



**Strengthening artists and arts & culture organizations to increase  
their impact in our region**

[www.richmondcultureworks.org](http://www.richmondcultureworks.org)



## Our mission: Strengthening artists and organizations to increase their impact in our region

- Foster equitable access to arts and culture across the region
- Fortify a regional creative and cultural environment based upon collaboration & connectivity
- Generate increased creative capacity and economic impact of artists & organizations
- Expand artist and organizational access to resources

CultureWorks is an independent 501c3 non profit





# The Economic & Social Impact of Nonprofit Arts & Culture Industry

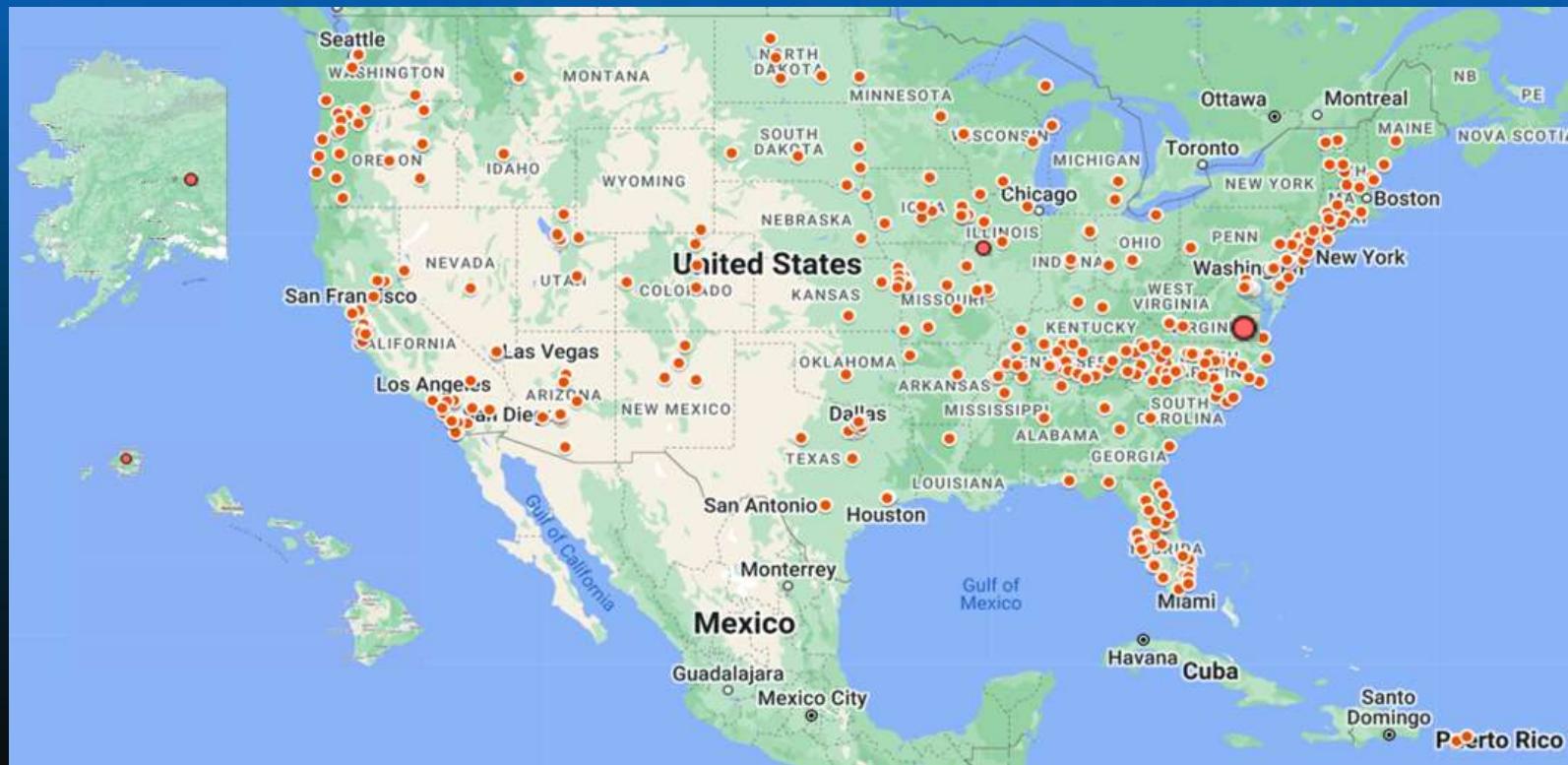
## *Richmond and Tri-Cities Region!*

January 2024



# Most Comprehensive Study Ever!

## 373 Study Regions in all 50 States and Puerto Rico.



## Across Virginia, Five Areas Measured Impact

- City of Alexandria
- Greater Fairfax
- Montgomery County
- Richmond & Tri-Cities Region
- South Hampton Roads





