

The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in City of Dover, NH

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$3,470,037	\$3,983,254	\$7,453,291

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	73	51	124
Personal Income Paid to Residents	\$2,833,962	\$1,863,347	\$4,697,309
Local Tax Revenue (city and county)	\$61,143	\$86,098	\$147,241
State Tax Revenue	\$38,699	\$46,565	\$85,264
Federal Tax Revenue	\$547,998	\$364,255	\$912,253

Event-Related Spending by Arts and Culture Audiences Totaled \$4.0 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	105,618	49,932	155,550
Percentage of Total Attendance	67.9%	32.1%	100.0%
Average Per Person, Per Event Expenditure	\$25.11	\$26.66	\$25.62
Total Event-Related Expenditures	\$2,652,067	\$1,331,187	\$3,983,254

Nonprofit Arts and Culture Audiences Spend an Average of \$25.62 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$9.86	\$10.53	\$10.08
Retail Shopping	\$5.33	\$4.55	\$5.08
Overnight Lodging (one night only)	\$1.18	\$2.50	\$1.60
Local Transportation	\$2.44	\$2.74	\$2.54
Clothing and Accessories	\$2.62	\$1.95	\$2.41
Groceries and Supplies	\$1.88	\$1.41	\$1.73
Childcare	\$0.45	\$0.19	\$0.37
Other/Miscellaneous	\$1.35	\$2.79	\$1.81
Overall Average Per Person, Per Event	\$25.11	\$26.66	\$25.62

Source: *Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Dover*. For more information about this study or about other cultural initiatives in the City of Dover, contact the City of Dover Arts Commission.

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Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the the City of Dover demonstrate an appreciation for how the arts and culture impacts the development and well-being of the community and its residents.

Audiences Demonstrate Appreciation for the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
“This venue or facility is an important pillar for me within my community.”	79.9%
“I would feel a great sense of loss if this activity or venue were no longer available.”	82.3%
“This activity or venue is inspiring a sense of pride in this neighborhood or community.”	88.6%
“My attendance is my way of ensuring that this activity or venue is preserved for future generations”	84.5%

About This Study

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation’s nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **The City of Dover Arts Commission joined the study on behalf of the City of Dover.** For additional information including the national report, summaries for the 373 communities, an online calculator, and a description of the project methodology, visit www.AEP6.AmericansForTheArts.org.

Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. **In the City of Dover, 11 of the 11 total eligible nonprofit arts and culture organizations identified by the City of Dover Arts Commission provided the financial and attendance information required for the study analysis—an overall participation rate of 100.0%.** It is important to note that each study region’s results are based solely on the survey data collected. No estimates have been made to account for non-respondents. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings.

Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. **In the City of Dover, a total of 835 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events during the period from May 2022 through June 2023.**

Studying Economic Impact Using Input-Output Analysis

Americans for the Arts uses the IMPLAN platform to create the customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. This analysis traces how many times a dollar is spent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state. **To complete this analysis for the City of Dover, the researchers used the IMPLAN platform to build a customized input-output model based on the unique economic and industrial characteristics of Strafford County.**

Research Notes:

¹ For the purpose of this study, local attendees live within Strafford County; nonlocals live elsewhere.



The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Greater Portsmouth Area (NH/ME)

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$29,058,025	\$41,133,159	\$70,191,184

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	794	456	1,250
Personal Income Paid to Residents	\$28,410,813	\$21,717,509	\$50,128,322
Local Tax Revenue (city and county)	\$725,421	\$1,101,491	\$1,826,912
State Tax Revenue	\$643,421	\$864,124	\$1,507,545
Federal Tax Revenue	\$5,774,375	\$3,989,062	\$9,763,437

Event-Related Spending by Arts and Culture Audiences Totaled \$41.1 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	516,311	332,884	849,195
Percentage of Total Attendance	60.8%	39.2%	100.0%
Average Per Person, Per Event Expenditure	\$37.16	\$65.93	\$48.45
Total Event-Related Expenditures	\$19,186,117	\$21,947,042	\$41,133,159

