



**GRAND VALLEY
STATE UNIVERSITY®**

**The Economic Impact of the Grand Rapids Area
Nonprofit Arts and Culture Sector
October 2024**

History and Context

- Arts Working Group (now ACCGR) began meeting in 2019 with the support of Steelcase, prompted by three needs:
 - A cultural plan for the City
 - DEI initiatives across the sector
 - Sustainable funding for the arts
- Much focused shifted toward sustainability through COVID-19
- Renewed focus on original goals led to Commission presentation in December 2023 on the needs of the sector.



History and Context

- Pursuant to Commission discussion and direction from December's presentation, the City contracted with GVSU to conduct an economic impact study of the arts sector, with a focus on non-profit arts organizations.
- This work took place through the spring and summer of 2024, culminating with this report.





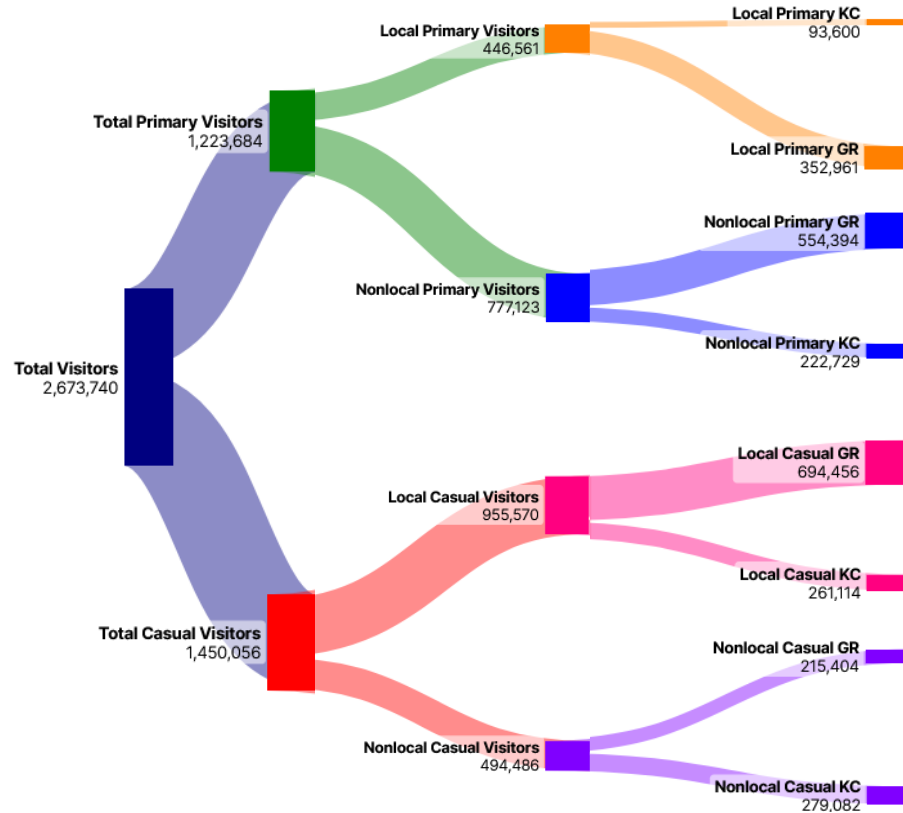
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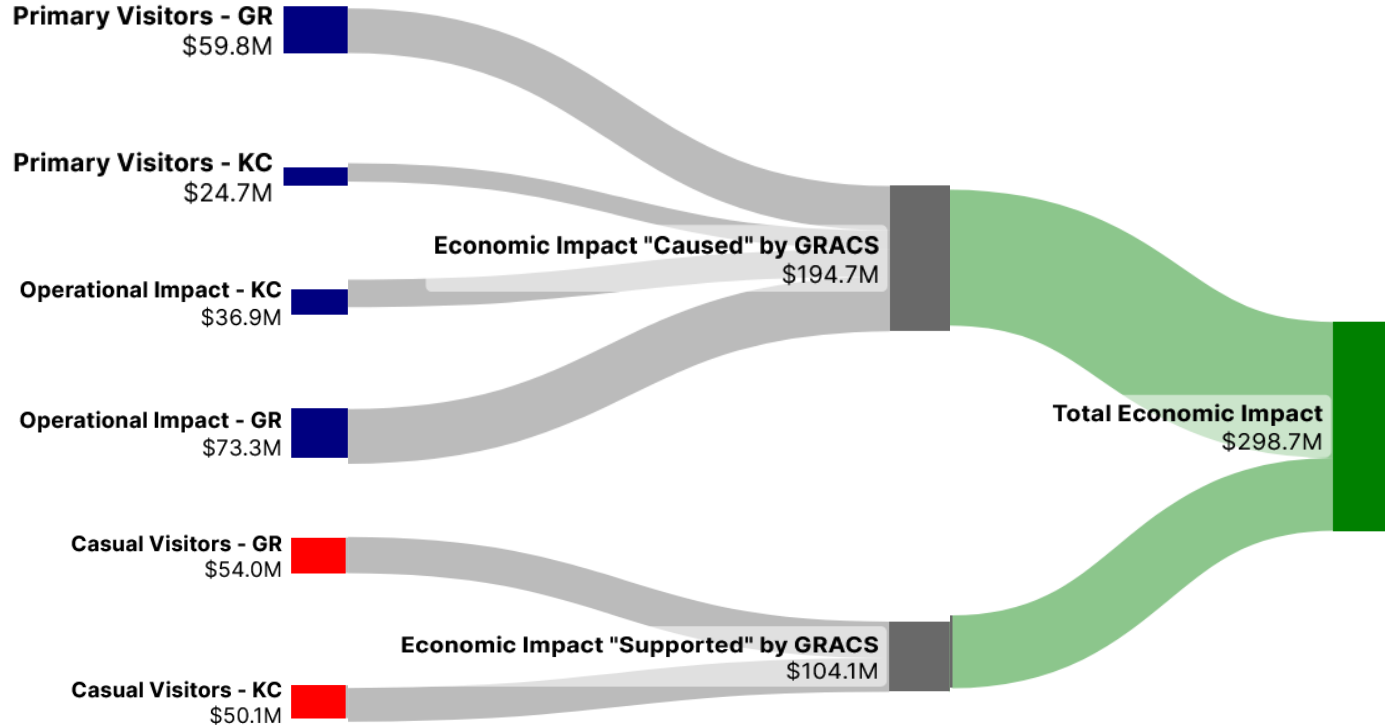
Summary of Methodology

