

# ARTS & ECONOMIC PROSPERITY 5

THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES



CREATING **JOBS**. GENERATING **COMMERCE**. DRIVING **TOURISM**.

## *Delaware*

#AEP5



# Most Comprehensive Study Ever!

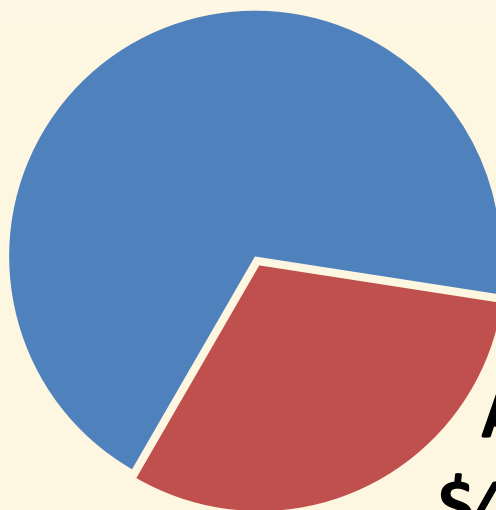
341 Study Regions in all 50 States—*Including Delaware*





## \$149,903,883 in Spending in Delaware (2015)

**Organizations  
\$103.6 Million**



**Audiences  
\$46.3 Million**



## Jobs Supported (FTE) in Delaware

**4,062**



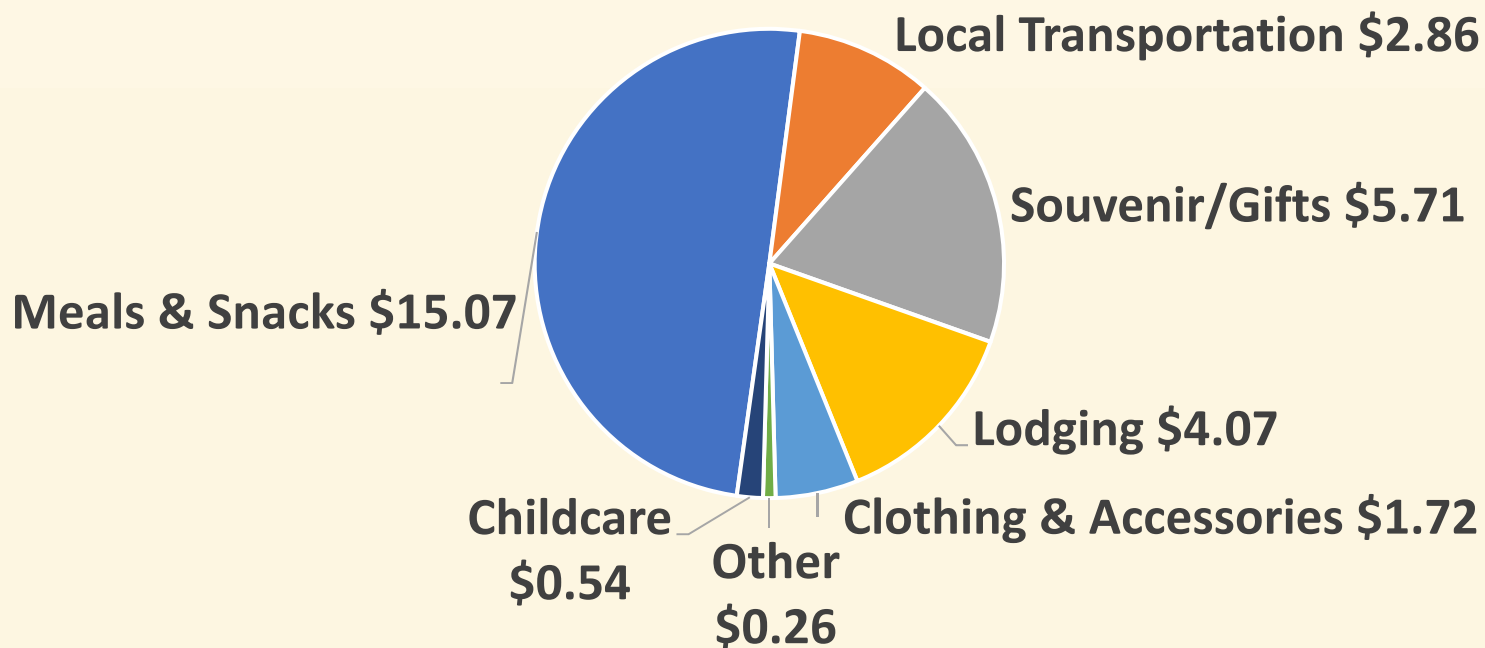
## Delaware State & Local Government Revenue

