



**Driving a vibrant community by inspiring, enabling
and cultivating world-class arts and culture.**

www.richmondcultureworks.org

Why RVA? We're making headlines!



- **AboutTravel** named Richmond #4 on its list of 26 best places to visit in the world
- Travel website **Gogobot** named Richmond the most artistic mid-sized city in the US
- **US News and World Report** named Richmond among **Top 25 Places to Live**
- In 2017, **Southern Methodist University** named Richmond **Top 20 Arts-Vibrant Large US City**.

Why are Arts & Culture critical to our community?

- Quality Place
- Economic Impacts
- Education Impacts
- Social Impacts



ARTS & ECONOMIC PROSPERITY 5

THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES



CREATING **JOBS**. GENERATING **COMMERCE**. DRIVING **TOURISM**.

Richmond and Tri-Cities Region

#AEP5



Most Comprehensive Study Ever!

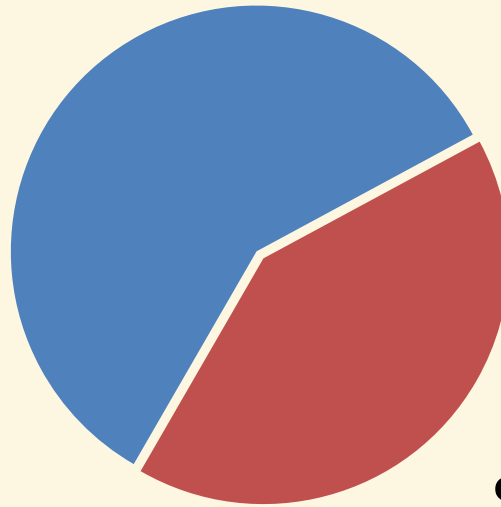
341 Study Regions in all 50 States—Including Richmond & Tri-Cities Region





By the Numbers: \$360.1 Million in Spending (2015)

Organizations
\$211.7 Million

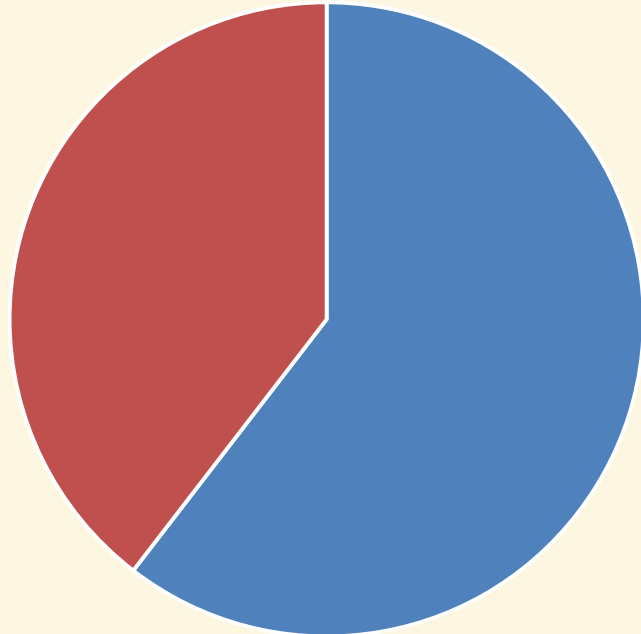


Audiences
\$148.4 Million



\$316 Million in Spending by Richmond-based organizations

**Audiences
\$125 Million**



**Organizations
\$191 Million**

13 Arts and Cultural Funding Consortium Members: \$60 Million



Jobs Supported by Non Profit Arts and Culture (FTE)

10,702

This translates into \$204 million in household income.

