

# *the* **Arts** **HELP** **Illinois** **TAXPAYERS**

2.0 BILLION

1.9 BILLION

1.8 BILLION

1.7 BILLION

1.6 BILLION

1.5 BILLION

1.4 BILLION

1.3 BILLION

1.2 BILLION

1.1 BILLION



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**Economic Impact of the Nonprofit Arts Industry in Illinois**, a study conducted by Conventions, Sports and Leisure, International, February 2003. The methodology of this "Economic Impact" study replicates a 1995 study released by the

**Illinois Arts Alliance Foundation**, and provides consistent comparisons across the time span 1996-2002, using data from the Illinois Arts Council, the Illinois Tourism Network, Museums in the Park, and the League of Chicago Theaters.

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*Sara Lee*  
**Foundation**

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the Polk Bros. Foundation and  
City of Chicago Department of Cultural Affairs*

1996

1997

Seven years ago, the Illinois Arts Alliance created a sensation with two pace-setting reports on the economic impact of the arts. The two studies were mutually supportive—together they showed that the Illinois arts were a billion-dollar business, with more than 100,000 Illinois families supported in whole or in part, by arts-related employment.

Today, the same methodology has been applied to the same information base to measure the change in economic impact through the roller-coaster U.S. economy since 1995.

## Nonprofit Arts of Illinois

Since 1996, the nonprofit arts industry has had a better than \$10 billion cumulative impact on the Illinois economy.

| ECONOMIC ACTIVITY               | CUMULATIVE IMPACT 1996-2002<br><i>in millions</i> |
|---------------------------------|---|
| IAC ARTS GRANTEES               | \$7.547   |
| ARTS VISITORS TO ILLINOIS       | \$1.608   |
| SUBTOTAL:<br>ARTS GROUPS IMPACT | \$9.155   |
| MAJOR CHICAGO MUSEUMS*          | \$1.099   |
| TOTAL ECONOMIC IMPACT           | \$10.251  |
| TOTAL IMPACTS, MUSEUMS ONLY     | \$1.931   |

\* 62% of the budgets of Museums in the Park—a consortium of nine major museums & cultural institutions—are included among the IAC arts grantees. The line, "Major Chicago museums" represents the remaining 38%; the total economic impact of all the museums, considered separately, is shown on the final line of the table.

**A note on methodology:** Economists calculate income and spending data, and related employment, with multipliers reflecting unique regional characteristics and typical expenditure patterns. The multipliers used for this study have been developed by IMPLAN—a widely used, nationally recognized, economic impact model, first developed by the U.S. government and currently used by hundreds of universities, private sector organizations and government entities. It should be noted that Museums in the Park and visitors spending data is not available for 2002, as a result 2002 figures reflect 2001 data. Ten percent of visitors to Illinois attended arts events; 13% of that 10% (i.e. 1.3% of the total) said the arts were the "primary purpose" of their visit; visitors' economic activity is calculated from that conservative percentage. Full details on methodology and copies of the full study are available for a nominal charge from the Illinois Arts Alliance Foundation, Suite 404, 200 North Michigan Avenue, Chicago, Illinois 60601.

"The arts industry represents a significant component of business activity within the State of Illinois and throughout the U.S., stimulating local, regional and state economies... Since 1996, the nonprofit arts industry is estimated to have nearly doubled its economic activity within the State of Illinois."

