



ARTS &
ECONOMIC PROSPERITY 6

The Economic & Social Impact of Nonprofit Arts & Culture Industry

State of Connecticut!

April 2, 2024

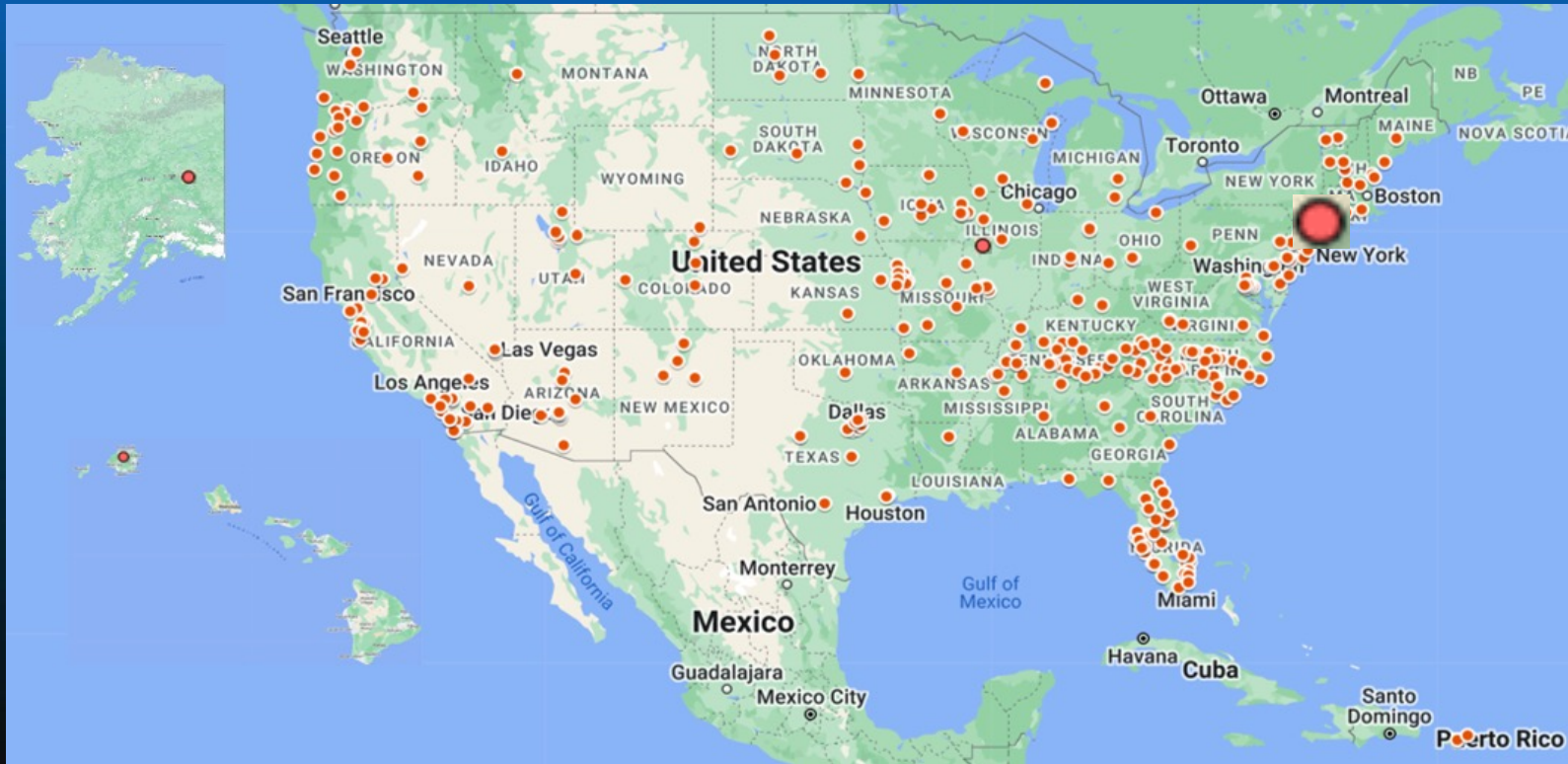
Randy Cohen

Americans for the Arts

@ArtsInfoGuy

Most Comprehensive Study Ever!

