

# The State of Vermont's Creative Economy: 2024

Strengthening Vermont's Creative Sector To Strengthen Vermont's Overall Economy

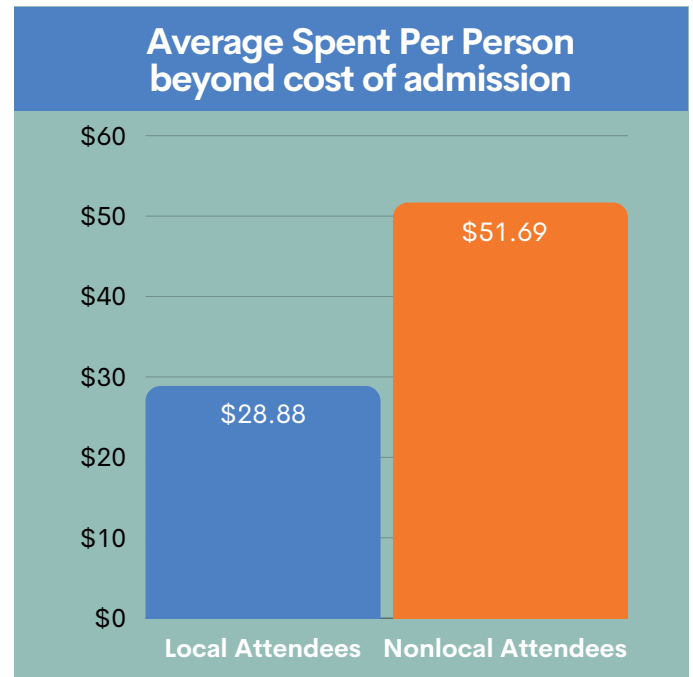
## Arts & Culture is Vermont's 3rd Largest Economic Sector\*

In 2021, arts and culture contributed nearly \$1.1 billion to the Vermont economy, ranking a close third behind retail and construction. Arts and culture are 3% of Vermont's overall economy and account for over 10,000 jobs.



## Creative Experiences Drive Spending and Economic Growth\*\*

- ✓ 24.8% of attendees to arts and cultural events were nonlocal visitors who traveled from outside the state.
- ✓ 79.4% of nonlocal attendees reported that the primary purpose of their visit was specifically to attend the performance, event, exhibit, venue, or facility where they were surveyed.
- ✓ Nonlocal attendees spend an average of \$51.69 beyond the cost of admission.
- ✓ Locals spend \$34.53 per person on top of admission.



## The Creative Sector Builds Vermont Communities\*\*

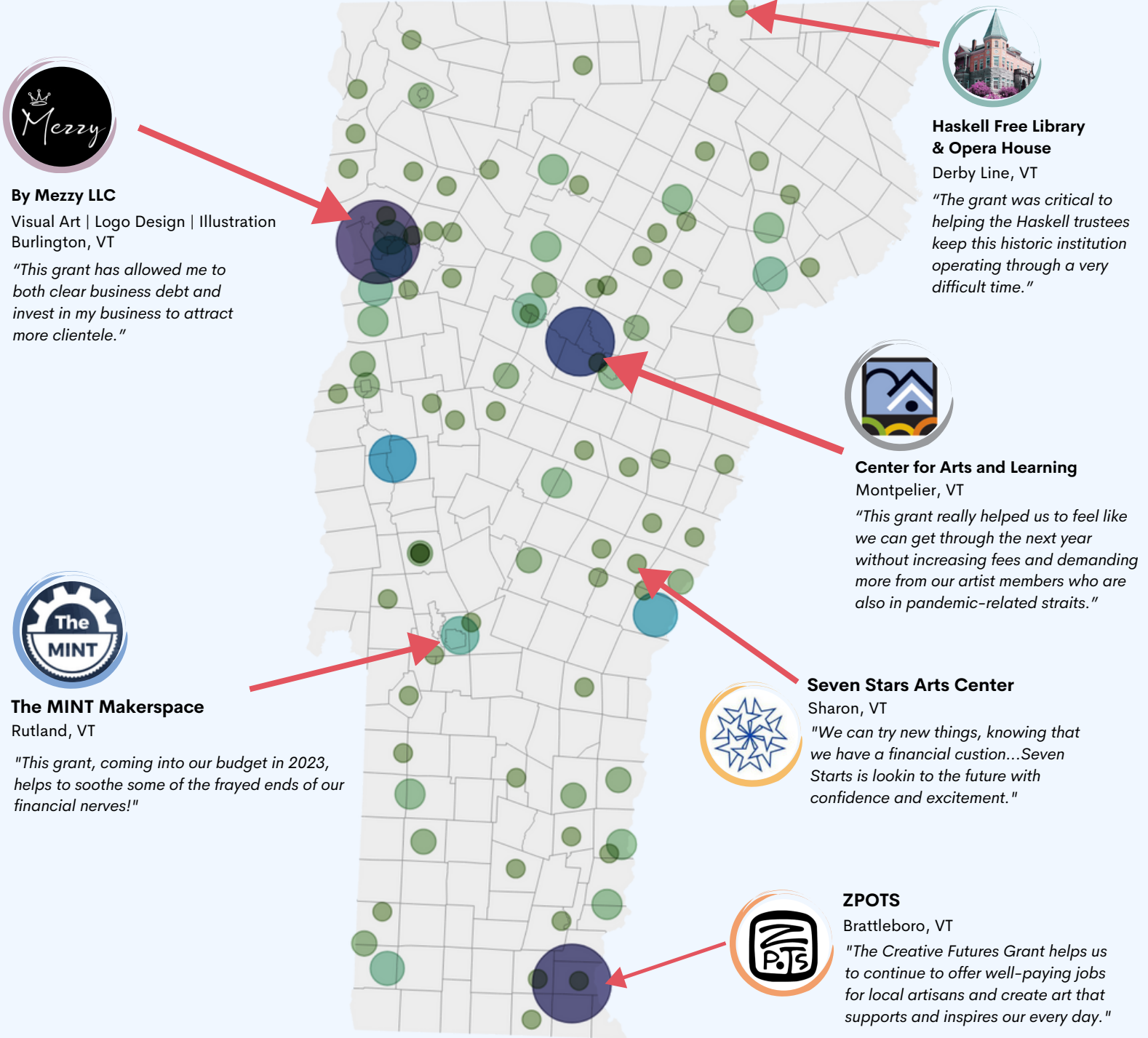
- ✓ 87% of attendees say arts and culture events "inspire a sense of pride in their community"

# Vermont Creative Futures Program

Supporting the Creative Sector in Its Pandemic Recovery

Thanks to unprecedented support from the Vermont State Legislature, the Vermont Arts Council successfully distributed \$8.8 million in pandemic relief funds to **233 creative sector nonprofits and businesses in 96 towns and all counties** across the state.

**How did this funding help?** Read some recipient stories below. The larger circle on the map, the greater number of grantees in that location. Learn more at [vermontartscouncil.org/creativefuturesreport](http://vermontartscouncil.org/creativefuturesreport)



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