The State of Vermont’s Creative Economy: 2024
Strengthening Vermont’s Creative Sector To Strengthen Vermont’s Overall Economy

Arts & Culture is Vermont’s 3rd Largest Economic Sector*
In 2021, arts and culture contributed nearly $1.1 billion to the Vermont economy, ranking a close third behind retail and construction. Arts and culture are 3% of Vermont's overall economy and account for over 10,000 jobs.

Creative Experiences Drive Spending and Economic Growth**

- 24.8% of attendees to arts and cultural events were nonlocal visitors who traveled from outside the state.
- 79.4% of nonlocal attendees reported that the primary purpose of their visit was specifically to attend the performance, event, exhibit, venue, or facility where they were surveyed.
- Nonlocal attendees spend an average of $51.69 beyond the cost of admission.
- Locals spend $34.53 per person on top of admission.

The Creative Sector Builds Vermont Communities**

- 87% of attendees say arts and culture events “inspire a sense of pride in their community”

For more information, contact: Susan Evans McClure Executive Director, Vermont Arts Council sevansmcclure@vermontartscouncil.org

---

*US Bureau of Economic Analysis
**Arts and Economic Prosperity Survey 2016
Thanks to unprecedented support from the Vermont State Legislature, the Vermont Arts Council successfully distributed $8.8 billion in pandemic relief funds to 233 creative sector nonprofits and businesses in 96 towns and all counties across the state.

How did this funding help? Read some recipient stories below. The larger circle on the map, the greater number of grantees in that location. Learn more at vermontartscouncil.org/creativefuturesreport

By Mezzy LLC
Visual Art | Logo Design | Illustration
Burlington, VT
“This grant has allowed me to both clear business debt and invest in my business to attract more clientele.”

Seven Stars Arts Center
Sharon, VT
“We can try new things, knowing that we have a financial cushion...Seven Starts is looking to the future with confidence and excitement.”

Haskell Free Library & Opera House
Derby Line, VT
“The grant was critical to helping the Haskell trustees keep this historic institution operating through a very difficult time.”

Center for Arts and Learning
Montpelier, VT
“This grant really helped us to feel like we can get through the next year without increasing fees and demanding more from our artist members who are also in pandemic-related straits.”

The MINT Makerspace
Rutland, VT
“This grant, coming into our budget in 2023, helps to soothe some of the frayed ends of our financial nerves!”

Seven Stars Arts Center
Sharon, VT
“We can try new things, knowing that we have a financial cushion...Seven Starts is looking to the future with confidence and excitement.”

ZPOTS
Brattleboro, VT
“The Creative Futures Grant helps us to continue to offer well-paying jobs for local artisans and create art that supports and inspires our every day.”

For more information, contact:
Susan Evans McClure
Executive Director, Vermont Arts Council
sevansmcclure@vermontartscouncil.org