

# New Research Show Live Arts Events Are Good For Business

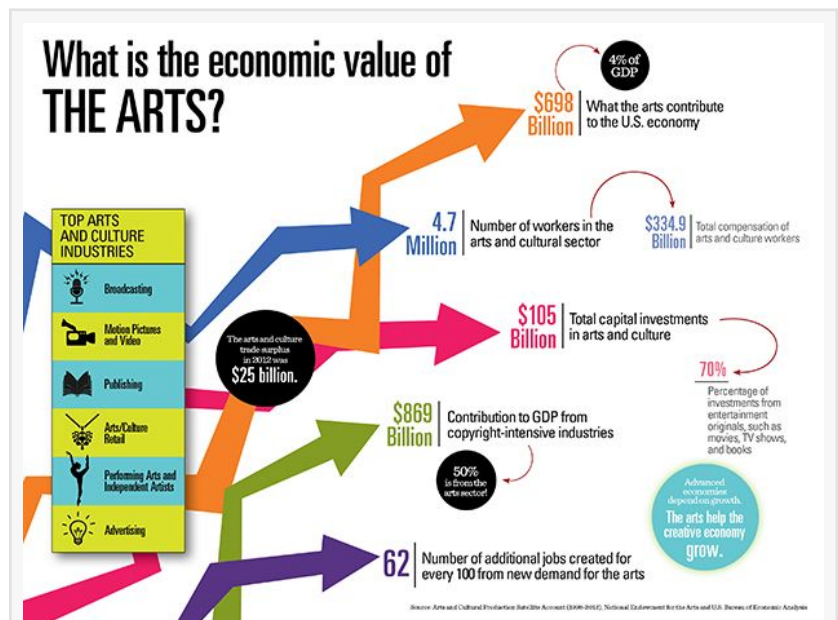
*Attending a play, concert, gallery or live storytelling show is entertainment and inspiration with a bonus-it revitalizes the local economy*

SMITHTOWN, NY, UNITED STATES, January 16, 2015 /EINPresswire.com/ -- A great evening of live theater, music or storytelling has numerous benefits to health and relationships but new research shows that it is also good for the economic health of the local economy in immediate and important ways. [A study released this week](#) by the National Endowment For The Arts reports that "every \$1 increase in the demand for arts and culture generates \$1.69 in total output; for every job created from new demand for the arts, an additional 1.62 positions are also created." In addition to the money audience members spend on tickets - in local restaurants, bars, shops, and other related services - those revenues provide theater venues and artists' with money that they spend on supplies, maintenance, materials and marketing, creating a feedback loop that enhances overall quality of life in cities and communities.

[The American Planning Association](#) published research that directly linked arts and culture to economic development. According to their work, "Arts, culture, and creativity can improve a community's competitive edge, create a

foundation for defining a sense of place, attract new and visiting populations, integrate the visions of community and business leaders and contribute to the development of a skilled workforce." These findings strongly suggest that what entertains, inspires, and expresses the wealth of talent and artistry in our social world also has enormous impact on its literal wealth. And that, in turn, is good for business.

Jude Treder-Wolff



From National Endowment For The Arts



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