



ARTS &
ECONOMIC PROSPERITY 6

The Economic & Social Impact of Nonprofit Arts & Culture Industry

State of Oregon!

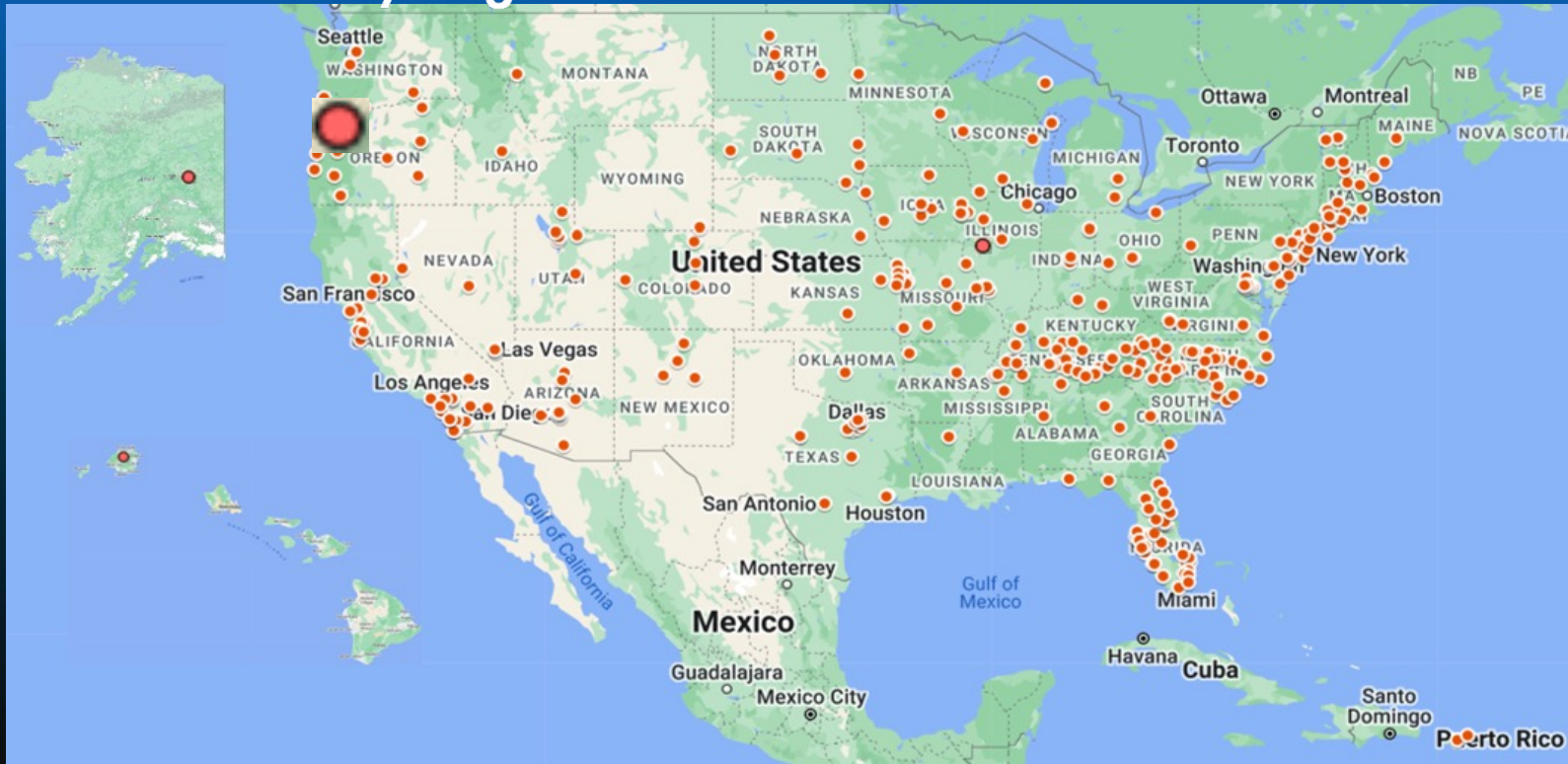
October 27, 2023

Randy Cohen
Americans for the Arts

@ArtsInfoGuy

Most Comprehensive Study Ever!