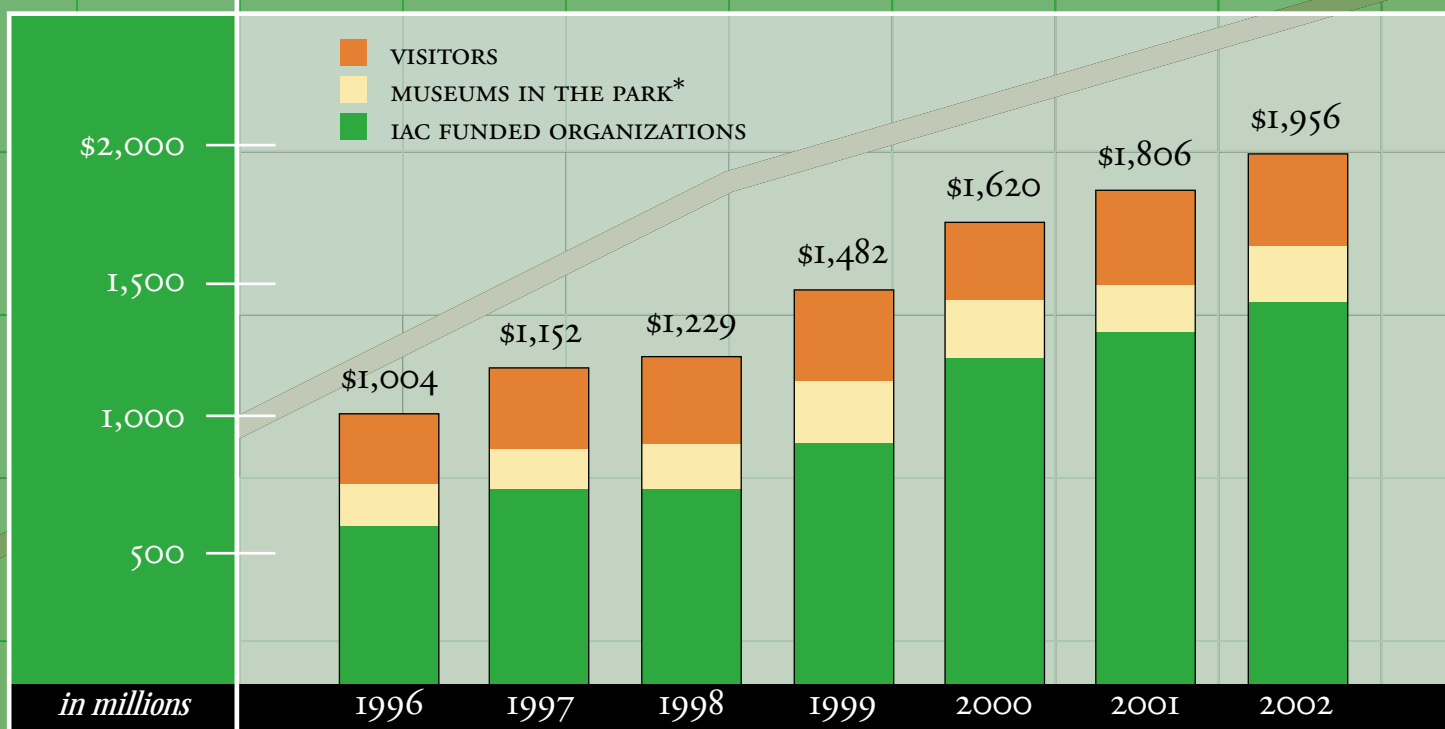
— Conventions, Sports and Leisure, Intl

IN THE PAST SEVEN YEARS TH

# THE ILLINOIS ARTS AND CULTURE INDUSTRY HAS NEARLY DOUBLED IN ANNUAL ECONOMIC IMPACT, FROM \$1 BILLION IN 1996 TO \$1.96 BILLION IN 2002

ADDED TOGETHER, YEAR BY YEAR, A CUMULATIVE TOTAL OF OVER \$10 BILLION

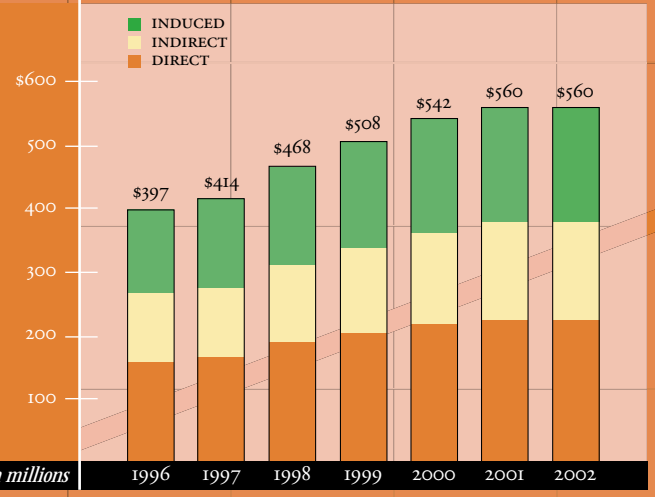
### Economic Impact of the Nonprofit Arts — 1996 to 2002



\* 62% of the budgets of Museums in the Park—a consortium of nine major museums & cultural institutions—are included among the IAC arts grantees. The category, "Museums in the Park," represents the remaining 38%.

# Museums in the Park

Economic Impact of Museums in the Park — 1996 to 2002



**Economic Impact:** Employing a formula based on the IMPLAN economic model used by government and industry, the **direct spending** of an organization is multiplied by the **indirect** effects of re-spending by those who receive initial expenditures, and the impact is again multiplied by the **induced** effects of positive changes in employment, personal earnings and tax collections generated by population levels associated with the direct expenditures.

