

Key Findings of the 2014 ArtsFund Economic Impact Study of Arts, Cultural & Scientific Organizations in King County

2014 impacts on the Washington State economy

- \$2.0 billion in business activity
- \$87 million in aggregate tax impacts
- 30,271 jobs supported
- \$859 million in labor income impacts (labor earnings and benefits)

Patron Expenditures

- Patron expenditures totaled \$574 million
- Tickets and admissions account for about one third of these expenses, with the remaining two thirds spent on restaurants, transportation, hotels, retail shops, and child care services

Cultural organizations bring in new money

- Approximately 35% of economic impacts came from outside the four county region
- Patrons are responsible for 75% of these new money impacts

Income and expenses

- Earned income accounted for 57% of the total revenue, with contributed income making up 43%
- 41% of total income comes from ticket sales
- Aggregate income exceeds aggregate expenditures by 3.4%

Broad Participation & Public Benefit

- Annual admissions in 2014 totaled 11.4 million visits
- Of these admissions, 1.1 million were visits by K-12 students
- 42% of admissions were free or discounted
- Patrons attending these free events spent over \$60 million

Connected community

- Over 90% of patrons surveyed at cultural organizations identified cultural activity as highly important to the Central Puget Sound region's identity and quality of life.

Full reports available at: www.artsfund.org/EIS

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Quotes from the 2014 ArtsFund Economic Impact Study Patron Surveys

As part of ArtsFund's 2014 Economic Impact Study, over 3,000 patrons were sampled at cultural venues throughout King County from January through July, 2015. Below is a snapshot of their responses to questions about the importance of cultural activity to their lives and to the identity of the region.

"Having a variety of accessible cultural venues and events is one of the integral facets that make this region such a desirable place to live, like the natural beauty of the region."

"Arts and cultural activities allow me to learn, explore, think, dream and understand. These activities increase my quality of life, reduce stress and encourage me to engage and participate in the community."

"Culture is the lens through which we interpret and understand our world, so developing our knowledge of culture is critical for understanding others and critically examining ourselves."

"Cultural activity is very important to the livability and economy of the region. One of the reasons we choose to live here!"

"(Cultural activities) enrich and expand on my understanding of what binds us together as a community, where we have come from and perhaps where we are going."

"I feel it is important to expose myself and my son to different cultural opportunities to broaden our horizons and know that the world is more than what is just in our back yard."

"Art and culture give this region class, inspiration, and vital love for beauty, as well as a passion for exploring cultures beyond our own."

"(Cultural activity) is a springboard for creativity and good brain development for the future problem solvers/leaders/inventors/idea builders."

"(Cultural activity) is the reason I want to retire here in Seattle. There is such a wealth of cultural activities that are both excellent and affordable"

"I feel very fortunate to be in a city that appreciates the role culture plays in society, it keeps us human and expands our perception of the world around us."