

# ARTS & CULTURE

# IMPACT

Measuring the Economic Impact of the Arts & Culture Industry in Onondaga County, New York



# Key Findings

*Arts & Culture Impact* is a study commissioned by CNY Arts and conducted by Le Moyne College faculty using actual (not estimated) data to measure the economic impact of arts & culture organizations and their audiences / attendees. The organization expenditures in this study were reported by 47 arts & culture organizations, and the nearly \$100 million in audience spending is based on surveys conducted at arts & culture events in Onondaga County.

\$148,188,199

Direct Expenditures

5,906

Full-Time Equivalent Jobs

\$125,708,928

Resident Household Income

\$13,796,743

Local Government Revenue

\$8,034,479

State Government Revenue

Organizations

Audiences

This is a follow-up study to the 2012 *Arts & Economic Prosperity IV*, which was conducted by Americans for the Arts.

As the findings will demonstrate, the arts & culture industry in Onondaga County continues to serve a vital role as an economic engine for the region.

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Everson Museum of Art

# Organization Spending

Syracuse Stage, photo by Michael Davis



**\$48,788,227**

Direct Expenditures



**2,596**

Full-Time Equivalent Jobs

**\$50,435,317**

Resident Household Income

**\$3,854,758**

Local Government Revenue

**\$1,862,735**

State Government Revenue

Onondaga County boasts a wealth of arts & culture, much of which is produced, presented, curated, and disseminated by organizations in our community. The 47 organizations that participated in this study reported over \$48 million in spending, which has a ripple effect through the economy — supporting jobs, creating household income, and generating local and state government revenue.

*Arts & culture organizations are important components of a vibrant business community. They hire workers, pay for goods and services, and, of course, create valuable and memorable experiences for community members.*

# Audience Spending

When community members attend an arts & culture event, they often make an evening, a day, or sometimes even a weekend out of the experience. Our data supports that audience members travel, eat, drink, sometimes stay overnight, park their car, shop, patronize salons, and may pay for childcare. This spending is directly tied to their attendance, and therefore, the arts & culture industry is a major economic engine for restaurants, stores, parking facilities, and other local businesses.

To measure the impact of audiences and attendees in Onondaga County, researchers used audience-intercept surveys during a variety of events in 2017 and 2018. These surveys generated detailed data from 663 event attendees, who indicated that they spend an average of \$19.61 per person, per event as a direct result of their attendance at the event. The 47 participating arts & culture organizations reported total event attendance of 5 million, which means that these attendees spent an estimated \$99.4 million, excluding the cost of event admission.

**\$99,399,972**

Direct Expenditures



**3,310**

Full-Time Equivalent Jobs

**\$75,273,611**

Resident Household Income

**\$9,941,985**

Local Government Revenue

**\$6,171,744**

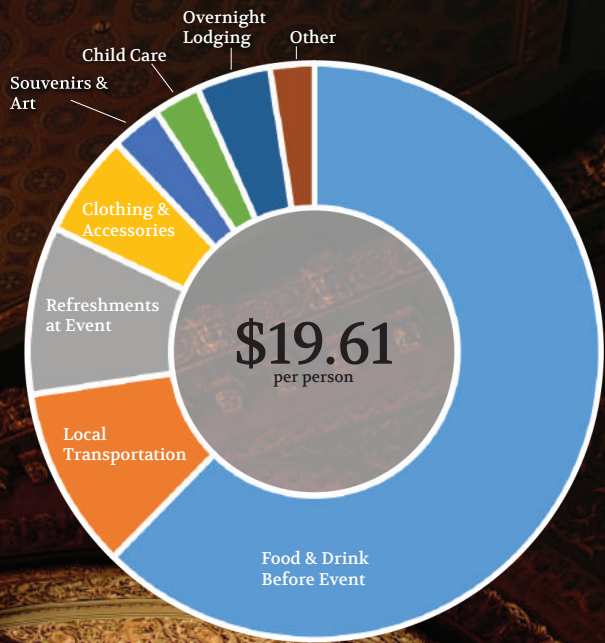
State Government Revenue

Syracuse Stage, photo by Brenna Merritt

# Audience Spending Detail

(per person)

Event attendees spend an average of **\$19.61** per person per event in Onondaga County, excluding the cost of admission



