



## **FOR IMMEDIATE RELEASE**

**MEDIA CONTACT:** Anna Weldon, Director of Communications  
(408) 998-2787, ext. 217 / [aweldon@artscouncil.org](mailto:aweldon@artscouncil.org) / [www.artscouncil.org](http://www.artscouncil.org)

### **Arts Council Silicon Valley Joins Americans for the Arts' National Study of the Economic Impact of Spending By Nonprofit Arts and Culture Organizations and Their Audiences**

**SAN JOSE, CA | WASHINGTON, D.C. — December 15, 2010** — Arts Council Silicon Valley today announced it has joined *Arts & Economic Prosperity IV*<sup>TM</sup>. The research study, which is being conducted by Americans for the Arts, America's leading nonprofit organization for advancing the arts, will evaluate the impact spending by nonprofit arts organizations and their audiences have on their local economies. As one of 200 study partners across all 50 U.S. states and the District of Columbia, the Arts Council, in partnership with the City of San Jose, will facilitate the gathering of detailed economic and event attendance data from nonprofit arts and culture organizations located throughout Santa Clara County. In addition, the Arts Council will collaborate with the community's other arts organizations to collect surveys from at least 800 arts and culture attendees in Santa Clara County during 2011. *Arts & Economic Prosperity IV* will evaluate the impact of the recession on the employment and government revenues that are generated by the nonprofit arts industry. The expected findings will demonstrate that the arts remain a formidable industry in spite of our country's recent economic challenges.

Customized findings for Santa Clara County will demonstrate the impact of spending by nonprofit arts and culture organizations and their audiences on the economy. Specifically, the study's results will include:

- The total dollars spent by Santa Clara County's nonprofit arts and culture organizations.
- The total dollars spent by audiences as a direct result of their attendance at arts and culture events in Santa Clara County.
- The number of full-time equivalent jobs supported by arts spending.
- The amount of resident, household income—including salaries and wages—generated by arts spending.
- The amount of local and state government tax revenues generated by arts spending.

"The arts have always been a means to create, entertain and inspire," said Bruce W. Davis, Executive Director of Arts Council Silicon Valley. "But based on our previous participation in the study there is concrete proof that the arts are also a powerful economic engine in Santa Clara County. We look forward to partnering with local arts organizations and once again documenting the important linkages between business, arts, and the economy. "

According to Americans for the Arts most recent national study, the national nonprofit arts industry generated 5.7 million jobs and \$166.2 billion in total economic activity during 2005, resulting in \$29.6 billion in federal, state and local government revenues. The \$166.2 billion total included \$63.1 billion in spending by arts organizations and \$103.1 billion in event-related spending by their audiences on items such as meals, local transportation and overnight lodging. Complete details about the 2005 study are available at [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

- more -

As a participant in the 2005 study, the Arts Council announced the nonprofit arts and culture organizations in Santa Clara County that revealed that local nonprofit arts organizations generate \$166.5 million in economic activity every year, resulting in \$11.81 million local and state tax revenues. The \$166.5 million total included \$113.31 million in spending by arts organizations and \$53.19 million in event-related spending by arts audiences.

In addition, 75 nonprofit arts and cultural organizations reported an aggregate event attendance of **2.5 million** which spent **\$53.19 million** in Santa Clara County excluding the cost of admission – averaging out to **\$21.03** per event attendee with non-residents doubling the spending as compared to residents (\$32.77 per event per person for non-residents versus \$16.33 for residents). To view the complete report [click here](#).

“Our *Arts & Economic Prosperity* studies demonstrate that the arts are a formidable industry that stimulates the economy in cities and towns across the country,” said **Robert L. Lynch**, president and CEO of Americans for the Arts. “A vibrant arts and culture industry helps local businesses thrive. Still, much has changed since our last study as a result of the economic downturn. *Arts & Economic Prosperity IV* will allow us to evaluate the impact the recession has had on employment and government revenues that are generated by the nonprofit arts industry.” Americans for the Arts’ *Arts & Economic Prosperity IV* study is supported by The Ruth Lilly Fund of Americans for the Arts. In addition, Americans for the Arts’ local and statewide project partners are contributing both time and financial support to the study.

-- ### --

#### **ABOUT ARTS COUNCIL SILICON VALLEY**

Arts Council Silicon Valley is an independent, nonprofit arts agency dedicated to providing funding, advocacy support, and marketing services to the region’s arts organizations and artists. As the official state/local partner with the California Arts Council, the County of Santa Clara, and the National Endowment for the Arts, Arts Council Silicon Valley is the largest nonprofit arts council in the state. Since the organization’s inception in 1982, the Arts Council has provided over \$25 million in grants and services to local arts and cultural organizations, individual artists, schools, and community groups. For more information on Arts Council Silicon Valley go to: [www.artscouncil.org](http://www.artscouncil.org)