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

204
Government Revenue
(Local, State, Federal)

$2.4 Million
Attendees Spent $19.33 Per Person, Per Event

- Food & Drink: $12.42
- Shopping & Clothing: $2.59
- Supplies & Groceries: $1.43
- Childcare: $0.20
- Lodging (1 night only): $0.52
- Local Transportation: $1.76
- Other: $0.41
Audiences: Local vs. Non-Local

Local 44%  Non-Local 56%

(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.”

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