

## Report from AMERICANS for the ARTS

Arts & Economic Prosperity IV is our fourth study of the nonprofit arts and culture industry's impact on the economy. The most comprehensive study of its kind ever conducted, it gives us a quantifiable economic impact of nonprofit arts and culture organizations and their audiences. Using findings from 182 regions representing all 50 states and the District of Columbia, an input-output economic model is able to deliver national estimates.



### Quick Facts

Nationally, the industry generated \$135.2 billion of economic activity—\$61.1 billion by the nation's nonprofit arts and culture organizations in addition to \$74.1 billion in event-related expenditures by their audiences. This economic activity supports 4.13 million full-time jobs and generates \$86.68 billion in resident household income. Our industry also generates \$22.3 billion in revenue to local, state, and federal governments every year—a yield well beyond their collective \$4 billion in arts allocations. Despite the economic headwinds that our country faced in 2010, the results are impressive.

**The creative industries of Dane County, WI** are composed of arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. Arts businesses and the creative people they employ stimulate innovation, strengthen America's competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy.

Dane County, WI is home to 1,505 arts-related businesses that employ 6,384 people. The creative industries account for 4.7 percent of the total number of businesses located in Dane County, WI and 1.7 percent of the people they employ.

*To read more of this report in detail please visit [AmericansForTheArts.org](http://AmericansForTheArts.org).*