

Arts and Economic Prosperity 6!

Include the Cost-Sharing Partner Fee in your FY2021-23 Budgets

After a one-year postponement, the Arts & Economic Prosperity 6 study will take place during 2022. **Americans for the Arts seeks 250 partner organizations to participate in AEP6**, our sixth national economic impact study of America's nonprofit arts and cultural industry. Previous partners have included local arts agencies, community foundations, economic development agencies, chambers of commerce, performing arts centers, and more. **It will be more important than ever to demonstrate that, even in the wake of COVID-19 and the resulting economic recession, the arts will provide a significant boost as we recharge the economy in America's local communities.** The arts will draw people out of the homes and back into community life—spending time with each other and spending their money with local merchants. Studies indicates that audiences cannot wait to return, and we'll be there to capture it when they do!

To join the list of interested partners, receive upcoming update, or request a contract:
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Timeline (see other side for detailed project schedule)

Contracts are available now. Contracts must be completed by September 30, 2021. Data collection begins on January 1, 2022. Final reports will be delivered by May 31, 2023. All national, statewide, and local findings will be released in June 2023.

Data Collection

- *Organizations will be surveyed about their budgets/attendance for the **FY that ends in 2022***
- *Audience surveys will be collected throughout **calendar year 2022***

Partner Requirements/Responsibilities

- Provide a comprehensive list of the nonprofit arts and cultural organizations in your region
- Follow up with organizations that do not complete the organizational survey
- Collect 800 audience-intercept surveys from attendees in your community

Subsidized Cost-Sharing Partner Fees

- \$6,000 for a local region with a population of fewer than 100,000 people
- \$9,000 for a local region with a population of 100,000 or more people
- Fees for statewide partners will be calculated individually based on the size and scope of the required data collection effort and the complexity of the economic modeling
 - The local partner fee will be cut in half (i.e., \$3,000 or \$4,500 depending on the population) for all communities located within statewide partners
- Local communities that include multiple counties and/or cross state lines will require an additional fee of \$1,200 due to complexities in data analysis and economic modeling
- Discounts ranging from \$50 to \$1,000 will be provided to organizations that are professional members of Americans for the Arts (depending on the level of membership)
- This study is being subsidized in part by the Ruth Lilly Fund for Americans for the Arts

Payment Schedule

The partner fee can be payable in three equal installments spread over three fiscal years. (The fee can also be paid in full upon initiation of the contract.)

ARTS & ECONOMIC PROSPERITY 6—PRELIMINARY SCHEDULE

DUE DATE	RESPONSIBLE PARTY	TASK REQUIRED
09-30-2021	Study Partners	Partner contract is due to Americans for the Arts. The initial payment of one third of the cost-sharing partner fee is due to Americans for the Arts upon approval of the signed contract (partners may pay the entire fee up front if they choose). Contracts are available now.
12-15-2021	Americans for the Arts	Study Welcome Packets are distributed to the study partners. They include the survey instruments, detailed instructions for the data collection effort, and background information about the study.
01-01-2022	Study Partners	Surveying begins at cultural events taking place in each of the participating communities using the audience-expenditure survey.
04-15-2022	Study Partners	First quarterly batch of audience-intercept surveys is due to Americans for the Arts.
06-30-2022	Study Partners	The comprehensive list of eligible nonprofit arts and cultural organizations located in each region is due to Americans for the Arts.
07-15-2022	Study Partners	Second quarterly batch of audience-intercept surveys is due to Americans for the Arts.
07-31-2022	Study Partners	Second payment of one third of the cost-sharing participation fee is due to Americans for the Arts.
09-15-2022	Americans for the Arts	The web-based organizational expenditure survey is disseminated to all eligible nonprofit arts and cultural organizations in each participating study region via Americans for the Arts' proprietary economic impact survey. This "smart survey" will adapt to the size and complexity of each respondent, significantly reducing the participation burden.
10-15-2022	Study Partners	Third quarterly batch of audience-intercept surveys is due to Americans for the Arts.
10-30-2022	Americans for the Arts	Initial deadline for the organizational expenditure survey to be submitted to Americans for the Arts by all eligible nonprofit arts and cultural organizations. The abbreviated version of the survey is distributed to organizations that did not respond.
11-30-2022	Study Partners	Deadline for the abbreviated version of the organizational expenditure survey to be submitted by eligible nonprofit arts and cultural organizations. The study partners begin their targeted follow-up efforts with the major and mid-sized non-responding organizations.
01-15-2023	Study Partners	Final quarterly batch of audience-intercept surveys is due to Americans for the Arts.
1-31-2023	Study Partners	Final deadline for completion of the data collection effort from eligible nonprofit arts and cultural organizations located in each study region.
02-15-2023	Americans for the Arts	Data entry and data cleaning of all survey data is completed. Data analysis and economic modeling commences.
05-31-2023	Americans for the Arts	The study partners each receive a private URL from which to download their customized final reports and other project materials.
June 2023	Americans for the Arts	Findings from <i>Arts and Economic Prosperity 6</i> are released by Americans for the Arts in collaboration with all of the study partners.
July 2023	Study Partners	Final payment of one third of the cost-sharing participation fee is due to Americans for the Arts.