



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

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CONTRIBUTING AUTHORS

Christian Glupker, MBA, Primary Researcher

Paul Isely, Ph.D., Reviewer

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<https://www.grandrapidsmi.gov/Home>



L. William Seidman Center
50 Front Avenue SW
Grand Rapids, MI 49504
gvsu.edu/seidman/

Cover Image: Photo source: Grand Rapids Ballet Facebook. Dancers: Adriana Wagenveld & Nigel Tau
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PARTICIPATING ORGANIZATIONS

AllArtWorks Foundation

Artists Creating Together

ArtPrize 2023

Arts in Motion Studio WM

Avenue for the Arts

Broadway Grand Rapids

Chamber Choir of Grand Rapids

Community Circle Theatre

Ebony Road Players

Festival of the Arts

Friends of Four Star Inc

GIRLS CHORAL ACADEMY

Grand Rapids African American Museum and
Archives

Grand Rapids Art Museum

Grand Rapids Artists Bureau

Grand Rapids Ballet

Grand Rapids Children's Museum

Grand Rapids Civic Theatre

Grand Rapids Public Museum

Grand Rapids Symphonic Band

Grand Rapids Symphony

Grand Rapids Women's Chorus

Grand Valley State University Art Gallery

Grandville Avenue Arts & Humanities

Jewish Theatre Grand Rapids

Schubert Male Chorus

The Mosaic Film Experience

Kendall College of Art and Design

Lions & Rabbits Center for the Arts

Meijer Gardens

NIA Centre

Opera Grand Rapids

St. Cecilia Music Center



Arts & Culture Collective of Grand Rapids
<https://GRACS.org/>

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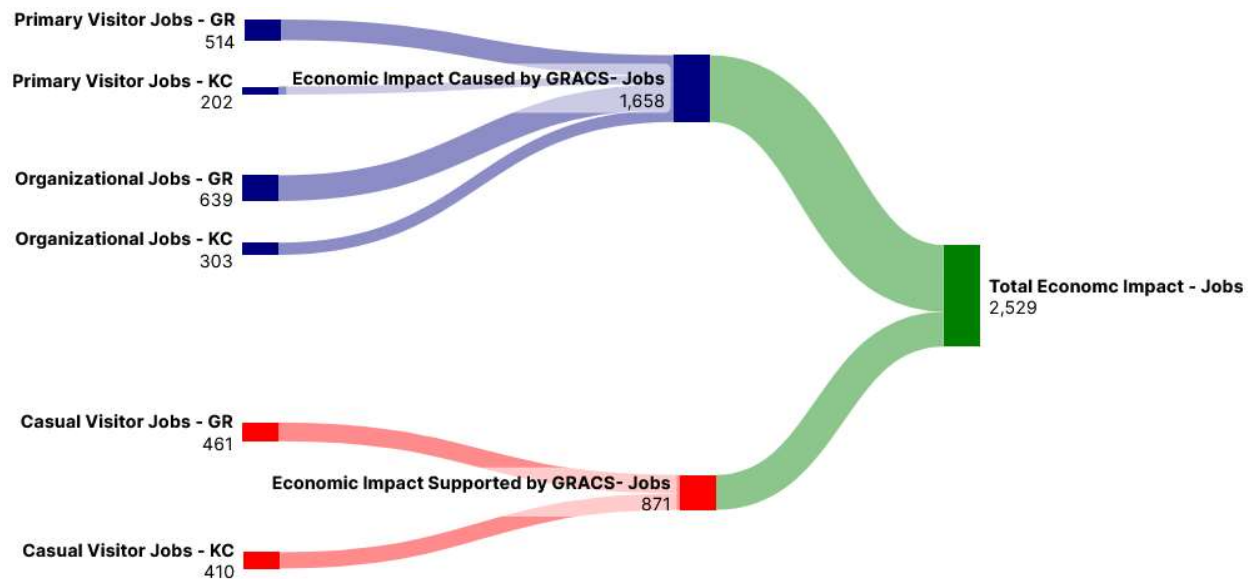
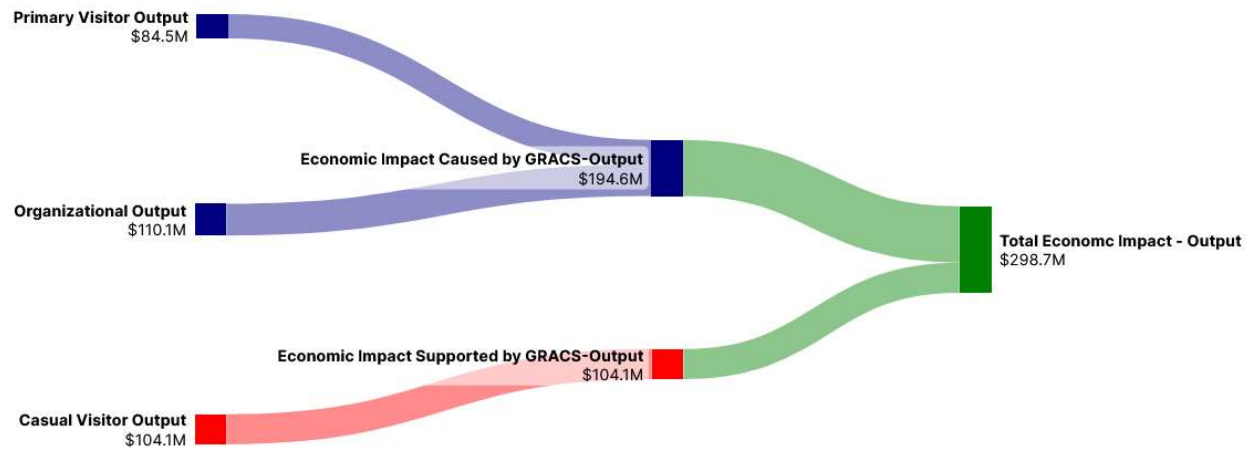


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1.0 OVERVIEW



1.1 SUMMARY OF ECONOMIC IMPACT



The Grand Rapids area nonprofit arts and culture sector (GRACS) is estimated to have generated or supported economic benefits for the city of Grand Rapids and Kent County in the following ways:

- The total economic impact of this industry is estimated at \$298.7 million in economic output, supporting 2,529 jobs. Approximately \$195 million in economic output is new to the area.
- The total annual fiscal impact (tax revenue) of all primary visitor spending and GRACS organizational spending is estimated at \$821,000 for municipalities and \$585,000 for Kent County.
- GRACS events attracted 2.67 million visitors, with 48% visiting from outside the local region.
- 32% of local visitors and 61% of all nonlocal visitors stated that the GRACS event was their primary reason for visiting the area.
- Direct spending of all primary visitors was \$73.8 million, with nonlocal primary visitors spending \$60.7 million.
- The total economic impact of nonlocal primary visitors is estimated at \$68.8 million in economic output supporting 574 jobs.
- Nonlocal primary visitors generated approximately \$426,000 in additional tax revenue for municipalities and \$315,000 in additional tax revenue for Kent County.
- GRACS organizations benefit from 968 volunteers, generating a volunteer donation value of \$1.04 million.
- GRACS organizations served approximately 342,667 K-12 students, with 40,958 instructional hours.

1.2 BACKGROUND

The Arts & Culture Collective of Grand Rapids (ACCGR) coordinated this study. The ACCGR consists of approximately 45 organizations with the goal of enhancing, promoting, and advocating for the art and culture section in Grand Rapids. The ACCGR has four main initiatives:

Leveraging Culture: Leveraging resources to generate economic vitality through tourism and cultural attractions.

Creating Vibrant Public Spaces: Creating vibrant public spaces, improving quality of life, expanding business and tax revenue base, and creating a positive community image.

Communities: Restoring and revitalizing communities by serving as a focus point for redevelopment.

Harnessing the Power of Arts: Harnessing the power of arts and culture as tools to ignite partnerships between public and private sectors and communities.

1.3 SCOPE OF WORK

This report focuses on the economic impact (direct, indirect, and induced) GRACS organizations provide to the Grand Rapids and Kent County area. The economic contribution is the amount of economic activity that these organizations generate within a defined region. For the purpose of this report, the local region is defined as Downtown Grand Rapids and Kent County. This study will quantify the number of visitors to GRACS events, spending patterns by those visitors, and the indirect/induced values as a result of that spending. Every effort is made to exclude substitute spending. This substitute spending may come in the form of local residents along with visitors who were in the area for other reasons.

1.4 METHODOLOGY

This study will estimate the economic and fiscal impact of GRACS organizations and their events. Data was collected from each GRACS organization via a Qualtrics email survey. The data collected includes:¹

¹ The survey data was not audited.

- Attendance figures for FY2023
- A breakdown of employment (full-time, part-time, and seasonal)
- Operational spending, including spending on employee compensation
- Construction spending
- Total volunteers and volunteer hours
- Other data as needed

Estimation of visitor spending will use the benefit transfer method. The benefit transfer method involves identifying previous studies that have valued similar organizations, adjusting those values to account for contextual differences and inflation, and applying them to the new location. This approach is helpful when data collection is impractical or costly. For this study, the benefit transfer method used data from the following studies:

- The Economic Impact of Frederik Meijer Gardens (2023)
- The Economic Impact of ArtPrize (2023)
- The Economic Impact of the Grand Rapids Public Museum (2020)
- The Arts and Economic Prosperity 6 (AEP6) national and regional data²

The first three organizations are part of GRACS. This study will use the actual data from their individual study. For the other GRACS organizations, the benefit transfer method will be used.

For this analysis, the annual economic and fiscal impacts were estimated for each of the following:

- Visitor spending in the city of Grand Rapids and Kent County
- GRACS organizational spending in the city of Grand Rapids and Kent County

1.4.1 Visitors to GRACS Organizations and Events

To measure the spending patterns of visitors, admission data was collected from GRACS organizations. In calculating the economic impact of GRACS, only spending that is directly or indirectly caused by the events is counted. To accomplish this, visitors are categorized into distinct groups:³

Local Visitors: These visitors' primary residence is in the Kent County area.⁴ Spending by local visitors is not generally counted in the economic impact because the spending may have happened regardless of the event.

² <https://aep6.americansforthearts.org/>

³ Crompton, J. L., Lee, S., & Shuster, T. J. (2001). A Guide for Undertaking Economic Impact Studies: The Springfest Example. *Journal of Travel Research*, 40(1), 79-87. doi:10.1177/004728750104000110

⁴ Additional information is available in Appendix A4: Estimating the Number of Visitors.

NonLocal Visitors: Spending by non-local visitors is the key driver in economic impact studies. These visitors' primary residence must be outside the defined economic region (Kent County).

Primary Visitors: These visitors' primary reason for their visit must be attending a GRACS event. These visitors can be categorized as nonlocal primary or local primary visitors. The nonlocal primary visitors are considered 'new' money to the local economy and the main driver in the economic impact modeling.

Casual Visitors: These visitors (local or nonlocal) were already in the area for other reasons (family outings, relatives, business, etc.). Generally, the spending of these visitors cannot be included in the economic impact because they were already in town, and they would likely have spent the money regardless of attending the event. This method does have a drawback, as it will cause us to miss some spending by individuals who, while not visiting specifically to attend the event, ended up spending more than they would have because of their visit. Therefore, these visitors will be included in the economic impact *supported* by the GRACS.

Our preferred method in calculating economic impact is to focus solely on those who claimed the GRACS event was their primary reason for visiting the area. These visitors will include locals and nonlocals. With local spending included, there is concern this impact figure will be inflated due to substitute spending. Therefore we will also break out local and nonlocal data to provide some context to the overall economic impact.

The benefit transfer method will be used to estimate the percentage of local vs. nonlocal visitors and the percentage of primary visitors vs. casual visitors.

1.4.2 GRACS ORGANIZATION SPENDING

In addition to visitor spending, we also include the operational spending of each GRACS organization in calculating the economic impact. The spending data was provided via a Qualtric email survey. Only locally spent money is included in the economic impact. For this study, it is assumed that 75% of the operational expenditures were spent locally in the city of Grand Rapids and 85% were spent locally in Kent County.⁵

1.4.3 ECONOMIC MODELING

The economic impact is estimated using the IMPLAN model. IMPLAN is a regional economic analysis software application that is designed to estimate the impact or ripple effect (specifically backward linkages) of a given economic activity within a specific geographic area through the implementation of its Input-Output model.⁶ This modeling system uses multipliers that provide a

⁵ The 75% and 85% are based on similar studies.

