

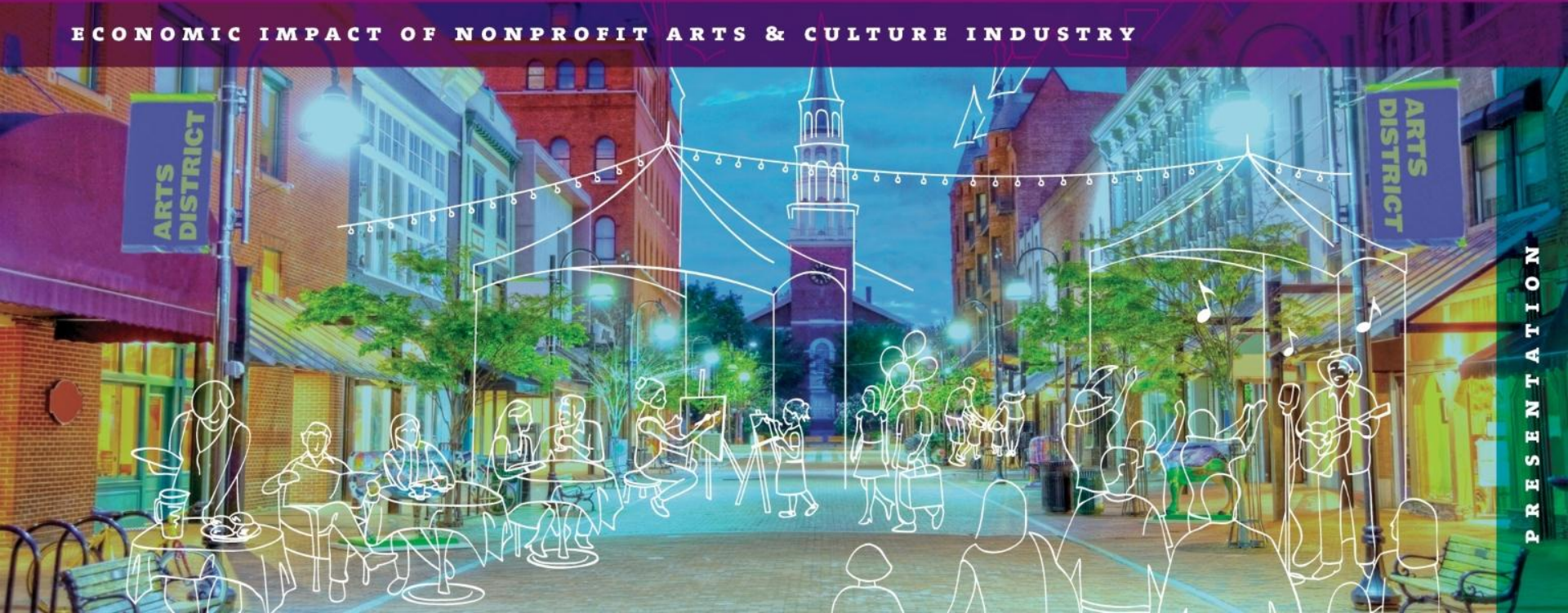
ARTS &



ECONOMIC PROSPERITY IV

National Findings

ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURE INDUSTRY

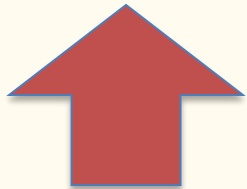


PRESENTATION

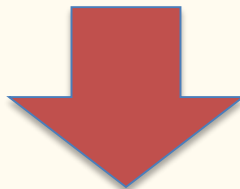
Most Comprehensive Study Ever All 50 States + D.C.