Nonprofit Arts and Culture Audiences Spend an Average of \$48.45 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$23.94	\$29.96	\$26.30
Retail Shopping	\$5.36	\$8.82	\$6.72
Overnight Lodging (one night only)	\$0.42	\$12.37	\$5.11
Local Transportation	\$2.72	\$6.08	\$4.04
Clothing and Accessories	\$1.57	\$2.37	\$1.88
Groceries and Supplies	\$2.31	\$4.06	\$3.00
Childcare	\$0.42	\$0.91	\$0.61
Other/Miscellaneous	\$0.42	\$1.36	\$0.79
Overall Average Per Person, Per Event	\$37.16	\$65.93	\$48.45

Source: Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the Greater Portsmouth Area. For more information about this study or about other cultural initiatives in the Greater Portsmouth Area, contact the City of Portsmouth.

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Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the the Greater Portsmouth Area demonstrate an appreciation for how the arts and culture impacts the development and well-being of the community and its residents.

Audiences Demonstrate Appreciation for the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
“This venue or facility is an important pillar for me within my community.”	85.1%
“I would feel a great sense of loss if this activity or venue were no longer available.”	89.9%
“This activity or venue is inspiring a sense of pride in this neighborhood or community.”	90.0%
“My attendance is my way of ensuring that this activity or venue is preserved for future generations”	87.2%

About This Study

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation’s nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **The City of Portsmouth joined the study on behalf of the Greater Portsmouth Area.** For additional information including the national report, summaries for the 373 communities, an online calculator, and a description of the project methodology, visit www.AEP6.AmericansForTheArts.org.

Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. **In the Greater Portsmouth Area, 29 of the 44 total eligible nonprofit arts and culture organizations identified by the City of Portsmouth provided the financial and attendance information required for the study analysis—an overall participation rate of 65.9%.** It is important to note that each study region’s results are based solely on the survey data collected. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings.

Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. **In the Greater Portsmouth Area, a total of 964 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events during the period from May 2022 through June 2023.**

Studying Economic Impact Using Input-Output Analysis

Americans for the Arts uses the IMPLAN platform to create the customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. This analysis traces how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state. **To complete this analysis for the Greater Portsmouth Area, the researchers used the IMPLAN platform to build a customized input-output model based on the unique economic and industrial characteristics of Rockingham County in New Hampshire and York County in Maine.**

Research Notes:

¹ For the purpose of this study, local attendees live within Rockingham County in New Hampshire and York County in Maine; nonlocals live elsewhere.



The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Monadnock Region (NH)

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$18,198,919	\$6,824,638	\$25,023,557

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	441	80	521
Personal Income Paid to Residents	\$16,793,068	\$3,855,231	\$20,648,299
Local Tax Revenue (city and county)	\$380,212	\$208,396	\$588,608
State Tax Revenue	\$365,310	\$136,010	\$501,320
Federal Tax Revenue	\$3,448,392	\$736,247	\$4,184,639

Event-Related Spending by Arts and Culture Audiences Totaled \$6.8 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	153,106	56,916	210,022
Percentage of Total Attendance	72.9%	27.1%	100.0%
Average Per Person, Per Event Expenditure	\$23.56	\$56.53	\$32.51
Total Event-Related Expenditures	\$3,607,178	\$3,217,460	\$6,824,638

Nonprofit Arts and Culture Audiences Spend an Average of \$32.51 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$15.11	\$24.84	\$17.75
Retail Shopping	\$1.96	\$10.65	\$4.32
Overnight Lodging (one night only)	\$1.25	\$11.86	\$4.13
Local Transportation	\$1.58	\$3.94	\$2.22
Clothing and Accessories	\$0.73	\$1.54	\$0.95
Groceries and Supplies	\$1.42	\$2.78	\$1.79
Childcare	\$0.56	\$0.53	\$0.55
Other/Miscellaneous	\$0.95	\$0.39	\$0.80
Overall Average Per Person, Per Event	\$23.56	\$56.53	\$32.51

Source: Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the Monadnock Region. For more information about this study or about other cultural initiatives in the Monadnock Region, contact Arts Alive!, Inc..