⁶ Full IMPLAN disclaimer can be found in Appendix A4: IMPLAN Disclaimer.

way to measure the complete economic impact that the initial change in demand has on the local economy. The results of an input-output model are broken down into three effects:⁷

Direct Effects	A set of expenditures applied to the input-output multipliers. The direct effect is often referred to as direct spending or initial change in demand. This direct spending, or initial change in demand, is determined by the researcher or analyst. Applying these initial changes to the multipliers in IMPLAN will then display how a region will respond economically to them.
Indirect Effects	Indirect effects are the business-to-business purchases in the supply chain taking place in the economic region that stem from the initial change in demand or direct spending (direct effects). In other words, this is the increase in sales by businesses that are suppliers to restaurants, hotels, retail stores, etc.
Induced Effects:	Increased economic activity from household spending of labor income, after the removal of taxes and savings. The induced effects are generated by the spending of employees within the business' supply chain.

The IMPLAN model will report economic impact in four ways:⁸

Output	Gross output is the total economic activity, including the sum of intermediate inputs and the value they add to the final good or service. The intermediate inputs are the resources used in the production of final goods and services. It should be noted that gross output can be overstated if the intermediate inputs are used multiple times in the production of other goods and services.
Labor Income	The increase in wages, salaries, and proprietors' income as a result of the initial change in demand (direct effects).
Employment	The total number of jobs supported by direct spending or initial change in demand. This measurement does not distinguish between a full-time or part-time employee. It also does not account for employees who moved from one job to another within the defined economic region. Thus it does tend to overstate the number of jobs created.
Value Added	The contribution to the economic region's gross domestic product (GDP).

In many cases, the findings of the economic impact analysis are rounded to the nearest million to avoid giving the reader a false sense of precision about the results. Readers should keep in mind the figures presented are estimates generated by economic models and not the result of an audit. The intent is not to obscure, but to provide reliable results without misleading the readers as to the overall level of precision.

⁷ <https://blog.implan.com/understanding-implan-effects>.

⁸ Expanded definitions can be found in Appendix A3: IMPLAN Disclaimer.

2.0 NATIONAL AND REGIONAL IMPACT OF ARTS AND CULTURAL ORGANIZATIONS



2.1 The Arts and Economic Prosperity 6 (national impact)

The Arts & Economic Prosperity 6 (AEP6) study is a national and regional economic impact study of nonprofit arts and culture industries in the U.S. The study, completed every five years, gauges the economic impact of spending by nonprofit arts and culture organizations and the spending associated with visitors to their events. The most recent study was completed in 2023 and includes 373 communities from all 50 states.

The AEP6 study found that national, the sector generates \$151.7 billion in economic activity, supports 2.6 million jobs, provides \$101 billion in household income to residents, and generates \$29.1 billion in tax revenue (local, state, and federal).⁹

The top takeaway from the AEP6 study, other than the economic impact data, include:¹⁰

- **Nonprofit arts and cultural organizations are businesses.** These organizations employ people locally, spend money locally, and promote their cities and regions. Nonprofit arts and cultural organizations spent an estimated \$73.3 billion, which supported 1.6 million jobs, and generated \$18.3 billion in tax revenue (local, state, and federal)
- **Arts and culture drive commerce to local businesses.** The study found that attendees at arts and culture events spend approximately \$38.46 per person, per event beyond the cost of admission.
- **A vibrant arts and culture community keeps residents spending locally.** When local attendees were asked what they would have done if the arts and culture event was not available, 51% said they would have traveled to a different community to attend a similar event.
- **Community pride.** 89% of event attendees agreed that the arts and culture event was a source of neighborhood pride for the community. 86% said they would feel a sense of loss if that event was no longer available and 86% felt it important for future generations to have that cultural experience.

⁹ <https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-6>

¹⁰ Page 5: https://aep6.americansforthearts.org/resources/media/user/1696872054-AEP6_National_Findings_Full_Report-Proof_final-web.pdf

- **Arts and culture build more livable communities.** 86% of event attendees agree arts and culture are important to their community's quality of life and livability.
- **Improving personal well-being.** 69% of Americans believe the arts lift them beyond everyday experiences. 71% of Americans feel the arts give them pure pleasure to experience and participate in.
- **Building empathy and understanding.** 72% of Americans believe the arts provided shared experiences with people of different races, ethnicities, ages, beliefs, and identities. 73% believe the arts help them understand other cultures better.

2.2 The National Endowment for the Arts (State Impact)

Per the National Endowment for the Arts (NEA), the arts and culture organizations added 3% or \$18.4 billion to the state's economy (2022). The arts and culture industry employed 120,714 workers, with wages and benefits totaling over \$10.4 billion.¹¹

2.3 Americans for the Arts (State and County Impact)

The Americans for the Arts Organization 2017 study found that creative industries account for 3.7% of the total number of businesses located in Michigan and 1.5% of total employment in Michigan.¹² In Kent County, creative industries account for 4.6% of the total number of businesses located in Kent County and 1.5% of total employment.¹³

¹¹ <https://www.arts.gov/impact/state-profiles/michigan>

¹² <https://secures21.brinkster.com/aftadc/Michigan/Michigan.pdf>

¹³ https://secures21.brinkster.com/aftadc/Michigan/county/MI_Kent_County.pdf

3.0 VISITORS AND ATTENDANCE

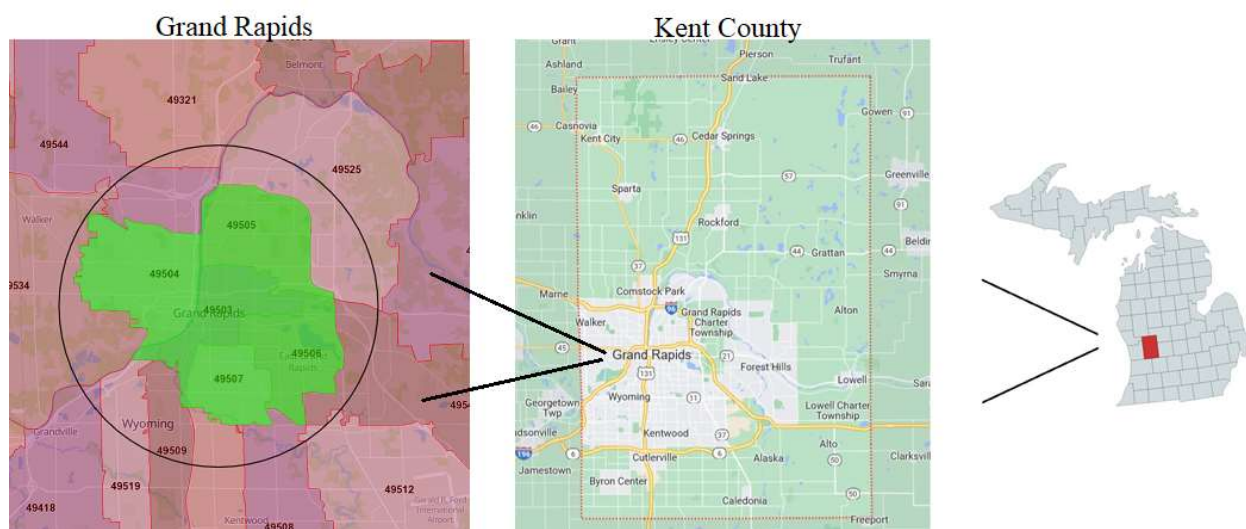


3.1 DEFINING THE ECONOMIC REGION

To properly determine the economic impact one must first define the local region. For the purpose of this report, the defined local region will be a five-mile radius from downtown Grand Rapids and Kent County (see Figure 1).¹⁴ The rationale for the two economic regions is based on some organizations operating outside of the city of Grand Rapids but within Kent County. Some organizations have events in downtown Grand Rapids and Kent County.

Event Location	Number of Organizations
City of Grand Rapids	15
Kent County (Outside city limits)	4
City of Grand Rapids and Kent County	14

Figure 1: The defined economic region: Grand Rapids and Kent County



¹⁴ The city of Grand Rapids will be defined as zip codes 49503, 49504, 49505, 49506, and 49507

3.2 VISITOR TYPES

As mentioned in section 1.4.1, there are distinct groups of visitors: Non-local, local, primary, and casual. To calculate the economic impact of GRACS organizations one should consider only new spending that occurred specifically because of attending an GRACS event. To accomplish this, visitors who stated their primary reason for being downtown Grand Rapids or in Kent County was to attend an event will be counted. This method does have a drawback, as it will cause us to miss some spending by individuals who, while not visiting specifically for the event, ended up spending more than they would have because of the event. Therefore, these “casual” visitors will be included in the economic impact *supported* by the GRACS organizations.

The benefit transfer method was used to determine the visitor types. Table 1 shows the percentage breakdown based on the three local studies and the AEP6 study. This study will assume 68% of visitors were local and 32% of the visitors were nonlocal. This is consistent with the population region similar to Kent County (see Table 1).

Table 1: The benefit transfer method for local and nonlocal visitors

	% of local visitors	% of nonlocal visitors
Kent County (Average of three local studies)	44%	56%
AEP6 (National data) - Average	70%	30%
AEP6 – 100,000 to 250,000 population – Average	71%	29%
AEP6 – 500,000 to 999,999 population – Average	68%	32%
Percentages used in this study:	68%	32%

To estimate primary versus casual visitors, the average percentage from the three local economic impact studies was used to estimate primary *local* visitors only. The AEP6 found that, on average, 77% of nonlocal visitors were primary visitors. This percentage will be used for *nonlocal* visitors (see Table 2). As mentioned earlier, Frederick Meijer Gardens, ArtPrize, and the Grand Rapids Public Museum will use actual data from their economic impact study.

Table 2: The benefit transfer method for primary and casual visitors

	Local primary visitors	Nonlocal primary visitors	Local casual visitors	Nonlocal casual visitors
Frederik Meijer Garden EIS	25%	45%	75%	55%
ArtPrize EIS	39%	69%	61%	31%
Grand Rapids Public Museum EIS	30%	67%	70%	33%
Average used for <i>local</i> visitors	31%	60%	69%	40%
AEP6 average used for <i>nonlocal</i> visitors		77%		23%

3.3 THE NUMBER OF VISITORS AND VISITOR DAYS

To measure the economic impact it is necessary to have an accurate count of visitors. All GRACS organizations were sent a Qualtrics survey with 33 organizations completing the survey. This survey asked for attendance figures and operational spending figures. Based on the survey attendance data, there were 2.7 million visitors to GRACS events.¹⁵ Using the benefit transfer data from Table 1 and Table 2, we can estimate each visitor type (see Table 3).

Table 3: Total visitors based on visitor type

	All visitors ¹⁶	Primary visitors	Casual visitors
Local visitors	1,402,131	446,561	955,570
Nonlocal visitors	1,271,609	777,123	494,486
Total Visitors	2,673,740	1,223,684	1,450,056

Using the survey data and the benefit transfer data, we can estimate the total number of visitors to the city of Grand Rapids and Kent County (but outside the city). The GRACS survey specifically asked if attendance was within the city of Grand Rapids, within Kent County (but

¹⁵ Frederick Meijer Gardens, ArtPrize, and the Grand Rapids Public Museum will use actual data from their economic impact study.

¹⁶ Actual attendance was 2,678,602, however approximately 2% of the attendance occurred outside of Kent County, therefore was not included in the impact attendance data.

outside the city), or both. Of the 33 organizations that completed the survey, 15 stated their attendance was within the city, four stated their attendance was in Kent County (but outside the city) and 14 stated their attendance was in the city and Kent County. Of the 14 organizations, three with the largest attendance were asked about the percentage of their attendance that was in the city of Grand Rapids and Kent County. We applied those percentages to their attendance figures and used the average for the remaining 11 organizations. The result, approximately 68% of all visitors were to the city of Grand Rapids and 32% were to Kent County. This data is presented in the tables below. Figure 2 summarizes the tables.

