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**Piedmont Council for the Arts Joins Americans for the Arts'  
National Study of the Economic Impact of Spending by Arts  
and Culture Organizations and Their Audiences**

CHARLOTTESVILLE, VA — Piedmont Council for the Arts (PCA) announced today that it has joined *Arts & Economic Prosperity IV*<sup>™</sup>. The research study, which is being conducted by Americans for the Arts, America's leading nonprofit organization for advancing the arts, will evaluate the impact that spending by arts organizations and their audiences have on their local economies, with a special focus on the nonprofit sector.

As one of 200 study partners across all 50 states and the District of Columbia, PCA will facilitate the gathering of detailed economic and event attendance data from study partner nonprofit arts and culture organizations located throughout Charlottesville and Albemarle. In addition, PCA will collaborate with the community's other arts organizations to collect surveys from at least 900 arts and culture attendees in Charlottesville and Albemarle during 2011.

*Arts & Economic Prosperity IV* will allow us to evaluate the impact of the recession on the employment and government revenues that are generated by the arts industry. We expect that the findings will demonstrate that the arts remain a formidable industry in spite of our country's recent economic challenges.

Customized findings for Charlottesville and Albemarle will demonstrate the impact of spending by arts and culture organizations and their audiences on the economy. Specifically, the study's results will include:

- The total dollars spent by Charlottesville and Albemarle's nonprofit arts and culture organizations and select commercial arts venues.
- The total dollars spent by audiences as a direct result of their attendance at arts and culture events in Charlottesville and Albemarle.
- The number of full-time equivalent jobs supported by arts spending.
- The amount of local and state government tax revenues generated by arts spending.
- The amount of resident, household income—including salaries and wages—generated by arts spending.

“Participation in *Arts & Economic Prosperity IV* will provide compelling information about the return on investment in the arts for our local economy. It will also join arts organizations, venues, and audiences together for an exciting collaborative process—from data collection to ongoing arts advocacy after the results are announced next summer,” says **Maggie Guggenheimer**, Executive Director of PCA.

According to *Arts & Economic Prosperity III*, the national nonprofit arts industry generated 5.7 million jobs and \$166.2 billion in total economic activity during 2005, resulting in \$29.6 billion in federal, state and local government revenues. The \$166.2 billion total included \$63.1 billion in spending by arts organizations and \$103.1 billion in event-related spending by their audiences on items such as meals, local transportation and overnight lodging. Complete details on the 2005 study are available at: [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

“Our *Arts & Economic Prosperity* studies demonstrate that the arts are a formidable industry that stimulates the economy in cities and towns across the country,” said **Robert L. Lynch**, president of Americans for the Arts. “A vibrant arts and culture industry helps local businesses thrive. Still, much has changed since our last study as a result of the economic downturn. *Arts & Economic Prosperity IV* will allow us to evaluate the impact the recession has had on employment and government revenues that are generated by the nonprofit arts industry.”

Americans for the Arts’ *Arts & Economic Prosperity IV* study is supported by The Ruth Lilly Fund of Americans for the Arts. In addition, Americans for the Arts’ local and statewide project partners are contributing both time and financial support to the study.

PCA’s participation in the study is funded in part by **Wells Fargo**, the **Charlottesville-Albemarle Convention and Visitors Bureau**, and area arts organizations including: **The Charlottesville Pavilion and Jefferson Theater, Live Arts, LOOK3 Festival of the Photograph, The Paramount Theater, Virginia Foundation for the Humanities, the University of Virginia Art Museums, and the Virginia Film Festival.**

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**About PCA:** To sustain the thriving presence of the arts in the Charlottesville area, Piedmont Council for the Arts provides support services to artists, arts organizations, and their audiences. PCA also encourages community-wide access to and appreciation for the arts. To learn more, visit [www.charlottesvillearts.org](http://www.charlottesvillearts.org).

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