



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

www.richmondcultureworks.org



Photo by Tom Topinka



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





ARTS &
ECONOMIC PROSPERITY 6



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.





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



\$??? Million in Spending (2022)

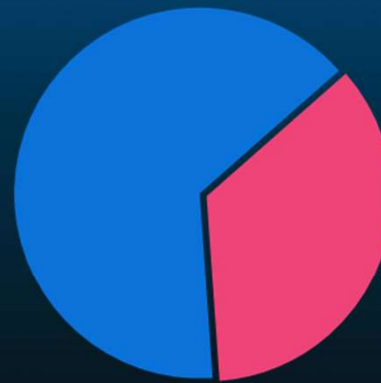
Richmond & Tri-Cities Region



\$329.9 Million in Spending (2022)

Richmond & Tri-Cities Region

Organizations
\$213.2 Million



Audiences
\$116.7 Million





Jobs Supported

6,742



Jobs Supported

6,742

Household Income = \$266.6 Million



Government Revenue (Local, State, Federal)

\$82.7 Million



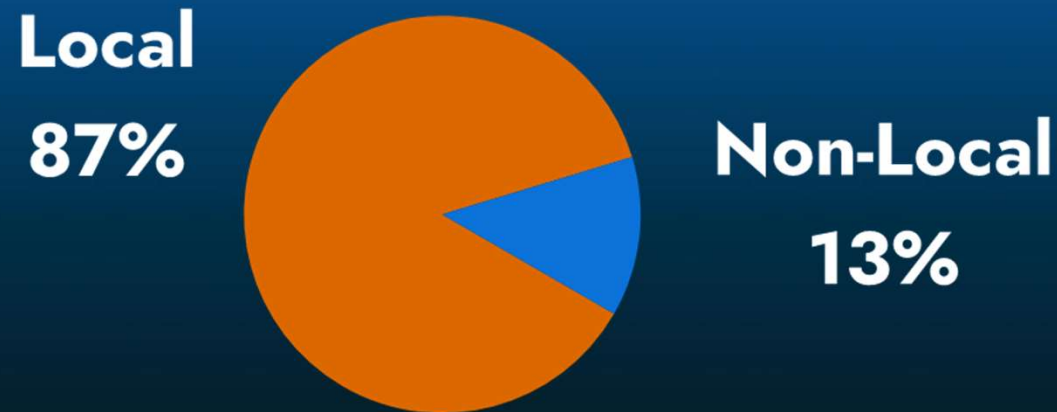
Attendees Spent \$30.45 Per Person, Per Event



@ArtsInfoGuy



Audiences: Local vs. Non-Local



(Nonlocal = Outside the 11-County Region)



Event-Related Spending Local vs. 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 |
| Overall Per Person Average | \$32.40 | \$30.45 |





Social Impact Responses by Attendees

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





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 |
| NATIONAL ESTIMATES OF ECONOMIC IMPACT | | \$73.3 Billion | \$78.4 Billion | \$151.7 Billion | 2.6 Million | \$101.0 Billion | \$4.4 Billion | \$5.5 Billion | \$19.2 Billion |
| 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 |
| Total | 3,807,381 | \$618,961,980 | \$415,000,874 | \$1,033,962,854 | 17,221 | \$736,813,436 | \$34,351,060 | \$31,887,750 | \$141,365,530 |



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."

CULTURE
works

 Americans
for the Arts

ARTS &
ECONOMIC PROSPERITY 6



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





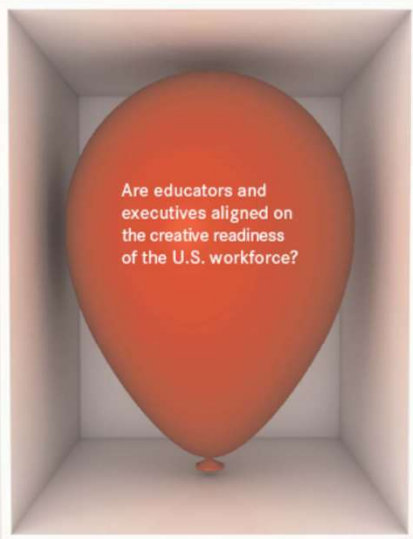
THE CONFERENCE BOARD 

Ready to Innovate

RESEARCH REPORT
R-1424-05-08

Are educators and
executives aligned on
the creative readiness
of the U.S. workforce?

