The Arts mean BUSINESS

- Website Programmers
- IT Support
- Graphic Designers
- Newspapers
- Email Marketing
- Social Media Strategists
- Printers
- Designers
- Website Programmers
- Bookkeepers

Robert L. Lynch
President and CEO
Americans for the Arts

“The arts inspire us, soothe us, provoke us, involve us, and connect us. But they also create jobs and contribute to the economy.”

$81 Million
Audience Spending
+$87 Million
Organization Spending

$168 Million
Total Economic Impact

$84 Million
Household Income

$10.5 Million
Revenue to Local & State Government

4,460 (FTE) Jobs Supported

Region’s Economic Impact
Greater Than Entire States

$123 Million
Vermont
$150 Million
Delaware
$151 Million
Rhode Island
$168 Million
Southeastern CT

Southeastern CT = 8% of CT Population
Southeastern CT = 21% of Total CT Economic Impact

That event looks great
Got my ticket
Dinner & a show
Curtain goes up

Southeastern Connecticut (defined as New London County) participated as an individual study region.

Event-Related Spending by Southeastern CT Audiences
(excluding cost of admission)

Total Attendance (2015)
3.2 Million

Average Spending
$25.77 per person per event

Total Audience Spending
$81 Million

Southeastern CT’s Nonprofit Arts & Cultural Organizations

Retain Local DOLLARS

66% of arts & culture event attendees are local

78% visited “specifically to attend this art & cultural event”

Attract Visitor DOLLARS

55% would have “traveled to a different community to attend a similar cultural event”

Non-locals spend 133% more than residents

Arts and Economic Prosperity® 5 (AEP5) was conducted by Americans for the Arts, the nation’s nonprofit organization for advancing the arts in America.

AEP5 was the first time that Southeastern Connecticut participated as an individual study region.

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Support for the Cultural Coalition’s participation in the AEP5 study comes from:
The Alva Greenberg Fund, Charter Oak Federal Credit Union, Norwich Community Development Corporation, The Town of Stonington, and Borough of Stonington.

Participation in Southeastern Connecticut
In Southeastern Connecticut, 70 of the 223 eligible nonprofit arts and cultural organizations participated in the organization survey—a participation rate of 31.4 percent.

The results are based solely on actual survey data collected. No estimates have been made to account for nonparticipating eligible organizations.

Audience-intercept surveying was conducted to measure event-related spending by nonprofit arts and culture audiences. 786 arts and cultural audience members completed a short survey while attending a performance, event, or exhibit in Southeastern Connecticut during calendar year 2016. Thank you to the Cultural Coalition Partners who assisted with the audience-intercept surveys during their events.

Participating Arts & Cultural Organizations
1801 Richard Douglass House; Ancient Order of Hibernians; Artreach (Southeastern CT); Avery Memorial Association; Avery-Copp Museum; Best Production Company; Children’s Museum Of Southeastern Connecticut; Colchester Historical Society; Connecticut College - Onstage Series; Connecticut Songwriters Association Inc; Connecticut Storytelling Center; Denison Pequotsepos Nature Center; East Lyme Historical Society; East Lyme Puppetry Project; Eastern Connecticut Ballet; Eastern Connecticut Symphony Orchestra; Emerson Theater Collaborative; Eugene O’Neill Theater Center; Expressiones Cultural Center Inc; Florence Griswold Museum; Garde Arts Center Inc; Greater Mystic Chamber of Commerce; Griffis Arts Center; Groton Public Library; Higher Edge; Horses Healing Humans; Hygienic Art; Indian & Colonial Research Center; Interdistrict School For Arts And Communication Inc; Jonathan Trumbull Jr. House Museum, LLC; La Grua Center; Lebanon Historical Society; Ledyard Historical Society Inc; Lyman Allyn Art Museum; Lyme Art Association; Mashantucket Pequot Museum & Research Center; Mohegan Sun; MS17 Art Project; Musical Masterworks; Mystic & Noank Library; Mystic Art Association; Mystic Ballet; Mystic Seaport; National Coast Guard Museum Association; National Theatre Of The Deaf; New London Chapter Of The American Guild Of Organists; New London Community Orchestra; New London County Historical Society; New London Landmarks; New London Main Street; New London Maritime Society; Noank Mystic Community Band; Norwich Arts Council; Norwich Historical Society; Old Lyme Midsummer Festival; OPSAIL Connecticut; Out; Preston Historical Society; Salt Marsh Opera; Sea Research Foundation D/B/A Mystic Aquarium; Slater Memorial Museum; Society of the Founders of Norwich/Leffingwell House; Southeastern Connecticut Cultural Coalition; Southeastern Connecticut Television; Stonington Community Center; Stonington Free Library; Stonington Historical Society; U.S. Navy Submarine Force Museum and Historic Ship Nautilus; Visual Art Library; and Writer’s Block Ink.

Cultural Event Attendees Audience-Intercept Survey Assistance
Children’s Museum of Southeastern CT, Connecticut College-onStage, Eugene O’Neill Theater Center, Florence Griswold Museum, Arts Center, Greater Mystic Chamber of Commerce/Mystic Outdoor Arts Festival, La Grua Center, Allyn Art Museum, Mitchell College/Jaden Events, Mystic Aquarium, Mystic Seaport, Norwich Arts Center, Norwich Historical Society, Otis Library, Reliance House Gallery, and Slater Memorial Museum