

## Economic Impact of Cultural Facilities

**Question:** How can you evaluate the economic impact of individual arts facilities?

**Answer:**

The most accurate estimate of an arts facility's economic impact would be to conduct an individualized economic impact study. This report customizes the specific expenditures of the arts organization, building an economic model for a given community.

We have done several economic impact studies of a single organization. The findings in these cases are of jobs, household income, and government revenue generated to the entire city—not just on the neighborhood and nearby businesses.

### [Arts and Economic Prosperity Calculator](#)

Our online Arts & Economic Prosperity Calculator is a free and simple tool available to enable one to estimate an arts organization or community's economic impact. These estimates are based on research findings from the 182 study regions that were part of *Arts & Economic Prosperity IV*, Americans for the Arts' national economic impact study of nonprofit arts and culture organizations and their audiences.

### [Local Impacts of Cultural Facilities](#)

Published in 2007, our *Local Impacts of Cultural Facilities* paper provides an overview of different types of local facilities along with their respective social and economic impact. A literature overview, the annotated bibliography provides a variety of resources on the topic.

Here are a few resources outside of Americans for the Arts that detail the economic impact of individual facilities:

### [AMS Planning and Research Corp](#)

Designed to develop successful ventures in the arts, AMS also conducts studies on the business plans for individual facilities. Its "featured projects" section highlights the individual facilities for which AMS helped develop strategies and achieve organizational goals.

### [Lincoln Center Economic Study](#)

Published by Mt. Auburn, a national leader in creative economy work, this study was one of the prototypes used in the above *Local Impacts of Cultural Facilities* report. It assesses the economic contribution of the Lincoln Centre, a major performing arts venue located in New York City.

### [Overture Center for the Arts Community & Economic Impact Study](#)

In 2010, the Overture Center commissioned AMS Planning and Research to quantify the center's impact on the Greater Madison economy. They found the center encourages cultural tourism, supports jobs, as well as government and residential incomes.

### [Webb Management](#)

Webb Management conducts many feasibility studies and business plans for individual facilities.

Some are available online, and offer helpful information on how facilities have positioned themselves to gain support.

**[Why Cities Should be More Skeptical of New Cultural Centers and Expansions](#)**

Author Kristen Capps dissuades civic leaders from assuming acquiring cultural centers means automatic success. The article cites examples of various practices in major U.S. cities such as LA, Chicago, and Philadelphia.