



**ARTS &**  
ECONOMIC PROSPERITY 6

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

*Southeastern Connecticut Region!*

**April 1, 2024**

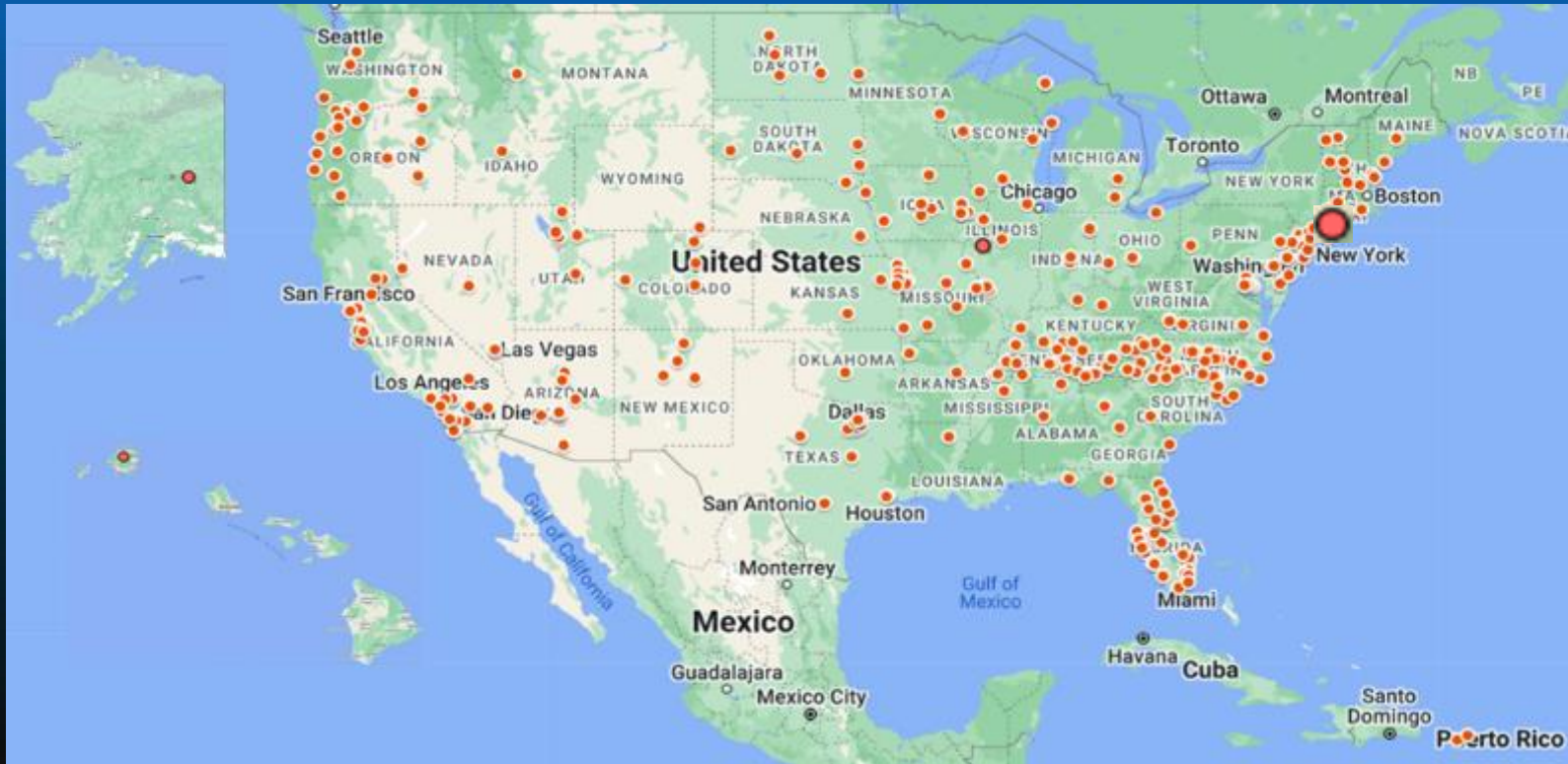
**Randy Cohen**

**Americans for the Arts**

**@ArtsInfoGuy**

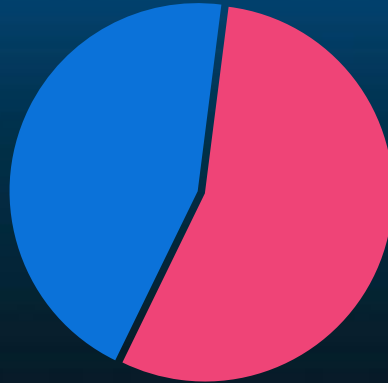
# Most Comprehensive Study Ever!

