

ARTS & ECONOMIC PROSPERITY 5

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



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

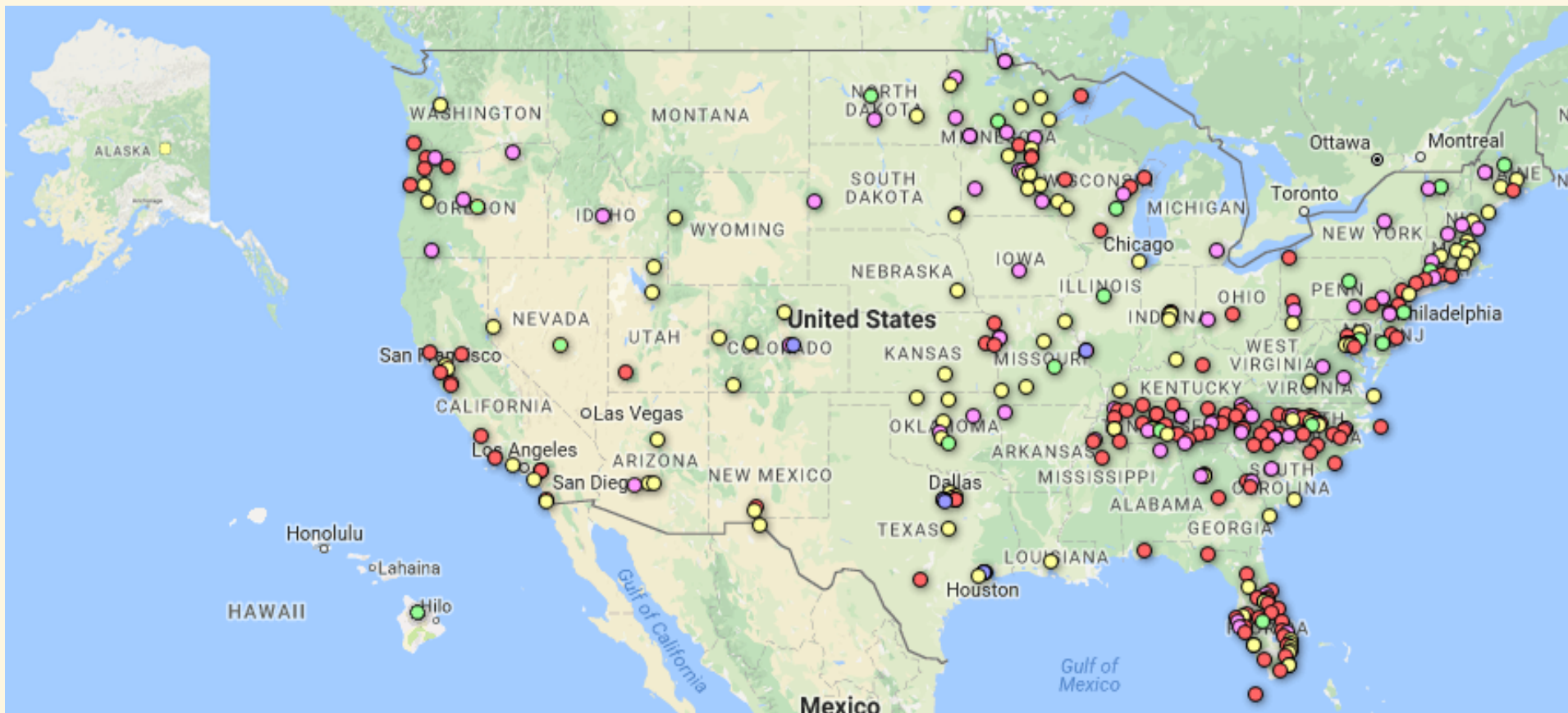
Southeastern Connecticut

#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**



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

That event
looks
great!

Got my
ticket!