# \$??? Million in Spending (2022)

## *Richmond & Tri-Cities Region*



# \$329.9 Million in Spending (2022)

## *Richmond & Tri-Cities Region*

**Organizations**  
**\$213.2 Million**



**Audiences**  
**\$116.7 Million**

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## Jobs Supported

6,742

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## Jobs Supported

6,742

**Household Income = \$266.6 Million**

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## Government Revenue (Local, State, Federal)

**\$82.7 Million**

# Attendees Spent **\$30.45 Per Person, Per Event**

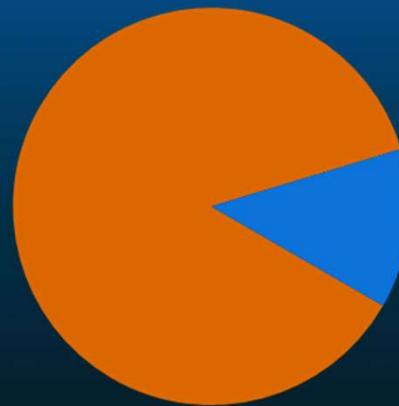


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# Audiences: Local vs. Non-Local

Local  
87%



Non-Local  
13%

**(Nonlocal = Outside the 11-County Region)**





## Event-Related Spending Local vs. Non-Local

**\$26.32**

Local

**\$58.21**

Non-local

**82% of nonlocal attendees said, "This arts event is the primary purpose for my trip."**





# Attendee Spending At BIPOC Org's Similar to All Org's

**Table 10:** Attendees to BIPOC Arts and Culture Organizations Spent an Average of \$32.40 Per Person, Per Event as a Result of Attending an Event in Richmond and the Tri-Cities Region During Fiscal Year 2022

	Attendees to BIPOC and ALAANA Organizations in Greater Richmond (N=352)	All Nonprofit Arts and Culture Attendees in Greater Richmond (N=2,356)
Food and Drink (off-site only)	\$12.57	\$15.33
Retail Shopping	\$5.87	\$3.55
Overnight Lodging	\$2.76	\$1.74
Local Transportation	\$4.62	\$4.08
Clothing and Accessories	\$3.10	\$2.64
Supplies and Groceries	\$2.40	\$2.14
Childcare	\$0.48	\$0.39
Other/Miscellaneous	\$0.60	\$0.58
<b>Overall Per Person Average</b>	<b>\$32.40</b>	<b>\$30.45</b>





## Social Impact Responses by Attendees

	Attendees at <u>All Events</u> (N=2,356)	Attendees at <u>BIPOC Events</u> (N=352)
"This venue or facility is an important <b>pillar for me within my community.</b> "	<b>80.9%</b>	<b>72.3%</b>
"I would <b>feel a great sense of loss</b> if this activity or venue were no longer available"	<b>85.8%</b>	<b>78.6%</b>
"This activity or venue is <b>inspiring a sense of pride</b> in this neighborhood or community"	<b>87.7%</b>	<b>84.8%</b>
"My attendance is my way of ensuring that this activity or venue is <b>preserved for future generations</b> "	<b>84.7%</b>	<b>81.7%</b>





## Across Virginia, Five Areas Measured Impact

- **City of Alexandria**
- **Greater Fairfax**
- **Montgomery County**
- **Richmond & Tri-Cities Region**
- **South Hampton Roads**