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Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the the Monadnock Region demonstrate an appreciation for how the arts and culture impacts the development and well-being of the community and its residents.

Audiences Demonstrate Appreciation for the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
“This venue or facility is an important pillar for me within my community.”	79.6%
“I would feel a great sense of loss if this activity or venue were no longer available.”	85.7%
“This activity or venue is inspiring a sense of pride in this neighborhood or community.”	87.6%
“My attendance is my way of ensuring that this activity or venue is preserved for future generations”	82.7%

About This Study

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation’s nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **Arts Alive!, Inc. joined the study on behalf of the Monadnock Region.** For additional information including the national report, summaries for the 373 communities, an online calculator, and a description of the project methodology, visit www.AEP6.AmericansForTheArts.org.

Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. **In the Monadnock Region, 68 of the 144 total eligible nonprofit arts and culture organizations identified by Arts Alive!, Inc. provided the financial and attendance information required for the study analysis—an overall participation rate of 47.2%.** It is important to note that each study region’s results are based solely on the survey data collected. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings.

Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. **In the Monadnock Region, a total of 840 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events during the period from May 2022 through June 2023.**

Studying Economic Impact Using Input-Output Analysis

Americans for the Arts uses the IMPLAN platform to create the customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. This analysis traces how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state. **To complete this analysis for the Monadnock Region, the researchers used the IMPLAN platform to build a customized input-output model based on the unique economic and industrial characteristics of the 47-town Monadnock Region of southern New Hampshire.**

Research Notes:

¹ For the purpose of this study, local attendees live within the 47-town Monadnock Region of southern New Hampshire; nonlocals live elsewhere.





The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in City of Nashua, NH

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$7,380,789	\$3,934,230	\$11,315,019

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	433	49	482
Personal Income Paid to Residents	\$13,264,026	\$2,293,167	\$15,557,193
Local Tax Revenue (city and county)	\$230,647	\$70,099	\$300,746
State Tax Revenue	\$193,276	\$53,628	\$246,904
Federal Tax Revenue	\$2,705,235	\$448,625	\$3,153,860

Event-Related Spending by Arts and Culture Audiences Totaled \$3.9 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	78,227	30,120	108,347
Percentage of Total Attendance	72.2%	27.8%	100.0%
Average Per Person, Per Event Expenditure	\$33.12	\$44.60	\$36.31
Total Event-Related Expenditures	\$2,590,878	\$1,343,352	\$3,934,230

Nonprofit Arts and Culture Audiences Spend an Average of \$36.31 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$20.27	\$24.32	\$21.40
Retail Shopping	\$4.69	\$5.31	\$4.86
Overnight Lodging (one night only)	\$0.27	\$2.68	\$0.94
Local Transportation	\$1.86	\$3.26	\$2.25
Clothing and Accessories	\$1.88	\$2.14	\$1.95
Groceries and Supplies	\$2.45	\$3.63	\$2.78
Childcare	\$0.05	\$0.27	\$0.11
Other/Miscellaneous	\$1.65	\$2.99	\$2.02
Overall Average Per Person, Per Event	\$33.12	\$44.60	\$36.31

Source: Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Nashua. For more information about this study or about other cultural initiatives in the City of Nashua, contact the City of Nashua Arts Commission.

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Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the the City of Nashua demonstrate an appreciation for how the arts and culture impacts the development and well-being of the community and its residents.