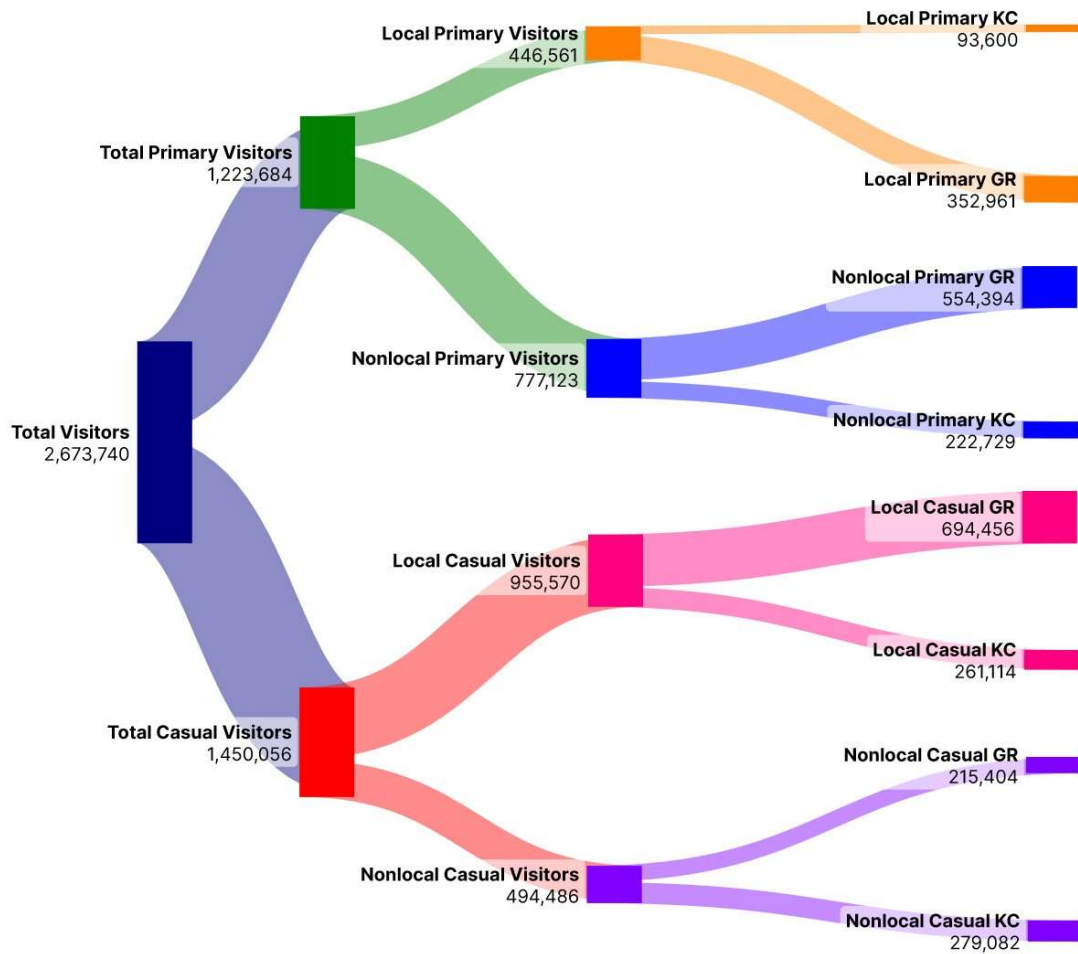
Table 4: Total visitors based on visitor type to the **city of Grand Rapids**

City of Grand Rapids	All visitors	Primary visitors	Casual visitors
Local visitors	1,047,417	352,961	694,456
Nonlocal visitors	769,797	554,394	215,404
Total Visitors	1,817,214	907,354	909,860

Table 5: Total visitors based on visitor type to **Kent County**

Kent County	All visitors	Primary visitors	Casual visitors
Local visitors	354,714	93,600	261,114
Nonlocal visitors	501,812	222,729	279,082
Total Visitors	856,526	316,330	540,196

Figure 2: Visualization of total visitors to GRACS events



The benefit transfer method will be used to estimate visitor days. A visitor day is a metric used to measure the number of days that a visitor spends in the region. It is the product of total visitors and the average number of days visited. It is assumed all local visitors visited for one day.¹⁷ For nonlocal primary visitors, the average visit was 1.21 days and for the nonlocal casual visitor, the average visit was 1.37 days.¹⁸ Table 6 and Table 7 below present the total visitor days for each region.

¹⁷ Frederick Meijer Gardens, ArtPrize, and the Grand Rapids Public Museum will use actual data from their economic impact study.

¹⁸ It should be noted ArtPrize days visited was removed from the averages due to the unique nature of that event.

Table 6: Total visitor days for the **city of Grand Rapids**

City of Grand Rapids	All visitor days	Primary visitor days	Casual visitor days
Local visitor days	1,574,538	546,094	1,028,444
Nonlocal visitor days	1,195,718	827,471	368,248
Total visitor days	2,770,256	1,373,565	1,396,692

Table 7: Total visitor days for **Kent County**

Kent County	All visitor days	Primary visitor days	Casual visitor days
Local visitor days	354,714	93,600	261,114
Nonlocal visitor days	673,756	291,597	382,159
Total visitor days	1,028,470	385,197	643,273

4.0 ECONOMIC EFFECTS



This section will estimate the economic impact of the visitors to GRACS events. The estimated impacts will be based on the benefit transfer method and the data in section 3.0. The economic impact will be broken into three components: Primary visitors, casual visitors, and operational spending from the GRACS organizations. This section will also have the fiscal (tax revenue) impact, AEP6 comparison, the value of volunteerism, and the community impact.

4.1 ESTIMATING VISITOR SPENDING

The benefit transfer method will be used to estimate visitor spending on Meals, Retail Shopping/Other Shopping, Lodging, and Transportation. The initial spending by visitors is referred to as ‘direct effect’ or ‘direct spending’. The direct spending is calculated as the product of the visitor per-person/per-day spending and total visitor days. It should be noted that

categories that include retail pricing must be adjusted for retail margins. That is, retail prices will include the cost of manufacturing, the majority of which occurs outside the defined economic region. The estimated economic impact of visitor spending should not include these manufacturing costs. The IMPLAN economic modeling will adjust for retail margins, which are estimated at 40.56% for retail spending and 10.37% for transportation spending.

4.2 ECONOMIC IMPACT OF PRIMARY VISITORS

To determine the economic impact of GRACS events one should only consider nonlocal spending that occurred specifically because of the events. This will not include local visitor or casual visitor spending because it is assumed that spending would have happened during this period in the absence of such events. This method is the most conservative estimate of new spending in the economy.

This method does have a drawback, as it will cause us to miss some spending by individuals who, while not visiting the area primarily for the event, ended up spending more than they would have because of the event. This includes local residents who would have spent money in the absence of the event but ended up spending more as a result of the event.

Our preferred method in calculating economic impact is to focus solely on those who claimed the arts and culture event was their primary reason for visiting Grand Rapids or Kent County. These visitors will include locals and nonlocals. With local spending included, there is concern this impact figure will be inflated due to substitute spending. Therefore we will break out nonlocal data to provide some context to the overall economic impact.¹⁹

4.2.1 Primary Visitor Direct Spending

The benefit transfer method was used to estimate visitor spending. For Frederick Meijer Gardens, ArtPrize, and Grand Rapids Public Museum, actual spending data from their EIS (adjusted for inflation) was used to estimate visitor spending for their respective organization. The average of the three EIS spending data was used for the remaining organizations.

Based on this method, visitors to GRACS events spent on average \$38.48 per person, per day, with nonlocal visitors spending \$59.06 per person, per day and local visitors spending \$17.89 per person, per day. This data compares favorably to the AEP6 national and regional data (see Figure 3-the data was adjusted for inflation)²⁰.

¹⁹ See Appendix A1: Total Economic Impact – All Visitor Types for the impact figures that combine primary and casual visitors.

²⁰ <https://aep6.americansforthearts.org/resources/media/user/1697111338-DetailedDataTables.pdf>

Figure 3: Average per person, per day spending for *all* visitors with comparable data²¹

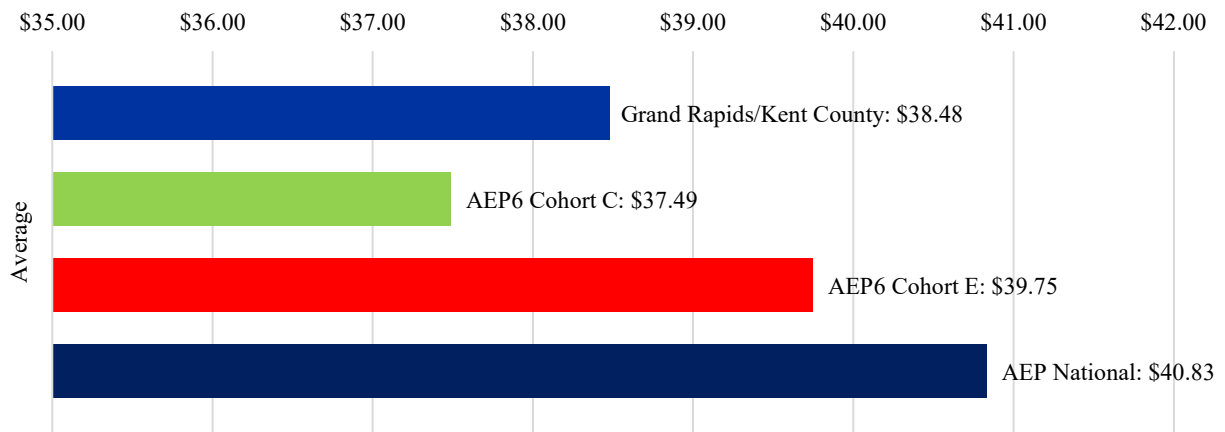
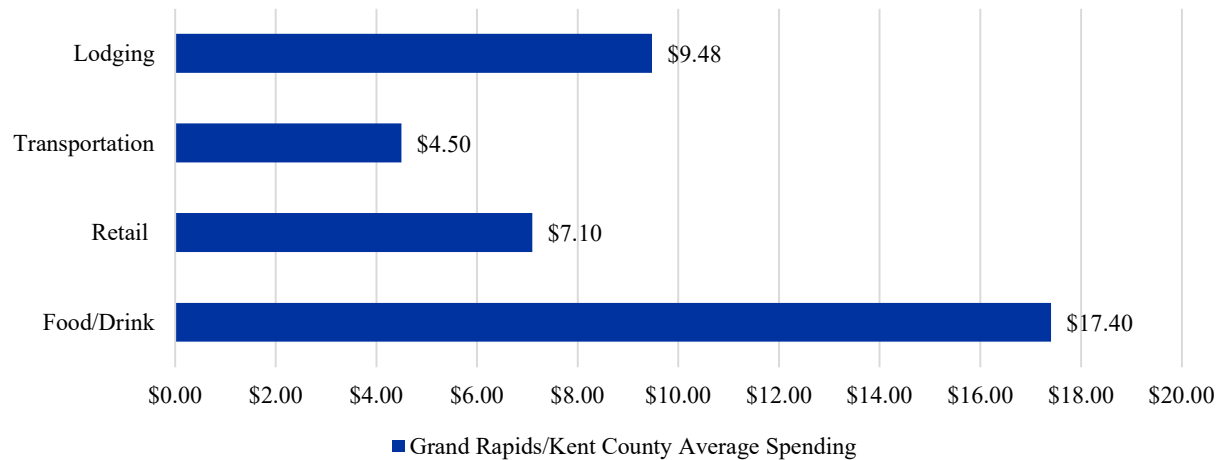


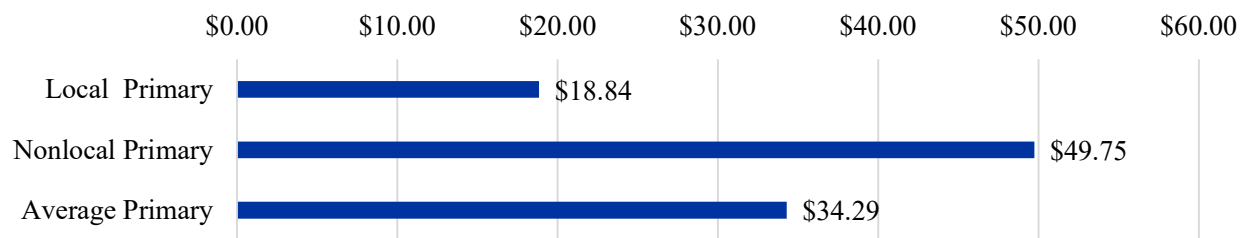
Figure 4: Average per person, per day spending by category for *all* visitors



The primary visitors spent, on average \$34.29 per person, per day, with nonlocal primary visitors spending \$49.75 per person, per day and local visitors spending \$18.84 per person, per day (see Figure 5).

²¹ AEP6 Cohort C: Population 100,000 to 250,000 and AEP6 Cohort E: Population 500,000 to 999,999

Figure 5: Average per person, per day spending for **primary** visitors



Using this average spending data, we can estimate total direct spending of \$74 million for primary visitors, with approximately 82% of this spending coming from nonlocal visitors. Tables 8 and 9 present primary visitor direct spending for each category and each region. Table 10 combines both regions.

