



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

## ARTS & ECONOMIC PROSPERITY 6 (AEP6)

### *The Economic Impact of Spending by Nonprofit Arts and Culture Organizations and Their Audiences*

AEP6 is the sixth economic impact study of the nonprofit arts and culture industry in the U.S. This study is conducted approximately every five years to gauge the economic impact (on employment, government revenue, and household income) of spending by nonprofit arts and culture organizations and the event-related spending by their audiences. Previous studies were published in 1994, 2002, **2007\***, 2012, and **2017\***. (Due to the unique nature of the realities of the global COVID-19 pandemic, the AEP6 study was postponed for 16 months.)

\*COCA participated

### *The AEP series demonstrates that an investment in the arts provides both cultural and economic benefits.*

- **Nonprofit arts and culture organizations are businesses.** They employ people locally, purchase goods and services from within the community, are members of their Chambers of Commerce, and attract tourists to their regions.
- **The arts drive commerce to local businesses.** The arts, unlike most industries, leverage significant amounts of event-related spending by their audiences. In 2017, arts attendees spent \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and lodging—vital income for local businesses.
- **Arts travelers are ideal tourists.** They stay longer and spend more seeking out authentic cultural experiences. One-third of attendees travel from outside the county in which the activity takes place and spend an average of \$48 per person. (69% say they traveled specifically to attend the activity.)
- **Small investments. Big returns.** In 2017, the combined \$5 billion in direct arts funding by local, state, and federal governments yielded \$27.5 billion in government revenue.

FFI : <https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-6>

## AEP6 EVENTS |

**Thursday, October 12 @ 2:00-3:30 PM EST |**

### **Online National Launch Release**

Hosted by the legendary multi-award-winning actress, singer, dancer, and civil rights activist Rita Moreno.

REGISTER: <https://www.tallahasseearts.org/classified/arts-culture-the-economy-aep6-in-tallahassee-leon-county/>

**Wednesday, October 25 @ 12 :00-1 :00 PM EST |**

### **Arts, Culture & the Economy: AEP6 in Tallahassee/Leon County**

Join the Council on Culture & Arts (COCA) and special guest Randy Cohen, Vice President of Research at Americans for the Arts, and learn about the latest arts & culture impact results in Tallahassee and Leon County.

REGISTER: <https://www.eventbrite.com/e/aep6-tallahasseeleon-county-findings-governors-club-lunch-tickets-731313908587>

**Wednesday, October 25 @ 5:30-7 :00 PM EST |**

### **State of the Arts: AEP6 in Florida**

Join the Council on Culture & Arts (COCA), the Division of Arts & Culture, and special guest Randy Cohen, Vice President of Research at Americans for the Arts, to unveil the latest results for Florida, Tallahassee & Leon County.

REGISTER: <https://www.tallahasseearts.org/classified/the-state-of-the-arts-aep6-in-florida/>