



Economic Impact of the Nonprofit Arts & Culture Industry



We Invite Your Community to Participate in the Arts and Economic Prosperity Study

Americans for the Arts is preparing to launch its sixth national study of the economic impact of the nonprofit arts and cultural industry. This study will document the key role-played by nonprofit arts and cultural organizations and their audiences in strengthening our economy.

We are pleased to announce that the Oregon Arts Commission, in partnership with Travel Oregon, has once again joined the study as an official statewide partner. The statewide findings will serve as a critical advocacy and branding tool for the State of Oregon arts and cultural industry. *We invite you to be a local study partner to gather data on the economic impact of arts and culture in your community.*

Importance of Arts and Culture

Arts and culture is essential to our lives, communities and economies:



- Perform as an economic engine for communities that can produce millions of dollars and thousands of jobs
- Develop an innovative, globally competitive workforce: "Creativity, originality and initiative" is the number-three in-demand skill for employers
- Increase tourism
- Improve education, engagement in school and learning outcomes
- Improve health and well-being
- Build community and increase connection

Arts and Culture are Essential for Recovery

The arts entice people out of the homes and back into community life—spending time with each other, spending their money with local merchants, and kickstarting the tourism industry. Research indicates that audiences are excited and eager to return.



Process

Local partners typically include arts and cultural organizations; city or county agencies, divisions, departments, or facilities; community foundations; economic development agencies; chambers of commerce, and more.

It is the perfect opportunity to collaborate with your arts, culture, civic and economic development partners.

This group of stakeholders will receive surveys from Americans for the Arts to implement with nonprofit arts and culture organizations in your region and 800 audience members of cultural events throughout 2022. This data will be sent back to Americans for the Arts to create a customized report for your region.

Customized Report

Each local partner will receive a customized report for your region including:

- Number of jobs supported by the industry
- Total expenditures made by the industry (organizational and audience spending at events)
- Revenue generated to local, state, and federal governments
- Amount of resident household income generated by the industry
- Cultural tourism data for your region
- Volunteerism in arts and culture sector
- And more!

Benefits of Your Participation

- Increase awareness about the economic impact of the arts
- Understand the intersection of the arts and other industries
- Local data is an incredible (and uncommon) resource



- Make the case to stakeholders (elected officials, funders, etc.)
- Build your community as an arts and culture community and destination

Participation Fees

Due to the Oregon Arts Commission's status as a statewide partner, all of Oregon's local communities are eligible to receive a significant discount on the local study cost-sharing fee. We are excited that our partnership offers this valuable benefit to our local constituents.

The Discounted Study Participation Fees for Oregon Local Partners:

- Community Study Populations of >100,000 reduced from \$9000 to **\$4500.**
- Community Study Populations of <100,000 reduced from \$6000 to **\$3000.**
- Community Study Populations of <50,000 reduced from \$6000 to **\$1800.**

NEW: Our statewide partner, Travel Oregon, will cover the participation fee.

Timeline

- December 2021: Contract signed with Americans for the Arts to confirm your participation
- December 2021: Partners receive Study Welcome Packet with surveys & instructions
- March 2022- February 2023: Implement surveys
- June 2023: You will receive a customized report with data for your region
- Beyond: Promote data throughout your region with trainings and toolkit including media kit for promotions and ideas on how to utilize the data

Ongoing support from OAC and AFTA to answer any questions you have and give you tips throughout the entire process.



Questions?

Contact Liora Sponko, Senior Program Manager
Oregon Arts Commission and Oregon Cultural Trust
liora.sponko@oregon.gov or 971.345.1641