



LINCOLN ARTS

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For Immediate Release

Groundbreaking Study Reveals Economic and Social Impact of \$97.4 Million in Nonprofit Arts and Culture Sector in Lincoln

Lincoln, Neb. - The Lincoln Arts Council (LAC) announced today that Lincoln's nonprofit arts and culture industry generated \$97.4 million in economic activity in 2022, according to the newly released **Arts & Economic Prosperity 6 (AEP6)**, an economic and social impact study conducted by Americans for the Arts. That economic activity—\$54.5 million in spending by nonprofit arts and culture organizations and \$42.9 million in event-related spending by their audiences supported nearly 1,800 jobs and generated \$14.1 million in local, state, and federal government revenue. Spending by arts and culture audiences generates valuable commerce to local merchants, a value-add that few other industries can compete with.

Building on its 30-year legacy as the largest and most inclusive study of its kind, AEP6 uses a rigorous methodology to document the economic and social contributions of the nation's nonprofit arts and culture industry.

"Our vibrant nonprofit arts community in Lincoln has once again proven its significance, contributing \$97.4 million to our local economy in 2022. This groundbreaking study demonstrates the power of the arts, not only as a cultural force but as a driver of economic prosperity and community pride," says Lincoln Arts Executive Director Troy Gagner, "We're proud to continue our mission of fostering a dynamic arts scene, empowering local artists, and providing artistic experiences that enrich and connect our community."

The study demonstrates locally as well as nationally, arts and culture are a critical economic driver of vibrant communities. By measuring the industry's wide-ranging impact, public and private sector leaders can work together to secure funding and arts-friendly policies.

Key Findings from AEP6 Lincoln:

- Lincoln's nonprofit arts and culture industry generates \$42.9 million in event-related spending by its audiences.
- The typical attendee spends \$27.85 per person per event, not including the cost of admission.
- 94% of respondents agreed that the activity or venue they were attending was "a source of neighborhood pride for the community."
- 89% said they would "feel a sense of loss if that activity or venue was no longer available."

See overview of all findings at artscene.org/aep6lincolnsummary. See full report on study findings at artscene.org/aep6lincolnfullreport.

Nationally, the *Arts & Economic Prosperity 6* (AEP6) study reveals that America's nonprofit arts and culture sector is a \$151.7 billion industry—one that supports 2.6 million jobs and generates \$29.1 billion in government revenue.

"Arts and culture organizations have a powerful ability to attract and hold dollars in the community longer. They employ people locally, purchase goods and services from nearby businesses, and produce the authentic cultural experiences that are magnets for visitors, tourists, and new residents," said Nolen V. Bivens, president and CEO of Americans for the Arts. "When we invest in nonprofit arts and culture, we strengthen our economy and build more livable communities."

The full report, a map of the 373 study regions, and a two-page economic impact summary for each, can be found at AEP6.AmericansForTheArts.org.

About Arts & Economic Prosperity 6 Study

The Arts & Economic Prosperity 6 study was conducted by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts and arts education. It was supported by The Ruth Lilly Endowment Fund of Americans for the Arts. Americans for the Arts' 297 study partners contributed both time and financial support to the study. For a full list of the communities who participated in the Arts & Economic Prosperity 6 study, visit AEP6.AmericansForTheArts.org.

About Lincoln Arts

Lincoln Arts is a nonprofit organization dedicated to arts access and opportunities in the Lincoln community. Through a variety of events, programs, grants, and initiatives, Lincoln Arts works tirelessly to foster a vibrant arts scene, empower local artists, and engage the community in artistic experiences that inspire, educate, and entertain. For more information about Lincoln Arts, visit artscene.org.