373 Study Regions in all 50 States and Puerto Rico.



\$954 Million in Spending (2022) Connecticut

Organizations
\$606 Million



Audiences
\$348 Million



Jobs Supported

16,667



Government Revenue (Local, State, Federal)

\$201 Million

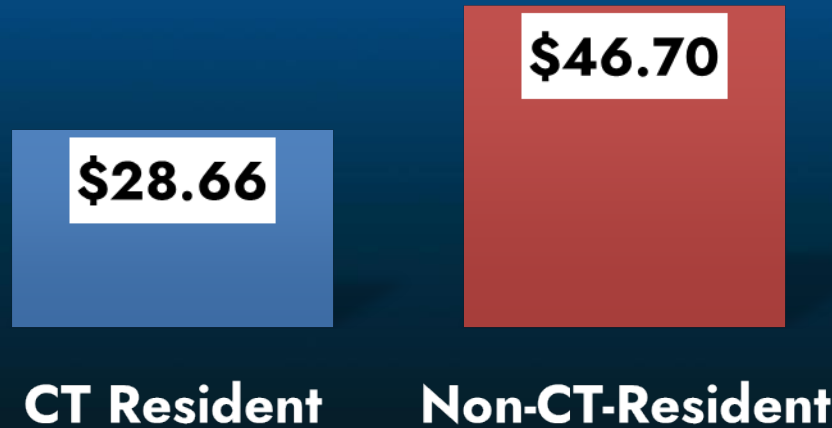
Attendees Spent \$30.47 Per Person, Per Event



Audiences: CT Resident vs. Non-CT-Resident



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



80% of nonlocal attendees said, "This arts event is the primary purpose for my trip."



Social Impact Responses by Attendees

“This venue or facility is an important **pillar for me within my community.**” **79.8%**

“I would **feel a great sense of loss** if this activity or venue were no longer available” **85.2%**

“This activity or venue is **inspiring a sense of pride** in this neighborhood or community” **87.5%**

“My attendance is my way of ensuring that this activity or venue is **preserved for future generations**” **85.7%**



Arts Volunteerism

- **36,804 volunteers**
- **1.5 million hours**
- **\$52.8 million value**

(Value of 2022 volunteer hour in Connecticut = \$34.56)

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.”

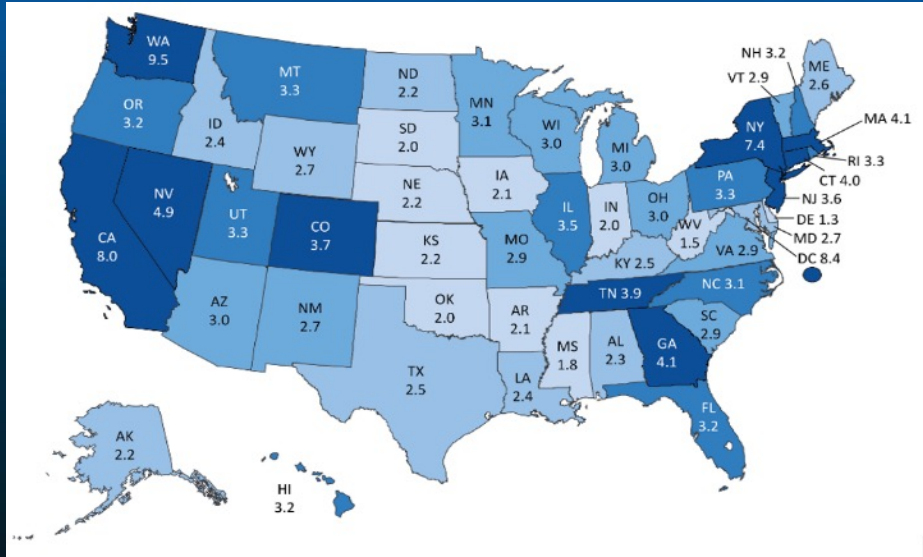


79%

believe arts and culture is “important to their community’s businesses, economy, and local jobs.”

Arts & Creative Economy in Connecticut

\$12.8 Billion — 4.0% of GSP — 54,741 Jobs



**Bigger than Construction,
Education, and Transportation!**

Accelerates economic recovery

Diversifies economy

Stimulates statewide job growth

U.S.: \$1.1 Trillion — 4.3% of GDP — 5.2 Million Jobs (2022)

Source: U.S. Bureau of Economic Analysis





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.



ARTS & CULTURE BUILD

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