



2017 LEWISTON ART FESTIVAL SURVEY

Americans for the Arts (AFA) is a national arts advocacy group whose mission is to serve, advance, and lead the network of organizations and individuals who cultivate, promote, sustain, and support the arts in America.

Their latest survey included organizations as well as surveys of individuals attending events across WNY including the Lewiston Art Festival. The results from our participation are listed below. For the entire report, visit their website (www.AmericansfortheArts.org)

Where the visitors came from:

- 6% were from out of state
- 15% were Lewiston residents
- 79% came from across NYS with the majority from WNY

How much they spent

- Overall average spent on food, entertainment, lodging, purchases: \$121
- Not surprisingly local residents spent (average \$58) than those who visited for outside the community (average \$137) since many of those also paid for lodging.

An interesting question including in the individual surveys:

"If this performance, event or exhibit were not happening, would you have traveled to another community to attend a similar arts experience?"

- 20% responded No, I would have skipped the arts experience altogether
- 10% responded No, I would have replaced it with another arts experience in this community
- 70% responded Yes, I would have traveled to a different community to attend a similar arts experience

These percentages were not significantly different for residents of Lewiston vs. people from outside the community. ***If we couldn't keep them here, they would go elsewhere to find a similar experience.***

In addition to the AFA survey, we surveyed our artists this year.

- Artists spend an average of \$180
- Average sales for the 2 day event was \$1907 (range \$200 - \$7000)

AFA Summery:

This study, and others like it, document the economic contributions of the arts in 341 diverse communities and regions across the country, representing all 50 states and the District of Columbia. Nationally, the nonprofit arts and culture industry generated \$166.3 billion of economic activity during 2015—\$63.8 billion in spending by arts and cultural organizations and an additional \$102.5 billion in event-related expenditures by their audiences. This activity supported 4.6 million jobs and generated \$27.5 billion in revenue to local, state, and federal governments (a yield well beyond their collective \$5 billion in arts allocations).

By every measure, the results are impressive. This study puts to rest a misconception that communities support arts and culture at the expense of local economic development. In fact, communities are investing in an industry that supports jobs, generates government revenue, and is the cornerstone of tourism.

THE SURVEYS SHOWS CONCLUSIVELY THAT, LOCALLY AS WELL AS NATIONALLY, THE ARTS MEAN BUSINESS!