Table 8: Total direct spending by primary visitors – **city of Grand Rapids**

Category	Local primary visitors	Nonlocal primary visitors	All primary visitors
Meals	\$8.2M	\$18.1M	\$26.2M
Retail/Other Spending	\$1.9M	\$3.6M	\$5.5M
Lodging	\$0.0M	\$10.1M	\$10.2M
Transportation	\$1.7M	\$9.1M	\$10.8M
Total	\$11.8M	\$40.9M	\$52.7M

Table 9: Total direct spending by primary visitors – **Kent County**

Category	Local primary visitors	Nonlocal primary visitors	All primary visitors
Meals	\$0.8M	\$7.6M	\$8.4M
Retail/Other Spending	\$0.3M	\$3.9M	\$4.2M
Lodging	\$0.0M	\$6.1M	\$6.1M
Transportation	\$0.3M	\$2.2M	\$2.4M
Total	\$1.3M	\$19.8M	\$21.1M

Table 10: Total direct spending by primary visitors – **Combined regions**

Category	Local primary visitors	Nonlocal primary visitors	All primary visitors
Meals	\$8.9M	\$25.7M	\$34.6M
Retail/Other Spending	\$2.2M	\$7.5M	\$9.6M
Lodging	\$0M	\$16.3M	\$16.3M
Transportation	\$2.0M	\$11.2M	\$13.2M
Total	\$13.1M	\$60.7M	\$73.8M

4.2.2 Primary Visitor Economic Impact

This direct spending by visitors leads to indirect and induced spending. For example, a visitor to the area purchases from local retail stores (direct spending). These retail stores must then purchase more supplies from local distributors (indirect spending). Retail store owners and employees receive more income from the spending of visitors, and they spend some of that greater income in the local area (induced spending). The dollar amount and effect on employment of indirect and induced spending can be estimated using the IMPLAN economic modeling software.

4.2.2.1 Nonlocal Primary Visitor Economic Impact

A true measure of new spending focuses on primary *nonlocal* visitors. Using the IMPLAN model, we estimate nonlocal primary visitor economic impact at \$68.8 million in output and support for 574 jobs. A breakdown by region is presented in the tables below.

Table 11: Total annual economic impact of **nonlocal** primary visitors – **Grand Rapids**

Nonlocal Primary - GR	Employment	Labor Income	Value Added (GDP)	Output
Direct Impact (less retail margins)	309	\$9.7M	\$17.5M	\$30.7M ²²
Indirect Impact	54	\$3.7M	\$5.5M	\$11.0M
Induced Impact	21	\$1.2M	\$2.3M	\$3.9M
Total Impact	385	\$14.7M	\$25.3M	\$45.6M

Table 12: Total annual economic impact of **nonlocal** primary visitors – **Kent County**

Nonlocal Primary – Kent County	Employment	Labor Income	Value Added (GDP)	Output
Direct Impact (less retail margins)	150	\$5.2M	\$9.1M	\$15.5M ²³
Indirect Impact	28	\$1.8M	\$2.8M	\$5.6M
Induced Impact	12	\$0.7M	\$1.3M	\$2.1M
Total Impact	189	\$7.7M	\$13.1M	\$23.2M

Table 13: Total annual economic impact of **nonlocal** primary visitors – **Combined**

All Nonlocal Primary – Visitors	Employment	Labor Income	Value Added (GDP)	Output
Direct Impact (less retail margins)	459	\$14.9M	\$26.6M	\$46.2M ²⁴
Indirect Impact	82	\$5.6M	\$8.2M	\$16.6M
Induced Impact	33	\$1.9M	\$3.5M	\$6.0M
Total Impact	574	\$22.3M	\$38.4M	\$68.8M

²² This is the \$40.9M from Table 8 with retail margins applied.

²³ This is the \$19.8M from Table 9 with retail margins applied.

²⁴ This is the \$60.7M from Table 10 with retail margins applied.

4.2.2.1 All Primary Visitor Economic Impact

As mentioned earlier, our preferred method in calculating economic impact is to focus solely on those who claimed the arts and culture event was their primary reason for visiting Grand Rapids or Kent County. These visitors will include locals and nonlocals. With local spending included, there is concern this impact figure will be inflated due to substitute spending. Thus the figures should be used with caution.

Using the IMPLAN model, we estimate the total economic impact of **ALL** (local and nonlocal) primary visitors at \$84.4 million in output and support for 716 jobs (See tables below).

Table 14: Total annual economic impact of all (local and nonlocal) primary visitors – **Grand Rapids**

All Primary Visitors - GR	Employment	Labor Income	Value Added (GDP)	Output
Direct Impact (less retail margins)	413	\$12.8M	\$22.2M	\$39.8M ²⁵
Indirect Impact	72	\$5.0M	\$7.4M	\$14.8M
Induced Impact	28	\$1.6M	\$3.0M	\$5.2M
Total Impact	514	\$19.4M	\$32.6M	\$59.8M

Table 15: Total annual economic impact of all (local and nonlocal) primary visitors – **Kent County**

All Primary – Kent County	Employment	Labor Income	Value Added (GDP)	Output
Direct Impact (less retail margins)	160	\$5.5M	\$9.5M	\$16.4M ²⁶
Indirect Impact	30	\$2.0M	\$3.0M	\$6.0M
Induced Impact	12	\$.7M	\$1.3M	\$2.3M
Total Impact	202	\$8.2M	\$13.8M	\$24.7M

²⁵ This is the \$52.7M from Table 8 with retail margins applied.

²⁶ This is the \$21.1M from Table 9 with retail margins applied.

Table 16: Total annual economic impact of all (local and nonlocal) primary visitors –
Combined Regions

All Primary – Combined	Employment	Labor Income	Value Added (GDP)	Output
Direct Impact (less retail margins)	573	\$18.3M	\$31.7M	\$56.2M ²⁷
Indirect Impact	102	\$7.0M	\$10.3M	\$20.8M
Induced Impact	41	\$2.3M	\$4.4M	\$7.4M
Total Impact	716	\$27.6M	\$46.4M	\$84.4M

4.3 ECONOMIC IMPACT OF CASUAL VISITORS

The economic impact supported by GRACS events focuses on spending by those who stated these events were *not* their primary reason for visiting the area. These are referred to as casual visitors. Per Table 3, there were 1.5 million casual visitors, with 34% of those visitors coming from outside the local regions. These “casual” visitors will be included in the economic impact *supported* by the GRACS organizations.

The impact of casual visitors is not included in the overall economic impact because they were in regions for reasons other than the events. Thus, their spending would have occurred in the absence of attending the event. What is unknown is if these visitors stayed more days or spent more than they normally would because of these events. The data for casual visitors are presented here for informational purposes only.

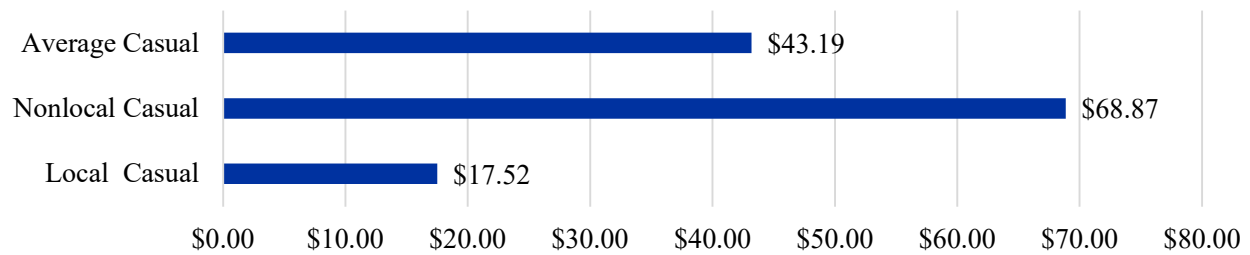
4.3.1 Casual Visitor Direct Spending

Similar to section 4.2.1, the benefit transfer method was used to estimate visitor spending. For Frederick Meijer Gardens, ArtPrize, and Grand Rapids Public Museum, actual spending data from their EIS (adjusted for inflation) was used to estimate visitor spending for their respective organization. The average of the three EIS spending data was used for the remaining organizations.

Using the survey data, all casual visitors spent on average \$43.19 per person, per day, with nonlocal casual visitors spending \$68.87 per person, per day (see Figure 6 below).

²⁷ This is the \$73.8M from Table 10 with retail margins applied.

Figure 6: Average per person, per day spending for casual visitors



Using this average spending data, we can estimate total direct spending of \$88 million for casual visitors, with approximately 71% of this spending coming from nonlocal visitors. The tables below present casual visitor direct spending for each category and each region. Table 19 combines both regions.

Table 17: Total direct spending by casual visitors – **city of Grand Rapids**

Category	Local casual visitors	Nonlocal casual visitors	All casual visitors
Meals	\$13.7M	\$10.1M	\$23.8M
Retail/Other Spending	\$5.1M	\$2.6M	\$7.7M
Lodging	\$.1M	\$8.1M	\$8.2M
Transportation	\$2.2M	\$4.6M	\$6.8M
Total	\$21.1M	\$25.4M	\$46.5M

Table 18: Total direct spending by casual visitors – **Kent County**

Category	Local casual visitors	Nonlocal casual visitors	All casual visitors
Meals	\$2.8M	\$14.3M	\$17.1M
Retail/Other Spending	\$1.0M	\$7.5M	\$8.5M
Lodging	\$.0M	\$12.3M	\$12.4M
Transportation	\$.5M	\$3.9M	\$4.4M
Total	\$4.3M	\$38.1M	\$42.4M

Table 19: Total direct spending by casual visitors – **Combined regions**

Category	Local casual visitors	Nonlocal casual visitors	All casual visitors
Meals	\$16.5M	\$24.4M	\$40.9M
Retail/Other Spending	\$6.1M	\$10.2M	\$16.2M
Lodging	\$.1M	\$20.5M	\$20.6M
Transportation	\$2.7M	\$8.5M	\$11.2M
Total	\$25.4M	\$63.5M	\$88.9M

4.3.2 Casual Visitor Economic Impact

4.3.2.1 Nonlocal Casual Visitor Economic Impact

A true measure of new spending focuses on ***nonlocal*** visitors. Using the IMPLAN model, we estimate nonlocal casual visitor economic impact at \$73.9 million in output and support for 603 jobs. A breakdown by region is presented in the tables below. Figure 7 provides a visualization of all visitor spending (primary and casual).

Table 20: Total annual economic impact of nonlocal casual visitors – **city of Grand Rapids**

Nonlocal Casual - GR	Employment	Labor Income	Value Added (GDP)	Output
Direct Impact (less retail margins)	190	\$6.1M	\$11.6M	\$19.7M ²⁸
Indirect Impact	33	\$2.3M	\$3.4M	\$6.8M
Induced Impact	13	\$.8M	\$1.4M	\$2.4M
Total Impact	237	\$9.2M	\$16.4M	\$28.9M

²⁸ This is the \$25.4M from Table 17 with retail margins applied.

Table 21: Total annual economic impact of nonlocal casual visitors – **Kent County**

Nonlocal Casual - Kent County	Employment	Labor Income	Value Added (GDP)	Output
Direct Impact (less retail margins)	289	\$10.0M	\$17.8M	\$30.1M ²⁹
Indirect Impact	54	\$3.6M	\$5.3M	\$10.7M
Induced Impact	23	\$1.3M	\$2.4M	\$4.2M
Total Impact	365	\$14.9M	\$25.5M	\$45.0M

Table 22: Total annual economic impact of nonlocal casual visitors – **Combined**

Nonlocal Casual - Combined	Employment	Labor Income	Value Added (GDP)	Output
Direct Impact (less retail margins)	480	\$16.1M	\$29.4M	\$49.9M ³⁰
Indirect Impact	87	\$5.9M	\$8.7M	\$17.5M
Induced Impact	36	\$2.0M	\$3.8M	\$6.6M
Total Impact	603	\$24.0M	\$41.9M	\$73.9M

4.3.2.1 All Casual Visitor Economic Impact

This section includes all casual visitors. These visitors will include locals and nonlocals. With local spending included, there is concern this impact figure will be inflated due to substitute spending. Thus the figures should be used with caution.

Using the IMPLAN model, we estimate the total economic impact of **ALL** (local and nonlocal) casual visitors at \$104 million in output and support for 871 jobs (See tables below).³¹

²⁹ This is the \$38.1M from Table 18 with retail margins applied.

³⁰ This is the \$63.5M from Table 19 with retail margins applied.

³¹ A more detailed breakdown can be found in Appendix A3: Casual Visitor Economic Impact.

Table 23: Total annual economic impact of all (local and nonlocal) casual visitors – **city of Grand Rapids**

All Casual - GR	Employment	Labor Income	Value Added (GDP)	Output
Direct Impact (less retail margins)	370	\$11.5M	\$20.0M	\$35.9M ³²
Indirect Impact	66	\$4.5M	\$6.7M	\$13.4M
Induced Impact	26	\$1.5M	\$2.7M	\$4.7M
Total Impact	461	\$17.5M	\$29.4M	\$54.0M

Table 24: Total annual economic impact of all (local and nonlocal) casual visitors – **Kent County**

All Casual - Kent County	Employment	Labor Income	Value Added (GDP)	Output
Direct Impact (less retail margins)	325	\$11.1M	\$19.4M	\$33.4M ³³
Indirect Impact	60	\$4.0M	\$6.0M	\$12.1M
Induced Impact	25	\$1.4M	\$2.7M	\$4.6M
Total Impact	410	\$16.5M	\$28.1M	\$50.1M

Table 25: Total annual economic impact of all (local and nonlocal) casual visitors – **Combined**

All Casual - Combined	Employment	Labor Income	Value Added (GDP)	Output
Direct Impact (less retail margins)	695	\$22.6M	\$39.3M	\$69.3M ³⁴
Indirect Impact	126	\$8.6M	\$12.7M	\$25.6M
Induced Impact	51	\$2.9M	\$5.4M	\$9.3M
Total Impact	871	\$34.1M	\$57.4M	\$104.2M

³² This is the \$46.5M from Table 17 with retail margins applied.

