



Groundbreaking Study Reveals Economic and Social Impact of \$233 Million from Nonprofit Arts and Culture Sector in Durham, NC

Arts & Economic Prosperity 6 Study Centers Equity in Economic Research and Highlights Vital Role of Arts and Culture in Building More Livable Communities

FOR IMMEDIATE RELEASE

Durham, NC, October 12, 2023/ 3:30 pm EDT— Durham Arts Council today announced that Durham’s nonprofit arts and culture industry generated **\$233,059,155** in economic activity in 2022, according to the newly released ***Arts & Economic Prosperity 6 (AEP6)***, an economic and social impact study conducted by Americans for the Arts. That economic activity—\$148,744,106 in spending by nonprofit arts and culture organizations and \$84,315,049 in event-related spending by their audiences supported 3,246 jobs and generated \$27,141,859 in local, state, and federal government revenue. Spending by arts and culture audiences generates valuable commerce to local merchants, a value-add that few other industries can compete with.

Building on its 30-year legacy as the largest and most inclusive study of its kind, AEP6 uses a rigorous methodology to document the economic and social contributions of the nation’s nonprofit arts and culture industry. The study demonstrates locally as well as nationally, arts and culture are a critical economic driver of vibrant communities.

“Arts and Culture organizations are a critical economic driver in Durham and across the nation and make our community vibrant and able to attract and retain a talented workforce. Arts and culture supports jobs, generates revenue for local businesses, and provides authentic cultural experiences that strengthen tourism and build pride in our community,” stated Sherry DeVries, Durham Arts Council Executive Director.

Nationally, the *Arts & Economic Prosperity 6 (AEP6)* study reveals that America’s nonprofit arts and culture sector is a \$151.7 billion industry—one that supports 2.6 million jobs and generates \$29.1 billion in government revenue.

“Arts and culture organizations have a powerful ability to attract and hold dollars in the community longer. They employ people locally, purchase goods and services from nearby businesses, and produce the authentic cultural experiences that are magnets for visitors, tourists, and new residents,” said Nolen V. Bivens, president and CEO of Americans for the Arts. “When we invest in nonprofit arts and culture, we strengthen our economy and build more livable communities.”

AEP6 represents a reset from its previous versions, establishing a new benchmark in the AEP study series.

- **Social Impact:** For the first time, AEP6 expands beyond the economic and financial data to include social impact measurements of arts and culture's effect on the well-being of communities and residents.
- **Equity and Inclusion:** AEP6 broke new ground by prioritizing equity, community engagement, and inclusivity. With the goal of reducing systemic bias, Americans for the Arts transformed its approach and expanded the inclusion and participation of organizations serving or representing BIPOC- (Black, Indigenous, People of Color) and ALAANA- (African, Latine, Asian, Arab, Native American) identifying communities.

“As President of the Board of Trustees for Durham Arts Council, I am so pleased that the AEP 6 study prioritized equity, community engagement, and inclusivity which is in keeping with our organization's strong commitment to diversity, equity, access and inclusion. Durham's BIPOC and ALAANA centered organizations play a strong role in preserving and sharing cultural heritage and artistic traditions. Across our community, arts and culture are vital to strengthening our well-being, shared humanity and joy,” stated Rick Grant, Durham Arts Council Board President and Vice President, Grid Operations, Duke Energy.

Nationally, the extensive research reveals proportional economic and community impacts among attendees at BIPOC and ALAANA organizations to the overall national average. These findings should initiate new, and escalate existing, critical funding conversations about BIPOC and ALAANA organizations receiving fair and proportional financial support.

Key figures from Durham NC AEP6 study include:

- Durham's nonprofit arts and culture industry generated **\$233,059,155** in economic activity in 2022.
- Durham County, NC nonprofit arts and culture industry generates \$84,315,049 in event-related spending by its audiences.
- The typical attendee spends \$35.88 per person per event, not including the cost of admission.
- 43% of arts and culture attendees were from outside the county in which the activity took place. They spent an average of \$44.65. All vital income for local merchants.
- 89.4% of respondents agreed that the activity or venue they were attending was “a source of neighborhood pride for the community.”
- 86.5% said they would “feel a sense of loss if that activity or venue was no longer available.”

AEP6 demonstrates the significant economic and social benefits that arts and culture bring to their communities, states, and the nation. To amplify the study results and raise awareness of these widespread benefits with public and private-sector leaders, seventeen national organizations partnered with Americans for the Arts on AEP6:

- Actors' Equity Association
- National Association of Counties

- African Diaspora Consortium
- Arts & Planning Division (American Planning Association)
- Black Legislative Leaders Network
- Department for Professional Employees
- AFL-CIO (American Federation of Labor and Congress of Industrial Organizations)
- Destinations International
- International City/County Management Association
- Independent Sector
- National Conference of State Legislatures
- National Alliance of Community Economic Development Associations
- National Independent Venue Association
- National Organization of Black Elected Legislative Women
- Race Forward
- Recording Industry Association of America
- The Conference Board
- U.S. Conference of Mayors

By measuring arts and culture's wide-ranging impact, public and private sector leaders can work together to secure funding and arts-friendly policies that shape more vibrant and equitable communities.

The full report, a map of the 373 study regions, and a two-page economic impact summary for each, can be found at AEP6.AmericansForTheArts.org. Durham's report and summary are at www.durhamarts.org

For more information, follow us @Americans4Arts
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The Arts & Economic Prosperity 6 study was conducted by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts and arts education. It was supported by The Ruth Lilly Endowment Fund of Americans for the Arts. Americans for the Arts' 297 study partners contributed both time and financial support to the study. For a full list of the communities who participated in the Arts & Economic Prosperity 6 study, visit AEP6.AmericansForTheArts.org.

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The Durham Arts Council is a 501(c)(3) nonprofit and local arts agency dedicated to supporting the arts in Durham and the entire Triangle Region in North Carolina and has served the community since 1954. Each year DAC serves nearly 400,000 visitors and program participants, over 2,000 artists, and more than 300 arts and cultural organizations through classes, artist residencies, exhibits, festivals, grants programs, technical support, arts advocacy and information services. Durham Arts Council, Inc. is a catalyst in the cultural development of Durham - it leads, inspires, and promotes excellence in and access to the creation, experience and active support of the arts for all the people of our community. For more information call

919.560.ARTS or visit our website at www.durhamarts.org