



Arts & Economic Prosperity^{III}



Portsmouth Seacoast Area



156 Study Regions—*Including Portsmouth Area*

Population Group	No. Study Regions
Less than 50,000	15
50,000 to 99,999	18
100,000 to 249,999	29
250,000 to 499,999	19
500,000 to 999,999	19
1 million +	16
Total Cities and Counties	116

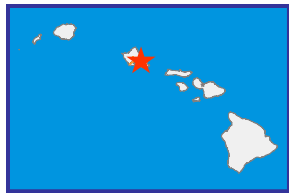
Multi-County Regions	35
Statewide Regions	5

Total	156
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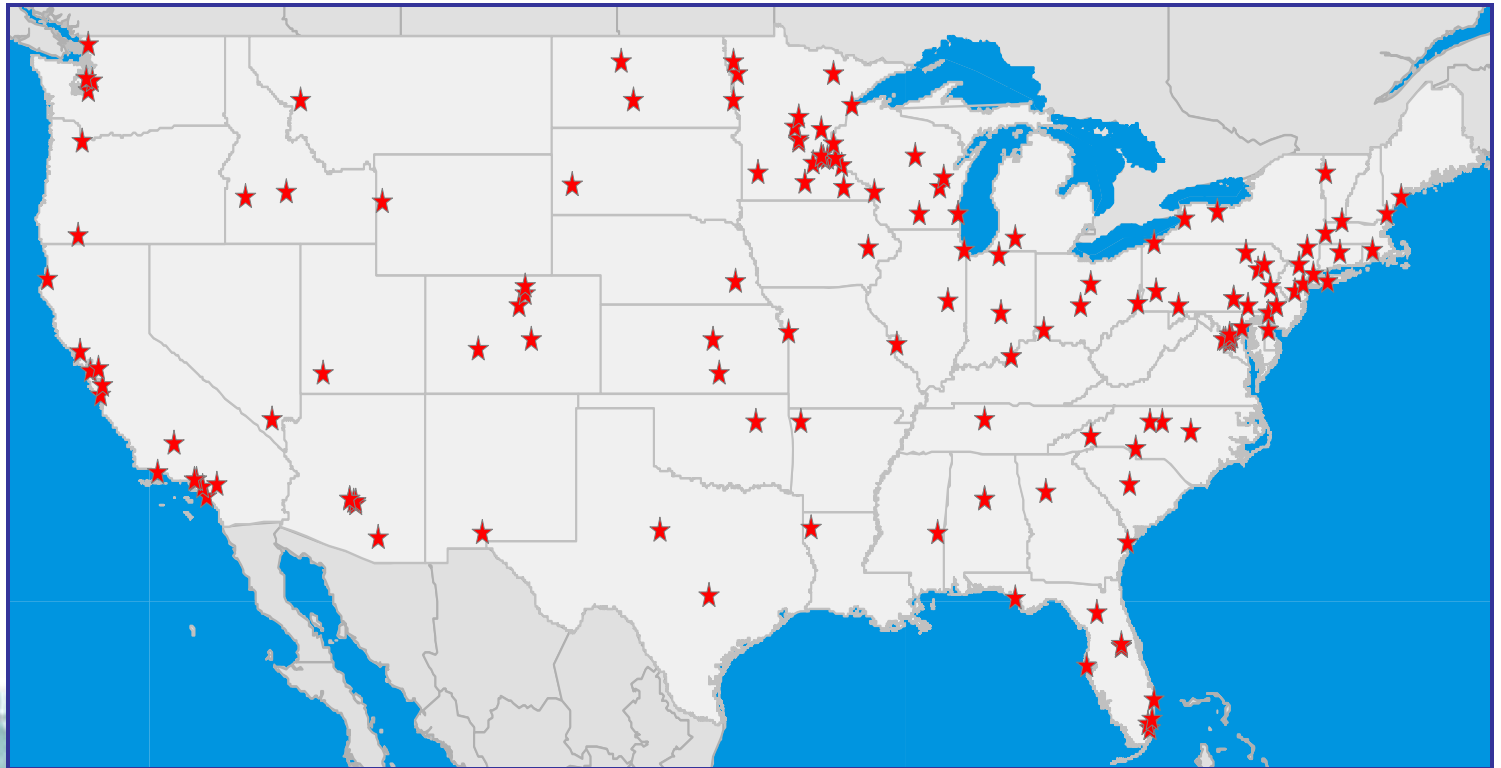
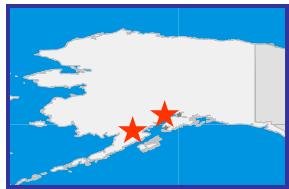


