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Groundbreaking Study Reveals Economic and Social Impact of Arts and Culture Sector in Ouachita Parish

Arts & Economic Prosperity 6 Study Centers Equity in Economic Research and Highlights Vital Role of Arts and Culture in Building More Livable Communities

(Monroe, LA) - The City of Monroe is excited to announce the results of the *Arts & Economic Prosperity 6 (AEP6)*, an economic and social impact study by the Americans for the Arts.

Key figures from Ouachita Parish's AEP6 study, conducted by the City of Monroe in 2022, include:

- The overall direct economic activity equaled \$60M, with other metrics including the following:
 - Total spending by the arts and culture industry equaled \$52.2M
 - Total spending from organizations equaled \$7.8M
- Ouachita Parish's nonprofit arts and culture industry supported 978 jobs while also producing the following:
 - \$8,288,903 in local, state, and federal tax revenue
 - \$52,201,864 in event-related spending by its audiences
- The 12-month survey period showed the following data points:
 - Typical event attendee spends \$47.28 per person per event, not including the cost of admission.
 - 15.1% of arts and culture attendees were from outside the Parish
 - A total of over 1M in attendees from events surveyed
- Survey results show community appreciation for arts and culture:
 - 91.7% of respondents agreed that the activity or venue they were attending was *"a source of neighborhood pride for the community."*
 - 85.2% said they would *"feel a sense of loss if that activity or venue was no longer available."*

Building on its 30-year legacy as the largest and most inclusive study of its kind, AEP6 uses a rigorous methodology to document the economic and social contributions of the nation's nonprofit arts and culture industry. The study demonstrates locally as well as nationally that arts and culture are a critical economic driver in vibrant communities.



"It is astonishing the impact that arts and culture have on our economy. Especially in Louisiana, culture means business. I am blown away by these numbers. The City hopes to continue supporting and expanding the awareness of the creative economy. Art doesn't just equal business and tourism, art is life. It is vital for all of us to participate in the incredible amount of art that surrounds us, from visual art, dance, live music, theater, and everything in between. " - Kelsea McCrary, Chief Economic and Cultural Development Officer

Nationally, the *Arts & Economic Prosperity 6* (AEP6) study reveals that America's nonprofit arts and culture sector is a \$151.7 billion industry—one that supports 2.6 million jobs and generates \$29.1 billion in government revenue.

AEP6 represents a reset from its previous versions, establishing a new benchmark in the AEP study series.

- **Social Impact:** For the first time, AEP6 expands beyond the economic and financial data to include social impact measurements of arts and culture's effect on the well-being of communities and residents.
- **Equity and Inclusion:** AEP6 broke new ground by prioritizing equity, community engagement, and inclusivity.

Nationally, the extensive research reveals proportional economic and community impacts on the overall national average. These findings should initiate new, and escalate existing, critical funding conversations.

AEP6 demonstrates the significant economic and social benefits that arts and culture brings to their communities, states, and the nation. By measuring arts and culture's wide-ranging impact, public and private sector leaders can work together to secure funding and arts-friendly policies that shape more vibrant and equitable communities.

"The arts are more than just pretty paintings, beautiful dances, and wonderful music. While that's what we see and hear, many don't realize that the arts are big business, significantly contributing to our local and regional economy. The data from this study proves beyond a doubt the importance of supporting and enjoying the arts in Region 8. Ignoring this data blinds you to the crucial role the arts play in our economic landscape and the importance of the community's ongoing presence in the places where art takes place." – Barry Stevens, President/CEO - Northeast Louisiana Arts Council



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The full report, a map of the 373 study regions, and an economic impact summary for each, can be found at AEP6.AmericansForTheArts.org. For the Ouachita Parish full report, go to **ArtsNela.com**.

For more information, follow @Americans4Arts, @NortheastLouisianaArtsCouncil, and @Monroe.City.

The Arts & Economic Prosperity 6 study was conducted by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts and arts education. It was supported by The Ruth Lilly Endowment Fund of Americans for the Arts. Americans for the Arts' 297 study partners contributed both time and financial support to the study. For a full list of the communities who participated in the Arts & Economic Prosperity 6 study, visit AEP6.AmericansForTheArts.org.

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