

# Americans Speak Out About The Arts.



This survey was conducted by Ipsos Public Affairs on behalf of **Americans for the Arts (AFTA)** in July of 2023. It is based on a national representative sample of 3,062 adults, ensuring diverse representation and statistical reliability in the findings and making it one of the largest studies of its kind ever conducted.

# Americans Are Highly Engaged In The Arts

- ▶ An overwhelming majority view arts and culture as personally important to them.
- ▶ They believe the arts promote personal well-being, help them understand other cultures in their community, are essential for grade pre-K to 12 students.
- ▶ And that the government has an important role in funding the arts at the local, state, and federal levels.



# Key Findings



## 1. High Engagement in the Arts:

- Nearly 80% of Americans attended, visited, or watched an arts or culture event in person over the past year, underscoring the central role of the arts in everyday life.



# Key Findings

## 2. Personal Importance:

- Three-quarters of Americans (76%) consider arts and culture personally important to them, with many reporting how the arts contribute to their joy, well-being, and sense of creativity.





# Key Findings



## 3. Unifying Communities:

- The benefits of arts and culture extend beyond individuals, helping to build stronger communities. A vast majority of Americans (72%) believe arts and culture provide shared experiences with people of different races, ethnicities, ages, beliefs, and identities.



# Key Findings

## 4. Support for Arts Education:

- **An overwhelming 92% of Americans believe every student should have access to a quality arts education.**
  - **While 9-in-10 Americans agree arts education is important, only 52% think students have sufficient opportunities to take art classes.**
  - **70% of American adults agree that “the arts help students perform better academically.”**



# Key Findings

## 5. Government Funding is Key:

ANNUAL  
**GRANT**  
OPPORTUNITIES



**Americans strongly support government funding for the arts, with majorities approving as follows:**

- Local (70%), State (66%), and Federal (66%) investments in nonprofit arts organizations and community-based arts programs.

# What is the Arts & Economic Prosperity Report?

Their most recent Report, released in 2023, is made possible by the data collected from the 373 diverse communities and regions across the country, including 130 cities, 126 counties, 78 multi-county or multi-city regions, 20 states/territories, and 18 cultural districts representing all 50 states and Puerto Rico.

These diverse community's range in population from 4,000 to 4 million and represent rural, suburban, and urban areas. Our national findings are derived from the data from organizations and audiences in these communities. Researchers, with their local and statewide partners, collected surveys from 16,399 organizations and 224,677 attendees to provide a measure of total industry spending.



# Most Americans seek out art experiences.

## Spending by arts organizations *and their audiences*

- Supported 2.6 million jobs
- Generated \$29.1 billion in government revenue.

## At the State Level.

- The *Nonprofit* Arts and Culture Industry
  - Generated \$151.7 billion in economic activity in 2022.



# Arts and Culture Are Tourism Drivers

Arts travelers are ideal tourists, staying longer and spending more to seek out authentic culture experiences.

70% of Americans agree,

- “The arts improve the image and identity of my community,”



53% say,

- “When planning a vacation, I consider the destination’s arts and culture experiences when deciding where to visit.”



# Arts Drive Revenue To Local Businesses.

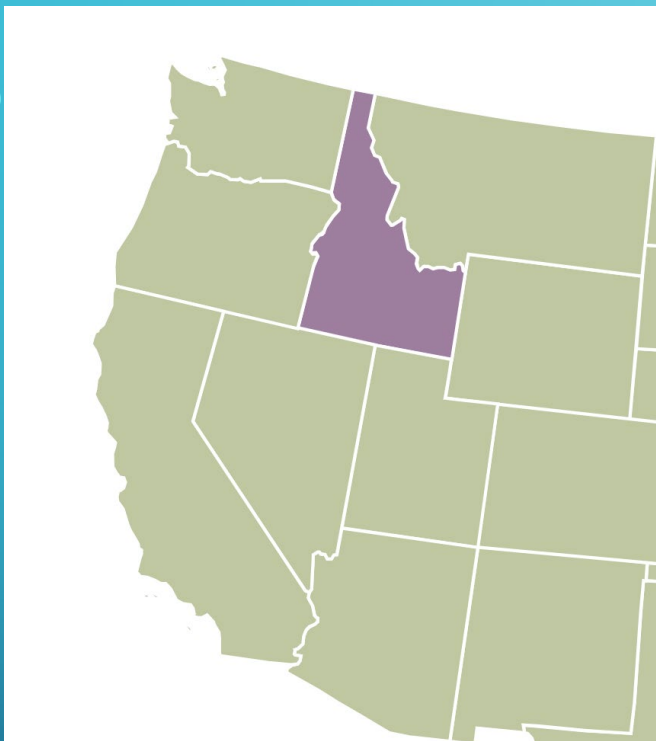
Beyond the cost of admission on items such as meals, parking, and lodging—vital income for local businesses.

Arts attendees spend an average of \$38.46 per person, per event,

- 30% of attendees come from outside the county in which the arts event took place.
  - Those nonlocal attendees average \$60.57 in spending beyond admission,
  - 77% said they traveled to the community specifically to attend that arts and culture event.



# Local & Regional Findings



Similar results are found at the **state level**.

