Americans for the Arts | ARTS & ECONOMIC PROSPERITY 6

The Economic & Social Impact of Nonprofit Arts & Culture Industry

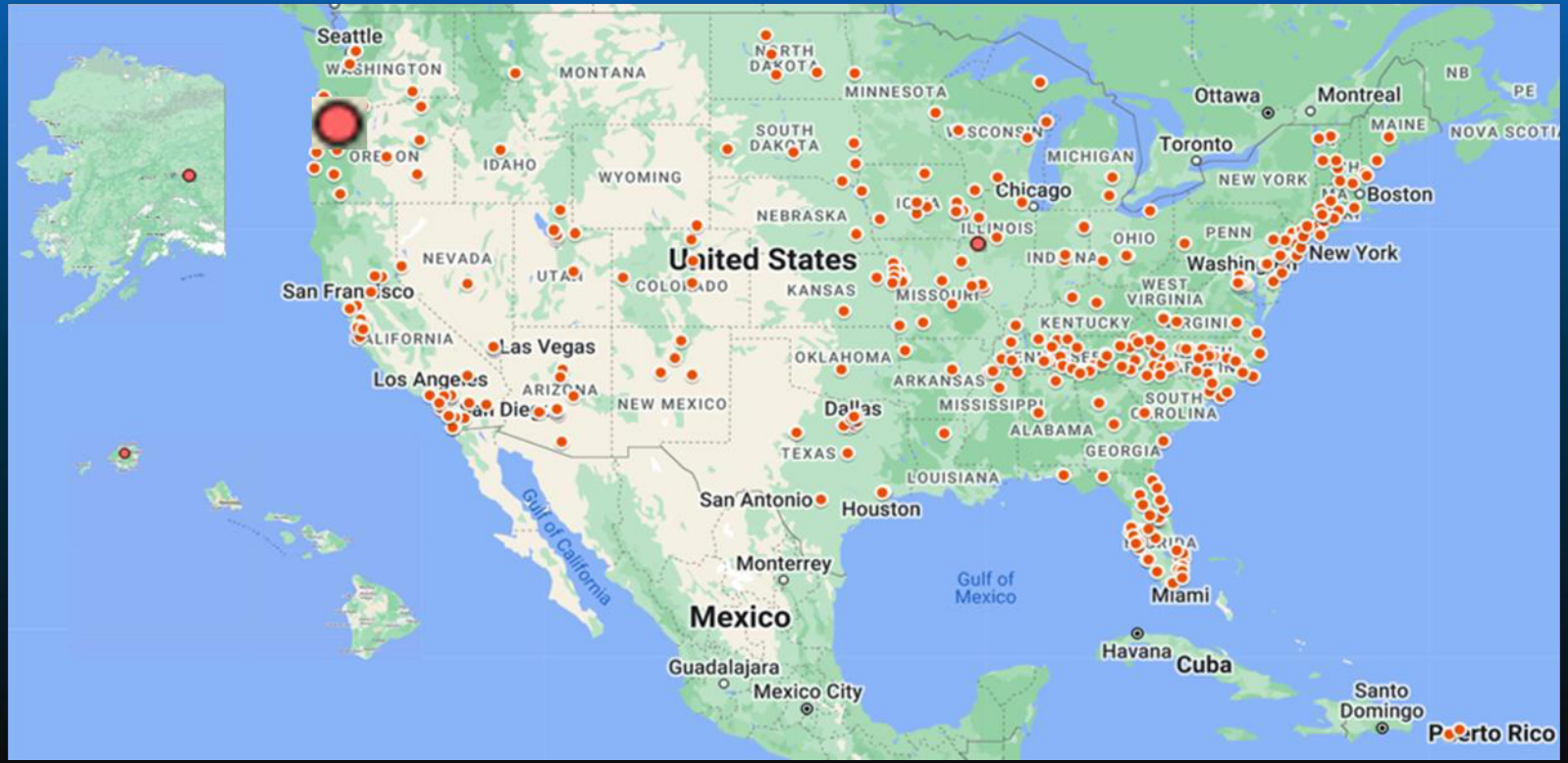
State of Oregon!

January 11, 2024

Jay Dick
Americans for the Arts

Most Comprehensive Study Ever!

