

ARTS & ECONOMIC PROSPERITY 5

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



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

Greater Oklahoma City

#AEP5





Most Comprehensive Study Ever!

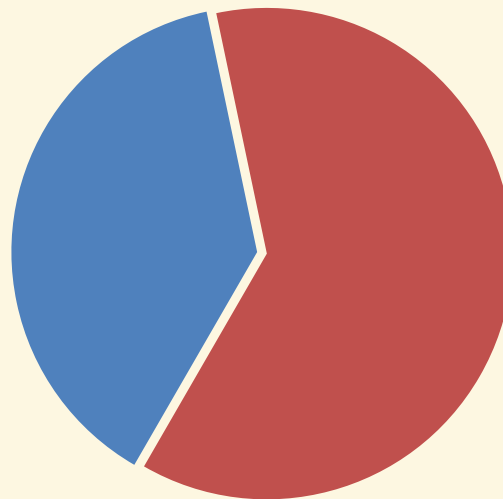
341 Study Regions in all 50 States—*Including the City of OKC*





Statewide Spending (2015): \$872,830,632

Organizations
\$331,249,786



Audiences
\$541,580,846

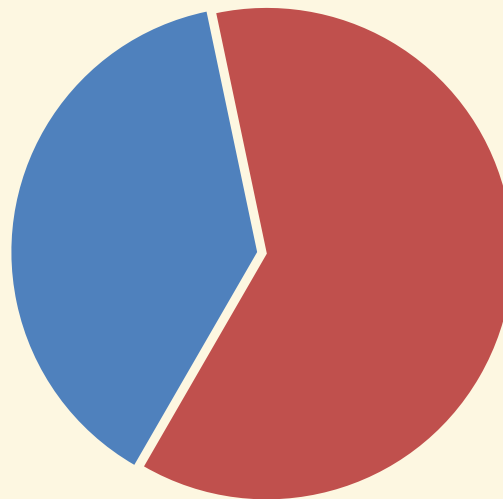


OKLAHOMANS *for the* **ARTS**



Greater OKC Spending (2015): \$602,747,142

Organizations
\$220,484,100



Audiences
\$382,263,042



OKLAHOMANS *for the* **ARTS**



Greater OKC Economic Activity Comparisons

- Ranked 10th of 66 multi-county regions studied
- Exceeded peer metro areas like Nashville



OKLAHOMANS *for the* **ARTS**



Jobs Supported in Greater OKC by Organizational and Audience Spending (Full-Time Equivalent)

