

THE **IMPACT** OF THE ARTS

The Arts Council of Placer County (ACPC), In partnership with Americans for the Arts, participated in the national **Arts Economic Prosperity study (AEP6)** a study to measure the economic and social impact of non-profit arts and culture sector on our economy, both **nationally** and **locally**.

Nonprofit arts and culture organizations are businesses.

In Placer County, the sector generated:

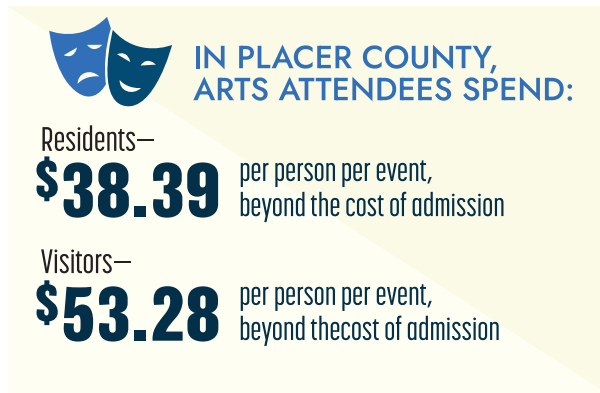


that economic activity supported:



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, enjoying dessert after the show, and returning home to pay for child or pet care.



Arts and culture organizations are businesses - employing people locally, purchasing supplies and services from nearby businesses, and engaging in the marketing and promotion of our region. Arts organizations **supported 290 jobs**.



These dollars represent **vital income for local merchants** and a value-add which few industries can compete with.

Arts and culture strengthens the visitor economy.

77.2% of nonlocal attendees reported the primary purpose of their visit was specifically to attend the performance/event/exhibit where they were surveyed.

61.8% of attendees who live in Placer County said they would have "traveled to a different community to attend a similar arts or cultural activity."

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



View the full reports at: placerarts.org