- Arts and Culture Collective of Grand Rapids
- Survey
- Visitors
- Operational Spending
- Economic Region
- Benefit Transfer Method
- IMPLAN

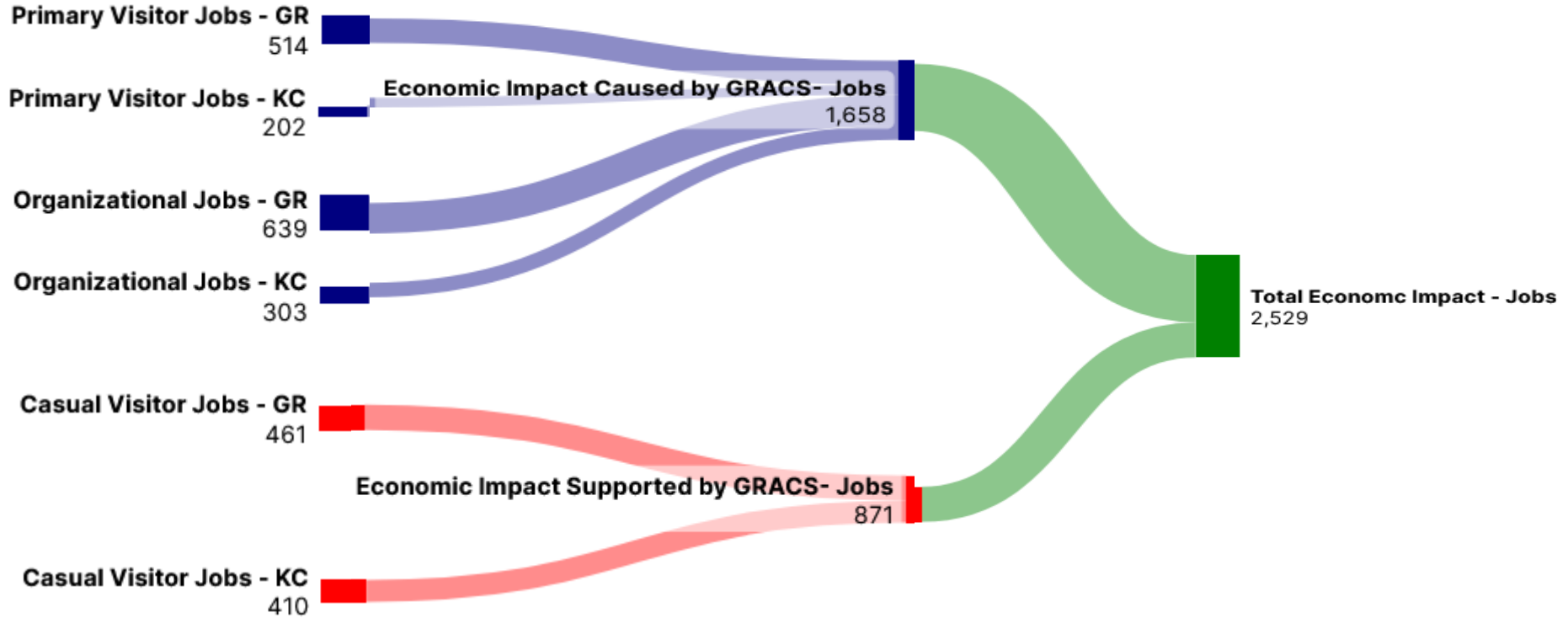
Visitors to Arts and Cultural Events



Economic Impact of the GRACS – Economic Activity



Economic Impact of the GRACS - Jobs



Economic Impact of the GRACS – Fiscal Impact

	Sub-County: Municipalities	Sub-County: Special Districts	Kent County	Michigan
All primary visitors -GR	\$330,713	\$858,055	\$247,715	\$2,860,587
All primary visitors – KC	\$155,064	\$390,659	\$112,775	\$1,330,251
Operational impact – GR	\$209,447	\$501,848	\$144,860	\$1,892,748
