

2023 AWARENESS CAMPAIGN

“SHARE THE INSIGHTS”

CAMPAIGN TAGLINE

ARTS & CULTURE BUILDS

CALL-TO-ACTION

GET THE FACTS

Jobs & the Economy

300x600



160x600



728x90



300x250



320x50



300x50



300x600



160x600



Banner Ads | Local

728x90



300x250



320x50



300x50



1200x630 | AFTA

A banner for AFTA with a blue background and a white grid pattern. The text 'ARTS & CULTURE BUILDS' is written in large, bold, blue letters on the left. Below it, 'JOBS & THE ECONOMY' is written in white. A dark blue horizontal bar on the right contains white text. At the bottom right, there are two logos: 'Americans for the Arts' and 'ARTS & ECONOMIC PROSPERITY'.

ARTS & CULTURE BUILDS

JOBS & THE ECONOMY

Arts and culture supports jobs, generates revenue for local businesses, and provides authentic cultural experiences that strengthen tourism.

Americans for the Arts

ARTS &
ECONOMIC PROSPERITY

1200x630 | LOCAL

A banner for LOCAL with a blue background and a white grid pattern. The text 'ARTS & CULTURE BUILDS' is written in large, bold, blue letters at the top. Below it, 'JOBS & THE ECONOMY' is written in white. A dark blue horizontal bar below the title contains white text. Below that, the same white text as the AFTA banner is present. At the bottom right, there is one logo: 'ARTS & ECONOMIC PROSPERITY'.

ARTS & CULTURE BUILDS

JOBS & THE ECONOMY

Arts and culture supports jobs, generates revenue for local businesses, and provides authentic cultural experiences that strengthen tourism.

ARTS &
ECONOMIC PROSPERITY

Twitter

440x220 | AFTA



**ARTS &
CULTURE
BUILDS**
JOBS & THE ECONOMY

Arts and culture supports jobs, generates revenue for local businesses, and provides authentic cultural experiences that strengthen tourism.

Americans for the Arts
ARTS & ECONOMIC RESILIENCE

The graphic features a blue background with a faint image of a person's hands holding a map. The text is arranged in a vertical stack on the left, with the main headline in large, bold, blue letters. The supporting text is in white on a blue background to the right. Logos are positioned at the bottom right.

440x220 | LOCAL



**ARTS &
CULTURE
BUILDS**
JOBS & THE ECONOMY

Arts and culture supports jobs, generates revenue for local businesses, and provides authentic cultural experiences that strengthen tourism.

Americans for the Arts
ARTS & ECONOMIC RESILIENCE

This graphic is identical in layout and text to the AFTA version, but it includes the 'LOCAL' branding in the top right corner.

Instagram

1080x1920 STORY | AFTA



1080x1920 STORY | LOCAL



1080x1080 POST



Empathy & Understanding

300x600

Americans for the Arts | ARTS & ECONOMIC PROSPERITY

ARTS & CULTURE BUILDS

EMPATHY & UNDERSTANDING

GET THE FACTS

160x600

ARTS & CULTURE BUILDS

EMPATHY & UNDERSTANDING

Arts and culture fosters empathy, tolerance and inclusion by enabling people to see the world from the diverse perspectives of their community.

