

NEW ZONE ARTISTS Eugene Concert Choir

AMAZON COMMUNITY CENTER

Arts Umbrella Hult Center for the Performing Arts  
Jacobs Gallery

# Americans for the Arts

ACTOR'S CABARET OF EUGENE UO Cultural Forum

EUGENE BALLET COMPANY

## University of Oregon's Center for Community Arts and Culture Policy

of Eugene Parks and Open Spaces Division

EUGENE OPERA Lane Arts Council

## and Business Alliance of Eugene



# Arts= Business

ARTS & ECONOMIC PROSPERITY IV

## City of Eugene

SPARKPLUG DANCE EDUCATIONAL RESOURCES

Shakespeare in the Park

Arts & MECCA-MATERIALS EXCHANGE

Center for the Community Arts

Scandinavian Chorus of Eugene

Arts Society & Museum Eugene Symphony Association, Inc.

Contemporary Theater

Writers Association

University of Oregon dba: Oregon Bach Festival

Radio Station



Eugene Cultural Services

# The Arts Mean Business

Arts & Economic Prosperity IV (AEP IV) addresses a common problem and perception that support of the arts comes at the expense of local economic development. This study shows that the spending that comes from the arts and culture sector supports jobs, generates business and government revenue, and is a cornerstone of tourism.

## THE NUMBERS

Eugene's nonprofit arts and culture sector provides employment for artists, curators, choreographers, musicians, administrators, financial staff, facility managers, sales and development people.

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### \$45.6 MILLION

Total economic activity generated by the arts and culture sector in Eugene

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### \$29.5 MILLION

Direct spending by Eugene nonprofit arts and cultural organizations on outside services – including construction, legal, accounting, printing and event planning

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### \$16.1 MILLION

Event-related spending by audiences in Eugene

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### \$2.4 MILLION

Amount Eugene's arts and culture sector generates in local and state government revenue

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### 1,700

Full-time equivalent jobs

## BUSINESS IMPACT

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### \$29.5 MILLION

Direct spending by Eugene's nonprofit arts and culture organizations

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### \$12.2 MILLION

National average for similar regions (pop. = 100,000 to 249,999)

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**FACT:** Eugene's arts and culture sector has more than double the impact compared with the national average of similar sized metro areas. Outside service expenditures contribute to local business sectors including printing, construction, legal, accounting, and event planning.



I have never had to worry about the vigor of Eugene's arts community. It is lively. It is diverse. It is endlessly interesting. And it is part of what makes our city a wonderful place to live . . . and yes, "arts mean business."

- Eugene Mayor Kitty Piercy

## TOURISM IMPACT



Average event-related spending per person, per event for attendees coming from outside Eugene is \$39.



In comparison, the average event-related spending per person, per event for attendees within Eugene is \$13.

**FACT:** Cultural Tourism brings significant economic rewards. Outside visitors expenditures are logically found in the transportation, lodging and restaurant business sectors.

**FACT:** Arts and culture events bring in new dollars and retain local dollars. 54.4% of non-resident survey respondents stated the primary reason for their trip was "specifically to attend this arts/culture event."

**FACT:** 46.6% of non-resident attendees state they would have traveled to a different community in order to attend a similar cultural experience.

## ATTENDEE IMPACT

**FACT:** Eugene audiences put more dollars into our local economy than others in similar size markets.

**\$16.1 MILLION**

Direct spending by attendees of arts and culture events in Eugene - not including the cost of tickets or admission

**\$13.6 MILLION**

National average for similar regions (pop. = 100,000 to 249,999)

**FACT:** If a community does not provide a variety of artistic and cultural experiences, it will lose the discretionary spending of its local residents, and fail to attract new dollars from cultural tourists



NOTE: Cost of tickets (admission) is captured in the operating budgets of the participating nonprofit arts and culture organizations. This methodology avoids "double-counting" those expenditures.

Arts and culture attendees create art! 59.8% of Eugene's art attendees actively participate in the creation of arts by singing in choirs, acting in plays, painting, drawing or playing musical instruments.



Generous funding for this project was provided by the Arts and Business Alliance of Eugene, the City of Eugene and the University of Oregon's Center for Community Arts and Cultural Policy.

The Arts and Economic Prosperity IV study was conducted by Americans for the Arts.

Photo credits: Eugene Symphony Association – Jamie Jones Photography; Jordan Schnitzer Museum of Art; City of Eugene, Cultural Services Division and Eugene Public Library