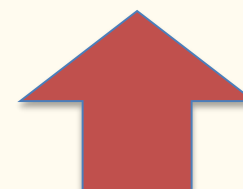
Arts and the “Great Recession” Changes between 2005 and 2010



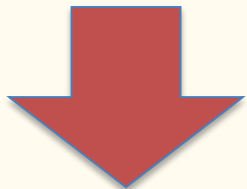
Unemployment
5.1% to 9.7%



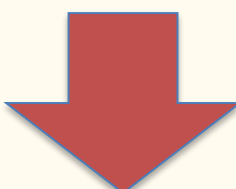
Consumer
Confidence
101 to 54



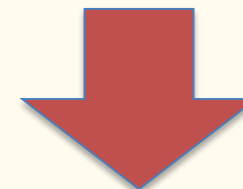
Home Foreclosures
Tripled:
885,000 to 2.9 million



Spending on recreation,
entertainment, shopping:
\$192 to \$164 billion



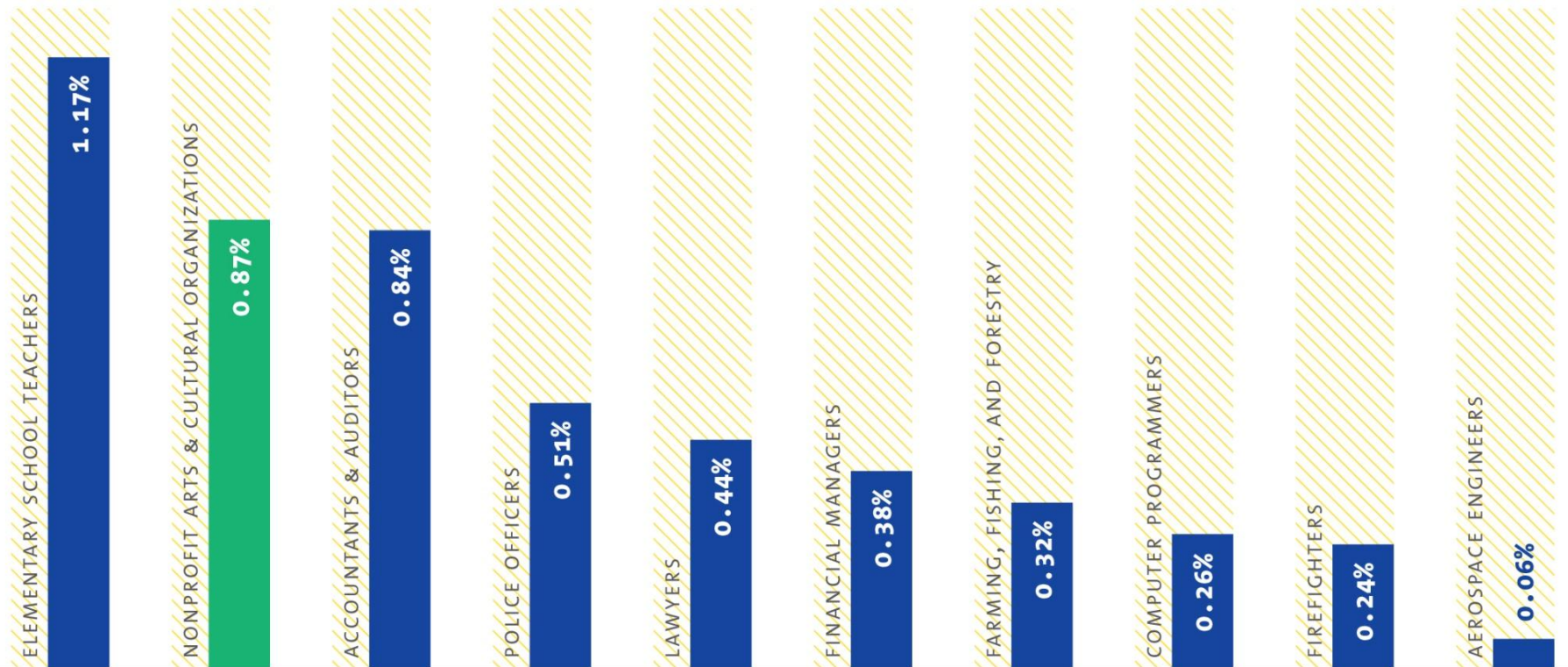
Live attendance:
arts and sports



Jobs in tourism,
food & beverage

1.1 Million Jobs Supported Directly by Nonprofit Arts Organizations

PERCENTAGE OF U.S. WORKFORCE (2010)



Will You Travel for a Cultural Experience?

