

# 2018 YEAR IN REVIEW BY THE NUMBERS

## ATTENDANCE

**7400+**

Estimated attendance across the three events in the series.

**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.

## DIGITAL REACH

**121K**

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.

**71** 

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

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**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  
DISPARITY  
REDUCTION**     **2X MORE  
LIKELY TO  
GRADUATE**

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

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



# THE IMPACT OF THE ARTS ON ECONOMIC DEVELOPMENT

## NATIONWIDE TOTALS

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### \$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

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### \$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

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### \$9 BILLION

The total impact of the creative economy in the Columbus 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.

## VALUES

