The nonprofit arts and culture industry generates $18.5 Million in annual economic activity in the Monadnock Region — supporting 659 full-time equivalent jobs and generating $1.9 Million in local and state government revenues, according to the Arts & Economic Prosperity 5 national economic impact study.

The most comprehensive economic impact study of the nonprofit arts and culture industry ever conducted in the United States, Arts & Economic Prosperity 5 was conducted by Americans for the Arts, the nation’s leading nonprofit organization for advancing the arts and arts education.

The Monadnock region of Southwest New Hampshire mobilized about one quarter of its arts and culture organizations (36 out of over 200 that operate in the Monadnock region), 961 audience members, and dozens of volunteers to participate in collecting surveys and sharing data. The study would not have been possible without the community support of the participants and our sponsors, including The Putnam Foundation, Eversource, and C&S Wholesale Grocers.

“This study gives us insight into one of the many reasons art is vital to our community,” says Jessica Gelter, Executive Director of Arts Alive! “Master plans for towns across the region see arts as vital to economy and quality of life and seek to utilize arts and culture to develop their communities - large and small. We can see this with the enormous boom in construction of arts & culture infrastructure - from libraries to makerspaces to performing arts and community centers.”

**Arts Industry Boon for Local Businesses**
In addition to spending by organizations, the nonprofit arts and culture industry leverages about $5.3 Million in event-related spending by its audiences.

“Just like with other locally owned businesses, each dollar spent and invested in local artists and cultural organizations gives an extra boost to our local economy. One dollar recirculates through our economy and generates a ripple effect — joining with other dollars to create new jobs, charitable contributions and community prosperity,” said Jen Risley of Monadnock Buy Local.

The full study and a 1-page summary are available on the Arts Alive! website at www.monadnockartsalive.org/aep5

The nonprofit arts and culture industry generates $18.5 Million in annual economic activity in the Monadnock Region — supporting 659 full-time equivalent jobs and generating $1.9 Million in local and state government revenues, according to the Arts & Economic Prosperity 5 national economic impact study.

The most comprehensive economic impact study of the nonprofit arts and culture industry ever conducted in the United States, Arts & Economic Prosperity 5 was conducted by Americans for the Arts, the nation’s leading nonprofit organization for advancing the arts and arts education.

The Monadnock region of Southwest New Hampshire mobilized about one quarter of its arts and culture organizations (36 out of over 200 that operate in the Monadnock region), 961 audience members, and dozens of volunteers to participate in collecting surveys and sharing data. The study would not have been possible without the community support of the participants and our sponsors, including The Putnam Foundation, Eversource, and C&S Wholesale Grocers.

“This study gives us insight into one of the many reasons art is vital to our community,” says Jessica Gelter, Executive Director of Arts Alive! “Master plans for towns across the region see arts as vital to economy and quality of life and seek to utilize arts and culture to develop their communities - large and small. We can see this with the enormous boom in construction of arts & culture infrastructure - from libraries to makerspaces to performing arts and community centers.”

**Arts Industry Boon for Local Businesses**
In addition to spending by organizations, the nonprofit arts and culture industry leverages about $5.3 Million in event-related spending by its audiences.

“Just like with other locally owned businesses, each dollar spent and invested in local artists and cultural organizations gives an extra boost to our local economy. One dollar recirculates through our economy and generates a ripple effect — joining with other dollars to create new jobs, charitable contributions and community prosperity,” said Jen Risley of Monadnock Buy Local.

The full study and a 1-page summary are available on the Arts Alive! website at www.monadnockartsalive.org/aep5