

Arts & Economic Prosperity IV

45 Million Dollars & 1700 Jobs.

AEP4: Curtain Speech:

“If any of you were here last season, you may have been asked to fill out a survey. We were participating in a study to figure out the impact that nonprofit arts and culture groups have on Eugene’s economy.

It was a nationwide study, and Eugene was fortunate to be one of the communities involved. And now it’s all been compiled, and the numbers are in.

45 Million:

That’s the number of dollars spent in Eugene every year because of nonprofit arts groups. 45 million dollars. That includes 29 million dollars that we arts groups spend – on salaries for our employees, on supplies that we buy locally, on advertising and promotion.

That 45 million also includes 16 million that you all spend – going out for dinner before an event, or stopping for a drink somewhere later. It’s money you spend on parking, a babysitter, or even a hotel room for those of you in from out of town.

How about this: 1,700:

That’s the number of jobs that are supported by all that spending. Nonprofit arts and culture groups support 1,700 jobs in Eugene.

Here’s another number: 2.4 Million:

That’s the number of dollars that go back into our local and state governments. In other words, a small investment in the arts means a huge return for our community.

So the next time somebody says, “Oh, the arts ... yeah, they’re nice, but they’re kind of a luxury in these times, don’t you think?” You can say, “No, I don’t think that at all. I think the arts are good for our community and our economy. In fact, I *know* they are.” And you can tell them all about the *Arts & Economic Prosperity IV* study. For more information, visit ArtsandBusinessEugene.com. ”