



# ***Economic Development & Cultural Revitalization Using Arts & Culture***

**UNESCO Creative Cities of Crafts & Folk Art Meeting**

**September 26, 2017  
Paducah, Kentucky USA**

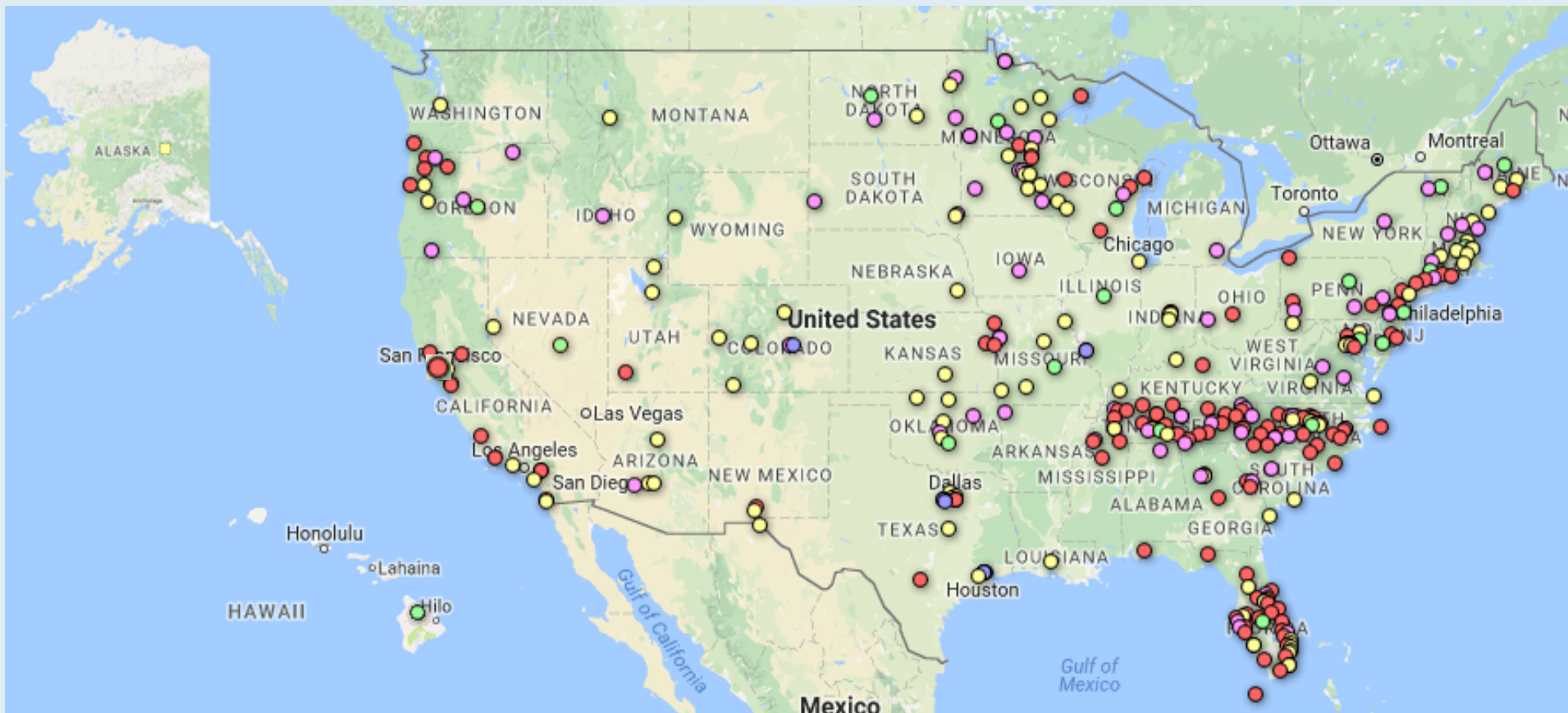
**Randy Cohen  
Americans for the Arts**

**@ArtsInfoGuy**



# Most Comprehensive Study Ever!

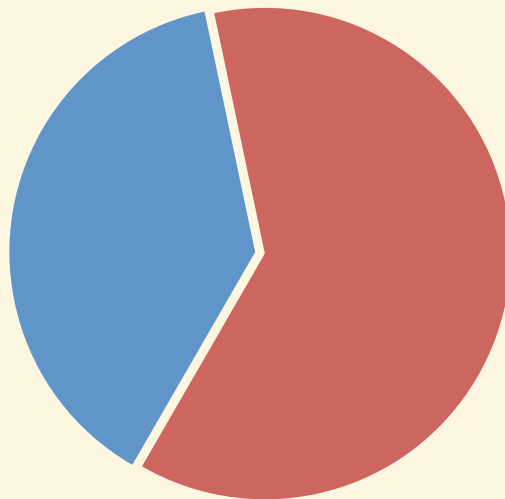
341 Study Regions in all 50 States + D.C.