13 Arts and Cultural Funding Consortium Members: 2,230



State & Local Government Revenue Generated

\$31.6 Million

13 Arts and Cultural Funding Consortium Members: \$3.1 Million LOCAL revenue



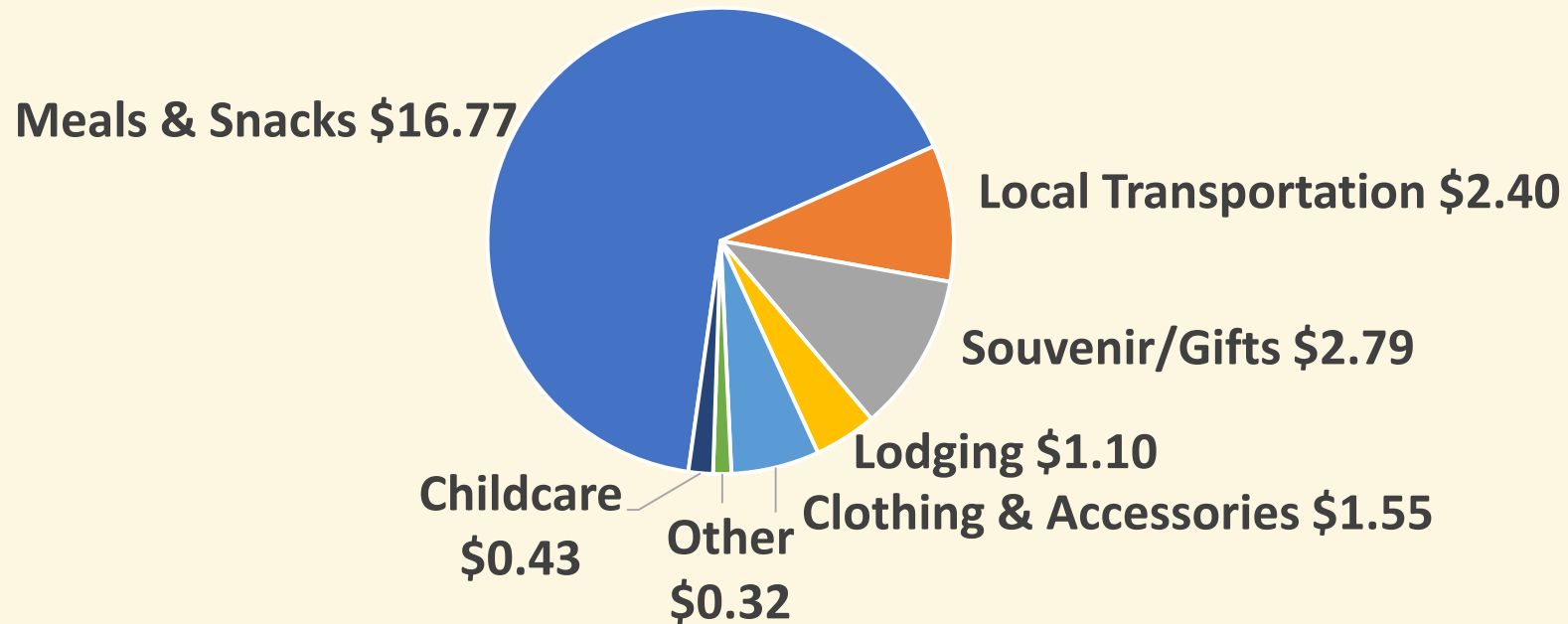
Economic Impacts Generated by District

District	Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
1	\$72,238,229	2,143	\$40,985,098	\$2,940,405	\$3,409,990
2	\$65,748,375	1,945	\$37,351,150	\$2,677,053	\$3,115,736
3	\$14,149,630	394	\$8,352,813	\$581,436	\$749,566
4	\$2,393,348	73	\$1,338,800	\$97,097	\$108,180
5	\$60,527,866	1,817	\$34,061,949	\$2,459,031	\$2,787,059
6	\$95,950,168	2,887	\$53,906,133	\$3,896,594	\$4,395,585
7	\$5,752,299	166	\$3,301,714	\$234,786	\$281,105

Note: While no study data available for organizations based in Districts 8 and 9, numerous organizations and artists target programming toward these Districts.



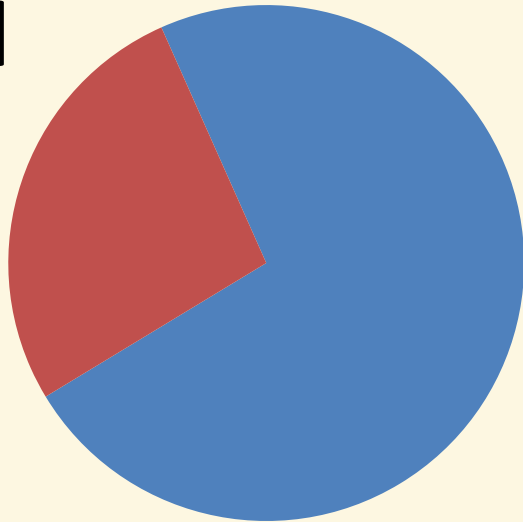
Attendees Spent \$25.36 Per Person, Per Event





People are coming here to experience our arts and culture!

Non-Local
27%



Local
73%

93 percent of non-local attendees said, "This arts event is the primary purpose for my trip."



AEP5 National Partners





Arts and Culture Mean Business.
And there's more than economic impact.

CULTURE
WORKS
Support. Create. Celebrate.



CultureWorks helps maximize arts and culture impacts

- Engage the public
- Support arts and culture organizations and artists
- Drive collaboration

Arts and Cultural Funding Consortium Drives Economic Impact

\$60 million annually- it can drive more!

- Created in 1996 as a model of regional collaboration to maximize the collective resources and impact of arts and culture.
- Mission of the Consortium: maximize the collective resources and impact of the arts and cultural community.
- Purpose of the Consortium was to allocate all non-departmental City of Richmond funding for requests for operating support from arts and culture organizations.
- Specific objectives of the Consortium and its member organizations include:
 - Increasing access to arts and culture for underserved populations
 - Drive community participation in arts and culture events as this drives economic, social, and educational benefits for the City and its residents
 - Bring arts and culture directly into underserved neighborhoods
 - Maximize the economic activity derived from arts and culture

Arts and Cultural Funding Consortium 13 Member Organizations

- Black History Museum and Cultural Center of VA
- Children's Museum of Richmond
- CultureWorks
- Edgar Allan Poe Museum
- Elegba Folklore Society
- Richmond Ballet
- Richmond Jazz Society
- Richmond Symphony
- Valentine Museum
- Virginia Historical Society
- Virginia Opera
- Virginia Repertory Theatre
- Visual Arts Center of Richmond



We must continue to invest in arts and culture to maximize the impact on Richmond and our region.

