



ARTS & CULTURE BUILDS COMMUNITY

The **Arts & Economic Prosperity 6 (AEP6)** is the sixth national study of the economic impact of the arts and culture industry. The Arts & Business Alliance of Eugene has participated in three studies (AEP6, AEP5 and AEP4) led by Americans for the Arts, the nation’s leading nonprofit organization for advancing the arts and arts education. The most-recent report proves that arts and culture builds more livable communities, creativity and innovation, empathy and understanding, and social connections, as well as jobs and the economy.

Vibrant arts keep resident spending local and fosters pride. Beyond its economic contributions, arts and culture play a pivotal role in fostering cultural identity, and community unity. The arts promote empathy, tolerance, and inclusion by showcasing diverse perspectives.

BY THE NUMBERS

ECONOMIC ACTIVITY



Spending by arts and culture organizations combined with spending by audiences.

LOCAL EMPLOYMENT



The number of local jobs the arts and culture industry supports in Eugene.

AUDIENCE SPENDING



This figure doesn't include ticket costs but rather spending by event attendees for things like restaurant meals, parking, or childcare.

AREA TOURISM



Visitors from outside Lane County who attended arts and culture events.



VISITOR VS. RESIDENT SPENDING

\$68.73

nonresidents

\$23.92

local attendees

187%

more per person

VOLUNTEERISM



3,831

volunteers



+ 186,299

hours



+ 89

arts & culture
organizations



= \$6 Million

in donated time

HOW WE STACK UP

\$90 million spending by nonprofit arts & culture organizations in Eugene.



\$13 million median spending by organizations in similarly sized cities.



ARTS &
ECONOMIC PROSPERITY 6


Americans
for the **Arts**