



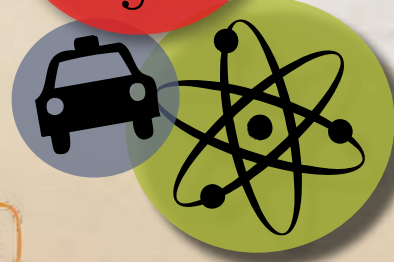
2017

ARTS & ECONOMIC PROSPERITY

ECONOMIC IMPACT OF THE NON-PROFIT

ARTS & SCIENCES

IN FLAGSTAFF, AZ



PO BOX 296
Flagstaff, AZ 86002



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Study Sponsors



Theatrikos Theatre Company
Capoeira Amizade Flagstaff

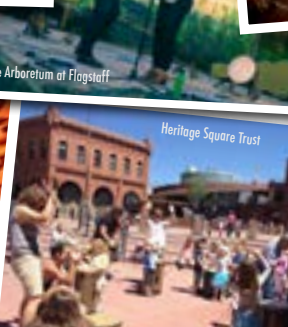


The non-profit arts and sciences sector means big business for Flagstaff. The sector has an annual impact of \$90 million on the local economy. Our vibrant arts scene supports local jobs and puts food on the table for local families. It attracts tourists who spend money on local businesses when they travel to attend arts events and visit cultural attractions.

All of this is covered in *Arts & Economic Prosperity: the Economic Impact of the Non-Profit Arts & Sciences* in Flagstaff, a report published by the Arts Council in summer 2017. The report is a project of Americans for the Arts.

Participating Organizations

- The Arboretum at Flagstaff
- Arizona Historical Society (Riordan Mansion and Pioneer Museum)
- Arizona Natural History Association
- Artists Coalition of Flagstaff
- Ballet Folklorico de Colores
- Canyon Movement Company
- Capoeira Amizade Flagstaff
- Center for Indigenous Music & Culture
- City of Flagstaff (Public Art Program)
- Dry Creek Arts Fellowship
- Elden Pueblo
- Flagstaff Arts Council
- Flagstaff Arts and Leadership Academy
- Flagstaff-Coconino Public Library
- Flagstaff Community Band
- Flagstaff Dark Skies Coalition
- Flagstaff Festival of Science
- Flagstaff Friends of Traditional Music
- Flagstaff Light Opera Company
- Flagstaff Mountain Film Festival
- Flagstaff Shakespeare Festival
- Flagstaff Symphony Orchestra
- Flagstaff Youth Chorale
- Friends of Flagstaff's Future (Art Workshops)
- Friends of the Flagstaff City-Coconino County Public Library
- Grand Canyon Guitar Society
- Heritage Square Trust
- Hozhoni Art Gallery
- Human Nature Dance Theatre
- KNAU Arizona Public Radio
- Literacy Volunteers of Coconino County
- Living Traditions Presentations
- Lowell Observatory
- Masterpiece Art Program
- Master Chorale of Flagstaff
- Museum of Northern Arizona
- NAU College of Arts & Letters
- NAU Community Music & Dance Academy
- Northern Arizona Book Festival
- Northern Arizona Pioneers Historic Society
- Northern Arizona Celtic Heritage Society
- Northern Arizona Pride Association (Pride in the Pines)
- Orchestra Northern Arizona
- STEM City
- Theatrikos Theatre Company
- Thin Air Magazine
- Turrell Art Foundation
- USA Dance Flagstaff Chapter
- Weavel Inc. (The Noise)
- Willow Bend Environmental Education Center



THE ARTS & SCIENCES MEAN BIG BUSINESS

\$90 MILLION FOR FLAGSTAFF

IN ANNUAL ECONOMIC IMPACT

The non-profit Arts & Sciences sector has a \$89,796,546 annual impact on Flagstaff's economy

* This figure represents total annual spending by fifty participating organizations in 2016, plus spending in the community by audiences when attending arts and sciences events and venues.

SUPPORTS JOBS

3,035
FTE Local Jobs

* Jobs total represents full-time equivalent jobs supported by the total annual impact of \$90 million. This is not the number of jobs in the arts and sciences sector in Flagstaff, but the number of jobs in all sectors supported by the economic activity of the sector.

GENERATES TAX REVENUE

The Arts & Sciences sector is a GREAT INVESTMENT
\$4.6 Million
IN LOCAL TAX REVENUE

* This figure (\$4,665,000) represents city and county tax revenue collected based on \$90 million in annual economic impact. An additional \$4,439,000 is collected in state tax revenue.

AUDIENCE SPENDING

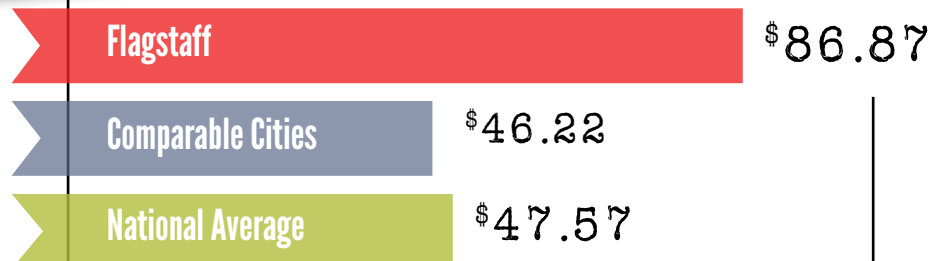
\$38 Million Spent by all audiences in 2016



AVERAGE TOURIST PER - PERSON SPENDING

* This figure is based on 2,748 audience intercept surveys collected at 88 events in Flagstaff in 2016. It represents spending at local businesses in the community. \$4.89 is spent on other / miscellaneous.

TOURIST SPENDING



PER - PERSON TOURIST SPENDING PER EVENT

Tourists Pump
\$20.6 Million
into the LOCAL ECONOMY
every year thanks to Arts & Science events.

40.2%
of tourists attending art & science events spent on overnight accommodations

28.8%
of tourists said they would have traveled to another community if the event/venue wasn't in Flagstaff

35.8%
of tourists said the event/venue was the primary reason for their trip

* This figure is based on 2,748 audience intercept surveys collected at 88 events in Flagstaff in 2016. Tourists are counted as any individual with a primary residence outside of Coconino County.

COMPARISON FROM 2012 STUDY

- Total Annual Impact: \$73 mill (2012) to \$90 mill (2017)
- Audience Spending: \$35.2 mill (2012) to \$38.1 mill (2017)
- Per Person Tourist Spending: \$54.78 (2012) to \$86.87 (2017)
- Jobs Supported: 2,497 FTE (2012) to 3,305 FTE (2017)
- Local Tax Revenue: \$3.8 million (2012) to \$4.6 million (2017)
- Resident Household Income: \$55.7 mill (2012) to \$67.7 mill (2017)