ARTS & ECONOMIC PROSPERITY 5
THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES

CREATING JOBS. GENERATING COMMERCE. DRIVING TOURISM.

Fulton County!

#AEP5
Most Comprehensive Study Ever!
341 Study Regions in all 50 States—including Fulton County!
$619 Million in Spending

Organizations
$382.7 Million

Audiences
$236.2 Million
Attendees Spent $27.23 Per Person, Per Event

- Meals & Snacks $14.32
- Souvenirs/Gifts $3.11
- Ground Transportation $2.80
- Lodging $2.75
- Other/Misc. $4.26

@ArtsInfoGuy
Audiences: Local vs. Non-Local

Local 69%  
Non-Local 31%
91 percent of non-local attendees said, “This arts event is the primary purpose for my trip.”
Jobs Supported (FTE)

19,842
Government Revenue (Local & State)

$55.6 Million
AEP5 National Partners