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## **The Arts Mean Business and Attract Cultural Tourism Arts Council of Fairfax County Participates in National Nonprofit Arts and Culture Economic Impact Study.**

*Fairfax County, VA* – The Arts Council of Fairfax County announces that it will participate in the Arts & Economic Prosperity® 5 (AEP5), a national study conducted by Americans for the Arts, measuring the economic impact of nonprofit arts and culture organizations and their audiences in Fairfax County and the Cities of Fairfax and Falls Church.

As one of 300 study partners across all 50 states plus the District of Columbia, the Arts Council will collect detailed financial data from over 200 local nonprofit arts and culture organizations such as arts education businesses, performing arts companies and theatres, festivals, historical societies, museums, and visual arts venues. Surveys will be collected throughout calendar year 2016 and the results of the study will be released in June of 2017.

The 2012 study showed that the average attendee in Fairfax County and the City of Fairfax spends over \$21 per person, per event, beyond the cost of admission. The combined spending by the Fairfax nonprofit arts industry and their audiences totaled \$90 million and generated over 5.5 million in local and state government revenues.

“We believe the arts fuel thriving, creative, and economically strong communities,” said Linda S. Sullivan, president and CEO of the Arts Council of Fairfax County. “We have over 200 nonprofit arts and culture organizations serving annual audiences of over 1,000,000. It is important for us to capture the economic impact of this activity, and the significant contribution the arts make in our community.”

Nationally, the nonprofit arts industry generated \$135.2 billion in total economic activity and supported 4.1 million full-time equivalent jobs, resulting in \$22.3 billion in federal, state and local government revenues during fiscal year 2010.

“Our Arts & Economic Prosperity series demonstrates that the arts are an economic and employment powerhouse both locally and across the nation,” said Robert L. Lynch, president and CEO of Americans for the Arts. “Leaders who care about community and economic vitality can feel good about choosing to invest in the arts. Nationally as well as locally, the arts mean business.”

Americans for the Arts’ AEP5 study is supported in part by The Ruth Lilly Fund of Americans for the Arts. In addition, Americans for the Arts’ local and statewide study partners, of which the Arts Council is one, are contributing both time and a cost-sharing fee support to the study. For a full list of over 300 AEP5 study partners, visit <http://americansforthearts.org/aep5partners>.

To download the most recent 2012 AEP4 reports for Fairfax County and the City of Fairfax, visit <http://artsfairfax.org/advocacy/studies>.

#### About the Arts Council of Fairfax County

Founded in 1964, the Arts Council of Fairfax County, Inc. is a 501(c)3 non-profit organization designated as Fairfax County's local arts agency. It is the only umbrella organization serving and representing all forms of art in Fairfax County. The Arts Council of Fairfax County is the voice of the arts, dedicated to fostering dynamic and diverse local arts, ensuring that arts thrive by providing vision, leadership, capacity building services, advocacy, funding, education, and information.

The Arts Council is funded in part by Fairfax County, corporations, foundations, individuals, Virginia Commission for the Arts, and the National Endowment for the Arts.

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