# \$166.3 Billion in Spending (2015)

[CATEGORY  
NAME]  
[VALUE]  
Billion



[CATEGORY  
NAME]  
[VALUE]  
Billion



**Jobs Supported (FTE)**

**4.6 Million**

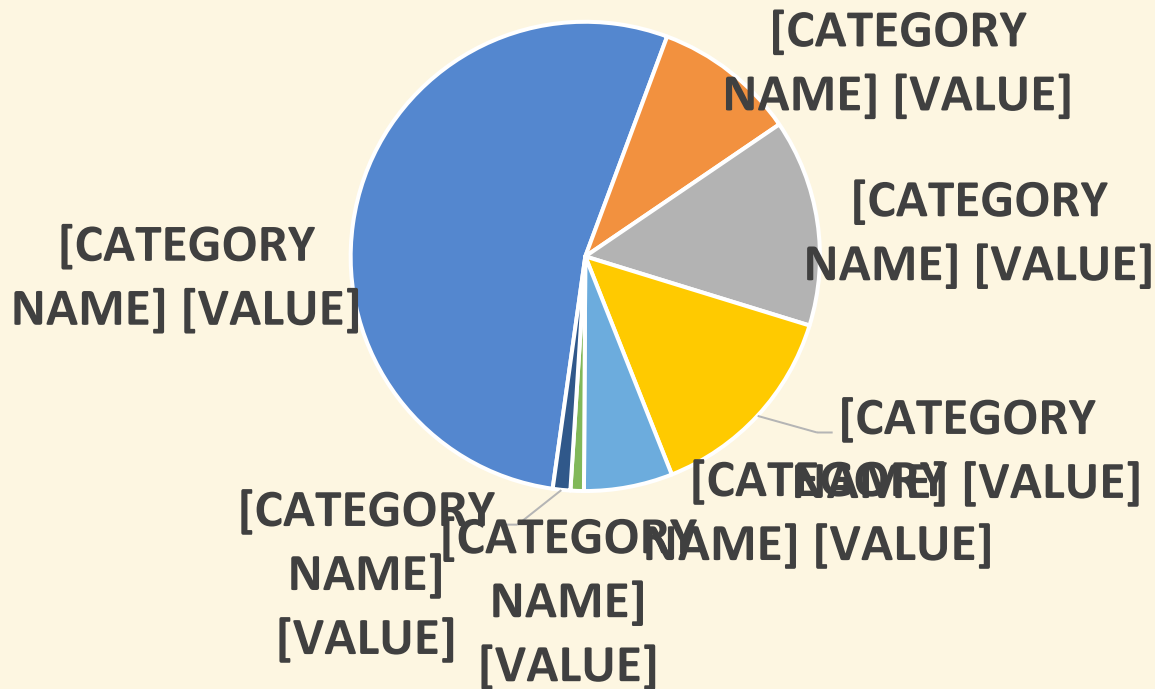


## Government Revenue (Federal, State, Local)

# \$27.5 Billion

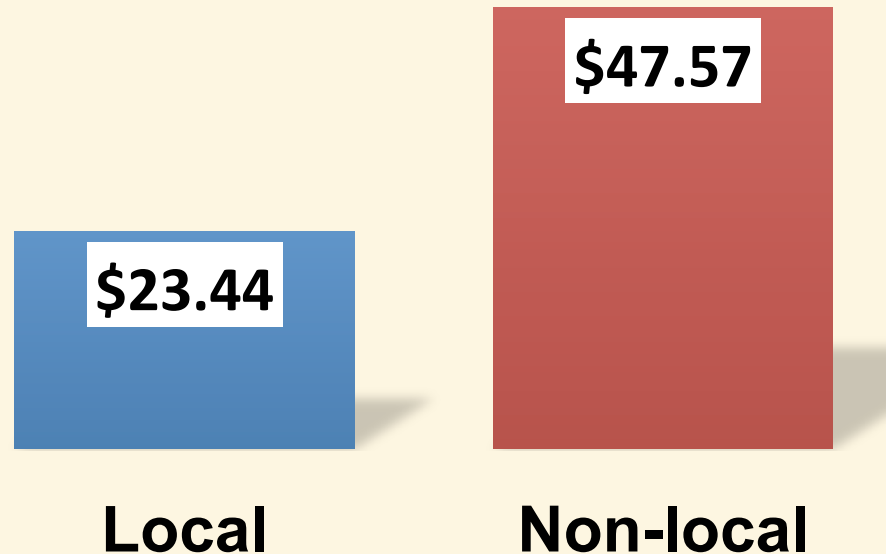


# Attendees Spent \$31.47 Per Person, Per Event





## Event-Related Spending *Local vs. Non-Local*



69 percent of non-local attendees said, "This arts event is the primary purpose for my trip."



# Estimate Your Economic Impact The AEP5 Calculator

**INSTRUCTIONS**

Provide the information below to calculate the economic impact of your organization (or a group of organizations).

Population of your community:

Total Expenses: \$

Total Attendance:

**TOTAL ECONOMIC IMPACT**

	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
AUDIENCES:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
TOTAL:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

