Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts & Culture Organizations and Their Audiences in the State of Oklahoma

Creating Jobs

Generating Commerce

Driving Tourism
Economic Impact of the Nonprofit Arts & Culture Industry (2015)


Across the State of Oklahoma, from our smallest rural towns to our largest urban cities, over 700 nonprofit arts and cultural organizations make their communities more desirable places to live and work. These nonprofits are also businesses. They attract audiences, spur business development, support jobs, generate government revenue, and are the cornerstone of tourism.

TOTAL DIRECT EXPENDITURES: $872.8 M
- Organizations: $331.2 M
- Audiences: $541.5 M

Arts and Culture Creates Jobs: Jobs created or sustained by arts & culture spending
- 29,165

Average Per Person Audience Expenditures:
- $39.26

RESIDENT HOUSEHOLD INCOME: $588.2 M
- Organizations: $267.2 M
- Audiences: $320.9 M

Event-related Spending By Arts & Cultural Audiences Totaled: (excluding cost of admission)
- $541.6 M

TOTAL GOVERNMENT REVENUE: $84.5 M
- Organizations: $31.9 M
- Audiences: $52.5 M

Total attendance to arts & cultural events:
- 12.7 M

Household Resident Income
- $588.2 M


Partners: Oklahoma Arts Council, Oklahoma Museums Association, Allied Arts, Arts Alliance of Tulsa, Arts & Humanities Council of Tulsa, Arts Council OKC, City of Oklahoma City, Cultural Development Corporation, Graceful Arts Center, Norman Arts Council, Ponca City Arts Center, The Arts in Guthrie, Tulsa Arts Commission, Tulsa Performing Arts Center Trust