

# ARTS & ECONOMIC PROSPERITY 6

The Economic & Social Impact Study  
of Nonprofit Arts & Culture Organizations  
& Their Audiences in

## Catawba County

Supporting **jobs**.  
Generating **revenue**.  
Building **community vibrancy**.





## The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Catawba County, NC

Direct Economic Activity	Organizations	Audiences	Total Expenditures
<b>Total Industry Expenditures (FY2022)</b>	\$12,021,803	\$41,568,713	<b>\$53,590,516</b>
Comparison to Median of Similar Study Regions	\$12,819,757	\$16,823,712	<b>\$29,643,469</b>
	<i>6.2% lower</i>	<i>247.1% higher</i>	<i>80.8% higher</i>

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

Total Economic Impacts (includes direct, indirect, & induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	431	578	<b>1,009</b>
Personal Income Paid to Residents	\$8,660,423	\$14,324,317	<b>\$22,984,740</b>
Local Tax Revenue (city and county)	\$114,980	\$628,985	<b>\$743,965</b>
State Tax Revenue	\$218,352	\$1,087,041	<b>\$1,305,393</b>
Federal Tax Revenue	\$1,637,255	\$2,443,479	<b>\$4,080,734</b>

### Event-Related Spending by Arts and Culture Audiences Totaled \$41.6 million

Attendance to Arts and Culture Events	Local <sup>1</sup> Attendees	Nonlocal <sup>1</sup> Attendees	All Attendees
Total Attendance to In-Person Events	444,573	295,149	<b>739,722</b>
Percentage of Total Attendance	60.1%	39.9%	100.0%
Average Per Person, Per Event Expenditure	\$50.23	\$65.18	\$56.20
<b>Total Event-Related Expenditures</b>	<b>\$22,330,902</b>	<b>\$19,237,811</b>	<b>\$41,568,713</b>

### Nonprofit Arts and Culture Audiences Spend an Average of \$56.20 Per Person, Per Event

Category of Event-Related Expenditure	Local <sup>1</sup> Attendees	Nonlocal <sup>1</sup> Attendees	All Attendees
Food and Drink	\$15.12	\$13.98	\$14.67
Retail Shopping	\$16.93	\$22.37	\$19.10
Overnight Lodging (one night only)	\$0.86	\$6.54	\$3.13
Local Transportation	\$4.14	\$7.87	\$5.63
Clothing and Accessories	\$6.75	\$5.95	\$6.43
Groceries and Supplies	\$3.56	\$6.11	\$4.58
Childcare	\$1.02	\$0.27	\$0.72
Other/Miscellaneous	\$1.85	\$2.09	\$1.94
<b>Overall Average Per Person, Per Event</b>	<b>\$50.23</b>	<b>\$65.18</b>	<b>\$56.20</b>

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

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### 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 <b>pillar for me within my community.</b> ”	79.9%
“I would <b>feel a great sense of loss</b> if this activity or venue were no longer available.”	83.8%
“This activity or venue is <b>inspiring a sense of pride</b> in this neighborhood or community.”	87.5%
“My attendance is my way of ensuring that this activity or venue is <b>preserved for future generations.</b> ”	85.9%

### Organizations’ Opinions on the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
“Members of the community consider my organization to be an important <b>pillar within the community.</b> ”	76.7%
“Members of the community would <b>feel a great sense of loss</b> if my organization were no longer available.”	86.7%
“Members of the community feel that my organization <b>inspires a sense of pride</b> in this neighborhood or community.”	93.3%
“My attendance is my way of ensuring that this activity or venue is <b>preserved for future generations.</b> ”	70.0%

#### 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 United Arts Council of Catawba County joined the study on behalf of Catawba 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](http://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 Catawba County, 31 of the 50 total eligible nonprofit arts and culture organizations identified by the United Arts Council of Catawba County provided the financial and attendance information required for the study analysis—an overall participation rate of 62.0%.** 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 Catawba County, a total of 794 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.**

#### Research Notes:

<sup>1</sup> For the purpose of this study, local attendees live within Catawba County; nonlocals live elsewhere



# TOP AEP6 TAKEAWAYS in Catawba County

1. Arts & Economic Prosperity 6 (AEP6) is an economic and social impact study of the nonprofit arts and culture industry. In Catawba County, the sector generated **\$53.6 million in economic activity during 2022**—\$12.0 million in spending by arts and culture organizations and an additional \$41.6 million in event-related expenditures by their audiences. That economic activity supported 1,009 jobs, provided \$23.0 million in personal income to residents, and generated \$6.1 million in tax revenue to local, state, and federal governments.
2. Nonprofit arts and culture organizations are businesses. They employ people locally, purchase supplies and services from nearby businesses, and engage in the marketing and promotion of their cities and regions. Their very act of doing business—creating, presenting, exhibiting, engaging—has a positive economic impact and improves community well-being. In Catawba County, nonprofit arts and culture organizations spent an estimated \$12.0 million which supported 431 jobs and generated \$2.0 million in local, state, and federal government revenue.
3. Arts and culture drives commerce to local businesses. When people attend a cultural event, they often make an outing of it—dining at a restaurant, paying for parking or public transportation, enjoying dessert after the show, and returning home to pay for child or pet care. Overall, in Catawba County, attendees spend \$56.20 per person per event, beyond the cost of admission. These dollars represent vital income for local merchants and a value-add with which few industries can compete.
4. Arts and culture strengthens the visitor economy. In Catawba County, 39.9% of attendees are nonlocal visitors who traveled from outside Catawba County; they spend an average of \$65.18. Additionally, 81.1% of nonlocal attendees reported that the primary purpose of their visit was specifically to attend the performance, event, exhibit, venue, or facility where they were surveyed.
5. A vibrant arts and culture community keeps local residents—and their discretionary dollars—in the community. When attendees were asked what they would have done if the event where they were surveyed had not been available, 66.7% of attendees who live in Catawba County said they would have “traveled to a different community to attend a similar arts or cultural activity.”
6. Arts and culture organizations contribute to community pride in Catawba County.
  - 87.5% of arts and culture attendees agree that the activity or venue where they were surveyed “is inspiring a sense of pride in this neighborhood or community.”
  - 83.8% agree that “I would feel a great sense of loss if this activity or venue were no longer available.”
  - 79.9% agree that the venue or facility where they were surveyed is “an important pillar for me within my community.”

“AEP6 demonstrates that when we support the arts, we are investing in Catawba County’s economic and community well-being.”