THE ARTS + FACT SHEET

OCEANSIDE THEATRE COMPANY FACT SHEET

IMPACT POINTS

91% meet new people through the arts.

9 out of 10 arts participants report meeting new people and making new friends through their arts experiences.

Arts and cultural economic activity accounts for more than $760 billion each year.

Research from the U.S. Bureau of Economic Analysis shows that the arts drive 4.9% of the U.S. GDP, generating $736.6 billion in 2015.

40% feel more positive about their community after taking part in the arts.

Participatory arts projects celebrate local culture and heritage, making marginalized groups more visible and promoting positive community connections. In the UK, 40% of participants felt more positive about where they lived after participating in an arts activity.

9 out of 10 say the arts increase their connection to community.

New friends and connections are a primary positive outcome of arts participation and help to reduce social isolation. In the UK, 91% of participants reported making new friends by participating in arts activities.

The arts bridge language barriers and unite disparate groups.

Children from immigrant and resident populations cohere best when barriers around language come down. Research shows that art making provides a common bridge and increases friendship, empathy, and mutual trust.

53% of businesses say the arts are a good bet.

Of businesses that participated in a recent survey on business support for the arts, 53% said that business partnerships with the arts support creative thinking and problem solving.


Stern et al., 2001.

Stern et al., 2001.


**READING LIST**

**Culture Builds Community Evaluation Report**

Mark J. Stern and Susan C. Seifert Mark J. Stern and Susan C. Seifert

**Publication Year:** 2001

This evaluation report from the Culture Builds Communities Project reviews a four-year comprehensive community grant program. The goals of this program were to both increase participation in the arts... Show More [] and to foster community building through the arts and Show Less []

**pARTnership Movement Tool-Kit: Arts & Economic Prosperity: Using the Report's Data to Strengthen Your Case to Businesses**

Shue, Jordan Shue, Jordan

**Publication Year:** 2017

Want to know the best ways to disseminate Arts & Economic Prosperity 5 data to businesses in your community? This tool-kit has hard data on the best ways to reach... Show More [] them, along with information on how the arts sector has used the report. Show Less []

**Arts Facts: Arts Programs for At-Risk Youth (2017)**

Americans for the Arts, 2017

**Publication Year:** 2017

Studies by the U.S. Departmen of Justice demonstrate increased pre-social behaviro amoung youth invovled with arts programs.

**ORGANIZATIONS**

**CENTER FOR ARTS, BUSINESS, AND CULTURE**

The studies carried out at Center for Arts, Business & Culture (ABC) focus on aesthetic and cultural analyses of economic activities. Examples include how experiences, emotions,
stories, and symbols are used to create economic value; economic analysis of aesthetic activities; and how creative and cultural entrepreneurs build economic value from their artistic practices.

CREATIVE YOUTH DEVELOPMENT NATIONAL PARTNERSHIP

A partnership of organizations working in concert with the broader field to drive collective action in three strategic priorities to advance creative youth development.

CULTURAL TOURISM ALLIANCE

The Cultural Tourism Alliance is group of tourism marketing professionals who share the vision and challenge of increasing tourism to towns, cities, regions, and states in the United States through the promotion of authentic and unique cultural and heritage offerings.

THANK YOU TO OUR SPONSORS

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