GET THE FACTS

Americans for the Arts | ARTS & ECONOMIC PROSPERITY

Banner Ads | AFTA

728x90

ARTS & CULTURE BUILDS

EMPATHY & UNDERSTANDING

GET THE FACTS

Americans for the Arts | ARTS & ECONOMIC PROSPERITY

300x250

ARTS & CULTURE BUILDS

EMPATHY & UNDERSTANDING

GET THE FACTS

320x50

ARTS & CULTURE BUILDS

EMPATHY & UNDERSTANDING

GET THE FACTS

Americans for the Arts | ARTS & ECONOMIC PROSPERITY

300x50

ARTS & CULTURE BUILDS

EMPATHY & UNDERSTANDING

GET THE FACTS

Americans for the Arts | ARTS & ECONOMIC PROSPERITY

300x600



160x600



Banner Ads | Local

728x90



300x250



320x50



300x50



1200x630 | AFTA



1200x630 | LOCAL



Twitter

440x220 | AFTA

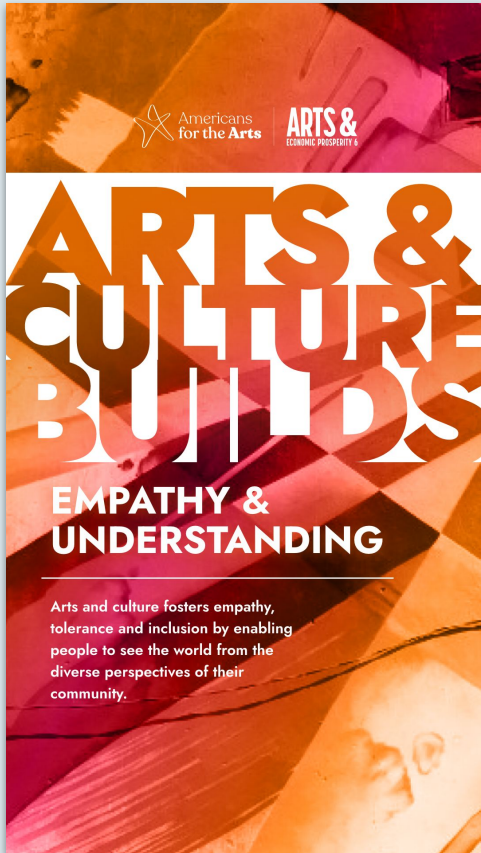


440x220 | LOCAL

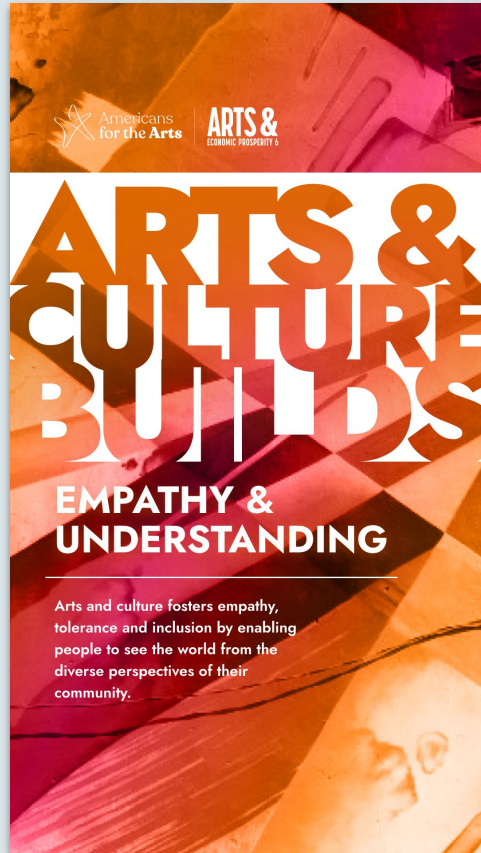


Instagram

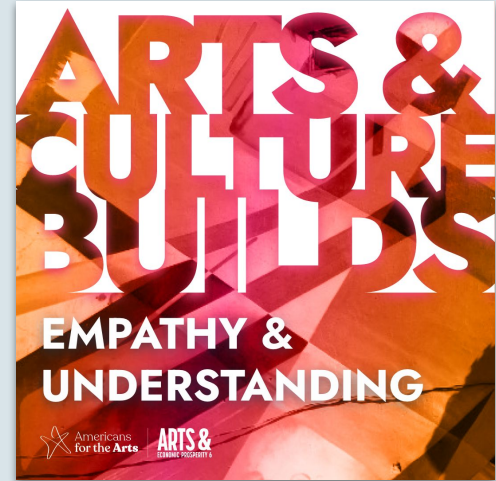
1080x1920 STORY | AFTA



1080x1920 STORY | LOCAL



1080x1080 POST



More Livable Communities

300x600

Americans for the Arts | ARTS & ECONOMIC PROSPERITY

ARTS & CULTURE BUILDS

MORE LIVABLE COMMUNITIES

GET THE FACTS

This vertical banner features a blue background with a faint image of people. At the top left is the logo for Americans for the Arts and the text 'ARTS & ECONOMIC PROSPERITY'. The main headline 'ARTS & CULTURE BUILDS' is in large, bold, white letters. Below it, 'MORE LIVABLE COMMUNITIES' is written in a smaller white font. At the bottom, a white rounded rectangle contains the text 'GET THE FACTS'.

160x600

ARTS & CULTURE BUILDS

MORE LIVABLE COMMUNITIES

Arts and culture beautify cities and towns, celebrate and preserve diverse cultural expressions and tradition all while improving emotional health and well-being.

