



The Cultural Alliance of Fairfield County and The Cultural Alliance of Western Connecticut were the project partners for the Fairfield County study, and were responsible for local implementation and data collection across the County. Both worked closely with the Connecticut Office of the Arts.

Support for the participation of the Cultural Alliance of Fairfield County came from Spinnaker Real Estate Partners, LLC. Support for the participation of the Cultural Alliance of Western Connecticut came from Benay Enterprises, Inc., City Center Danbury, and Fairfield County Bank.



Participation in Fairfield County

Americans for the Arts partnered with 250 local, regional, and statewide organizations that represent the 341 study regions across the nation. To complete this customized analysis for Fairfield County, the Cultural Alliance of Fairfield County, in partnership with the Cultural Alliance of Western Connecticut, joined the study as one of the 250 partners.

72 of 311 eligible nonprofit arts and cultural organizations participated in this study - an overall participation rate of 23.2 per cent. The results are based solely on actual survey data collected. No estimates have been made to account for non-participating eligible organizations. Audience-intercept surveying was conducted to measure event-related spending by nonprofit arts and culture audiences. In Fairfield County, a total of 791 valid audience-intercept surveys were collected from attendees to nonprofit arts and cultural performances, exhibitions and events during 2016. We thank our partners who assisted with the surveys during their events.

Participating Organizations

Action for Bridgeport Community Development/Library Special Events; Aldrich Contemporary Art Museum; American Chamber Orchestra; Avon Theatre Film Center; Backcountry Jazz; Barnum Museum; Bartlett Arboretum Association; Beechwood Arts; Bridgeport Symphony Youth Orchestra; Brookfield Craft Center; Bruce Museum; Center for Contemporary Printmaking; Center Stage Theatre (Fairfield, CT); Chamber Players of The Greenwich Symphony; Charles Ives Authority for the Performing Arts; Coastal Arts Guild of CT; Connecticut Chamber Choir; Connecticut Society of Portrait Artists; CT Beardsley Zoo; Cultural Alliance of Fairfield County; Cultural Alliance of Western Connecticut; Curtain Call; Danbury Cultural Commission; Danbury Music Centre; Darien Arts Center; Discovery Museum; Downtown Cabaret Theatre Company of Bridgeport; Fairfield Museum & History Center; Fairfield Theatre Company; Ferguson Library; Franklin Street Gallery Inc; Greater Bridgeport Symphony Society; Greenwich Arts Council; Greenwich Choral Society; Greenwich Historical Society ; Greenwich Symphony Orchestra; Housatonic Community College Foundation; Housatonic Museum Of Art; Intake Organization; Kennedy Center; KEYS (Kids Empowered by Your Support); Klein Memorial Auditorium Foundation; Levitt Pavilion for the Performing Arts; Lockwood Mathews Mansion Museum; Loft Artists Association; Maritime Aquarium at Norwalk; Mendelssohn Choir of Connecticut; Music on the Hill; Music Theatre of Connecticut; NICE Festival; Norwalk 2.0; Norwalk Symphony Society; Pequot Library Association; Quick Center for the Arts; Regional Center for the Arts; Ridgefield Chorale; Ridgefield Symphony Orchestra; Rowayton Arts Center; Shakespeare on the Sound; Silvermine Arts Center; Stamford Museum & Nature Center; Stamford Palace Theatre; Stamford Symphony Orchestra Inc; Stanley L Richter Association For The Arts Inc; Stratford Academy PTA; Stratford Sister Cities Chorus; Westport Arts Center; Westport Cinema Initiative; Westport Country Playhouse; Westport Library; and Westport School of Music.



ARTS &

ECONOMIC PROSPERITY 5


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



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

Fairfield County

Region's Economic Impact



\$235 Million

Total Economic Impact

\$149 Million	+	\$86 Million
Organization Spending		Audience Spending

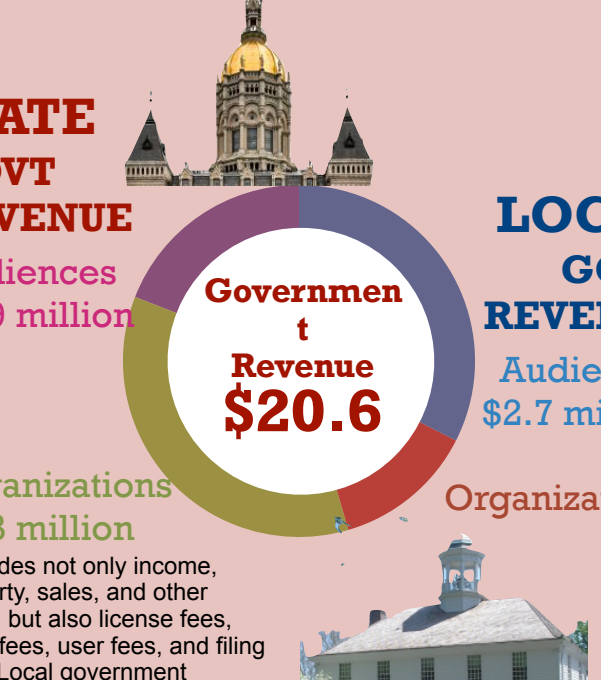
— Ken Fergeson, Chairman, NBC Bank, Oklahoma; Past President, American Bankers Association

