The Economic & Social Impact of Nonprofit Arts & Culture Industry

Southeastern Connecticut Region!

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Randy Cohen
Americans for the Arts
Most Comprehensive Study Ever!
373 Study Regions in all 50 States and Puerto Rico.
$183.2 Million in Spending (2022)

Organizations
$82.1 Million

Audiences
$101.2 Million
Jobs Supported

2,556
Government Revenue
(Local, State, Federal)

$33.9 Million
Attendees Spent $32.33 Per Person, Per Event

- Food & Drink $15.93
- Shopping & Clothing $4.99
- Supplies & Groceries $1.74
- Childcare $0.39
- Lodging (1 night only) $5.52
- Local Transportation $2.53
- Other $1.23

@ArtsInfoGuy
Audiences: Local vs. Non-Local

- Local: 63%
- Non-Local: 37%

(Nonlocal = Outside New London County)
81% of nonlocal attendees said, “This arts event is the primary purpose for my trip.”
Social Impact Responses By Arts & Culture Attendees

78% “. . . Pillar for me within my community.”

86% “. . . Inspires a sense of pride.”

83% “. . . Preserved for future generations.”
Arts Volunteerism

- 4,698 Volunteers
- 178,000 Hours
- $6.1 Million Value

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