All 50 States + D.C.

Hawaii



Alaska

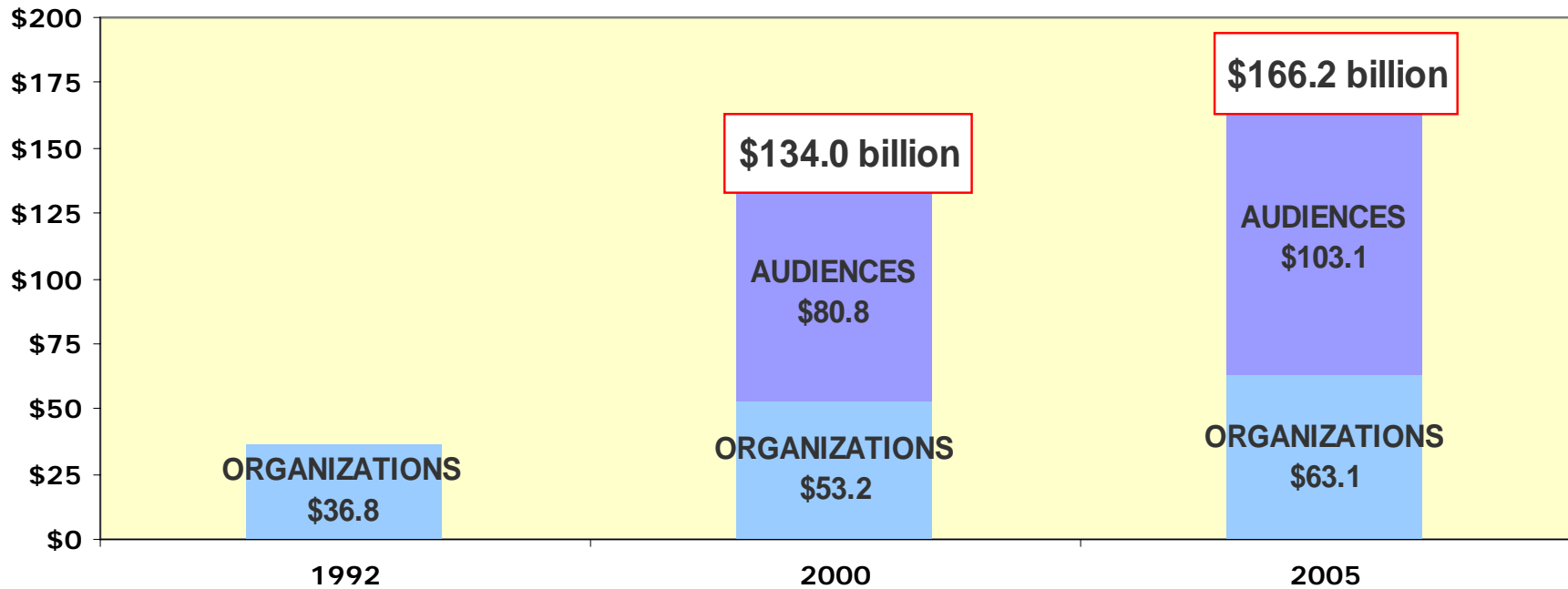




How a Dollar is “Ripples” Through the Community



Nonprofit Arts & Culture *A Growth Industry*



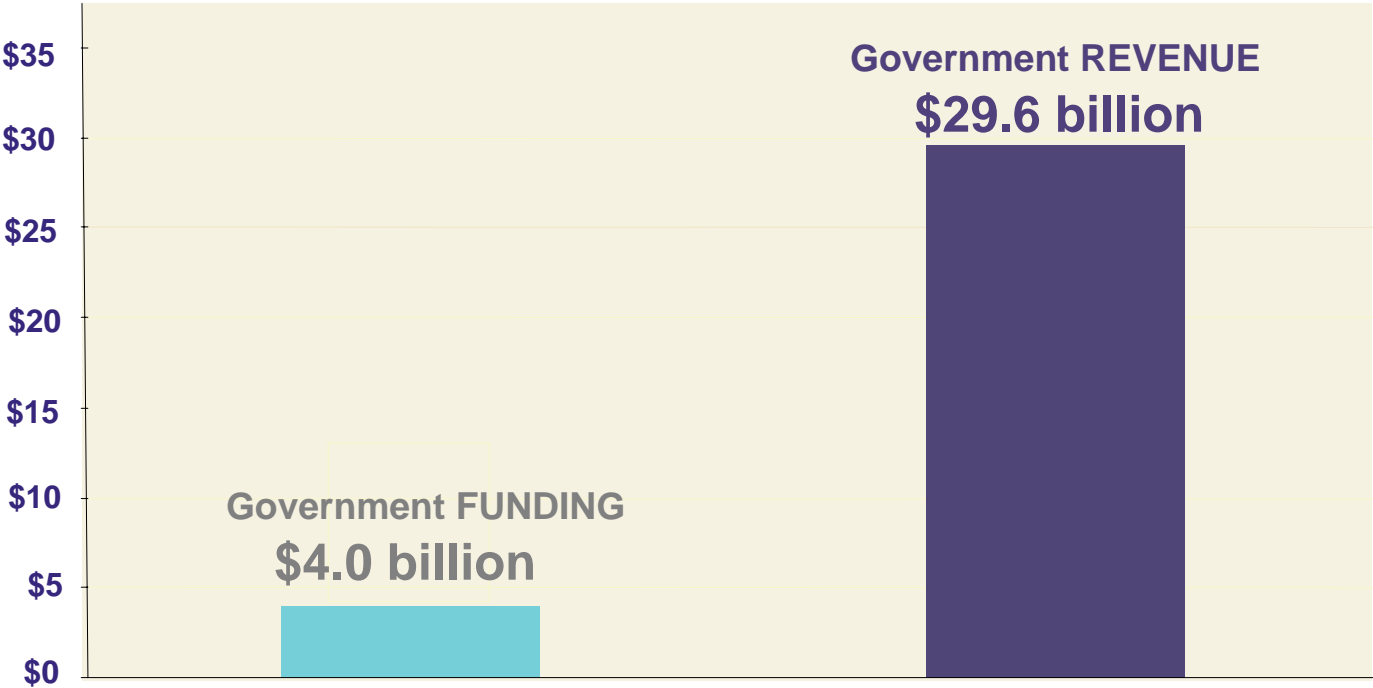
Economic Impact of Nonprofit Arts & Culture Industry **\$166.2 Billion Annual Expenditures**

Full-Time Equivalent Jobs	5.7 million
Resident Household Income	\$ 104.2 billion
Local Government Revenue	\$ 7.9 billion
State Government Revenue	\$ 9.1 billion
Federal Income Tax Revenue ⁱ	\$ 12.6 billion



Government and the Arts

7:1 Return on Investment



Economic Impact Findings for Portsmouth Seacoast Area

- **City of Portsmouth, NH**
- **Town of Rye, NH**
- **Town of Kittery, ME**





Nonprofit Arts & Culture Industry in Portsmouth Area

\$38.2 Million Annual Expenditures

Full-Time Equivalent Jobs	1,161
Resident Household Income	\$22.9 million
Local Government Revenue	\$2.5 million
State Government Revenue	\$1.9 million





Nonprofit Arts & Culture Organizations in Portsmouth Area **\$12.7 Million Annual Expenditures**

Full-Time Equivalent Jobs	467
Resident Household Income	\$10.1 million
Local Government Revenue	\$719,000
State Government Revenue	\$525,000

Thank You!!



