59.50 versus \$24.36). Leveraging Chicago's distinctive cultural assets will continue to be critical for the city to reach its goal of 55 million visitors a year by 2020 — adding an additional 30,000 tourist-related jobs and hundreds of millions of dollars in revenue to the city.

Today, we look forward to arts and community leaders coming together from across the country to reimagine the importance of the arts as a tool to improve education and economy, and promote healthy, vibrant and equitable communities for us all. A city that radiates so much culture is the ideal backdrop for these discussions. *Robert L. Lynch is the President and CEO of Americans for the Arts. Michelle T. Boone is the Commissioner with the Chicago Department of Cultural Affairs and Special Events.*



## **For the creative arts**

By Sen. Tom Udall (D-N.M.) and Robert L. Lynch

March 8, 2016

We have long recognized that the creative economy is America's driving economy. It is called by many names. Maker economy. Gig economy. It is what leads to innovation, to new ideas, and to new opportunities. Now more than ever, technological breakthroughs are making it more possible to work independently, in multiple jobs and in start-ups and micro-businesses. But the government has not kept up with how people work today.

The arts are a crucial part of the creative economy. Not only do they increase our understanding of ourselves and the world we live in, they challenge us, push us, and move us forward. They also help fuel business. According to the U.S. Bureau of Economic Analysis, arts and cultural production contributed \$704 billion to the nation's economy in 2013. This represents 4.2 percent of the GDP—a share of the economy larger than transportation, tourism, or agriculture.

As shown in Americans for the Arts' Arts & Economic Prosperity IV study, the nonprofit arts industry alone generates \$135.2 billion annually in economic activity, supports 4.13 million full-time jobs in the arts and related industries and returns \$9.59 billion in federal taxes.

In New Mexico, nearly one in 10 jobs is related to arts and culture. It's one of the main drivers of New Mexico's economy.

That's why today, I, Sen. Udall, am introducing legislation that recognizes the power of the creative economy and helps artists, entrepreneurs and communities continue to grow and create jobs and opportunities. Crafted over many years and with input from many organizations, the bill would make minor adjustments to existing federal programs, including those at agencies like the U.S. Department of Commerce and U.S. Department of Treasury. These changes would take steps to better invest in our country's workforce and our creative economy to recognize artists as contributors to the small business community.

For example, artists sometimes struggle to access the capital necessary to finance their small businesses. The bill would require the U.S. Small Business Administration (SBA) to ensure that its loan program criteria assist arts-related businesses. At the U.S. Department of Commerce, the proposal includes provisions for arts-focused business incubators, spanning cultural districts and impacting tourism—which is already an economic driver; since 2003, the percentage of international travelers who include U.S. museum visits on their trip has grown steadily from 18 to 28 percent.

From New York City to tiny Chimayo, New Mexico, the arts are a valuable industry—one that supports jobs, generates government revenue, and is a cornerstone of tourism. Nationally as well as locally, we can give a voice to it all. Today, more than 500 grassroots advocates representing America's diverse tapestry of artists, patrons, cultural and civic leaders from across the country are gathering in Washington for Arts Advocacy Day to drive home the importance of developing strong public policies and increased public funding for the arts.

It's time to push the future forward and support our creative economy in every way—locally, statewide and nationally—in business, government, and civic life. The CREATE Act can harness the transformative power of the arts and of our nation's artists to build our economy and enrich our communities.

*Udall is New Mexico's senior senator, serving since 2009. He sits on the Appropriations; the Commerce, Science and Transportation; the Foreign Relations; the Indian Affairs; and the Rules and Administration committees. Lynch is president and CEO of Americans for the Arts.*

# The Des Moines Register

## The arts mean business in Iowa

By John Pappajohn

August 11, 2015

Ask an outsider what they know about Iowa, and they may say one of three things, CORN ... HOGS ... and FARMLAND. Yes, Iowa is known for its agricultural bounty.

But visit the world-famous Art Institute of Chicago, and you'll undoubtedly run into "American Gothic," a painting universally recognized as a cultural icon — created by Grant Wood, an Iowan.

The explosion in the numbers of artists and arts activities in the 1940s and 1950s left a legacy that continues today, and what may come as a surprise is that in Iowa, the arts serve as an economic driver that attracts companies, creates jobs and grows local and state revenue. Without a doubt, the arts mean business in Iowa.

