

Lee's Summit
Arts and Economic Prosperity Report

ARTS &
ECONOMIC PROSPERITY 6

Arts and Economic Prosperity Report (AEP)

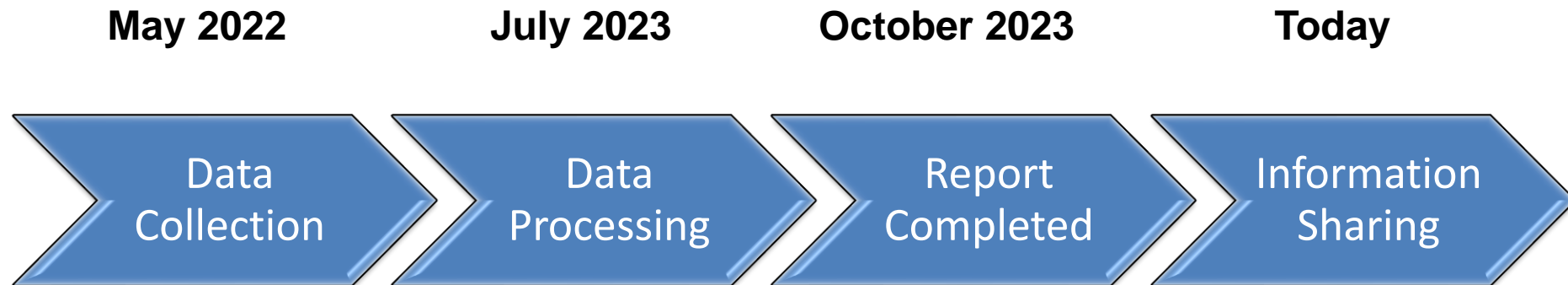
Facilitated by Americans for the Arts.

The largest and most inclusive survey to measure the economic impact of the nonprofit arts and cultural sector across the country and within our community.

This study does not include the for-profit arts and culture industry or individual artists.



