

The State of Vermont's Creative Economy: 2024

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

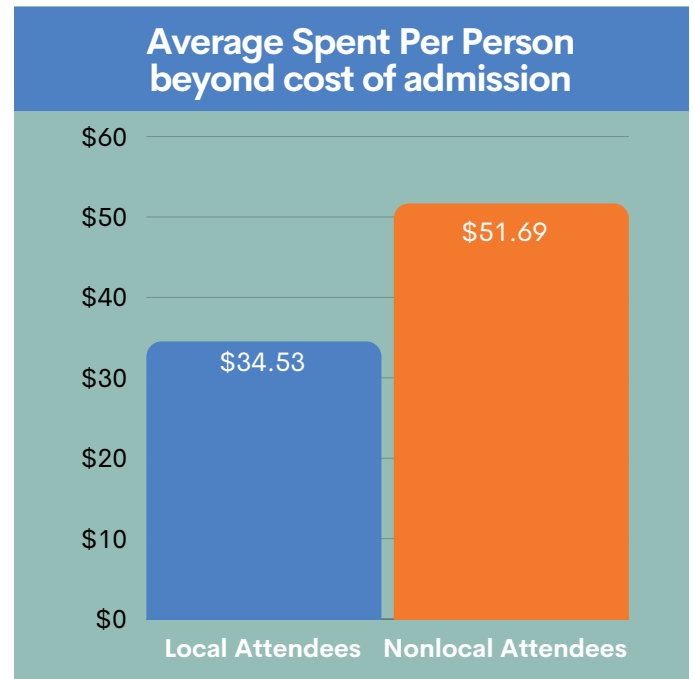
Arts & Culture is Vermont's 3rd Largest Economic Sector*

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**

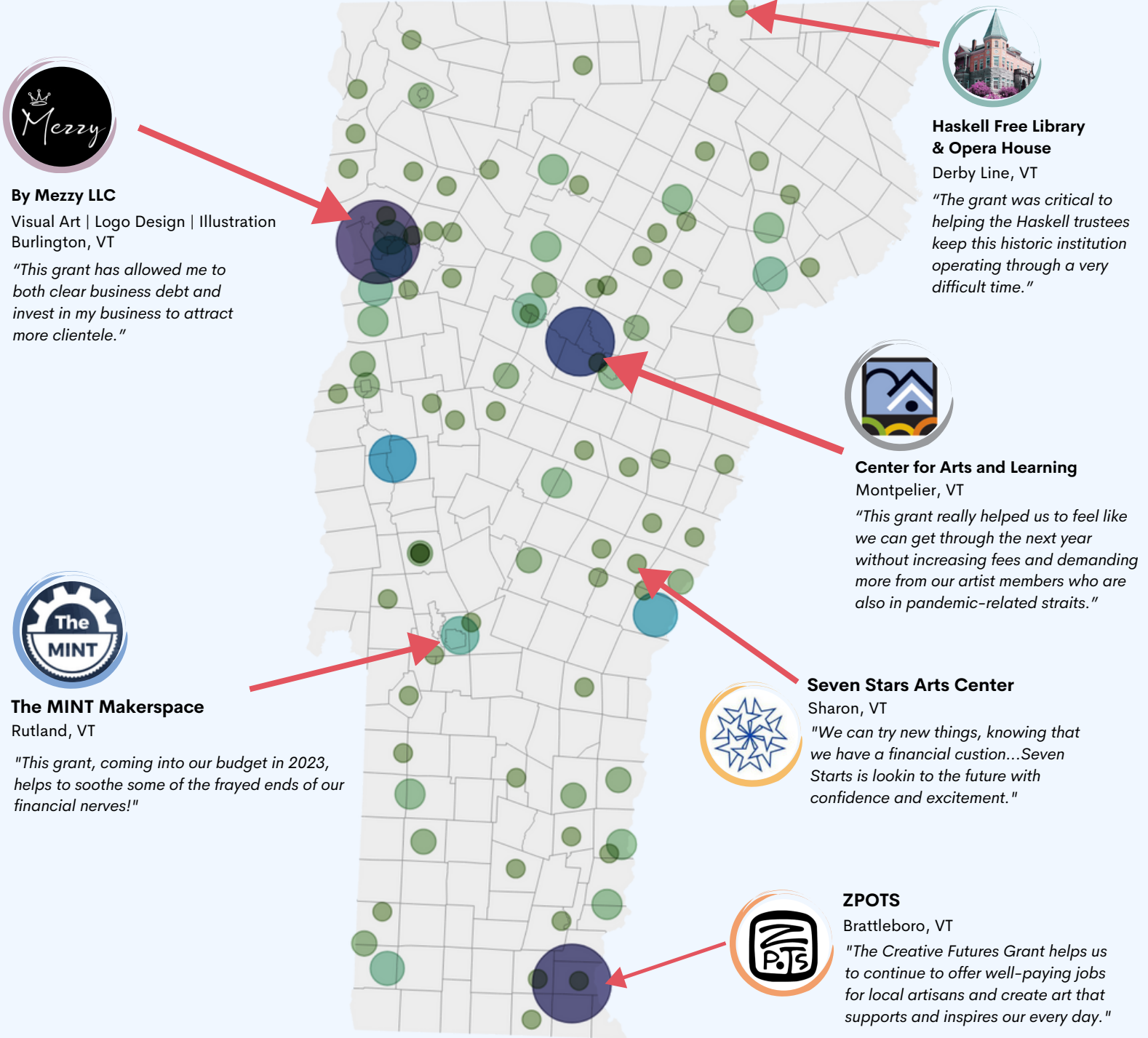
- ✓ 87% of attendees say arts and culture events "inspire a sense of pride in their community"

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



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