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 600 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.
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 dollars of revenue locally.

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

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

**Average Per Person Spending = $20.35**

- $0.40 Meals Before/After Event
- $1.26 Refreshments/Snacks During Event
- $0.23 Event-Related Child Care
- $0.98 Clothing and Accessories
- $2.00 Ground Transportation
- $9.39 Hotel Before/After Event
- $3.95 Event-Related Child Care
- $2.14 Souvenirs and Gifts

**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 Government: $5,184,000
- Revenue Generated to State Government: $16,244,000
- Spending by Arts & Heritage Organizations: $148,242,871

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