Q: If this event were not happening, would you have traveled to another community to attend a similar cultural experience?

	LOCAL ATTENDEES	NON-LOCAL ATTENDEES	ALL CULTURAL ATTENDEES
NO, I WOULD HAVE SKIPPED THE CULTURAL EXPERIENCE ALTOGETHER	30.8%	27.0%	29.6%
NO, I WOULD HAVE REPLACED IT WITH ANOTHER NEARBY CULTURAL EXPERIENCE	27.7%	20.6%	25.4%
YES, I WOULD HAVE TRAVELED TO A DIFFERENT COMMUNITY	41.5%	52.3%	45.0%

(National results)

How a Dollar is Re-Spent in a Community . . .



Nonprofit Arts & Culture Industry

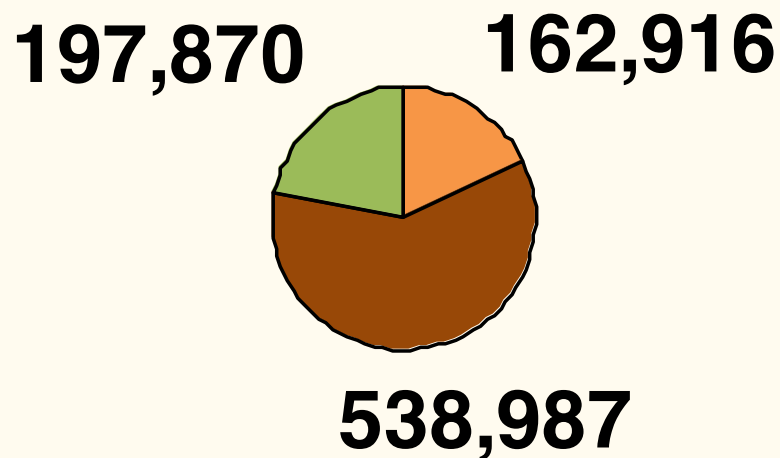
Organizations	\$103.4 Million
Audiences	\$ 38.9 Million
Total	\$142.3 Million

- ✓ Supports 3,868 FTE jobs
- ✓ Generates \$9.9 million in government revenue

Arts Volunteerism in Delaware

- **13,270 volunteers donated 596,036 hours in 2010 (\$12.7 million value)**
- **Average organization: 44.9 volunteers who donated 152.5 hours each**
- **Value of 2010 volunteer hour = \$21.36**

Population by County, Total = ~900k





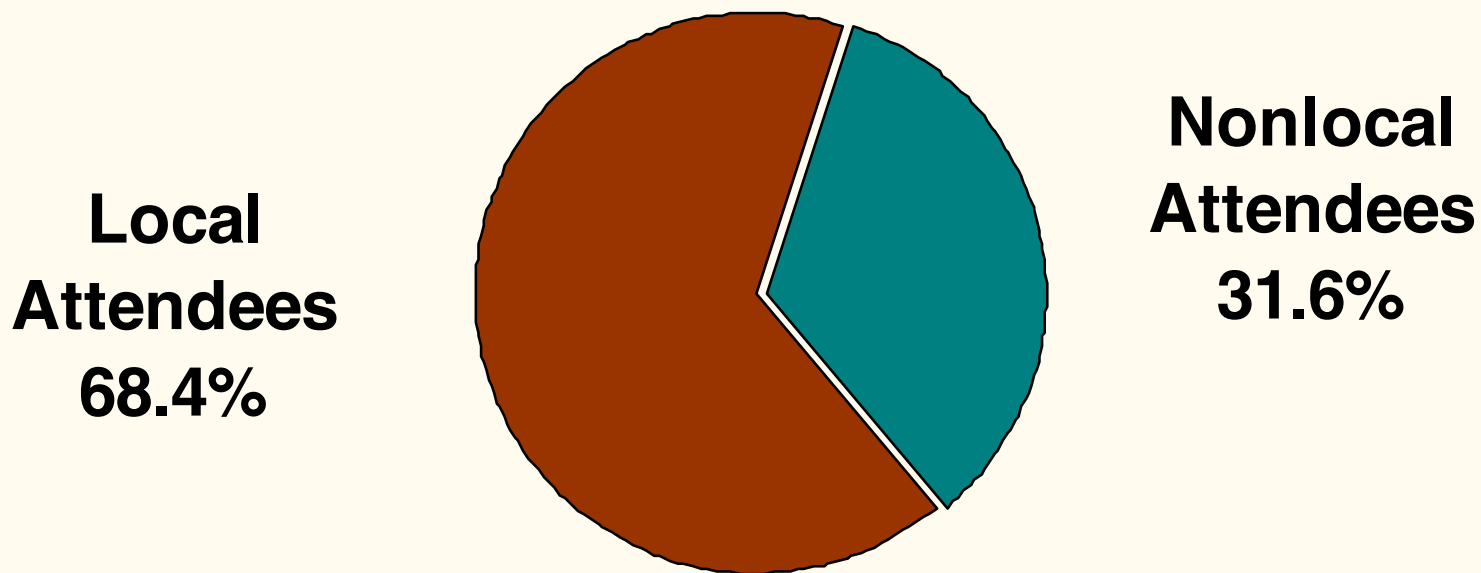
Economic Impact of Nonprofit Arts & Culture Industry

