ABOUT THIS STUDY

Conducted by Americans for the Arts and commissioned by the Greater Hartford Arts Council, the Arts and Economic Prosperity IV is the most comprehensive look at the economic impact of the arts, heritage and cultural community of Hartford and Tolland counties.

Comparing data from 123 local arts institutions and over 800 audience surveys, this report proves, irrefutably, that the arts really do mean business: supporting local companies, employing thousands of workers, attracting millions of visitors and generating significant revenue.

Our arts and cultural community ranks in the top 10% of metro areas across North America and the thousands of plays, performances, concerts, exhibitions and festivals that happen all year long excite residents, attract visitors and make this region a must-be destination. Our artists and arts organizations help define the community, celebrating our unique character and making our cities and towns attractive, wonderful places to work and live.

greater hartford
arts council
100 Pearl Street, Hartford, CT 06103

Arts & Economic Prosperity IV
conducted by

AMERICANS for the ARTS

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All photos by Roger Castonguay and Heather White of The Defining Photo (unless otherwise indicated). First inside panel: Lantern made of recycled material, designed by artist Anne Cubberly and constructed by community participants during 2012 fall Aetna Arts Week Light Up the Night Project. Inner spread, left to right: Crowd at the 2012 Max's Farm to Table Wine Dinner for United Arts; teen apprentices enrolled in the Artists Collective Neighborhood Studio perform during 2012 Showcase; Riverfront Recapture presents the Connecticut Guitar Society's Guitar Under the Stars (photo courtesy Riverfront Recapture); children coloring a community mural at the Simsbury Public Library during Arts Day 2012. Back panel: Apprentices enrolled in the Hartford Stage Neighborhood Studio Breakdancing Shakespeare; workers installing the public art piece, "Silent Wishes...Hopes and Dreams Fulfilled" at the Church of the Good Shepherd.

ART means BUSINESS

How arts and culture improve the economy and quality of life in Greater Hartford

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Total Arts and Culture Industry Expenditures in the Greater Hartford Area =$230.4 million

When we talk about the importance of the arts, we have to mention the ripple effect of a strong, vibrant creative economy— one rich in cultural diversity and artistic excellence. Creative communities attract creative residents, and businesses reap the benefits of a creative workforce; CEOs and hiring managers overwhelmingly identify "creativity" as a vital skill when recruiting new employees.

ARTS & CULTURE ORGANIZATIONS

Hire full and part time staff, purchase services and goods from local businesses, invest in marketing and promotion through local media outlets and produce thousands of arts events and activities each year.

LOCAL COMPANIES & VENDORS

Provide supplies and services to arts organizations and, in turn, are able to support operations, employ workers and purchase equipment. Completing the circle, companies—big and small—give back to the community by providing essential in-kind support to arts and heritage organizations.

ARTS AUDIENCES

Attend performances, purchase tickets and contribute to cultural institutions. They often eat out before and after the event, pay to park cars, purchase clothing and accessories, hire babysitters—generating revenue for parking lots, restaurants and small businesses.

FOOD & RETAIL

Restaurants and shops rely on arts events—concerts, plays, performances, exhibitions—to attract visitors and generate a vibrant nightlife. They partner with cultural organizations to present festivals and celebrations to bring people downtown and acquire customers.

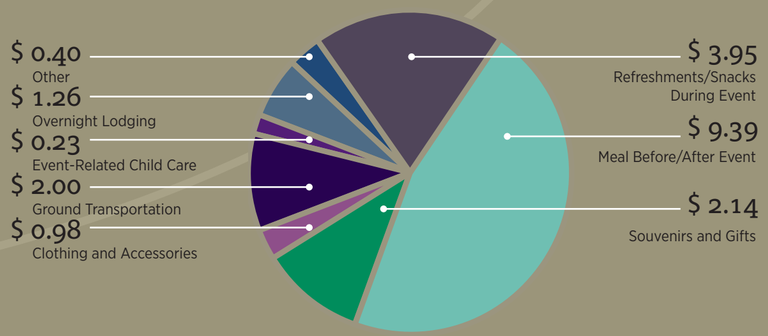
TOURISM

Cultural tourists spend up to 3 times as much as everyday visitors. Arts and cultural destinations of national renown draw travelers from the region and across the country, generating millions of revenue locally.

Excluding the Cost of Admission, Event-Related Spending Totaled $82 million

Attendance to Arts and Culture Events	Resident Attendees	Non Resident Attendees	All Cultural Audiences
Total Attendance	3,110,272	918,578	4,028,850
Average Event Related Spending Per Person	$17.50	$30.02	$20.35
Total Event-Related Expenditures	$54, 429,760	$27,575,712	$82,005,472

Average Per Person Spending =$20.35



Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

Full Time Equivalent (FTE) Jobs Supported:

6,879

Revenue Generated to Local Governmment

$5,184,000

Revenue Generated to State Governmment

$16,244,000

Spending by Arts & Heritage Organizations

$148,242,871