

Subject: Arts Action Alert 6-13-2012: Statewide and national nonprofit arts industries continue high performance in the 21st century economy

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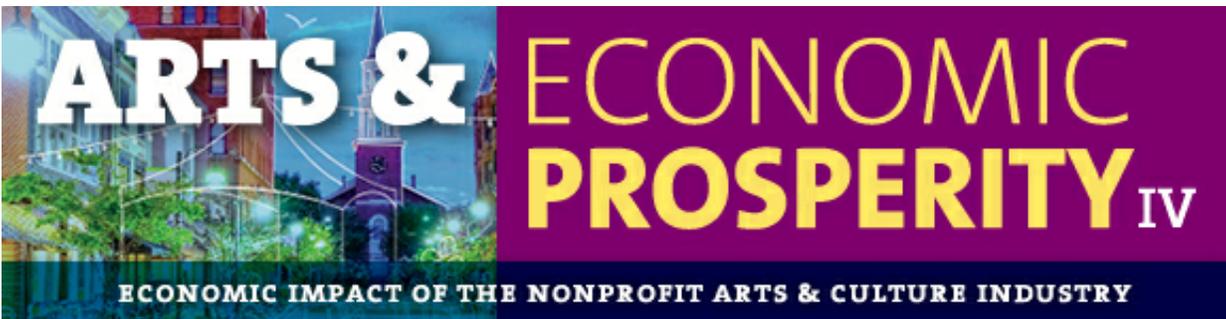
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Americans for the Arts and the Wisconsin Arts Board have released the findings from [Arts & Economic Prosperity IV](#), the largest and most comprehensive study of its kind ever conducted.

In the state of Wisconsin, the study reveals that *local nonprofit arts organizations generate \$535 million in economic activity annually*, resulting in nearly \$65 million in local and state tax revenues, 22,872 in full-time equivalent jobs and \$479 million in resident income.

- [Click here for a one-page summary](#) of the state data (.pdf)
- [Click here for the full report](#) of the state data (.pdf)

Nationally, the nonprofit arts industry generates 4.1 million jobs and \$135.2 billion in economic activity every year, resulting in \$22.3 billion in federal, state, and local government revenues. The \$135.2 billion total includes \$61.1 billion in spending by arts organizations and \$74.1 billion in event-related spending by arts audiences. [Click here for the national Arts and Economic Prosperity IV report.](#)

Five areas in Wisconsin conducted detailed research about the arts sector's impact in their communities:

- [City of La Crosse](#)
- [Dane County](#)
- [Eau Claire County](#)
- [Marathon County](#)
- [Greater Fox Cities](#)
- [Greater Milwaukee](#)

Like the past three iterations of the study, *Arts & Economic Prosperity IV* documents the key role played by the nonprofit arts and culture industry in strengthening our nation's economy. But this time around, the results of this study are a bit more extraordinary.

For the first time in its history, the study documents how the arts industry fared during a recession. And not just any economic slowdown. This study shows how the arts sector fared during The Great Recession, the most shattering economic downfall our nation, and the world, has experienced in generations. And there is encouraging news to share.

Despite the economic headwinds that our country faced in 2010 when the study was conducted, the arts and culture industry continued to serve as an economic engine. Like most industries, the Great Recession has left a measurable financial impact on the arts-erasing the gains made during the pre-recession years, and leaving 2010 expenditures three percent behind their 2005 levels at an estimated \$61.1 billion, demonstrating the industry's resilience even in the face of an extremely challenging fiscal environment. In addition, the 94,478 audience intercept surveys collected for the 2005 study showed an average event-related expenditure of \$27.79, per person per event, beyond the cost of admission. The 151,802 audience surveys conducted for the 2010 report show an 11 percent decrease in that amount, to \$24.60.

These findings are remarkable given the economic climate that was present when the study was conducted. Unemployment was at 9.7 percent in 2010-more than double the rate from when *Arts & Economic Prosperity III* was conducted in 2005. The Consumer Confidence Index-the degree of optimism that consumers are expressing through their spending and saving as measured by the Conference Board-plummeted to 54 (nearly half its 2005 level), and the number home foreclosures tripled to 2.9 million from the number in 2005.

Throughout the recession, the arts industry continued to produce new and exciting work-performances and exhibitions and festivals that entertain, inspire, and draw audiences. So as the economy rebounds in the coming years, the arts are well poised for growth.

“Kudos to the Wisconsin Arts Board and to Americans for the Arts for leading the way to bring forth this impressive data. It clearly demonstrates the scope, power and impact of the statewide and national nonprofit arts sectors in the 21st century economy,” said Debra Karp, Board President of Arts Wisconsin. “Arts Wisconsin and a strong network of advocates throughout the state will share this information widely to show how much the arts create for Wisconsin and all of its communities.”

Arts & Economic Prosperity IV demonstrates that Wisconsin's and America's nonprofit arts industry is not only resilient in times of economic uncertainty, but is also a key component to the nation's economic recovery and future prosperity. This study shows that the nonprofit arts and culture industry is an economic driver in communities-an industry that supports jobs, generates government revenue, and is the cornerstone of tourism. The arts mean business!

The national study was supported by The Ruth Lilly Fund of Americans for the Arts. Americans for the Arts' local and statewide project partners-such as the Wisconsin Arts Board-contributed both time and financial support to the study.

For more information on *Arts and Economic Prosperity IV*, contact the [Wisconsin Arts Board](#) and [Americans for the Arts](#).

Arts Action Alerts are a service of Arts Wisconsin and its *Legislative Action Center*. Arts Wisconsin provides timely and critical information and actions on local and global arts, community and government issues throughout the year.

Please forward this email on to colleagues and peers who should have this information, so they can also stay in touch and involved.

Please support Arts Wisconsin's statewide advocacy, service and development programs and services with a membership contribution, so that we can continue to do our work on your behalf - especially important at this critical time - and so that everyone, everywhere in Wisconsin can continue to participate in and benefit from the arts, culture, creativity and innovation. Many thanks!

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