

Facts about the Nonprofit Arts & Economic Impact



Silver Dance Celebration
Houston Contemporary Dance Company

The arts are a net income generator for the City of Houston. The arts help pay the city's bills.

- The nonprofit arts generate \$31,839,097 in tax revenue for the City of Houston.
- The nonprofit arts employ 19,552 individuals in the City of Houston.
- The nonprofit arts generate \$873,237,692 dollars in household income in the City of Houston.

Out of town visitors generate \$280,072,453 in different types of revenue, including City of Houston revenue, thanks to the nonprofit arts in the City of Houston.

- More than 1/3 of the attendees to nonprofit arts events are from out of town, and they spend 50% more than locals, bringing in non-local revenue to the City of Houston.
- City of Houston locals account for 10,653,280 attendees at nonprofit arts events, spending \$378,748,175 on these events.



Qiqing Lin
Houston Center for Contemporary Craft

Subsequent pages offer background detail and additional facts.

The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in City of Houston, TX

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$663,503,486	\$658,820,628	\$1,322,324,114

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	9,812	9,740	19,552
Personal Income Paid to Residents	\$533,063,244	\$340,174,448	\$873,237,692
Local Tax Revenue (city and county)	\$11,828,825	\$20,010,272	\$31,839,097
State Tax Revenue	\$8,118,329	\$13,484,940	\$21,603,269
Federal Tax Revenue	\$97,243,709	\$56,839,697	\$154,083,406

Event-Related Spending by Arts and Culture Audiences Totaled \$658.8 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	10,653,280	4,944,495	15,597,775
Percentage of Total Attendance	68.3%	31.7%	100.0%
Average Per Person, Per Event Expenditure	\$35.20	\$53.82	\$41.09
Total Event-Related Expenditures²	\$378,748,175	\$280,072,453	\$658,820,628

Nonprofit Arts and Culture Audiences Spend an Average of \$41.09 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$16.86	\$19.41	\$17.67
Retail Shopping	\$3.13	\$5.95	\$4.02
Overnight Lodging (one night only)	\$1.26	\$8.17	\$3.45
Local Transportation	\$5.50	\$8.12	\$6.33
Clothing and Accessories	\$3.04	\$4.28	\$3.43
Groceries and Supplies	\$3.42	\$4.30	\$3.70
Childcare	\$0.85	\$1.46	\$1.04
Other/Miscellaneous	\$1.14	\$2.13	\$1.45
Overall Average Per Person, Per Event	\$35.20	\$53.82	\$41.09

Source: *Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Houston*. For more information about this study or about other cultural initiatives in the City of Houston, contact the Houston Arts Alliance.

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Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the the City of Houston demonstrate an appreciation for how the arts and culture impacts the development and well-being of the community and its residents.

Audiences Demonstrate Appreciation for the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
“This venue or facility is an important pillar for me within my community.”	83.2%
“I would feel a great sense of loss if this activity or venue were no longer available.”	86.1%
“This activity or venue is inspiring a sense of pride in this neighborhood or community.”	86.2%
“My attendance is my way of ensuring that this activity or venue is preserved for future generations”	81.8%

About This Study

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation’s nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **The Houston Arts Alliance joined the study on behalf of the City of Houston.** For additional information including the national report, summaries for the 373 communities, an online calculator, and a description of the project methodology, visit www.AEP6.AmericansForTheArts.org.

Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. **In the City of Houston, 169 of the 1,160 total eligible nonprofit arts and culture organizations identified by the Houston Arts Alliance provided the financial and attendance information required for the study analysis—an overall participation rate of 14.6%.** It is important to note that the less-than-100 percent response rates suggest an understatement of the findings.

Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. **In the City of Houston, a total of 1,385 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events during the period from May 2022 through June 2023.**

Studying Economic Impact Using Input-Output Analysis

Americans for the Arts uses the IMPLAN platform to create the customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. This analysis traces how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state. **To complete this analysis for the City of Houston, the researchers used the IMPLAN platform to build a customized input-output model based on the unique economic and industrial characteristics of Harris County.**

Research Notes:

- ¹ For the purpose of this study, local attendees live within Harris County; nonlocals live elsewhere.
- ² To calculate the total audience expenditures in the City of Houston, first the audience expenditure findings were calculated for each of the participating sub-regions that are located within the City of Houston. Next, the residency percentages and the average per person arts-related expenditure for residents and nonresidents were applied to any additional attendance data collected from organizations located within the City of Houston but outside the participating sub-regions. Finally, the results were added to the findings from the individual sub-regions. It is important to note that, as a result, the aggregate audience expenditures for the City of Houston do not equal the average per person event-related expenditure for locals multiplied by the total estimated attendance by locals plus the average per person event-related expenditure for nonlocals multiplied by the total estimated attendance by nonlocals.



