

Arts & Economic Prosperity

In Indianapolis, the Arts Mean Business...

The Economic Impact of Nonprofit Arts Organizations and Their Audiences in Indianapolis

Newly released findings from the most comprehensive economic impact study of the nonprofit arts and culture industry ever conducted in the United States provide compelling evidence that nonprofit arts organizations generate valuable economic activity in communities across the country.

The Arts Council of Indianapolis is excited to report these findings are especially true in central Indiana. The study, *Arts & Economic Prosperity*, determines that nonprofit arts organizations make a significant economic contribution – and difference – to Indianapolis and the surrounding community.

...How *much* business?



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). According to the new *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

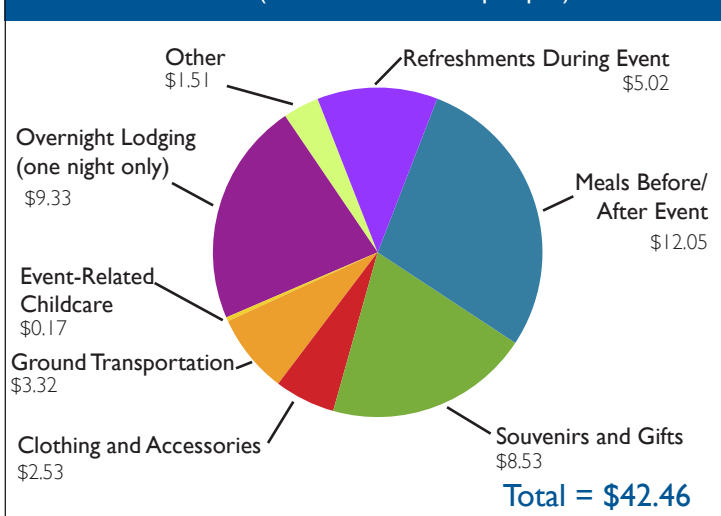
Total Expenditures	\$286,903,247
Full-time Equivalent Jobs	9,443
Resident Household Income	\$151,861,000
Local Government Revenue	\$14,874,000
State Government Revenue	\$20,296,000

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

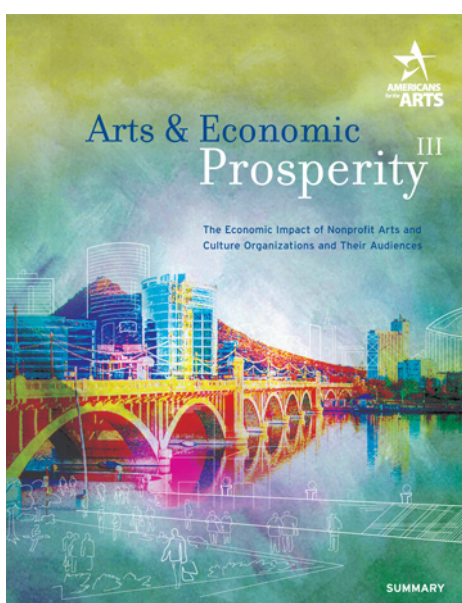
Average Spent by Nonprofit Arts Attendees Above the Cost of Admission (total of 6.8 million people)



For the full report and more information go to
www.artscouncilofindianapolis.org

One hundred and fifty six (156) communities and regions (116 cities and counties, 35 multi-county regions, and 5 states) including Indianapolis participated in the study. The Arts Council of Indianapolis facilitated the gathering of detailed economic data from 63 local arts organizations that were among the 6,080 local arts organizations surveyed nationwide. Americans for the Arts, which conducted the national study, is the leading nonprofit organization for advancing the arts in America.

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. As a result of our efforts, artists can make a viable living, arts organizations flourish, a broad menu of arts programming including professional and amateur endeavors is available, and the community is enhanced through increased economic development activity.



For additional information about the Arts Council of Indianapolis or *Arts & Economic Prosperity*, log onto: www.artscouncilofindianapolis.org.