



Arts & Economic Prosperity IV: Report for the State of New Hampshire

FREQUENTLY ASKED QUESTIONS

What is *Arts & Economic Prosperity IV*?

Nationally, *Arts & Economic Prosperity IV* is the fourth study of the nonprofit arts and culture industry's impact on the economy. It was implemented by Americans for the Arts.

In addition to tracking spending by nonprofit arts and cultural organizations as well as event-related spending by audience members (excluding ticket sales), the report details the industry's number of full-time equivalent jobs, revenues generated to local and state governments, and other key economic impact indicators.

Who participated in *Arts & Economic Prosperity IV: Report for the State of New Hampshire*?

Arts & Economic Prosperity IV: Report for the State of New Hampshire was prepared by Americans for the Arts.

The N.H. State Council on the Arts coordinated New Hampshire's statewide effort. Of the approximately 773 total eligible nonprofit arts and culture organizations identified by the N.H. State Council on the Arts, 161 participated in the study (21 percent).

Only information related to nonprofit arts and culture organizations is included in the study. Spending by individual artists and the for-profit arts and culture sector, including large commercial venues such as the Verizon Center, the Meadowbrook U.S. Cellular Pavilion and the local film industry, are not included in the study.

Information in *Arts & Economic Prosperity IV: Report for the State of New Hampshire* comes from two surveys: the 161 participating nonprofit arts and culture organizations reported detailed information from their 2010 fiscal years; randomly selected event attendees at participating venues in 2011 provided itemized data about their event-related spending – including meals, souvenirs, transportation and lodging – that excluded the cost of event admission.

In addition to the statewide report, several communities and regions in New Hampshire participated in *Arts & Economic Prosperity IV*, creating specific reports related to their locations. Those communities are: Greater Concord, the Town of Newmarket, Greater Portsmouth, the City of Rochester and the North Country. Data from those reports is incorporated into the statewide and national reports.

The complete *Arts & Economic Prosperity IV: Report for the State of New Hampshire* report, as well as one-page summary sheets of the statewide and the regional studies, are available.

-more-



Which organizations and locations in New Hampshire were involved?

The N.H. State Council on the Arts was the main partner for the statewide study; other statewide partners included the New Hampshire Business Committee for the Arts and the Putnam Foundation.

Partners for local studies included: Greater Concord, the Town of Newmarket, Greater Portsmouth, the City of Rochester and the Arts Alliance of Northern New Hampshire (which coordinated the North Country study). Data from those reports is incorporated into the statewide and national reports.

How was information collected?

Arts & Economic Prosperity IV: Report for the State of New Hampshire includes information from two surveys.

Participating Organization Survey: Information was collected related to participating nonprofit arts and culture organizations' fiscal year 2010 expenditures in more than 40 spending categories, as well as for event attendance and other economic indicators.

Of the approximately 773 total eligible nonprofit arts and culture organizations identified by the N.H. State Council on the Arts, 161 participated in the study (21 percent). Data in *Arts & Economic Prosperity IV: Report for the State of New Hampshire* is based solely on the actual survey data collected; no estimates are made for non-respondents.

Event Attendee Survey: Information was gathered using audience-intercept surveys, a common and accepted research method. Volunteers asked randomly selected patrons at a broad range of both paid and free events at participating venues in 2011 to complete a short survey on site.

Statewide, a total of 3,433 valid and usable audience-intercept surveys were collected from attendees at nonprofit arts and culture performances, events and exhibits during 2011. Data was collected throughout the year to guard against seasonal spikes and dropoffs in attendance.

Who paid for New Hampshire's statewide study?

Funding for the statewide study was provided by Tom Putnam and the Putnam Foundation.

Why is the information in *Arts & Economic Prosperity IV: Report for the State of New Hampshire* important?

Until now, information related to the economic impact by nonprofit arts and culture organizations in New Hampshire was anecdotal. *Arts & Economic Prosperity IV: Report for the State of New Hampshire* offers the first concrete data that can be used to illustrate how these organizations impact statewide and local economies.

-more-



What are the key findings?

NOTE: Figures from *Arts & Economic Prosperity IV: Report for the State of New Hampshire* only include information reported by New Hampshire's 161 participating nonprofit arts and culture organizations and from the 3,433 collected audience-intercept surveys.

Based on data collected from the 161 of New Hampshire's approximately 773 nonprofit arts and culture organizations that participated in *Arts & Economic Prosperity IV: Report for the State of New Hampshire* in 2011, as well as from 3,433 event attendee surveys, New Hampshire's nonprofit arts and culture industry:

- Generated \$115.1 million of total economic activity in the state, specifically:
 - \$53 million in spending by nonprofit arts and culture organizations
 - \$62.1 million in spending by nonprofit arts and culture audiences in event-related spending – excluding the cost of event admission; this was spending done at local restaurants, hotels, retail stores, parking garages and other businesses
- Generated \$11.6 million in local and state government revenue
 - From organizations:
 - Local government revenue: \$2,462,000
 - State government revenue: \$3,095,000
 - By audiences:
 - Local government revenue: \$3,375,000
 - State government revenue: \$2,674,000

Of New Hampshire's 3,433 audience survey respondents in 2011:

- 80.2 percent were residents, who spent an average of \$19.25 per event – excluding the cost of event admission
- 19.8 percent were nonresidents, who spent an average of \$34.70 per event – excluding the cost of event admission
 - 60.8 percent of nonresidents reported that the primary reason for their trip was "specifically to attend this arts / cultural event"
 - 8.4 percent of nonresidents reported that they would spend at least one night away from home in New Hampshire as a result of attending the event
 - Nonresidents who stay overnight in paid lodging spent an average of \$154.59 per person as a result of their attendance.

Also of note, as reported by the 161 participating nonprofit arts and culture organizations, (approximately 21 percent of New Hampshire's total nonprofit arts and culture organizations – and exclusive of individuals and for-profit arts and culture organizations):

- New Hampshire's nonprofit arts and culture organizations supported 3,493 full-time equivalent jobs in 2010
- 2.56 million people attended nonprofit arts and culture events in New Hampshire in 2010