The arts create artistic, social, and cultural value, and hence economic impacts, throughout Allegheny County.

Report Highlights:

Among similar regions like Nashville, Baltimore, St. Louis, and Portland, Allegheny County ranks #1 in jobs, household income, and tax revenues generated through the arts. 32,211 jobs (4 of 5 outside the arts) $641 million in household income $115 million in local state and tax revenues

Even among areas with larger populations, like Philadelphia, Chicago, Washington, DC, and San Francisco, Allegheny County ranks No. 9 for jobs generated via the arts.

What contributes to these rankings?
The arts sector in Allegheny County is large, with 668 large, medium, small and very small organizations in the performing, visual, and community arts.

The arts sector here is strong thanks to: attendance increases over the past 5 years; increased funding from the Allegheny Regional Asset District, private foundations, and corporate donations; expanded partnerships; and many positive conditions for working artists.

Key Economic Impact Data Points:

Arts organizations, by paying employees and contractors, marketing events, and facilities rental, etc., contribute $550 million into the area’s economy per year.

Annual attendance by 16.6 million people at arts events in Allegheny County generates $509.5 million in arts-related spending, from meals to parking. Cultural tourists spend an average of $47.61 per person vs. $25.99 by local residents.

As this spending ripples throughout Allegheny County, the total economic impact of the arts is $2.38 billion.

Of the 32,211 jobs generated by the arts sector, 4 of 5 of are in fields outside the arts.

What could income and revenues from the arts pay for?
The $641 million in household income could purchase more than 7.5 million pairs of ballet pointe shoes, over 681 million pierogies, 850,000+ family smart phone bills for two years, or unlimited rides per year on Port Authority transport for 597,669 riders.

The $115 million in state and local taxes generated by the arts could pay 1 year’s salary for 2,061 elementary/secondary school teachers, librarians, fire fighters, and police officers.

Future Impacts of the Arts in Allegheny County:

NEXT STEPS

Thanks to the strengths of the area’s arts sector, residents and visitors are able to report that they participate in the arts to connect with friends and family members; to be absorbed in artistic experiences, and to explore many cultural traditions and innovations (which in turn leads to economic impacts).

But potential changes in the strengths of the arts sector must be continually monitored and acted upon if Allegheny County is to continue yielding a full range of public benefits through the arts.

As next steps, the arts and culture sector must work with elected officials and community and business leaders to:

- Address issues of racial inequity and unequal access to resources
- Reverse trends in lower individual giving and earned income
- Devise new local and state policies providing operating, and multi-year funds to the arts
- Conduct further research on connections between artistic, social, cultural, and economic impacts of the arts
ABOUT THIS REPORT

These points on the reverse of this page are a summary of “From Pointe Shoes to Pierogies: Impacts of the Arts in Allegheny County, Pennsylvania, 2017,” a report produced by the Greater Pittsburgh Arts Council (GPAC) in partnership with Americans for the Arts (AFTA). Every four years, AFTA conducts a nationwide Arts & Economic Prosperity study. This report reflects the findings from the fifth study, Arts & Economic Prosperity 5 (AEP5). For AEP5, AFTA partnered with 250 partners representing 341 communities nationwide, including Allegheny County and the Commonwealth of Pennsylvania.

GPAC’s full report, as well as an economic impact calculator for use by individual arts and culture organizations, is available at pittsburghartscouncil.org/research.

The federal and state AEPS reports, as well as additional data tables, are available at americansforthearts.org/research.

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