

ARTS & ECONOMIC PROSPERITY 5

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



CREATING **JOBS**. GENERATING **COMMERCE**. DRIVING **TOURISM**.

#AEP5

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AMERICANS
for the
ARTS

The arts inspire, delight and unite us all!





Americans Value The Arts

82%

of Americans believe
arts & culture are
important to local
businesses and the
economy

87%

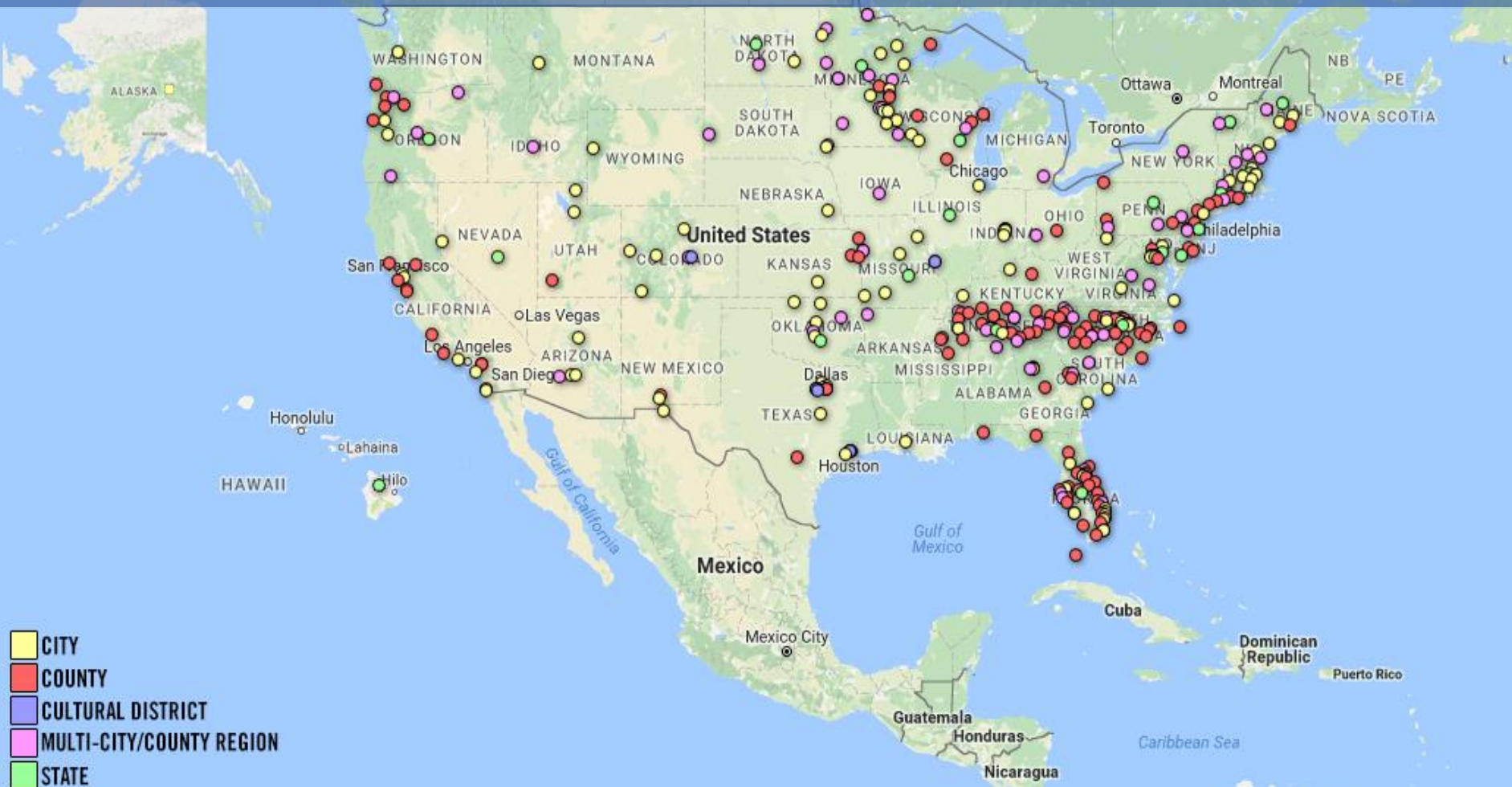
of Americans believe arts
& culture are important
to quality of life

