

Arts Alliance and Crested Butte Creative District Join Americans for the Arts' National Study of the Economic Impact of Spending by Nonprofit Arts and Culture Organizations and Their Audiences

Crested Butte, Colorado — The Arts Mean Business. That is the message being delivered today by the Arts Alliance of the East River Valley, who announced it has joined the *Arts & Economic Prosperity*^{® 5}, a national study measuring the economic impact of nonprofit arts and culture organizations and their audiences. The research study is being conducted by Americans for the Arts, the nation's nonprofit organization advancing the arts and arts education. It is the fifth study over the past 20 years to measure the impact of arts spending on local jobs, income paid to local residents, and revenue generated to local and state governments.

As one of nearly 300 study partners across all 50 states plus the District of Columbia, local nonprofit arts organizations in Crested Butte and Mt. Crested Butte will collect detailed financial data about our local nonprofit arts and culture organizations such as our theater and dance companies, museums, festivals, and arts education organizations. “Many people don't think of nonprofit arts organizations as businesses,” said Jenny Birnie, Executive Director of the Center for the Arts “but this study will make clear that the arts are a formidable industry in our community—employing people locally, purchasing goods and services from local merchants, and helping to drive tourism and economic development.”

Participating organizations will also collect surveys from attendees at arts events using a short, anonymous questionnaire that asks how much money they spent on items such as meals, parking and transportation, and retail shopping specifically as a result of attending the event. Previous studies have shown that the average attendee spends \$24.60 per person, per event, beyond the cost of admission. Those studies have also shown that, on average, 32 percent of arts attendees travel from outside the county in which the arts event took place, and that those cultural tourists typically spend nearly \$40 per person—generating important revenue for local businesses and demonstrating how the arts drive revenue for other businesses in the community.

Surveys will be collected throughout calendar year 2016. The results of the study will be released in June of 2017.

“This study will show that when we support the arts in Crested Butte, we are making an investment in an industry, one that supports jobs and generates government revenue, and is the cornerstone of tourism” stated Shaun Horne, Chair of the Crested Butte Creative District Commission.

According to Americans for the Arts' most recent national study, the nonprofit arts industry generated \$135.2 billion in total economic activity and supported 4.1 million full-time equivalent jobs during 2010, resulting in \$22.3 billion in federal, state and local government revenues. The \$135.2 billion total included \$61.1 billion in spending by arts organizations and \$74.1 billion in event-related spending by their audiences on items such as meals, local transportation and overnight lodging. Complete details about the fiscal year 2010 study are available at www.AmericansForTheArts.org/EconomicImpact.