



**ARTS &**  
ECONOMIC PROSPERITY 6

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

## *State of Connecticut!*

April 1, 2024

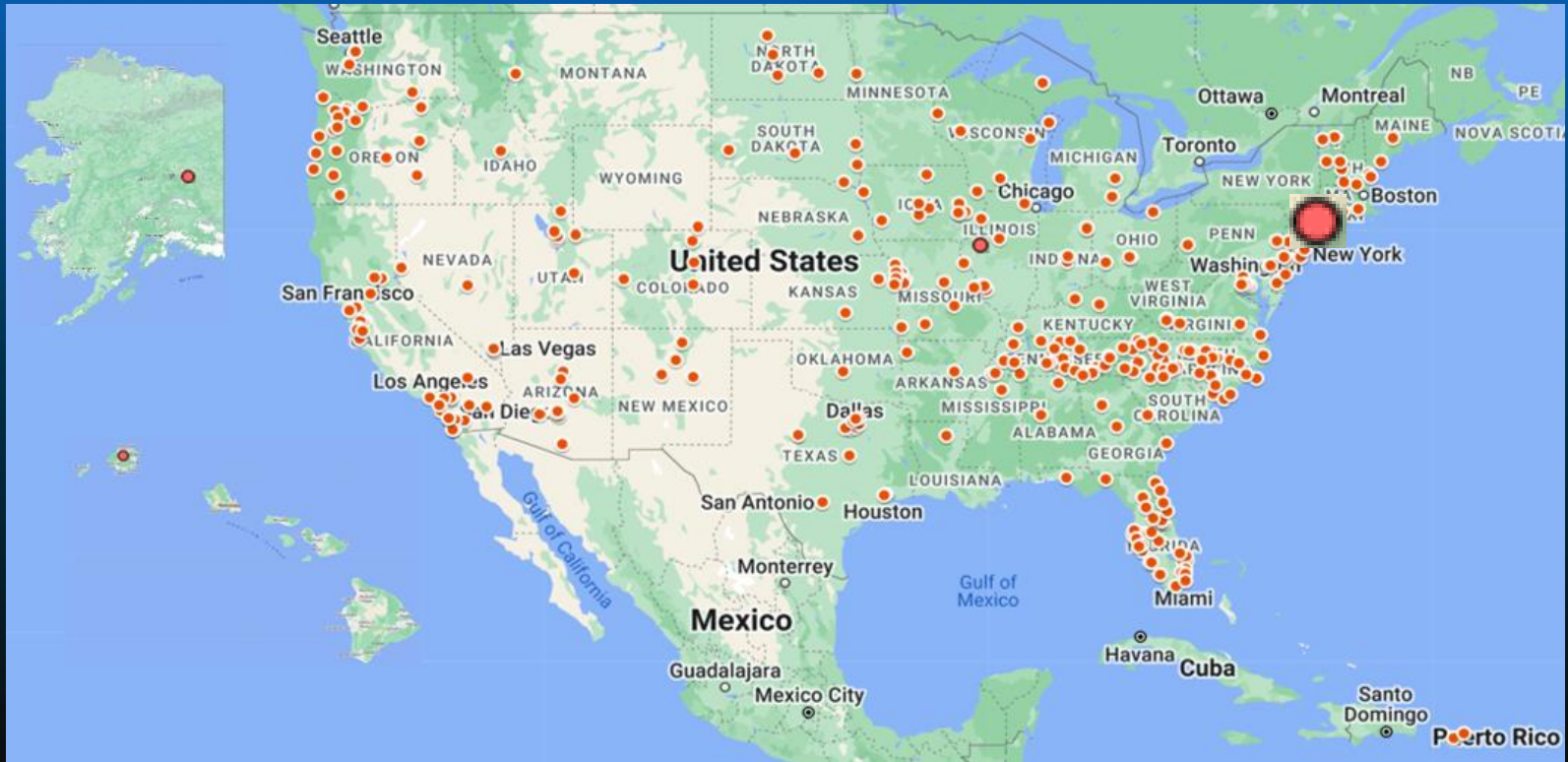
Randy Cohen

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

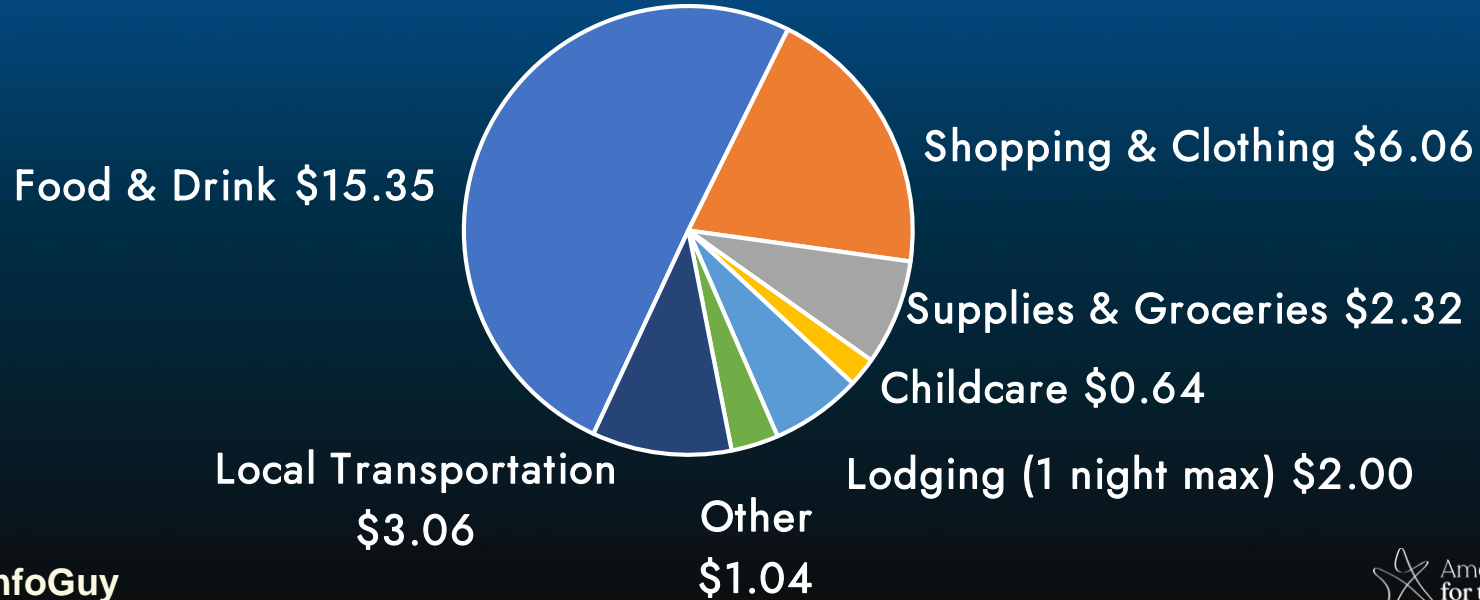
16,667



# Government Revenue (Local, State, Federal)

# \$201 Million

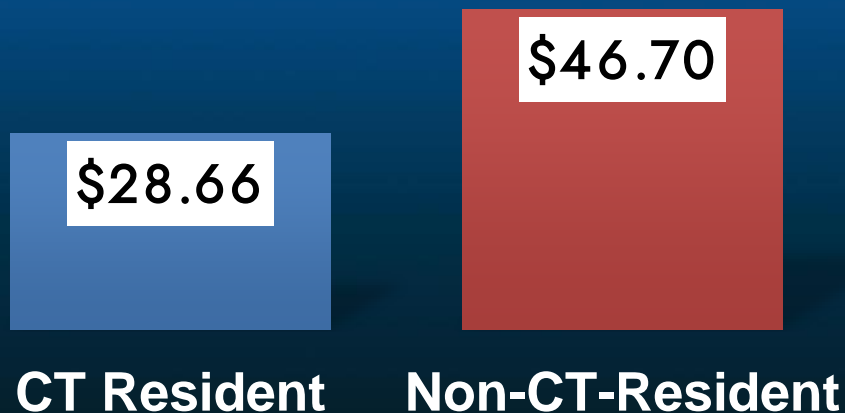
# Attendees Spent \$30.47 Per Person, Per Event



# Audiences: CT Resident vs. Non-CT-Resident



# Event-Related Spending CT Resident vs. Non-CT-Resident

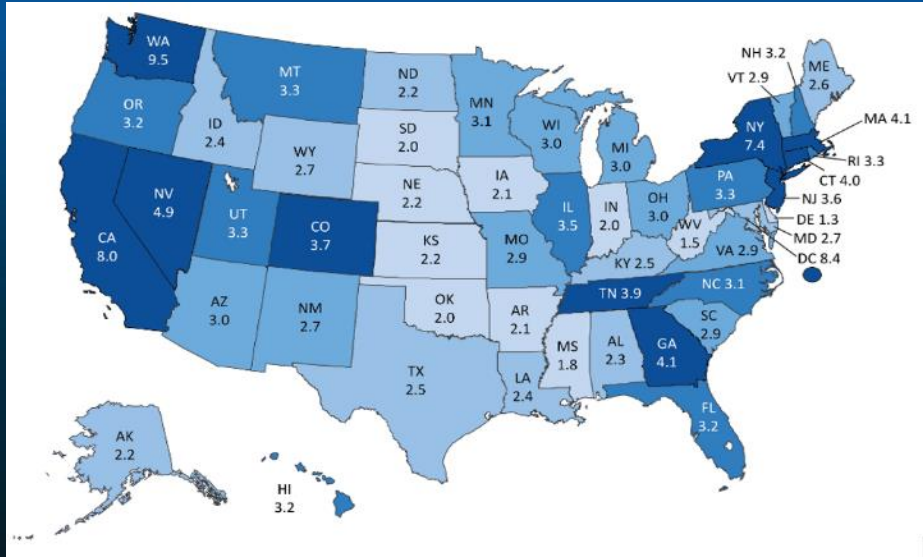


80% of nonlocal attendees said, "This arts event is the primary purpose for my trip."



# 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





# 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

|   | Attendees at<br><u>All Events</u><br>(N=6,492) | Attendees at<br><u>BIPOC Events</u><br>(N=1,125) |
|---|--|--|
| “This venue or facility is an important <b>pillar for me within my community</b> .”                           | 79.8%  | 80.6%  |
| “I would <b>feel a great sense of loss</b> if this activity or venue were no longer available”                | 85.2%  | 85.6%  |
| “This activity or venue is <b>inspiring a sense of pride</b> in this neighborhood or community”               | 87.5%  | 89.1%  |
| “My attendance is my way of ensuring that this activity or venue is <b>preserved for future generations</b> ” | 85.7%  | 86.7%  |



# Arts Volunteerism

- 36,804 volunteers
- 1.5 million hours
- \$52.8 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 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.



# ARTS & CULTURE BUILDERS

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