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



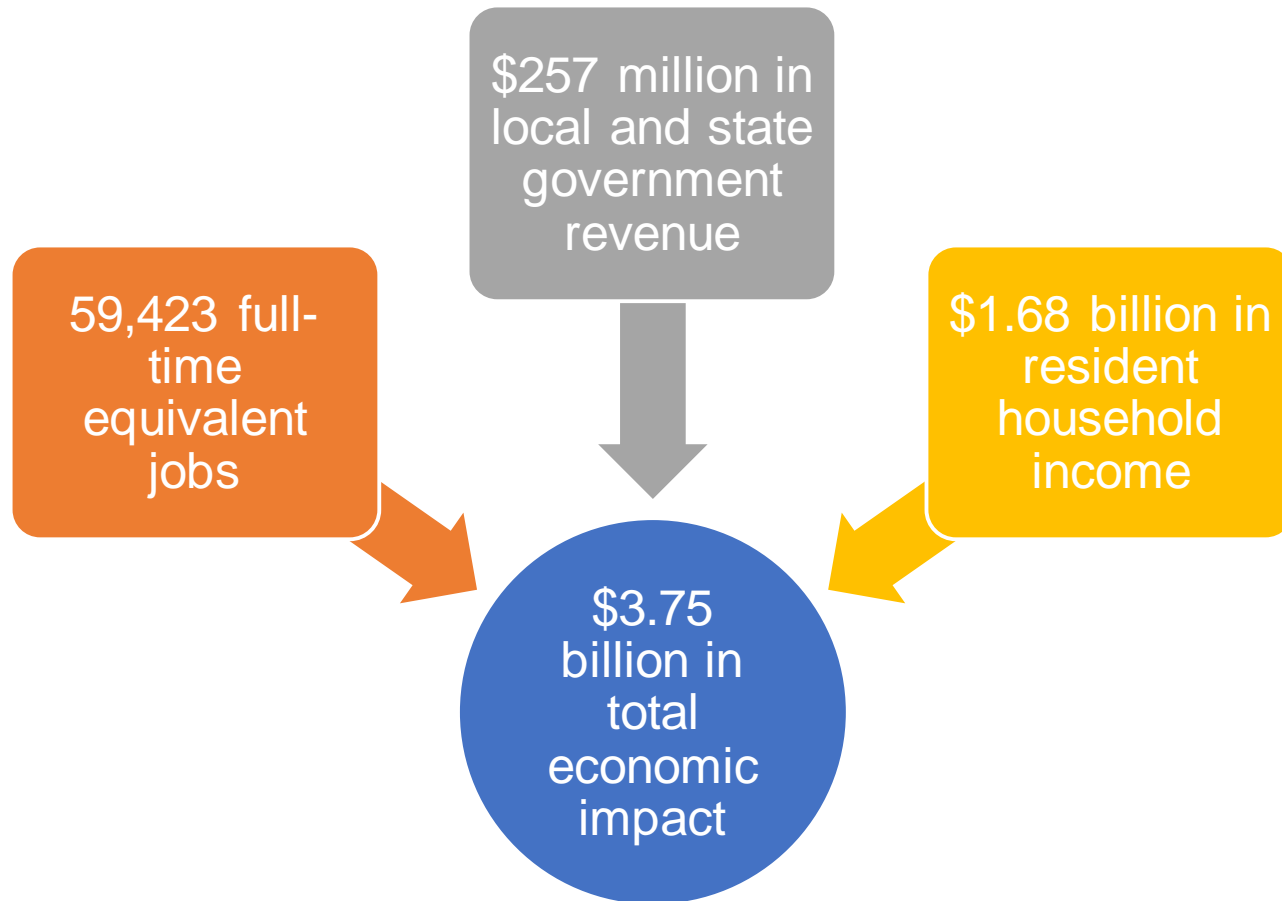
The Most Extensive Study on Arts Impact

