

The economic and social impact study of the nation's nonprofit arts and culture.

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 lowans** and **565 nonprofit organizations**, representing **10 lowa communities** and regions, participated in AEP6 between May 2022 and June 2023.

STATE of **IOWA** 

**AEP6**Study
Results

\$705 MILLION

in economic activity

\$428 MILLION
by arts organizations

\$277
MILLION
by audiences

12,441 JOBS

\$277 MILLION

in expenditures by visitors to arts & cultural events

\$151 MILLION

in local, state, and federal tax revenue

\$431 MILLION

in personal income for lowa residents







# **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**

\$310M - Economic Activity

\$162M by Arts Organizations

\$148M by Audiences

5,439 Jobs

\$66.9M - Tax Revenue

## **GREATER CEDAR VALLEY**

(Waterloo & Cedar Falls Region)

\$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.