ARTS & ECONOMIC PROSPERITY 5
THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES

CREATING JOBS. GENERATING COMMERCE. DRIVING TOURISM.
Southeastern Connecticut
#AEP5
Most Comprehensive Study Ever!
341 Study Regions in all 50 States—Including Southeastern CT-NL County
Local Sponsors:

- Alva Greenberg Fund
- Charter Oak Federal Credit Union
- Norwich Community Development Corporation
- Town of Stonington
- Borough of Stonington
- Minuteman Press New London/Norwich
Conducted in 2016

70 participating NONPROFIT arts & cultural orgs
(223 eligible, 31.4% participation rate)

Required 800 audience intercept surveys

Southeastern CT = New London County

Groundbreaking study for NLC
Arts and culture are food for the soul and put food on the table.
That event looks great!

Got my ticket!

Dinner & a show

Curtain goes up

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

- Gas
- Parking
- Dinner
- Ushers
- Box Office Staff
- Contractors

- Producers
- Performers
- Choreographers
- Set Designers
- Costumes
- Janitors

- Printers
- Designers
- Website Programmers
- Bookkeepers

#AEP5
Southeastern CT Economic Impact

$168 Million
(2015)
$168 Million in Spending (2015)

Arts and Cultural Organizations
$87 Million

Arts and Cultural Audiences
$81 Million
Jobs Supported (FTE)

4,460
Household Income Paid to Residents

$84 Million
Revenue to State & Local Government

$10.5 Million
Putting SECT in perspective

- Vermont pop. 626,562, $123
- Delaware pop. 935,614, $150
- Maine pop. 1.3m, $151
- Southeastern CT pop. 273,676, $168
## Putting SECT in perspective

<table>
<thead>
<tr>
<th></th>
<th>Southeastern CT</th>
<th>Median of Similar Study Regions (Pop. = 250,000 to 499,000)</th>
<th>National Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Industry Expenditures</td>
<td>$168 Million</td>
<td>$88 Million</td>
<td>$35 Million</td>
</tr>
<tr>
<td>Full-Time Equivalent Jobs</td>
<td>4,460</td>
<td>2,844</td>
<td>1,131</td>
</tr>
<tr>
<td>Total Organizational Expenditures</td>
<td>$87 Million</td>
<td>$33 Million</td>
<td>$15.7 Million</td>
</tr>
</tbody>
</table>
## Putting Arts in Perspective

<table>
<thead>
<tr>
<th>Region</th>
<th>Population</th>
<th>Org Spending</th>
<th>Audience Spending</th>
<th>Total Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middlesex County</td>
<td>164,943</td>
<td>$20.8 M</td>
<td>$11.1 M</td>
<td>$32 M</td>
</tr>
<tr>
<td>Northwest Region</td>
<td>184,993</td>
<td>$21.4 M</td>
<td>$12.8 M</td>
<td>$34 M</td>
</tr>
<tr>
<td>New Haven Area</td>
<td>570,001</td>
<td>$114.8 M</td>
<td>$19.8 M</td>
<td>$134 M</td>
</tr>
<tr>
<td>Southeastern CT</td>
<td>273,676</td>
<td>$87.1 M</td>
<td>$81.2 M</td>
<td>$168 M</td>
</tr>
<tr>
<td>(8% of CT )</td>
<td></td>
<td>(16% of CT)</td>
<td>(29% of CT)</td>
<td>(21% of CT)</td>
</tr>
<tr>
<td>Fairfield County</td>
<td>945,438</td>
<td>$148.6 M</td>
<td>$86.6 M</td>
<td>$235 M</td>
</tr>
<tr>
<td>STATE OF CT</td>
<td>3,596,677</td>
<td>$515.3 M</td>
<td>$282 M</td>
<td>$797 M</td>
</tr>
</tbody>
</table>
SECT = 8% of CT’s population
21% of CT’s Total Economic Impact
Arts & Cultural Audiences

3.2 Million Attendees in 2015
Audiences

Non-Local 34%

Local 66%
Retain *Local* DOLLARS

- **66%** of arts & culture event attendees are local

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

Attract *Visitor* DOLLARS

- **78%** visited "specifically to attend this arts & cultural event"

- Non-locals spend **133%** more than residents
Attendees Spent $25.77 Per Person, Per Event
Arts Volunteerism in Southeastern CT

- 5,025 volunteers
- 242,803 hours
- $5.7 million value
CT and National Findings

Connecticut
- $797 Million Economic Impact
- Supports 23,000 Jobs
- $72.3 Million in Revenue to Local and State Coffers

Nationally
- $166.3 Billion in Economic Activity
- Supports 4.6 Million Jobs
- $27.5 Billion in Government Revenue
All U.S. Arts Industries (2014)
$730 Billion = 4.2 Percent of GDP

Source: U.S. Bureau of Economic Analysis
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
The Arts Mean Business in Southeastern CT!
Available on our website: www.CultureSECT.org/AEP5

• Full AEP5 report
• Summary report
• Infographic handout
• Powerpoint presentation
• List of 70 participating organizations
• Economic impact calculator for individual organizations
AEP5 National Partners
The Arts Mean Business!