



For Immediate Release
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Contact:

Fred Crafts
Eugene Arts Ambassador
Founding Member of the Arts and Business Alliance of Eugene
EugeneAEP@gmail.com

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

EUGENE, OR — The Arts and Business Alliance of Eugene announced Monday that the Eugene community has been selected to participate in *Arts & Economic Prosperity IV™*, a national, year-long research study being conducted by Americans for the Arts to evaluate the impact that spending by nonprofit arts organizations and their audiences has on local economies, as well as analysis of consumer habits and trends related to the arts and culture.

Americans for the Arts, America's leading nonprofit organization for advancing the arts, is partnering with communities around the country to conduct this year-long survey. Eugene's participation is facilitated by a collaboration between the Arts and Business Alliance of Eugene (ABAE), the City of Eugene and the University of Oregon's Center for Community Arts and Cultural Policy (CCACP).

Arts & Economic Prosperity IV will provide a comprehensive, nationwide picture of the impact of the nonprofit arts industry, as well as detailed, customized statistics for Eugene. Specifically, the study's results will include:

- the total dollars spent by Eugene's nonprofit arts and culture organizations;
- the total dollars spent by audiences as a direct result of their attendance at arts and culture events in Eugene;
- the number of full-time equivalent jobs supported by arts spending;
- the amount of resident, household income—including salaries and wages—generated by arts spending, and;
- the amount of local and state government tax revenues generated by arts spending.

“We all personally know how great Eugene is and why we love living here but we don’t have a measurement of how big of an impact the arts has on our way of life and the local economy. This study will provide that data for the first time,” said Fred Crafts, Arts Ambassador for Eugene and founding member of the Arts and Business Alliance of Eugene.

As one of Americans for the Arts’ 200 study partners across all 50 U.S. states and the District of Columbia, the ABAE will help facilitate the gathering of detailed economic and event attendance data from nonprofit arts and culture organizations located throughout Eugene. In addition, the ABAE and volunteer surveyors will work directly with area arts organizations to collect surveys from at least 800 randomly selected arts and culture patrons at a wide-variety of events throughout the Eugene community during 2011.

“This is an exciting time for our community and we’re thrilled to help facilitate the development of an invaluable tool for arts advocates to use in their efforts to ensure that we will all have access to quality, diverse and vibrant arts experiences every day,” added Crafts. **“Through the collaborative spirit of the project partners and Eugene’s strong commitment to the arts, it is our hope that this study will bring immeasurable benefits to the entire community!”**

Americans for the Arts conducted three previous studies – results were released in 1994, 2002 and 2007 – with the most recent showing that the national nonprofit arts industry generated 5.7 million jobs and \$166.2 billion in total economic activity during 2005, resulting in \$29.6 billion in federal, state and local government revenues. The \$166.2 billion total included \$63.1 billion in spending by arts organizations and \$103.1 billion in event-related spending by their audiences on items such as meals, local transportation and overnight lodging. Complete details about the 2005 study are available at www.AmericansForTheArts.org/EconomicImpact.

“Our *Arts & Economic Prosperity* studies demonstrate that the arts are a formidable industry that stimulates the economy in cities and towns across the country,” said Robert L. Lynch, president and CEO of Americans for the Arts. **“A vibrant arts and culture industry helps local businesses thrive. Still, much has changed since our last study as a result of the economic downturn. *Arts & Economic Prosperity IV* will allow us to evaluate the impact the recession has had on employment and government revenues that are generated by the nonprofit arts industry.”**

Americans for the Arts’ Arts & Economic Prosperity IV study is supported by The Ruth Lilly Fund of Americans for the Arts.

About the ABAE: Through vision, leadership and service, the Arts & Business Alliance of Eugene is dedicated to enriching the cultural life of the Eugene community by acting as a catalyst for creating dynamic partnerships between the arts, culture and business sectors. Founding partners include the City of Eugene, University of Oregon, Lane Community College, Travel Lane County and the Eugene Area Chamber of Commerce.

About the CCACP: The Center for Community Arts and Cultural Policy (CCACP) sustains and strengthens arts, culture and heritage through research, policy, education and community engagement. The CCACP supports policymakers and cultural sector professionals to: cultivate public participation in the arts; foster creative activities; preserve cultural heritage, and; inform sustainable community cultural development.