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National Survey to Measure Economic Impact of the Arts in Paducah

Paducah has joined the *Arts & Economic Prosperity*® 5 (AEP5) national research study conducted by Americans for the Arts to measure the economic impact of nonprofit arts organizations and their audiences.

Paducah Convention & Visitors Bureau (CVB) signed on as a study partner to demonstrate the value of the city's cultural assets and to expand advocacy for local arts organizations that support jobs, generate revenue and are the cornerstone of creative tourism.

"Arts and cultural activities contribute greatly to Paducah's economic, cultural and social development," said Mary Hammond, Paducah CVB Executive Director. "The AEP5 analysis will produce updated figures that quantify the economic impact local cultural assets and boost arts and cultural organizations as they pursue funding and community support."

AEP5, conducted by Americans for the Arts, the leading nonprofit organization for advancing the arts and arts education in America, is the fifth national study over the past 20 years and the largest ever with more than 300 U.S. communities participating in 2016.

"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."

The 2012 Arts & Economic Prosperity study found that nonprofit arts and culture are a \$39.8 million industry in Greater Paducah – one that supports 533 full-time equivalent jobs and generates more than \$2 million in local and state government revenues

Paducah CVB is the official Destination Marketing Organization for Paducah/McCracken County. It exists to create new economic opportunities through destination marketing, management and tourism development. For more information, visit www.Paducah.Travel

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