



**EMBARGOED UNTIL 2:00p CST  
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**THE ARTS MEAN JOBS: Topeka’s Nonprofit Arts and Culture Industry  
Sustains 480 Jobs and Generates \$827,000 in Tax Revenue to the City of  
Topeka and Annually**

***Local Arts Generate \$20.2M in Economic Activity in Topeka and \$2,129,000 in  
Tax Revenue to the State of Kansas Annually***

TOPEKA, KAN. — ARTSConnect today released an economic impact survey of the city of Topeka, which finds that, in the city of Topeka, the nonprofit arts and culture industry generates \$20.2 million in annual economic activity and supports 480 full-time equivalent jobs. This activity generates \$872,000 in revenue to the city of Topeka & \$2,129,000 to state of Kansas. The study also notes that 1 in 5 attendees to arts-related events are from out of town, and that these visitors spend nearly three times the dollars spent by resident attendees.

This is according to the Arts & Economic Prosperity IV national economic impact study, which was used along with local data to evaluate the impact of the arts in Topeka. The study was commissioned by ARTSConnect with support from WIBW. The data was analyzed by Americans for the Arts, the nation’s leading nonprofit organization for advancing the arts and arts education using data collected from organizations and audience surveys taken in Topeka during the summer and fall of 2013.

“For a long time, we have known anecdotally that the arts are critical to our local economy. We are very excited to have hard numbers that demonstrate exactly how big that impact is,” said Sarah Fizell, executive director of ARTSConnect. “This proves that the arts are an excellent investment – and that we are past due to invest in arts and culture across the city. We have an opportunity to make significant strides in our quality of life and there are precious few excuses not to tackle this as a top priority for making Topeka more vibrant and prosperous.”

“We have been successful in attracting businesses such as Mars to our community because of our commitment to enriching our city with cultural attractions and activities. It is critical that we continue to support and foster the arts and culture industry in Topeka because, as this study makes clear, the arts are

not only key to attracting new employers, but are in and of themselves a major employer,” said Neil Dobler, chair of the Greater Topeka Chamber of Commerce and vice president at Bartlett & West Engineers.

“The business of arts, culture and creativity helps define our city. Our community supports arts and culture not only because it enhances our quality of life, but because we are investing in our economic well-being. This study gives us proof of what we have always known to be true,” said Mayor Larry Wolgast.

“This study shines a much-needed light on the vital role the arts play in stimulating and sustaining economic development,” says Robert L. Lynch, president and CEO of Americans for the Arts. “Contrary to popular belief, the arts are a bustling industry that supports a plethora of diverse jobs, generates significant revenues for local businesses and to federal, state and local governments and provides quality of life that positions communities to compete in our 21st century creative economy.”

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*ARTSConnect works to promote the arts through building community connections and broadening the understanding of how the arts enhance the quality of life in our community. ARTSConnect seeks to enable the arts as a driver of Topeka’s community growth, economic development and quality of life.*

*The Arts & Economic Prosperity IV 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. The full text of the national statistical report is available at [www.AmernsForTheArts.org/EconomicImpact](http://www.AmernsForTheArts.org/EconomicImpact).*