Lee's Summit AEP Report Timeline



Lee's Summit
Arts and Economic Prosperity Report
Key Findings

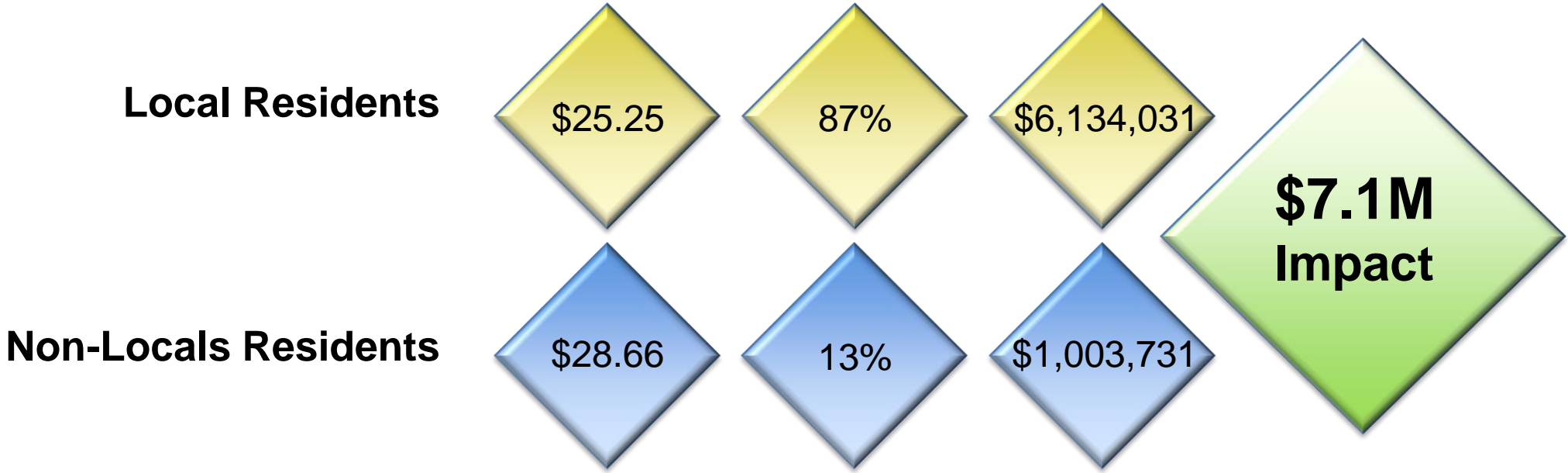
Arts and Economic Prosperity Report

Lee's Summit Sample Size

12 nonprofit and local government arts and cultural organizations surveyed

231 audience-intercept surveys collected

Event-Related Spending by Audiences



Lee's Summit Audience Spending Compared to Regional and National Averages

Event-Related Spending by Audiences

Local

Lee's Summit	Metro Region	National Average
\$25.25	\$33.58	\$29.77

Non-Local

Lee's Summit	Metro Region	National Average
\$28.66	\$60.37	\$60.57

Arts and Culture Events Support Community And Tourism

- 87% of non-locals surveyed said that their primary purpose for coming to LS was to attend a specific cultural event.
- 69% of non-locals said that they would have traveled to another community to attend a similar event.
- 57% of local attendees said that they would have traveled to a different community to attend a similar event.
- Local attendees said they would feel a great sense of loss if the activity were no longer available, and would feel a loss of community pride.

Economic Impact of the City's Nonprofit Arts and Cultural Sector

Direct Economic Impact (FY2022)

\$8,176,332

Direct Economic Activity (Direct Spending)	Organizations	Audiences	Total Expenditures
Total Industry Expenditures	\$1,038,570	\$7,137,762	\$8,176,332

Opportunities

- Continue data collection to further evaluate the social and economic impact of our arts and culture sector.
- Explore investment in cultural events that attract non-residents and encourage overnight lodging.
- Support the expression of diverse art forms, cultures and perspectives.

Thank You!

Questions?

Supplemental Slides

LS Audiences Spend an Average of \$25.67 Per Person/Per Event

Category of Event-Related Spending	Residents	Non-Residents/ Tourists	All Attendees
<i>Food and Drink</i>	<i>\$11.70</i>	<i>\$8.88</i>	<i>\$11.34</i>
Retail Shopping	\$3.89	\$2.80	\$3.75
Groceries and Supplies	\$3.39	\$2.37	\$3.36
Clothing and Accessories	\$3.15	\$4.45	\$3.31
Local Transportation	\$1.91	\$4.37	\$2.22
<i>Overnight Lodging (1-night only)</i>	<i>\$0.64</i>	<i>\$3.45</i>	<i>\$1.00</i>
Childcare	\$0.40	\$1.72	\$0.56
Other	\$0.17	\$0.62	\$0.23
Overall Average Per Person, Per Event	\$25.25	\$28.66	\$25.67

Spending by Arts and Cultural Organizations and their Audiences

Total Economic Impact (Direct, Indirect, and Induced Impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	43	95	138
Personal Income Paid (Salary/Wages)	\$2,376,829	\$3,399,772	\$5,776,601
Local Tax Revenue (City & County)	\$48,933	\$199,579	\$248,512
State Tax Revenue	\$36,769	\$131,138	\$167,907
Federal Tax Revenues	\$461,268	\$566,814	\$1,048,082

Event-Related Spending by Audiences

\$7.1 Million Impact

Attendance at LS Arts & Cultural Events	Residents	Non-Resident/ Tourists	All Attendees
Total Attendance at In-Person Events	242,932	35,022	277,954
Percentage of Total Attendance	87%	13%	100%
Average Per Person, Per Event Spending	\$25.25	\$28.66	\$25.67
Total Event Related Expenditures	\$6,134,031	\$1,003,731	\$7,137,762