



**OKLAHOMANS for the ARTS**

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Graceful Arts Center  
Norman Arts Council  
Ponca City Arts Center  
The Arts in Guthrie  
Tulsa Arts Commission  
Tulsa Performing Arts Center Trust

## **The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the State of Oklahoma** (Fiscal Year 2015)

### **FREQUENTLY ASKED QUESTIONS:**

#### **What were the goals for the Study?**

- Build a more current and stronger case for support from public and private sources through economic impact data.
- Strengthen branding for the arts industry in Oklahoma.
- Improve communication and data gathering among the arts and culture sector.
- Coalesce goals for sector outcomes
- Normalize and share data gathered by arts and culture funders.

#### **When was the last time you did this type of research?**

Oklahoma's last study of this type was released in 2009 and was much smaller in scope and detail. [Click here to view the report.](#)

#### **How does this study compare to the last one?**

This study is much more comprehensive, including information from 392 organizations, up from 247 in 2009. That means we have a much clearer picture of the economic activity generated by more organizations.

The biggest surprise is the increase in audiences. Although the increase can partly be attributed to gathering data from more programs, the growth is far beyond, from more than 5 million visits in 2008 to 12.7 million in 2015. Clearly arts and culture organizations are attracting larger audiences.

#### **Why did you survey nonprofit organizations? How did you define arts and culture?**

Local study partners identified the universe of nonprofit arts and cultural organizations located in our region. Eligibility was determined using the Urban Institute's National Taxonomy of Exempt Entities (NTEE) coding system as a guideline. Americans for the Arts encouraged us to include other types of eligible organizations if they play a substantial role in the cultural life of the community or if their primary purpose is to promote participation in, appreciation for, and understanding of the visual, performing, folk, literary, and media arts. For-profit businesses and individual artists were strictly excluded from this study. In short, if it displays the characteristics of a nonprofit arts and cultural organization, it was included.

This study focuses on nonprofit organizations because we seek valid and accurate economic impact data about the sector to substantiate the recipient of public funding and private donations. Also, the information necessary to complete an economic impact study is more easily obtained from the nonprofit sector than from the for-profit sector since nonprofit sector data is treated as public information and available through IRS Form 990 filings.

**Are these number inflated?**

No. This data is conservatively collected from actual audience members and organizations' actual spending. We make no estimates missing organizations or events we didn't survey directly.

Americans for the Arts only includes audience spending within certain cautious ranges, for instance only counting 1 night of lodging per audience group. The input-output model analyzes not just the number of dollars that are spent by nonprofit arts and culture organizations (and their audiences), but it also accounts for how each dollar is spent. A dollar will flow through the economy differently (and generate economic impact differently) depending on the category of its expenditure. Each study is custom to the community and year of release.

**When was the information collected?**

Audience were surveyed in-person at Oklahoma arts and culture events throughout 2016. Organizations submitted their Fiscal Year 2015 expenditures in summer 2016.

**See also the Americans for the Arts' Frequently Asked Questions:**

<http://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-iv/faq>

**Oklahomans for the Arts**

Oklahomans for the Arts is a statewide nonprofit organization advocating for a state where everyone experiences and benefits from arts and culture. [www.ok4arts.org](http://www.ok4arts.org)