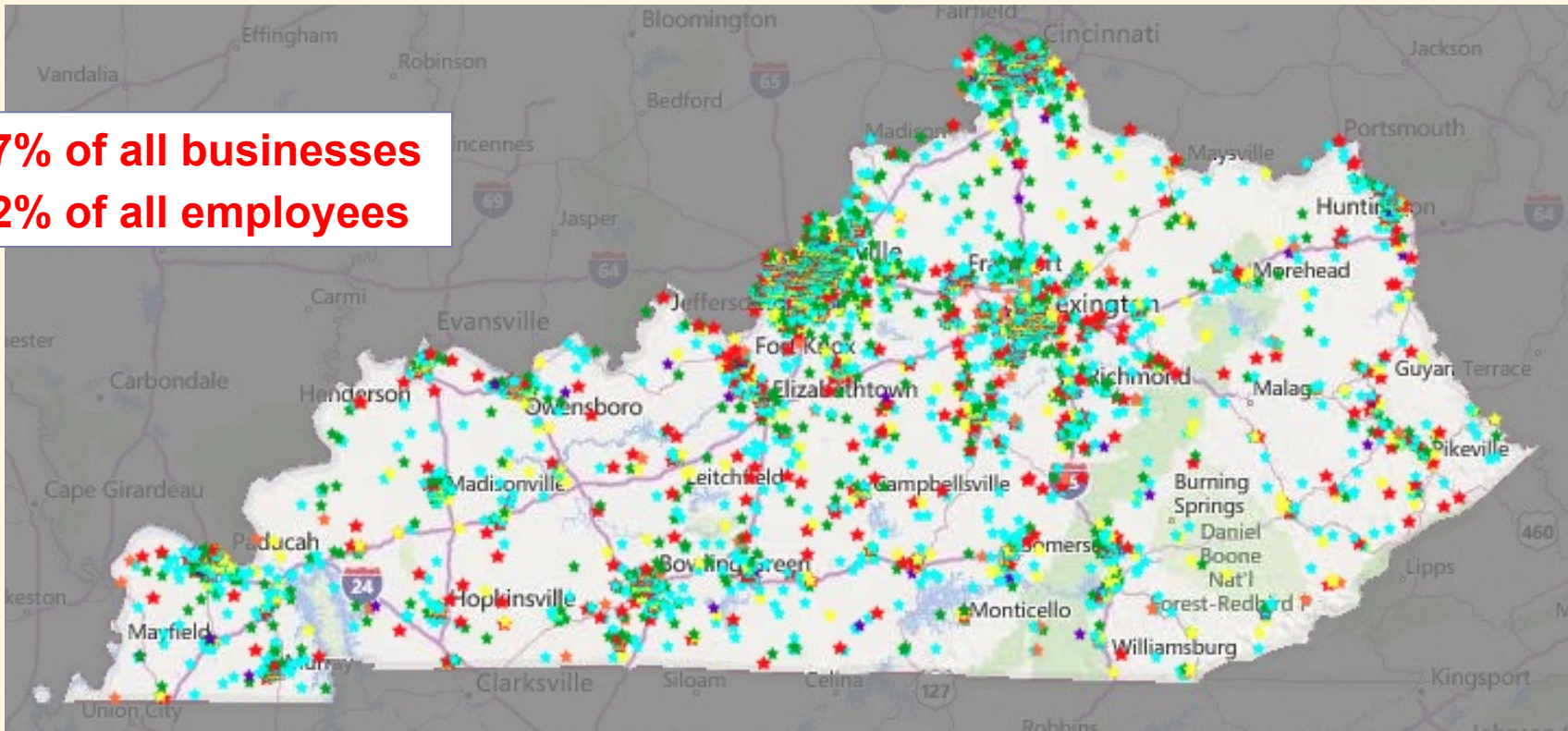




# State of Kentucky

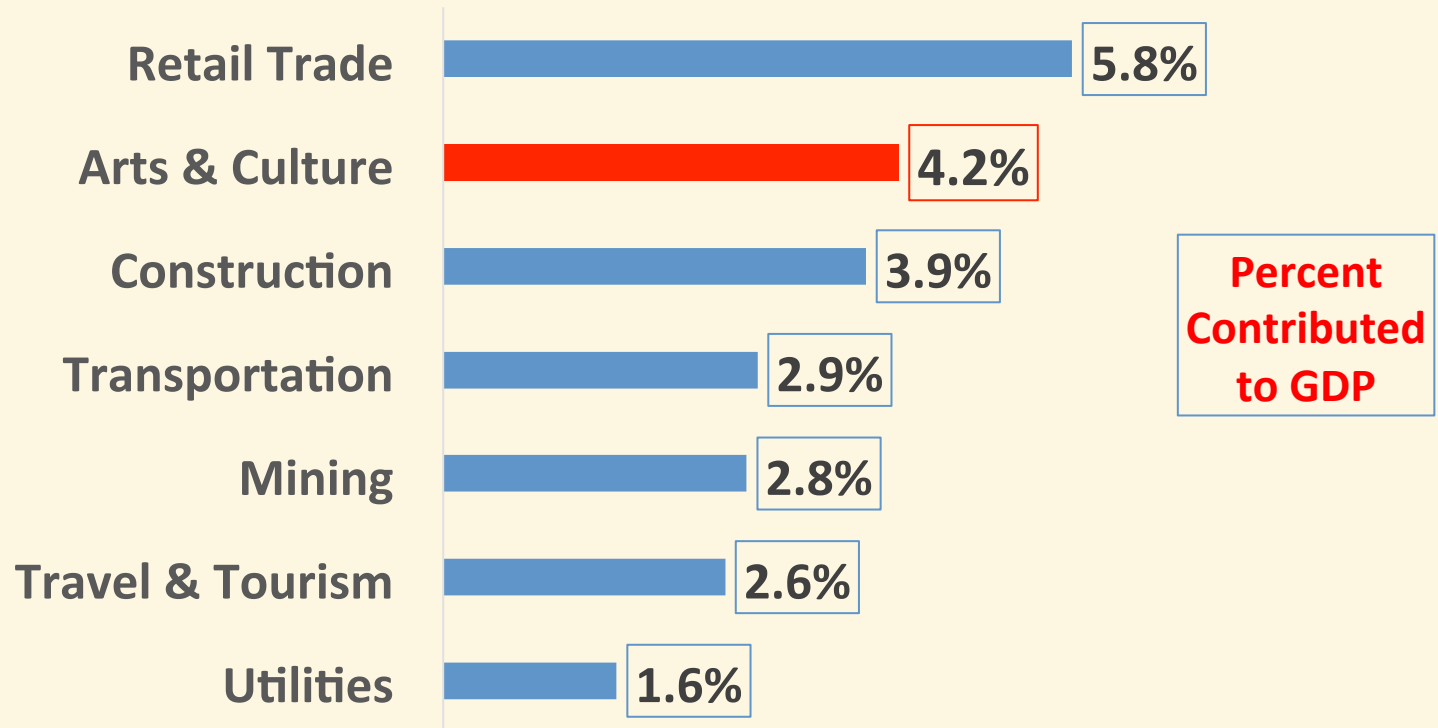
6,338 Arts-Related Business Employ 24,242 People

**2.7% of all businesses**  
**1.2% of all employees**





## All U.S. Arts Industries (2014) \$730 Billion = 4.2 Percent of GDP



Source: U.S. Bureau of Economic Analysis



# ***The Arts Mean Business!***

[\*\*AmericansForTheArts.org/AEP5\*\*](https://AmericansForTheArts.org/AEP5)

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