

# AMERICANS FOR THE ARTS **ARTS & ECONOMIC PROSPERITY 6**

Measuring The Economic Impact Of Nonprofit Arts And Culture Organizations And Their Audiences



# AMERICANS FOR THE ARTS AEP6 BACKGROUND

AEP6 is the sixth economic impact study of the nonprofit arts and culture industry in the U.S. by Americans for the Arts.

Encinitas is among 373 participating study regions nationwide.





# AMERICANS FOR THE ARTS AEP6 SURVEY COLLECTION

## **Timeline**

Events happened in Encinitas

May 1, 2022-June 30, 2023

## **Audience Data**

A minimum of 400 audience surveys were required, 477 were collected.

## **Diversity**

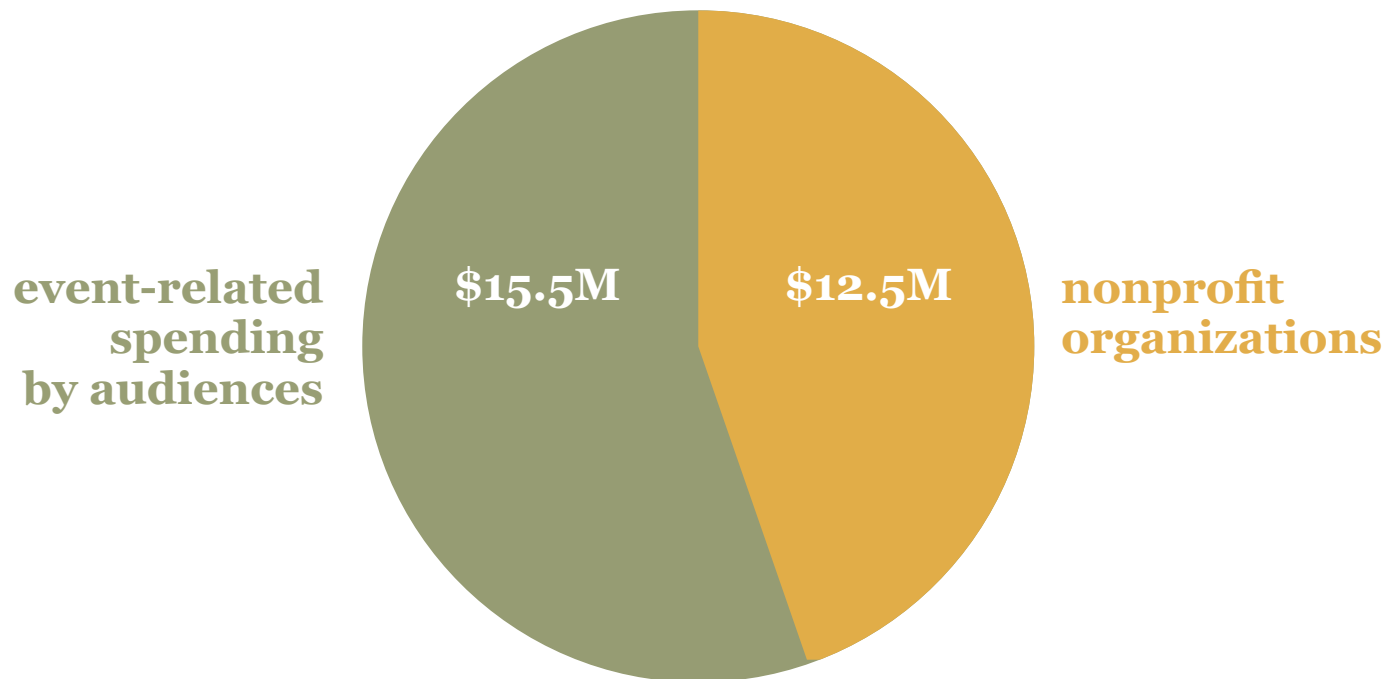
A variety of events and audiences were included.



# AEP6 RESULTS

## ECONOMIC IMPACT

The arts and culture sector in Encinitas generated nearly \$28 million in total economic activity.



# AEP6 RESULTS

## NONPROFIT ORGANIZATIONS

**Nonprofit arts and culture organizations are businesses.**

They employ people locally, purchase goods and services from within the community, and attract tourists to their regions.

**39** arts & culture nonprofits in Encinitas

**223** jobs in San Diego County

**\$4.1M** in local, state and federal tax revenue



# AEP6 RESULTS

## ARTS AUDIENCES SPENDING

**The arts drive commerce to local businesses.**

The arts, unlike most industries, leverage significant amounts of event-related spending by their audiences.





# AEP6 RESULTS

## CULTURAL TOURISTS

**Arts travelers are ideal tourists.**  
They stay longer and spend more  
to seek out authentic cultural  
experiences.



# AEP6 RESULTS

## COMMUNITY PRIDE

Audiences agree that arts and culture organizations contribute to community pride.

**93%** activity or venue, “is inspiring a sense of pride in this neighborhood or community”

“I would feel a great sense of loss if [activity or venue] were no longer available.”

**88%**

**86%** venue or facility where surveyed is, “an important pillar for me within my community.”





# AEP6 RESULTS

## SOCIAL IMPACT

The survey confirmed a rich agreement about the social and economic benefits that arts and culture provide the community.

**63%** understand cultures

**70%** image and identity

**72%** shared experiences

**79%** economy and local jobs

**86%** quality of life and livability