\$142.4 Million Annual Expenditures (2010)

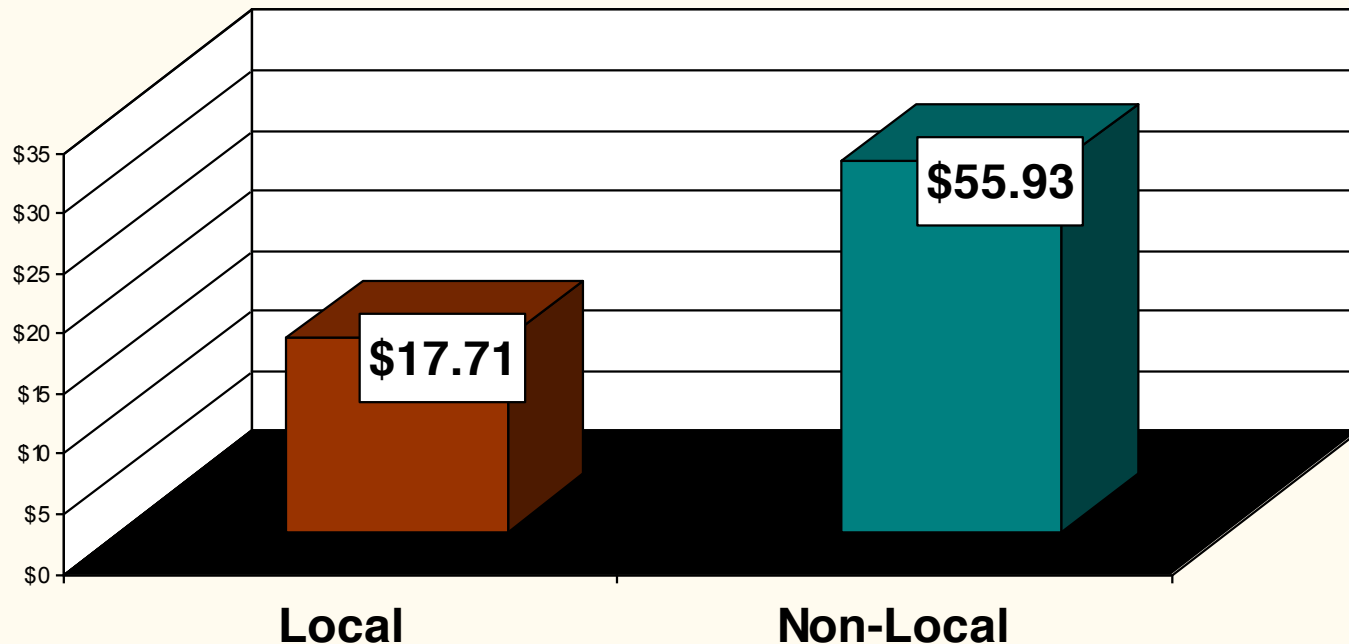
(Delaware/New Castle County)