³³ This is the \$42.4M from Table 18 with retail margins applied.

³⁴ This is the \$88.9M from Table 19 with retail margins applied.

4.4 ECONOMIC IMPACT OF GRACS ORGANIZATIONAL SPENDING

4.4.1 Operational Spending Economic Impact

The GRACS survey asked the organizations how many employees they had, how much they spent on operations, and past construction spending. The survey had a 52% response rate, thus not all organizations are included in this section. An additional six organizations had 990s available online. The remaining organizations had no information available, and due to the varying size and scope of each organization, no assumptions were made for these organizations. Based on the survey results, GRACS organizations spent \$82 million and supported 691 full-time equivalent jobs (see the table below).

Table 26: Operational spending by region

Region	FTE employment	Payroll spending	Operational spending
City of Grand Rapids	475	\$29.5M	\$56.1M
Kent County	215	\$11.9M	\$25.8M
	691	\$41.4M	\$81.9M

It is assumed that 75% of the operational spending occurred within Grand Rapids and 85% of the operational spending occurred within Kent County.³⁵ Based on these assumptions, the estimated annual economic impact of operational spending is \$110 million in output and support for 942 jobs. This information is presented in the tables below.

³⁵ These percentages account for the money spent locally. The percentages are based on comparable impact studies

Table 27: Total annual economic impact of operational spending – **City of Grand Rapids**

Operations - GR	Employment	Labor Income	Value Added (GDP)	Output
Direct Impact	475	\$29.5M	\$40.1M	\$45.3M
Indirect Impact	131	\$7.0M	\$10.8M	\$22.1M
Induced Impact	32	\$1.9M	\$3.5M	\$5.9M
Total Impact	639	\$38.4M	\$54.4M	\$73.3M

Table 28: Total annual economic impact of operational spending – **Kent County**

Operations – Kent County	Employment	Labor Income	Value Added (GDP)	Output
Direct Impact	215	\$11.9M	\$17.8M	\$22.0M
Indirect Impact	65	\$3.4M	\$5.2M	\$10.7M
Induced Impact	23	\$1.3M	\$2.5M	\$4.2M
Total Impact	303	\$16.6M	\$25.5M	\$36.9M

Table 29: Total annual economic impact of operational spending – **Combined Regions**

Operations – Combined	Employment	Labor Income	Value Added (GDP)	Output
Direct Impact	690	\$41.4M	\$57.9M	\$67.3M
Indirect Impact	196	\$10.5M	\$16.2M	\$32.7M
Induced Impact	56	\$3.2M	\$5.9M	\$10.1M
Total Impact	942	\$55.1M	\$80.0M	\$110.1M

4.4.2 Construction Economic Impact

The Grand Rapids Public Museum is currently undergoing a \$50 million expansion that should be completed in the next 24 months.³⁶ Frederik Meijer Gardens invested over \$30 million into the gardens over the past few years and averages \$3.3 million per year in capital investments.³⁷ In total, GRACS organizations invested, on average, \$10.4 million into their facilities or exhibits over the past couple of years. Assuming 70% of the construction money is spent locally, this investment generates \$10.7 million in economic activity and support for 77 jobs. The tables below present the information for each region. It should be noted that the economic impact only occurs during the construction phase of the project.

Table 30: The economic impact of construction spending – **City of Grand Rapids**

Construction - GR	Employment	Labor Income	Value Added (GDP)	Output
Direct Impact	42	\$2.7M	\$2.8M	\$5.0M
Indirect Impact	5	\$.4M	\$.7M	\$1.4M
Induced Impact	5	\$.3M	\$.5M	\$.9M
Total Impact	52	\$3.5M	\$4.0M	\$7.2M

Table 31: The economic impact of construction spending – **Kent County**

Construction – Kent County	Employment	Labor Income	Value Added (GDP)	Output
Direct Impact	19	\$1.3M	\$1.3M	\$2.3M
Indirect Impact	3	\$.2M	\$.3M	\$.6M
Induced Impact	3	\$.2M	\$.3M	\$.5M
Total Impact	25	\$1.6M	\$1.9M	\$3.4M

³⁶ <https://www.grpm.org/expansion/>

³⁷ Information taken from Frederik Meijer Gardens EIS

Table 32: The economic impact of construction spending – **Combined Regions**

Construction – Combined	Employment	Labor Income	Value Added (GDP)	Output
Direct Impact	61	\$4.0M	\$4.1M	\$7.3M
Indirect Impact	8	\$.6M	\$1.0M	\$2.0M
Induced Impact	8	\$.4M	\$.8M	\$1.4M
Total Impact	77	\$5.1M	\$6.0M	\$10.7M

4.5 FISCAL IMPACT

The increase in economic activity also produces additional tax revenue at the local, state, and federal levels. The IMPLAN economic model estimates these fiscal impacts. The tax at the county and sub-county levels consists of property taxes. At the state level, the majority of the tax is sales tax.

4.5.1 Fiscal Impact of Nonlocal Primary Visitors

A true measure of new tax revenue focuses on primary *nonlocal* visitors. Using the IMPLAN model, we estimate nonlocal primary visitor fiscal impact at \$423,000 for municipalities, \$1.1 million for special districts, and \$315,000 for Kent County. The tables below present the information for each region.

Table 33: Fiscal impact of nonlocal primary visitors – **City of Grand Rapids**

Fiscal Impact - GR	Sub-County: Municipalities	Sub-County: Special Districts	Kent County	Michigan
Direct Impact	\$227,129	\$606,666	\$175,149	\$1,955,156
Indirect Impact	\$29,315	\$65,125	\$18,796	\$257,833
Induced Impact	\$17,859	\$44,122	\$12,737	\$157,054
Total Impact	\$274,304	\$715,913	\$206,682	\$2,370,044

Table 34: Fiscal impact of nonlocal primary visitors – **Kent County**

Fiscal Impact - KC	Sub-County: Municipalities	Sub-County: Special Districts	Kent County	Michigan
Direct Impact	\$123,347	\$316,199	\$91,283	\$1,052,764
Indirect Impact	\$15,394	\$34,489	\$9,954	\$135,209
Induced Impact	\$9,903	\$24,440	\$7,055	\$87,016
Total Impact	\$148,644	\$375,128	\$108,292	\$1,274,989

Table 35: Fiscal impact of nonlocal primary visitors – **Combined**

Fiscal Impact - Combined	Sub-County: Municipalities	Sub-County: Special Districts	Kent County	Michigan
Direct Impact	\$350,476	\$922,865	\$266,432	\$3,007,920
Indirect Impact	\$44,710	\$99,614	\$28,750	\$393,042
Induced Impact	\$27,762	\$68,562	\$19,792	\$244,071
Total Impact	\$422,948	\$1,091,041	\$314,974	\$3,645,033

4.5.2 Fiscal Impact of All Primary Visitors

As mentioned earlier, our preferred method in calculating fiscal impact is to focus solely on those who claimed the arts and culture event was their primary reason for visiting Grand Rapids or Kent County. These visitors will include locals and nonlocals. With local spending included, there is concern this impact figure will be inflated due to substitute spending. Thus the figures should be used with caution.

Using the IMPLAN model, we estimate all primary visitor fiscal impacts at \$486,000 for municipalities, \$1.2 million for special districts, and \$360,000 for Kent County. The tables below present the information for each region.

Table 36: Fiscal impact of all primary (local and nonlocal) visitors – **City of Grand Rapids**

Fiscal Impact - GR	Sub-County: Municipalities	Sub-County: Special Districts	Kent County	Michigan
Direct Impact	\$267,979	\$713,089	\$205,873	\$2,308,692
Indirect Impact	\$39,070	\$86,501	\$24,965	\$343,787
Induced Impact	\$23,664	\$58,465	\$16,877	\$208,109
Total Impact	\$330,713	\$858,056	\$247,715	\$2,860,588

Table 37: Fiscal impact of all primary (local and nonlocal) visitors – **Kent County**

Fiscal Impact - KC	Sub-County: Municipalities	Sub-County: Special Districts	Kent County	Michigan
Direct Impact	\$128,081	\$327,833	\$94,641	\$1,093,188
Indirect Impact	\$16,459	\$36,852	\$10,636	\$144,582
Induced Impact	\$10,525	\$25,975	\$7,498	\$92,482
Total Impact	\$155,065	\$390,659	\$112,776	\$1,330,251

Table 38: Fiscal impact of all primary (local and nonlocal) visitors – **Combined**

Fiscal Impact - Combined	Sub-County: Municipalities	Sub-County: Special Districts	Kent County	Michigan
Direct Impact	\$396,060	\$1,040,922	\$300,514	\$3,401,880
Indirect Impact	\$55,530	\$123,353	\$35,602	\$488,368
Induced Impact	\$34,189	\$84,440	\$24,375	\$300,591
Total Impact	\$485,778	\$1,248,715	\$360,491	\$4,190,839

4.5.3 Fiscal Impact of Nonlocal Casual Visitors

The economic impact supported by GRACS events focuses on spending by those who stated these events were *not* their primary reason for visiting the area. These are referred to as casual visitors. These “casual” visitors will be included in the economic impact **supported** by the GRACS organizations.

The impact of casual visitors is not included in the overall economic impact because they were in regions for reasons other than the events. Thus, their spending, thus tax revenue, would have occurred in the absence of attending the event. What is unknown is if these visitors stayed more days or spent more than they normally would because of these events. The data for casual visitors are presented here for informational purposes only. Only nonlocal data is provided as these visitors are the best representation of ‘new’ tax revenue.

The casual **nonlocal** visitor spending added \$482,000 in tax revenue for municipalities, \$1.2 million in tax revenue for special districts, and \$357,000 in tax revenue for Kent County. The tables below present the information for each region.

Table 39: Fiscal impact of nonlocal casual visitors – **City of Grand Rapids**

Fiscal Impact - GR	Sub-County: Municipalities	Sub-County: Special Districts	Kent County	Michigan
Direct Impact	\$160,851	\$431,169	\$124,482	\$1,384,113
Indirect Impact	\$18,080	\$40,249	\$11,617	\$158,995
Induced Impact	\$11,170	\$27,596	\$7,966	\$98,229
Total Impact	\$190,102	\$499,014	\$144,065	\$1,641,337

Table 40: Fiscal impact of nonlocal casual visitors – **Kent County**

Fiscal Impact - KC	Sub-County: Municipalities	Sub-County: Special Districts	Kent County	Michigan
Direct Impact	\$243,031	\$623,683	\$180,050	\$2,074,253
Indirect Impact	\$29,702	\$66,570	\$19,213	\$260,863
Induced Impact	\$19,189	\$47,358	\$13,671	\$168,616
Total Impact	\$291,922	\$737,611	\$212,935	\$2,503,733

Table 41: Fiscal impact of nonlocal casual visitors – **Combined**

Fiscal Impact - Combined	Sub-County: Municipalities	Sub-County: Special Districts	Kent County	Michigan
Direct Impact	\$403,882	\$1,054,853	\$304,533	\$3,458,366
Indirect Impact	\$47,783	\$106,819	\$30,830	\$419,859
Induced Impact	\$30,359	\$74,954	\$21,637	\$266,846
Total Impact	\$482,023	\$1,236,625	\$357,000	\$4,145,070

4.5.4 Fiscal Impact of Operational and Construction Spending

Although GRACS organizations are nonprofit, their spending does generate tax revenue. Total operational spending generated \$335,000 for municipalities, \$779,000 for special districts, and \$225,000 for Kent County. The tables below present the information for each region.

