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CONTACT:

April Game

619-702-6742

april@artpulse.org

**Art Pulse Represents San Diego County in Americans for the Arts'
National Study of the Economic Impact of Spending by Arts
and Culture Organizations and Their Audiences**

SAN DIEGO, CA — Art Pulse is working with Americans for the Arts to demonstrate the economic impact of the arts industry on San Diego County's economy.

In January of this year, Art Pulse became the San Diego County study partner for *Arts and Economic Prosperity IV*. The research study, which is being conducted by Americans for the Arts, America's leading nonprofit organization for advancing the arts, evaluates the impact that spending by arts organizations and their audiences have on their local economies, with a special focus on the nonprofit sector.

As one of 200 study partners across all 50 states and the District of Columbia, Art Pulse will facilitate the gathering of detailed economic and event attendance data from study partner nonprofit arts and culture organizations located throughout San Diego County. In addition, Art Pulse will collaborate with the community's other arts organizations to collect surveys from at least 800 arts and culture attendees in San Diego County during 2011.

Now at the midway point of the study, Arts & Economic Prosperity findings demonstrate that the arts remain a formidable industry in spite of our country's recent economic challenges.

Customized findings for San Diego County will demonstrate the impact of spending by arts and culture organizations and their audiences on the economy. Specifically, the study's results will include:

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

“The AEP IV will provide people working in the arts with the tools they need to discuss with business leaders, legislators and donors just what return on investment the arts bring to our economy. It’s significant and worth protecting. The arts intrinsically support a civil society through expanded minds and spirits and, as this study clearly shows, economically support our communities through the jobs created and businesses supported from active arts patronage,” says April Game, Executive Director of Art Pulse.

According to Arts & Economic Prosperity III, 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 on 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 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.”

About Art Pulse: To support the health of the arts in San Diego County, Art Pulse provides services to artists, arts organizations, and their audiences. Art Pulse also encourages community-wide access to and appreciation for the arts. To learn more, visit www.artpulse.org.

