

THEATRE GOODMAN

ARTS AND ECONOMIC PROSPERITY¹

Scope & Employment

- Illinois is home to 24,878 arts-related businesses which, together, employ 129,893 people.
- There are 668,267 arts-centric businesses in the country, representing 4.3% of American businesses.
- Nationally, not-for-profit arts and related businesses employ 2.9 million people, representing 2.2% of the American work force. These individuals hold positions that are nearly impossible to send overseas because of the community-based nature of the arts.

Generate Economic Activity

- The not-for-profit arts businesses of Chicago alone represent a billion-dollar industry:
 - Chicago-area arts and cultural organizations spent nearly \$659 million in 2005 alone.
 - Audiences of Chicago arts and culture organizations spent an additional \$433 million in the same year.
- In 2005, Illinois arts and culture events attracted 5 million out-of-state attendees who each spent an average of \$46.26 on event-related expenditures. This compares to approximately 6 million in-state attendees who spent an average of \$32.32 each.
- Nationally, the not-for-profit arts and culture industry generates \$166.2 billion in annual economic activity—more than the GDP of New Zealand, Peru or Kuwait.

Government Revenue/Payoff

- Chicago's arts and cultural businesses generate approximately \$58 million in local and \$45 million in state government revenue.
- Local, state and national governments invest \$4 billion annually in the arts and see a return of \$30 billion in revenue, a ratio of 1:7.

Goodman Theatre

- According to the *Arts & Economic Prosperity III* Calculator, which uses a “trickle-down” model of total economic activity, the Goodman's expenditures generate about 685 full-time equivalent jobs, just under \$16 million in resident household income, about \$1 million in local government revenue and about \$880K in state government revenue.
- Currently, the Goodman staff is made up of 187 employees, 110 of whom work full-time. Approximately 24% of the staff is made up of people of color. Approximately one third of the actors employed since 2000 have been people of color.
- The Goodman's Education and Community Engagement youth initiatives serve nearly 3,000 students, primarily from Chicago Public Schools, each year, completely free of charge. Lifelong learning initiatives reach another 5,000 Chicagoans, drawing from across the broader metropolitan area.

¹ From *Arts & Economic Prosperity III*, commissioned by Americans for the Arts, 2007 and *Creative Industries: Business & Employment in the Arts*, commissioned by Americans for the Arts, 2010. Both studies represent the most recent analyses of economic data.