

ARTS & ECONOMIC PROSPERITY 6

The economic and social impact study of the nation's nonprofit arts and culture industry.

GROUNDBREAKING STUDY SHOWS ARTS AND CULTURE ARE INDISPENSABLE TO LOCAL ECONOMY AND VIBRANCY OF COMMUNITY County-wide study shows \$1.4 Billion in economic activity in 2022

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[SAN DIEGO, CA] January 26, 2024— Arts and business leaders, elected officials and arts supporters from across the County gathered at The Museum of Photographic Arts at The San Diego Museum of Art to review, analyze and celebrate data collected during a groundbreaking study revealing the economic and social impact of the nonprofit arts and culture sector in San Diego County.

The convening featured Randy Cohen, Vice President of Research at Americans for the Arts (AFTA), and a lively panel discussion of arts, tourism, and economic development leaders. In an unprecedented collaborative data collection process, seven municipalities and two Cultural Districts participated in the survey. The participants include the City of San Diego and Balboa Park Cultural District, Oceanside and Oceanside Cultural District, Escondido, Carlsbad, Encinitas, National City and Coronado.

It was officially announced that San Diego County's nonprofit arts and culture industry generated **\$1.4 billion** in economic activity in 2022, according to the newly released **Arts & Economic Prosperity 6 (AEP6)** by Americans for the Arts.

"The findings of AEP6 hold great significance for our region for various reasons," said Jonathon Glus, Executive Director for Arts and Culture for the city of San Diego. "The pandemic severely impacted the nonprofit arts and culture sector, especially the performing arts, leading to reduced audience and revenue challenges. However, the data highlights that the nonprofit arts sector is indispensable to the economy, generating nearly \$276 million in tax revenue. The findings also emphasized our commitment to equity by including data specific to organizations representing BIPOC and ALAANA communities."

"The arts beautify our neighborhoods, unify our communities, support education, make us feel creative in the workplace, and infuse our lives with joy. Arts organizations are also businesses. They attract audiences, spur business development, support jobs, generate government revenue, and are the cornerstone of tourism," said Randy Cohen.

Regionally, the AEP6 study identifies San Diego County's nonprofit arts and culture sector as a thriving \$1.4 billion industry, supporting 19,771 jobs and generating nearly \$321 million in tax revenue for local, state and federal governments.

In support of this AEP6 study, the City of San Diego hired the San Diego Regional Arts and Culture Coalition to collect 1,548 surveys across the city at various arts and culture events. The results,

which helped inform the study, revealed that investing in arts and culture strengthens our economy and contributes to developing more vibrant communities. Spending by local arts and culture audiences significantly boosts local businesses, a unique value proposition that few industries can match.

A Panel featuring **Randy Cohen**, Vice President of Research at Americans for the Arts, **Leslee Gaul**, CEO, Visit Oceanside, and **Steve Lockett**, Deputy Director, Economic Development & Prosperity, County of San Diego, and moderated by **Abe Hughes**, member of the City of San Diego Commission for Arts & Culture, focused on the role of arts and culture in the region's tourism and economic development efforts.

Building on its 30-year legacy as the largest and most inclusive study of its kind, AEP6 uses a rigorous methodology to document the economic and social contributions of the nation's nonprofit arts and culture industry. The study demonstrates locally as well as nationally, arts and culture are a critical economic driver of vibrant communities.

AEP6 represents a reset from previous versions, establishing a new benchmark in the study series.

- **Social Impact:** For the first time, AEP6 expands beyond the economic and financial data to include social impact measurements of arts and culture's effect on the well-being of communities and residents.
- **Equity and Inclusion:** AEP6 broke new ground by prioritizing equity, community engagement, and inclusivity. With the goal of reducing systemic bias, Americans for the Arts expanded the inclusion and participation of organizations serving or representing BIPOC- (Black, Indigenous, People of Color) and ALAANA - (African, Latin, Asian, Arab, Native American) identifying communities.

Key figures from San Diego

- San Diego County nonprofit arts and culture industry generates \$637,846,089 in event-related spending by its audiences.
- The typical attendee spends \$35.57 per person per event, not including the cost of admission.
- 11.2% of arts and culture attendees were from outside the county in which the activity took place. They spent an average of \$69.74. All vital income for local merchants.
- 87.9% of respondents agreed that the activity or venue they were attending was 'a source of neighborhood pride for the community.
- 85.1% said they would 'feel a sense of loss if that activity or venue was no longer available.

By measuring arts and culture's wide-ranging impact, public and private sector leaders can work together to secure funding and arts-friendly policies that shape more vibrant and equitable communities.

San Diego County AEP6 study included the following participants:

City of San Diego
Balboa Park Cultural District
City of Carlsbad
City of Encinitas
City of National City
City of Escondido
City of Coronado
City of Oceanside
Oceanside Cultural District

The Arts & Economic Prosperity 6 study was conducted by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts and arts education. It was supported by The Ruth Lilly Endowment Fund of Americans for the Arts. Americans for the Arts' 297 study partners contributed both time and financial support to the study. The full report, a map of the 373 study regions, and a two-page economic impact summary for each, can be found at <https://aep6.americansforthearts.org/>

San Diego Report Data: <https://www.sandiego.gov/arts-culture/news/reports/economic-prosperity>

MEDIA CONTACTS:

Toni Robin, on behalf of San Diego Regional Arts & Culture Coalition

tr@trprsandiego.com, 858.483.3918

<https://www.facebook.com/sdracc>

<https://www.sandiegoracc.org/>

Mariaesmeralda Paguaga, Americans for the Arts, mpaguaga@artsusa.org, AEP6@artsusa.org

<http://www.AmericansForTheArts.org/>