

Economic Impact of the Nonprofit Arts and Culture Industry

Total Economic Activity	\$166.3 Billion
Direct Spending by Nonprofit Arts and Cultural Organizations	\$63.8 Billion
Direct Spending by Cultural Audiences	\$102.5 Billion
Total Full-Time Equivalent Jobs Supported	4.6 Million
Total Household Income Generated	\$96.1 Billion
Total Government Revenue Generated	\$27.5 Billion
Federal Income Tax Revenue	\$12.9 Billion
State Government Revenue	\$7.7 Billion
Local Government Revenue	\$6.9 Billion

- Arts organizations are responsible businesses, employers, and consumers. Spending by nonprofit arts and culture organizations—just a fraction of the total arts and entertainment industry—was an estimated \$63.8 billion during 2015, and leveraged an additional \$102.5 billion in event-related spending by cultural audiences. This \$166.3 billion in total economic activity supported 4.6 million full-time equivalent jobs and generated \$27.5 billion in total government revenue.
- Spending by arts audiences pumps vital revenue into the local economy. When patrons attend a cultural event, they may pay for parking, eat dinner at a restaurant, shop in local retail stores, and have dessert on the way home. Based on the 212,691 audience-intercept surveys conducted for this study, the typical arts attendee spends \$31.47 per person, per event, beyond the cost of admission. And, nonlocal attendees spend more than twice as much as their local counterparts (\$47.57 vs. \$23.44).
- From large urban cities to small rural towns, *Arts & Economic Prosperity 5* demonstrates that the arts are an industry that supports jobs, generates government revenue, and is a cornerstone of tourism. Business and elected leaders need not feel that a choice must be made between arts funding and economic prosperity. This study proves that they can choose both. Nationally as well as locally, the arts mean business!