



ACA
Arts & Culture Alliance

What's at Stake? COVID19 & Nonprofit Arts & Culture

The Arts and Culture sector is centered around bringing people together. Nonprofit arts and culture organizations rely on earned revenue from ticket sales and contributions. When doors close and performances or events are postponed due to the coronavirus, income is lost. The impact of that is severe. The information below is based upon the most recent economic impact study. A sector-wide survey, in partnership with Metro United Way and Center for Nonprofit Excellence will be completed by Friday, March 20. *This is the best information as of 3.15.2020 and will continue to be updated.*

Total Economic Activity

Annually, the nonprofit arts and culture industry in Jefferson County generates **\$462.5 million in total economic activity**. This activity comes from nonprofit arts and culture organization spending and spending by nonprofit arts and culture audiences.

\$462.5 million
Annual Impact



\$76 million
60-Day Loss

\$38 million
30-Day Loss

\$1.3 million
Daily Loss

Household Income

Spending by nonprofit arts organizations and their audiences generates more than **\$353.8 million in household income** for Jefferson County families annually.

\$353.8 million
Annual Impact

\$58.2 million
60-Day Loss

\$29 million
30-Day Loss

\$969,315
Daily Loss

Jobs

Spending by nonprofit arts organizations and their audiences generates more than **17,000 jobs** for Jefferson County families annually.

17,529
Annual Impact

2,881
60-Day Loss

1,441
30-Day Loss

48
Daily Loss

Educational Experiences

We conservatively estimate that Greater Louisville nonprofit arts and culture organizations provide more than **1 million in-school educational experiences** each year.

1 million
Annual Impact

200,000
60-Day Loss

100,000
30-Day Loss

5,000
Daily Loss

Event Attendance

Annually, **9.3 million people attend** nonprofit arts and culture performances and exhibitions. 20% of those audience members are from out-of-town, who spend dollars on accommodations, food, and entertainment.

9.3 million
Annual Attendees

1.5 million
60-Day Loss

764,384
30-Day Loss

25,479
Daily Loss

\$25.51
Spent on top of ticket cost by each attendee

This report provides aggregated data from Jefferson County nonprofit arts and culture organizations which includes performing and visual arts, science, history, heritage, libraries and zoos. This information is developed in partnership between Fund for the Arts and Arts & Culture Alliance and will be updated as more information is available.