

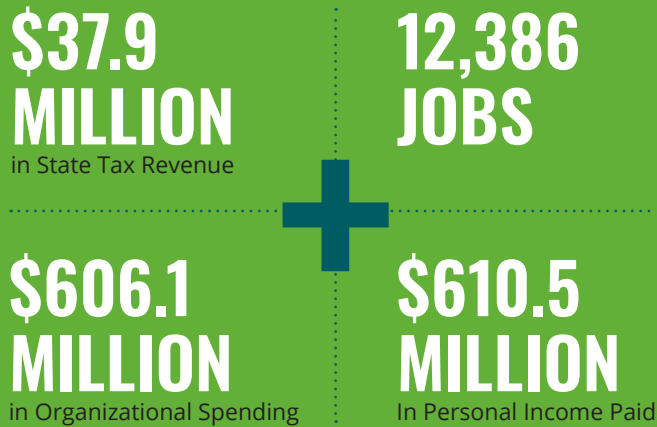
ARTS & CULTURE ARE ESSENTIAL TO CONNECTICUT

ESSENTIAL TO OUR ECONOMY, LOCAL BUSINESSES, TOURISM AND STRONG COMMUNITIES

That's the finding of Arts and Economic Prosperity 6 (AEP6), an economic and social impact study of the nation's nonprofit arts and culture industry conducted by Americans for the Arts.

In Connecticut, the study included 717 participating nonprofit arts and culture organizations and 6,429 cultural patrons. It was conducted in partnership with Connecticut Office of the Arts and the state's regional arts service organizations.

ARTS & CULTURE SUPPORT OUR ECONOMY



ARTS & CULTURE SUPPORT LOCAL BUSINESSES

\$348 MILLION

Cultural patrons spend an average of \$30.47 to eat at a restaurant, shop at local businesses, and pay for other expenses related to their cultural experience beyond the cost of admission. That's \$348 million a year!

ARTS & CULTURE SUPPORT TOURISM

- Cultural patrons who travel from outside the state spend 63% more than in-state patrons (\$46.70 each vs \$28.66) in addition to the cost of admission.

- Cultural patrons who stay overnight spend even more (\$175.90 each).
- Out-of-state visitors are drawn to Connecticut for our arts and culture.*

*79.9% of nonlocal patrons reported that the primary purpose of their visit to Connecticut was "specifically to attend the performance, event, exhibit, venue, or facility" where they were surveyed.

ARTS & CULTURE SUPPORT STRONG COMMUNITIES

Cultural patrons were asked about the importance of arts and culture to community life. Here's what they said:

87.5% agreed that the cultural experience "inspir[es] a sense of pride in this neighborhood or community."

85.2% agreed that they "would feel a great sense of loss if this activity or venue were no longer available."

85.7% said it is "important that future generations also be able to have that cultural experience."

79.8% agreed that the cultural experience where they were surveyed is "an important pillar for me within my community."