341 Study Regions in all 50 States and D.C.



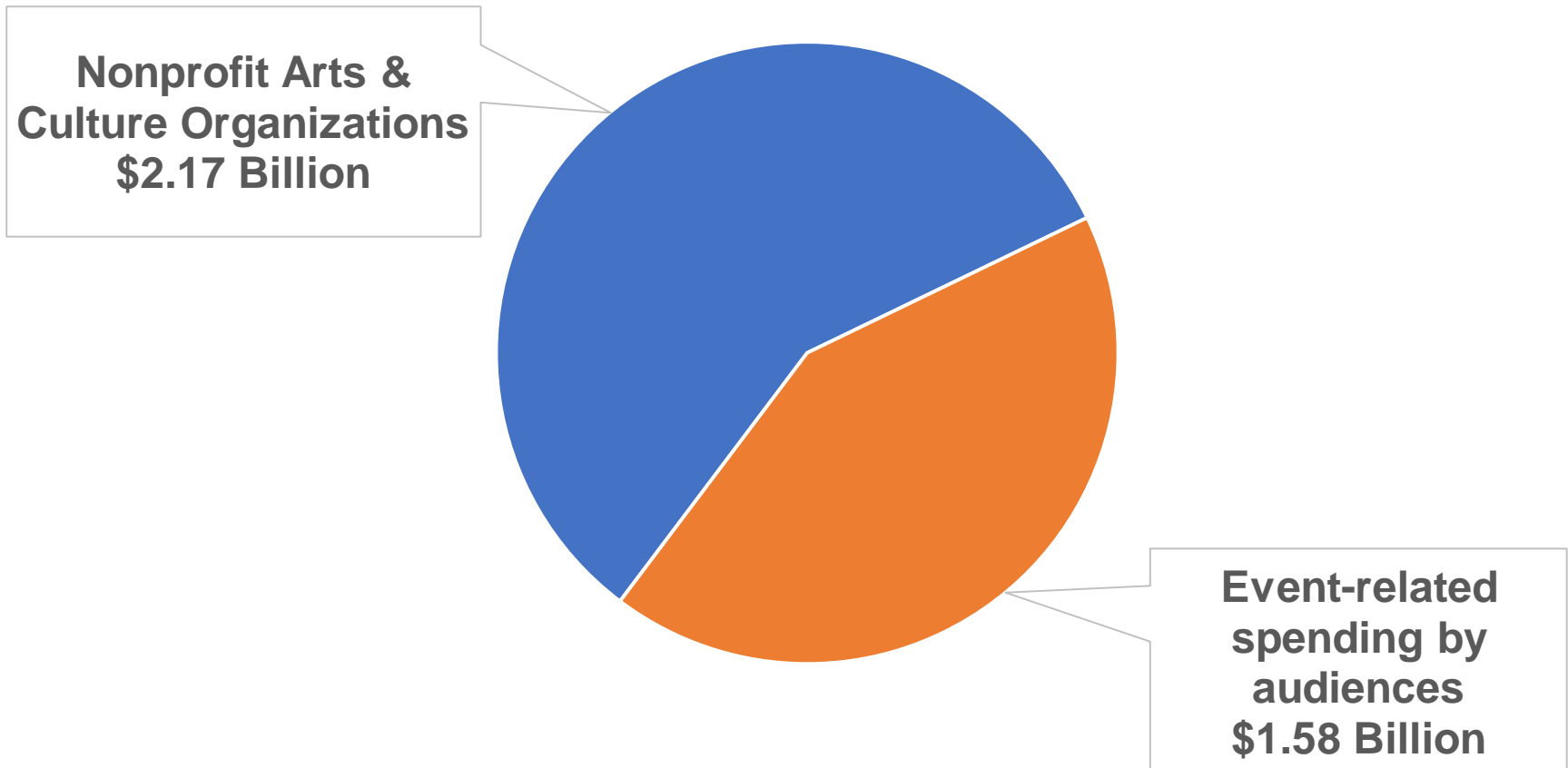


