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ARTS & ECONOMIC PROSPERITY 6 SURVEY RESULTS

Groundbreaking Study Reveals Economic and Social Impact of \$4.9 Million Nonprofit Arts and Culture Sector in National City.

NATIONAL CITY, CA, DECEMBER 1, 2023 — The results of the Arts & Economic Prosperity Survey make clear that arts and culture organizations, programs, events, and activities are powerful catalysts for economic prosperity in a community. Despite the obstacles presented by the COVID-19 pandemic, the arts have played a pivotal role in economic rejuvenation, fostering community cohesion and stimulating local economies. So, how do we measure its impact?

The Arts & Economic Prosperity 6 (AEP6) is an economic and social impact study of the nation's nonprofit arts and culture industry conducted by Americans for the Arts every five years. The study shows us that when we invest in arts and culture, we strengthen our economy and build more livable communities. Spending by arts and culture audiences generates valuable commerce to local merchants, a value-add that few other industries can compete with.

On October 12, 2023, the Americans for the Arts released the Arts & Economic Prosperity 6 (AEP6) national findings, as well as snapshot reports for participating municipalities like the City of National City. In summary, six (6) arts and culture nonprofit organizations and venues in the City of National City were identified, and 286 surveys were collected from volunteers and city staff at different arts and culture events throughout National City.

National City's nonprofit arts and culture industry generated \$4.9 million in economic activity in 2022, according to AEP6. That economic activity—\$2.2 million in spending by nonprofit arts and culture organizations and \$ 2.7 million in event-related spending by their audiences supported 66 jobs and generated \$1.1 million in local, state, and federal government revenue.

In National City, A Reason To Survive (ARTS) is a key arts and culture nonprofit organization offering arts programming, events, and activities for youth and families in the community. These arts and culture offerings had a financial impact of nearly \$750,000. Since 2012, ARTS has operated in a facility owned by the City of National City and collaborated closely with the City on public art and capital improvement projects across the community. Additionally, ARTS' programming is possible through partnerships with school districts, community organizations, and local artists. ARTS' mission is to lift young people in the South County region of San Diego to become confident, compassionate, and courageous community builders through the transformative power of creativity. Join

us on December 5, 2023, at 6:00 PM at City Hall in National City during the City Council Meeting to learn about the art & economic impact ARTS has in National City.

In San Diego County, an unprecedented seven (7) municipalities and two (2) cultural districts coordinated efforts, representing over 60% of the county's population. AEP6 reveals that San Diego County's nonprofit arts and culture sector is a \$1.3 billion industry that supports 19,771 jobs and generates \$320,693,871 in local, state, and federal government revenue. Listed by population, the participants were the City of San Diego and Balboa Park Cultural District, Oceanside and Oceanside Cultural District, Escondido, Carlsbad, Encinitas, National City, and Coronado.

Nationally, the Arts & Economic Prosperity 6 (AEP6) study reveals that America's nonprofit arts and culture sector is a \$151.7 billion industry 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."

AEP6 demonstrates arts and culture's significant economic and social benefits to communities, states, and the nation. By measuring arts and culture's wide-ranging impact, public and private sector leaders can work together to secure funding and arts-friendly policies that shape more vibrant and equitable communities.

The full report, a map of the 373 study regions, and a two-page economic impact summary for National City can be found at AEP6.AmericansForTheArts.org or at www.nationalcityca.gov/AEP6.

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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 time and financial support to the study. For a full list of communities participating in the Arts & Economic Prosperity 6 study, visit AEP6.AmericansForTheArts.org.