



Agenda Abstract

BOARD OF COMMISSIONERS

Meeting Date:	Oct. 28, 2024
Department:	Planning and Economic Development
Agenda Section:	Presentations
Public hearing:	No
Date of public hearing:	N/A

PRESENTER/INFORMATION CONTACT

Katie Murray, OC Arts Commission Director
Shannan Campbell, Planning and Economic Development Manager

ITEM TO BE CONSIDERED

Subject: Arts and Economic Prosperity sixth annual study findings

Attachments:

Presentation slides

Summary:

Americans for the Arts conducts the Arts and Economic Prosperity Survey to determine the impact of the nonprofit arts sector on local communities. The survey takes place nationwide in all 50 states and utilizes the IMPLAN (impact analysis for planning) economic modeling tool to determine the impact of nonprofit arts agencies and the audiences they attract.

The Arts and Economic Prosperity Survey 6 (AEP6) occurred throughout 2023. The Orange County Arts Commission, along with the towns of Hillsborough, Carrboro, and Chapel Hill gathered spending data from 103 arts agencies and gathered 1,200 audience surveys from attendees at arts events throughout Orange County. Staff's presentation on the report findings will review arts agencies and audiences spending in the communities, how the data differs in each town, and how Orange County and Hillsborough compares to other similar communities across the country. It will also touch on creative jobs and the impact of the COVID-19 pandemic on the creative sector.

Financial impacts:

The Town of Hillsborough paid \$1,500 to Americans for the Arts to be a partner in the study and another \$1,665 for a joint survey coordinator to assist the towns and county collect more survey data.

Staff recommendation and comments:

N/A

Action requested:

N/A