



Economic Impact Studies

Looking to quantify the value of the arts in your community in terms government and business leaders will understand? An Americans for the Arts Economic Impact Study will enable you to measure—in a reliable and affordable manner—the economic impact of your community's nonprofit arts industry on four key areas of the economy:

- Full-time-equivalent jobs supported within your community
- Personal income paid to residents of your community
- Revenue generated to local (city and county) government
- Revenue generated to the state government

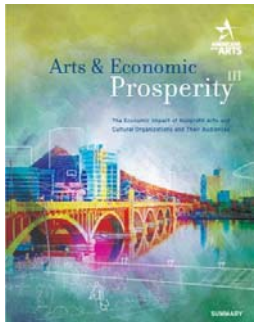


Signing up for an Economic Impact Study today guarantees you valuable comparison data from *Arts & Economic Prosperity III*, our brand new, oft-cited advocacy tool used to justify public and private sector support to nonprofit arts organizations.

Research Customized for Your Community

The professional research team at Americans for the Arts will work with you to develop the best plans for the execution of your study and announcement of your findings. Your affordable study fee includes features such as:

- Training, technical assistance, and professional support
- State-of-the-art economic input/output analysis
- A customized report about the findings in your community
- Tools to help you effectively communicate the findings of your report with legislators, business leaders, and the media



Don't Miss Your Chance!

NOW is the time to conduct an Economic Impact study in your community. With the release of *Arts & Economic Prosperity III* in June 2007, you have the rare opportunity to survey the nonprofit arts organizations and audiences in your area and compare the economic impact of the arts in your community to our national results. *Arts & Economic Prosperity III* included over 150 study regions, large and small, representing every U.S. state. With such a varied pool to choose from, you will easily find data from regions comparable to your own.

Five Steps on the Road to Prosperity

All You Need To Do...

1. Appoint a primary contact person for the project.
2. Provide a comprehensive list of nonprofit arts and culture organizations.
3. Survey the nonprofit arts and culture organizations on your list.
4. Collect at least 1,000 audience-intercept surveys.
5. Pay your affordable project fee.

Visit <http://www.AmericansForTheArts.org/EconomicImpact> for more information.
Call us at **202.371.2830** and talk to a member of the research team to sign up for a study in your community!