

ARTS & ECONOMIC PROSPERITY 6



Virtual informational workshop



HELLO & WELCOME TO PRESENTATION

WELCOME MESSAGE

Land Acknowledgement

“We would like to begin by acknowledging that the land on which we gather and that is currently known as the City of West Hollywood is the occupied, unceded, seized territory of the Gabrieleño Tongva and Gabrieleño Kizh peoples.”

LETS GET STARTED





TODAY'S AGENDA

INTRODUCTION TO ARTS & ECONOMIC PROSPERITY STUDY 6

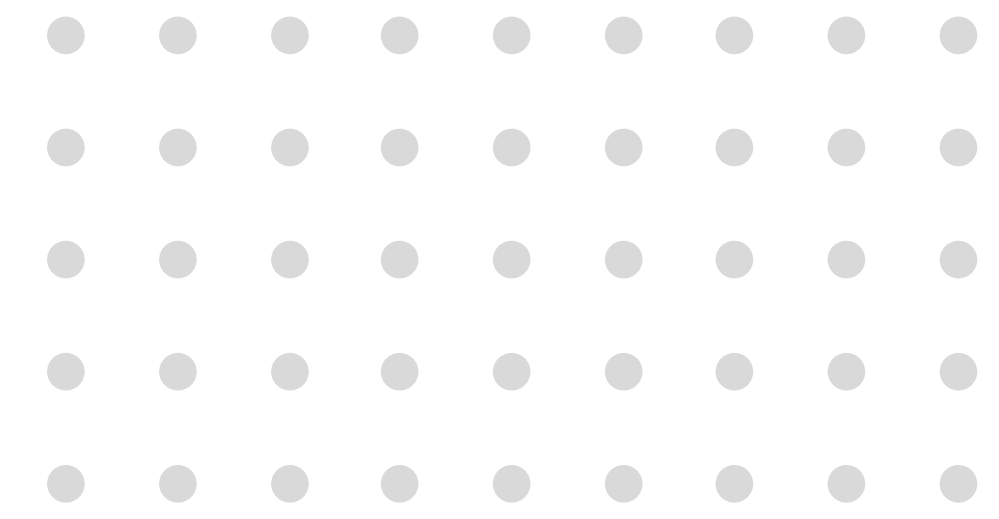
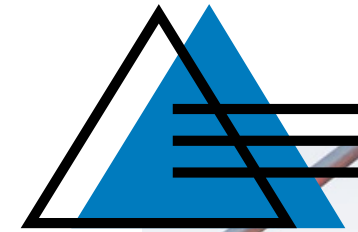
The 6th national study of the economic impact of the non-profit arts and culture industry.

EXPECTATIONS OF GRANTEES

There is no such thing as perfection.

TIME FOR QUESTIONS

We will make sure you have all the resources you need.





THE ARTS MEAN BUSINESS!

NONPROFIT ARTS ORGS ARE BUSINESSES

You employ people locally, purchase goods from within the community, and attract tourists to our city.

ARTS DRIVE COMMERCE

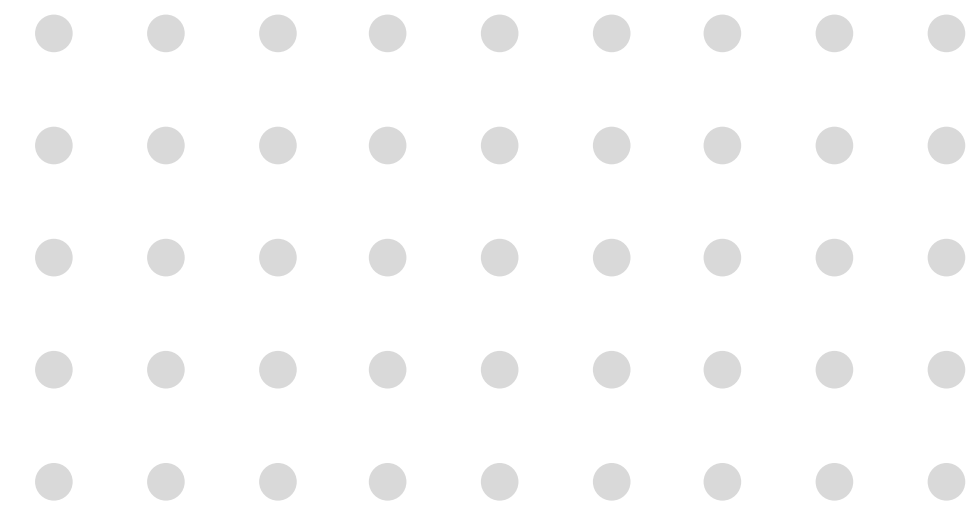
In 2017, arts attendees spent \$31.47 per person per event, beyond the cost of admission.

ARTS TRAVELERS ARE IDEAL TOURISTS

1/3 of attendees travel from outside the county in which the activity takes place and spends average of \$48 per person.