	Delaware	New Castle County
Full-time equivalent jobs	3,868	2,399
Resident Household Income	\$112,337,000	\$69,549,450
Local Government Revenue	\$1,704,000	\$1,055,825
State Government Revenue	\$8,235,000	\$5,099,389

Local vs. Nonlocal Attendees in Delaware

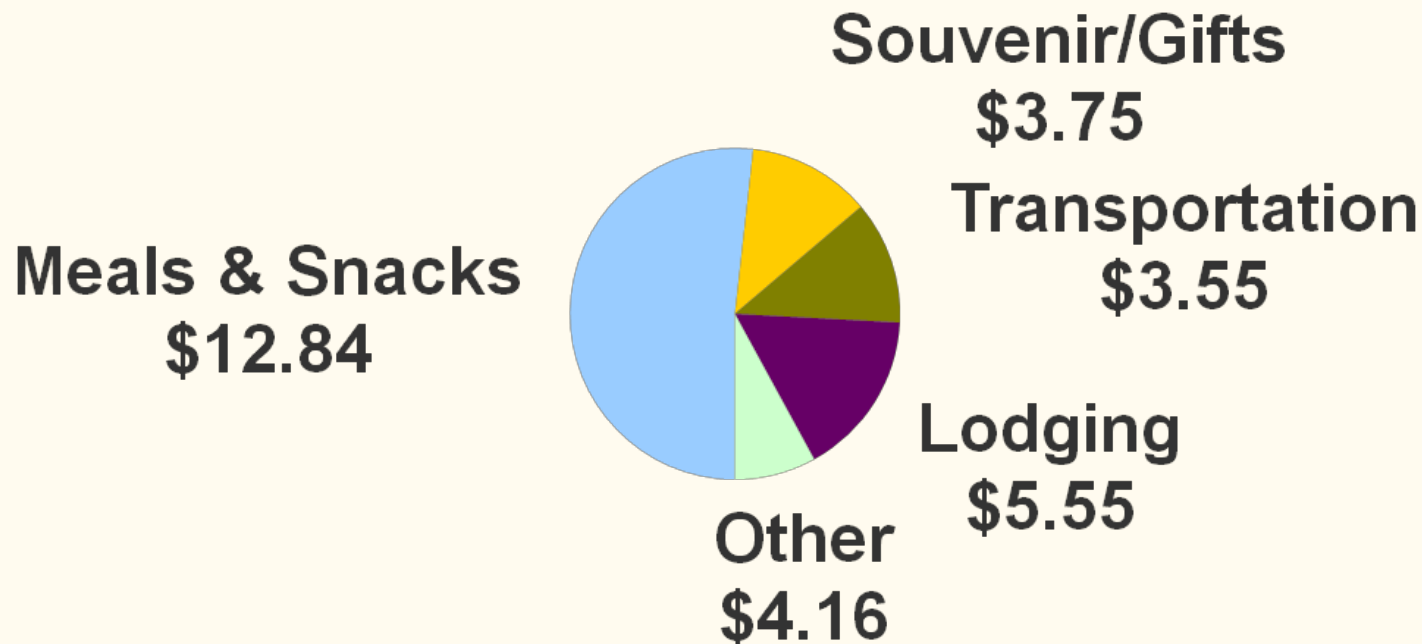


Event-Related Spending *Local vs. Nonlocal Audiences*



79.2 percent of nonlocal attendees said: "this arts event is their primary purpose for their trip."

Delaware Attendees Spent \$29.80 Per Person, Per Event



Arts & Economic Prosperity IV **6 Take-Aways for Delaware**

- 1. \$142.3 million industry**
- 2. Supports 3,868 jobs (among top 10 DE employers)**
- 3. Generates \$9.9 million in local/state revenue**
- 4. Attendees spend \$29.80 per person (beyond admission)**
- 5. Resilient in tough economic times**
- 6. If arts aren't available here, economic impact won't be either**

National AEP4 Research Partners





The Arts Mean Business!

www.artsdel.org/AEPIV

www.AmericansForTheArts.org/EconomicImpact