



ARTS &
ECONOMIC PROSPERITY 6

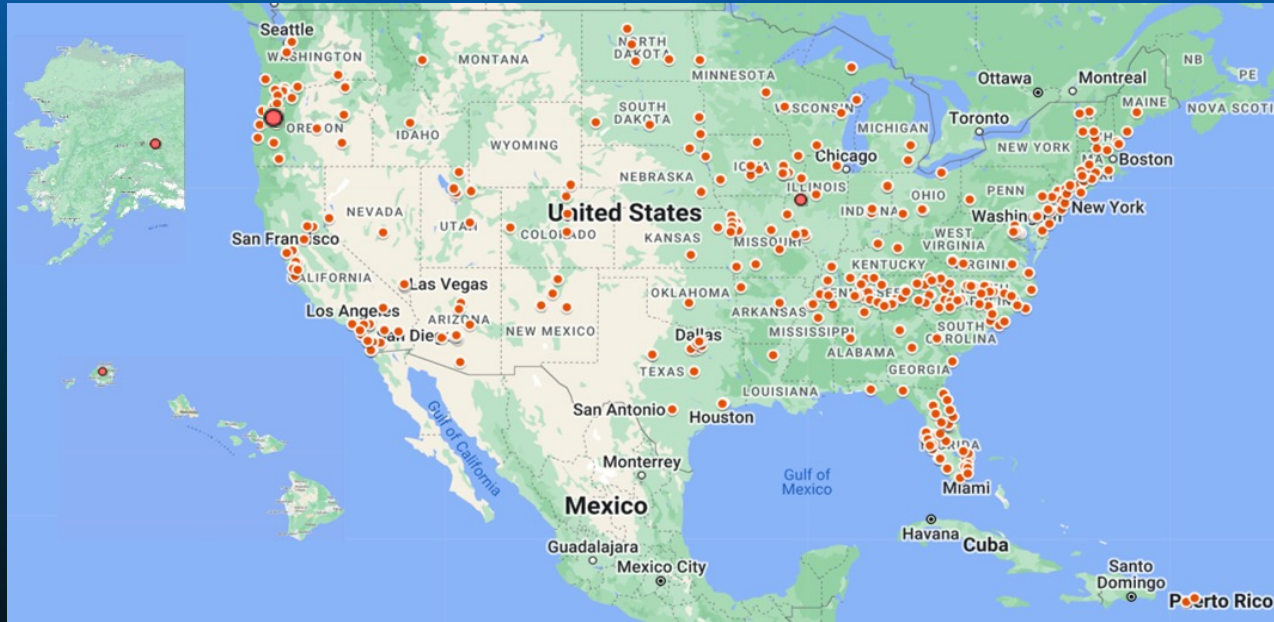
The Economic & Social Impact of Nonprofit Arts & Culture Industry

Eugene, Oregon



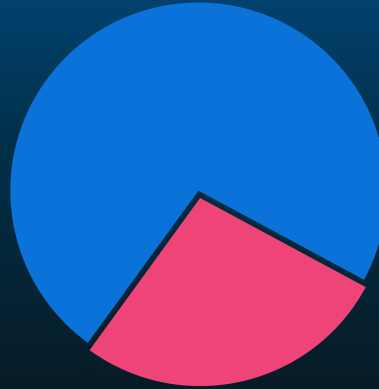
Most Comprehensive Study Ever!

373 Study Regions. All 50 States + Puerto Rico—including Eugene, Oregon.



\$123.8 Million in Spending (2022)

