



**ARTS &**  
ECONOMIC PROSPERITY 6

# The Economic & Social Impact of Nonprofit Arts & Culture Industry

*Clackamas, Multnomah, Washington Counties!*

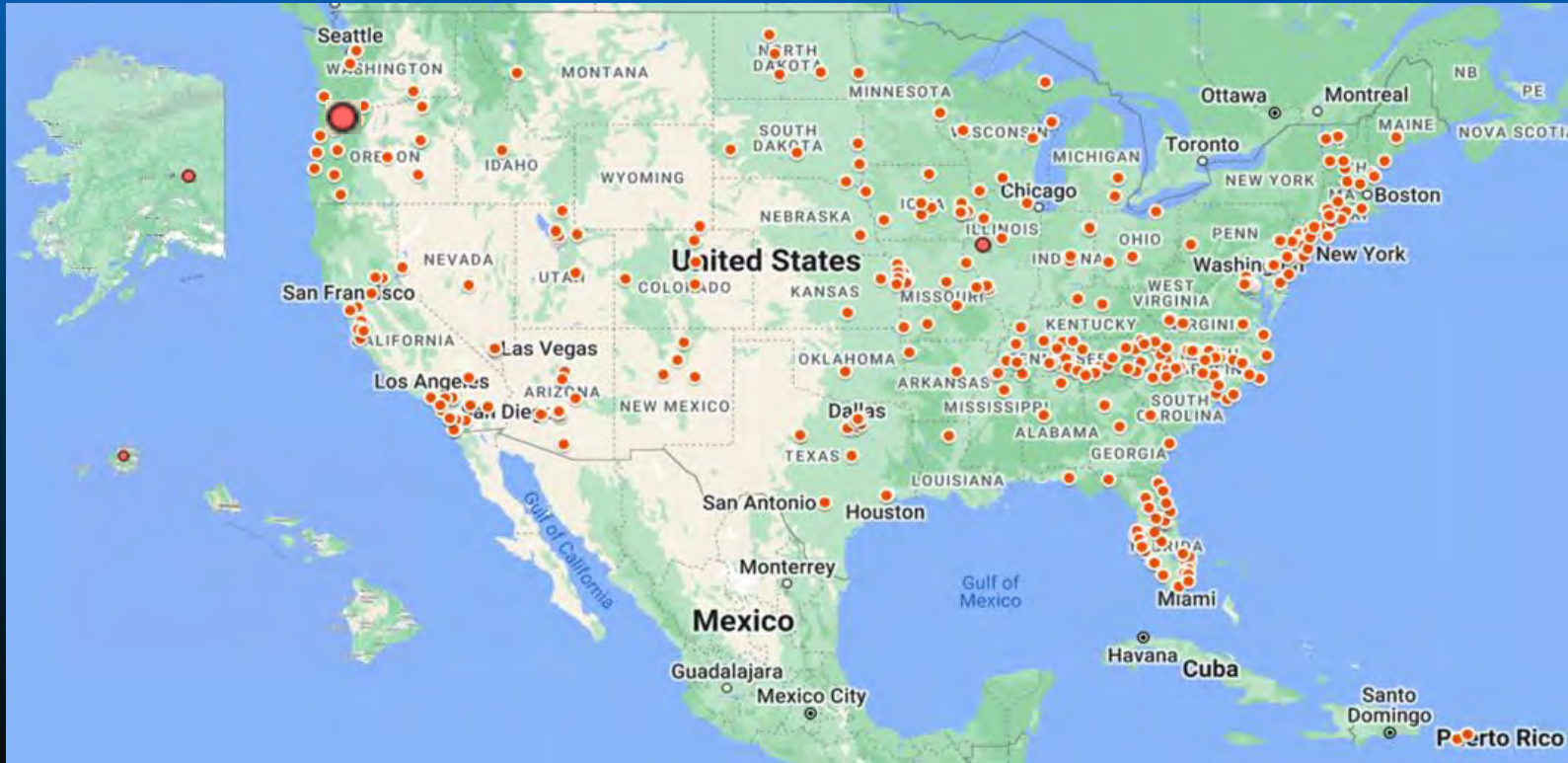
**November 6, 2023**

**Randy Cohen**  
**Americans for the Arts**

**@ArtsInfoGuy**

# Most Comprehensive Study Ever!

373 Study Regions in all 50 States and Puerto Rico.



# Nonprofit Arts Industry Spending (2022)

County	Organizational Spending	Audience Spending	Total
Clackamas	\$18.2 Million	\$7.9 Million	\$26.1 Million
Multnomah	\$236.9 Million	\$163.9 Million	\$400.8 Million
Washington	\$16.6 Million	\$13.1 Million	\$29.7 Million



