

THE IMPACT OF ARTS AND CULTURE

AGENDA:

PROSPERITY

greater
philadelphia

cultural
ALLIANCE



SUMMARY

Arts and culture is a powerhouse of economic impact in our region.

It brings investment and jobs. It is a cornerstone of our tourism industry and of the region's growing reputation as a vibrant, diverse and creative place to live. The cumulative impact of performing arts, historical museums, visual arts, public art and gardens, libraries and other organizations is profound – and that impact is growing.

The Agenda series is about amplifying the impact, both social and economic, of arts and culture in Greater Philadelphia. In **Agenda: Prosperity**, we focus upon data that proves that arts and culture supports families, neighborhoods and cities and serves as an economic engine for the entire region.

**TOTAL ECONOMIC
IMPACT**

\$4.1B

IMPACT: ORGANIZATIONS

Arts and culture organizations, from the smallest neighborhood group to major institutions, are a powerful economic force in Southeastern Pennsylvania. Throughout the five-county region, they serve as active civic partners, as consumers, as clients and as major employers. **More than 55,000 Full-Time Equivalent (FTE) positions are filled by the nearly 500 organizations and institutions** profiled in this report.

ORGANIZATIONAL SPENDING

DIRECT EXPENDITURES

\$993M

INDIRECT EXPENDITURES

\$998M

TOTAL EXPENDITURES

\$1.99B

2ND AMONG REGIONS IN FTE JOBS CREATED

GREATER WASHINGTON . . . 59,423
REGION (DC/MD/VA)

SOUTHEASTERN PA55,225

DALLAS-FORT WORTH- 52,848
ARLINGTON MSA (TX)

RESEARCH TRIANGLE 31,219
REGIONAL PARTNERSHIP (NC)

GREATER HOUSTON 25,817
REGION (TX)

GREATER ATLANTA 23,943
REGION (GA)

GREATER TAMPA/ 22,173
ST. PETERSBURG AREA (FL)

GREATER OKLAHOMA 20,571
CITY REGION (OK)

GREATER ST. LOUIS 19,129
AREA (MO)

IMPACT: AUDIENCES

The impact of arts and culture spending goes beyond the purchase of a ticket to an event or a museum: it's found at the hottest new restaurant, a food truck or a neighborhood street festival, at small businesses on the local Main Street and in the nearest SEPTA station. **Arts and culture audiences spend an additional \$892 million on event-related purchases,** whether that is for meals, souvenirs, transportation or child care.

AUDIENCE SPENDING

DIRECT EXPENDITURES

\$892M

INDIRECT EXPENDITURES

\$1.2B

TOTAL EXPENDITURES

\$2.08B

89%

OF ARTS AND
CULTURE AUDIENCES
ARE VOTERS

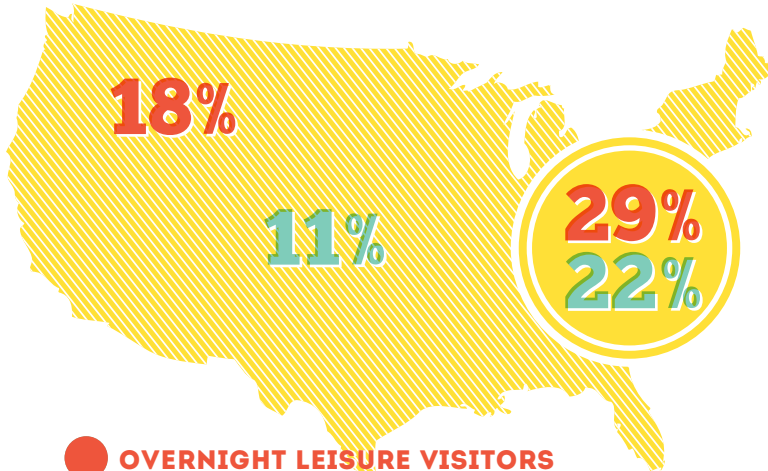


IMPACT: TOURISM

42 million visitors came to Greater Philadelphia in 2016 and spent a record \$6.7 billion, generating a total \$11 billion in economic impact to the region.

Of that \$6.7 billion in direct visitor spending, 11% (\$737 million) was spent in the recreation sector, which includes spending on arts and cultural offerings in the region.

PHILADELPHIA VS. THE NATION



OVERNIGHT LEISURE VISITORS WHO MADE A VISIT TO A MUSEUM OR ART GALLERY

DAY LEISURE VISITORS WHO MADE A VISIT TO A MUSEUM OR ART GALLERY

Last year

**42
MILLION
VISITORS**

spent

**\$6.7
BILLION**

*for a total
impact of*

**\$11
BILLION**

Jobs created by
arts + culture provide

\$1.3B

in
household income

THAT COULD
PAY FOR

HOUSE PAYMENTS FOR
101,250
FAMILIES



GROCERIES FOR
318,945
FAMILIES

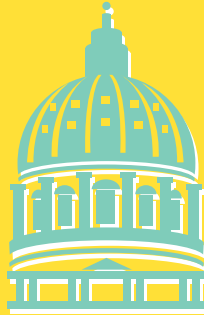
650M
SEPTA FARES



137M
CHEESESTEAKS

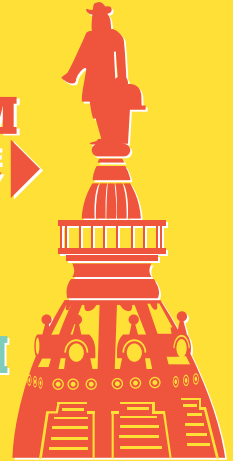


*137,225,868 "Whiz Wit" to be exact



\$98.7M
TAX REVENUE
TO THE CITY

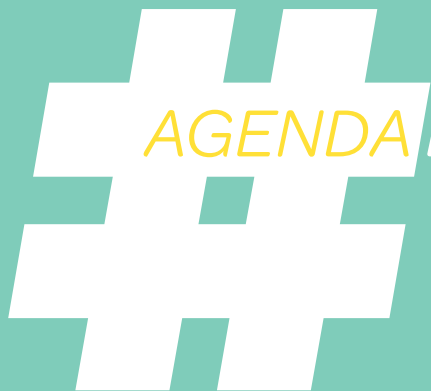
\$125.6M
TAX REVENUE
TO THE STATE



\$224.3M

TOTAL TAX REVENUE

The arts are a great return on investment. Beyond creating jobs and drawing tourism to the region, cultural organizations support local and state governments, generating nearly \$225 million in revenue.



AGENDA *BY THE NUMBERS*

492 ARTS AND CULTURE ORGANIZATIONS

1,485 AUDIENCE SURVEYS

341 COMMUNITIES PARTICIPATING NATIONWIDE

The findings in **Agenda: Prosperity** are based on information collected from 1,485 audience surveys and the spending information from 492 arts and culture organizations in Southeastern Pennsylvania. The Cultural Alliance joins 340 other partner organizations across the country in Americans for the Arts' national study, Arts and Economic Prosperity 5, and is the local partner for both the Southeastern Pennsylvania and City of Philadelphia editions, which come together to form **Agenda: Prosperity**. Additional data analysis for **Agenda: Prosperity** was done by DataArts.

Americans for the Arts' work on AEP5 has been supported by the Ruth Lilly Fund of Americans for the Arts, the John D. and Catherine T. MacArthur Foundation and Barr Foundation.

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Design by SWELL

Special thanks to Nick Crosson

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