



ESTABLISHED 1981

For Immediate Release

CONTACT:
Maria Gatewood
info@newarkarts.org
973-643-1625
July 19, 2016



Newark Arts Council Joins Americans for the Arts' National Study of the Economic Impact of Spending by Nonprofit Arts and Culture Organizations and Their Audiences

Newark, NJ — The Arts Mean Business. That is the message being delivered today by Newark Arts Council, 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, Newark Arts Council will collect detailed financial data about our local nonprofit arts and culture organizations such as Newark's theater and dance companies, museums, festivals, and arts education organizations. "Many people don't think of nonprofit arts organizations as businesses," said Jeremy Johnson, Executive Director of Newark Arts Council, "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."

Newark Arts Council 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 Newark, we are making an investment in an industry, one that supports jobs and generates government revenue, and is the cornerstone of tourism,” said Jeremy Johnson.

“It is critical to have Newark and Essex County arts groups participate in the statewide Arts & Economic Prosperity Study. Nonprofit arts organizations serve this densely populated region of New Jersey in many different ways, and countless stories reveal how their work in the community changes lives. This study will bring to light the local and statewide economic value of the region’s stellar arts industry”, said Anne Marie Miller of ArtPride.

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.

“Our *Arts & Economic Prosperity* series demonstrates that the arts are an economic and employment powerhouse both locally and across the nation,” said Robert L. Lynch, president and CEO of Americans for the Arts. “Leaders who care about community and economic vitality can feel good about choosing to invest in the arts. Nationally as well as locally, the arts mean business.”

ABOUT AMERICANS FOR THE ARTS

Americans for the Arts’ *Arts & Economic Prosperity 5* study is supported by The Ruth Lilly Fund of Americans for the Arts. In addition, Americans for the Arts’ local and statewide study partners are contributing both time and a cost-sharing fee support to the

study. For a full list of the nearly 300 *Arts & Economic Prosperity 5* study partners, visit www.AmericansForTheArts.org/AEP5Partners.

If you are a Newark organization interested in participating in the study, please contact Newark Arts Council by sending an email to: info@newarkarts.org.

ABOUT THE NEWARK ARTS COUNCIL

The Newark Arts Council is a 501(c)3 nonprofit organization created to advance and expand the artistic and cultural resources of the City of Newark, New Jersey. The Council's mission is to bring the transformative power of the arts into the lives of those who live in, work in, and visit Newark. The Council is the umbrella for the Newark Arts Education Roundtable (NAER) and is a partner with the Mayor's Office of Cultural Development, Arts, and Tourism. The Council awards neighborhood grants through its ArtStart program and sponsors the citywide Open Doors Festival every October. For more information, visit www.newarkarts.org.

###