# Jobs Supported

County	Jobs
Clackamas	573
Multnomah	5,841
Washington	533

# Personal Income to Residents

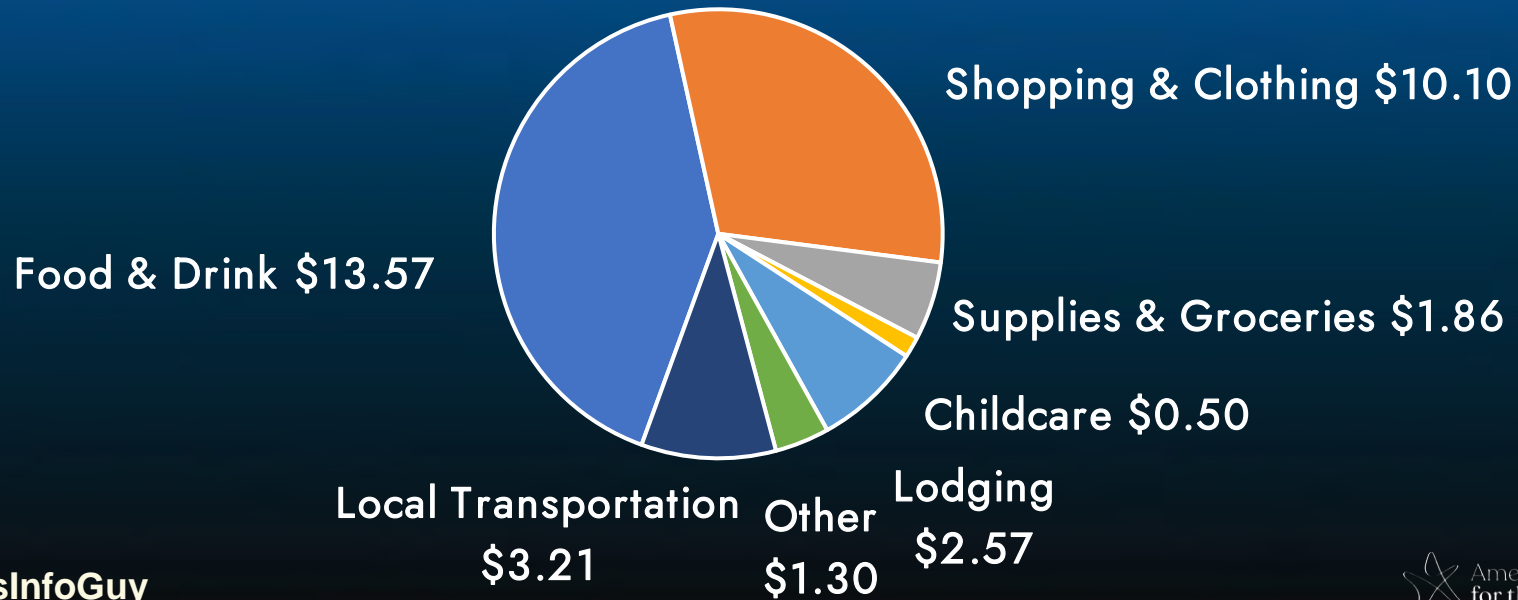
County	Personal Income
Clackamas	\$17.5 Million
Multnomah	\$286.1 Million
Washington	\$18.8 Million

# Government Revenue (Local, State, Federal)

County	Government Revenue
Clackamas	\$4.5 Million
Multnomah	\$72.1 Million
Washington	\$4.9 Million



