

A Stronger Economy

WHY SUPPORT THE ARTS IN INDIANAPOLIS?

The Arts enrich us, bring us together and provide a form of expression that lends meaning to our lives, individually and as a community, in ways we wouldn't have otherwise.

The Arts are also leading community development within Indianapolis. A recently released Economic Impact Study from the Arts Council of Indianapolis illustrated the increasingly important and valuable role the Arts play as a contributor to the economy of Indianapolis. Nonprofit arts organizations in Indianapolis generate nearly half a billion dollars to the city's economy each year. \$52 million of that activity is realized in state and county tax revenue. The Arts are also responsible for more than 15,000 full-time jobs.

According to reports from Harvard University, the Urban Institute, RAND Corporation and others, the Arts lead community development in Indianapolis in other significant ways – including improving public safety, reducing crime, and increasing literacy, job skills, and graduation rates. Through community-wide outreach programs, low- and no-cost performances and exhibits, and instructional courses provided in venues around the city, nonprofit arts programs in Marion County serve more than 2 million children, students, and senior citizens each year.

Taken all together – the Arts' intrinsic value, its growing economic importance, and the invaluable role it plays in community development, improving public safety, and reducing crime – there really isn't any question about what the Arts mean to the City of Indianapolis.

The Arts Mean... A Stronger Economy



The Arts Council of Indianapolis exists to advance and promote the Arts through funding, advocacy, business, artistic and technical assistance, public and private support, and technology.

For additional information about the Arts Council of Indianapolis or for more information about how the Arts Mean a Stronger Economy for Indianapolis,

please visit

WWW.INDYARTS.ORG

The **ARTS** mean...



A Stronger Economy



★ The Arts Mean... A Stronger Economy

A recent Economic Impact Study* clearly demonstrates that when we support the Arts, we not only improve our quality of life, but we also strengthen the overall economic well-being of the City of Indianapolis.

*Arts and Economic Prosperity study, 2007. Conducted by Americans for the Arts with researchers from Georgia Tech.

★ Take A Look At Some Highlights Of How The Arts Help To Strengthen The Economy Of Indianapolis:

- ★ The Arts generate \$468 million in economic activity each year
- ★ The Arts add nearly \$52 million in government revenue annually
- ★ The Arts support more than 15,000 local jobs
- ★ The Arts make a good public investment – for every \$1 of local government support, the Arts generate \$5 in return to the city's economy

All of this adds up to a stronger economy and a healthy community investment that generates real returns when the City of Indianapolis invests in the Arts. Additional findings from the most comprehensive study of the nonprofit arts and culture industry ever conducted in the United States provide even more compelling evidence that nonprofit arts organizations generate valuable economic activity in communities across the country.

In Indianapolis, The Arts Help Keep Our Community And Its Economy Strong.

★ According To The Study, Each Year Nonprofit Arts Organizations In Indianapolis:

- ★ Generate nearly **half a billion dollars** in economic activity (\$468 million) – **an increase of 59%** since the last study five years ago
- ★ Support over **15,000** full-time jobs*
- ★ Create nearly **\$52 million** in local and state government revenue
- ★ Attract audiences from around the world while spurring business development, which in turn supports more jobs and generates more government revenue

*Jobs are calculated using the full-time equivalency (FTE) measurement

★ Community Contributions

Nonprofit arts and cultural organizations don't just make money – they spend it too (just like their audiences do) - keeping our community and its economy healthy and strong.

According To The Recent Arts & Economics Prosperity Study:

- ★ Nonprofit arts and cultural **organizations** spend \$181,936,937 annually on wages, supplies, vendors, and asset acquisitions within the community
- ★ Nonprofit arts and cultural organization **audiences** spend \$286,903,247 annually on parking, dinner, hotel rooms – even childcare

★ TOTAL IMPACT OF THE NONPROFIT ARTS AND CULTURE INDUSTRY
(Expenditures by both organizations and audiences)

TOTAL EXPENDITURES	\$468,180,184
FULL-TIME EQUIVALENT JOBS	15,088
RESIDENT HOUSEHOLD INCOME	\$301,658,000
LOCAL GOVERNMENT REVENUE	\$21,077,000
STATE GOVERNMENT REVENUE	\$30,705,000

★ IMPACT OF NONPROFIT ARTS ORGANIZATIONS

TOTAL EXPENDITURES	\$181,936,937
FULL-TIME EQUIVALENT JOBS	5,645
RESIDENT HOUSEHOLD INCOME	\$149,797,000
LOCAL GOVERNMENT REVENUE	\$6,203,000
STATE GOVERNMENT REVENUE	\$10,409,000

★ IMPACT OF NONPROFIT ARTS AUDIENCES

TOTAL EXPENDITURES	\$286,903,247
FULL-TIME EQUIVALENT JOBS	9,443
RESIDENT HOUSEHOLD INCOME	\$151,861,000
LOCAL GOVERNMENT REVENUE	\$14,874,000
STATE GOVERNMENT REVENUE	\$20,296,000

★ EVENT-RELATED ARTS AND CULTURE AUDIENCE SPENDING

	RESIDENTS*	NON-RESIDENTS*
TOTAL ATTENDANCE	2,958,084	3,798,617
PERCENT	44	56
PER PERSON AVERAGE	\$27.53	\$54.09
TOTAL SPENDING	\$81,436,053	\$205,467,194

*Residents live inside the county where the event took place; Non-residents live outside the county

★ Average Spent By Nonprofit Arts Attendees Above The Cost Of Admission (total of 6.8 million people)

