



ARTS &
ECONOMIC PROSPERITY 6

The Economic & Social Impact of Nonprofit Arts & Culture Industry

City of Houston!

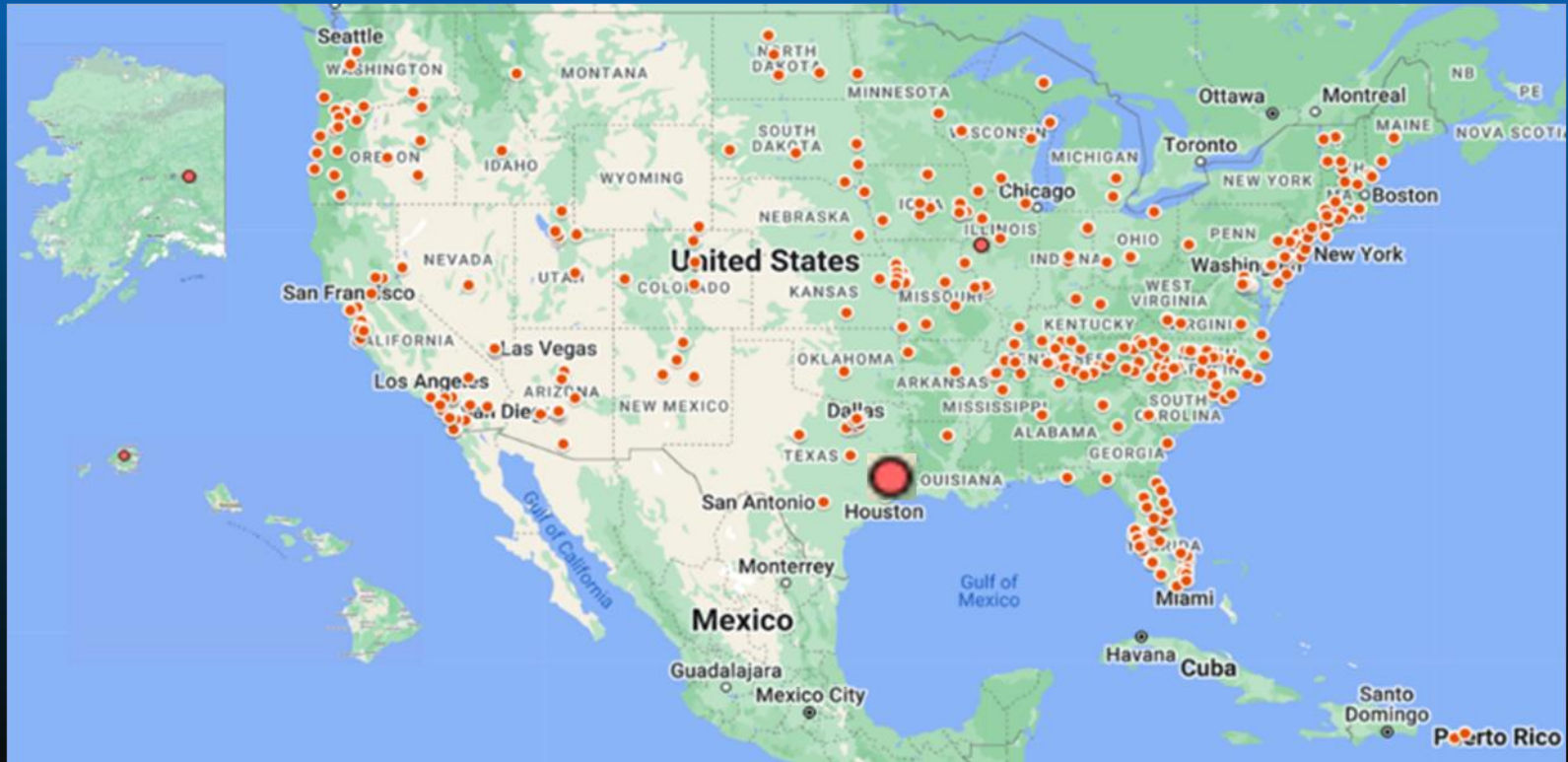
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Randy Cohen
Americans for the Arts

@ArtsInfoGuy

Most Comprehensive Study Ever!

