



TOP AEP6 TAKEAWAYS in the Monadnock Region

1. Locally, the nonprofit arts sector generated \$25.0 million in economic activity during 2022—\$18.2 million in spending by arts and culture organizations and an additional \$6.8 million in event-related expenditures by their audiences. That economic activity supported 521 jobs, provided \$20.6 million in personal income to residents, and generated \$5.3 million in tax revenue to local, state, and federal governments.
2. Nonprofit arts and culture organizations are businesses. They employ people locally, purchase supplies and services from nearby businesses, and engage in the marketing and promotion of their cities and regions. Their very act of doing business—creating, presenting, exhibiting, engaging—has a positive economic impact and improves community well-being. In the Monadnock Region, nonprofit arts and culture organizations spent an estimated \$18.2 million which supported 441 jobs and generated \$4.2 million in local, state, and federal government revenue.
3. Arts and culture drives commerce to local businesses. When people attend a cultural event, they often make an outing of it—dining at a restaurant, paying for parking or public transportation, enjoying dessert after the show, and returning home to pay for child or pet care. Attendees spend \$32.51 per person per event, beyond the cost of admission. These dollars represent vital income for local merchants and a value-add with which few industries can compete.
4. Arts and culture strengthens the visitor economy. In the Monadnock Region, 27.1% of attendees are nonlocal visitors who traveled from outside the 47-town Monadnock Region of southern New Hampshire; they spend an average of \$56.53. Additionally, 91.2% of nonlocal attendees reported that the primary purpose of their visit was specifically to attend the performance, event, exhibit, venue, or facility where they were surveyed.
5. A vibrant arts and culture community keeps local residents—and their discretionary dollars— in the community. When attendees were asked what they would have done if the event where they were surveyed had not been available, 55.1% of attendees who live in the 47- town Monadnock Region of southern New Hampshire said they would have “traveled to a different community to attend a similar arts or cultural activity.”
6. Arts and culture organizations contribute to community pride in the Monadnock Region.
 - 87.6% of arts and culture attendees agree that the activity or venue where they were surveyed “is inspiring a sense of pride in this neighborhood or community.”
 - 85.7% agree that “I would feel a great sense of loss if this activity or venue were no longer available.”
 - 79.6% agree that the venue or facility where they were surveyed is “an important pillar for me within my community.”