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

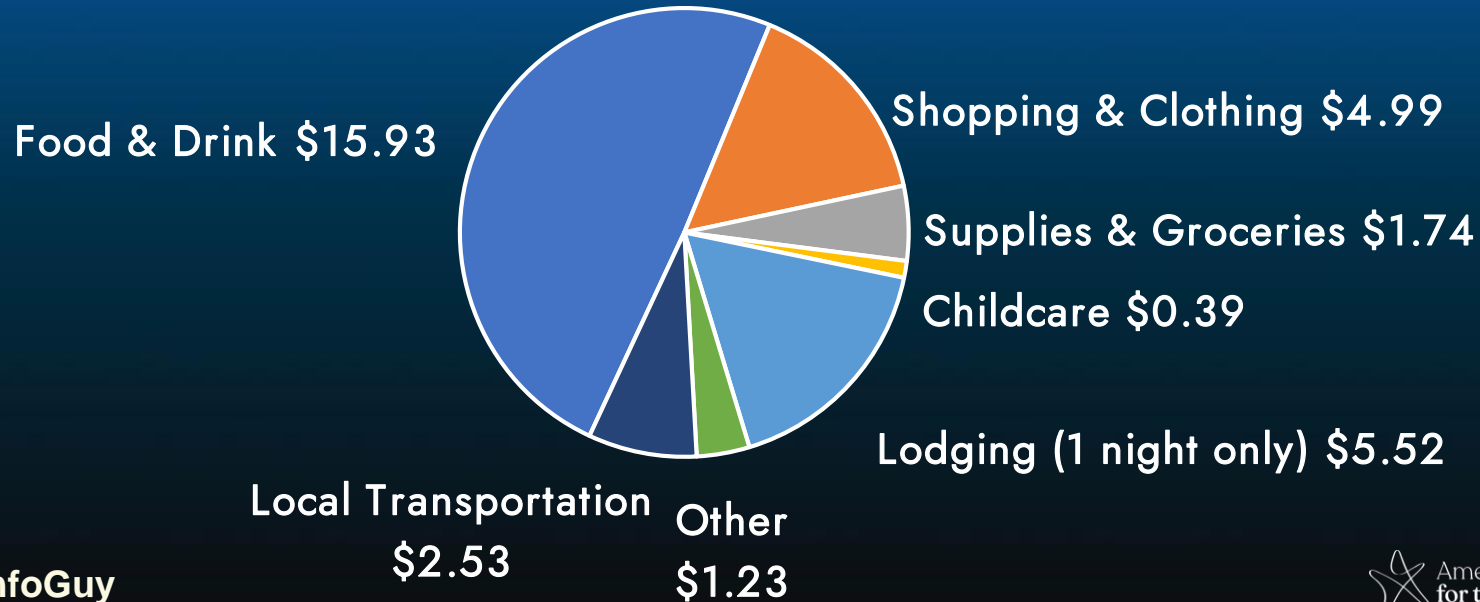
2,556



# Government Revenue (Local, State, Federal)

# \$33.9 Million

# Attendees Spent \$32.33 Per Person, Per Event



# Audiences: Local vs. Non-Local

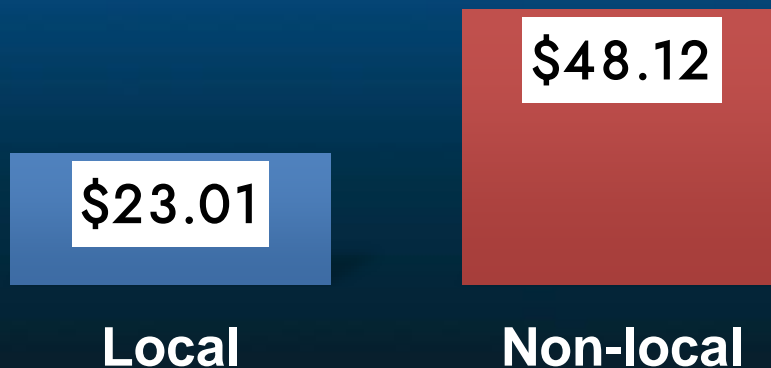
Local  
63%



Non-Local  
37%

(Nonlocal = Outside New London County)

# Event-Related Spending Local vs. Non-Local



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)**

# 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."

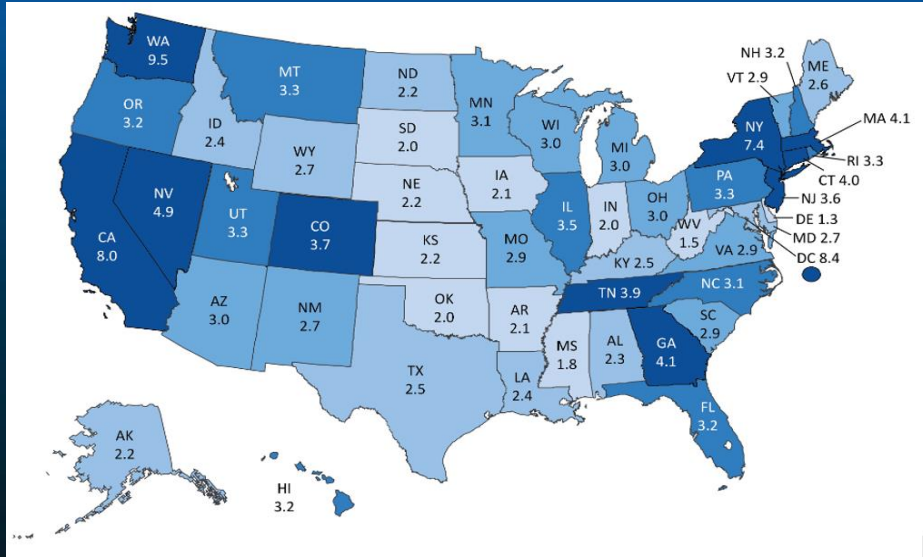


**79%**

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



# 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!***





[AEP6.AmericansForTheArts.org](http://AEP6.AmericansForTheArts.org)

[rcohen@artsusa.org](mailto:rcohen@artsusa.org)