

ARTS & ECONOMIC PROSPERITY 5

THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES



CREATING **JOBS**. GENERATING **COMMERCE**. DRIVING **TOURISM**.

Greater Oklahoma City

#AEP5



Most Comprehensive Study Ever!

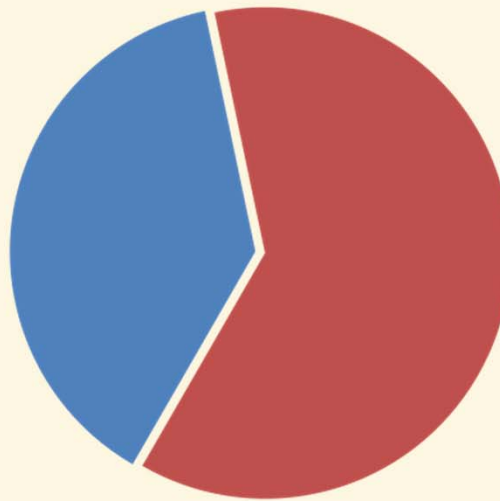
341 Study Regions in all 50 States—*Including the City of Alva*





Statewide Spending (2015): \$872,830,632

Organizations
\$331,249,786

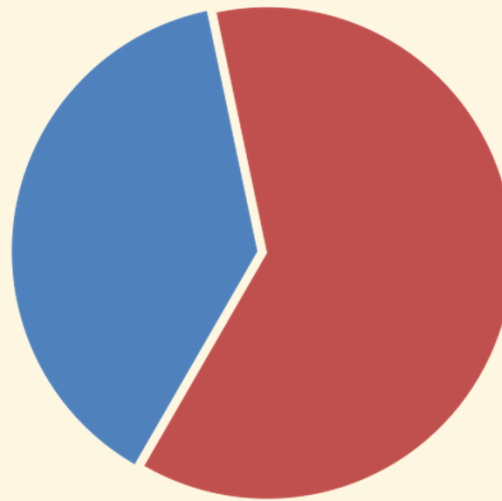


Audiences
\$541,580,846



Greater OKC Spending (2015): \$602,747,142

Organizations
\$220,484,100



Audiences
\$382,263,042



Jobs Supported in Greater OKC by Organizational and Audience Spending (Full-Time Equivalent)

