



**ARTS &**  
ECONOMIC PROSPERITY 6

# The Economic & Social Impact of Nonprofit Arts & Culture Industry

*Northeastern Connecticut Region!*  
*(Windham County)*

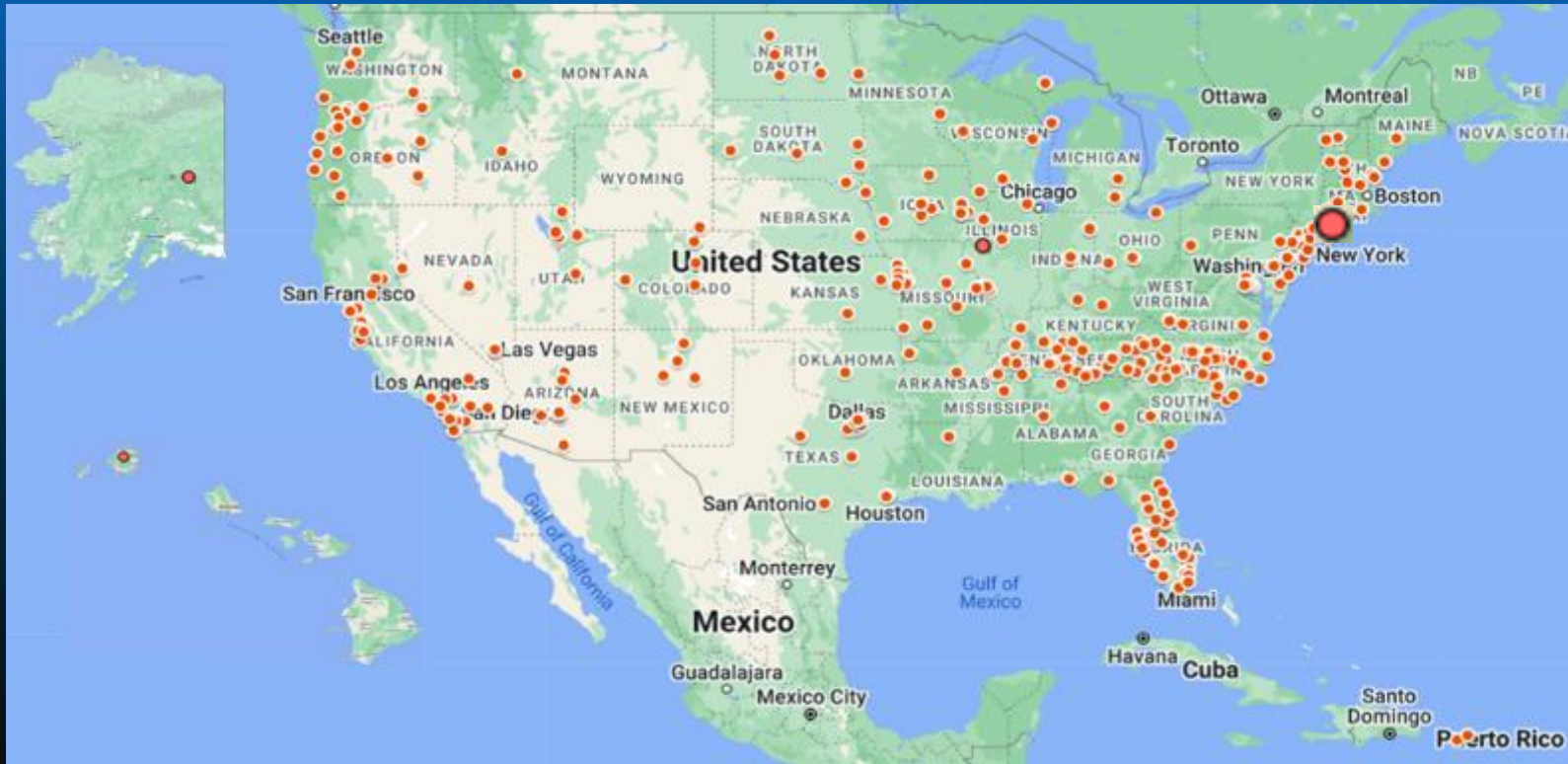
**April 1, 2024**

**Randy Cohen**  
**Americans for the Arts**

**@ArtsInfoGuy**

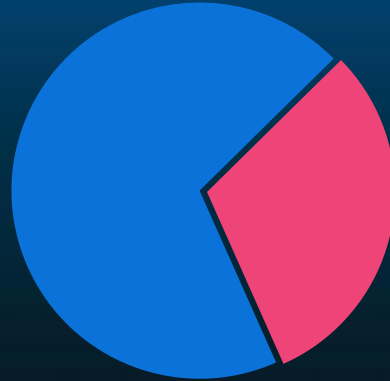
# Most Comprehensive Study Ever!