SMALL INVESTMENTS = BIG RETURNS

In 2017, combined \$5 billion in direct arts funding by local, state, and federal gov'ts yielded \$27.5 billion in gov't revenue.





WHAT'S IT ALL ABOUT

01

WHAT

Audience surveys will be collected from attendees at **in-person** performances. (**min 20 surveys** collected from each nonprofit org)

02

WHO

We are one of 387 cities participating representing all 50 states and the District of Columbia!

03

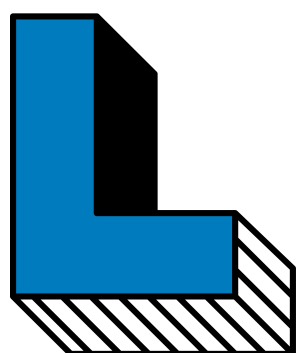
WHEN

Surveys will be collected at **in-person** events between **May 1, 2022 - April 30, 2023**

04

WHY

City will receive a customized Arts & Creative Economy Report that will be shared with participating organizations.





EFFORTS FOR EQUITY AND INCLUSION

AEP6 EQUITY TASK FORCE

Americans for the Arts is committed to addressing equity and inclusion as a critical component of the methodology, organizational participation, and collection of data for AEP6 .

Both must be true:

1. The organization has a mission statement (or guiding principles) that is centered in advancing, creating, and/or preserving artistic and cultural traditions rooted in communities of color.
2. More than 50% of the organization's audiences /attendees identify as BIPOC (Black, Indigenous, People of Color) or ALAANA (African, Latinx, Asian, Arab, Native American).





TYPES OF SURVEYS

THINK AHEAD

Which type of survey will work best for your presentation?

The survey is 13 questions and should take about 5 minutes to complete.



**QR
CODE**

SCAN A QR CODE

City will provide the organization a one-page flyer with a custom QR code for the audience to access the survey while they are attending an in-person presentation. Coming soon!

URL

TABLET OR IPAD

A “kiosk” version of the survey can to be used on a tablet or iPad that attendees can utilize while they are attending an in-person activity.

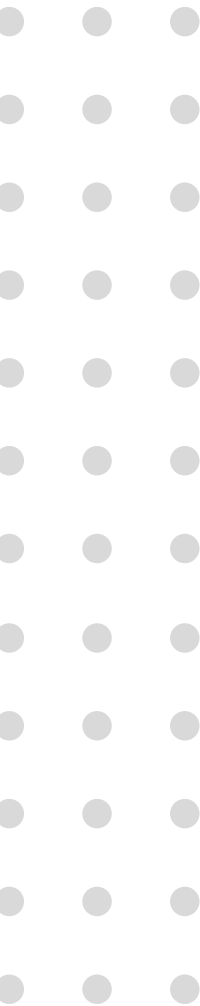
PAPER

PAPER SURVEYS

City will provide a packet of surveys to organizations. Once completed the organization will return them in to the City.



HOW TO ACHIEVE SUCCESS



THE TEAM

WHO'S COLLECTING

Get your people ready. Inform your staff/volunteers and prepare to collect surveys at your in-person performances.

GIVE 'EM WHAT THEY WANT

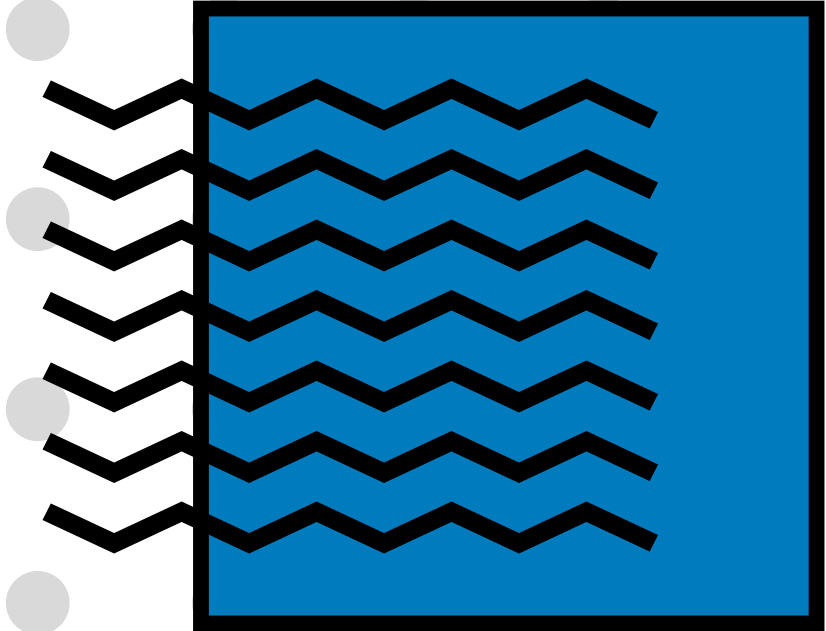
SWAG

We'll provide swag for handing out. Coming Soon!

DON'T BE SHY

CURTAIN ANNOUNCEMENT

City will provide a sample announcement for curtain and intermission



TIME FOR QUESTIONS