Organizations
\$90.2 Million



Audiences
\$33.6 Million

Jobs Supported

2,714

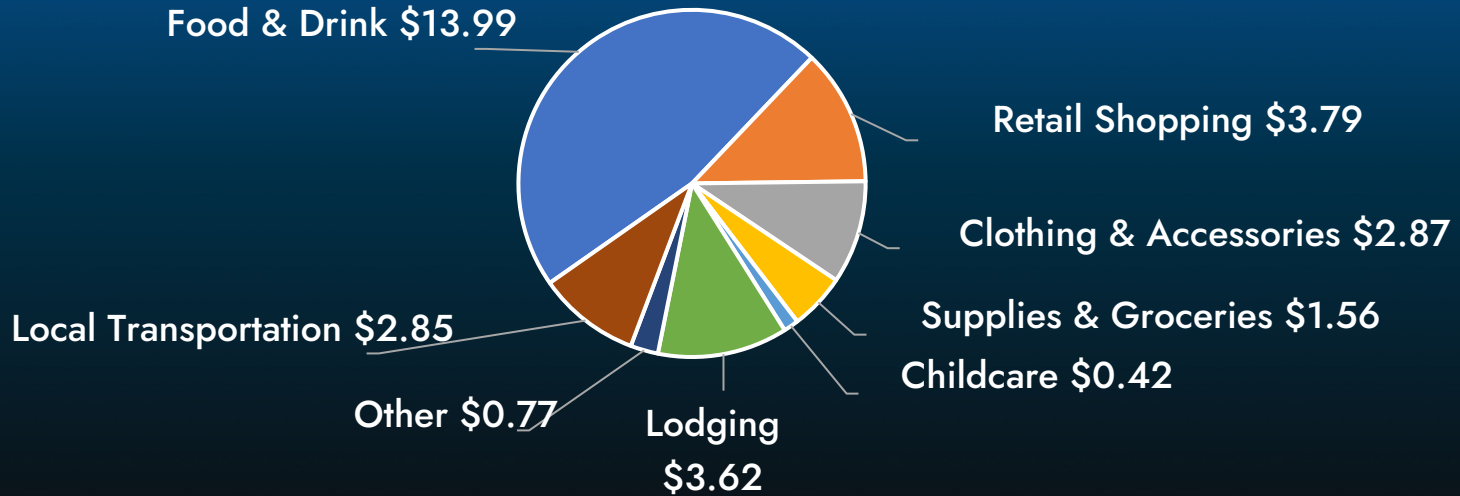


Government Revenue (Local, State, Federal)

\$24 Million



Attendees Spent \$29.87 Per Person, Per Event



Audiences: Local vs. Non-Local

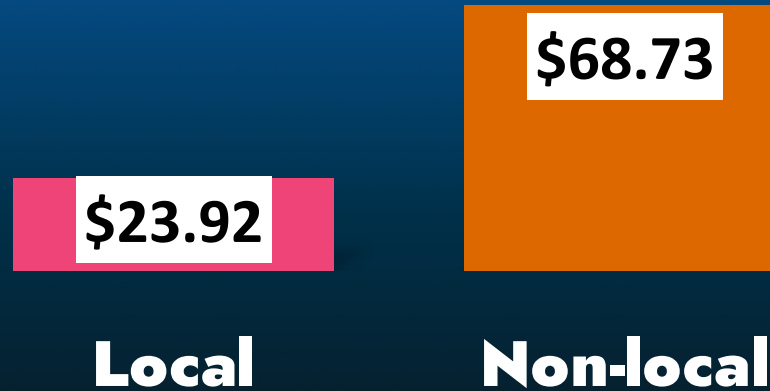
Local
87%



Non-Local
13%

(Nonlocal = Outside the County)

Event-Related Spending Local vs. Non-Local



78.7% of nonlocal attendees said, "This arts event is the primary purpose for my trip."



Arts Volunteerism

➤ **3,831 Volunteers**

➤ **186,229 Hours**

➤ **\$6 Million Value**



Social Impact Responses by Attendees

“This venue or facility is an important **pillar for me within my community.**” **86.2%**

“I would **feel a great sense of loss** if this activity or venue were no longer available” **90.4%**

“This activity or venue is **inspiring a sense of pride** in this neighborhood or community” **91.1%**

“My attendance is my way of ensuring that this activity or venue is **preserved for future generations**” **87.7%**

AEP6 National Partners



Arts & Culture is Valued by the Public



86%

say arts and culture is "important to their community's quality of life and livability."



79%

believe arts and culture is "important to their community's businesses, economy, and local jobs."

Arts Build Empathy & Understanding

72%

agree that the arts and culture provide shared experiences with people of different races, ethnicities, ages, beliefs, etc.

63%

say that the arts and culture helps them better understand other cultures in their community.

You Make the Difference!

**Get your AEP6 numbers and tools at
ArtsBusinessAlliance.org/AEP6**

Tell your arts story again and again. Do one of these per month!

- ✓ **Chamber of Commerce Arts Breakfast**
- ✓ **Rotary Club Lunch**
- ✓ **Editorial Board meeting**
- ✓ **City/County Council work session**
- ✓ **Arts funders lunch**
- ✓ **Email your Members of Congress TODAY!**

Join the ArtsActionFund.org. It's free!



A large graphic with the text 'ARTS & CULTURE BUILDS' in a bold, sans-serif font. The letters are filled with a vibrant, multi-colored geometric pattern of triangles and squares in shades of blue, orange, and pink. The background of the graphic is a collage of various icons related to arts, culture, and business, including musical notes, paint palettes, lightbulbs, and dollar signs.

ARTS & CULTURE BUILDS

ArtsBusinessAlliance.org/AEP6