**\$10,452,000**

**(\$8.6m State + \$1.8m Local)**



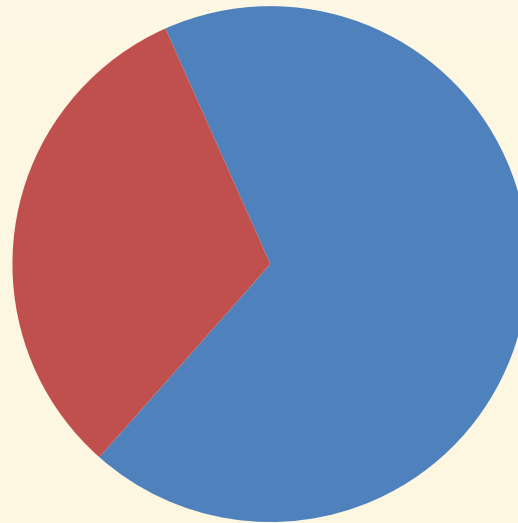
## Delaware Attendees Spent \$30.24 Per Person, Per Event





## Delaware Audiences: Local vs. Non-Local

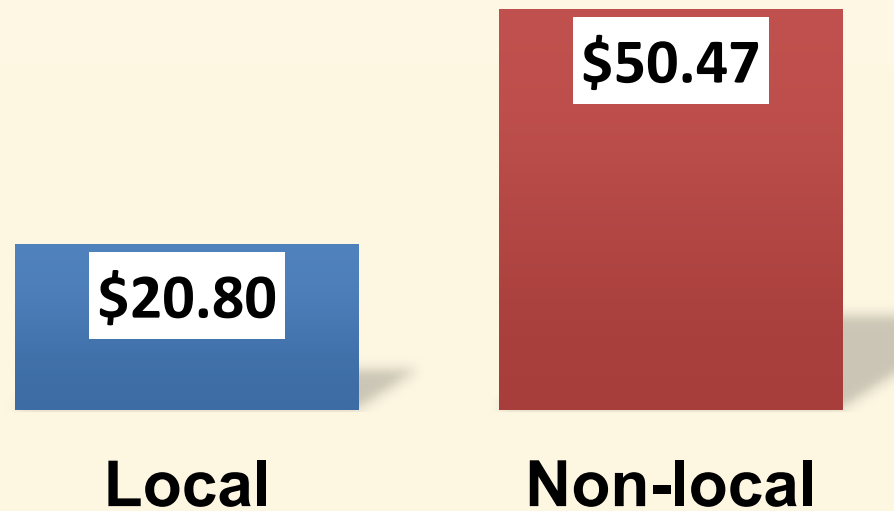
**Non-Local**  
**32%**



**Local**  
**68%**



## Delaware Event-Related Spending *Local vs. Non-Local*



81.8 percent of non-local attendees said, "This arts event is the primary purpose for my trip."





## Arts Volunteerism in Delaware

- **7,707 volunteers**
- **441,526 hours**
- **\$10.4 million value**

**(2015 volunteer hour = \$23.56)**



## Americans Value The Arts

**82%**

of Americans believe  
arts & culture are  
important to local  
businesses and the  
economy

**87%**

of Americans believe arts  
& culture are important  
to quality of life

**Source:** Americans for the Arts  
2016 survey of 3,020 adults  
by Ipsos Public Affairs



## Americans Value The Arts

**63%**

believe the arts “lift me up beyond everyday experiences”

**73%**

say the arts are a “positive experience in a troubled world”

