



Americans
for the **Arts**

ARTS & ECONOMIC PROSPERITY 6

THE ARTS MEAN BUSINESS.

Key Takeaways for
SULLIVAN COUNTY, NH
Results from the AEP6 Survey 2022/23



What is AEP6?

The Economic and Social Impact Study of Nonprofit Arts & Culture Organizations & Their Audiences conducted through *Americans for the Arts*.

The newly released Arts & Economic Prosperity 6 (AEP6) is an economic and social impact study of the nation's nonprofit arts and culture industry. Building on its 30-year legacy as the largest and most inclusive study of its kind, AEP6 provides detailed findings on 373 regions from across all 50 states and Puerto Rico—ranging in population from 4,000 to 4 million—and representing rural, suburban, and large urban communities.

With its largest cohort ever, AEP6 uses a rigorous methodology to document the economic contributions of the arts and culture industry, demonstrating locally as well as nationally, nonprofit arts and culture are a critical economic driver of vibrant communities. The arts and culture industry supports jobs, generates government tax revenue, strengthens the visitor economy and community vibrancy, and helps to preserve authentic cultural experiences.



Americans for the Arts - Governmental Partners



ICMA

INTERNATIONAL CITY/COUNTY
MANAGEMENT ASSOCIATION



NLC NATIONAL
LEAGUE
OF CITIES
CITIES STRONG TOGETHER

ARTS & CULTURE BUILDS

Jobs and the Economy.

Arts and culture supports jobs, generates revenue for local businesses, and provides authentic cultural experiences that strengthen tourism.

More Livable Communities.

Arts and culture beautifies cities and towns, brings joy to residents, as well as celebrates and preserves diverse cultural expressions and traditions—improving emotional health and well-being.

Creativity and Innovation.

Arts and culture powers the creative communities where people want to live and work, where entrepreneurs and innovation thrive, and where businesses and night-time economies flourish.

Empathy and Understanding.

Arts and culture fosters empathy, tolerance and inclusion by enabling people to see the world from the diverse perspectives of their community.

Social Connections.

Arts and culture creates opportunities for shared experiences that strengthen social bonds, sense of belonging, as well as community pride and identity.

TOP TAKEAWAYS for SULLIVAN COUNTY

1

The local non-profit arts sector significantly impacts

JOB & THE ECONOMY.

Locally in Sullivan County, the nonprofit arts sector generated \$10.2 million of economic activity in 2022/23—\$5.8 million spending by arts and culture organizations and an additional \$4.4 million in event-related expenditures by their audiences. That economic activity supported 139 jobs, provided \$5 million in personal income to residents, and generated \$1.4 million in tax revenue to local, state, and federal governments.

Sullivan County—Arts by the Numbers



\$10.2 M

in overall
economic activity



\$5 M

in income paid to
residents



\$1.4 M

in tax revenue



139

jobs

2

Nonprofit arts and culture organizations are businesses.

They employ people locally, purchase supplies and services from nearby businesses, and engage in the marketing and promotion of their towns and regions. Their very act of doing business—creating, presenting, exhibiting, engaging—has a positive economic impact and improves community well-being. In Sullivan County, non-profit arts and culture organizations spent an estimated \$5.8 million, which supported 97 jobs. **Results are based only on the actual survey data collected (37.1% response rate), therefore the less than 100% response rate suggests that this is an understatement of the economic impact findings.*

Sullivan County—by the Numbers



\$5.8 M

nonprofit spending



97

nonprofit jobs



\$892,118

in local, state and federal
government revenue

TOP TAKEAWAYS for SULLIVAN COUNTY

3 Arts and culture drives commerce to local businesses.

When people attend a cultural event, they often make an outing of it—dining at a restaurant, shopping at independent shops, enjoying dessert after the show, and returning home to pay for child care. Attendees at Sullivan County nonprofit arts and culture events spend \$32.67 per person, per event, beyond the cost of admission. This spending represents crucial income for local merchants, and adds value few industries can compete with.