373 Study Regions in all 50 States and Puerto Rico.



\$1.3 Billion in Spending (2022) In Houston

Organizations
\$664 Million



Audiences
\$659 Million



Jobs Supported

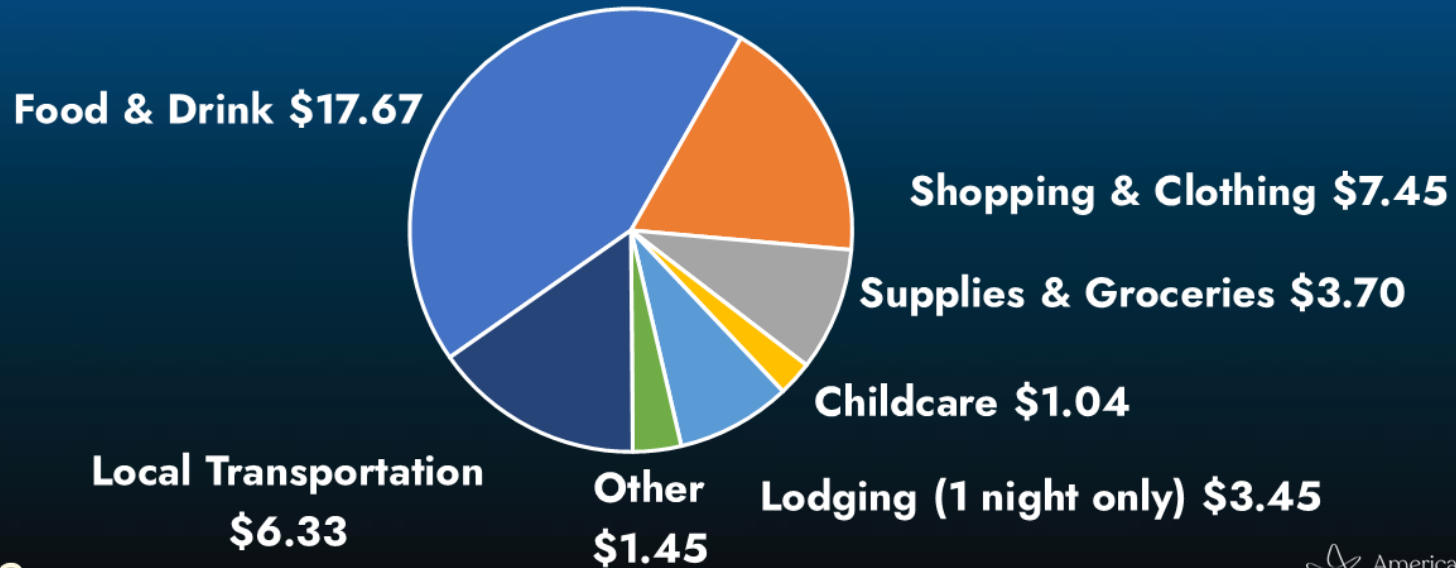
19,552



Local Government Revenue

\$31.8 Million

Attendees Spent \$41.09 Per Person, Per Event



Audiences: Local vs. Non-Local

Local
68%



Non-Local
32%

(Non-local = Outside of Harris County)

Event-Related Spending Local vs. Non-Local



83% of nonlocal attendees said, "This arts event is the primary purpose for my trip."

AEP6 National Partners





Nonprofit Arts Industry Comparisons

- **Houston** **\$1.3 Billion**
- **Dallas** **\$854 Million**
- **Ft. Worth** **\$507 Million**
- **San Antonio** **\$295 Million**



ARTS & CULTURE BUILD

AEP6.AmericansForTheArts.org

rcohen@artsusa.org