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Lead Author: Anne Marie Rhoades, Vice President of Advocacy & Strategic Partnerships
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Design by SWELL
Special thanks to Nick Crosson

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## AGENDA: PROSPERITY

### ARTS AND CULTURE ORGANIZATIONS

<table>
<thead>
<tr>
<th>_Number of Arts and Culture Organizations: 492</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Audience Surveys: 1,485</td>
</tr>
<tr>
<td>Number of Communities Participating Nationwide: 341</td>
</tr>
</tbody>
</table>

### TOTAL REVENUE

- **$224.3M** Total Tax Revenue
- **$1.3B** Total Household Income

### JOBS CREATED

- **650,000** Jobs created by arts + culture provide
- **$98.7M** Tax revenue to the city
- **$224.3M** TOTAL TAX REVENUE

### HOUSEHOLD INCOME

- **$18,945** Households
- **$1.3B** Total Household Income

### HOUSE PAYMENTS

- **101,250** Families
- **$1.3B** Total Household Income

### CHEESESTEAKS

- **137,225,868** "Whiz Wit" to be exact
- **$137M**

### GROCERIES

- **650,000** Families
- **$98.7M** Tax revenue to the city

### TOTAL TAX REVENUE

- **$125.6M** Tax revenue to the state

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.
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 partners in development, as clients and as major employers. More than 50,000 Full-Time Equivalent (FTE) positions are filled by the nearly 500 organizations and institutions profiled in this report.

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.

Arts and culture audiences spend an additional $892 million on event-related purchases, whether that is for meals, souvenirs, transportation or child care. 89% of arts and culture audiences are voters.

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

The impact of arts and culture spending goes beyond the purchase of a ticket to an event or a museum and it includes tourism revenue that supports a foot traffic in a neighborhood food court, a festival or a food truck, or a neighborhood street festival.

Arts and culture audiences spend an additional $892 million on event-related purchases, whether that is for meals, souvenirs, transportation or child care.

89% of arts and culture audiences are voters.
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 active and partners, accelerate state and local economies. More than 150,000 Full-Time Equivalent (FTE) positions are filled by the nearly 500 organizations and institutions profiled in this report.

**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 alike, and serves as an economic engine for the entire region.

**The impact of arts and culture spending goes beyond the purchase of a ticket to an event or a museum and it touches millions of people.** It is a foot-in-the-door to a career in fine arts, or a first step in a new friendship, or a food truck in a neighborhood street festival, or a small business on the local Main Street.

**Arts and culture audiences spend an estimated $3.69 billion annually on event-related purchases, with the bulk of that going to the businesses that serve演出者.** For example, tourism spending on arts and cultural offerings in the region.

**Last year 42 million visitors came to Greater Philadelphia and spent a record $6.7 billion, generating a total $11 billion in economic impact to the region.** Of that $6.7 billion, about $1 billion was spent in the recreation sector, which funds direct spending on arts and cultural offerings in the region.

**42 million visitors spent $6.7 billion for a total impact of $11 billion.**

**89% of arts and culture audiences are voters.**

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**42 million visitors spent $6.7 billion for a total impact of $11 billion.**
Arts and culture organizations, from the smallest neighborhood group to major institutions, are a powerful economic force in the five-county region of Southeastern Pennsylvania. Throughout the five counties, they serve as active partners, destinations and as major employers. More than 50,000 Full-Time Equivalent (FTE) positions are filled by the nearly 500 organizations and institutions profiled in this report.

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, and 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 across the region as an economic engine for the entire region.

Greater Washington DC/MD/VA Region
59,423 FTE jobs created

Southeastern PA
55,225 FTE jobs created

Dallas-Fort Worth, TX
52,848 FTE jobs created

Arlington MSA, TX
31,219 FTE jobs created

Research Triangle, NC
22,173 FTE jobs created

Greater Houston, TX
25,817 FTE jobs created

Greater Atlanta, GA
23,943 FTE jobs created

Greater Tampa/ST. Petersburg, FL
21,173 FTE jobs created

Greater Oklahoma City Region, OK
20,571 FTE jobs created

Greater St. Louis, MO
19,129 FTE jobs created

Region

89%
of arts and culture audiences are voters

The impact of arts and culture spending goes beyond the purchase of a ticket to an event or a museum and includes the economic value that is realized in a foot traffic in a neighborhood food event, at small businesses on the local Main Street and in the revenue generated at arts and culture venues. Whether it is for live performances, transportation or child care, the impact of arts and culture spending is profound.

42
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.

Tourism numbers courtesy of VISIT PHILADELPHIA®

Source: Longwoods International, 2016 data
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More information, citations & resources: philaculture.org/prosperity
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THE IMPACT OF ARTS AND CULTURE

AGENDA: PROSPERITY

ARTS AND CULTURE ORGANIZATIONS
1,985 AUDIENCE SURVEYS
232 COMMUNITIES PARTICIPATING NATIONWIDE

BY THE NUMBERS

ARTS AND CULTURE ORGANIZATIONS
1,985 AUDIENCE SURVEYS
341 COMMUNITIES PARTICIPATING NATIONWIDE

$1.3B

in household income

$224.3M

TOTAL TAX REVENUE

$1.3B

in tax revenue to the city

The arts make a great return on investment. Shared spending generates income for the region, as cultural organizations support local and state governments, generating nearly $225 million in revenue.

$98.7M

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1,370,225,868 "Whiz Wit" to be exact

137M* cheesesteaks

650M

septa fares

318,945

groceries for families

101,250

house payments for families

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THE IMPACT OF ARTS AND CULTURE
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The arts are a great return on investment. Billboard earning plus entertainment income is the driver for cultural organizations to support local and state governments, generating nearly $225 million in revenue.

The arts and culture organizations support local and state governments, generating nearly $225 million in revenue.