373 Study Regions in all 50 States and Puerto Rico.



# \$12.7 Million in Spending (2022)

Organizations  
\$8.8 Million



Audiences  
\$3.9 Million



# Jobs Supported

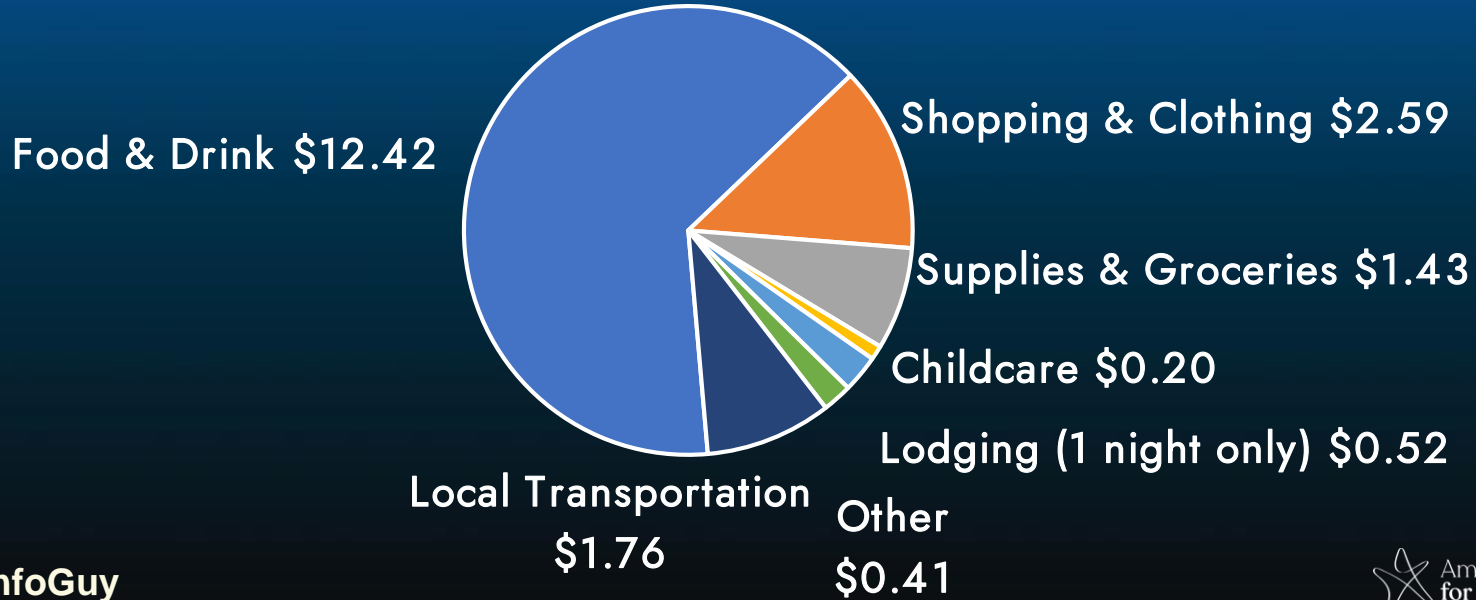
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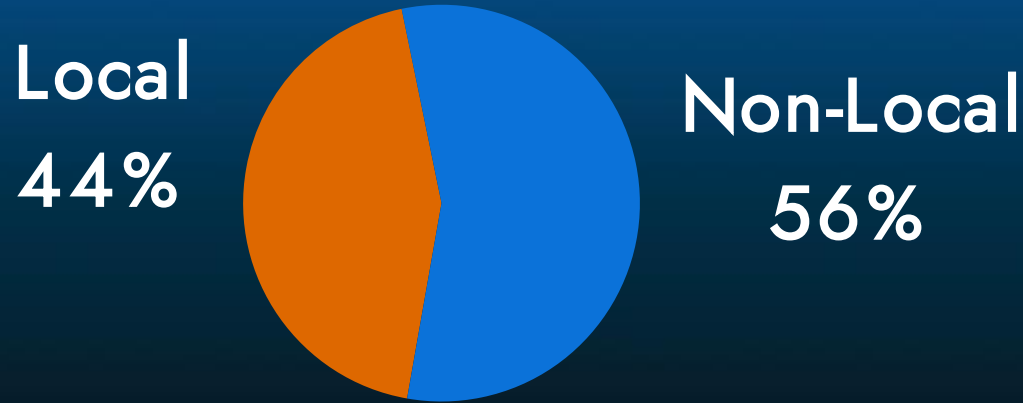
# Government Revenue (Local, State, Federal)