20,571



OKLAHOMANS for the **ARTS**



State & Local Government Revenue

\$61,719,000

Local: \$28,183,000

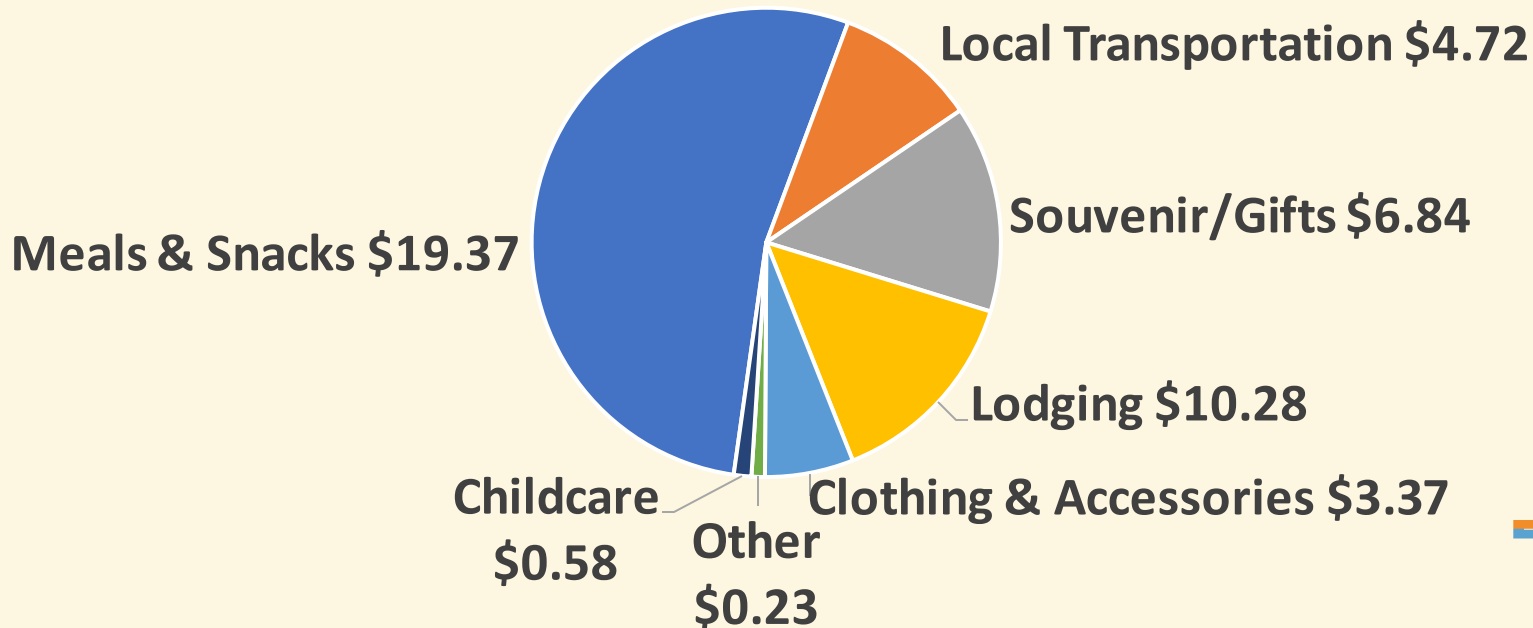
State: \$33,536,000



OKLAHOMANS for the ARTS



Greater OKC Event Attendees Spent \$45.40 Per Person, Per Event

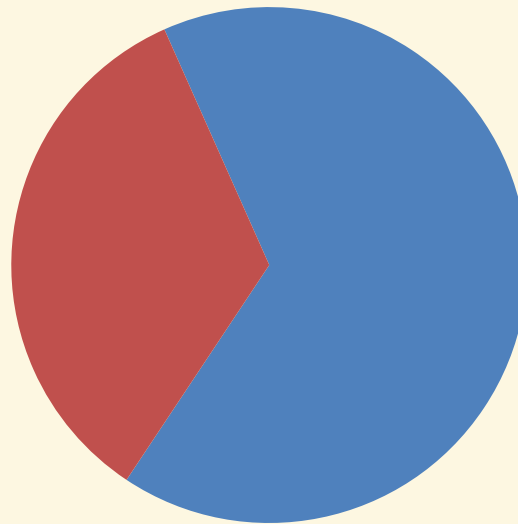


OKLAHOMANS for the ARTS



Audiences: Local vs. Non-Local

Non-Local
23%



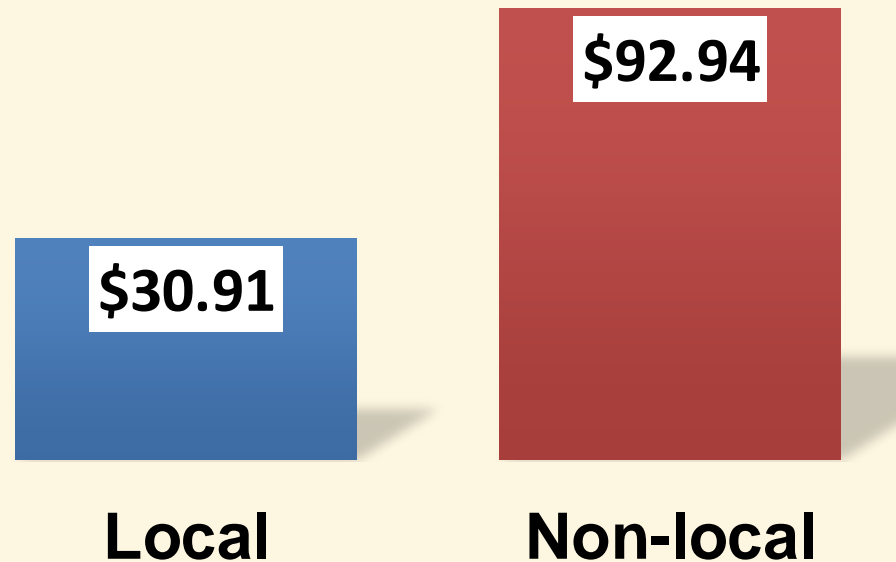
Local
77%



OKLAHOMANS *for the* **ARTS**



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



66% percent of non-local attendees said, "This arts event is the primary purpose for my trip."



AEP5 National Partners





Oklahoma Study Partners





The Arts Mean Business!

AmericansForTheArts.org/AEP5

**ok4arts.org/economy/
jkirt@ok4arts.org**



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