373 Study Regions in all 50 States and Puerto Rico.



\$829 Million in Spending (2022)

Organizations
\$498 Million



Audiences
\$331 Million



Jobs Supported

13,061



Personal Income to Residents

\$560 Million



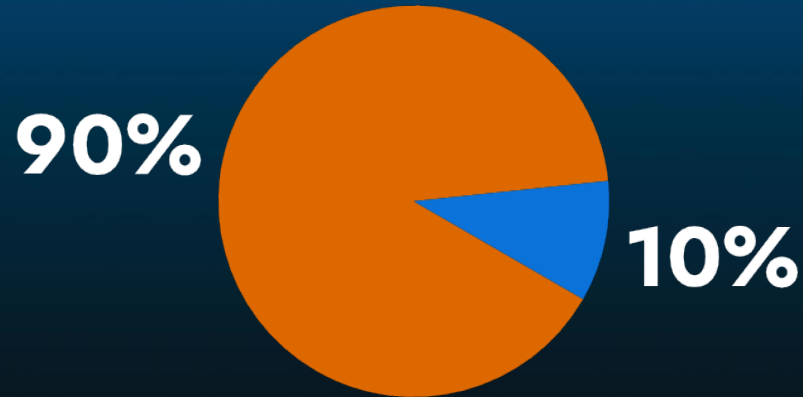
Government Revenue (Local, State, Federal)

\$155 Million

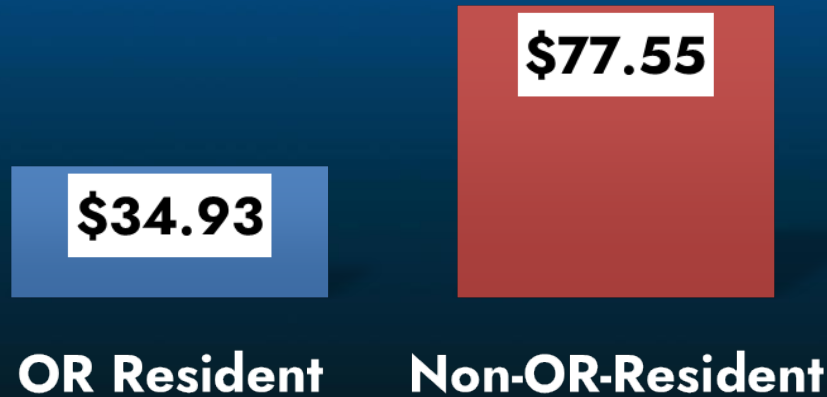
Attendees Spent \$39.14 Per Person, Per Event



Audiences: OR Resident vs. Non-OR-Resident



Event-Related Spending OR Resident vs. Non-OR-Resident

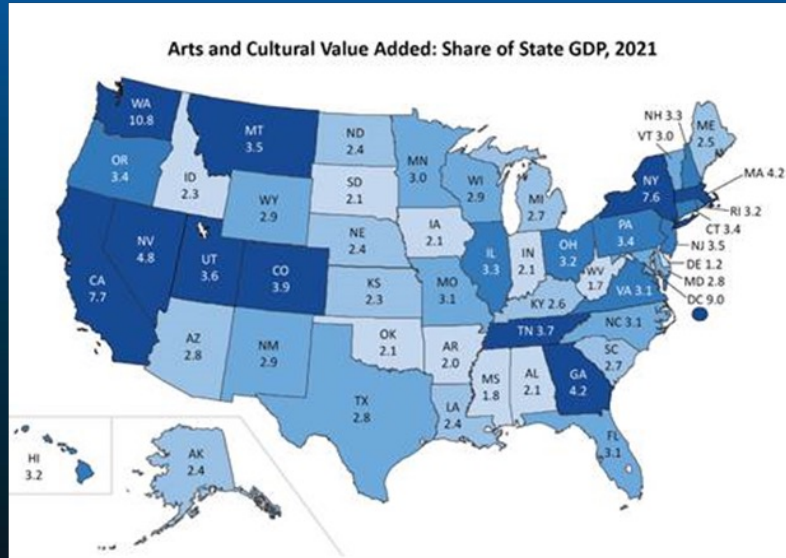


43% of nonlocal attendees said, "This arts event is the primary purpose for my trip."



Arts & Creative Economy in Oregon

\$9.3 Billion—3.4% of GSP—62,725 Jobs



Accelerates economic recovery

Diversifies economy

Stimulates statewide job growth

U.S.: \$1.03 Trillion—4.4 Percent of GDP—4.9 Million Jobs (2021)

Source: U.S. Bureau of Economic Analysis





Arts Volunteerism

- **45,000 volunteers**
- **1.6 million hours**
- **\$50.4 million value**

(Value of 2022 volunteer hour in Oregon = \$32.37)



Social Impact Responses by Attendees

“This venue or facility is an important **pillar for me within my community.**” **83%**

“I would **feel a great sense of loss** if this activity or venue were no longer available” **87%**

“This activity or venue is **inspiring a sense of pride** in this neighborhood or community” **89%**

“My attendance is my way of ensuring that this activity or venue is **preserved for future generations**” **87%**

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.

Thank You!

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