A recent study by the national nonprofit Americans for the Arts shows that nonprofit arts organizations and their audiences within Iowa's Cultural Corridor of 11 counties alone generate \$80 million annually and support more than 2,500 full-time equivalent jobs. These jobs and related audience expenditures return \$3.3 million in local tax revenue and an additional \$4.1 million in state tax revenue.

And it doesn't stop there. There are 5,834 creative industry businesses in Iowa — which include everything from art museums to graphic art studios — with more than 22,000 employees.

Iowa's rich arts sector includes a full set of major cultural institutions as well as many smaller but impressive arts organizations fueled by strong partnerships with Iowa businesses. In fact, business support for the arts is a vital piece of Iowa's arts funding ecosystem and the city's businesses and arts organizations have banded together to help the city attract and retain talent.

The Principal Financial Group knows the value of the arts — the company started assembling its own art collection back in the 1960s. The art-filled campus is more than an inviting workplace — it has helped attract employees and provide inspiration.

EMC Insurance Companies runs a visual arts competition called Art EMC for current and former Iowa residents. EMC buys several of the submissions to add to its permanent collection. These efforts express company values and culture — adding art to a workplace shows that creativity is valued.

Companies like The Principal Financial Group and EMC have a vested interest in making the region stronger, and the push to make Des Moines more attractive is paying off. The population is growing, unemployment rates are falling, and the number of young people engaged in civic life is increasing. A strong arts scene and a culturally vibrant community is a significant economic driver that shouldn't be overlooked by Iowa's businesses or its elected leaders.

Americans for the Arts will reinforce these messages when they come to Des Moines on August 14 to co-host the Iowa Arts Advocacy Caucus with the Iowa Arts Council, Iowa Alliance for Arts Education, BRAVO Greater Des Moines, NAMM, and the United States Conference of Mayors. The statewide training event will educate arts advocates and messengers at the Iowa Presidential Caucuses, as well as invite presidential candidates to speak on their arts policy position.

Iowa, my home state — a name derived from the Native American word meaning "beautiful land" — can be made even more beautiful as we continue to embrace the arts and recognize the value of partnering with the arts in our businesses. Businesses who care about vibrancy and economic development can feel good about choosing to invest in the arts. The arts matter in Iowa.

*JOHN PAPPAJOHN is on the executive board of Americans for the Arts' Business Committee for the Arts.*

## Template Proclamation

Often, your city council/mayor, county board/executive or even your state legislature/governor will pass a proclamation announcing their support for AEP5 and its findings. Here is a sample template that you can customize to your local needs. For more information on this process, contact Americans for the Arts Government and Public Affairs department at [advocacy@artsusa.org](mailto:advocacy@artsusa.org).

\* \* \* \* \*

WHEREAS, Americans for the Arts, the nation's leading arts research and advocacy organization, conducted its fifth benchmark study of the national economic impact of the nonprofit arts industry in 341 participating study regions across the United States; and

WHEREAS, the *Arts & Economic Impact Prosperity 5* study found that the nonprofit arts industry generates \$[FIGURE] billion annually in economic activity and supports [FIGURE] million jobs—from large urban to small rural communities, and that the nonprofit arts industry annually returns \$[FIGURE] billion in federal income taxes, \$[FIGURE] billion in state government revenue, and \$[FIGURE] billion in local government revenue; and

WHEREAS, the *Arts & Economic Impact Prosperity 5* study found that the nonprofit arts industry in [CITY or STATE] generates \$[FIGURE] annually in economic activity and supports [FIGURE] jobs, and that the nonprofit arts industry annually returns \$[FIGURE] in local government revenue; and

WHEREAS, the *Arts & Economic Prosperity 5* study collected extensive survey data from more than [FIGURE] arts organizations and [FIGURE] audience attendees nationwide and from [FIGURE] local arts organizations and [FIGURE] local attendees; and

WHEREAS, as demonstrated by the *Arts & Economic Prosperity 5* study, the nonprofit arts in [CITY/STATE] substantially contributes to the local economy.

NOW, THEREFORE, BE IT RESOLVED, that the [CITY COUNCIL/MAYOR/COUNTY/STATE LEGISLATURE/GOVERNOR] supports the findings of the *Arts & Economic Prosperity 5* study and urges all local, state, and federal officials to not only recognize the economic and social value of the nonprofit arts, but to also invest in nonprofit arts organizations directly, through their local and state arts agencies, and the National Endowment for the Arts as a catalyst to generate economic impact, stimulate business development, spur urban renewal, attract tourists and area residents to community activities, and to improve the overall quality of life in America's cities.