Since 1996, the direct spending of the Museums in the Park has risen to \$227 million, generating an economic impact of over \$560 million last year.

- Museums in the Park includes Adler Planetarium & Astronomy Museum, The Art Institute of Chicago, Chicago Historical Society, DuSable Museum of African American History, The Field Museum, Mexican Fine Arts Center Museum, Museum of Science & Industry, Peggy Notebaert Nature Museum of the Chicago Academy of Sciences, and John G. Shedd Aquarium.

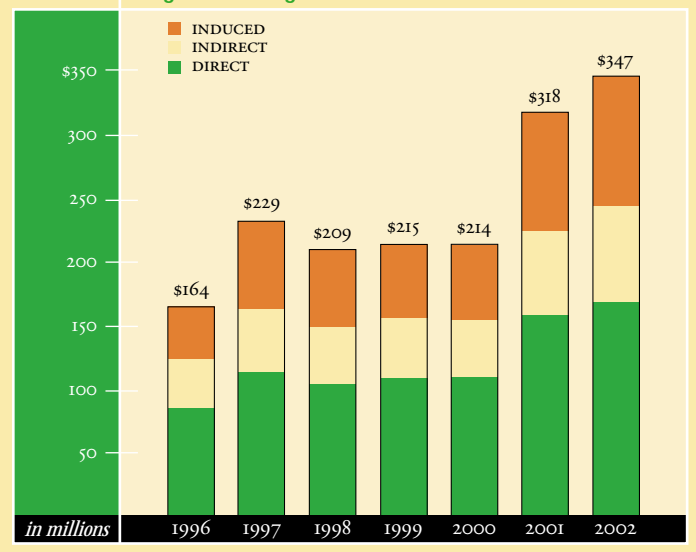
# LIVE THEATER

*a \$347 million economic impact in Chicago*

## IT ALL ADDS UP TO BIG BUSINESS FOR ILLINOIS

The nonprofit and commercial theaters are strong partners, complementary business models that bring a rich diversity of work to Chicago area stages. Each sector is vital to the overall health of this industry and to the Illinois economy. Non-profit theaters account for 57 percent of the total industry output, compared to 43 percent from commercial theaters.

League of Chicago Theatres — 1996 to 2002



\* Using combined total operating expenses for participating League of Chicago Theatres members (nonprofit and commercial).

## WHEN IT COMES TO CREATING JOBS AND PERSONAL INCOME, LIVE THEATER REALLY PERFORMS

**\$158 million in personal earnings**  
**6,400 full and part-time jobs**

"The theater brings tourists to Chicago who stay in our hotels, eat in our restaurants, and visit our museums and other attractions. That creates jobs for working families all across Chicago. It also creates a vibrant city, the kind of place that attracts major corporate investments."

— Mayor Richard M. Daley

## A lively Illinois arts industry is important for Illinois economic development.

More than sports, more than parks—if our arts industry is weakened, we lose more than our spiritual, historical and cultural heritage—we lose an economic dynamo that benefits every Illinois taxpayer.

**Invest in the Illinois arts industry by joining your voice to the chorus: speak up in support for the arts.**

The arts—together with our educational, religious and recreational institutions—are so important to the development of our deepest values, that we often minimize their economic role. Now, more than ever, we depend on the non-partisan partnership of individuals, corporations, foundations, private and public funds to sustain the arts in Illinois.

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### **The Illinois Arts Alliance Foundation**

works 52 weeks a year to keep the Illinois arts industry alive and well. We're the only multi-disciplinary organization serving the Illinois arts community through education, research, information technologies, and public relations. The IAAF encourages a broader understanding by the public of the importance of the arts; it conducts public awareness campaigns, holds public meetings and issues quarterly newsletters on national and local issues. It also commissions research on the role of the arts in society.

We can use your help. Whether you're an arts patron, a taxpayer who appreciates Illinois' spiritual, historical and cultural treasures, or an arts worker who depends on a vital arts industry for all or part of your livelihood—you're welcome to join us in our efforts. For more information, call or write the Illinois Arts Alliance Foundation at:

*phone* 312-855-3105

200 North Michigan Avenue, Suite 404  
Chicago, Illinois 60601

*or email us at* [info@artsalliance.org](mailto:info@artsalliance.org)

[www.artsalliance.org](http://www.artsalliance.org)