Table 42: Fiscal impact of operational spending – **City of Grand Rapids**

Fiscal Impact - GR	Sub-County: Municipalities	Sub-County: Special Districts	Kent County	Michigan
Direct Impact	\$131,720	\$324,873	\$93,780	\$1,201,480
Indirect Impact	\$51,381	\$111,775	\$32,259	\$459,259
Induced Impact	\$26,346	\$65,200	\$18,821	\$232,009
Total Impact	\$209,447	\$501,848	\$144,860	\$1,892,748

Table 43: Fiscal impact of operational spending – **Kent County**

Fiscal Impact - KC	Sub-County: Municipalities	Sub-County: Special Districts	Kent County	Michigan
Direct Impact	\$79,838	\$171,119	\$49,384	\$710,859
Indirect Impact	\$25,873	\$56,446	\$16,291	\$229,957
Induced Impact	\$20,019	\$49,357	\$14,248	\$175,760
Total Impact	\$125,729	\$276,923	\$79,922	\$1,116,576

Table 44: Fiscal impact of operational spending – **Combined**

Fiscal Impact - Combined	Sub-County: Municipalities	Sub-County: Special Districts	Kent County	Michigan
Direct Impact	\$211,558	\$495,992	\$143,163	\$1,912,339
Indirect Impact	\$77,253	\$168,221	\$48,550	\$689,216
Induced Impact	\$46,365	\$114,557	\$33,069	\$407,769
Total Impact	\$335,176	\$778,770	\$224,782	\$3,009,324

Construction spending impact only occurs during the construction phase of the projects. Therefore it was excluded from the tables above. Construction spending in the city of Grand Rapids added another \$14,300 to municipalities, \$29,100 to special districts, and \$8,400 to Kent County. Construction spending in Kent County added \$8,200 to municipalities, \$14,800 to special districts, and \$4,300 to Kent County.

4.6 COMPARISON WITH AEP6 REGIONAL STUDIES

The data below compares GRACS direct spending and economic impact with the AEP6 study (see section 2.1) ³⁸. It should be noted that the AEP6 does not distinguish between primary and casual visitors, therefore the impact of casual visitors will be included for an accurate comparison. The AEP6 study is based on population, therefore the Kent County comparison will *include* the city of Grand Rapids. All AEP6 data was adjusted for inflation.

Table 45: City of Grand Rapids comparison

Category	City of Grand Rapids	MEDIAN: AEP6 Population 100,000 to 250,000	AVERAGE: AEP6 Population 100,000 to 250,000
Total Visitors:			
Local visitors	1,047,417	416,266	912,264
Nonlocal visitors	769,797	144,495	416,826
Total visitors	1,817,214	607,830	1,329,089
Direct Spending:			
Local visitor spending	\$32.9 M	\$10.3 M	\$28.9 M
Nonlocal Visitor Spending	\$66.3 M	\$7.1 M	\$24.3 M
Total Visitor Spending	\$99.2 M	\$17.9 M	\$53.2 M
Organizational Spending ³⁹	\$63.2 M	\$13.2 M	\$47.7 M
Total Industry Spending	\$162.4 M	\$32.8 M	\$99.4 M
Total Economic Impact:			
Employment	1,614	592	1,493
Labor Income	\$75.4M	\$21.1M	\$46.9M
Value Added	\$116.3M	\$29.5M	\$86.2M
Output	\$187.0M	\$49.4M	\$150.5M
Local Taxes ⁴⁰	\$3.6M	\$.9M	\$3.0M
State Taxes	\$7.3M	\$1.3M	\$3.3M

³⁸ Data was taken from each counties AEP6 economic and social impact fact sheet.

https://drive.google.com/file/d/1PoKxhI1K2cSlybwdUOSrPUf98_NpSAjc/view?pli=1

³⁹ Includes construction spending

⁴⁰ Local taxes include municipalities, special districts, and county.

Table 46: Kent County comparison (includes the city of Grand Rapids)⁴¹

Category	Kent County, MI	MEDIAN: AEP6 Population 500,000 to 999,000	MEDIAN: National (all AEP6 organizations)
Total Visitors:			
Local visitors	1,402,131	1,712,466	NA
Nonlocal visitors	1,271,609	523,496	NA
Total visitors	2,673,740	2,446,241	NA
Direct Spending:			
Local visitor spending	\$38.5M	\$57.8M	\$17.0M
Nonlocal Visitor Spending	\$124.2M	\$27.5M	\$12.1M
Total Visitor Spending	\$162.7M	\$78.3M	\$30.8M
Organizational Spending	\$92.3M	\$109.9M	\$25.9M
Total Industry Spending	\$255.0M	\$199.1M	\$57.7M
Total Economic Impact: ⁴²			
Employment	\$0M	\$0M	\$0M
Labor Income	\$116.7M	\$142.9M	\$40.1M
Value Added	\$183.8M	\$188.1M	\$52.4M
Output	\$298.7M	\$346.9M	\$92.3M
Local Taxes ⁴³	\$6.0M	\$4.7M	\$1.5M
State Taxes	\$12.4M	\$6.5M	\$2.2M

⁴¹ Reminder: This comparison includes casual visitors⁴² See Appendix A1: Total Economic Impact – All Visitor Types⁴³ Local taxes include municipalities, special districts, and county.

4.7 VOLUNTEERISM AND IN-KIND CONTRIBUTIONS

Volunteers do not have an economic impact because there are no direct expenditures. However, they do have an impact on their community by helping GRACS organizations function. Per the GRACS survey results, there were 968 volunteers with an average of 31 volunteers per organization. The benefit transfer method used data from the AEP6 Cohort E study to estimate the average number of hours worked by each volunteer (33.2 hours). The Independent Sector places the value of an average 2024 volunteer hour in Michigan at \$32.50. This results in a volunteer donation value of \$997,901.

The GRACS survey did not collect in-kind contribution information from the organizations. Therefore data from the AEP6 Cohort E study will be used. This information, along with the volunteer hours, is presented in the table below.

Table 47: Volunteerism and in-kind contributions

Category	GRACS Organizations	MEDIAN: AEP6 Population 500,000 to 999,999	MEDIAN: National (all AEP6 organizations)
Volunteerism:			
Total volunteers	968	5,008	2,443
Avg. volunteers per organization	31.2	58	64.2
Avg. volunteer hours worked	33.2	33.2	32.4
Total volunteer hours	32,121	128,761	84,832
Total volunteer donation value ⁴⁴	\$1,043,933	\$4,238,793	\$2,813,862
In-kind Contributions:⁴⁵			
Total in-kind contributions	NA	\$530,186	\$871,968
In-kind contributions per org.	NA	\$11,501	\$13,074

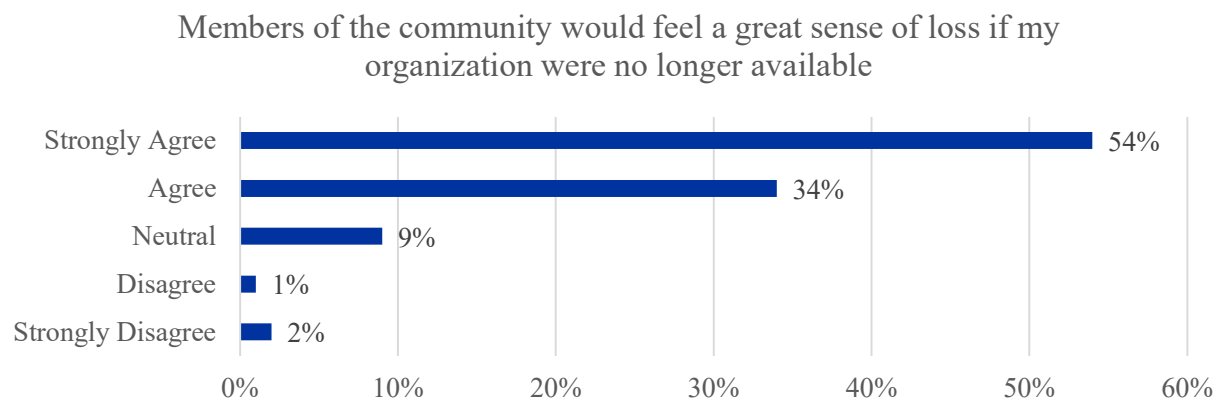
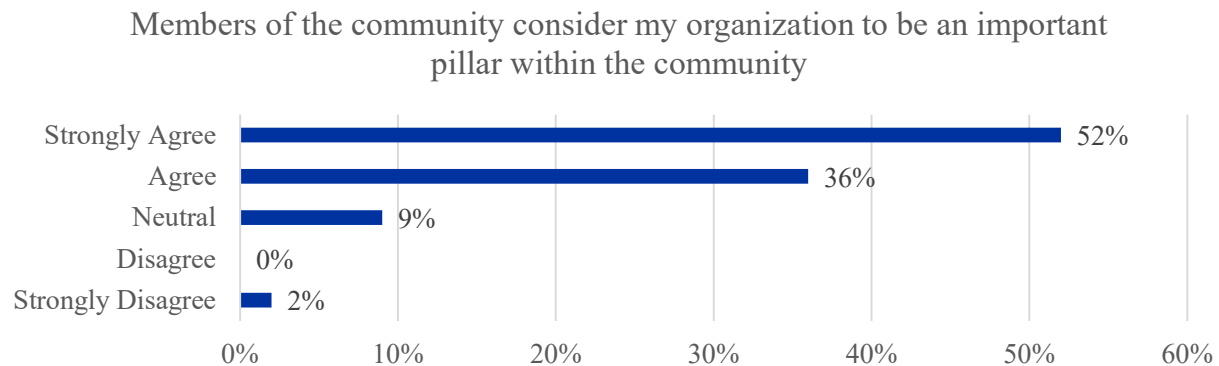
⁴⁴ In 2024 dollars

⁴⁵ Ibid

4.8 COMMUNITY AND SOCIAL IMPACT

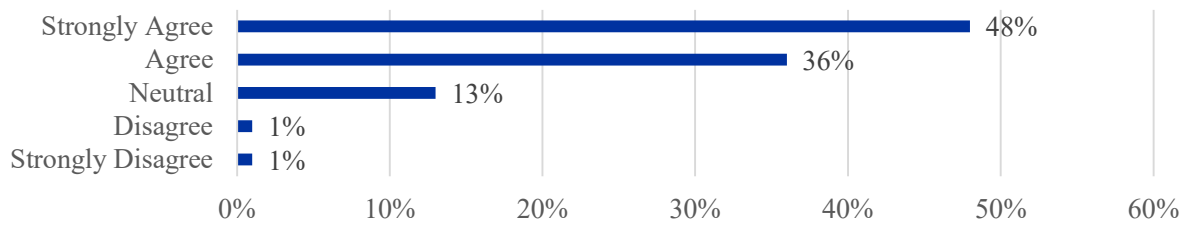
Not included in the economic effects is the role GRACS organizations play in the local school system. Per the GRACS survey results, the organizations served over 342,000 k-12 students, with approximately 41,000 in instructional hours.

The impact of art and culture organizations continues with the local communities they serve. The data below was taken from the AEP6 study and is specific to AEP6 Cohort E, which covers regions with a population ranging from 500,000 to 999,999.⁴⁶ The first four figures are based on answers from AEP6 participating organizations. The remaining figures are based on AEP6 audience survey responses.

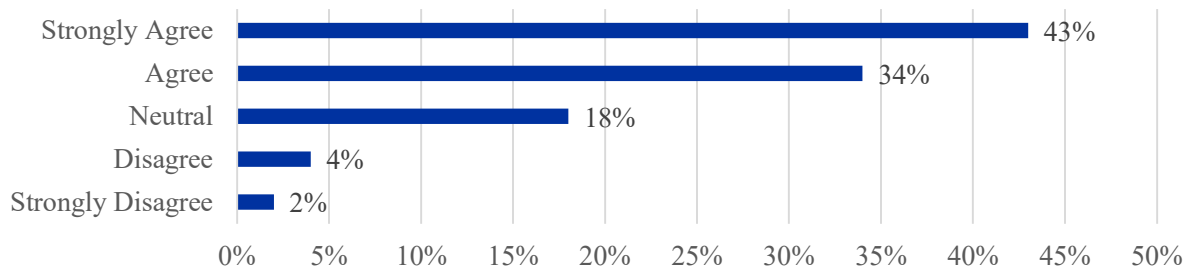


⁴⁶ <https://aep6.americansforthearts.org/resources/media/user/1697111338-DetailedDataTables.pdf>

