The Arts: A Driving Force in the Lake Region’s Economy

*The Arts: A Driving Force in the Lake Region’s Economy* provides compelling new evidence that the nonprofit arts and culture are a $13.5 million industry in the Lake region—one that attracts audiences, spurs business development, supports jobs, and generates government revenue.

Nonprofit arts and culture organizations, which spend $5.3 million each year, leverage a remarkable $8.2 million in additional spending by arts and culture audiences—spending that pumps vital revenue into local restaurants, hotels, retail stores, and other businesses.

*The Arts: A Driving Force in the Lake Region’s Economy* demonstrates that investing in arts and culture yields significant economic benefits and lays to rest a common misconception: that communities support the arts and culture at the expense of local economic development. This report shows conclusively that that the arts are a driving force in the Lake Region’s economy.

The impact of spending by arts and culture organizations is far reaching: they pay their employees, purchase supplies, and acquire assets within the local community. Additionally, unlike most other industries, the nonprofit arts and culture leverage significant amounts of event-related spending by their audiences.