

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.







IOWA ARTS COUNCIL

RESULTS by REGION

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2	ces \$148M by Au	\$148M by Audiences		idiences	\$7.6M by Audiences	
\$5.4M - Tax Revenue	5,439 Jobs		1,545 Jobs		358 Jobs	
	\$66.9M - Tax Rev	/enue	\$27.5M - Tax Rev	venue	\$3M - Tax Revenue	
POTTAWATTAMIE COUNTY (including Council Bluffs)		DUBUQUE		SIOUX	(CITY	
\$14.8	\$14.8M - Economic Activity		\$70M - Economic Activity		\$9.6M - Economic Activity	
\$14M by Arts Organizations		\$40M by Arts Organizations		\$5.4M by Arts Organizations		
\$800k by Audiences		\$30M by Audiences		\$4.2M by Audiences		
244 Jobs		1,527 Jobs		162 Jobs		
\$2.67M - Tax Revenue		\$13.6M - Tax Revenue		\$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.