

The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Mesa, AZ

Nonprofit arts and culture organizations in Mesa provide positive economic impact and improve community well-being.

OVERALL ECONOMIC ACTIVITY IN 2022:

**\$35.3
million**

Economic Impact of nonprofit arts sector employment	Total Impacts
Employment (Jobs)	960
Personal Income Paid to Residents	\$43,129,932
Local Tax Revenue (City and County)	\$1,636,951
State Tax Revenue	\$2,548,663
Federal Tax Revenue	\$8,982,049

Arts and culture drives commerce to local businesses and strengthens the visitor economy. 82.4% of nonlocal attendees reported their primary reason for visiting was to attend the performance, event, exhibit, venue or facility where they were surveyed.

Attendance to Arts and Culture Events	Local Attendees	Nonlocal Attendees	All Attendees
Total Attendance to In-Person Events	437,976	88,438	526,414
Percentage of Total Attendance	83.2%	16.8%	100.0%
Average Per Person, Per Event Expenditure Beyond Cost of Admission	\$25.72	\$53.23	\$30.37
Total Event-Related Expenditures	\$11,264,743	\$4,707,554	\$15,972,297

Arts and culture organizations contribute to community pride.

Level of Agreement with Social Impact Statements	Audiences
“This venue or facility is an important pillar for me within my community.”	77.0%
“I would feel a great sense of loss if this activity or venue were no longer available.”	86.6%
“This activity or venue is inspiring a sense of pride in this neighborhood or community.”	85.1%

ABOUT THIS STUDY

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation’s nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **The City of Mesa Department of Arts and Culture joined the study on behalf of the City of Mesa.** For additional information including the national report, summaries for the 373 communities, an online calculator and a description of the project methodology, visit www.AEP6.AmericansForTheArts.org.