



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.

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Results drawn from the Arts & Economic Prosperity IV study, a nationwide study conducted by Americans for the Arts. The study was facilitated in Eugene by the Arts and Business Alliance of Eugene, the City of Eugene, the UO’s Center for Community Arts and Cultural Policy, and Eugene’s nonprofit arts community.