ARTS & ECONOMIC PROSPERITY 5
THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES

CREATING JOBS. GENERATING COMMERCE. DRIVING TOURISM.
Eugene, Oregon #AEP5
Most Comprehensive Study Ever!
341 Study Regions in all 50 States—Including Eugene, Oregon
$62 million in Spending

Organizations, $41

Audiences, $21
Jobs Supported (FTE)

2,400
Audiences: Local vs. Non-Local

- Local: 88%
- Non-Local: 12%
Comparison to Other Study Areas

<table>
<thead>
<tr>
<th></th>
<th>Eugene</th>
<th>Median of Similar Study Regions</th>
<th>National Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Expenditures</td>
<td>$62 million</td>
<td>$31 million</td>
<td>$36 million</td>
</tr>
<tr>
<td>Jobs (FTEs)</td>
<td>2,401</td>
<td>1,046</td>
<td>1,131</td>
</tr>
</tbody>
</table>
Event-Related Spending

*Local vs. Non-Local*

- **Local**: $16
- **Non-local**: $42

78 percent of non-local attendees said, “This arts event is the primary purpose for my trip.”
Attendees Spent
$19.21 Per Person, Per Event*

- Meals & Snacks, $12.88
- Transportation, $1.56
- Souvenir/Gifts, $1.87
- Lodging, $1.24
- Other, $1.66

*Figures do not include attendance fees
Participation in Eugene

➢ 1.1 million attendees

➢ 3,255 volunteers

➢ 196,728 volunteer hours

➢ $4.6 million value of volunteer time
State & Local Government Revenue

$3.9 million
Study Methodology

➢ Data Collection (2015-16 data)
  ➢ Organizational Surveys
  ➢ DataArts and Public 1099 records
  ➢ Audience-intercept Surveys (892 total)
  ➢ 49% participation rate

➢ Economic Analysis
  ➢ “Input-output” Model
  ➢ 33 Aggregate Industries including households

➢ “Local” means resident within Lane County
Americans Value The Arts

- 82% of Americans believe arts & culture are important to local businesses and the economy
- 87% of Americans believe arts & culture are important to quality of life
- 63% believe the arts “lift me up beyond everyday experiences”
- 73% say the arts are a “positive experience in a troubled world”
- 64% feel “pure pleasure to experience and participate in [the arts]”

Source: Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs

artsbusinessalliance.org/aep5
**All U.S. Arts Industries (2014)**

$730 Billion = 4.2 Percent of GDP

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Trade</td>
<td>5.8%</td>
</tr>
<tr>
<td>Arts &amp; Culture</td>
<td>4.2%</td>
</tr>
<tr>
<td>Construction</td>
<td>3.9%</td>
</tr>
<tr>
<td>Transportation</td>
<td>2.9%</td>
</tr>
<tr>
<td>Mining</td>
<td>2.8%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>2.6%</td>
</tr>
<tr>
<td>Utilities</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

*Source: U.S. Bureau of Economic Analysis*
Thank you to the following nonprofit arts organizations included in the AEP5 study.

- Actors Cabaret of Eugene
- Amazon Community Center
- Arts And Business Alliance Of Eugene
- Ballet Fantastique
- Cascadia Concert Opera
- City of Eugene Peterson Barn Community Center
- City of Eugene Cultural Services Community Events
- City of Eugene Public Art
- Delgani String Quartet
- Eugene Airport Gallery
- Eugene Ballet Company
- Eugene Concert Choir
- Eugene Opera
- Eugene Public Library Community Events
- Eugene Symphony Association
- Eugene-Springfield Youth Orchestras
- Fred Crafts Radio Redux
- Free Shakespeare In The Park
- Hult Center/Cuthbert Amphitheater
- Jacobs Gallery
- Jazz Station
- John G. Shedd Institute For The Arts
- Joint Forces Dance Company (DanceAbility)
- Jordan Schnitzer Museum Of Art
- Lane Arts Council
- Lane County Historical Society and Museum
- Oregon Contemporary Theatre
- Materials Exchange Center for Community Arts
- Maude Kerns Art Center
- Museum of Natural and Cultural History
- New Zone Gallery
- Oregon Bach Festival
- Oregon Folklife Network
- Pacific International Choral Festivals
- Saturday Market
- Shelton Mcmurphey Johnson House
- Soromundi Lesbian Chorus of Eugene
- University of Oregon (Center for Student Involvement)
- Upstart Crow Studios
- Very Little Theatre

artsbusinessalliance.org/aep5

#AEP5
The Arts Mean Business!

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americansforthearts.org/aep5