- Printers
- Designers
- Website
Programmers
- Bookkeepers

Curtain
goes up

Dinner & a
show

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

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



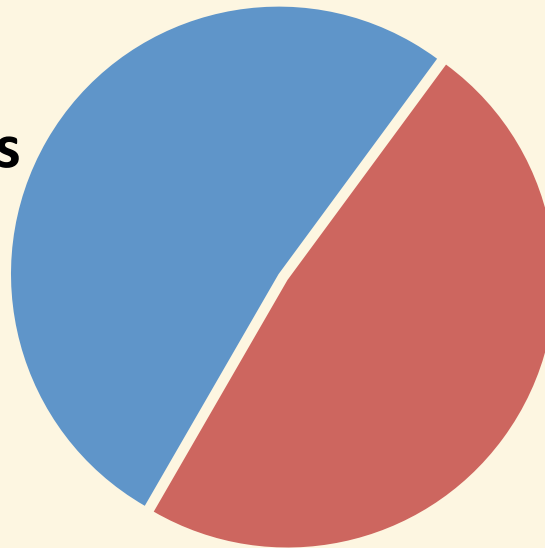
Southeastern CT Economic Impact

**\$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

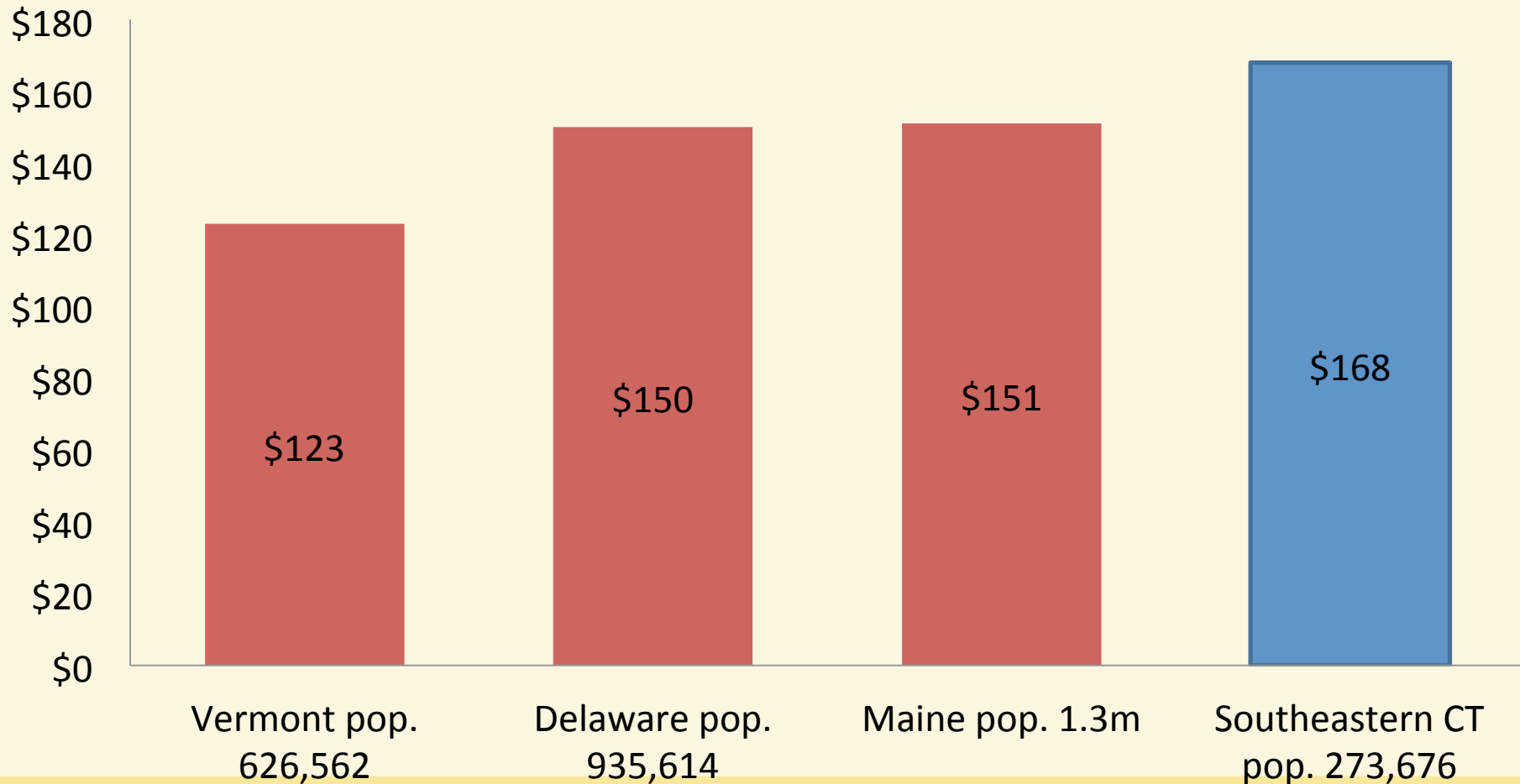


Revenue to State & Local Government

\$10.5 Million



Putting SECT in perspective





Putting SECT in perspective

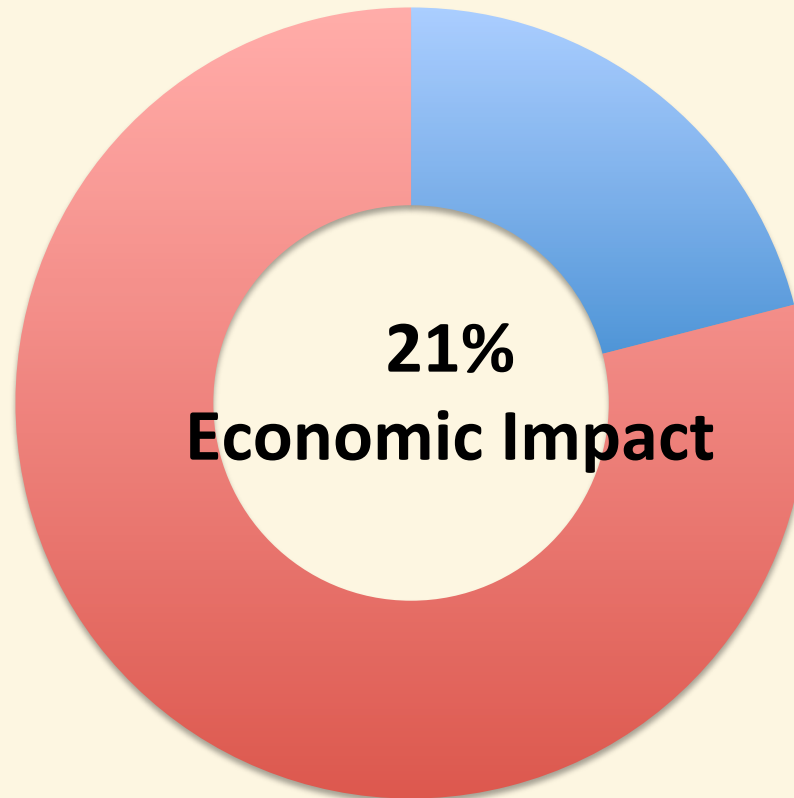
	Southeastern CT	Median of Similar Study Regions (Pop. = 250,000 to 499,000)	National Median
Total Industry Expenditures	\$168 Million	\$88 Million	\$35 Million
Full-Time Equivalent Jobs	4,460	2,844	1,131
Total Organizational Expenditures	\$87 Million	\$33 Million	\$15.7 Million



Region	Population	Org Spending	Audience Spending	Total Economic Impact
Middlesex County	164,943	\$20.8 M	\$11.1 M	\$32 M
Northwest Region	184,993	\$21.4 M	\$12.8 M	\$34 M
New Haven Area	570,001	\$114.8 M	\$19.8 M	\$134 M
Southeastern CT	273,676	\$87.1 M	\$81.2 M	\$168 M
	(8% of CT)	(16% of CT)	(29% of CT)	(21% of CT)
Fairfield County	945,438	\$148.6 M	\$86.6 M	\$235 M
STATE OF CT	3,596,677	\$515.3 M	\$282 M	\$797 M