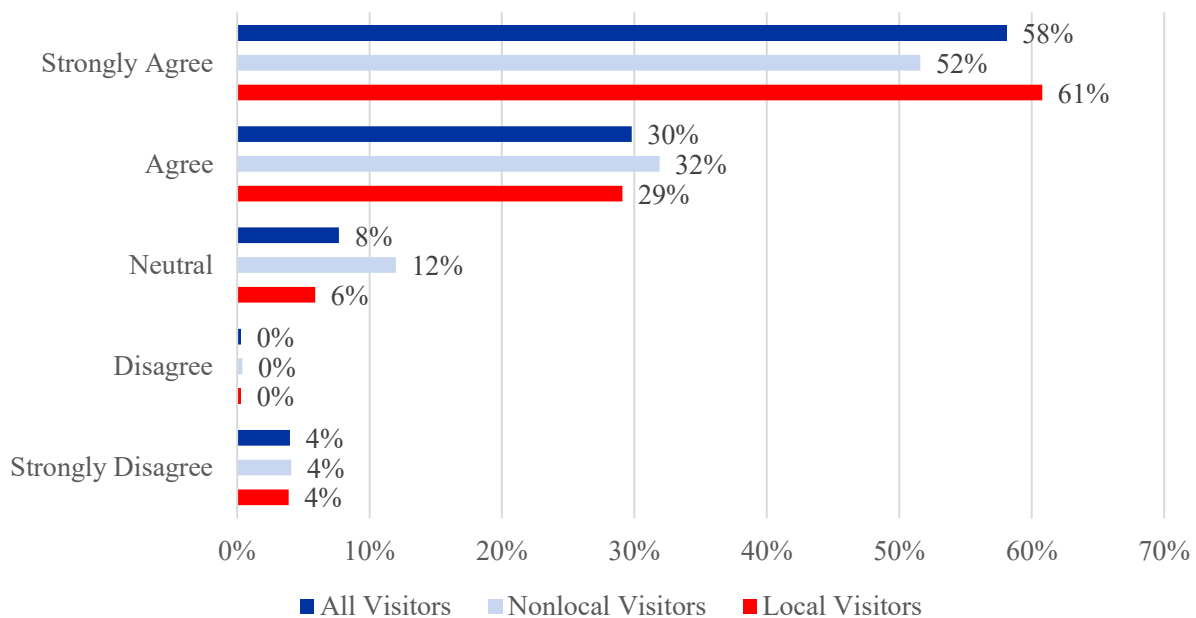
Members of the community feel that my organization inspires a sense of pride in this neighborhood or community



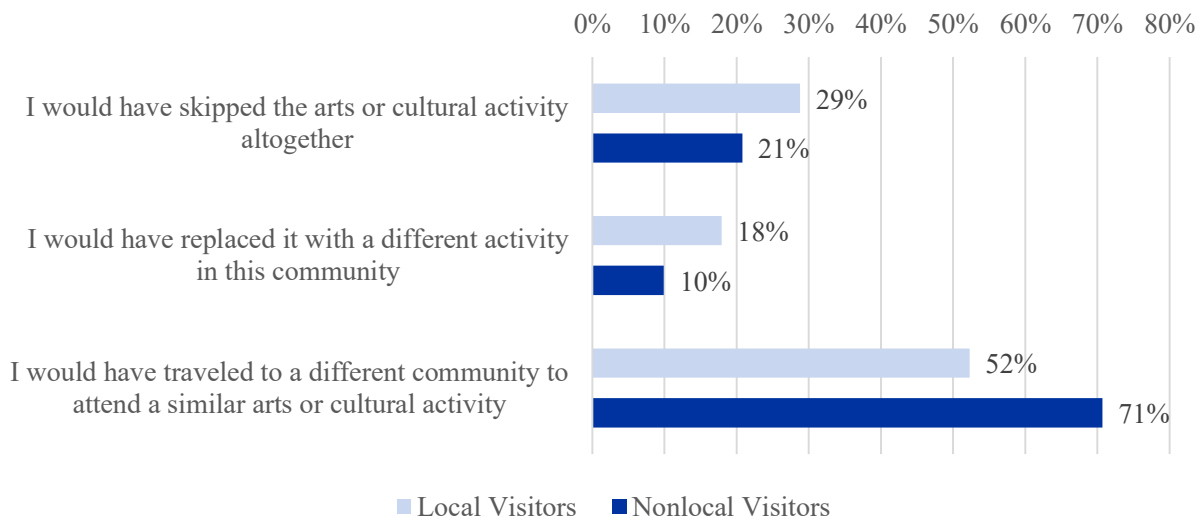
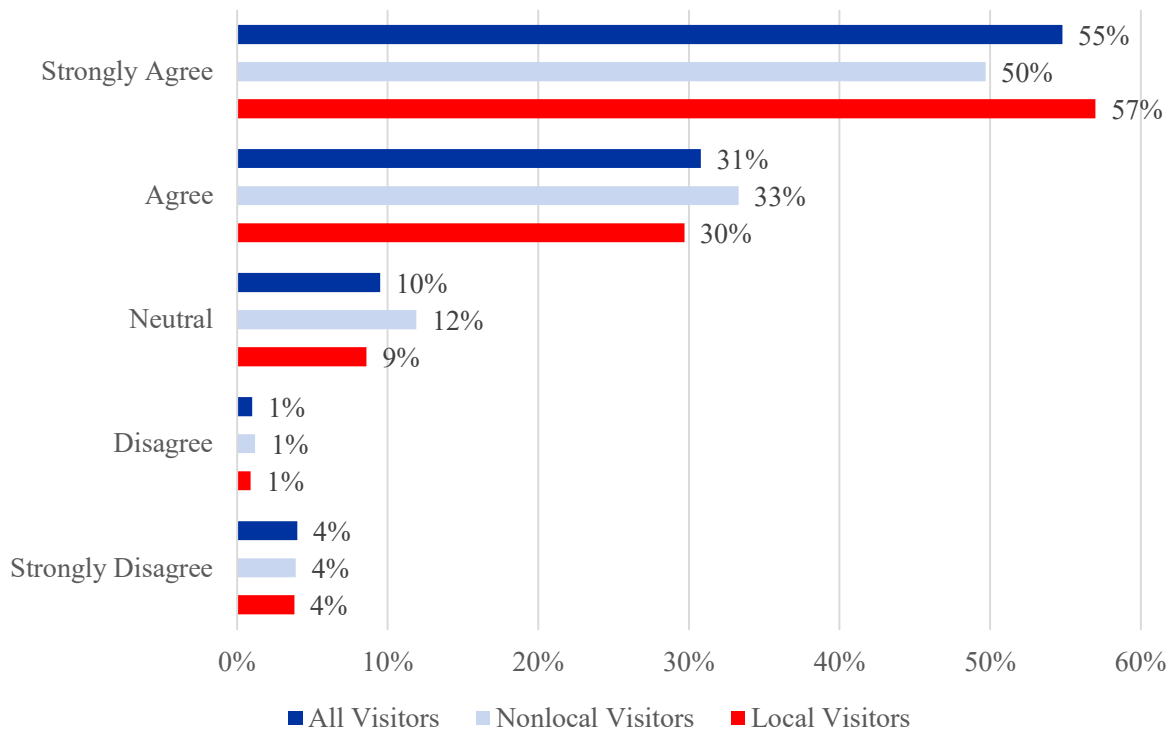
Members of the community rely on my organization to ensure that the arts and culture we celebrate is preserved for future generations



This activity of venue is inspiring a sense of pride in this neighborhood or community



My attendance is my way of ensuring that this activity or venue is preserved for future generations



5.0 CONCLUSION



This report focuses on the economic impact GRACS organizations provide to the Grand Rapids and Kent County area. This section will summarize the economic impact and the fiscal impact.

5.1 Summary of Economic Impact

As mentioned earlier, our preferred method in calculating economic impact is to focus solely on those who claimed the arts and culture event was their primary reason for visiting Grand Rapids or Kent County. These visitors will include locals and nonlocals. With local spending included, there is concern this impact figure will be inflated due to substitute spending.

The total economic impact from primary visitors is estimated at \$84 million in output with support for 716 jobs. Approximately 82% of the economic output is generated by nonlocal primary visitors. The total economic impact from operations is estimated at \$110 million with support for 942 jobs. Table 47 presents a summary of the economic impact of all primary visitors and GRACS operations.⁴⁷

Table 47: Summary of the annual economic impact of primary visitors and GRACS operational spending

Summary	Employment	Labor Income	Value Added (GDP)	Output
All primary visitors -GR	514	\$19.4M	\$32.6M	\$59.8M
All primary visitors – KC	202	\$8.2M	\$13.8M	\$24.7M
Operational impact – GR	639	\$38.4M	\$54.4M	\$73.3M
Operational impact – KC	303	\$16.6M	\$25.5M	\$36.9M
Total annual economic impact	1,658	\$82.6M	\$126.3M	\$194.6M

⁴⁷ The total economic impact of all visitor types (primary and casual) is presented in Appendix A1: Total Economic Impact – All Visitor Types

The impact of casual visitors is not included in the overall economic impact because they were in Grand Rapids or Kent County for reasons other than the GRACS event. Thus, their spending would have occurred in the absence of the event. What is unknown is if these visitors spent more than they normally would because of the event.

There were 1.45 million casual visitors to GRACS events, with 34% of those visitors coming from outside Kent County. These casual visitors spent \$88.9 million at GRACS events, with 71% coming from nonlocal visitors. This spending generated \$104 million in economic output and support for 871 jobs. Approximately 71%, or \$73.9 million, of this economic output is a result of nonlocal casual visitors.

The economic impact associated with construction spending was not included in Table 47 because this impact only occurs during the construction phase of the project. The construction activity associated with GRACS organizations generates \$10.7 million in economic activity and support for 76 jobs.

5.2 Summary of Fiscal Impact

The increase in economic activity also produces additional tax revenue. A summary of the fiscal impact is presented in Table 48.

Table 48: Summary of the annual fiscal impact of primary visitors and GRACS operational spending

	Sub-County: Municipalities	Sub-County: Special Districts	Kent County	Michigan
All primary visitors -GR	\$330,713.39	\$858,055.59	\$247,715.29	\$2,860,587.50
All primary visitors – KC	\$155,064.80	\$390,659.39	\$112,775.60	\$1,330,251.49
Operational impact – GR	\$209,447	\$501,848	\$144,860	\$1,892,748
Operational impact – KC	\$125,729	\$276,923	\$79,922	\$1,116,576
Total annual fiscal impact	\$820,954	\$2,027,485	\$585,273	\$7,200,163

The casual visitors generated a fiscal impact of \$607,000 for municipalities, \$1.5 million for special districts, and \$447,000 for Kent County. Approximately 80% of this impact was generated from nonlocal casual visitors.

The fiscal impact associated with construction spending was not included in Table 42 because this impact only occurs during the construction phase of the project. Construction spending added another \$22,600 to municipalities, \$43,800 to special districts, and \$12,600 to Kent County.

Our estimated total economic impact likely underestimates the actual impact as the estimate was derived using relatively conservative assumptions and methods. Also, the measure of the economic impact of GRACS organizations excludes long-run economic and cultural impacts. As mentioned in section 2.1, when attendees were asked what they would have done if the arts and culture event was not available, 51% of local visitors and 64% of nonlocal visitors said they would have traveled to a different community to attend a similar event. In addition, well over half of the AEP6 survey respondents said arts and culture events increase pride in the community, build more liveable communities, improve personal well-being, and help build empathy and understanding. [Ω](#)



A1: TOTAL ECONOMIC IMPACT – ALL VISITOR TYPES

As mentioned in the study, our preferred method in calculating economic impact is to focus solely on those who claimed the arts and culture event was their primary reason for visiting Grand Rapids or Kent County. However, the AEP6 does not distinguish between a primary visitor and a casual visitor. Therefore, this section will present the total economic impact of all visitor types (local and nonlocal, primary and casual). This will allow for a more accurate comparison with the AEP6 study.

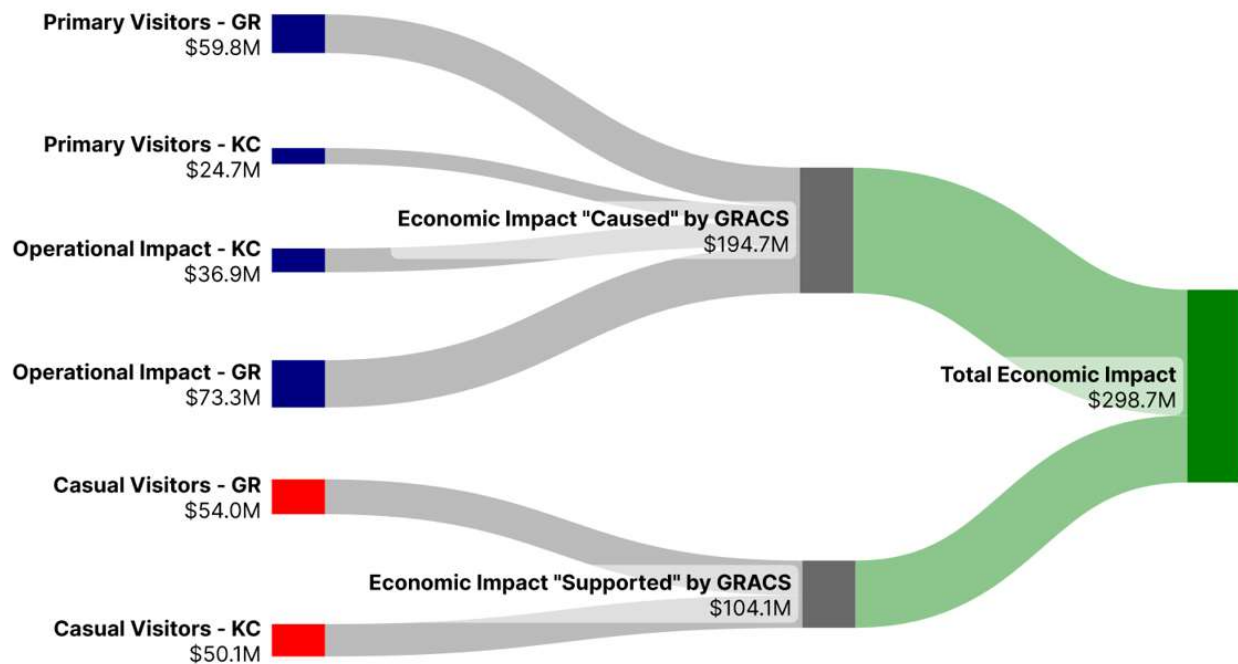
Table A1-1: Total annual economic impact of all visitor types and organizational spending

