

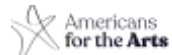


**CULTURAL COALITION**  
serving southeastern & northeastern CT

# **Southeast CT Region**

## **AEP6 Findings Information Session**

**Nov. 13, 2023**





# Arts & Economic Prosperity 6:

## The Economic and Social Impact Study of Nonprofit Arts & Culture Organizations & Their Audiences

Every day, more than 100,000 nonprofit arts and culture organizations in the U.S. are making their communities better places to live and work by beautifying spaces, fueling creativity, celebrating diversity, and bringing joy to residents.

Arts and culture organizations are also businesses. They employ people locally, purchase goods and services from nearby businesses, and produce the authentic cultural experiences that are magnets for visitors, tourists, and new residents.

AEP6 uses a rigorous methodology to document the economic contributions of the arts and culture industry, demonstrating locally as well as nationally, nonprofit arts and culture are a critical economic driver of vibrant communities.

The study shows us that when we invest in arts and culture, the ripple effects strengthen our economy beyond the amount of the initial public investment.



# National Economic Impact

America's nonprofit arts and culture sector is a **\$151.7 billion industry**

This economic activity supports **2.6 million jobs**, provides **\$101 billion in personal income** to residents, and generates **\$29.1 billion in government revenue**.

AEP6 uses a highly regarded, conservative approach to analyze the economic impact of nonprofit arts and culture organizations. This includes goods and services purchased from area businesses and local employment.

- Total spend by arts and culture organizations: **\$73.3 billion**

AEP6 is the only national study that also incorporates the event-related spending by arts and culture audiences. When attendees go to an arts and culture event, they may also pay for parking, eat dinner at a restaurant, enjoy dessert after the show, and return home to pay child or pet care.

- Event-related spending by arts and culture audiences: **\$78.4 billion**

# State Economic Impact

## Arts & Culture Supports the CT Economy

In Connecticut, the study included **717** participating nonprofit arts and culture organizations and **6,429** attendees/audience members.

AEP6 was conducted by Americans for the Arts in partnership with the Connecticut Office of the Arts and the state's regional arts service organizations. Thank you to the CT Arts Alliance for providing a Connecticut AEP6 summary.

**\$954M**

Total Economic Activity  
in 2022

CT nonprofit arts & cultural  
organizations & their audiences

**\$606M**

Spending by Arts & Cultural  
Organizations

**\$348M**

Event-related Spending by  
Arts & Cultural Audiences

# State Economic & Social Impact

## Arts & Culture Supports CT Tourism

Arts & cultural patrons who travel from outside the state **spend 63% more than** in-state patrons (\$46.70 each vs \$28.66) in addition to the cost of admission.

**Out-of-state visitors are drawn to Connecticut for our arts and culture.\***

*\*80% of nonlocal patrons reported that the primary purpose of their visit to Connecticut was “specifically to attend the performance, event, exhibit, venue, or facility” where they were surveyed.*



# State Social Impact

## Arts & Culture

### Supports

### Strong Communities

Connecticut arts & cultural patrons were asked about the importance of arts and culture to community life.

What was heard statewide, was similar to findings locally and across the country:

86% said it is **“important that future generations also be able to have that cultural experience.”**

88% agreed that the cultural experience **“inspir[es] a sense of pride in this neighborhood or community.”**

85% agreed that they **“would feel a great sense of loss if this activity or venue were no longer available.”**



# Southeast Connecticut Region Economic Impact

## Arts & Culture Supports the Local Economy

In the Southeast Connecticut Region served by the Cultural Coalition, the AEP6 study included **80** participating nonprofit arts and culture organizations and **738** audience surveys collected from May 2022 through June 2023 (see detailed list on Cultural Coalition website).