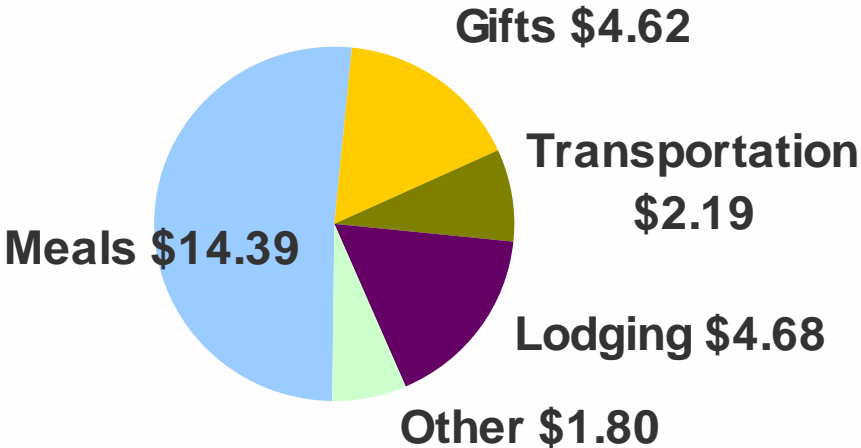


Nonprofit Arts & Culture Audiences in Portsmouth Area **\$25.2 Million Annual Expenditures**

Full-Time Equivalent Jobs	694
Resident Household Income	\$12.8 million
Local Government Revenue	\$1.8 million
State Government Revenue	\$1.4 million

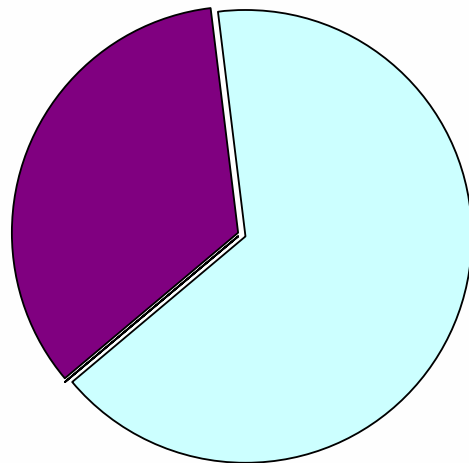


Nonprofit Arts & Culture Attendees in Portsmouth Area Spend \$27.68 Per Person, Per Event