Operational impact – KC	\$125,729	\$276,923	\$79,922	\$1,116,576
All Casual Visitors – GR	\$292,452	\$757,680	\$218,737	\$2,531,887
All Casual Visitors – KC	\$314,396	\$791,923	\$228,612	\$2,697,256
Total annual fiscal impact	\$1,427,803	\$3,577,089	\$1,032,622	\$12,429,306

Economic Impact of the GRACS

Table A3-2: Percentage contribution to the overall GRACS economic impact

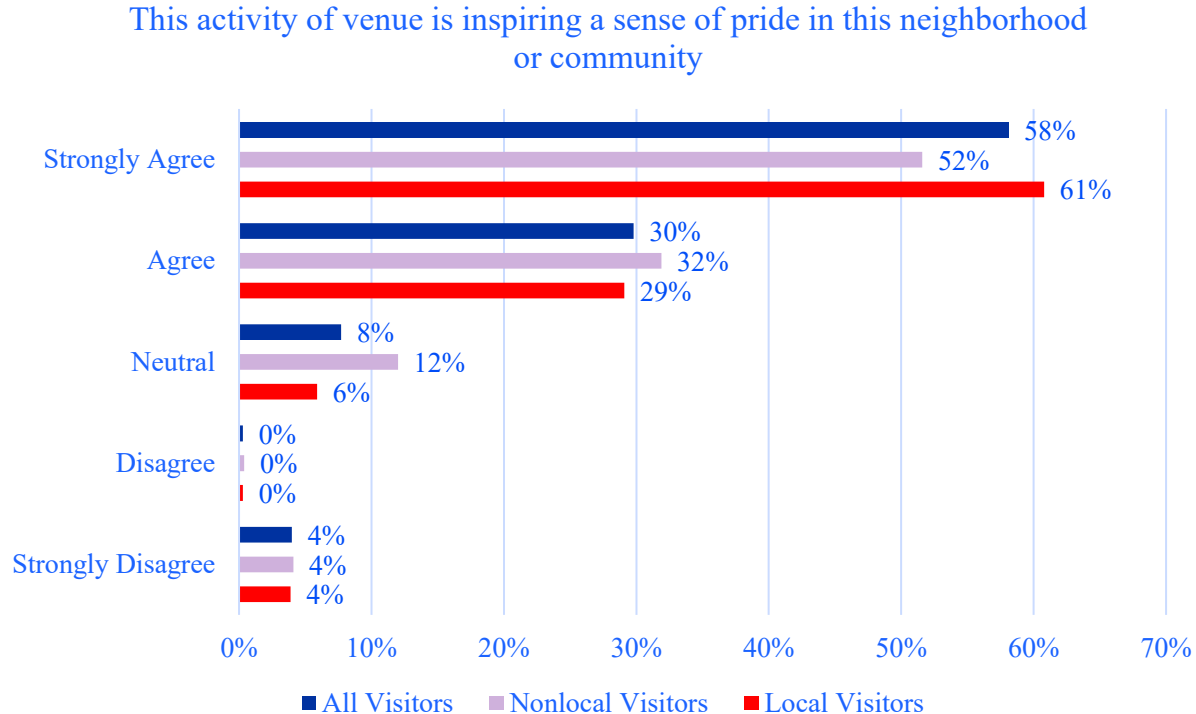
	Employment	Labor Income	Value Added (GDP)	Output
Frederik Meijer Gardens	46%	45%	42%	46%
ArtPrize 2023	30%	26%	29%	31%
Grand Rapids Public Museum	8%	9%	9%	8%
Festival of the Arts	3%	2%	3%	3%
Total contribution	87%	83%	82%	89%