Sullivan County—Arts by the Numbers



\$32.67

per person, per event spending
beyond the cost of admission



\$4.4M

in event-related spending
by arts audiences



134,680

total attendance to
in-person events

4 Arts and culture strengthens the visitor economy.

In Sullivan County, an astounding 41.9% of attendees are nonlocal visitors who traveled from outside Sullivan County; they spend an average of \$37.71. Additionally, 78.9% of nonlocal attendees reported that the primary purpose of their visit was specifically to attend the performance, event, exhibit, venue, or facility where they were surveyed.

Sullivan County—by the Numbers



41.9%

Percentage of nonlocal attendees at arts events



\$37.71

per person, per event spending by nonlocal attendees



78.9%

of nonlocal attendees reported that the primary purpose of their visit was to specifically attend the event/venue where they were surveyed

TOP TAKEAWAYS for SULLIVAN COUNTY

5

A vibrant arts and culture community keeps local residents—and their discretionary dollars—in the community.

Sullivan County—Arts by the Numbers



59.5%

percentage of attendees who live in Sullivan County said they would have traveled to a different community to attend a similar arts event or cultural activity if the event where they were surveyed had not been available.



86.9%

Percentage of attendees who said “my attendance is my way of ensuring that this activity or venue is preserved for future generations.”

6

Arts and culture organizations contribute to community pride in Sullivan County.

Sullivan County—by the Numbers



89%

of arts and culture attendees agree that the activity or venue where they were surveyed “is inspiring a sense of pride in this neighborhood or community.”



85.4%

agree that “I would feel a great sense of loss if this activity or venue were no longer available.”



79.1%

agree that the venue or facility where they were surveyed is “an important pillar for me within my community.”

The AEP6 Survey in SULLIVAN COUNTY

The Arts and Economic Prosperity Survey was conducted by Sullivan County, in partnership with the Library Arts Center.

Both digital and paper copies of individual audience intercept surveys were collected by Library Arts Center staff in 2022/203 at arts culture events throughout the County.



788 audience intercept surveys collected in **Sullivan County** at **16 individual arts and culture events**, with over **96 person-hours** committed to data collection.

62 eligible nonprofit arts organizations were asked to complete the organizational survey with a **37% response rate** from the larger organizations in the County. **National Response Rate for organizational survey was 43.9%.*

Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). In Sullivan County, 23 of the 62 total eligible nonprofit arts and culture organizations identified by the Sullivan County Office of the County Manager provided the financial and attendance information required for the study analysis—an overall participation rate of 37.1%.

***It is important to note that each study region's results are based solely on the survey data collected. No estimates have been made to account for non-respondents. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings.*

Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. In Sullivan County, a total of 788 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events during the period from May 2022 through June 2023.

Comparison Data from other NH Communities who conducted the AEP6 Survey

Key Figures for New Hampshire's AEP6 Participating Communities	Sullivan County	City of Dover	Greater Portsmouth	Monadnock Region	Nashua	Upper Valley NH/VT	Nationwide
Nonprofit Arts and Culture Spending	\$4.4 M	\$3.98 M	\$41.1 M	\$6.8 M	\$3.9 M	\$2.4 M	\$78.4 B
Average money spent per attendee/ per event, above cost of admission	\$32.67	\$25.62	\$48.45	\$32.51	\$36.31	\$28.09	\$38.46
% of attendees from outside the local community	41.9%	32.1%	39.2%	27.1%	27.8%	13.8%	30.1%
% of survey respondents who agreed that venue/ event they attended was a source of pride for the community	89%	88.6%	90%	87.6%	85.9%	90.7%	89%

Audience intercept surveys were collected at events from the following Sullivan County Nonprofit Arts & Culture Organizations:

- **Claremont Opera House**
- **West Claremont Center for Music and the Arts**
- **Library Arts Center**, *Newport*
- **Newport Opera House**
- **The Apple Pie Crafts Fair** *on the Newport Town Common*
- **The Livery**, *Sunapee*
- **Sunapee Coffeehouse**



Find out more and see the full report:

libraryartscenter.org/aep6

*Participation in this study was funded by Sullivan County,
in partnership with the Library Arts Center.*