SECT = 8% of CT's population
21% of CT's Total Economic Impact



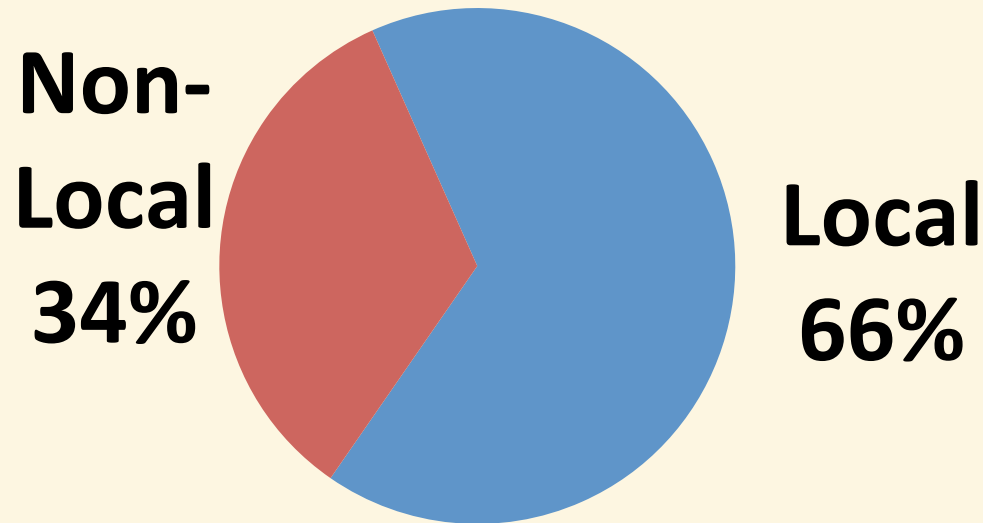


Arts & Cultural Audiences

**3.2 Million
Attendees in 2015**



Audiences





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"

