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**Arts and Culture Are Big Business in**

**Cambria County Pennsylvania!**

**Cambria County’s Nonprofit Arts and Culture Industry Generates $34.2 Million in Economic Activity and Supports over 1,000 Full Time Equivalent Jobs Annually According to Americans for the Arts**

***Arts Industry Returns $3.5 Million in Revenue to Local and State Government***

Cambria County PA is one of 182 study regions that participated in the *Arts and Economic Prosperity IV*, the most comprehensive economic impact study of the nonprofit arts and culture industry ever conducted in the United States. *Arts & Economic Prosperity IV* was conducted by Americans for the Arts, the nation’s leading nonprofit organization for advancing the arts and arts education.

The results of this study show that arts and culture are big business in Cambria County. Locally the nonprofit arts and culture industry generates $34,157,920 in annual economic activity in the county —supporting 1,036 full-time equivalent jobs and generating $3.5 million in local and state government revenues.

According to the study, nonprofit arts and culture organizations spent $9.2 million during fiscal year 2010. This spending is far-reaching: organizations pay employees, purchase supplies, contract for services and acquire assets within their community. Those dollars, in turn, generated $7.1 million in household income for local residents and over $700,000 in local and state government revenues.

“The results of this study show what arts managers in Cambria County already know – that the arts are a valuable commodity in this region. Arts organizations enhance the quality of life and make our region a better place to live. They also employ people locally, generate event-related spending, and attract visitors to the region”, according to Becky Catelinet, Executive Director of the Pennsylvania Rural Arts Alliance (PRAA). PRAA was responsible for managing the survey process in Cambria County.

Nationally, the *Arts & Economic Prosperity IV* study reveals that the nonprofit arts industry produced $135.2 billion in economic activity during 2010. This spending—$61.1 billion by nonprofit arts and culture organizations plus an additional $74.1 billion by their audiences—supported 4.1 million full-time equivalent jobs and generated $22.3 billion in “This study shines a much-needed light on the vital role the arts play in stimulating and sustaining economic development,” says Robert L. Lynch, president and CEO of Americans for the Arts. “Contrary to popular belief, the arts are a bustling industry that supports a plethora of diverse jobs, generates significant revenues for local businesses and to federal, state and local governments and provides quality of life that positions communities to compete in our 21st century creative economy.”

**Arts Industry Boon for Local Businesses**

In addition to spending by organizations, the nonprofit arts and culture industry in Cambria County leverages $25 million in event-related spending by its audiences. As a result of attending a cultural event, attendees often eat dinner in local restaurants, pay for parking, buy gifts and souvenirs, and pay a babysitter. What’s more, attendees from out of town often stay overnight in a local hotel. In Cambria County non-resident attendees to arts and culture events spend an average of $26 per person compared to an average of $11 per person for county residents. “This is one of the most important pieces of this study,” says PRAA’s Becky Catelinet. “We are attracting non-residents to our area because of the strong cultural climate, and they are pumping significant dollars into our local economy.”

"Not only do the arts have a great impact on the quality of life of our region, but now this report confirms the economic impact they make,” says E. Jeanne Gleason, Vice Chair, Pennsylvania Council on the Arts. Appreciation is extended to the Pennsylvania Council on the Arts, the Pennsylvania Rural Arts Alliance and the many arts and cultural organizations who paid for this study and worked with the Americans for the Arts to gather the information and analyze it. "

The *Arts & Economic Prosperity IV* study was conducted by Americans for the Arts and supported by The Ruth Lilly Fund of Americans for the Arts. Americans for the Arts’ local, regional, and statewide project partners contributed both time and financial support to the study. The full text of the national statistical report is available at www.AmericansForTheArts.org/EconomicImpact.