

## **Mayor's Blue Ribbon Committee on Arts and Nonprofits**

### **Americans for the Arts: Arts and Economic Prosperity Survey**

#### **Seeking volunteer Co-chair for the upcoming Arts and Economic Prosperity Survey 2022.\***

#### **Co-chairs Service Description**

Arts & Economic Prosperity 6 will be Americans for the Arts' (AFTA) sixth study of the nonprofit arts and culture industry's impact on the economy. It documents the economic contributions of the arts in over 300 diverse communities and regions across the country, representing all 50 states and the District of Columbia. The survey is repeated approximately every 5 years.

By every measure, the results are impressive. This study puts to rest a misconception that communities support arts and culture at the expense of local economic development. In fact, communities are investing in an industry that supports jobs, generates government revenue, and is the cornerstone of tourism. Arts & Economic Prosperity 5 showed conclusively that, locally as well as nationally, **the arts mean business!**

There are 2 main parts to the survey. The first requires in person audience intercept surveys across Greater Portsmouth's arts/culture/history venues and museums. This includes Kittery and Rye. AFTA will set quarterly targets. The second requires the nonprofit organizations to complete an online financial survey. These will be due in the 4<sup>th</sup> quarter of 2022.

Initially this project will fall under the activities of the Mayor's Blue Ribbon Committee on Arts and Nonprofits. The City of Portsmouth has already committed \$6,000 for our participation, which is due in September. Surveys begin in January, 2022.

Co-chairs of the project will be responsible for

- **Understanding and meeting AFTA's requirements and deadlines**
- **Developing a budget for the project**
- **Recruiting nonprofit participation**
- **Training participating organizations regarding audience surveying**
- **Providing follow up, support and assistance to nonprofit participants where needed**
- **Coordinating marketing and educational opportunities once the findings are made public**
- **Potentially providing information and/or training on how nonprofits can benefit from and use the findings.**
- **Recruiting & managing volunteers or committee to help with any of the above as needed**

\*Note that Robin Albert has already volunteered to be one of the Co-Chairs, and has worked on this project the last two rounds.