

# IMPACT OF NASHVILLE'S ARTS + CULTURE

## Local Economic Impact

**\$429 million**

Economic impact in Davidson County of Arts + Culture organizations and their audiences

**\$19,642,000**

in local revenue generated by spending from Arts + Culture organizations and their audiences

**5,336**

jobs, including full-time, part-time and contract, supported in part by Metro Arts grants

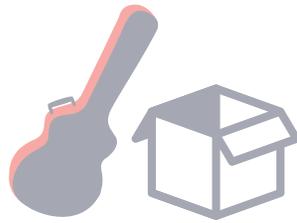


## Nashville's Cultural Identity



### Culture Brings Business

Businesses like Amazon and Alliance Bernstein list Nashville's culture and creative community as reasons for relocating here. Our Chamber of Commerce touts Nashville's arts + culture when wooing companies.



### Creative Class Pushed Out

Artists, musicians and creatives are already being forced to move away from Nashville because of the increased cost of living and failure of wages to keep pace.



### Arts are Nashville's Brand

\*Ranked 4th Most Vibrant Arts Community in the U.S. by SMU National Center for Arts Research  
\*No. 7 Meeting Destination in the U.S., according to Cvent  
\*Music City listed as a top global destination by major travel publications for 6 straight years



## Arts + Culture Tourism



**64.4%**

Of surveyed tourists and non-residents said their primary reason for visiting the Nashville area was "specifically to attend this arts/cultural event"



**\$58.41**

Average spent in addition to event tickets by non-residents when attending and arts + culture event



**\$287,705,334**

in total additional spending from residents and non-residents combined related to arts + culture events