

# The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Piedmont-Triad Prosperity Zone (NC)

| Direct Economic Activity                    | Organizations | Audiences     | Total Expenditures   |
|---|---------------|---------------|----------------------|
| <b>Total Industry Expenditures (FY2022)</b> | \$210,803,981 | \$230,848,622 | <b>\$441,652,603</b> |

## Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

| Total Economic Impacts<br>(includes direct, indirect, and induced impacts) | Organizations | Audiences     | Total Impacts        |
|--|---------------|---------------|----------------------|
| Employment (Jobs)  | 3,976         | 3,398         | <b>7,374</b>         |
| Personal Income Paid to Residents  | \$185,537,838 | \$113,961,687 | <b>\$299,499,525</b> |
| Local Tax Revenue (city and county)  | \$3,390,004   | \$4,737,429   | <b>\$8,127,433</b>   |
| State Tax Revenue  | \$8,027,397   | \$8,450,862   | <b>\$16,478,259</b>  |
| Federal Tax Revenue  | \$40,609,211  | \$23,449,395  | <b>\$64,058,606</b>  |

## Event-Related Spending by Arts and Culture Audiences Totaled \$230.8 million

| Attendance to Arts and Culture Events               | Local <sup>1</sup><br>Attendees | Nonlocal <sup>1</sup><br>Attendees | All<br>Attendees     |
|---|---------------------------------|------------------------------------|----------------------|
| Total Attendance to In-Person Events                | 4,110,213                       | 976,684                            | <b>5,086,897</b>     |
| Percentage of Total Attendance                      | 80.8%                           | 19.2%                              | 100.0%               |
| Average Per Person, Per Event Expenditure           | \$32.53                         | \$90.72                            | \$43.72              |
| <b>Total Event-Related Expenditures<sup>2</sup></b> | <b>\$107,291,432</b>            | <b>\$123,557,190</b>               | <b>\$230,848,622</b> |

## Nonprofit Arts and Culture Audiences Spend an Average of \$43.72 Per Person, Per Event

| Category of Event-Related Expenditure        | Local <sup>1</sup><br>Attendees | Nonlocal <sup>1</sup><br>Attendees | All<br>Attendees |
|--|---------------------------------|------------------------------------|------------------|
| Food and Drink                               | \$12.35                         | \$19.97                            | \$13.82          |
| Retail Shopping                              | \$7.02                          | \$14.53                            | \$8.47           |
| Overnight Lodging (one night only)           | \$1.31                          | \$27.60                            | \$6.36           |
| Local Transportation                         | \$3.99                          | \$12.24                            | \$5.57           |
| Clothing and Accessories                     | \$3.37                          | \$7.30                             | \$4.13           |
| Groceries and Supplies                       | \$2.54                          | \$3.85                             | \$2.79           |
| Childcare                                    | \$0.61                          | \$0.92                             | \$0.67           |
| Other/Miscellaneous                          | \$1.34                          | \$4.31                             | \$1.91           |
| <b>Overall Average Per Person, Per Event</b> | <b>\$32.53</b>                  | <b>\$90.72</b>                     | <b>\$43.72</b>   |

Source: Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the Piedmont-Triad Prosperity Zone. For more information about this study or about other cultural initiatives in the Piedmont-Triad Prosperity Zone, contact the North Carolina Arts Council.

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Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the the Piedmont-Triad Prosperity Zone demonstrate an appreciation for how the arts and culture impacts the development and well-being of the community and its residents.

### Audiences Demonstrate Appreciation for the Impact of Arts and Culture

| Level of Agreement with Social Impact Statements  | Audiences |
|---|-----------|
| “This venue or facility is an important pillar for me within my community.”                           | 77.9%     |
| “I would feel a great sense of loss if this activity or venue were no longer available.”              | 82.7%     |
| “This activity or venue is inspiring a sense of pride in this neighborhood or community.”             | 88.0%     |
| “My attendance is my way of ensuring that this activity or venue is preserved for future generations” | 85.9%     |

#### About This Study

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation’s nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **The North Carolina Arts Council joined the study on behalf of the Piedmont-Triad Prosperity Zone.**

#### Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. **In the Piedmont-Triad Prosperity Zone, 148 of the 320 total eligible nonprofit arts and culture organizations provided the financial and attendance information required for the study analysis—an overall participation rate of 46.3%.** It is important to note that each study region’s results are based solely on the survey data collected. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings.

#### Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. **In the Piedmont-Triad Prosperity Zone, a total of 2,055 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture events and activities during the period from May 2022 through June 2023.**

#### Studying Economic Impact Using Input-Output Analysis

Americans for the Arts uses the IMPLAN platform to create the customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. This analysis traces how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state. **To complete this analysis for the Piedmont-Triad Prosperity Zone, the researchers used the IMPLAN platform to build a customized input-output model based on the unique economic and industrial characteristics of the 11-county Piedmont-Triad (Central) Prosperity Zone in North Carolina.**

#### Research Notes:

- <sup>1</sup> For the purpose of this study, local attendees live within the 11-county Central North Carolina region.
- <sup>2</sup> To calculate the total audience expenditures in Central North Carolina, first the audience expenditure findings were calculated for each of the participating sub-regions that are located within Central North Carolina. Next, the residency percentages and the average per person arts-related expenditure for residents and nonresidents were applied to any additional attendance data collected from organizations located within Central North Carolina but outside the participating sub-regions. Finally, the results were added to the findings from the individual sub-regions. It is important to note that, as a result, the aggregate audience expenditures for Central North Carolina do not equal the average per person event-related expenditure for locals multiplied by the total estimated attendance by locals plus the average per person event-related expenditure for nonlocals multiplied by the total estimated attendance by nonlocals.

