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NEWS RELEASE

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Economic Impact of Dubuque's Nonprofit Arts and Culture Industry Quantified

Arts Industry Generates \$47.2 Million in Annual Economic Activity

DUBUQUE, Iowa — The nonprofit arts and culture industry in Dubuque generates \$47.2 million in annual economic activity, supporting 1,530 full-time equivalent jobs and generating \$5 million in local and state government revenues and \$36.7 million in household income to local residents, according to the *Arts & Economic Prosperity IV* national economic impact study.

The most comprehensive economic impact study of the nonprofit arts and culture industry ever conducted in the United States, *Arts & Economic Prosperity IV* was conducted by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts and arts education. The City of Dubuque was one of 182 study regions that participated in the study.

"Everyone can agree that the arts inspire, educate, engage and improve quality of life in Dubuque," says Mayor Roy D. Buol. "The City Council has made the arts a high priority in our goals over the past decade. With this study, we now know, without a doubt, that the arts make good economic sense -- over \$47 million dollars of sense. The arts are absolutely an economic force in Dubuque. Any city would roll out the red carpet for an industry which supports 1,530 jobs. The arts truly make Dubuque a 'Masterpiece on the Mississippi.'"

According to the study, nonprofit arts and culture organizations in Dubuque spent \$17.6 million during fiscal year 2010. This spending is far-reaching: organizations pay employees, purchase supplies, contract for services and acquire assets within their community. Those dollars, in turn, supported 577 jobs, generated \$15.6 million in household income for local residents and \$1.3 million in local and state government revenues.

In addition to spending by organizations, the nonprofit arts and culture industry in Dubuque leverages \$29.6 million in event-related spending by its audiences. As a result of attending a

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cultural event, attendees often eat dinner in local restaurants, pay for parking, buy gifts and souvenirs, and pay a babysitter. What's more, attendees from out of town often stay overnight in a local hotel. In Dubuque, these dollars support 953 full-time equivalent jobs, generated \$21.1 million in household income for local residents and \$3.7 million in local and state government revenues.

The local results were released by the City of Dubuque on Monday, July 23, 2012, at 5:15 p.m. at the *Arts Means Business in Dubuque* reception at the Grand River Center. The reception was sponsored by the Dubuque Area Chamber of Commerce & Tourism.

"We are thrilled with these results," says Jan Stoffel, Arts and Cultural Affairs Coordinator for the City of Dubuque. "We all knew that the Dubuque is a great community for the arts. Now we have proof that the arts are also great for Dubuque. The arts mean business. This study sends a clear and welcome message: Leaders who care about the community and economic development can feel good about investing in the arts. What other industry can boast the quality of life benefits and the economic benefits the way the arts can?"

Nationally, the *Arts & Economic Prosperity IV* study reveals that the nonprofit arts industry produced \$135.2 billion in economic activity during 2010. This spending—\$61.1 billion by nonprofit arts and culture organizations plus an additional \$74.1 billion by their audiences—supported 4.1 million full-time equivalent jobs and generated \$22.3 billion in federal, state and local tax revenues.

"This study shines a much-needed light on the vital role the arts play in stimulating and sustaining economic development," says Robert L. Lynch, president and CEO of Americans for the Arts. "Contrary to popular belief, the arts are a bustling industry that supports a plethora of diverse jobs, generates significant revenues for local businesses and to federal, state and local governments and provides quality of life that positions communities to compete in our 21st century creative economy."

The *Arts & Economic Prosperity IV* study was conducted by Americans for the Arts and supported by The Ruth Lilly Fund of Americans for the Arts. Americans for the Arts' local, regional, and statewide project partners contributed both time and financial support to the study.

Complete study data and information can be found at www.cityofdubuque.org/artsmeanbusiness or by contacting Jan Stoffel, City of Dubuque Arts and Cultural Affairs Coordinator, at janstoff@cityofdubuque.org or 563-690-6064.