**What's the total impact of all 5 areas combined?**





## Across Virginia, over \$1 Billion in Annual Spend

Name of Study Region	2022 Population	Estimated Spending by Nonprofit Arts and Culture Organizations	Estimated Spending by Arts and Culture Audiences	Total Estimated Spending by the Nonprofit Arts and Culture INDUSTRY	TOTAL ECONOMIC IMPACT				
					Jobs	Resident Household Income	Local Government Revenue	State Government Revenue	Federal Government Revenue
<b>NATIONAL ESTIMATES OF ECONOMIC IMPACT</b>									
		<b>\$73.3 Billion</b>	<b>\$78.4 Billion</b>	<b>\$151.7 Billion</b>	<b>2.6 Million</b>	<b>\$101.0 Billion</b>	<b>\$4.4 Billion</b>	<b>\$5.5 Billion</b>	<b>\$19.2 Billion</b>
Montgomery County	98,495	\$19,577,117	\$22,118,415	\$41,695,532	697	\$24,420,126	\$1,165,509	\$1,213,427	\$4,710,573
City of Alexandria	159,428	\$55,879,198	\$55,623,677	\$111,502,875	1,533	\$84,892,112	\$4,869,158	\$2,229,527	\$12,769,048
Richmond and Tri-Cities Region	1,176,526	\$213,163,259	\$116,717,886	\$329,881,145	6,742	\$266,615,073	\$11,860,765	\$13,841,634	\$56,956,989
Greater Fairfax	1,186,168	\$189,869,086	\$90,956,146	\$280,825,232	3,295	\$196,444,071	\$6,953,097	\$5,348,468	\$33,882,260
South Hampton Roads	1,186,764	\$140,473,320	\$129,584,750	\$270,058,070	4,954	\$164,442,054	\$9,502,531	\$9,254,694	\$33,046,660
<b>Total</b>	<b>3,807,381</b>	<b>\$618,961,980</b>	<b>\$415,000,874</b>	<b>\$1,033,962,854</b>	<b>17,221</b>	<b>\$736,813,436</b>	<b>\$34,351,060</b>	<b>\$31,887,750</b>	<b>\$141,365,530</b>



# Arts & Culture Builds More Livable Communities



**86%**  
say arts and culture  
is “important to  
their community’s  
quality of life and  
livability.”



**79%**  
believe arts and  
culture is “important  
to their community’s  
businesses,  
economy, and  
local jobs.”

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# Our Jobs Require Creativity