Economic Impact of the GRACS

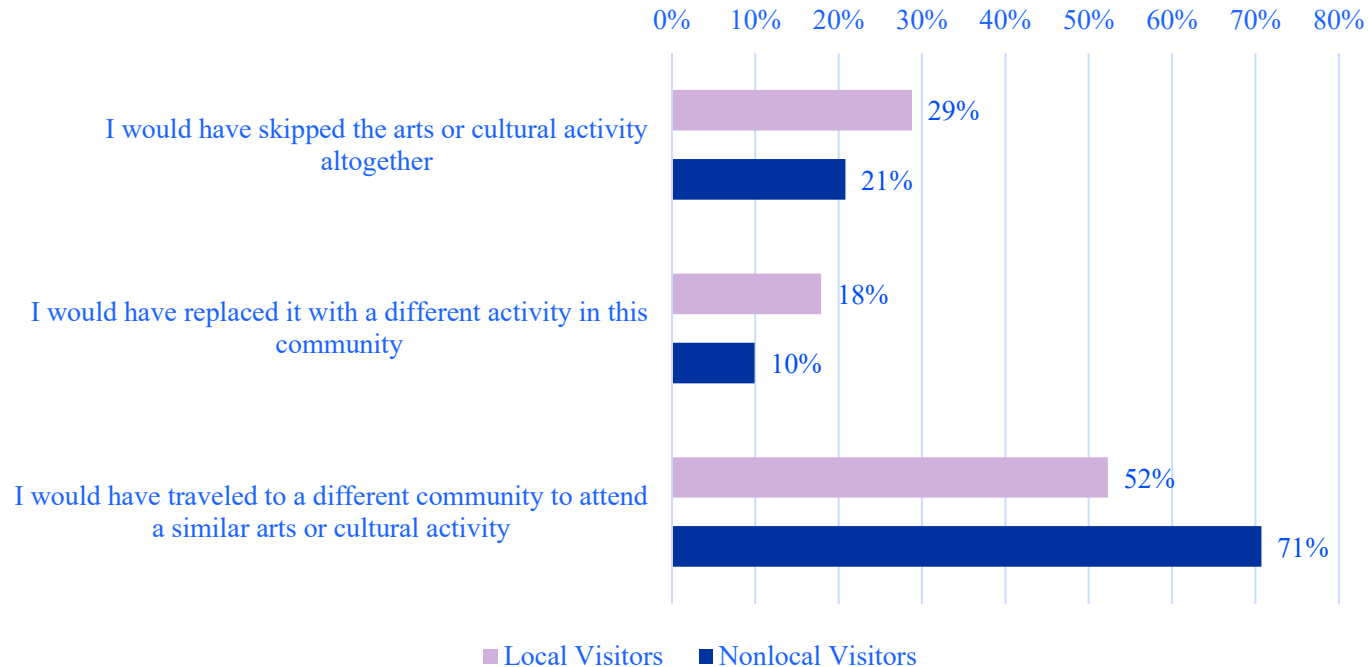
Table A3-4: Percentage contribution to the overall GRACS fiscal impact

	Sub-County: Municipalities	Sub-County: Special Districts	Kent County	Michigan
Frederik Meijer Gardens	39%	32%	34%	44%
ArtPrize 2023	42%	41%	41%	39%
Grand Rapids Public Museum	8%	8%	8%	8%
Festival of the Arts	3%	4%	4%	3%
Total annual fiscal impact	93%	86%	87%	95%

Economic Impact of the GRACS – Social Impact



Economic Impact of the GRACS – Social Impact





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Ongoing work and next steps

- The City has collaborated with ACCGR to submit an NEA Our Town grant that would support the development of an arts and culture strategic plan for Grand Rapids and Kent County (response expected in March 2025).
 - Grant performance period would begin July 1, 2025 for two years.
 - We continue to explore ways we might accelerate that work if desired by the City and County.
- In September, the DeVos Institute of Arts Management announced a capacity-building program for up to 15 local non-profit arts organizations, along with a separate “environmental scan” of the sector to be conducted over the coming months.



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