

Eugene Cultural Services



Hult Center



Community
Events



Public Art



Arts Grants



Cuthbert



Building Capital Projects

Each biennium we lobby the Oregon Legislature for funds to support capital construction projects that broaden access to culture. These projects keep us all moving forward.

[LEARN MORE](#)

ARTS & ECONOMIC PROSPERITY 5

THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES



CREATING **JOBS**. GENERATING **COMMERCE**. DRIVING **TOURISM**.

#AEP5

FY15 Arts & Economic Prosperity V

22,299 Jobs —————→ \$469.5m in household income

\$687m in spending by arts organizations & audiences

\$53m local and state government revenues

9,911,552 attendees

\$42.59 spent per person per event

\$322,956,808 event spending on meals, parking, gifts, hotels

The Economic Impact of Nonprofit Arts & Cultural Organizations & Their Audiences

Creating Jobs. Generating Commerce. Increasing Revenue.

From coast to coast and from our smallest rural towns to our largest urban cities, America's 120,000 nonprofit arts and culture organizations make their communities more desirable places to live and work every day of the year. The arts beautify our downtowns, unify our communities, 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.

Arts & Economic Prosperity 6 (AEP6) is an economic impact study of the nation's nonprofit arts and culture industry. It is the largest and most inclusive study of its kind ever conducted, with a specific focus on 394 participating communities from across all 50 states plus the District of Columbia.

The arts are a much bigger industry than most people realize. In 2017, AEP5 documented that the nonprofit arts industry generated \$166.3 billion in economic activity (spending by organizations plus the event-related spending by their audiences) which supported 4.6 million jobs and generated \$27.5 billion in government revenue. AEP demonstrates that an investment in the arts provides both cultural and economic benefits.



Nonprofit arts and culture organizations are businesses. They employ people locally, purchase goods and services from within the community, are members of their chambers of commerce, and attract tourists to their regions.

The arts drive commerce to local businesses. The arts, unlike most industries, leverage significant amounts of event-related spending by their audiences. In 2017, arts attendees spent \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and lodging—vital income for local businesses.

Soul of the Community

SHARE:    

Great schools, affordable health care and safe streets all help create strong communities. But is there something deeper that draws people to a city – that makes them want to put down roots and build a life?



Knight Soul of the Community (SOTC) is a three-year study conducted by Gallup of the 26 John S. and James L. Knight Foundation communities across the United States employing a fresh approach to determine the factors that attach residents to their communities and the role of community attachment in an area's economic growth and well-being. The study focuses on the emotional side of the connection between residents and their

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Soul of the Community

PDF Documents

About Knight Soul of the Community

Overall Findings

What Makes People Happy With Their Communities?

Findings by community

Frequently Asked Questions

Soul of the Community - News

Videos

People with access to arts and cultural activities are more attached to their communities in both feeling and action.

Cities with the highest levels of attachment had the highest rate of GDP growth.