Shifting the Conversation from Charity to Investment



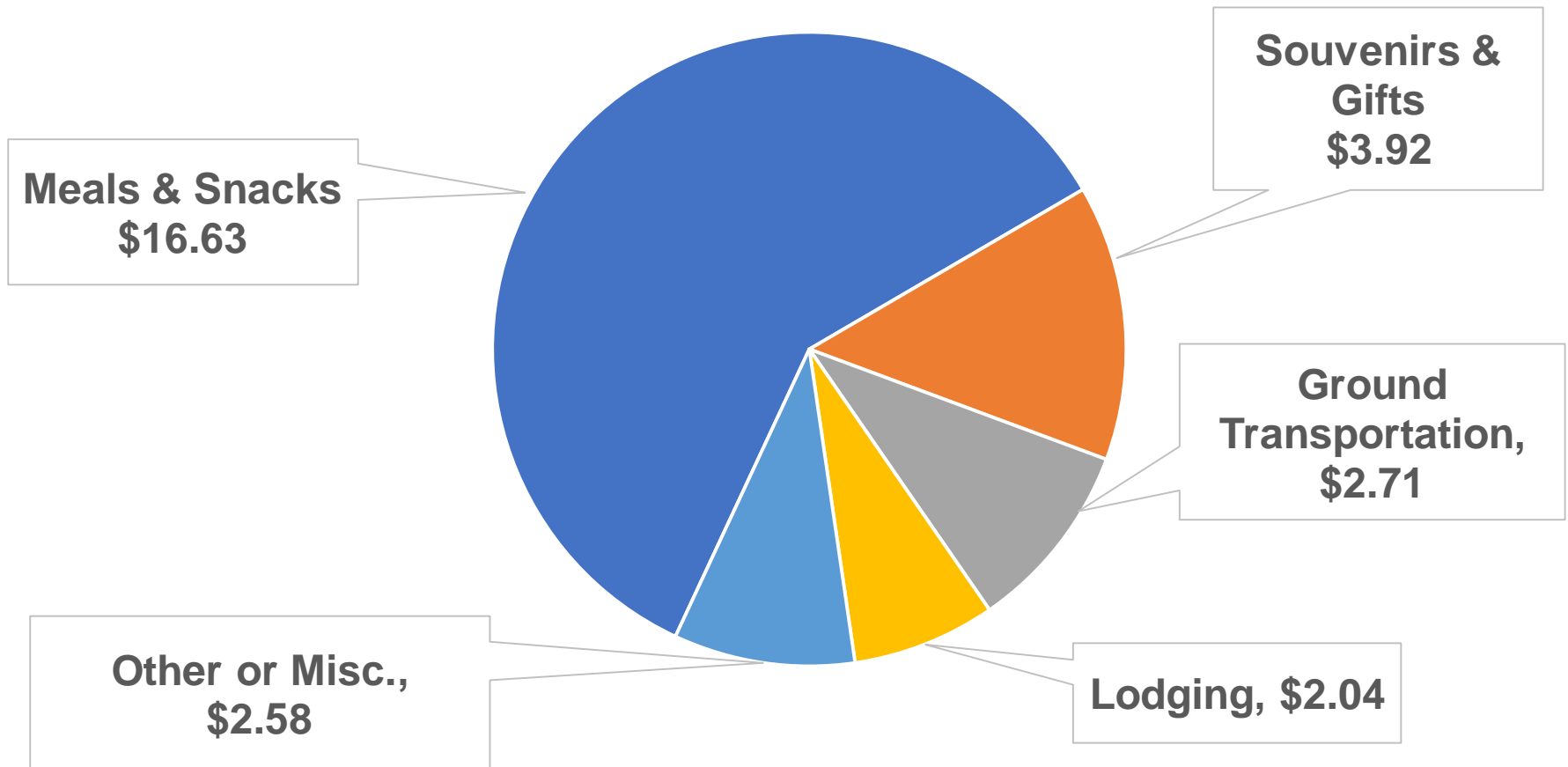


\$3.8 Billion in Spending (2015)