55%

55% of Americans believe  
that their jobs require them  
to be creative

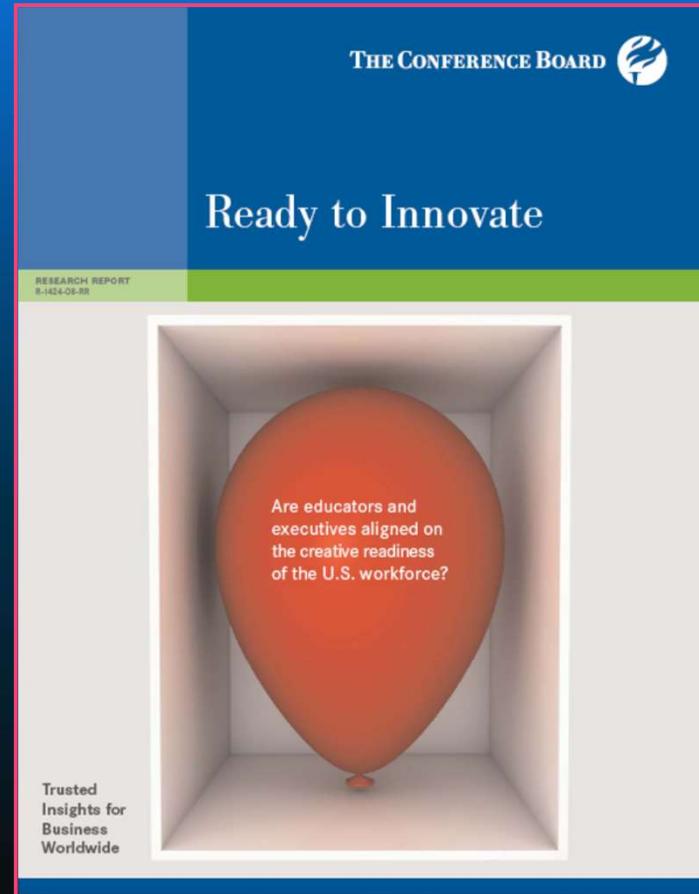


60%

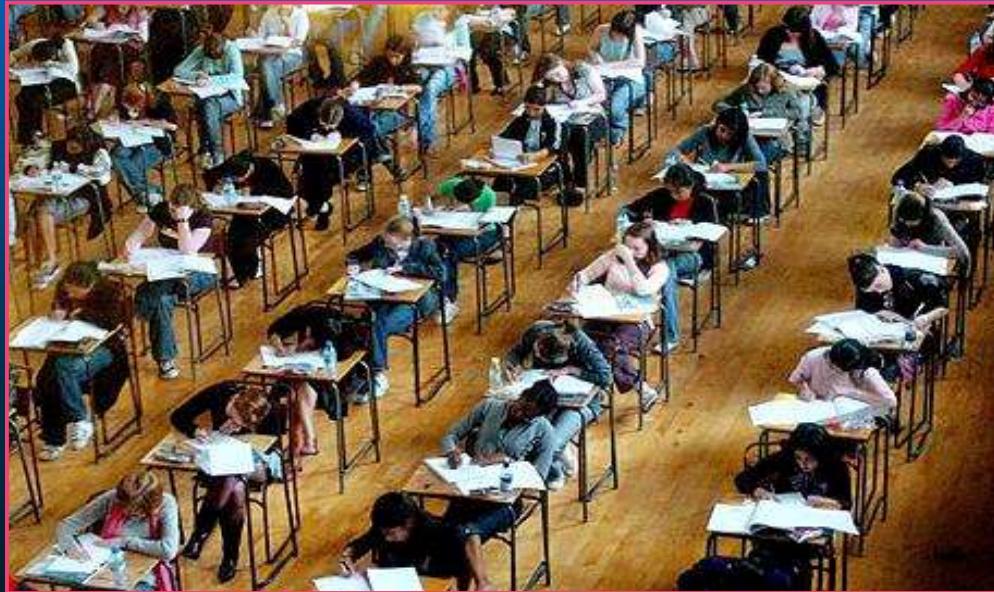
60% of Americans believe the  
more creative they are at their  
job, the more successful they  
will be in the work place



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# Improved Academic Performance



# Thomas Südhof

## Nobel Prize for medicine: “I owe it all to my bassoon teacher”



- **Drive for excellence**
- **Visual thinking**
- **Pattern recognition**
- **Problem solving**
- **Perseverance**





# Arts Build Empathy & Understanding

72%

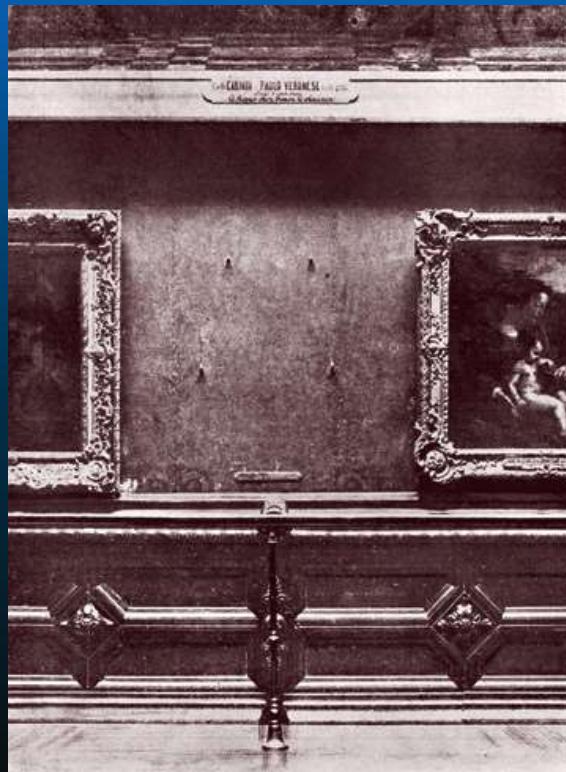
agree that the arts and culture provide shared experiences with people of different races, ethnicities, ages, beliefs, etc.

63%

say that the arts and culture helps them better understand other cultures in their community.



# Appreciating Arts and Culture



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## How Can YOU Invest in Arts & Culture?

1. *Invest in arts and culture organizations.*
2. *Sponsor a local event.*
3. *Volunteer at a local organization or event.*
4. *Encourage local government funding for the arts.*
5. *Attend! (and encourage others to as well)*

*Check out the Richmond & Tri-Cities Arts & Culture Calendar  
during the VFN conference and all year long*

<https://calendar.richmondcultureworks.org/>



# *Regional Experiences with Arts & Culture*









# Contact us for more information



[linkedin.com/in/lisabaehre/](https://www.linkedin.com/in/lisabaehre/)  
lbaehre@sandlercenterfoundation.org

**LISA BAEHRE**  
*Sandler Center Foundation*



[linkedin.com/in/carolynchampion/](https://www.linkedin.com/in/carolynchampion/)  
carolyn.t.champion@dominionenergy.com

**CAROLYN CHAMPION**  
*Dominion Energy*



**KEVIN FOSTER**  
*John Randolph Foundation*

[kfoster@johnrandolphfoundation.org](mailto:kfoster@johnrandolphfoundation.org)



**SCOTT GARKA**  
*CultureWorks*

[linkedin.com/in/scott-garka/](https://www.linkedin.com/in/scott-garka/)  
scott@richmondcultureworks.org

