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STUDY SHOWS RFA IS AN ECONOMIC/EMPLOYMENT POWERHOUSE

Following the largest national study of its kind, Rangeley now has hard facts to show the RFA's positive impact on the community. This study focused solely on the economic impact of local nonprofit arts and cultural organizations and event-related spending by audiences.

"By every measure, the results of [Arts & Economic Prosperity 5](#) prove that the arts are an industry—a generator of government revenue, a cornerstone of tourism, and an employment powerhouse both locally and across the nation," said Robert L. Lynch, president and CEO of Americans for the Arts. "Leaders who care about community and economic vitality, growing tourism, attracting an innovative workforce, and community engagement can feel good about choosing to invest in the arts."

Key Findings for Rangeley:

- The RFA generates \$297.2 thousand of economic activity—\$122.2 thousand in spending by the RFA and an additional \$174.9 thousand in event-related expenditures by their audiences.
- The RFA and its audiences supported 7.1 jobs and generated \$22 thousand in revenue to local, state, and federal governments.
- Based on the 448 audience surveys conducted, the RFA arts attendee spends \$32.67 per person, per event, *beyond the cost of admission*.
- Forty seven percent of those surveyed were from outside Franklin county. Their event-related spending was more than twice that of their local counterparts (\$46.39 vs. \$20.43).
- Our audiences have told us not only do they want a local first run movie house; they want community and professional entertainment and arts education for our youth.

The RFA means business in the Rangeley Region. The \$22 thousand revenue generated by the RFA that flowed back to the government shows that municipal, state and federal arts support is not a one-way street. Rather, there is a substantial benefit to government that accompanies the public good that the RFA and its audiences provide to our community.

Byline: Carol Batchelder, RFA Board Member

The Arts Mean Business in Rangeley!

RFA's & Audiences' Direct Economic Activity In Rangeley
\$297,150



Americans for the Arts Study Provides Compelling Evidence for Rangeley

- The Rangeley Friends of the Arts Creates \$300,000 in Spending.
- Of that, \$143,292 contributes to local household incomes.
- It Supports 7.7 Full Time Equivalent Rangeley Jobs
- Generates \$24,806 in Local and State Taxes

THE RFA, WHICH SPENT \$122,000 IN 2016, LEVERAGED A REMARKABLE \$175,000 IN ADDITIONAL SPENDING BY ITS AUDIENCES—SPENDING THAT PUMPED VITAL REVENUE INTO RESTAURANTS, HOTELS, RETAIL STORES, GASOLINE STATIONS AND OTHER LOCAL BUSINESSES



Total Audience Event Related Spending Excluding the cost of admission

How RFA's 5,358 Audience Members Spend Their \$174,000

Excluding the Cost of Admission

