



NEWS RELEASE

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North Texas' Nonprofit Arts and Culture Industry Generates \$1.47 Billion in Economic Activity and Supports 52,848 Jobs Annually

City of Dallas Arts and Culture Impact Soars in Five Years to \$891M Dallas Arts District Also Sees Triple-Digit Gains

North Texas Arts Industry Returns \$167.2 Million in Revenue to Local and State Cooffers

DALLAS, Texas — The nonprofit arts and culture industry in the North Texas region generates **\$1,473,366,015 in annual economic activity**. This activity supports **52,848 full-time equivalent jobs** and generates **\$167.2 million in local and state government revenues**. These findings are included in the exhaustive national economic impact study, *Arts & Economic Prosperity 5*, conducted by the Americans for the Arts. Research in this region was gathered by the nonprofit Business Council for the Arts as part of the nation's most comprehensive economic impact study to date.

“This study shows, in very powerful numbers, just what a critical role arts and culture also play in keeping our national, state and local economies vibrant and growing,” said Katherine Wagner, CEO of the Dallas-based Business Council for the Arts. “Reflecting our population and business growth, our region is now the third largest arts economy in the nation.”

Highlights from the Arts & Economic Prosperity 5 study will be announced at a June 28 celebration hosted by the Business Council for the Arts, the City of Dallas Office of Cultural Affairs and the Dallas Arts District.

North Texas Highlights:

- The Dallas-Fort Worth-Arlington MSA came in third, measured against other multi-county regions in the country.
- The economic impact of arts and culture organizations in North Texas more than tripled between the previously published study in 2012 and the current study – from **\$428,512,328 to \$1,473,366,015.**
- In the region, the nonprofit arts and culture sector equated to 52,848 FTE jobs supported, translating into \$1.3 billion in annual salaries.
- North Texas cultural audience attendance numbers totaled 13,970,000 in 2015, contributing \$473,856,433 to the economy.

City of Dallas Highlights:

The study found that the City of Dallas, which also participated in the 2010 study, is seeing robust returns from its annual and long-term investment in the arts, including triple-digit growth in economic impact, jobs and audiences, as well as generating even more revenue for state and local government. In FY 2015:

- Total economic activity tied to Dallas arts and culture was \$891 million up from the \$321 million in the 2010 study – a 2.8-fold increase.
- Dallas arts organizations and audiences supported 33,554 jobs, a nearly 3-fold increase over data collected in 2010.
- Dallas arts and culture generated revenue of \$97 million to local and state government.

Jennifer Scripps, director of the City of Dallas Office of Cultural Affairs said she expected the numbers would show growth, but the large leap on so many levels was exciting.

“The growth that we’ve seen both in the Arts District and all over our city shows a vibrant, diverse and growing cultural community,” said Scripps. “Our established institutions are doing world-recognized work, and our small and emerging groups are vibrant and growing. Our opportunity now is to sustain this, share this art with more parts of our city and keep this moving forward.”

Dallas Arts District Highlights

- The economic activity of the Dallas Arts District alone has tripled in five years, going from \$128.6 million to \$395.8 million.
- The revenue generated for local government from Dallas Arts District arts organizations and audiences was \$19 million in 2015.
- 14,932 jobs are supported by Dallas Arts District arts organizations and audiences.

Lily Weiss, the executive director of the Dallas Arts District says the neighborhood's jump in numbers can be attributed to a wide range of things: More public programming and events at arts venues across the District, free entrance at the Dallas Museum of Art, the AT&T Performing Arts Center and its resident companies coming fully on line, the opening of Dallas City Performance Hall and more.

"We have known for years that a dynamic cultural district contributes to the economic health of our city," said Weiss, executive director of the Dallas Arts District. "This study and the dramatic changes downtown demonstrate that investments the City and private sector have made in our arts venues, institutions and the district's infrastructure were solid. We must keep this tremendous momentum going."