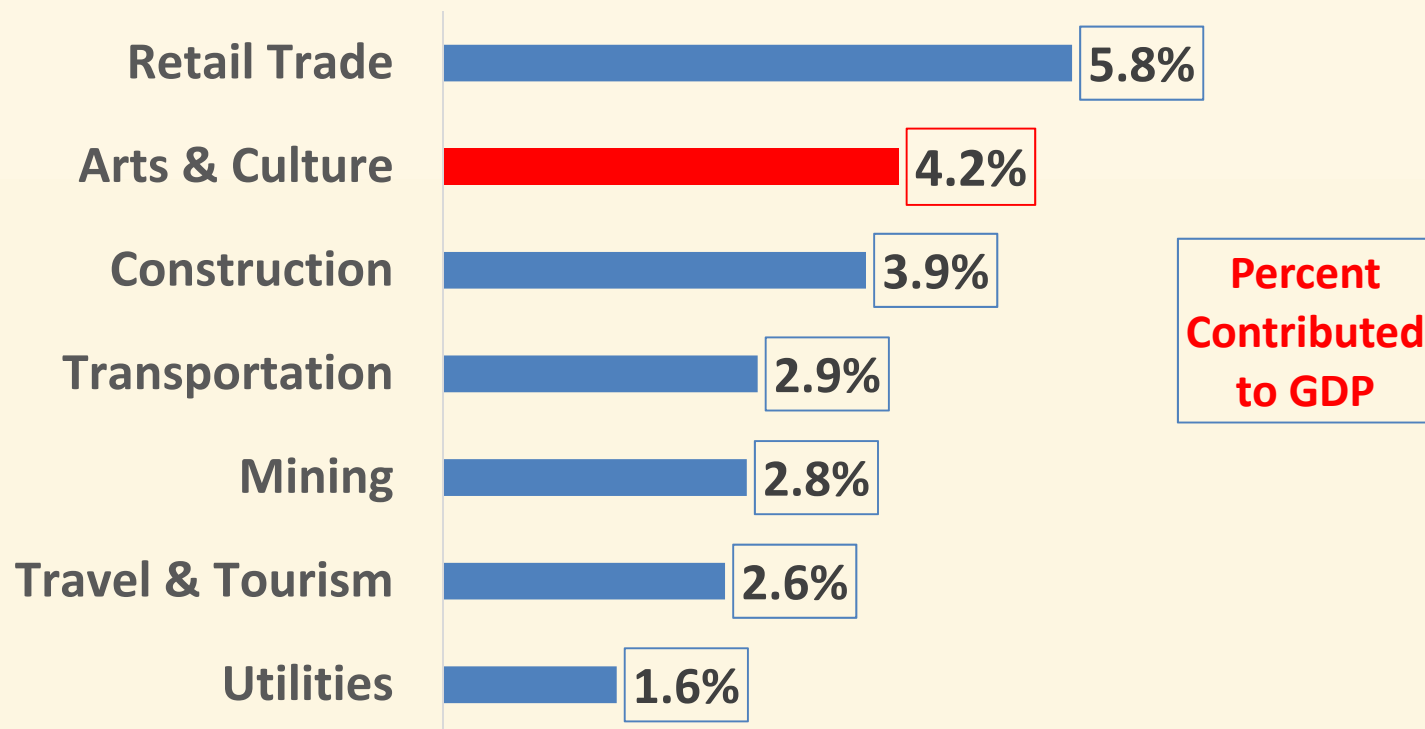
**64%**

feel “pure pleasure to experience and participate in [the arts]”

**Source:** Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs



## All U.S. Arts Industries (2014) \$730 Billion = 4.2 Percent of GDP



Source: U.S. Bureau of Economic Analysis



## You Make the Difference!

- ✓ Get your AEP5 numbers and tools at [www.ArtsUSA.org/AEP5](http://www.ArtsUSA.org/AEP5)
- ✓ Tell your arts story again and again . . . Do one of these per month!
  1. Chamber of Commerce Arts Breakfast
  2. Rotary Club Lunch
  3. Editorial Board meeting
  4. City/County Council work session
  5. Arts funders lunch
  6. Email your Members of Congress TODAY!
- ✓ Join the [ArtsActionFund.org](http://ArtsActionFund.org). It's free!

# ARTS & ECONOMIC PROSPERITY 5



## AEP5 National Partners



#AEP5

**ARTS &**  
ECONOMIC PROSPERITY 5



AMERICANS  
for the  
**ARTS**

# ***The Arts Mean Business!***

**[AmericansForTheArts.org/AEP5](http://AmericansForTheArts.org/AEP5)**

***[rcohen@artsusa.org](mailto:rcohen@artsusa.org)***

**@ArtsInfoGuy**

**#AEP5**