# \$2.4 Million

# Attendees Spent \$19.33 Per Person, Per Event

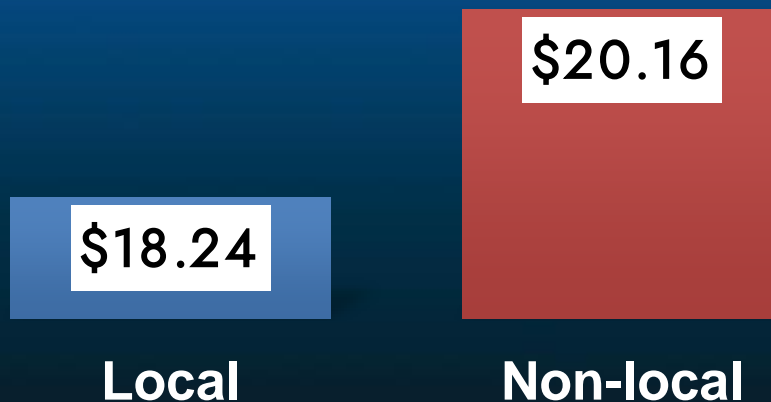


# Audiences: Local vs. Non-Local



(Nonlocal = Outside Windham County)

# Event-Related Spending Local vs. Non-Local



96% of nonlocal attendees said, "This arts event is the primary purpose for my trip."





# Social Impact Responses By Arts & Culture Attendees

**77%** “. . . Pillar for me within my community.”

**87%** “. . . Inspires a sense of pride.”

**84%** “. . . Preserved for future generations.”



# Arts Volunteerism

- **3,559 Volunteers**
- **66,000 Hours**
- **\$2.3 Million Value**

**(Value of 2022 volunteer hour in Connecticut = \$34.56)**

# AEP6 National Partners



# Arts & Culture is Valued by the Public



**86%**

say arts and culture is "important to their community's quality of life and livability."

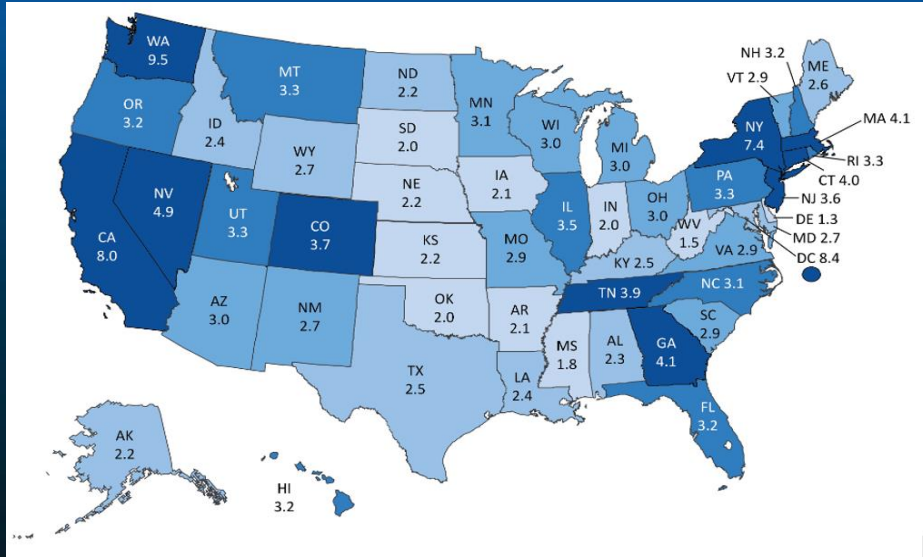


**79%**

believe arts and culture is "important to their community's businesses, economy, and local jobs."

