The arts mean business!

Randy Cohen, Americans for the Arts
$21 Million

Total economic impact of the nonprofit arts industry in Washington County (2015)

942 Full-time equivalent jobs supported annually by the Nonprofit Arts Industry in Washington County
$1.56 Million

Annual state and local government revenue generated annually by the Washington County nonprofit arts industry

Total Nonprofit Arts Industry Economic Impact

Population: 500,000 to 1,000,000

Washington County
Similar Study Regions
Portland
Arts Organizations

• 31 organizations
• $13.8 million in direct expenditures
• Labor, facilities, operations, programming

Data Reliability

• About 40% participation rate - 31/78
• Targeted the largest orgs in Washington County
• Who and how much is missing?
• If anything, our numbers are low
Washington County Arts Organizations by Budget Size (Expenditures)

- Under $100,000: 17
- $100,000 - $250,000: 2
- $250,000 - $999,999: 9
- $1,000,000 - $4,999,999: 3
- $5,000,000 - $9,999,999: 1

Washington County Arts Organizations by Discipline

- Performing Arts: 52%
- Education: 19%
- Museums and Heritage: 13%
- Support & Advocacy: 13%
- Visual Arts: 3%
**Number of Participating Arts Organizations by Study Region in Oregon**

- Central Oregon: 13
- Clackamas County: 18
- Clatsop County: 22
- Corvallis: 22
- Eugene: 40
- Lincoln County: 10
- Northeast Oregon: 5
- Portland: 134
- Southern Oregon: 4
- Washington County: 31
- Yamhill County: 53

**Arts Organization Expenditures in Millions**

- Central Oregon: $9.9
- Clackamas County: $5.8
- Clatsop County: $2.8
- Corvallis: $27.5
- Eugene: $40.7
- Lincoln County: $1.59
- Northeast Oregon: $0.65
- Portland: $194.7
- Southern Oregon: $37.5
- Washington County: $13.8
- Yamhill County: $20.6
Audience Impact

- 450+ audience surveys
- Collected at over 20+ events
- Ticketed and non-ticketed events

Arts Event Attendee Spending

- 360,000+ art event attendees
- Attendees spent $20/person/event outside the cost of admission
- $7.2 million annually
Age of Washington County Residents and Arts Event Attendees

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Population</th>
<th>Event Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>23.60%</td>
<td>9.65%</td>
</tr>
<tr>
<td>35-44</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>45-54</td>
<td>18.35%</td>
<td>13.60%</td>
</tr>
<tr>
<td>55-64</td>
<td>23.80%</td>
<td>11.60%</td>
</tr>
<tr>
<td>65+</td>
<td>10.80%</td>
<td>39.65%</td>
</tr>
</tbody>
</table>

Washington County Arts Event Attendees by Educational Attainment

Masters degree or higher: 45%
High School: 6%
2-year degree: 11%
4-year degree: 38%
Per Person, Per Event Expenditures by Study Region

- **Washington County Arts Events & Cultural Tourism**
  - **Residents**: 66.5%
  - **Non-Residents**: 33.5%
91.5% Of non-resident attendees said the primary purpose of their trip to Washington County was to attend that specific arts or cultural event.

65.6% Of non-residents said they would have traveled to a different community to attend a similar arts or cultural event if they hadn’t come to Washington County.
Number of non-resident attendees who paid lodging expenses in association with attending that specific event (around 5,500 people)

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage of Arts Event Attendees that are non-residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Oregon</td>
<td>36.5%</td>
</tr>
<tr>
<td>Clackamas County</td>
<td>32.4%</td>
</tr>
<tr>
<td>Clatsop County</td>
<td>45.6%</td>
</tr>
<tr>
<td>Corvallis</td>
<td>24.5%</td>
</tr>
<tr>
<td>Eugene</td>
<td>12.1%</td>
</tr>
<tr>
<td>Lincoln County</td>
<td>30.7%</td>
</tr>
<tr>
<td>Northeast Oregon</td>
<td>13.8%</td>
</tr>
<tr>
<td>Metro</td>
<td>15.7%</td>
</tr>
<tr>
<td>Southern Oregon</td>
<td>82.4%</td>
</tr>
<tr>
<td>Washington County</td>
<td>33.5%</td>
</tr>
<tr>
<td>Yamhill County</td>
<td>37.0%</td>
</tr>
</tbody>
</table>
Cultural Tourists Spend More!

Per Person Event Spending

Residents
Non-Residents

Southern Oregon: $3,400
Corvallis: $1,200
Yamhill: $440

Eugene: 390
Portland: $380
Clatsop County: $365

Lincoln County: $225
Washington County: $37
Clackamas County: $37

NE Oregon: $25

Per Capita Nonprofit Arts Industry
(Total Economic Impact/ year-round population)
Tualatin Valley Creates

• Increase arts event attendance through communications and promotion
• Support existing programs and foster growth of new programs serving a broader audience
• Work to achieve greater access to arts for all, including culturally-relevant art for the diverse community
• Provide forward thinking leadership and long-term strategic planning for the sector

AEP5 Study Partners