20,571

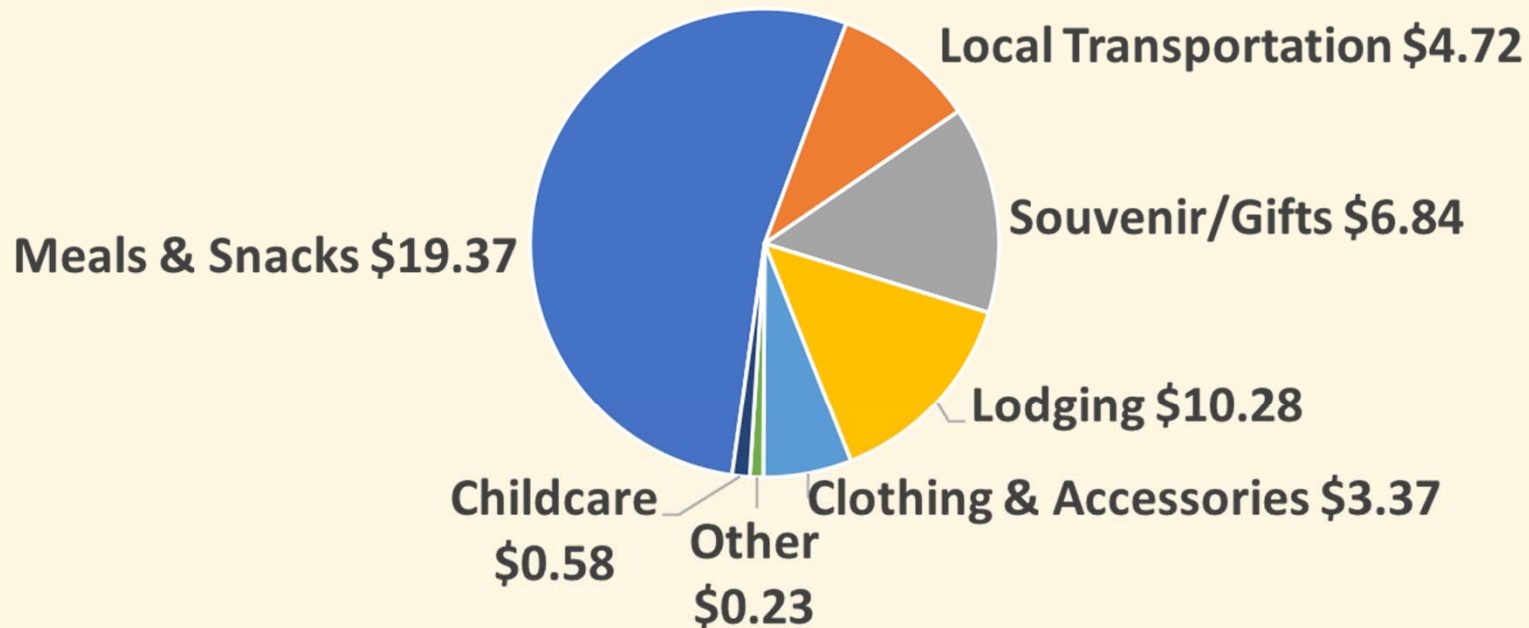


State & Local Government Revenue

\$61,719,000

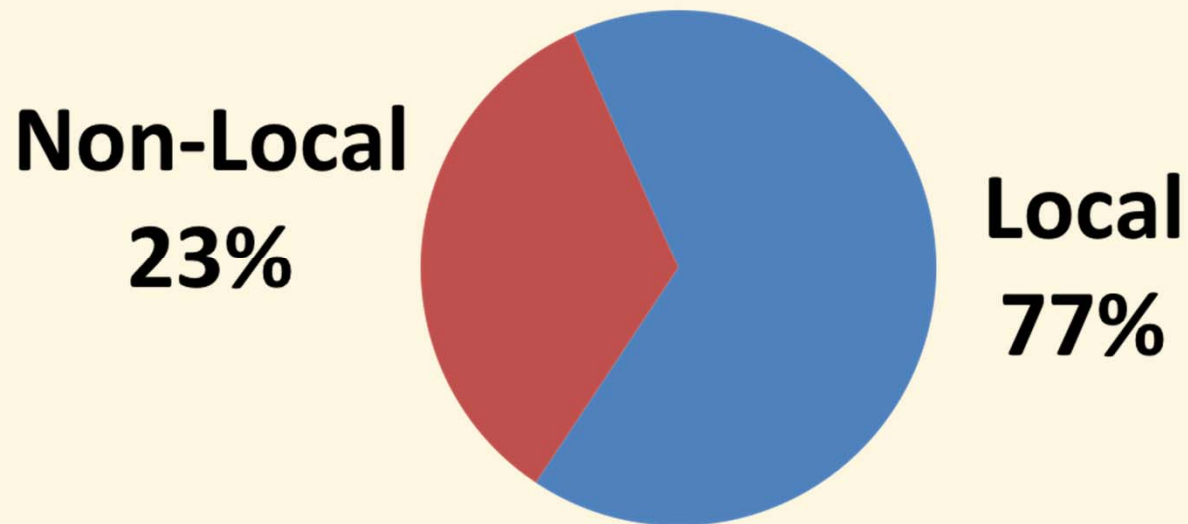


Greater OKC Event Attendees Spent \$45.40 Per Person, Per Event



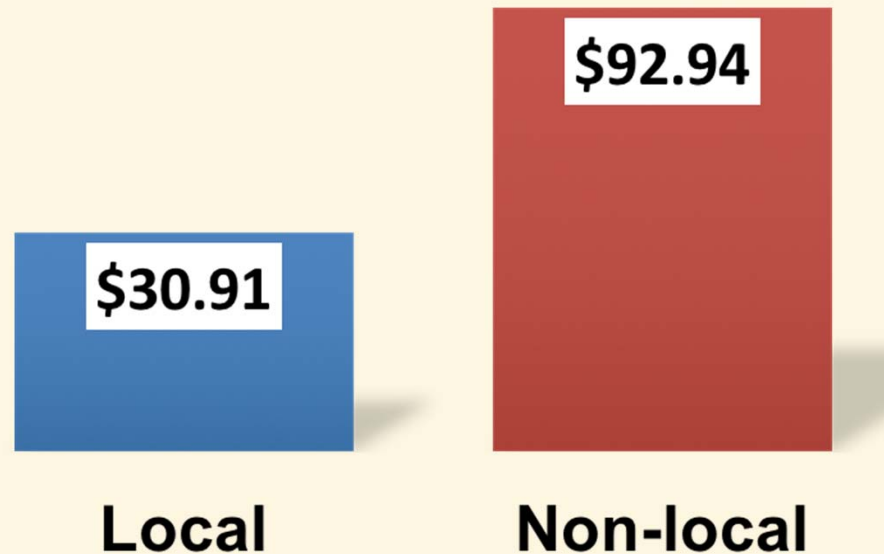


Audiences: Local vs. Non-Local





Event-Related Spending *Local vs. Non-Local*



66% percent of non-local attendees said, "This arts event is the primary purpose for my trip."



Arts Volunteerism in Greater OKC

- **13,743 volunteers**
- **510,713 hours**
- **\$12,032,398 value**

(2015 volunteer hour = \$23.56)



Americans Value The Arts

82%

of Americans believe
arts & culture are
important to local
businesses and the
economy

87%

of Americans believe arts
& culture are important
to quality of life

Source: Americans for the Arts
2016 survey of 3,020 adults
by Ipsos Public Affairs



Americans Value The Arts

63%

believe the arts “lift me up beyond everyday experiences”

73%

say the arts are a “positive experience in a troubled world”

64%

feel “pure pleasure to experience and participate in [the arts]”

Source: Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs

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AEP5 National Partners



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AMERICANS
for the
ARTS

The Arts Mean Business!

AmericansForTheArts.org/AEP5

ok4arts.org/economy/

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