Audiences Demonstrate Appreciation for the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
“This venue or facility is an important pillar for me within my community.”	77.9%
“I would feel a great sense of loss if this activity or venue were no longer available.”	82.3%
“This activity or venue is inspiring a sense of pride in this neighborhood or community.”	85.9%
“My attendance is my way of ensuring that this activity or venue is preserved for future generations”	84.4%

About This Study

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation’s nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **The City of Nashua Arts Commission joined the study on behalf of the City of Nashua.** For additional information including the national report, summaries for the 373 communities, an online calculator, and a description of the project methodology, visit www.AEP6.AmericansForTheArts.org.

Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. **In the City of Nashua, 22 of the 28 total eligible nonprofit arts and culture organizations identified by the City of Nashua Arts Commission provided the financial and attendance information required for the study analysis—an overall participation rate of 78.6%.** It is important to note that each study region’s results are based solely on the survey data collected. No estimates have been made to account for non-respondents. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings.

Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. **In the City of Nashua, a total of 807 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events during the period from May 2022 through June 2023.**

Studying Economic Impact Using Input-Output Analysis

Americans for the Arts uses the IMPLAN platform to create the customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. This analysis traces how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state. **To complete this analysis for the City of Nashua, the researchers used the IMPLAN platform to build a customized input-output model based on the unique economic and industrial characteristics of Hillsborough County.**

Research Notes:

¹ For the purpose of this study, local attendees live within Hillsborough County; nonlocals live elsewhere.

The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Sullivan County, NH

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$5,820,084	\$4,399,581	\$10,219,665

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	97	42	139
Personal Income Paid to Residents	\$3,419,565	\$1,551,443	\$4,971,008
Local Tax Revenue (city and county)	\$96,959	\$98,399	\$195,358
State Tax Revenue	\$52,788	\$45,163	\$97,951
Federal Tax Revenue	\$742,371	\$327,583	\$1,069,954

Event-Related Spending by Arts and Culture Audiences Totaled \$4.4 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	78,249	56,431	134,680
Percentage of Total Attendance	58.1%	41.9%	100.0%
Average Per Person, Per Event Expenditure	\$29.03	\$37.71	\$32.67
Total Event-Related Expenditures	\$2,271,568	\$2,128,013	\$4,399,581

Nonprofit Arts and Culture Audiences Spend an Average of \$32.67 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$8.20	\$9.49	\$8.74
Retail Shopping	\$11.38	\$13.81	\$12.40
Overnight Lodging (one night only)	\$0.90	\$2.40	\$1.53
Local Transportation	\$1.88	\$3.88	\$2.72
Clothing and Accessories	\$1.09	\$2.18	\$1.54
Groceries and Supplies	\$2.90	\$4.73	\$3.67
Childcare	\$0.80	\$0.15	\$0.53
Other/Miscellaneous	\$1.88	\$1.07	\$1.54
Overall Average Per Person, Per Event	\$29.03	\$37.71	\$32.67

Source: Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in Sullivan County. For more information about this study or about other cultural initiatives in Sullivan County, contact the Sullivan County Office of the County Manager.

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Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the Sullivan County demonstrate an appreciation for how the arts and culture impacts the development and well-being of the community and its residents.

Audiences Demonstrate Appreciation for the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
“This venue or facility is an important pillar for me within my community.”	79.1%
“I would feel a great sense of loss if this activity or venue were no longer available.”	85.4%
“This activity or venue is inspiring a sense of pride in this neighborhood or community.”	89.0%
“My attendance is my way of ensuring that this activity or venue is preserved for future generations”	86.9%

About This Study

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation’s nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **The Sullivan County Office of the County Manager joined the study on behalf of Sullivan County.** For additional information including the national report, summaries for the 373 communities, an online calculator, and a description of the project methodology, visit www.AEP6.AmericansForTheArts.org.

Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. **In Sullivan County, 23 of the 62 total eligible nonprofit arts and culture organizations identified by the Sullivan County Office of the County Manager provided the financial and attendance information required for the study analysis—an overall participation rate of 37.1%.** It is important to note that each study region’s results are based solely on the survey data collected. No estimates have been made to account for non-respondents. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings.

Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. **In Sullivan County, a total of 788 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events during the period from May 2022 through June 2023.**

Studying Economic Impact Using Input-Output Analysis

Americans for the Arts uses the IMPLAN platform to create the customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. This analysis traces how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state. **To complete this analysis for Sullivan County, the researchers used the IMPLAN platform to build a customized input-output model based on the unique economic and industrial characteristics of Sullivan County.**

Research Notes:

¹ For the purpose of this study, local attendees live within Sullivan County; nonlocals live elsewhere.



The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Upper Valley Region (NH/VT)

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$16,540,243	\$2,431,895	\$18,972,138

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	276	32	308
Personal Income Paid to Residents	\$10,631,412	\$1,310,112	\$11,941,524
Local Tax Revenue (city and county)	\$227,094	\$59,563	\$286,657
State Tax Revenue	\$357,810	\$63,423	\$421,233
Federal Tax Revenue	\$2,188,860	\$261,860	\$2,450,720

Event-Related Spending by Arts and Culture Audiences Totaled \$2.4 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	74,650	11,951	86,601
Percentage of Total Attendance	86.2%	13.8%	100.0%
Average Per Person, Per Event Expenditure	\$23.58	\$56.20	\$28.09
Total Event-Related Expenditures	\$1,760,249	\$671,646	\$2,431,895

Nonprofit Arts and Culture Audiences Spend an Average of \$28.09 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$13.16	\$25.15	\$14.82
Retail Shopping	\$2.82	\$5.22	\$3.15
Overnight Lodging (one night only)	\$0.09	\$10.04	\$1.47
Local Transportation	\$1.69	\$4.95	\$2.14
Clothing and Accessories	\$1.24	\$0.88	\$1.19
Groceries and Supplies	\$1.68	\$3.80	\$1.97
Childcare	\$0.41	\$0.70	\$0.45
Other/Miscellaneous	\$2.49	\$5.46	\$2.90
Overall Average Per Person, Per Event	\$23.58	\$56.20	\$28.09

Source: *Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the Upper Valley Region*. For more information about this study or about other cultural initiatives in the Upper Valley Region, contact the Upper Valley Business Alliance.

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Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the the Upper Valley Region demonstrate an appreciation for how the arts and culture impacts the development and well-being of the community and its residents.

Audiences Demonstrate Appreciation for the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
“This venue or facility is an important pillar for me within my community.”	86.8%
“I would feel a great sense of loss if this activity or venue were no longer available.”	90.3%
“This activity or venue is inspiring a sense of pride in this neighborhood or community.”	90.7%
“My attendance is my way of ensuring that this activity or venue is preserved for future generations”	87.0%

About This Study

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation’s nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **The Upper Valley Business Alliance joined the study on behalf of the Upper Valley Region.** For additional information including the national report, summaries for the 373 communities, an online calculator, and a description of the project methodology, visit www.AEP6.AmericansForTheArts.org.

Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. **In the Upper Valley Region, 9 of the 64 total eligible nonprofit arts and culture organizations identified by the Upper Valley Business Alliance provided the financial and attendance information required for the study analysis—an overall participation rate of 14.1%.** It is important to note that each study region’s results are based solely on the survey data collected. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings.

Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. **In the Upper Valley Region, a total of 513 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events during the period from May 2022 through June 2023.**

Studying Economic Impact Using Input-Output Analysis

Americans for the Arts uses the IMPLAN platform to create the customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. This analysis traces how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state. **To complete this analysis for the Upper Valley Region, the researchers used the IMPLAN platform to build a customized input-output model based on the unique economic and industrial characteristics of Grafton and Sullivan Counties in NH, and Orange and Windsor Counties in Vermont.**

Research Notes:

¹ For the purpose of this study, local attendees live within Grafton and Sullivan Counties in NH, and Orange and Windsor Counties in Vermont; nonlocals live elsewhere.

