The Economic & Social Impact of Nonprofit Arts & Culture Industry

State of Connecticut!

April 1, 2024

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Americans for the Arts

@ArtsInfoGuy
Most Comprehensive Study Ever!
373 Study Regions in all 50 States and Puerto Rico.
$954 Million in Spending (2022)
Connecticut

Organizations
$606 Million

Audiences
$348 Million
Jobs Supported

16,667
Government Revenue
(Local, State, Federal)

$201 Million
Attendees Spent $30.47 Per Person, Per Event

- Food & Drink $15.35
- Shopping & Clothing $6.06
- Supplies & Groceries $2.32
- Childcare $0.64
- Lodging (1 night max) $2.00
- Local Transportation $3.06
- Other $1.04

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Audiences:
CT Resident vs. Non-CT-Resident

90%
10%
Event-Related Spending
CT Resident vs. Non-CT-Resident

CT Resident: $28.66
Non-CT-Resident: $46.70

80% of nonlocal attendees said, “This arts event is the primary purpose for my trip.”

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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

Source: U.S. Bureau of Economic Analysis
Social Impact Responses by Attendees

“This venue or facility is an important **pillar for me within my community.**” 79.8%

“I would **feel a great sense of loss** if this activity or venue were no longer available” 85.2%

“This activity or venue is **inspiring a sense of pride** in this neighborhood or community” 87.5%

“My attendance is my way of ensuring that this activity or venue is **preserved for future generations**” 85.7%
Social Impact Responses by Attendees

<table>
<thead>
<tr>
<th>Statement</th>
<th>All Events (N=6,492)</th>
<th>BIPOC Events (N=1,125)</th>
</tr>
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Arts Volunteerism

➢ 36,804 volunteers
➢ 1.5 million hours
➢ $52.8 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.”
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.