# Greater Portland Area Attendees Spent \$33.11 Per Person, Per Event



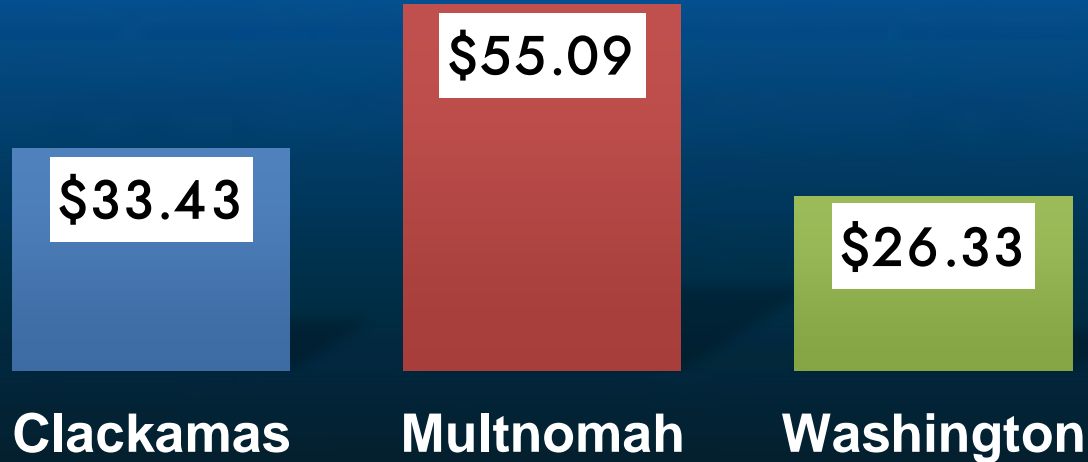
# Audiences: Local vs. Non-Local

County	Local Audiences	Nonlocal Audiences
Clackamas	59%	41%
Multnomah	68%	32%
Washington	75%	25%

(Nonlocal = Outside the County)



# Event-Related Spending By Nonlocals



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



# Social Impact Responses by Attendees 3 County Average

“This venue or facility is an important **pillar for me within my community.**” **79%**

“I would **feel a great sense of loss** if this activity or venue were no longer available” **85%**

“This activity or venue is **inspiring a sense of pride** in this neighborhood or community” **86%**

“My attendance is my way of ensuring that this activity or venue is **preserved for future generations**” **84%**

# Arts Volunteerism

County	Volunteers	Volunteer Hours	\$\$ Value
Clackamas	3,659	122,000	\$3.9 Million
Multnomah	12,000	344,000	\$11.1 Million
Washington	1,986	66,000	\$2.1 Million

**(Value of 2022 volunteer hour in Oregon = \$32.27)**

# AEP6 National Partners



# Arts & Culture is Valued by the Public



**86%**

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



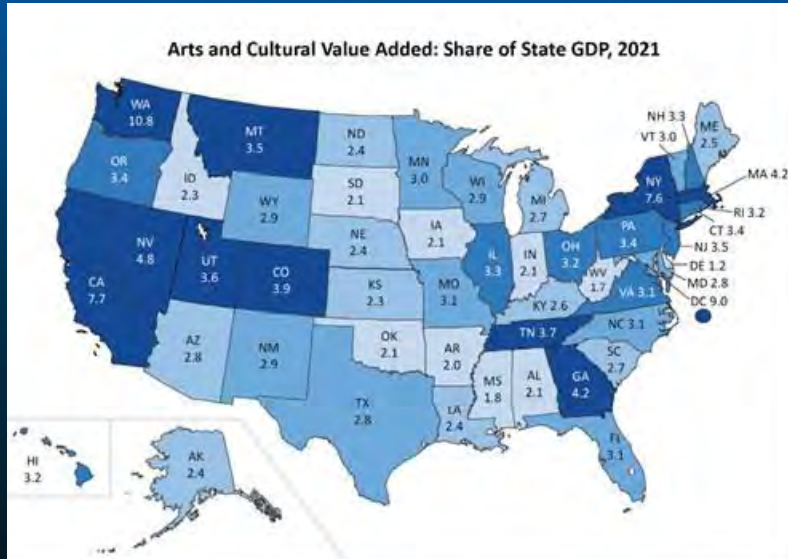
**79%**

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



# 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 Percent of GDP—4.9 Million Jobs (2021)*

Source: U.S. Bureau of Economic Analysis







# Arts Build Empathy & Understanding

**72%**

agree that the arts and culture provide shared experiences with people of different races, ethnicities, ages, beliefs, etc.

**63%**

say that the arts and culture helps them better understand other cultures in their community.

# Appreciating Arts and Culture





*Thank You!*

[AEP6.AmericansForTheArts.org](http://AEP6.AmericansForTheArts.org)

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**@ArtsInfoGuy**





# Claim Your Impact

1. What is the message?
2. Who gets the message?
3. Who delivers the message?

***Golden Rule: No story without a number,  
and no number without a story!***



