



Arts and Economic Prosperity Survey: The Economic Impact of Spending by Nonprofit Arts and Culture Organizations and Their Audiences

There is a general lack of understanding about the economic importance of arts within a community. Often arts organizations and venues struggle because there is a common misconception that arts are superfluous or indispensable.

The Arts Council participates in a nationwide study hosted by Americans for the Arts that is designed to quantify the economic impact of the arts in cities and counties across the U.S. The Arts Council of Clatsop County surveys upward of 800 attendees every five years at arts-related events taking place in the county. Americans for the Arts then calculates the survey responses to provide hard data that can be used to justify investment into this sector of the economy. By taking the metrics that other disciplines use to assess value, we are able to contribute to measuring the value that the arts have on the economy in Clatsop County. Additionally, after the results of the survey are calculated, the council holds an information session for community leaders in order to present our findings.

Arts organizations and nonprofits use the data reported when applying for grants and other funding, and they have experienced success doing so. The Arts Council benefits from the data because it supports our mission and our programs. It makes businesses realize that investing in the arts is a wise financial decision and can yield a worthwhile ROI. In the long term, working artists benefit, as this data helps change the narrative and perceptions around what they do and what they contribute. Their creative work becomes more fairly valued and compensated. Volunteers who participated in conducting surveys fostered stronger relationships with the arts council and local venues by being able to attend performances, exhibitions, and other events.

Number of surveys collected by volunteers, 2022-2023: 862; venues surveyed: 12; events surveyed: 48
Partners, 2022-2023: Americans for the Arts, Business Oregon, Oregon Arts Commission, Travel Oregon
Community survey volunteers

Americans for the Arts: <https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-6>

Arts Council of Clatsop County
info@clatsopcountyartscouncil.com
clatsopcountyartscouncil.com