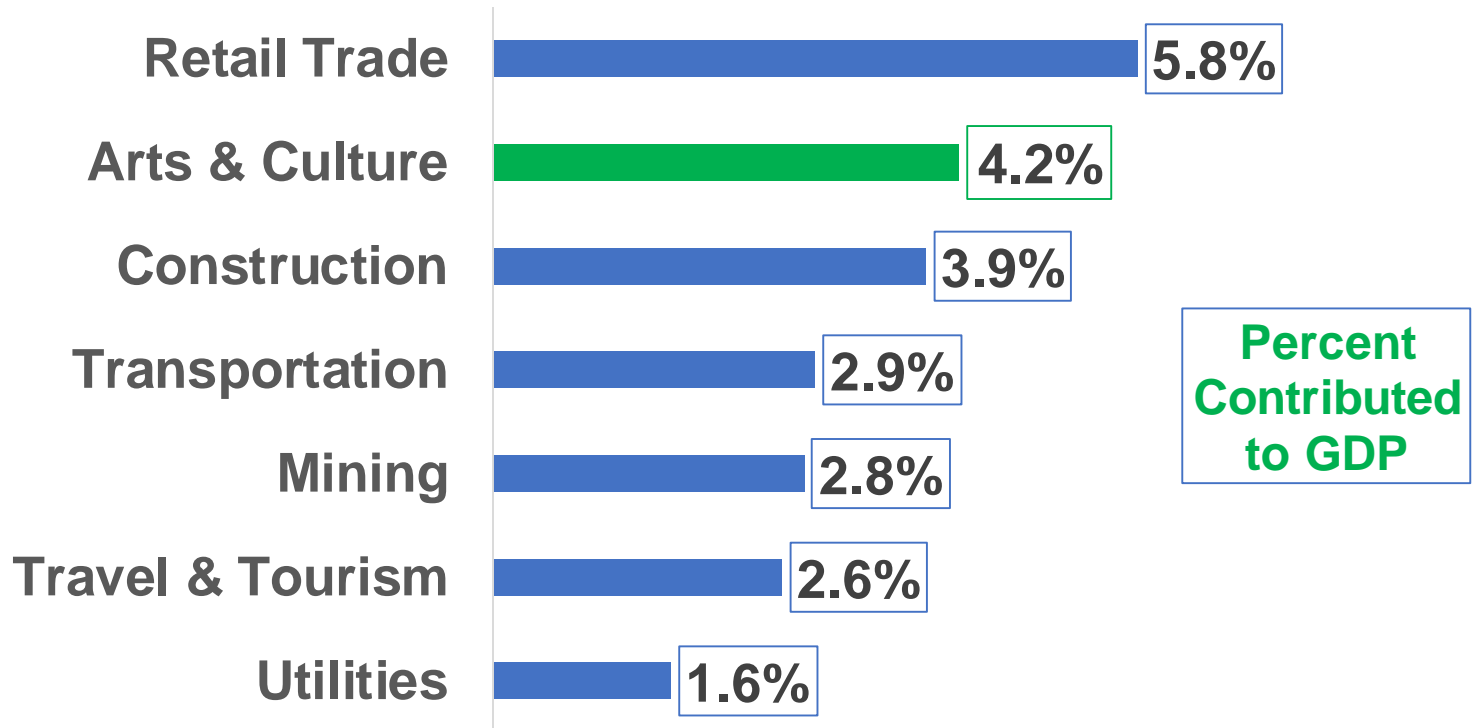


\$27.88 Per Person in Additional Event-related Spending





All U.S. Arts Industries Represent \$730 Billion(2014) 4.2 Percent of GDP



Source: U.S. Bureau of Economic Analysis



The Arts Are a Part of all of Our Lives, Communities, and Economies

	Direct Economic Activity	full-time Equivalent Jobs Supported	State and Local Revenue Generated
National Capital Region	\$3,750,332,794	59,423	\$257,003,000
District of Columbia	\$2,906,271,526	39,720	\$193,041,000
Montgomery County, MD	\$183,216,256	3,807	\$14,989,000
Prince George's County, MD	\$23,782,748	1,160	\$5,075,000
Alexandria, VA	\$111,843,508	2,628	\$7,541,000
Arlington, VA	\$189,238,696	5,156	\$13,904,000
Fairfax, VA	\$271,599,133	6,220	\$19,301,000

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AMERICANS
for the
ARTS

The Arts Drive \$183 Million in Economic Impact and Development in Montgomery County, MD



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ARTS

Art Works Now

PIZZERIA PARADISO

Prince George's County, MD

Arts centered economic development through public-private partnerships

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ALEXANDRIA THE NEW EXPERIENCE

2016 // 2026 ARTS & CULTURE MASTER PLAN

“In December, 2016, Alexandria's City Council approved the City's Arts & Culture Master Plan. The information obtained from all five Arts & Economic Prosperity studies was an invaluable asset in the research and development of the plan.”





EDC FRAMEWORK FOR PROSPERITY 2.0

GOALS

Robust Business Infrastructure

Sustainable Economy

Innovative Workforce

DISTINCTIVE PLACE

Support Artists and Innovators

ACA ENRICHING LIVES: ARLINGTON ARTS AND CULTURE STRATEGY

GOALS

Integrate

INVEST and BUILD

Learn and Explore

Spotlight

TERROIR

Infrastructure:

- Formulate long term strategies targeted to planning, development, and management – arts centers and arts hubs/districts
- Consider stand-alone or mobile platforms that take advantage of existing community infrastructure. Short term.

Civic Fun:

- Use Arts Programming to activate public spaces

CULTURAL FACILITIES INVESTMENT DECISION FRAMEWORK

STRATEGIES

Short Term/Lowest
Cost and Risk

- Support Artists and Arts Groups through Grants and Space and Services
- Provide Temporary Programming of Existing Community Assets

Short - Mid Term/Nominal
Investment and Risk

- Operational partnership with GMU

Long Term/Large Investment
and ongoing Operational Risk

- WAITING ON Artspace Marketing Study and Four Mile Run Area Plan

**Arlington,
VA**

Arts Strategy
aligned with
Economic
Development
Strategy.
Low cost –
High Impact

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AMERICANS
for the
ARTS

Total Arts Industry Expenditure in Fairfax County: \$271.6 million
Arts expenditures \$173.4 million & Audience Expenditures \$98 million



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ECONOMIC PROSPERITY 5



AMERICANS
for the **ARTS**

Arts and culture generates \$2.91 billion in total economic activity for DC





The arts mean business here!

Questions?

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