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Rutland County Nonprofit Arts Organizations Generate \$9.3 Million for Local Economy

MONTPELIER, VT—A recent Americans for the Arts study found that Rutland County nonprofit arts organizations generated \$9.3 million for the local economy in 2022.

This spending—\$3.9 million by nonprofit arts and culture organizations and an additional \$5.4 million in event-related spending by their audiences—supports 231 jobs, generates \$6.5 million in household income for local residents, and delivers \$2.3 million in tax revenues to local, state, and federal governments.

The national Arts and Economic Prosperity study (AEP6), administered by Americans for the Arts, documents the economic and social benefits of the nation's nonprofit arts and culture industry. The Paramount Theatre was the designated Community Research Partner for AEP6 and organized the collection of survey data for Rutland County. Results were released in late 2023.

When people attend a cultural event, they often make an outing of it—dining at a restaurant, paying for parking or public transportation, enjoying dessert after the show, and returning home to pay for child or pet care. Overall, in Rutland County, attendees spend \$36.71 per person per event, beyond the cost of admission, which is slightly higher than the amount spent of \$34.53 per person per event in Vermont.

In Rutland County, 37.7% of attendees are nonlocal visitors who traveled from outside Rutland County, which is also higher than the overall Vermont percentage (25%) of nonlocal attendees. These nonlocal visitors to Rutland County spent an average of \$57.13 per person beyond the cost of admission. Additionally, 86.6% 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.

The survey also found that arts and culture organizations contribute to community pride in Rutland County:

- 81.2% of arts and culture attendees agree that the activity or venue where they were surveyed “is inspiring a sense of pride in this neighborhood or community.”
- 81.1% agree that “I would feel a great sense of loss if this activity or venue were no longer available.”
- 74.5% agree that the venue or facility where they were surveyed is “an important pillar for me within my community.”

Statewide, in Vermont, arts and culture—including for-profit organizations—contributed nearly \$1.1 billion to the Vermont economy in 2021, ranking a close third behind retail and construction, according to the US Bureau of Economic Analysis.

“Arts and culture drives commerce to local businesses, strengthens the visitor economy, and contributes to community pride. The AEP6 study sends a strong signal that, even in the aftermath of the Covid-19 pandemic, the nonprofit arts and culture is a formidable industry. It demonstrates that when we support the arts, we are investing in both Rutland County’s economic and community well-being,” said Vermont Arts Council Executive Director Susan Evans McClure.

“The socioeconomic impacts created by The Paramount are felt far and wide within the region. The data collected during this exercise solidifies what we always believed to be true... That is, our success is our community’s success,” said The Paramount Theatre Executive Director Eric Mallette.

For more information about AEP6, visit <https://www.vermontartscouncil.org/programs/aep6/>

About the Vermont Arts Council

The Vermont Arts Council envisions a Vermont where all people have access to the arts and creativity in their lives, education, and communities. Engagement with the arts transforms individuals, connects us more deeply to each other, energizes the economy, and sustains the vibrant cultural landscape that makes Vermont a great place to live. Since 1965, the Council has been the state's primary provider of funding, advocacy, and information for the arts in Vermont. Learn more at www.vermontartscouncil.org

About the Vermont Creative Network

The Vermont Creative Network is a broad collective of organizations, businesses, and individuals working to advance Vermont’s creative sector. Authorized by the Vermont Legislature in 2016, the VCN is an initiative of the Vermont Arts Council. Learn more at www.vermontcreativenetwork.org

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