Trusted
Insights for
Business
Worldwide



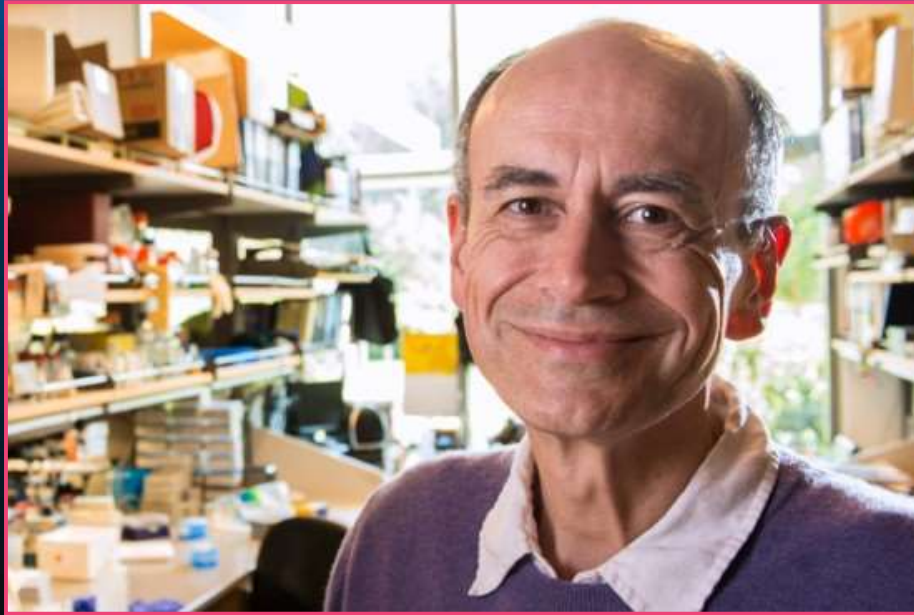
Improved Academic Performance



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

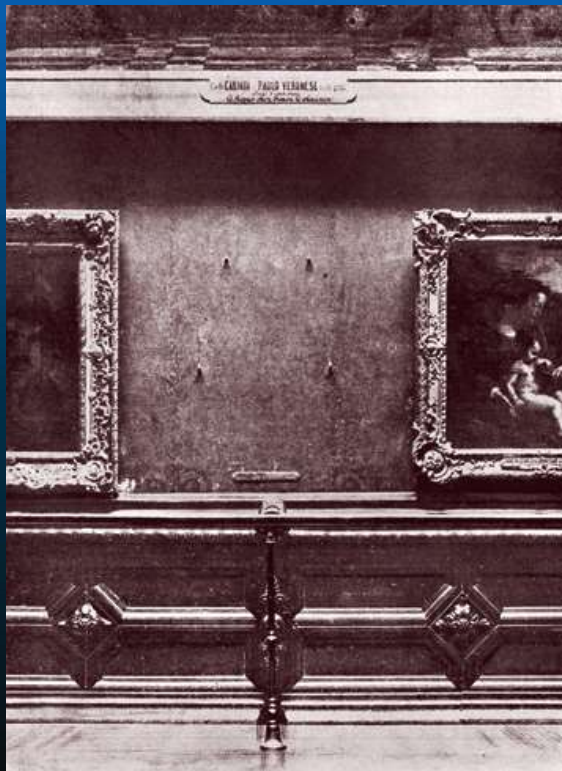
72%

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





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*

Regional Experiences with Arts & Culture









Contact us for more information



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