CREATING JOBS. GENERATING COMMERCE. DRIVING TOURISM.

North Dakota

#AEP5
Most Comprehensive Study Ever!
341 Study Regions in all 50 States—Including North Dakota
$109.2 Million in Spending (2015)

Organizations
$56.4 Billion

Audiences
$52.8 Billion
Jobs Supported (FTE)

4,006
State & Local Government Revenue

$10 Million
Attendees Spent $23.17 Per Person, Per Event

- Meals & Snacks $12.27
- Local Transportation $1.95
- Souvenir/Gifts $3.63
- Lodging $2.87
- Clothing & Accessories $1.82
- Childcare $0.38
- Other $0.25
- Other $0.25
Audiences: Local vs. Non-Local

Local: 86%
Non-Local: 14%
82.6 percent of non-local attendees said, “This arts event is the primary purpose for my trip.”
Arts Volunteerism in North Dakota

- 7,615 volunteers
- 345,191 hours
- $8.1 million estimated aggregate value

(2015 volunteer hour = $23.56)
Americans Value The Arts

82% of Americans believe arts & culture are important to local businesses and the economy.

87% of Americans believe arts & culture are important to quality of life.

Source: Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs
Americans Value The Arts

63% believe the arts “lift me up beyond everyday experiences”

73% say the arts are a “positive experience in a troubled world”

64% feel “pure pleasure to experience and participate in [the arts]”

Source: Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs
All U.S. Arts Industries (2014) $730 Billion = 4.2 Percent of GDP

Source: U.S. Bureau of Economic Analysis
You Make the Difference!

✓ Get your AEP5 numbers and tools at www.ArtsUSA.org/AEP5

✓ Tell your arts story again and again . . . Do one of these per month!
  1. Chamber of Commerce Arts Breakfast
  2. Rotary Club Lunch
  3. Editorial Board meeting
  4. City/County Council work session
  5. Arts funders lunch
  6. Email your Members of Congress TODAY!

✓ Join the ArtsActionFund.org. It’s free!
The Arts Mean Business!

AmericansForTheArts.org/AEP5

rcohen@artsusa.org
AEP5 National Partners

[Logos of various organizations]