THE IMPACT OF ARTS AND CULTURE

AGENDA:

PROSPERITY

THE ECONOMIC IMPACT OF ARTS & CULTURE IN PHILADELPHIA COUNTY

<table>
<thead>
<tr>
<th></th>
<th>DIRECT</th>
<th>INDIRECT + INDUCED</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORGANIZATIONS</td>
<td>$848.9 M</td>
<td>$742.2 M</td>
<td>$1.6 B</td>
</tr>
<tr>
<td>AUDIENCES</td>
<td>$765.2 M</td>
<td>$1 B</td>
<td>$1.8 B</td>
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<tr>
<td>TOTAL</td>
<td>$1.6 B</td>
<td>$1.7 B</td>
<td>$3.4 B</td>
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</tbody>
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ARTS & CULTURE IS A POWERHOUSE OF ECONOMIC IMPACT.

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.

In the region ...  
$4.1 BILLION IN TOTAL IMPACT  
$1.3 BILLION IN HOUSEHOLD INCOME  
$224 MILLION IN TOTAL TAX REVENUE  

In Philadelphia ...  
$3.4 BILLION IN TOTAL IMPACT  
$930 MILLION IN HOUSEHOLD INCOME  
$157 MILLION IN TOTAL TAX REVENUE  

(83.3% of region)  
(72% of region)  
(70% of region)