ARTS IN THE ALLEY

# 2018 YEAR IN REVIEW BY THE NUMBERS

ATTENDANCE

7400 +

Estimated attendance across the three events in the series.

DIGITAL REACH

148

Vendor booths set up for with makers, artists, and civic organizations. 91

Unique makers, artists, bands, authors and local organizations represented 86%

Of participating vendors were selling wares they had created themselves.

171K

People engaged social media posts for at least 3 seconds.

3543

Responded to the series as being interested and/or planning to attend.

**6029 MINS** 

Time viewers spent watching promotions or interacting with posts.

REACTIONS

1419 😊

Tracked likes on posts related to the series.

710

Tracked loves on posts related to the series.

111

Tracked comments on posts related to the series.

130

Tracked shares of posts related to the series.

DATA FROM THE AMERICANS FOR THE ARTS

# THE IMPACT OF THE ARTS ON **SOCIAL** DEVELOPMENT

THE ARTS HELP TO BUILD COMMUNITY COHESION

### 9 OF 10 MEET NEW **PEOPLE**

Arts participants report making new friends through Arts experiences.

## 8 OF 10 **GO NEW PLACES**

People report exploring new neighborhoods specifically for the Arts.

## 9 OF 10 **CONNECT TO** COMMUNITY

Say the Arts increase their connection to the community around them.

### 50% **GET MORE** INVOLVED

People involved in Arts are more likely to be involved in the community.

## 40% INCREASE DIVERSITY

People involved in Arts are more likely to have friends from other races.

# 75% SEE A 2X MORE DISPARITY REDUCTION GRADUATE

Of low income areas saw a reduction in income disparity correlated to Arts.

# LIKELY TO

Students involved in the Arts are 2x more likely to graduate from college.

DATA FROM OHIO CITIZENS FOR THE ARTS

# THE IMPACT OF THE ARTS ON ECONOMIC DEVELOPMENT

NATIONWIDE TOTALS

### \$763.6 BILLION

The total impact of the creative economy in the United States is more than \$763 Billion annually.

IN THE STATE OF OHIO

### \$41 BILLION

The total impact of the creative economy in the State of Ohio is more than \$41 Billion annually.

## 289,321 JOBS

The creative economy employs 289,321 local workers as of 2019.

### \$4.5 BILLION

The resulting tax revenue for the region is in excess of \$4.5 Billion for governments.

IN THE COLUMBUS REGION

### \$9 BILLION

The total impact of the creative economy in the Colubus region is more than \$9 Billion annually.

\$1:\$31.47

For every public dollar invested into Arts non-profits, \$31.47 is pumped into the local economy.

### 1.6x MORE

Local Non-profit Arts and Culture organizations generate attendance 1.6x more than local sports events.

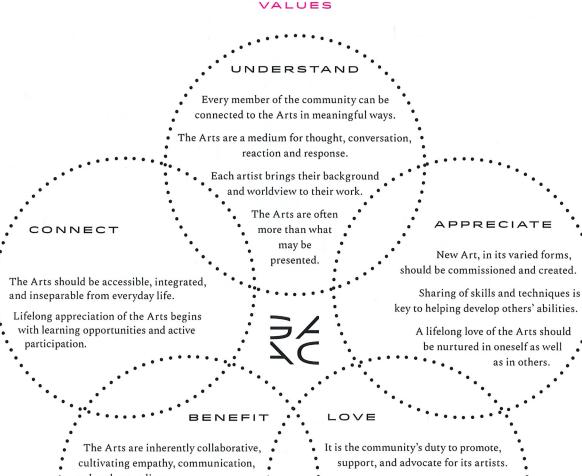
### THE GAHANNA AREA ARTS COUNCIL

### MISSION

The Gahanna Area Arts Council connects and enriches our community through participation in and engagement with the Arts.

### VISION

To cultivate a creative community.



and understanding.

A strong community of Artists (from all genres) makes Gahanna more inclusive and welcoming.

> The Arts contribute to the economic vitality of Gahanna and its surrounding region

The Arts help to connect us to people and cultures different from ourselves.

The Arts come in diverse forms and genres and are continually evolving.

The Arts cannot exist without the essential role of both the Artist