The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Harris County, TX

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$665,747,942	\$662,024,980	\$1,327,772,922

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	9,848	9,787	19,635
Personal Income Paid to Residents	\$534,790,596	\$341,826,907	\$876,617,503
Local Tax Revenue (city and county)	\$11,877,876	\$20,108,127	\$31,986,003
State Tax Revenue	\$8,152,013	\$13,550,879	\$21,702,892
Federal Tax Revenue	\$97,567,665	\$57,115,508	\$154,683,173

Event-Related Spending by Arts and Culture Audiences Totaled \$662.0 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	10,706,543	4,969,216	15,675,759
Percentage of Total Attendance	68.3%	31.7%	100.0%
Average Per Person, Per Event Expenditure	\$35.20	\$53.78	\$41.09
Total Event-Related Expenditures²	\$380,623,035	\$281,401,945	\$662,024,980

Nonprofit Arts and Culture Audiences Spend an Average of \$41.09 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$16.86	\$19.37	\$17.66
Retail Shopping	\$3.13	\$5.94	\$4.02
Overnight Lodging (one night only)	\$1.26	\$8.15	\$3.44
Local Transportation	\$5.50	\$8.17	\$6.35
Clothing and Accessories	\$3.04	\$4.27	\$3.43
Groceries and Supplies	\$3.42	\$4.29	\$3.70
Childcare	\$0.85	\$1.46	\$1.04
Other/Miscellaneous	\$1.14	\$2.13	\$1.45
Overall Average Per Person, Per Event	\$35.20	\$53.78	\$41.09

Source: *Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in Harris County*. For more information about this study or about other cultural initiatives in Harris County, contact the Houston Arts Alliance.

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Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the Harris County demonstrate an appreciation for how the arts and culture impacts the development and well-being of the community and its residents.

Audiences Demonstrate Appreciation for the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
“This venue or facility is an important pillar for me within my community.”	83.2%
“I would feel a great sense of loss if this activity or venue were no longer available.”	86.1%
“This activity or venue is inspiring a sense of pride in this neighborhood or community.”	86.2%
“My attendance is my way of ensuring that this activity or venue is preserved for future generations”	81.8%

About This Study

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation’s nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **The Houston Arts Alliance joined the study on behalf of Harris County.** For additional information including the national report, summaries for the 373 communities, an online calculator, and a description of the project methodology, visit www.AEP6.AmericansForTheArts.org.

Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. **In Harris County, 178 of the 1,442 total eligible nonprofit arts and culture organizations identified by the Houston Arts Alliance provided the financial and attendance information required for the study analysis—an overall participation rate of 12.3%.** It is important to note that the less-than-100 percent response rates suggest an understatement of the findings.

Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. **In Harris County, a total of 1,386 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events during the period from May 2022 through June 2023.**

Studying Economic Impact Using Input-Output Analysis

Americans for the Arts uses the IMPLAN platform to create the customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. This analysis traces how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state. **To complete this analysis for Harris County, the researchers used the IMPLAN platform to build a customized input-output model based on the unique economic and industrial characteristics of Harris County.**

Research Notes:

- ¹ For the purpose of this study, local attendees live within Harris County; nonlocals live elsewhere.
- ² To calculate the total audience expenditures in Harris County, first the audience expenditure findings were calculated for each of the participating sub-regions that are located within Harris County. Next, the residency percentages and the average per person arts-related expenditure for residents and nonresidents were applied to any additional attendance data collected from organizations located within Harris County but outside the participating sub-regions. Finally, the results were added to the findings from the individual sub-regions. It is important to note that, as a result, the aggregate audience expenditures for Harris County do not equal the average per person event-related expenditure for locals multiplied by the total estimated attendance by locals plus the average per person event-related expenditure for nonlocals multiplied by the total estimated attendance by nonlocals.