	Employment	Labor Income	Value Added (GDP)	Output
All Primary Visitors - GR	514	\$19.4M	\$32.6M	\$59.8M
All Primary Visitors - KC	202	\$8.2M	\$13.8M	\$24.7M
All Casual Visitors – GR	461	\$17.5M	\$29.4M	\$54.0M
All Casual Visitors – KC	410	\$16.5M	\$28.1M	\$50.1M
Operational impact – GR	639	\$38.4M	\$54.4M	\$73.3M
Operational impact – KC	303	\$16.6M	\$25.5M	\$36.9M
Total annual economic Impact	2,529	\$116.7M	\$183.8M	\$298.7M

Table A1-2: Summary of the annual fiscal impact of all visitor types and organizational spending

	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
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
Operational impact – GR	\$209,447	\$501,848	\$144,860	\$1,892,748
Operational impact – KC	\$125,729	\$276,923	\$79,922	\$1,116,576
Total annual fiscal impact	\$1,427,803	\$3,577,089	\$1,032,622	\$12,429,306

Figure A1-1: Visualization of the total annual economic impact of all visitor types and organizational spending



A2: MULTI-REGIONAL IMPACT DETAILS

Multi-Regional Input-Output (MRIO) analysis makes it possible to track how an impact in one area (city of Grand Rapids) affects another region (Kent County). The rationale for using MRIO is to examine the interconnectedness of multiple regions and track leakages from a study region and determine the impact they create in other regions (see the figure below)⁴⁸.

⁴⁸ <https://support.implan.com/hc/en-us/articles/115009713448-MRIO-Introduction-to-Multi-Regional-Input-Output-Analysis>



Using the total economic impact data from Table 47, the total economic impact of primary visitors and operational spending, and applying the MRIO analysis, we can see of the \$194.6 million in economic activity, \$103.4 million occur in the city of Grand Rapids and \$91.2 million occurs in Kent County (but outside the city of Grand Rapids). The tables below present this information along with a regional breakdown.

Table A2-1: Total economic impact MRIO analysis – All primary visitors (nonlocal and local) and organizational spending

	Employment	Labor Income	Value Added (GDP)	Output
Impact that occurs in the city of GR	1,001	\$48.3M	\$71.5M	\$103.4M
Impact that occurs in KC	657	\$34.3M	\$54.9M	\$91.2M
Total economic impact	1,658	\$82.6M	\$126.3M	\$194.6M

Using the data from Table 14, all primary visitors to the city of Grand Rapids, and an MRIO analysis, we can see of the \$59.8 million in economic activity generated by primary visitors, \$15.5 million leaks out to Kent County. Thus, only \$44.3 million occurs within the city of Grand Rapids (see Table A2-2).

Table A2-2: MRIO of all (local and nonlocal) primary visitors – **Grand Rapids**

All Primary Visitors - GR	Employment	Labor Income	Value Added (GDP)	Output
Impact that occurs in the city of GR	437	\$14.3M	\$24.5M	\$44.3M
Impact that occurs in KC	77	\$5.1M	\$8.1M	\$15.5M
Total Impact in the city of GR	514	\$19.4M	\$32.6M	\$59.8M

Using the data from Table 15, all primary visitors to Kent County (but outside the city), and an MRIO analysis, we can see of the \$24.7 million in economic activity, \$1.6 million leaks out to the city of Grand Rapids. Thus, \$23 million occurs within Kent County, but outside the city of Grand Rapids (see Table A2-3).

Table A2-3: MRIO of all (local and nonlocal) primary visitors – **Kent County**

All Primary – Kent County	Employment	Labor Income	Value Added (GDP)	Output
Impact that occurs in KC	193	\$7.6M	\$13.0M	\$23.1M
Impact that occurs in the city of GR	8	\$.6M	\$.8M	\$1.6M
Total Impact in Kent County	202	\$8.2M	\$13.8M	\$24.7M

Using the data from Table 27, operational spending in the city of Grand Rapids, and an MRIO analysis, we can see of the \$73.3 million in economic activity generated by operations, \$19.1 million leaks out to Kent County. Thus, only \$54.1 million occurs within the city of Grand Rapids (see Table A2-4).

Table A2-4: MRIO of operational spending – **City of Grand Rapids**

All Primary Visitors - GR	Employment	Labor Income	Value Added (GDP)	Output
Impact that occurs in the city of GR	534	\$32.3M	\$44.5M	\$54.2M
Impact that occurs in KC	105	\$6.1M	\$9.9M	\$19.1M
Total Impact in the city of GR	639	\$38.4M	\$54.4M	\$73.3M

Using the data from Table 28, operational spending in Kent County, and an MRIO analysis, we can see of the \$36.9 million in economic activity generated by operations, \$3.4 million leaks out to the city of Grand Rapids. Thus, only \$33.5 million occurs in Kent County, but outside the city of Grand Rapids (see Table A2-5).

Table A2-5: Total annual economic impact of operational spending – **Kent County**

All Primary – Kent County	Employment	Labor Income	Value Added (GDP)	Output
Impact that occurs in KC	282	\$15.5M	\$23.9M	\$33.5M
Impact that occurs in the city of GR	21	\$1.1M	\$1.7M	\$3.4M
Total Impact in Kent County	303	\$16.6M	\$25.5M	\$36.9M

A3: ECONOMIC IMPACT – ORGANIZATION BREAKOUT

This section will break out the largest contributors to the overall economic impact. As shown below, Frederik Meijer Gardens, ArtPrize, and the Grand Rapids Public Museum.....

Table A3-1: Total annual economic impact by organization

	Employment	Labor Income	Value Added (GDP)	Output
Frederik Meijer Gardens	1,167	\$52.8M	\$77.6M	\$138.0M
ArtPrize 2023	749	\$30.6M	\$52.4M	\$93.7M
Grand Rapids Public Museum	223	\$53.1M	\$59.2M	\$26.4M
Festival of the Arts	71	\$2.8M	\$4.8M	\$8.7M
Total annual economic Impact	2,201	\$96M	\$150M	\$266M

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%

Table A3-3: Total annual fiscal impact by organization

	Sub-County: Municipalities	Sub-County: Special Districts	Kent County	Michigan
Frederik Meijer Gardens	\$560,975	\$1,160,686	\$353,115	\$5,463,554
ArtPrize 2023	\$597,922	\$1,479,332	\$425,805	\$4,903,688
Grand Rapids Public Museum	\$113,218	\$288,681	\$83,338	\$992,898
Festival of the Arts	\$49,947	\$130,095	\$37,558	\$432,628
Total annual fiscal impact	1,322,062	3,058,794	899,816	11,792,768

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%

A4: IMPLAN DISCLAIMER AND DEFINITIONS

IMPLAN is a regional economic analysis software application that is designed to estimate the impact or ripple effect (specifically backward linkages) of a given economic activity within a specific geographic area through the implementation of its Input-Output model. Studies, results, and reports that rely on IMPLAN data or applications are limited by the researcher's assumptions concerning the subject or event being modeled. Studies such as this one are in no way endorsed or verified by IMPLAN Group, LLC unless otherwise stated by a representative of IMPLAN.

IMPLAN provides the estimated Indirect and Induced Effects of the given economic activity as defined by the user's inputs. Some Direct Effects may be estimated by IMPLAN when such information is not specified by the user. While IMPLAN is an excellent tool for its designed

purposes, it is the responsibility of analysts using IMPLAN to be sure inputs are defined appropriately and to be aware of the following assumptions within any I-O Model:

- Constant returns to scale
- No supply constraints
- Fixed input structure
- Industry technology assumption
- Constant byproducts coefficients
- The model is static

By design, the following key limitations apply to Input-Output Models such as IMPLAN and should be considered by analysts using the tool:

- **Feasibility:** The assumption that there are no supply constraints and there is a fixed input structure means that even if input resources required are scarce, IMPLAN will assume it will still only require the same portion of production value to acquire that input unless otherwise specified by the user. The assumption of no supply constraints also applies to human resources, so there is assumed to be no constraint on the talent pool from which a business or organization can draw. Analysts should evaluate the logistical feasibility of a business outside of IMPLAN. Similarly, IMPLAN cannot determine whether a given business venture being analyzed will be financially successful.
- **Backward-linked and Static model:** I-O models do not account for forward linkages, nor do I-O models account for offsetting effects such as cannibalization of other existing businesses, diverting funds used for the project from other potential or existing projects, etc. It falls upon the analyst to take such possible countervailing or offsetting effects into account or to note the omission of such possible effects from the analysis.
- **Like the model, prices are also static:** Price changes cannot be modeled in IMPLAN directly; instead, the final demand effects of a price change must be estimated by the analyst before modeling them in IMPLAN to estimate the additional economic impacts of such changes.

The IMPLAN model will report economic impact in four ways:

Output **Gross output** is the total economic activity, including the sum of intermediate inputs and the value they add to the final good or service. The intermediate inputs are the resources used in the production of final goods and services. It should be noted that gross output can be overstated if the intermediate inputs are used multiple times in the production of other goods and services.

Direct output	The same as the direct effect (direct spending). The indirect output represents the value of economic activity generated because of direct business-to-business spending. Induced output is the total value that all industries take in as a result of household spending.
Labor Income	<p>The increase in wages, salaries, and proprietors' income as a result of the initial change in demand (direct effects).</p> <p>Direct labor income is the total wages, benefits, and payroll taxes associated with the business or organization responsible for the direct effects. Indirect labor income represents the amount of compensation that is supported by business-to-business transactions. Induced labor income is the value of employee compensation and proprietor income that comes from the household spending of the employees connected to the business/organization and supply chain.</p>
Employment	<p>The total number of jobs supported by direct spending or initial change in demand. This measurement does not distinguish between a full-time or part-time employee. It also does not account for employees who moved from one job to another within the defined economic region. Thus it does tend to overstate the number of jobs created.</p> <p>Direct employment is the jobs supported at the business or organization responsible for the direct effects. Indirect employment represents the number of jobs that are supported by business-to-business transactions. Induced employment is the number of jobs supported by the household spending generated by the business activity.</p>
Value Added	<p>The contribution to the economic region's gross domestic product (GDP).</p> <p>Direct value added is associated with the business or organization responsible for the direct effects. Indirect value added is the specific value generated by the business-to-business transaction as a result of the direct effects. Induced value added is the specific value associated with household spending as a result of the direct effects.</p>

A5: METHODOLOGY FOR FUTURE STUDY

This study represents the first attempt at estimating the economic impact of GRACS. Reflecting on the approaches used in this study, and feedback provided during a presentation to the Grand Rapids City Commissioners, there are recommendations for a future study.

1. This study should be repeated in four to five years.
2. The ACCGR should establish a database of all creative nonprofit organizations in the area, with updated contact information.
3. ACCGR should establish data collection methods. This can be done by increasing membership and collecting financial data from the organizations (990s, CDP, surveys, etc).
4. The scope of work could be expanded to include (based on feedback from Commissioner Kelsey Purdue):
 - a. **Talent retention, attraction, and support:** The impact of creative talent retention, attraction, and growth on the economic impact of arts and culture. How might talent growth impact economic output? What are we losing as a community when we lose talent to more artist-friendly places? How might we become a more welcoming and supportive place for artists?
 - b. **Size and Competition:** Art organizations rely on grant awards and donations. Larger organizations most often beat out smaller organizations for grant awards. If the latter are more connected to the community or have a more diverse team, they are often sub-awarded to provide their expertise and relationships. The sources of revenue and the ability of smaller art organizations and those led by people of color to “compete” should be considered as it has implications for funding, sustainability, and fairness.
 - c. **Further landscape breakdown:** Similarly, which organizations are effectively engaging communities of color? What does the local sector look like when you disaggregate it by budget size, organizational size, racial diversity, etc?
 - d. **The broader impact:** The impact of the arts is far-reaching beyond economic and tourism dollars, and has broader quality-of-life implications and purpose. How might we quantify or articulate the larger health, safety, and social value of the arts?
5. Incorporate the Black Leadership Advisory Council (BLAC) policy recommendations.