



Nonprofit Arts Generate \$1.1 Billion in Direct Economic Impact in Missouri

The Impact

A new survey produced by Americans for the Arts provides compelling new evidence that the nonprofit arts and culture are a significant industry in the State of Missouri—one that generates \$1.1 billion in statewide economic activity. This spending—\$510.2 million by nonprofit arts and cultural organizations and an additional \$562.5 million in event-related spending by their audiences—supports 14,893 full-time equivalent jobs, generates \$742.9 million in household income to local residents, and delivers \$110.6 million in local and state government revenue. This economic impact study sends a strong signal that when we support the arts, we not only enhance our quality of life, but we also invest in the State of Missouri’s economic well-being.

At A Glance

	Total	Nonprofit Arts¹	Audience²
Total Direct Expenditures	\$1,072, 656, 998	\$510,204,701	\$562,452,297
Full-Time Equivalent Jobs	14,893	5,320	9,573
Household Income	\$315,277,000	\$145,698,000	\$169,579,000
Local Government Revenue	\$19,214,000	\$3,644,000	\$15,570,000
State Government Revenue	\$29,669,000	\$5,686,000	\$23,983,000

1. Direct spending by nonprofit arts and cultural organizations. 2. Direct spending by audiences attending nonprofit arts and cultural events.

Where the Numbers Come From

In 2008, the Missouri Arts Council contracted with Americans for the Arts to study the economic impact of the arts in Missouri. The study surveyed nonprofit arts and cultural organizations and their audiences. The study methodology does not employ the use of an expenditure multiplier. The study measures the economic impacts of only the actual expenditures reported.

For More Information

See the full report online at <https://www.missouriartscouncil.org/page.aspx?NavID=2>

Contact the Missouri Arts Council at 866-407-4752 or 314-340-6845.