

Arts & Economic Prosperity IV study Communications and Outreach Samples

CURTAIN SPEECH – Volunteers in Lobby

Thank you all for being here tonight. Before we get started, I just have a few quick announcements.

As you may have noticed on your way in, there were volunteers out in the lobby collecting surveys as a part of the *Arts and Economic Prosperity IV* study. This is a nationwide study being conducted by Americans for the Arts throughout 2011 to evaluate the impact that spending by nonprofit arts organizations and their audiences has on our national and local economies.

In 2007, the last time that Americans for the Arts conducted this study, the report showed that the nonprofit arts and culture industry generates **\$166.2 billion** in economic activity nationally every year. That's an incredible number and something that the entire arts community should be very proud of!

What about Eugene's contribution to that nationwide impact? We already know that events like this contribute to making Eugene a culturally and socially vibrant community – and a great place to live and visit.

Now, thanks to 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), we will also know how much Eugene's non-profit arts and culture community contributes to our overall economic health.

This is an exciting opportunity for our community, so I hope that you'll all get involved. Please take a look at the insert in your program for more information about how to volunteer with the study or to learn more about Eugene's participation as a study partner. And be sure to fill out a survey when you attend other events – they're anonymous and only take about 2 minutes to complete!

CURTAIN SPEECH – Survey in Program

Thank you all for being here tonight. Before we get started, I just have a few quick announcements.

If you take a look inside your program, some of you will notice a white insert. This is an audience survey that is being collected at events throughout the year as a part of the *Arts and Economic Prosperity IV* study, a nationwide study being conducted by Americans for the Arts throughout 2011 to evaluate the impact that spending by nonprofit arts organizations and their audiences has on our national and local economies.

In 2007, the last time that Americans for the Arts conducted this study, the report showed that the nonprofit arts and culture industry generates **\$166.2 billion** in economic activity nationally every year. That's an incredible number and something that the entire arts community should be very proud of!

What about Eugene's contribution to that nationwide impact? We already know how much events like this contribute to making Eugene a culturally and socially vibrant community.

Now, thanks to 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), we will also know how much Eugene's non-profit arts and culture community contributes to our overall economic health.

This is an exciting opportunity for our community, so please take a moment to complete this important survey – it's anonymous and only takes about two minutes to complete. There will be baskets in the lobby for your completed surveys or you may hand them to an usher. Surveys were randomly distributed in the programs, so if you didn't get one, be sure to fill out a survey when you attend other events throughout the community.

Also, take a look at the insert in your program for more information about how to volunteer with the study or to learn more about Eugene's participation as a study partner.

EMAIL #1 – Basic AEP4 study info

Do you want to know more about the economic impact of the non-profit arts and culture in Eugene?

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.

Thanks to 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), our fair Eugene is a study site for *Arts & Economic Prosperity IV* and for the first time, we will have that data.

Arts & Economic Prosperity IV, a nationwide study being conducted by Americans for the Arts throughout 2011, will evaluate the impact that spending by nonprofit arts organizations and their audiences has on our national and local economies.

In 2007, the last time that Americans for the Arts conducted this study, the report showed that the nonprofit arts and culture industry generates \$166.2 billion in economic activity nationally every year—\$63.1 billion in spending by organizations and an additional \$103.1 billion in event-related spending by their audiences.

Having updated information about the overall economic impact of the arts and culture will undoubtedly be useful for our ongoing advocacy efforts nationwide.

More importantly, however, we will be receiving a detailed, customized report about the arts and culture in Eugene. Among many other statistics and analysis, the local reports 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 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.

Communities that participated in the previous studies have used the findings as an additional advocacy tool for a variety of arts-related issues, including promoting arts education, increasing funding opportunities for artists and arts organizations, or exploring urban redevelopment projects.

This is an exciting opportunity for Eugene's arts and culture advocates and for the community as a whole. If you'd like to volunteer to help with the study or learn more about Eugene's participation as a *Arts & Economic Prosperity IV* study site, visit www.EugeneAEP.wordpress.com.

EMAIL #2 – Volunteer Opportunity

Hello Arts Advocates!

Did you know that Eugene is participating in a national study about the economic impact of the arts and culture? Are you looking for interesting and engaging volunteer opportunities? Would you like to know about more ways that you can support the entire arts and culture community in Eugene?

Well, then you are going to want to know more about the *Arts & Economic Prosperity IV* study, which is being conducted by Americans for the Arts and is happening right here in our community throughout 2011!

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. Our participation in this study will provide that data for the first time.

Your help in conducting this study would be an invaluable resource, so if you're looking for new ways to support the entire arts and culture community in Eugene, please **go to www.EugeneAEP.wordpress.com and sign up to be a volunteer!**

There is also a community forum where you can share your vision for the role of the arts in Eugene in the future and discuss with other community members your hopes for how the results of this study might be used. Just go to www.EugeneAEP.wordpress.com/comment and start chatting!

This is an exciting project for our entire community so we hope that you will get involved!

TWITTER

Volunteer to support arts and culture in Eugene for the AEP4 Study <http://bit.ly/i3BcBu>

Support arts & culture in Eugene - AEP4 Study needs volunteers to help document the economic impact of arts & culture <http://bit.ly/i3BcBu>

Eugene joins 2011 nat'l study of economic impact of arts & culture - join AEP4 Study, volunteer & support our community <http://bit.ly/eDhctV>

Want to support arts and culture in Eugene? Join the AEP4 Study - find out more and sign up to volunteer <http://bit.ly/eDhctV>

What is your vision for the role of the arts in our community in the future? <http://bit.ly/fLQjIL>

FACEBOOK

Eugene has joined a 2011 national study on the economic impact of non-profit arts and culture. Join the AEP4 Study and find out more about how you can volunteer and support our community at <http://eugeneaep.wordpress.com/>