The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Greater Houston Region (TX)

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$693,152,549	\$674,414,467	\$1,367,567,016

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	10,736	10,642	21,378
Personal Income Paid to Residents	\$564,241,913	\$367,949,634	\$932,191,547
Local Tax Revenue (city and county)	\$15,213,384	\$23,494,371	\$38,707,755
State Tax Revenue	\$10,960,449	\$16,618,809	\$27,579,258
Federal Tax Revenue	\$116,815,899	\$68,597,305	\$185,413,204

Event-Related Spending by Arts and Culture Audiences Totaled \$674.4 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	14,595,935	1,390,850	15,986,785
Percentage of Total Attendance	91.3%	8.7%	100.0%
Average Per Person, Per Event Expenditure	\$35.68	\$83.43	\$39.84
Total Event-Related Expenditures²	\$390,754,968	\$283,659,499	\$674,414,467

Nonprofit Arts and Culture Audiences Spend an Average of \$39.84 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$17.18	\$21.27	\$17.53
Retail Shopping	\$3.29	\$9.39	\$3.82
Overnight Lodging (one night only)	\$1.32	\$23.04	\$3.22
Local Transportation	\$5.49	\$11.59	\$6.02
Clothing and Accessories	\$3.13	\$5.71	\$3.36
Groceries and Supplies	\$3.34	\$6.06	\$3.57
Childcare	\$0.83	\$2.46	\$0.97
Other/Miscellaneous	\$1.10	\$3.91	\$1.35
Overall Average Per Person, Per Event	\$35.68	\$83.43	\$39.84

Source: Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the Greater Houston Region. For more information about this study or about other cultural initiatives in the Greater Houston Region, contact the Houston Arts Alliance.

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Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the the Greater Houston Region demonstrate an appreciation for how the arts and culture impacts the development and well-being of the community and its residents.

Audiences Demonstrate Appreciation for the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
“This venue or facility is an important pillar for me within my community.”	83.7%
“I would feel a great sense of loss if this activity or venue were no longer available.”	86.6%
“This activity or venue is inspiring a sense of pride in this neighborhood or community.”	86.7%
“My attendance is my way of ensuring that this activity or venue is preserved for future generations”	82.6%

About This Study

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation’s nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **The Houston Arts Alliance joined the study on behalf of the Greater Houston Region.**

Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. **In the Greater Houston Region, 193 of the 2,031 total eligible nonprofit arts and culture organizations identified by the Houston Arts Alliance provided the financial and attendance information required for the study analysis—an overall participation rate of 9.5%.** It is important to note that each study region’s results are based solely on the survey data collected. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings.

Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. **In the Greater Houston Region, a total of 1,512 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events during the period from May 2022 through June 2023.**

Studying Economic Impact Using Input-Output Analysis

Americans for the Arts uses the IMPLAN platform to create the customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. This analysis traces how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state. **To complete this analysis for the Greater Houston Region, the researchers used the IMPLAN platform to build a customized input-output model based on the unique economic and industrial characteristics of the 10-county Greater Houston Region.**

Research Notes:

- ¹ For the purpose of this study, local attendees live within the 10-county Greater Houston Region.
- ² To calculate the total audience expenditures in Greater Houston, first the audience expenditure findings were calculated for each of the participating sub-regions that are located within Greater Houston. Next, the residency percentages and the average per person arts-related expenditure for residents and nonresidents were applied to any additional attendance data collected from organizations located within Greater Houston but outside the participating sub-regions. Finally, the results were added to the findings from the individual sub-regions. It is important to note that, as a result, the aggregate audience expenditures for Greater Houston do not equal the average per person event-related expenditure for locals multiplied by the total estimated attendance by locals plus the average per person event-related expenditure for nonlocals multiplied by the total estimated attendance by nonlocals.