6,789 Full-Time Equivalent Cultural Nonprofit Organizations: 5,699 Audiences: 1,090

JOBSS Generated \$142.3 Million Household Income to Residents

actor, accountant, administrator, architect, art administrator, antique dealer, archivist, art critic, art director, art editor, art historian, art therapist, artisan, artist, arts administrator, blogger, book binder, bookkeeper, bookseller, box office staff, brand manager, casting director, ceramics artist, child theatre performer, choreographer, classical musician, community arts worker, conservator, coppersmith, copywriter, costume designer, creative director, creative professional, creative writer, cultural designer, curator, dance teacher, dancer, design and development engineer, design director, design specialist, designer, dressmaker, editor, event marketing, engineer, essayist, festival events manager, exhibition designer, fashion designer, film editor, film producer, film director, film distributor, filmmaker, furniture designer, glass engraver, graphic designer, grant writer, hair stylist, health care provider, horticulturist, land artist, landscape architect, librarian, lighting designer, literary technician, mail carrier, media buyer, media planner, media salesperson, media strategist, multimedia artist, museum assistant, museum security guard, music teacher, musical instrument maker, musician, sculptor, social media manager, technical technician, photojournalist, playwright, poet, potter, printer, printmaker, producers, production designer, prop maker, reporter, scenographer, screenwriter, sculptor, set decorator, set designer, set dresser, sign writer, stagehand, stage manager, social media strategists, sound designer, stage director, stage manager, tattooist, teaching artist, textile designer, theatre consultant, typeface designer, urban planner, usher, video editor, videographer, waiter, wardrobe assistant, web developer, web editor, web programmer, writer

Government Revenue*



Category	Revenue
State Govt Revenue	\$3.9 million
Local Govt Revenue	\$2.7 million
Organizations	\$7.3 million
Audiences	\$0.7 million
Total	\$20.6 million

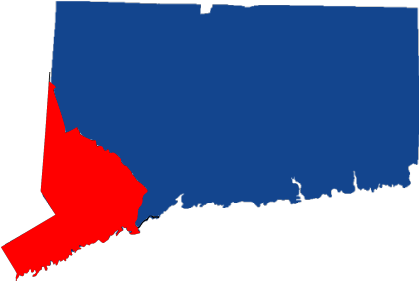
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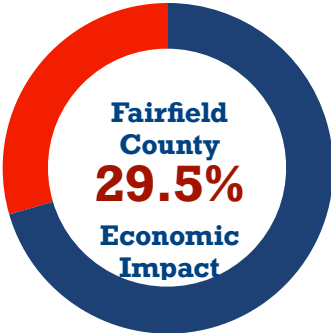
Government Revenue \$20.6

*Includes not only income, property, sales, and other taxes, but also license fees, utility fees, user fees, and filing fees. Local government revenue includes funds to city and county government, schools, and special districts.

Region's Economic Impact



A map of the state of Connecticut. The westernmost county, Fairfield County, is highlighted in red, while the rest of the state is blue.



A donut chart with a red segment representing 29.5% of the total. The text inside the chart reads: Fairfield County, 29.5%, Economic Impact.

Metric	Value
Fairfield County = % of CT Population	26%
Fairfield County = % of CT Economic Impact	30%

Fairfield County = 26% of CT Population
Fairfield County = 30% of CT Economic Impact

Region's Economic Impact

Greater than

\$235.2

\$123 Million

\$150 Million

\$151 Million

Vermont

Delaware

Maine

Fairfield County

A bar chart comparing the economic impact of Fairfield County to three other regions. The y-axis represents the economic impact in millions of dollars. Fairfield County's bar is dark blue and reaches \$235.2 million. The other three bars are gray: Vermont at \$123 million, Delaware at \$150 million, and Maine at \$151 million. Each bar has a small map of the region at its base. Fairfield County's map is red, while the others are white.

Region	Economic Impact (Million Dollars)
Vermont	\$123
Delaware	\$150
Maine	\$151
Fairfield County	\$235.2

Audience Expenditures

beyond the price of admission

Total Attendance = 2.5 Million

Average Expenditure per person:

- Meals & Snacks = \$19.56
- Souvenirs & Gifts = \$9.64
- Ground Transportation = \$1.85

Audience Expenditures
\$86.6
Million
Average:
\$34pp

Category	Amount
Meals & Snacks	\$19.56
Souvenirs & Gifts	\$9.64
Ground Transportation	\$1.85

This study puts to rest a misconception that communities support arts and culture at the expense of local economic development. In fact, communities that support the arts and culture are investing in an industry that supports jobs, generates government revenue, and is the cornerstone of tourism.

Source: Americans for the Arts
2016 survey of 3,020 adults
by Ipsos Public Affairs

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