



For Immediate Release
February 3, 2016

Contact:
Cheryl Snow
503 655-0525
Cheryl@clackamasartsalliance.org

Clackamas County Arts Alliance Joins National Study of the Economic Impact of Arts & Culture Spending

Oregon City, OR — The Arts Mean Business. That is the message being delivered today by the Clackamas County Arts Alliance, who announced it has joined *Arts & Economic Prosperity*® 5, a national study measuring the economic impact of nonprofit arts and culture organizations and their audiences. The research study is being conducted by Americans for the Arts, the nation's nonprofit organization advancing the arts and arts education. It is the fifth study over the past 20 years to measure the impact of arts spending on local jobs, income paid to local residents, and revenue generated to local and state governments.

“This study will prove that when we support Clackamas County arts and culture, we are making an investment in an industry, one that supports jobs and generates government revenue, and is a cornerstone of tourism,” says Cheryl Snow, Clackamas County Arts Alliance Executive Director.

As one of nearly 300 study partners across all 50 states plus the District of Columbia, the Clackamas County Arts Alliance will collect detailed financial data about our local nonprofit arts and culture organizations such as our theater and dance companies, museums, festivals, and arts education organizations.

The Clackamas County Arts Alliance will also collect surveys from attendees at arts and culture events using a short, anonymous questionnaire that asks how much money they spent on items such as meals, parking and transportation, and retail shopping specifically as a result of attending the event. Previous studies have shown that the average attendee spends \$24.60 per person, per event, beyond the cost of admission. Those studies have also shown that, on average, 32 percent of arts attendees travel from outside the county in which the arts event took place, and that those cultural tourists typically spend nearly \$40 per person—generating important revenue for local businesses and demonstrating how the arts drive revenue for other businesses in the community.

Surveys will be collected throughout calendar year 2016. The results of the study will be released in June of 2017.

Clackamas County Arts Alliance is a nonprofit organization dedicated to keeping arts and culture central to life in Clackamas County since 1994. See www.clackamasartsalliance.org for more information.

###