**\$183M**

Total Economic Activity  
in 2022

Southeast CT nonprofit arts &  
cultural organizations & their  
audiences

**\$82M**

Spending by Arts & Cultural  
Organizations

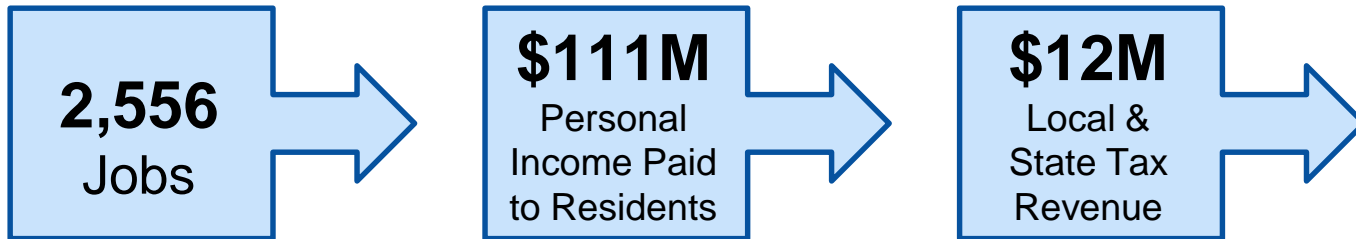
**\$101M**

Event-related Spending by  
Arts & Cultural Audiences

# Southeast Connecticut Region Economic Impact

## Arts & Culture “Ripple Effect” within the Local Economy

Economists measure how many times a dollar is respent in, or ripples through, a community before it leaks out. By tracking the dollar flow between hundreds of finely detailed industries in each community, researchers can determine the economic impact of local spending by nonprofit arts and culture organizations on jobs, household income, and government revenue.





# Southeast Connecticut Region Economic Impact

## Event-Related Spending by Arts & Culture Audiences

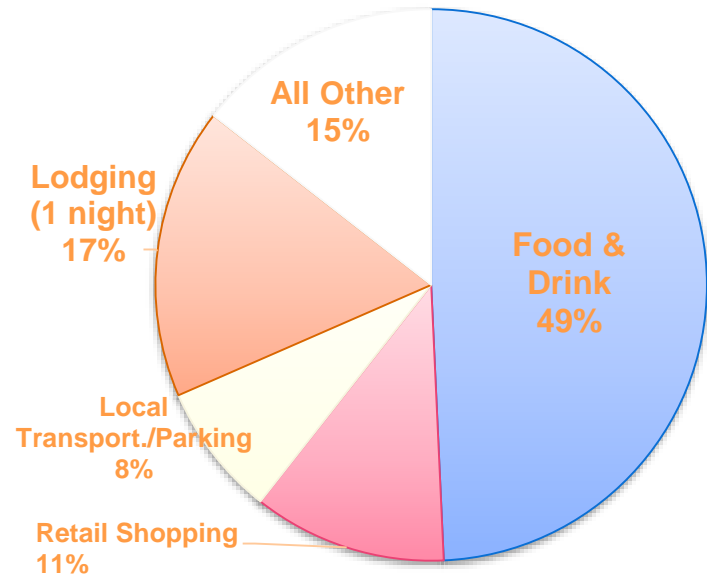
A typical arts & culture attendee in the region spends

**\$32.33** per person, per event

beyond the cost of admission.

Unlike most other industries, arts & cultural organizations induce large amounts of event-related spending by their audiences, on items such as meals, parking, and lodging.

This drives commerce to local merchants and fosters a “ripple effect” of economic development within the community.



# RESOURCES YOU CAN USE

1

## Visit Cultural Coalition AEP6 webpage:

[culturesect.org/arts-economic-prosperity-6-study-aep6/](http://culturesect.org/arts-economic-prosperity-6-study-aep6/)

For information, summaries and full reports for Northeast CT Region, Southeast CT Region, Connecticut and National.

2

## Download Travel Party and Demographic data from AEP6 Audience Surveys:

[Northeastern CT Region](#)

[Southeastern CT Region](#)

3

## Use [AEP6 Economic Impact Calculator](#)

Input information to calculate the economic impact of your organization (or a group of organizations).

- Population of your Community (data provided)
- Your Organization's Total Operating Expenses
- Total Attendance to Your Organization's In-Person Events

4

## Advocate for Funding. Tell your story!

Tell legislators, municipal leaders and funders about your personal arts & culture experiences.

Use the regional and/or organizational numbers to show the economic impact of arts and culture in our community.