

ARTS ECONOMIC IMPACT



Arts and culture drives commerce to local businesses.

In partnership with Americans for the Arts, ACPC participated in the national [Arts Economic Prosperity study \(AEP6\)](#) to measure the economic impact of non-profit arts and culture sector on our economy, both **nationally** and **locally**.

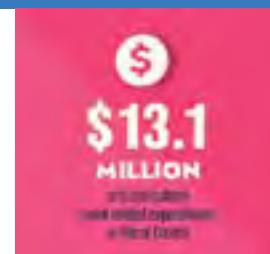
Nonprofit arts and culture organizations are businesses. They employ people locally, purchase supplies and services from nearby businesses, and engage in the marketing and promotion of their cities and regions. Their very act of doing business—creating, presenting, exhibiting, engaging—has a positive economic impact and improves community well-being.



ACPC hosted presentations led by Randy Cohen, VP of Research Americans for the Arts

Randy shared the Placer County data and the message that “we have to think differently about the arts.”

See the presentations on YouTube



Arts and culture builds more livable communities.

86% of Americans say, “arts and culture are important to their community’s quality of life and livability,” and 79% of the American public believe that the arts are “important to their community’s businesses, economy, and local jobs.”

Arts and culture strengthens the visitor economy. One-third,

30.1%

of attendees travel from outside the county in which the activity takes place



Arts sparks creativity and INNOVATION.

“Creativity” is among the top five applied skills sought by business leaders—per the Conference Board’s Ready to Innovate report—with 72% saying creativity is of “high importance” when hiring. For the second year in a row, “creativity” tops the list as the #1 soft skill needed in business (LinkedIn)