

ARTS & ECONOMIC PROSPERITY 6

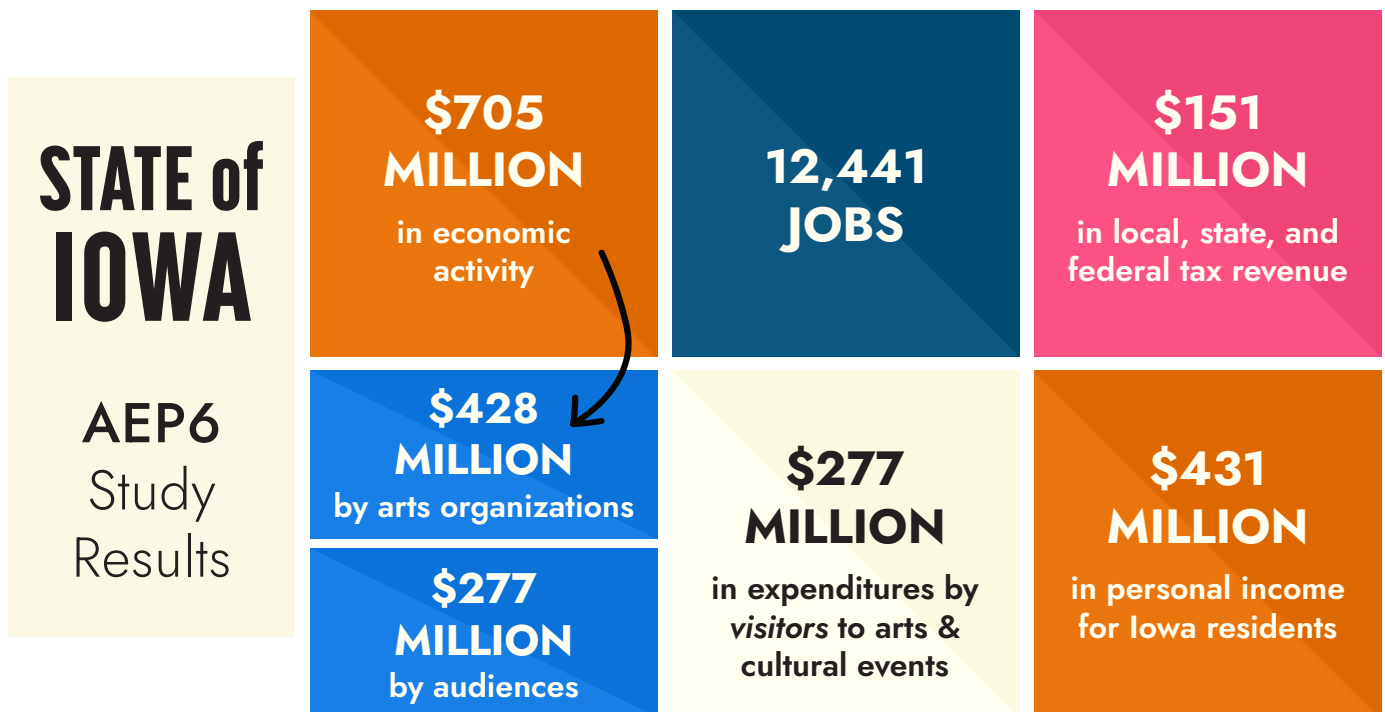
The economic and social impact study of the nation's nonprofit arts and culture.

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



RESULTS by REGION



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.