# Where Do These Numbers Come From?



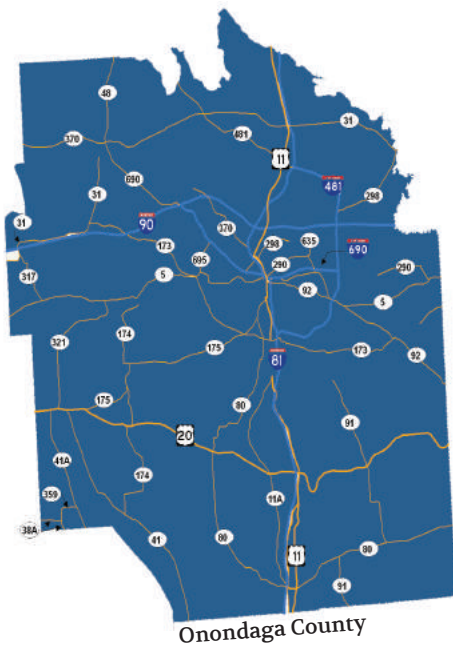
This study reports actual (not estimated) data collected from both organizations and audiences:

- 47 arts & culture organizations submitted detailed financial and attendance data through an online portal.
- Researchers utilized the standard audience-intercept method to gather anonymous survey data reflecting the spending habits of 663 audience members at a variety of arts & culture events in 2018.
- In order to provide an accurate picture of economic impact, this study utilized the input-output analysis and ratios established in the previously-mentioned 2012 *Arts & Economic Prosperity IV*, which was conducted by Americans for the Arts.

CNY Jazz

## How Do We Compare?

Key measures facilitate a quick comparison between Onondaga County and similar areas across the United States. Data on similar study regions (population between 250K and 500K) is from *Arts & Economic Prosperity V*, conducted by Americans for the Arts and available for download at [www.americansforthearts.org/economicprosperity](http://www.americansforthearts.org/economicprosperity).



	Onondaga County	Median of Similar Study Regions
Organization Expenditures	\$48,788,227	\$27,449,975
Audience Expenditures	\$99,399,972	\$30,590,137
Full-Time Equivalent Jobs	5,906	1,921
Resident Income Generated	\$125,708,928	\$38,161,000
Local Gov't Revenue	\$13,796,743	\$2,661,000
State Gov't Revenue	\$8,034,479	\$3,219,000
<b>Total Industry Impact (Organizations &amp; Audiences)</b>	<b>\$148,188,199</b>	<b>\$58,040,112</b>

# Participating Organizations

*The following 47 organizations have been vital to measuring the impact of the arts & culture industry, having provided detailed financial and attendance data about their organization.*

A Harmony of Harps  
Breadcrumbs Productions  
Central New York Jazz Arts Foundation  
Central NY Chapter of the American Harp Society  
CNY Arts  
Erie Canal Museum  
Everson Museum of Art  
Friends of the Central Library  
Joined Artists, Musicians & Singers  
Le Moyne College Department of Visual & Performing Arts  
Light Work Visual Studies  
MasterWorks Chorale  
Milton J. Rubenstein Museum of Science & Technology  
New York State Rhythm and Blues Festival  
Onondaga Civic Symphony  
Onondaga Historical Association  
Open Figure Drawing  
Open Hand Theater  
Paul Robeson Performing Arts Company  
Punto de Contacto - Point of Contact  
Redhouse Arts Center  
Skaneateles Festival

SMG Oncenter  
Society for New Music  
Symphoria  
Syracuse Allied Arts  
Syracuse Area Landmark Theatre  
Syracuse Children's Theatre  
Syracuse City Ballet  
Syracuse Community Choir  
Syracuse Friends of Chamber Music  
Syracuse International Film Festival  
Syracuse Jazzfest Production  
Syracuse Opera Company  
Syracuse Pops Chorus  
Syracuse Poster Project  
Syracuse Shakespeare Festival  
Syracuse Stage  
Syracuse Vocal Ensemble  
The Arts Branch of the YMCA of Greater Syracuse  
The Central New York Playhouse  
The Public Broadcasting Council of CNY (WCNY)  
TheaterFIRST Productions  
Urban Video Project  
Wacheva Cultural Arts  
Westcott Area Cultural Coalition  
Westcott Community Center



*Syracuse Opera, photo by Amelia Beamish*



CNY Jazz, photo by Sandy Roe

*In addition to the 47 arts & culture organizations listed on page 7 of this report, we would also like to extend our thanks to the 663 audience members whose data was collected at arts & culture events across Onondaga County. The actual data collected from organizations and audiences forms the basis for this report's findings.*

*We would also like to extend our gratitude to Professor Ronald Wright of the Madden School of Business at Le Moyne College, who conducted the original 2012 study, for his advice and consultation during this project.*

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