

CURTAIN SPEECH

If any of you were here during the 2022 season, you may have been asked to fill out a survey. The information you so graciously provided for that survey was part of a study to determine how much arts and cultural offerings contribute to Eugene's economy and our community.

This nationwide Arts & Economic Prosperity Study happens every five years, and Eugene is fortunate to be one of the communities involved. Now that all of the surveys have been collected and the information compiled, the results are in.

So, here are a few facts:

124 million dollars. That's how much business gets done in Eugene in a year because of nonprofit arts groups. 124 million dollars!

Here's another number:

2,714 jobs. That's how much employment is supported by all that spending. Nonprofit arts and culture groups support more than 2,700 jobs in Eugene—that's amazing!

And, as it turns out, the numbers prove that the arts are disproportionately important to our economy compared to cities of similar size around the country, in fact, far more so ... Spending by Arts and culture organizations here in Eugene contribute more than **six times as much to our economy** as in cities of similar size. That's **90 million dollars** in Eugene compared to **13 million** in other cities.

So, the next time somebody says, "Oh, the arts ... yeah, they're nice, but they're kind of a luxury in these times, don't you think?"

You can say, "No. No. That's simply not true. The arts are not a frivolous 'extra'—the arts are good for the economy, too." And then you can share with them some of these fun facts I shared with you.

And if you really want to make your point, you can direct them to this study. It's called The Arts & Economic Prosperity 6 report and it can be found at: **Arts Business Alliance dot org slash AEP6.**

Get the facts. Share the insights. Support the arts!