# Arts & Creative Economy in Connecticut

## \$12.8 Billion — 4.0% of GSP — 54,741 Jobs



Bigger than Construction,  
Education, and Transportation!

Accelerates economic recovery

Diversifies economy

Stimulates statewide job growth

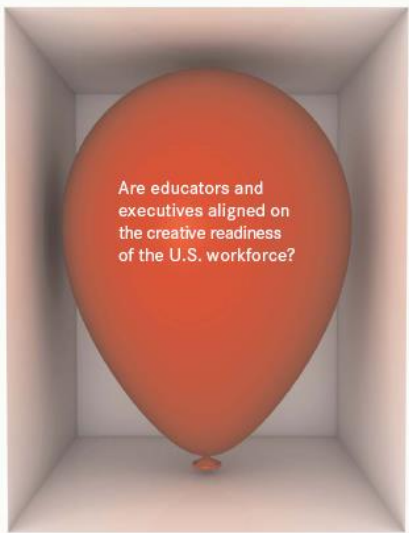
*U.S.: \$1.1 Trillion — 4.3% of GDP — 5.2 Million Jobs (2022)*

Source: U.S. Bureau of Economic Analysis



# Ready to Innovate

RESEARCH REPORT  
R-1424-05-RR



Are educators and  
executives aligned on  
the creative readiness  
of the U.S. workforce?

Trusted  
Insights for  
Business  
Worldwide



# Thomas Südhof

## Nobel Prize for medicine:

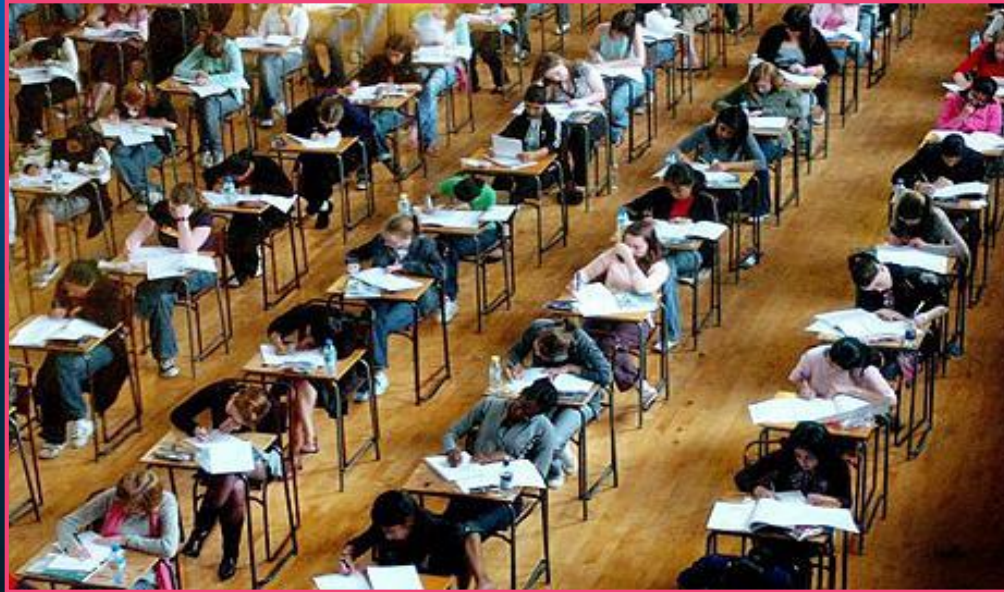
“I owe it all to my bassoon teacher”



- Drive for excellence
- Visual thinking
- Pattern recognition
- Problem solving
- Perseverance



# Improved Academic Performance





# Arts Promote Physical and Emotional Healing



- ✓ Shorter hospital stays
- ✓ Fewer medical visits
- ✓ Reduced medications
- ✓ Lowers depression
- ✓ Strengthens mental health
- ✓ *Saves money!*



# Arts Build Empathy & Understanding

**72%**

agree that the arts and culture provide shared experiences with people of different races, ethnicities, ages, beliefs, etc.

**63%**

say that the arts and culture helps them better understand other cultures in their community.



# Claim Your Impact

1. What is the message?
2. Who gets the message?
3. Who delivers the message?

***Golden Rule: No story without a number,  
and no number without a story!***



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