

Analysis estimates economic impact of inaugural ArtPrize in Grand Rapids

Published: Thursday, July 29, 2010, 11:45 AM Updated: Thursday, July 29, 2010, 10:13 PM

Sponsored By:



Mark Sanchez | Business Review West Mich...

Share this story

Story tools

Follow



Photo by Mark Sanchez

A 2009 ArtPrize entry on the Grand River in downtown Grand Rapids.

The inaugural **ArtPrize** drew as many as 200,000 visitors to Grand Rapids last September, generating an estimated economic impact of \$5 million to \$7.6 million across Kent County, according to a new analysis by **Grand Valley State University** economics students.

Most of the visitors to the public art competition — between 111,000 and 148,000 — came from within a 30-mile radius of Grand Rapids.

Some 31,500 to 42,000 people traveled between 30 and 160 miles to Grand Rapids to attend ArtPrize, and an estimated 7,500 to 10,000 traveled more than 160 miles and likely stayed at least one night, according to the GVSU analysis released this morning.

0 Comment 0 Recommend 8 tweets 38 Share

Given the improved economy this year, the popularity of the inaugural event and the attention it received nationally — especially in the art community — GVSU associate economics professor Paul Isely expects a much larger economic impact from the 2010 ArtPrize.

"It's the second year. People know what it is about, so I would expect a strong increase," Isely said.

This year's ArtPrize runs from Sept. 22 to Oct. 10.

The GVSU analysis is the first to offer data on the potential economic impact of ArtPrize, though Isely sees the peripheral effects as perhaps far more important than the immediate economic benefits.

ArtPrize began to rebrand Grand Rapids and differentiate it from Detroit for people around the nation who have a singular view of Michigan, Isely said. Creating that hipper image of Grand Rapids can have long-term economic benefits, he said.

"It brings in the idea, 'Hey, these people are cutting-edge, they are entrepreneurial, and they think about things in a bigger way,'" Isely said. "It brands the town, and it brands the town as a creative town. And that's a big deal."

Influence West Michigan

This story was featured in Influence West Michigan, a free weekly e-pub covering innovation, talent and sustainability. Sign up to get it in your inbox every Thursday.

The estimates in the GVSU analysis are "very conservative," Isely said, and based on people staying only one night. Economics students did not take into account the spending by people who live within 30 miles of downtown, since their spending during the nearly three-week event would have been local anyway.

ArtPrize generated direct spending of between \$2.8 million and \$3.8 million by visitors traveling more than 30 miles.

- Of that spending, \$787,500 to \$1.1 million was spent on food services, \$212,500 to \$283,333 was spent on lodging — assuming triple occupancy — and \$1.8 million to \$2.3 million was spent on entertainment, gasoline, retail items and other items.
- The direct spending supported between 206 and 274 full-time jobs in Kent County during September and October of 2009.
- ArtPrize last year featured more than 1,700 artists exhibiting at 168 venues around the city, mostly in downtown.

Follow MLive.com

What's this?

All MLive.com Facebook & Twitter accounts >

Most Popular Stories

Commented Recommended

West Michigan Business stories with the most comments in the last 7 days.

- 112 President Barack Obama praises Detroit workers for auto industry rebound, takes on critics
- 48 West Michigan census-taker finds counting people isn't as easy as it sounds
- 35 Federal unemployment benefits restored to 69,500 Michigan jobless workers
- 26 Hangar42 Studios' investor charged with felony for allegedly attempting to defraud state with film tax credit application
- 23 While Obama celebrates new manufacturing jobs in Michigan, factory workers shouldn't get their hopes up

West Michigan Business headlines

- Never-opened new hotel Microtel Inn & Suites faces foreclosure in Texas Township 8:35AM



[Home](#) | [News](#) | [Weather](#) | [Sports](#) | [Entertainment](#) | [Living](#) | [Interact](#) | [Jobs](#) | [Autos](#) | [Real Estate](#) | [Classifieds](#) | [Shopping](#) | [Place an Ad](#)

- [Your Photos](#)
- [Your Videos](#)
- [Blogs](#)
- [Forums](#)
- [Michigan Travel](#)
- [Michigan Music](#)

- [Post a Job](#)
- [Post a Free Classified Ad](#)
- [Sell Your Car](#)
- [Sell/Rent Your Home](#)
- [Apartments & Rentals](#)
- [Claim Your Business Listing for Free](#)

- [Michigan Obituaries](#)
- [Michigan Environment](#)
- [Michigan Lottery](#)
- [Wedding Stories & Tips](#)
- [Politico on MLive.com](#)
- [Parade on MLive.com](#)

- RSS [Subscribe to our Content \(RSS\)](#)
- Newsletters [Subscribe to Email Newsletters](#)
- Twitter [MLive.com on Twitter](#)
- Feeds [MLive.com on Facebook](#)
- Podcasts [MLive.com on Facebook](#)
- Mobile [MLive.com Mobile Site](#)

subscribe to a Booth newspaper Special home delivery offers!

[Ann Arbor News](#) | [Bay City Times](#) | [Flint Journal](#) | [Grand Rapids Press](#)
[Jackson-Citizen Patriot](#) | [Kalamazoo Gazette](#) | [Muskegon Chronicle](#) | [Saginaw News](#)

© 2010 Michigan Live LLC. All Rights Reserved. Use of this site constitutes acceptance of our [User Agreement](#). Please read our [Privacy Policy](#).

[Community Rules](#) apply to all content you upload or otherwise submit to this site. [Contact interactivity management](#).