

# FACT SHEET 1720619957

## IMPACT POINTS

### **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.

### **68% of tourism**

Cultural heritage and history drive over two-thirds of all of the tourism in the United States.

### **20% increase in property values**

A cultural organization in a community has been shown to increase nearby residential property values by up to 20%.

### **35.3 million travel for the arts.**

The arts drive travel planning. 35.3 million adults say that a specific arts, cultural, or heritage event or activity influenced their choice of destination.

### **Cultural tourists spend 60% more than other tourists.**

Research shows that cultural tourists spend nearly twice as much while traveling as other tourists do--an average of around \$1,000 versus \$600 per trip--providing important additional economic impacts to destination communities.

### **Creativity in community can increase community revenue by up to 105%.**

Art and community development results in greater tax revenues. The downtown Phoenix creativity hub yielded a 105% increase in tax receipts, compared to a city-wide decline of 1.04%.

"Arts and Culture Grow for Fourth Straight Year." (2018) Retrieved 16 May 2018 from <https://www.bea.gov/newsreleases/general/acpsa/acpsanewsrelease.htm>

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## EXAMPLES OF PRACTICE



### ASHÉ CULTURAL ARTS CENTER

New Orleans

Ashé, a project of Efforts of Grace, Inc., is a community cultural arts center deeply rooted in Central City New Orleans that serves as a hub for people of African descent who live there.



### WYOMING COUNTY RURAL ARTS INITIATIVE (WCRAI)

Warsaw

WCRAI funds artistic microenterprises and small businesses to increase tourism to the Finger Lakes Region of New York. Started in 2016, several artists have already opened shops or increased production in towns throughout the county.



## OFFICE OF ARTS, CULTURE, AND THE CREATIVE ECONOMY

### Philadelphia

Philadelphia created the first percent-for-art program, which requires developers to commission public art for their projects. In 2001, percent-for-art commissions totaled \$2.8 million.



## THE CITY OF PROVIDENCE DEPARTMENT OF ARTS, CULTURE, AND TOURISM

### Providence

The Providence Department of Art, Culture + Tourism (AC+T) ensures the continued development of a vibrant and creative city by integrating arts and culture into community life while showcasing Providence as an international cultural destination.



## COMMUNITY ARTS PROGRAMS

### Austin

Our Community Arts Engagement initiatives serve families in the Austin area by providing all-

ages arts, music, and cultural programs for kids, parents, and caretakers to enjoy together. Our programs are a fun way for people to become more actively



## [YERBA BUENA CENTER FOR THE ARTS GUARANTEED INCOME FOR ARTISTS](#)

San Francisco

The COVID-19 pandemic revealed the inadequacy of our existing social support systems, and in particular, the fragility of our arts and culture ecosystem.

Artist Relief's

## **READING LIST**

### [The Cultural and Heritage Traveler Study](#)

McCormick, Rosemary McCormick, Rosemary

The primary objective of MSA's travel and tourism white paper series is to provide education and resources to increase visitation to museums and increase business at museum stores.

### [Tourism, Culture and Sustainable Development](#)

Mike Robinson and David Picard Mike Robinson and David Picard

We can safely say today that, thanks to the boom in tourism in recent decades, never before in the history of humanity have the inhabitants of this planet travelled as... [Show More](#)  much, or been as much engaged in the discovery of other cultures. So, what are we,

[Show Less](#)

### [Top 10 Reasons to Support the Arts in 2023](#)

Cohen, Randy Cohen, Randy

**Publication Year:** 2023

The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, empathy, and beauty. The arts also strengthen our communities socially, educationally, and

economically—benefits that persisted during a... [Show More](#) ☐ pandemic that was

[Show Less](#) ☐

## ORGANIZATIONS

### 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.

### KENTUCKY ARTS COUNCIL

### NATIONAL ENDOWMENT FOR THE ARTS

Established by Congress in 1965, the NEA is the independent federal agency whose funding and support gives Americans the opportunity to participate in the arts, exercise their imaginations, and develop their creative capacities.

## THANK YOU TO OUR SPONSORS



The Arts Impact Explorer was made possible thanks to the generous support of the Mellon Foundation and the National Endowment for the Arts. Additional support provided by the Doris Duke Charitable Foundation.

## LEARN MORE

[AMERICANSFORTHEARTS.ORG/SOCIAL IMPACT](https://americansforthearts.org/social-impact)

This fact sheet was developed as part of the **Arts + Social Impact Explorer**

