

ARTS & CULTURE BUILDS

JOBS AND THE ECONOMY IN SOUTH HAMPTON ROADS

ARTS & ECONOMIC PROSPERITY 6

AREA NON-PROFIT ARTS & CULTURAL ORGANIZATIONS



\$140 M

Arts & Cultural Organizations
Direct Spending



\$130 M

Arts & Cultural Audiences
Ancillary Spending



\$270 M

Total Industry Expenditures



4,954

Full time, Part-time, or Seasonal Jobs Created

DIRECT TAX REVENUES



\$9,502,531

in revenue to
Local Government



\$9,254,694

in revenue to State
Government



\$33,046,660

in revenue to the
Federal Government



\$35.73

average event-related
spending per person
(Excluding the cost of admission)



\$33.00

average event-related
spending per resident

vs.



\$48.75

average event-related
spending per nonresident

91% of Audiences agree that "This activity or venue is inspiring a sense of pride in this neighborhood or community."

86% of Audiences agree that "I would feel a great sense of loss if this activity or venue were no longer available."

84% of Audiences agree that "This venue or facility is an important pillar for me within my community."

89% of Audiences agree that "My attendance is my way of ensuring that this activity or venue is preserved for future generations."



ABOUT THIS STUDY

Americans for the Arts conducted AEP6 to assess the economic and social impact of the nonprofit arts and culture sector in the United States. The study covered 373 diverse communities across all 50 states and Puerto Rico. Arts Alliance sponsored South Hampton Roads Area in the study, consisting of Chesapeake, Franklin, Isle of Wight, Norfolk, Portsmouth, Southampton, Suffolk and Virginia Beach.

The research gathered detailed information from 16,399 nonprofit arts and culture organizations on their FY2022 expenditures, event attendance, in-kind contributions, and volunteerism. In the South Hampton Roads Area, 85 out of 158 eligible organizations participated, resulting in a 53.8% overall participation rate. Response rates for the 373 communities averaged 43.9 % and ranged from 5% to 100%. It's important to note that the study only uses the data of responding organizations and does not extrapolate and thus economic impact findings are conservative.

Audience-intercept surveys were conducted nationally, with 224,677 attendees providing data on event-related spending, socioeconomic information, and social impact questions. In the South Hampton Roads Area, 802 surveys were collected from May 2022 to June 2023.

The economic impact was determined using the IMPLAN platform, employing input-output analysis to calculate interdependencies between sectors. This method assessed how dollars were re-spent in the local economy and quantified the economic impact of each round of spending. For the South Hampton Roads Area, a customized input output model was developed based on the area's unique economic and industrial characteristics. The study's results, additional information, and calculators are on the AEP6 website: tiny.cc/AEP6_AFTA

When we invest in the arts, we invest in an industry that strengthens our economy and builds more livable communities.



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