The U.S. Bureau of Economic Analysis reports that arts and cultural production in **Idaho** accounts for **\$2,646,407,000** and **2.39%** (of Idaho's (GSP) of approximately **\$112.6 billion as of 2023**) and contributes **21,967 jobs**.



# Audience Perceptions

<b>"This venue or facility is an important pillar for me within my community."</b>						
State	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Sample Size
Idaho	5.6%	0.4%	7%	19.6%	67.3%	1,186
Oregon	5.5%	0.7%	11.3%	27.7%	54.8%	12,324
Utah	5.3%	1.4%	13.9%	30.1%	49.3%	3,352

<b>"I would feel a great sense of loss if this activity or venue were no longer available."</b>						
State	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Sample Size
Idaho	4.5%	0.3%	4.1%	17.1%	74.0%	1,187
Oregon	4.1%	0.8%	7.9%	27.1%	60.1%	12,346
Utah	3.3%	1.4%	9.8%	29.2%	56.30%	3,349

<b>"This activity or venue is inspiring a sense of pride in this neighborhood or community."</b>						
State	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Sample Size
Idaho	4.7%	0.4%	2.4%	20.6%	71.8%	1,185
Oregon	4.1%	0.2%	6.5%	30.0%	59.3%	12,334
Utah	3.4%	0.5%	8.1%	33.09%	54.02%	3,347

# How does this information relate to Meridian, ID and the Arts Commission?

There are several performing arts associated non-profit organizations listed in Meridian, Idaho on Guide Star that don't have the availability of a performance space

Examples:

- A non-profit Children's Theatre Company that originated in Meridian recently relocated to Boise due to loss of rented space and no other suitable locations.
- Community Orchestra that rarely performs in Meridian due to lack of available space for their concerts uses spaces in other ADA County cities.
- A theatre company based in Meridian, where they audition, cast and rehearse, but are unable to find available performance space and consequently hold their performances in Boise.

Link to Drop Box pdf list of Arts Associated Non-Profits in Meridian, ID from Guide Star. Copy & Paste

<https://www.dropbox.com/t/Y1WUjc8M49ytGMs9>



Cultural Institutions in Idaho Annual Operating Budgets From \$1.1M - \$5.1M		
Idaho Shakespeare Festival Inc	5,079,147.00	Boise
Argyros Performing Arts Center	2,289,952.00	Ketchum
Idaho Falls Arts Council, Inc.	1,476,406.00	Idaho Falls
Esther Simplot Performing Arts Academy Inc	1,467,933.00	Boise
Boise Contemporary Theater Inc	1,087,480.00	Boise
Cultural Institutions in Idaho Annual Operating Budgets From \$150K - \$990K		
Carrousel Players Coeur D Alene Theatre Inc	986,319.00	Coeur D Alene
Nampa Civic Center	906,606.00	Nampa
Teton Valley Foundation	742,194.00	Victor
Music Conservatory of Sandpoint Inc	718,046.00	Sandpoint
Idaho Falls Symphony Society Inc	609,250.00	Idaho Falls
Liberty Theatre Company	541,532.00	Hailey
Music Theatre of Idaho Inc	450,023.00	Nampa
Renaissance Arts Center Inc	404,591.00	Rupert
Treasure Valley Children's Theatre	292,836.00	Meridian
Panida Theater Committee Inc	266,354.00	Sandpoint
Kenworthy Performing Arts Center, Inc	251,208.00	Moscow
Lewiston Civic Theatre Inc	202,615.00	Lewiston
Actors Repertory Theater of Idaho Inc	146,238.00	Idaho Falls
Crossroads Creative and Performing Arts Center Inc	436,926.00	Baker City, OR
	6,954,738.00	
Avg. Annual Operating Budget of Organizations Under \$1M Budget		496,767.00

# An Estimated Overview of Activities and Attendance at a Potential Cultural Arts Institution in Meridian

Population 143k Attendance Annually	# of Attendees Per Month	Gallery/Store Annual Attendance	Music, Theatre & Art Class Annual Attendance	# of events Annually (Concert, Dance, Theatre, Movie, Corporate, etc.)
<b>155,870</b>	<b>12,900</b>	<b>480</b>	<b>480</b>	<b>800</b>



## INSTRUCTIONS

Provide the information below to calculate the economic impact of your organization (or a group of organizations).

Population of your community: 100,000 to 249,999 ▾

Total Expenses: \$ 906606

Total Attendance: 155800

CALCULATE →

RESET →

PRINT →

## TOTAL ECONOMIC IMPACT

	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	\$906,606	35	\$676,772	\$35,095	\$41,903
AUDIENCES:	\$4,355,158	111	\$2,311,849	\$198,813	\$222,157
TOTAL:	\$5,261,764	146	\$2,988,621	\$233,908	\$264,060

# The Meaning of the Calculated Results

***When viewing estimates derived from the EP6 calculator, always keep the following caveats in mind.***

- 1. The results of this analysis are based upon the averages of similarly populated communities,**
- 2. A unique input-output model was customized for each of these similarly populated communities, providing very specific employment, household income, and government revenue data, and**
- 3. These results are estimates and should not be used as a substitute for conducting a Feasibility and Economic impact study that is customized for your community.**





By championing inclusive arts education and local arts venues with heartfelt dedication, Cities across America are not just inspiring students and supporting artists, they're enhancing their City's reputation as a vibrant, forward-thinking community where creativity belongs to everyone.

