

THE ARTS MEAN BUSINESS

in Missouri

THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURE ORGANIZATIONS & THEIR AUDIENCES

ARTS & ECONOMIC PROSPERITY 5 (2015) BY AMERICANS FOR THE ARTS

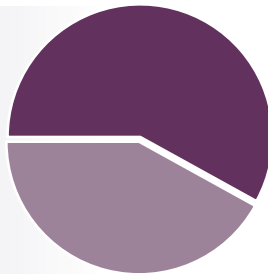
CREATING JOBS.
GENERATING COMMERCE.
DRIVING TOURISM.

All across Missouri, from our smallest towns to our largest cities, nonprofit arts and cultural organizations make their communities more desirable places to live and work. These nonprofits are businesses that power our state's economy. Arts and cultural organizations create jobs and drive consumer and business spending. They generate government revenue, spur business development, and are the cornerstone of tourism.

Direct expenditures

\$1.039 BILLION

Organizations \$602.9 M
Audiences \$436.1 M



JOBS CREATED
by arts and culture

31,925

Resident household
incomes paid

\$805.6 MILLION

Organizations \$551.0 M
Audiences \$254.6 M



EVENT-RELATED SPENDING
by arts and culture audiences

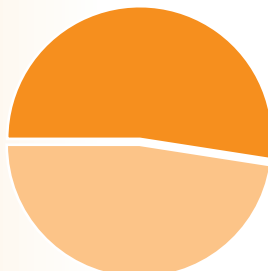
(not including the cost of admission)

\$436.1 M

Revenue generated for
state and local governments

\$89.6 MILLION

State Government \$47.0 M
Local Government \$42.6 M



PEOPLE ATTENDING
arts and cultural events

21.4 M



Source: *Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts & Cultural Organizations & Their Audiences in the State of Missouri*
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For more information about this study and other cultural initiatives in Missouri, visit the Missouri Arts Council's website, missouriartscouncil.org.

Partners in the Missouri study: Missouri Arts Council; Allied Arts Council; ArtsKC - Regional Arts Council; City of Columbia Office of Cultural Affairs; Connect2Culture (Joplin); Grand Center, Inc.; Hannibal Arts Council; Regional Arts Commission of St. Louis; Springfield Regional Arts Council