The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Houston Museum District (Houston, TX)

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$374,327,531	\$243,530,740	\$617,858,271

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	4,811	3,606	8,417
Personal Income Paid to Residents	\$300,715,308	\$125,611,512	\$426,326,820
Local Tax Revenue (city and county)	\$6,230,583	\$7,434,886	\$13,665,469
State Tax Revenue	\$4,268,322	\$5,010,070	\$9,278,392
Federal Tax Revenue	\$54,003,944	\$20,967,039	\$74,970,983

Event-Related Spending by Arts and Culture Audiences Totaled \$243.5 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	4,046,745	1,878,211	5,924,956
Percentage of Total Attendance	68.3%	31.7%	100.0%
Average Per Person, Per Event Expenditure	\$35.20	\$53.82	\$41.09
Total Event-Related Expenditures	\$142,445,425	\$101,085,315	\$243,530,740

Nonprofit Arts and Culture Audiences Spend an Average of \$41.09 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$16.86	\$19.41	\$17.67
Retail Shopping	\$3.13	\$5.95	\$4.02
Overnight Lodging (one night only)	\$1.26	\$8.17	\$3.45
Local Transportation	\$5.50	\$8.12	\$6.33
Clothing and Accessories	\$3.04	\$4.28	\$3.43
Groceries and Supplies	\$3.42	\$4.30	\$3.70
Childcare	\$0.85	\$1.46	\$1.04
Other/Miscellaneous	\$1.14	\$2.13	\$1.45
Overall Average Per Person, Per Event	\$35.20	\$53.82	\$41.09

Source: *Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the Houston Museum District*. For more information about this study or about other cultural initiatives in the Houston Museum District, contact the Houston Arts Alliance.

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Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the the Houston Museum District demonstrate an appreciation for how the arts and culture impacts the development and well-being of the community and its residents.

Audiences Demonstrate Appreciation for the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
“This venue or facility is an important pillar for me within my community.”	n/a
“I would feel a great sense of loss if this activity or venue were no longer available.”	n/a
“This activity or venue is inspiring a sense of pride in this neighborhood or community.”	n/a
“My attendance is my way of ensuring that this activity or venue is preserved for future generations”	n/a

About This Study

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation’s nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **The Houston Arts Alliance joined the study on behalf of the Houston Museum District.** For additional information including the national report, summaries for the 373 communities, an online calculator, and a description of the project methodology, visit www.AEP6.AmericansForTheArts.org.

Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. **In the Houston Museum District, 23 of the 26 total eligible nonprofit arts and culture organizations identified by the Houston Arts Alliance provided the financial and attendance information required for the study analysis—an overall participation rate of 88.5%.** It is important to note that each study region’s results are based solely on the survey data collected. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings.

Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. **In the Houston Museum District, a total of zero valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events during the period from May 2022 through June 2023.**²

Studying Economic Impact Using Input-Output Analysis

Americans for the Arts uses the IMPLAN platform to create the customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. This analysis traces how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state. **To complete this analysis for the Houston Museum District, the researchers used the IMPLAN platform to build a customized input-output model based on the unique economic and industrial characteristics of Harris County.**

Research Notes:

- ¹ For the purpose of this study, local attendees live within Harris County; nonlocals live elsewhere.
- ² Because zero valid audience surveys could be identified that were collected from attendees to events that took place in the Houston Museum District, to complete this customized analysis for the Houston Museum District, researchers used the entire sample of 1,385 audience surveys that were collected from attendees to events that took place anywhere in City of Houston.



The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Houston Theatre District (Houston, TX)

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$160,357,891	\$71,625,009	\$231,982,900

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	2,780	1,037	3,817
Personal Income Paid to Residents	\$115,520,342	\$37,183,344	\$152,703,686
Local Tax Revenue (city and county)	\$2,299,122	\$2,091,522	\$4,390,644
State Tax Revenue	\$1,584,952	\$1,410,137	\$2,995,089
Federal Tax Revenue	\$21,508,552	\$6,258,893	\$27,767,445

Event-Related Spending by Arts and Culture Audiences Totaled \$71.6 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	763,562	546,150	1,309,712
Percentage of Total Attendance	58.3%	41.7%	100.0%
Average Per Person, Per Event Expenditure	\$45.18	\$67.98	\$54.67
Total Event-Related Expenditures	\$34,497,730	\$37,127,279	\$71,625,009

Nonprofit Arts and Culture Audiences Spend an Average of \$54.67 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$25.19	\$27.71	\$26.24
Retail Shopping	\$5.31	\$7.78	\$6.34
Overnight Lodging (one night only)	\$0.85	\$10.50	\$4.87
Local Transportation	\$7.97	\$11.41	\$9.40
Clothing and Accessories	\$3.68	\$4.75	\$4.13
Groceries and Supplies	\$0.70	\$2.35	\$1.38
Childcare	\$1.07	\$1.08	\$1.07
Other/Miscellaneous	\$0.41	\$2.40	\$1.24
Overall Average Per Person, Per Event	\$45.18	\$67.98	\$54.67

Source: *Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the Houston Theatre District*. For more information about this study or about other cultural initiatives in the Houston Theatre District, contact the Houston Arts Alliance.