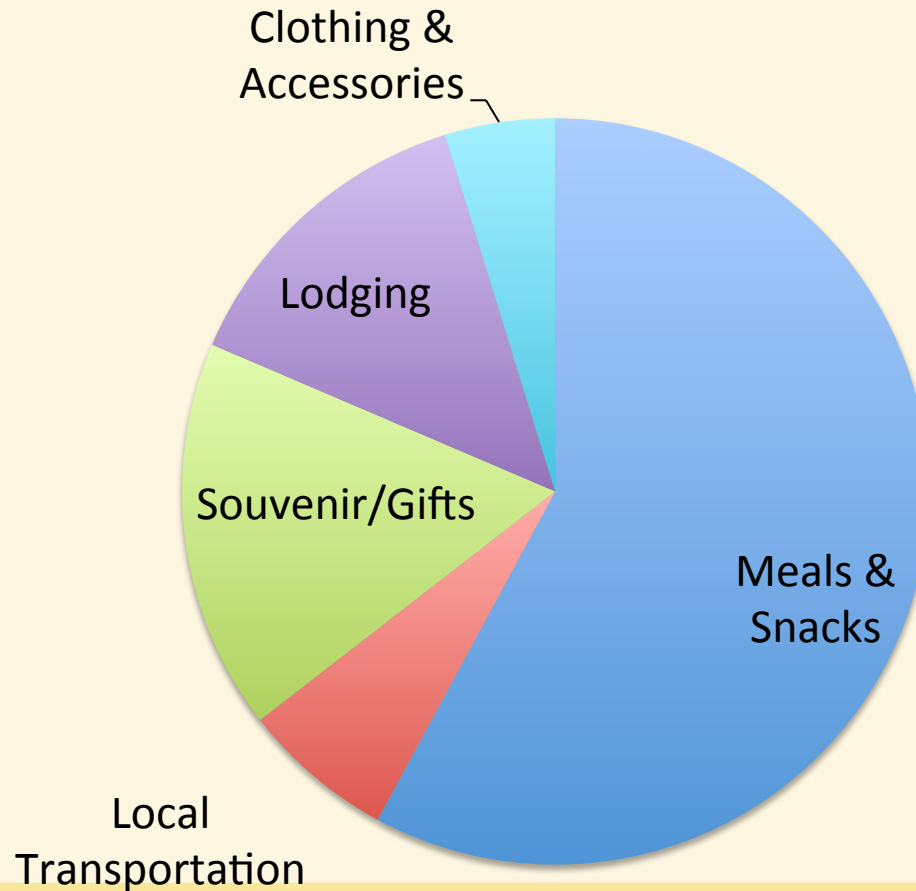
Attract *Visitor* DOLLARS

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

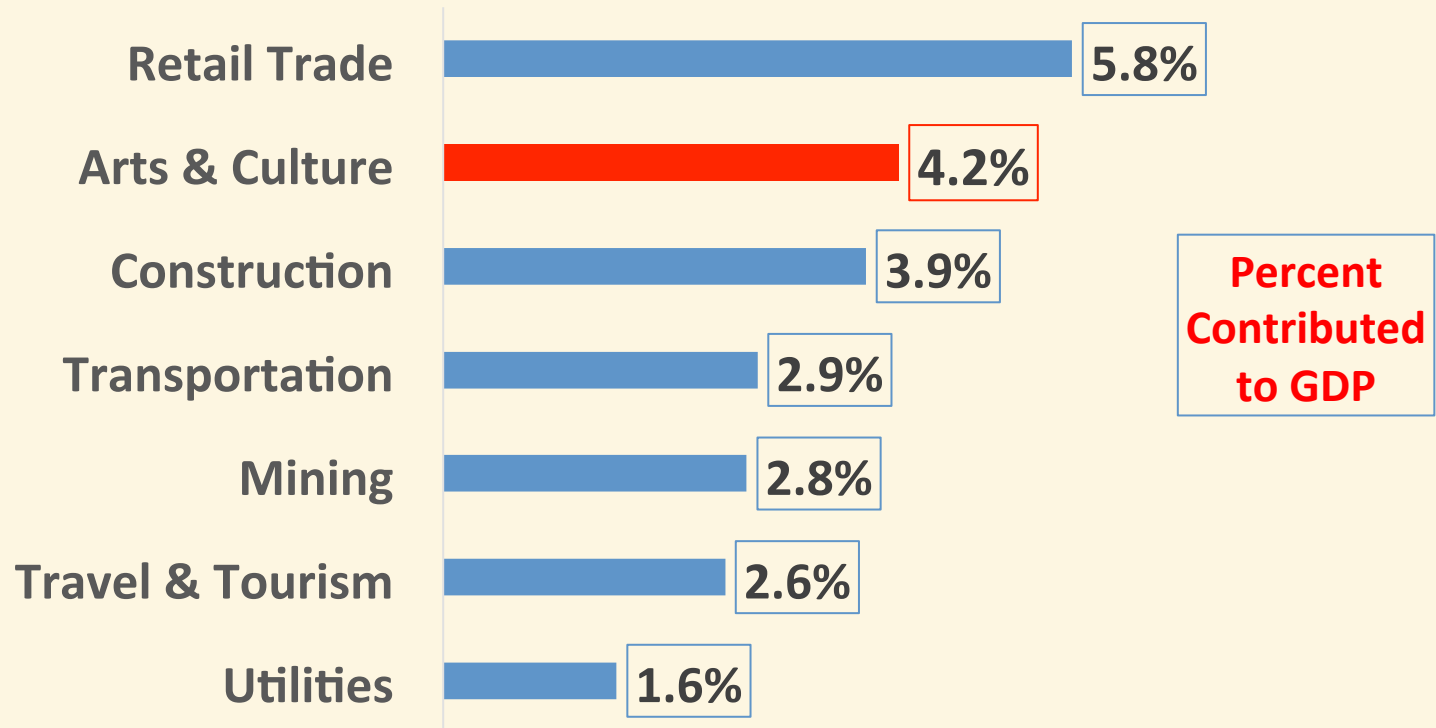
- \$797 Million Economic Impact
- Supports 23,000 Jobs
- \$72.3 Million in Revenue to Local and State Coffers

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!