

# ARTS & ECONOMIC PROSPERITY 5

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



CREATING **JOBS**. GENERATING **COMMERCE**. DRIVING **TOURISM**.

## *City of Walnut Creek*

#AEP5



# Most Comprehensive Study Ever!

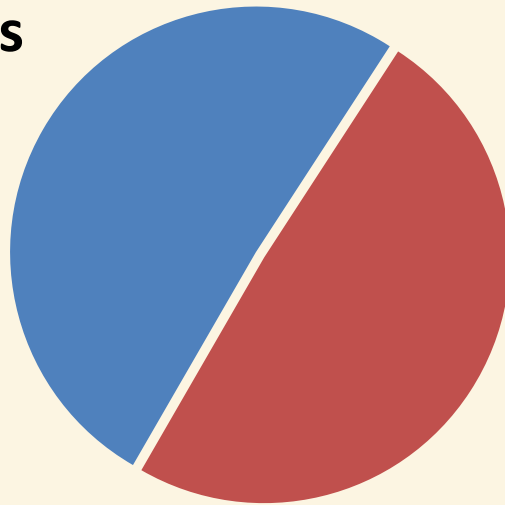
341 Study Regions in all 50 States—*Including City of Walnut Creek*





# \$41.5 million in Spending (2015)

**Organizations**  
**\$21.1**



**Audiences**  
**\$20.4**



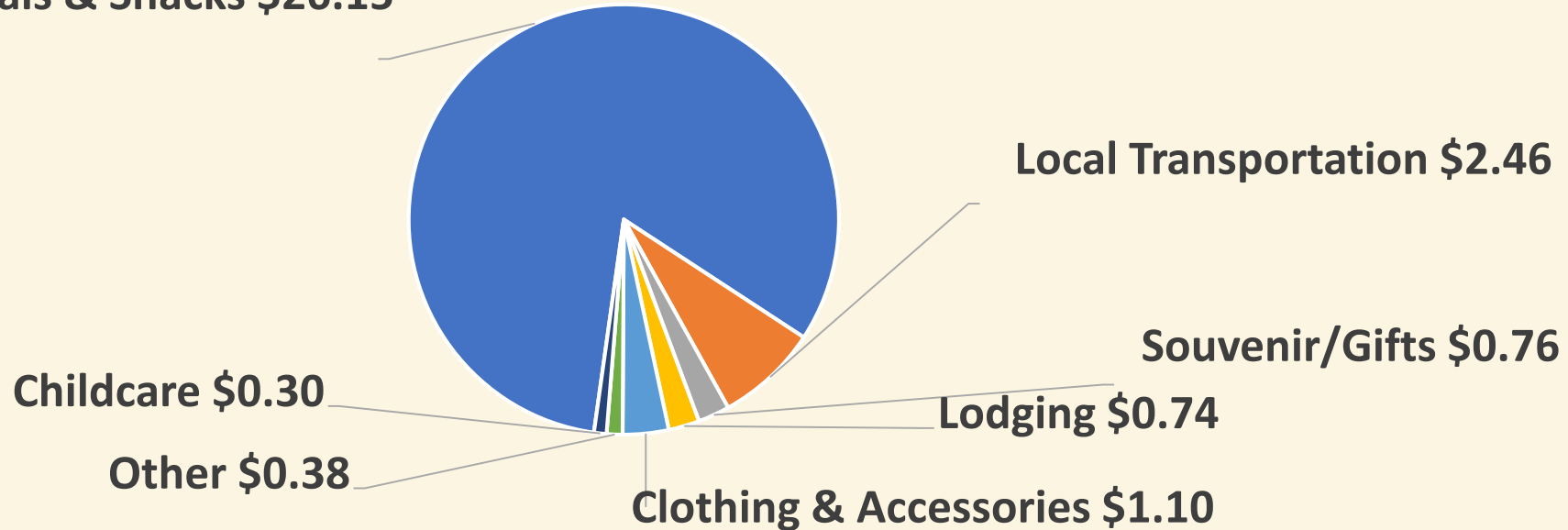
## FTE Jobs Supported

**1,036**



# Attendees Spent \$31.90 Per Person, Per Event

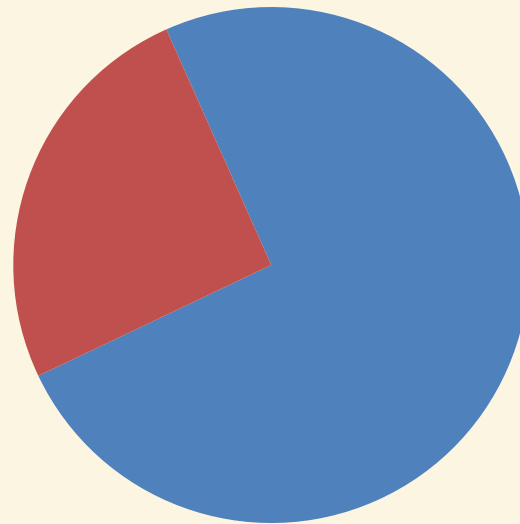
Meals & Snacks \$26.15





## Audiences: Local vs. Non-Local

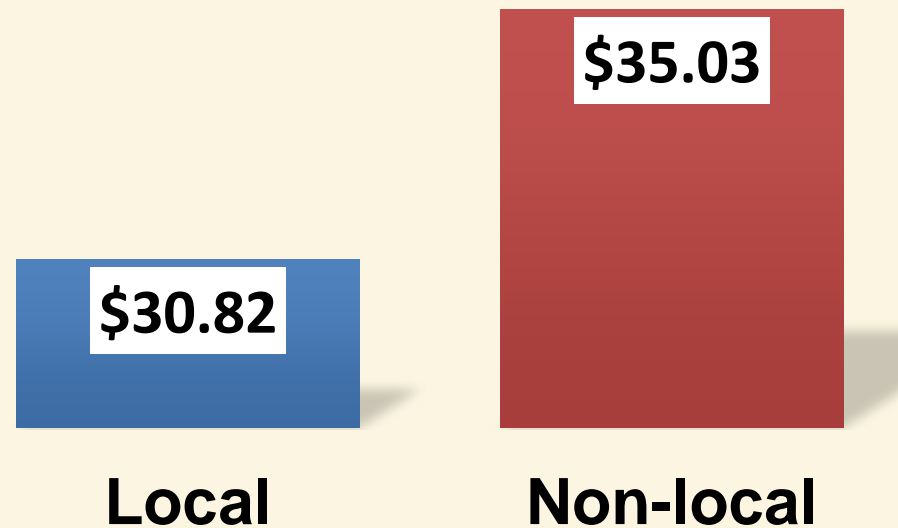
**Non-Local**  
**25%**



**Local**  
**75%**



## Event-Related Spending *Local vs. Non-Local*



2/3 of non-local attendees said,  
“This arts event is the primary purpose for my trip.”



## Participating Organizations

- Arm Of Care Inc
- Bedford Gallery
- California Symphony
- Center REPeritory
- Center for Community Arts
- Clay Arts Guild
- Contra Costa Ballet Foundation
- Contra Costa Chamber Orchestra
- Contra Costa Children's Chorus
- Contra Costa Musical Theatre
- Contra Costa Wind Symphony
- Diablo Ballet
- Diablo Choral Artists
- Diablo Regional Arts Association
- Diablo Theatre Company
- Festival Opera
- Friends Of Civic Arts Education Foundation
- Gardens At Heather Farm
- Leshner Center for the Arts
- Lindsay Wildlife Museum
- Mountain Shadow Film Society  
Ruth Bancroft Garden
- Valley Art Gallery
- Walnut Creek Chamber Of Commerce
- Walnut Creek Concert Band
- Walnut Creek Downtown
- Walnut Creek Library Foundation
- Walnut Festival Association





## AEP5 National Partners





# ***The Arts Mean Business!***

**[AmericansForTheArts.org/AEP5](https://AmericansForTheArts.org/AEP5)**