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Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the the Houston Theatre District demonstrate an appreciation for how the arts and culture impacts the development and well-being of the community and its residents.

Audiences Demonstrate Appreciation for the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
“This venue or facility is an important pillar for me within my community.”	81.4%
“I would feel a great sense of loss if this activity or venue were no longer available.”	88.8%
“This activity or venue is inspiring a sense of pride in this neighborhood or community.”	83.9%
“My attendance is my way of ensuring that this activity or venue is preserved for future generations”	76.8%

About This Study

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation’s nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **The Houston Arts Alliance joined the study on behalf of the Houston Theatre District.** For additional information including the national report, summaries for the 373 communities, an online calculator, and a description of the project methodology, visit www.AEP6.AmericansForTheArts.org.

Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. **In the Houston Theatre District, 6 of the 9 total eligible nonprofit arts and culture organizations identified by the Houston Arts Alliance provided the financial and attendance information required for the study analysis—an overall participation rate of 66.7%.** It is important to note that each study region’s results are based solely on the survey data collected. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings.

Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. **In the Houston Theatre District, a total of 540 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events during the period from May 2022 through June 2023.**

Studying Economic Impact Using Input-Output Analysis

Americans for the Arts uses the IMPLAN platform to create the customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. This analysis traces how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state. **To complete this analysis for the Houston Theatre District, the researchers used the IMPLAN platform to build a customized input-output model based on the unique economic and industrial characteristics of Harris County.**

Research Notes:

¹ For the purpose of this study, local attendees live within Harris County; nonlocals live elsewhere.



The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Midtown Cultural District (Houston, TX)

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$12,067,665	\$3,463,225	\$15,530,890

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	164	59	223
Personal Income Paid to Residents	\$10,089,639	\$1,905,876	\$11,995,515
Local Tax Revenue (city and county)	\$214,737	\$97,655	\$312,392
State Tax Revenue	\$147,750	\$65,887	\$213,637
Federal Tax Revenue	\$1,847,461	\$323,741	\$2,171,202

Event-Related Spending by Arts and Culture Audiences Totaled \$3.5 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	71,034	15,172	86,206
Percentage of Total Attendance	82.4%	17.6%	100.0%
Average Per Person, Per Event Expenditure	\$39.63	\$42.72	\$40.17
Total Event-Related Expenditures	\$2,815,077	\$648,148	\$3,463,225

Nonprofit Arts and Culture Audiences Spend an Average of \$40.17 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$20.57	\$14.90	\$19.57
Retail Shopping	\$4.23	\$1.96	\$3.84
Overnight Lodging (one night only)	\$0.33	\$7.69	\$1.62
Local Transportation	\$5.55	\$3.92	\$5.26
Clothing and Accessories	\$5.38	\$0.38	\$4.50
Groceries and Supplies	\$1.19	\$3.85	\$1.66
Childcare	\$1.89	\$3.08	\$2.09
Other/Miscellaneous	\$0.49	\$6.94	\$1.63
Overall Average Per Person, Per Event	\$39.63	\$42.72	\$40.17

Source: *Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the Midtown Cultural District*. For more information about this study or about other cultural initiatives in the Midtown Cultural District, contact the Houston Arts Alliance.

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Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the the Midtown Cultural District demonstrate an appreciation for how the arts and culture impacts the development and well-being of the community and its residents.

Audiences Demonstrate Appreciation for the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
“This venue or facility is an important pillar for me within my community.”	83.1%
“I would feel a great sense of loss if this activity or venue were no longer available.”	84.5%
“This activity or venue is inspiring a sense of pride in this neighborhood or community.”	81.7%
“My attendance is my way of ensuring that this activity or venue is preserved for future generations”	81.7%

About This Study

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Surveys of Nonprofit Arts and Culture Audiences

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