The results of the sixth national Arts & Economic Prosperity study (AEP6) were released in the fall of 2023.

AEP6 is an economic and social impact study of the nation’s nonprofit arts and culture industry, conducted by Americans for the Arts.

A total of 373 communities, representing all 50 states and Puerto Rico, participated in AEP6. The study found that the nonprofit arts and culture industry generated $151.7 billion in economic activity and supported 2.6 million jobs in the United States.

Nearly 6,000 Iowans and 565 nonprofit organizations, representing 10 Iowa communities and regions, participated in AEP6 between May 2022 and June 2023.
RESULTS by REGION

DAVENPORT
- $29M - Economic Activity
- $16.2M by Arts Organizations
- $12.8M by Audiences
- 712 Jobs
- $6.2M - Tax Revenue

MARION
- $9M - Economic Activity
- $5.4M by Arts Organizations
- $3.6M by Audiences
- 122 Jobs
- $1.4M - Tax Revenue

MASON CITY
- $2.2M - Economic Activity
- $1.1M by Arts Organizations
- $1.1M by Audiences
- 30 Jobs
- $381k - Tax Revenue

JOHNSON COUNTY
(including Iowa City)
- $31.8M - Economic Activity
- $15.6M by Arts Organizations
- $16.2M by Audiences
- 528 Jobs
- $5.4M - Tax Revenue

GREATER DES MOINES
(Waterloo & Cedar Falls Region)
- $310M - Economic Activity
- $162M by Arts Organizations
- $148M by Audiences
- 5,439 Jobs
- $66.9M - Tax Revenue

GREATER CEDAR VALLEY
- $129M - Economic Activity
- $101M by Arts Organizations
- $28M by Audiences
- 1,545 Jobs
- $27.5M - Tax Revenue

AMES
- $18.2M - Economic Activity
- $10.6M by Arts Organizations
- $7.6M by Audiences
- 358 Jobs
- $3M - Tax Revenue

POTTAWATTAMIE COUNTY
(including Council Bluffs)
- $14.8M - Economic Activity
- $14M by Arts Organizations
- $800k by Audiences
- 244 Jobs
- $2.67M - Tax Revenue

DUBUQUE
- $70M - Economic Activity
- $40M by Arts Organizations
- $30M by Audiences
- 1,527 Jobs
- $13.6M - Tax Revenue

SIOUX CITY
- $9.6M - Economic Activity
- $5.4M by Arts Organizations
- $4.2M by Audiences
- 162 Jobs
- $1.7M - Tax Revenue

WHY IT MATTERS

Arts & Culture Build Jobs and the Economy
Arts and culture support jobs, generate revenue for local businesses, and provide authentic cultural experiences that strengthen tourism.

Arts & Culture Build More Livable Communities
Arts and culture bring beauty to cities and towns, joy to residents, and celebrate and preserve diverse cultural expressions and traditions—improving emotional health and well-being.

Arts & Culture Build Creativity and Innovation
Arts and culture power the creative communities where people want to live and work, where both entrepreneurs and innovation thrive, and where businesses and nighttime economies flourish.

Arts & Culture Build Empathy and Understanding
Arts and culture foster empathy, tolerance and inclusion by enabling people to see the world from the diverse perspectives of their community.

Arts & Culture Build Social Connections
Arts and culture create opportunities for shared experiences that strengthen social bonds, a sense of belonging, and community pride and identity.