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AFTA Releases Data on the Economic Impact of the Arts Greater Kansas City Total Economic Impact: \$276 Million

Kansas City, MO (June 19, 2017) – Americans for the Arts (AFTA) just released its Arts & Economic Prosperity® 5 (AEP5) Study, including data for the Greater Kansas City Metropolitan area. The total economic impact in the Greater Kansas City Metropolitan area by nonprofit arts and cultural organizations and their audiences is \$276 million, a slight increase over the figure reported five years ago.

ArtsKC – Regional Arts Council, in partnership with Americans for the Arts (AFTA), the City of Kansas City, Mo., and the Arts Council of Johnson County (ACJC), will share more in-depth regional findings from AFTA’s AEP5 Study via forums and presentations. In addition, on Oct 10-11, Randy Cohen, Vice President of Research and Policy with AFTA, will visit Kansas City to share insights about our regional data at an event to be held at the Kauffman Foundation.

The economic impact of the arts in the KC Metro did not change significantly from the previous study, but the nature of the spending did shift. Area nonprofit arts and cultural organizations saw an increase in operating expenditures vs. one-time capital investments for infrastructure. Of the organizations represented in the KC Metro Area, operating expenses in 2015 were \$179.5M vs \$101.7M in 2010; an increase of 69%.

The stats below represent data from 133 organizations from five counties in the Greater KC Metro area (Wyandotte, Johnson, Jackson, Platte and Clay).

The following are just some of the results reported for area nonprofit arts and cultural organizations and their audiences:

- Total spending by KC Metro arts & cultural organizations: \$179.5 million (down from \$203.9 million in 2010)
- 40% increase in spending by audiences: \$96.6 million spent in 2015 (up from \$69.2 million in 2010).
- Patrons spent an average of \$25.12 per person, per event on items including transportation and food, over and above ticket cost to attend an event.
- State and local government revenue generated by the industry was \$24.6 million in 2015 (up from \$21.8 million in 2010).
- 8,970 full-time jobs generated by the industry in 2015 (up from 8,346 in 2010).

“A vibrant arts and culture industry in our region is what helps our businesses and communities thrive, in addition to generating income and jobs,” said Dana Knapp, President & CEO of ArtsKC. “Nationally and locally, the arts drive substantial business growth in addition to all of their other benefits for our communities.”

The full AEP5 study, which focuses on 2015 for reporting purposes and includes data from 50 states across the country plus the District of Columbia, can be found at:

<http://www.artsusa.org/EconomicImpact>. AEP5 is the fifth and most comprehensive study by AFTA during the past 20 years to measure the impact of arts spending on local jobs, income paid to local residents and revenue generated to local and state governments.

Nationally:

- Arts & cultural organizations spent \$63.8B in 2015 (up from \$61.1B in 2010).
- More notable is a significant increase in money spent by arts audiences: \$102.5B in 2015 (up from \$74.1B in 2010).
- Total economic impact of the arts nationally (organizations & audience spend) was \$166.3B
- Arts & culture represented 4.6 million jobs in 2015 (up from 4.1 million in 2010).
- Revenue to local, state and federal government was \$27.5B in 2015 (up from \$22.4B in 2010).

“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 AFTA.

For a requests to have the regional AEP5 information presented to your organization, please contact ArtsKC President and CEO Dana Knapp at: knapp@artskc.org.

About the ArtsKC – Regional Arts Council:

ArtsKC is a regional nonprofit arts council that promotes, supports and advocates for the arts across a five-county region. We promote art in all its forms, including events, performances, exhibits, music, theater, visual art and poetry. We support arts organizations, individual artists and arts programs of every size by awarding more than 100 grants annually to help fund their missions and projects. We advocate for the arts by bringing together key constituents to lobby for increasing arts funding and by fighting for issues that advance the arts. The mission of ArtsKC - Regional Arts Council is to unleash the power of the arts. Please visit www.ArtsKC.org for more information.

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