373 Study Regions in all 50 States and Puerto Rico.



$829 Million in Spending (2022)

Organizations
$498 Million

Audiences
$331 Million

Jobs Supported

13,061

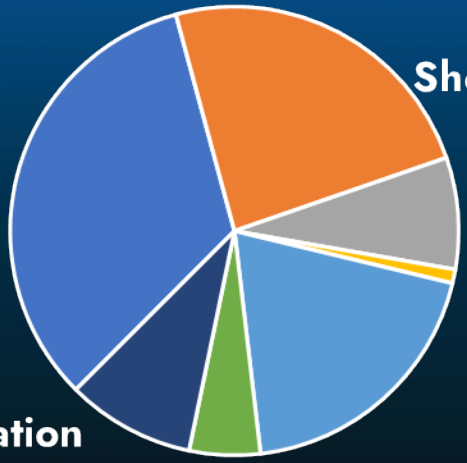
Personal Income to Residents

$560 Million

Government Revenue (Local, State, Federal)

$155 Million

Attendees Spent
$39.14 Per Person, Per Event



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Audiences:
OR Resident vs. Non-OR-Resident

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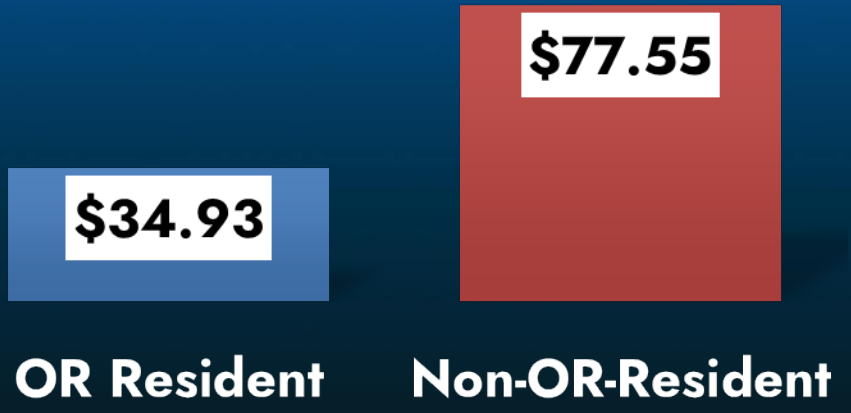
Event-Related Spending
OR Resident vs. Non-OR-Resident



43% of nonlocal attendees said, "This arts event is the primary purpose for my trip."

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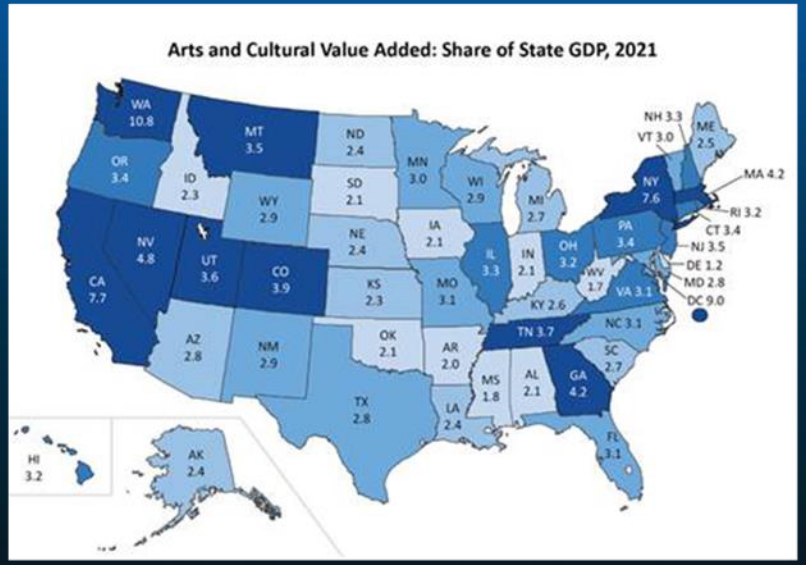
AEP6 National Partners

Selected Oregon Communities

Community	Organizational Spending	Audience Spending	Total	Jobs
Clatsop County	$2.9 Million	$10.8 Million	$13.7 Million	164
Multnomah County	$236.9 Million	$163.9 Million	$400.8 Million	5,841
Salem	$16.6 Million	$9.4 Million	$26.1 Million	432
Monmouth	$165,000	$210,000	$375,000	7
Lincoln County	$15.9 Million	$34.2 Million	$50.1 Million	610
Adventure Coast	$869,000	$2.5 Million	$3.3 Million	52
Florence Region	$2.3 Million	$5.0 Million	$7.3 Million	118
Eugene	$90.2 Million	$33.6 Million	$123.8 Million	2,714
Central OR Region	$27.7 Million	$19.2 Million	$46.9 Million	674

Arts & Creative Economy in Oregon

$9.3 Billion—3.4% of GSP—62,725 Jobs



Accelerates economic recovery

Diversifies economy

Stimulates statewide job growth

U.S.: $1.02 Trillion — 4.4% of GDP — 4.9 Million Jobs (2021)

Source: U.S. Bureau of Economic Analysis

Arts & Culture is Valued by the Public

86%

say arts and culture is "important to their community's quality of life and livability."

79%

believe arts and culture is "important to their community's businesses, economy, and local jobs."

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AEP6.AmericansForTheArts.org