



FOR IMMEDIATE RELEASE

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Local, State, and National Arts Groups Partner on Economic Impact Study

Bismarck, North Dakota — The Arts Mean Business. That is the message being delivered today by the North Dakota Council on the Arts (NDCA) and local arts organizations from Fargo, Grand Forks, Bismarck, Jamestown, and Minot who announced they have joined the *Arts & Economic Prosperity*^{® 5}, a national study measuring the economic impact of nonprofit arts and culture organizations and their audiences. The research study is being conducted by Americans for the Arts, the nation's nonprofit organization advancing the arts and arts education. It is the fifth study over the past 20 years to measure the impact of arts spending on local jobs, income paid to local residents, and revenue generated to local and state governments.

While associated with nearly 300 study partners across all 50 states plus the District of Columbia, NDCA and the local arts organizations will collect detailed financial data about our local and state nonprofit arts and culture organizations such as theater and dance companies, museums, festivals, and arts education organizations.

Local arts organizations will also collect surveys from attendees at arts events using a short, anonymous questionnaire that asks how much money they spent on items such as meals, parking and transportation, and retail shopping specifically as a result of attending the event. Previous studies have shown that the average attendee spends \$24.60 per person, per event, beyond the cost of admission. Those studies have also shown that, on average, 32 percent of arts attendees travel from outside the county in which the arts event took place, and that those cultural tourists typically spend nearly \$40 per person—generating important revenue for local businesses and demonstrating how the arts drive revenue for other businesses in the community.

Surveys will be collected throughout calendar year 2016. The results of the study will be released in June of 2017.

“This study will show that when we support the arts in North Dakota, we are making an investment in an industry, one that supports jobs and generates government revenue, and is a cornerstone of tourism,” said Beth Klingenstein, Executive Director of NDCA.

According to Americans for the Arts’ most recent national study, the nonprofit arts industry generated \$135.2 billion in total economic activity and supported 4.1 million full-time equivalent jobs during 2010, resulting in \$22.3 billion in federal, state and local government revenues. The \$135.2 billion total included \$61.1 billion in spending by arts organizations and \$74.1 billion in event-related spending by their audiences on items such as meals, local transportation and overnight lodging. Complete details about the fiscal year 2010 study are available at www.AmericansForTheArts.org/EconomicImpact.

“Our *Arts & Economic Prosperity* series demonstrates that the arts are an economic and employment powerhouse both locally and across the nation,” said Robert L. Lynch, president and CEO of Americans for the Arts. “Leaders who care about community and economic vitality can feel good about choosing to invest in the arts. Nationally as well as locally, the arts mean business.”

Americans for the Arts’ *Arts & Economic Prosperity 5* study is supported by The Ruth Lilly Fund of Americans for the Arts. In addition, Americans for the Arts’ local and statewide study partners are contributing both time and a cost-sharing fee support to the study. For a full list of the nearly 300 *Arts & Economic Prosperity 5* study partners, visit www.AmericansForTheArts.org/AEP5Partners.

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The North Dakota Council on the Arts is the state agency responsible for the support and development of the arts throughout North Dakota, and is funded by the state legislature and the National Endowment for the Arts.