The *Arts & Economic Prosperity 5* study was conducted by Americans for the Arts. The economic impact study examines cities, counties and states nationwide every five years. This year, for a regional perspective, six North Texas cities and cultural districts participated with Business Council for the Arts, a nonprofit regional organization, demonstrating the reach and impact of arts and culture in neighborhoods and communities across the region.

The spending tied to arts and culture in North Texas is far-reaching: organizations pay employees, purchase supplies, contract for services and acquire assets within their community. Those dollars, in turn, generated \$1.3 billion in household income for local residents and \$167.2 million in local and state government revenues.

In addition to spending by organizations, the study also examines event-related spending by its audiences. As a result of attending a cultural event, attendees often eat dinner in local restaurants, pay for parking, buy gifts and souvenirs, and pay a babysitter. What's more, attendees from out of town often stay overnight in a local hotel. The Leadership Arts class of

2016, a program of Business Council for the Arts, conducted intercept surveys of audiences at arts events in participating cities over several months along with participating cities.

“This is an industry that can never be outsourced,” said the BCA’s Katherine Wagner. “This is economic and job growth that is generated right here at home. With continued support from businesses and our philanthropic communities, we will keep this momentum growing.”

Nationwide, the *Arts & Economic Prosperity 5* revealed that the nonprofit arts industry produces \$166.3 billion in economic activity every year, resulting in \$27.5 billion in federal, state and local revenues. In addition, it supports 4.6 million full-time equivalent jobs and generates \$96.07 billion in household income.

“This study demonstrates that the arts are an economic and employment powerhouse both locally and across the nation,” said Robert L. Lynch, president and CEO of Americans for the Arts. “A vibrant arts and culture industry helps local businesses thrive and helps local communities become stronger and healthier places to live. Leaders who care about community and economic vitality can feel good about choosing to invest in the arts. Nationally as well as locally, the arts mean business.”

Nationwide, the *Arts & Economic Prosperity 5* study was conducted by Americans for the Arts and supported by The Ruth Lilly Fund of Americans for the Arts. Americans for the Arts’ local, regional, and statewide project partners contributed both time and financial support to the study. Financial information from organizations was collected in partnership with DataArts™, using a new online survey interface. For a full list of the communities who participated in the *Arts & Economic Prosperity 5* study, visit www.AmericansForTheArts.org/AEP5Partners.

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About Business Council for the Arts:

Business Council for the Arts (BCA) is a nonprofit organization founded in 1988 as connector and convenor between businesses, municipalities, and arts and cultural organizations. For 29 years, Business Council for the Arts has advocated for business support of the arts, developed business leaders for nonprofit boards of directors; fostered employee creativity, engagement and creativity through the arts; guided strategic business support for the arts; and measured the economic impact of arts and culture in North Texas.

About The City of Dallas Office of Cultural Affairs:

The City of Dallas Office of Cultural Affairs (OCA) is a division of the City Manager's office and fosters support, partnerships, and opportunities for Dallas citizens, visitors, artists, and arts and cultural organizations.

The OCA works to enhance the vitality of the City and the quality of life for all Dallas citizens by creating an environment wherein arts and cultural organizations thrive and people of all ages enjoy opportunities for creative expression and the celebration of our community's multicultural heritage.

Our mission is to establish a cultural system that ensures all Dallas citizens and visitors have an opportunity to experience the finest in arts and culture.

About the Dallas Arts District:

The Dallas Arts District is the largest contiguous urban arts district in the nation, spanning 68 acres and 19 contiguous blocks. Our mission is to enhance the value of the city's creative and economic life by engaging artistic, educational and commercial neighbors through excellent design, practices and programs. We aspire to transform the Dallas Arts District into a dynamic destination for Dallasites and tourists, powered by the imagination of regional and international artists, with integrated and exemplary artistic, residential, cultural and commercial life. The Dallas Arts District Foundation is a nonprofit 501(c)3 neighborhood organization and is funded by grants, voluntary membership dues, sponsorships and donations.