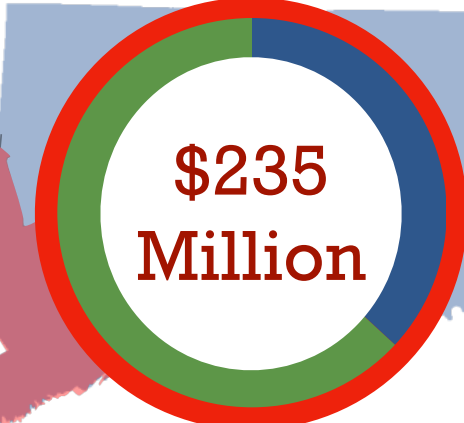


Fairfield County

Region's Economic Impact



\$235 Million

Total Economic Impact

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

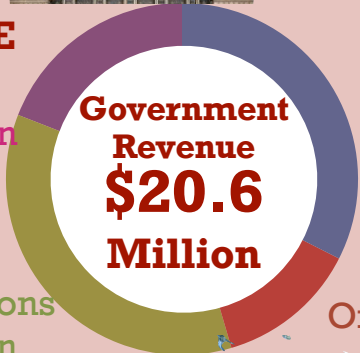
— Ken Fergeson, Chairman, NBC Bank, Oklahoma; Past President, American Bankers Association

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, coppermith, 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 editing, film production, film producer, film writer, fine artist, furniture designer, glass engraver, graphic designer, hair stylist, health care support, janitor, jewellery designer, journalist, landscape architect, lighting designer, lighting technician, liner, multimedia artist, music business manager, musician, medical design, metalworking, 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	\$6.7 million
Total	\$20.6 Million

STATE GOVT REVENUE
Audiences \$3.9 million
Organizations \$7.3 million

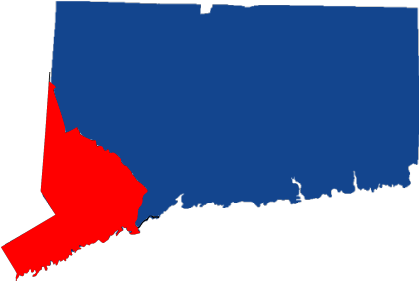
LOCAL GOVT REVENUE
Audiences \$2.7 million
Organizations \$6.7 million

Government Revenue \$20.6 Million

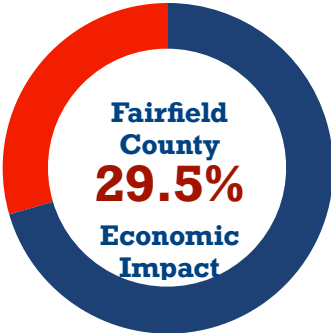
*Includes not only income, property, sales, and other taxes, but also license fees, utility fees, user fees, and filing fees. Local government revenue includes funds to city and county government, schools, and special districts.



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 Entire States

\$235.2 Million

A bar chart comparing the economic impact of Fairfield County to three entire states. 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 respective state or county at its base.

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

Vermont

Delaware

Maine

Fairfield County

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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