Nonprofit Arts & Culture Attendees in Portsmouth Area *Local vs. Nonlocal*

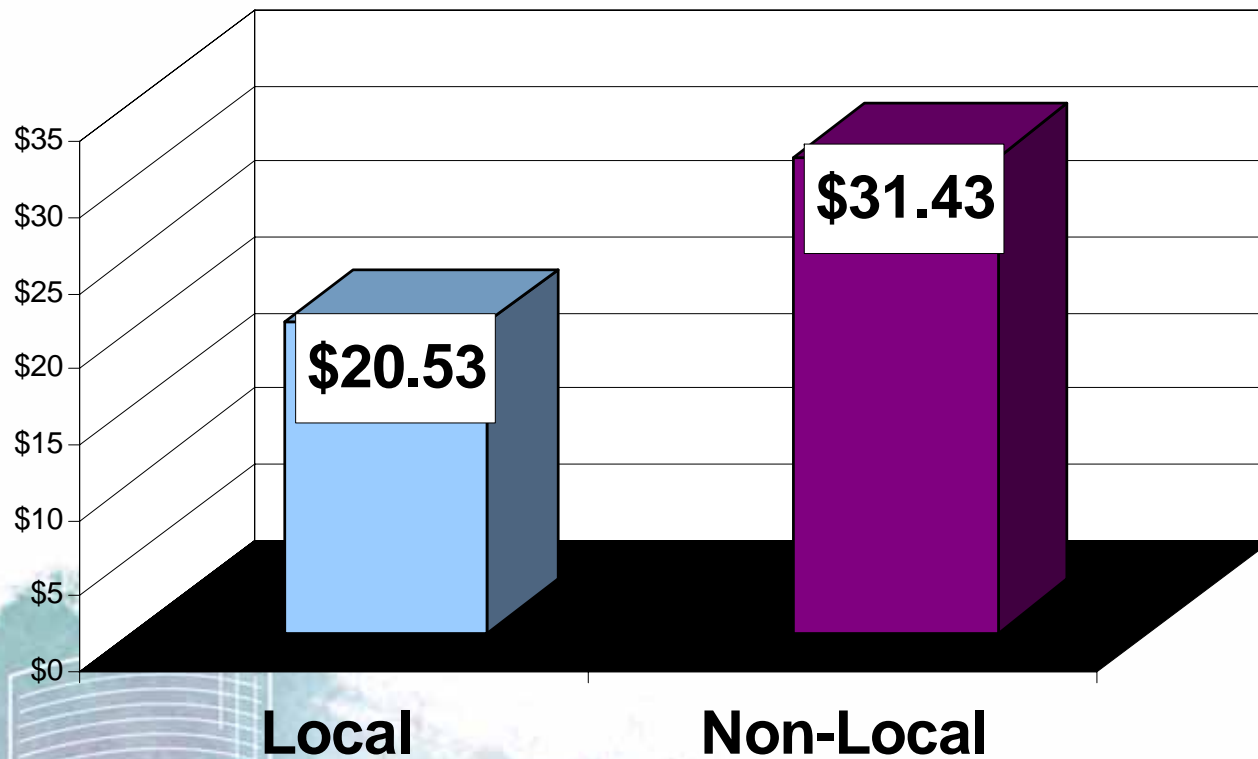
**Local
Attendees**
315,846
(34%)



**Nonlocal
Attendees**
605,794
(66%)



Event-Related Spending in Portsmouth Area *Local vs. Nonlocal Audiences*



How Portsmouth Area Stacks Up *Spending by Organizations*

Portsmouth Area **\$12.7 million**

Population <50,000 (average) **\$7.6 million**
(N=15)





How Portsmouth Area Stacks Up *Spending by Audiences*

Portsmouth Area **\$25.5 million**

Population <50,000 (average) **\$10.6 million**
(N=15)





How Portsmouth Area Stacks Up Spending by Audiences *(Per Person, Per Event, Excluding Admission)*

Portsmouth Area **\$27.68**

Population <50,000 (average) **\$32.32**
(N=15)



How Portsmouth Area Stacks Up Ratio of Local vs. Nonlocal Audiences

Portsmouth Area **34% vs. 66%**

Population <50,000 (average) **54% vs. 46%**
(N=15)



How Portsmouth Area Stacks Up Spending by Local vs. Nonlocal Audiences

Portsmouth Area	\$20.53 vs. \$31.43
Population <50,000 (average) (N=15)	\$17.99 vs. \$46.89





Volunteerism in Portsmouth Area

2,427 volunteers

89,093 hours

Value: \$1.6 million

In-kind contributions: \$466,271



Nonprofit Arts & Culture Industry in Portsmouth Area

- **A Local Industry**
- **Attracts Audiences**
- **Stimulates Business Development**
- **Supports Jobs**
- **Generates Government Revenue**



Arts & Economic
Prosperity^{III}



The Arts Mean Business!

www.AmericansForTheArts.org/EconomicImpact