GET THE FACTS

Americans for the Arts | ARTS & ECONOMIC PROSPERITY

This vertical banner has a blue background with a faint image of people. The headline 'ARTS & CULTURE BUILDS' is at the top in large white letters. Below it is 'MORE LIVABLE COMMUNITIES' in a smaller white font. A paragraph of text follows: 'Arts and culture beautify cities and towns, celebrate and preserve diverse cultural expressions and tradition all while improving emotional health and well-being.' At the bottom, a white rounded rectangle contains 'GET THE FACTS'. The logo for Americans for the Arts and 'ARTS & ECONOMIC PROSPERITY' is at the bottom right.

Banner Ads | AFTA

728x90

ARTS & CULTURE BUILDS

MORE LIVABLE COMMUNITIES

GET THE FACTS

Americans for the Arts | ARTS & ECONOMIC PROSPERITY

This horizontal banner features a blue background with a faint image of people. The headline 'ARTS & CULTURE BUILDS' is on the left in large white letters. To its right is 'MORE LIVABLE COMMUNITIES' in a smaller white font. A white rounded rectangle on the right contains 'GET THE FACTS'. The logo for Americans for the Arts and 'ARTS & ECONOMIC PROSPERITY' is at the bottom right.

300x250

ARTS & CULTURE BUILDS

MORE LIVABLE COMMUNITIES

GET THE FACTS

This vertical banner has a blue background with a faint image of people. The headline 'ARTS & CULTURE BUILDS' is at the top in large white letters. Below it is 'MORE LIVABLE COMMUNITIES' in a smaller white font. At the bottom, a white rounded rectangle contains 'GET THE FACTS'.

320x50

ARTS & CULTURE BUILDS

MORE LIVABLE COMMUNITIES

GET THE FACTS

Americans for the Arts | ARTS & ECONOMIC PROSPERITY

This horizontal banner features a blue background with a faint image of people. The headline 'ARTS & CULTURE BUILDS' is on the left in large white letters. To its right is 'MORE LIVABLE COMMUNITIES' in a smaller white font. A white rounded rectangle on the right contains 'GET THE FACTS'. The logo for Americans for the Arts and 'ARTS & ECONOMIC PROSPERITY' is at the bottom right.

300x50

ARTS & CULTURE BUILDS

MORE LIVABLE COMMUNITIES

GET THE FACTS

Americans for the Arts | ARTS & ECONOMIC PROSPERITY

This horizontal banner features a blue background with a faint image of people. The headline 'ARTS & CULTURE BUILDS' is on the left in large white letters. To its right is 'MORE LIVABLE COMMUNITIES' in a smaller white font. A white rounded rectangle on the right contains 'GET THE FACTS'. The logo for Americans for the Arts and 'ARTS & ECONOMIC PROSPERITY' is at the bottom right.

300x600

Americans for the Arts | ARTS & CULTURE BUILDS

ARTS & CULTURE BUILDS

MORE LIVABLE COMMUNITIES

GET THE FACTS

160x600

ARTS & CULTURE BUILDS

MORE LIVABLE COMMUNITIES

Arts and culture beautify cities and towns, celebrate and preserve diverse cultural expressions and tradition all while improving emotional health and well-being.

GET THE FACTS

ARTS & CULTURE BUILDS

Banner Ads | Local

728x90

ARTS & CULTURE BUILDS

MORE LIVABLE COMMUNITIES

GET THE FACTS

ARTS & CULTURE BUILDS

300x250

ARTS & CULTURE BUILDS

MORE LIVABLE COMMUNITIES

GET THE FACTS

320x50

ARTS & CULTURE BUILDS

MORE LIVABLE COMMUNITIES

GET THE FACTS

ARTS & CULTURE BUILDS

300x50

ARTS & CULTURE BUILDS

MORE LIVABLE COMMUNITIES

GET THE FACTS

ARTS & CULTURE BUILDS

1200x630 | AFTA

A vertical banner with a blue-tinted background image of a person's hands. The text is arranged as follows:

**ARTS &
CULTURE
BUILDS**

**MORE LIVABLE
COMMUNITIES**

Arts and culture beautify cities and towns, celebrate and preserve diverse cultural expressions and tradition all while improving emotional health and well-being.

Americans for the Arts

**ARTS &
ECONOMIC PROSPERITY**

1200x630 | LOCAL

A horizontal banner with a white top section and a blue-tinted bottom section showing a person's hands. The text is arranged as follows:

**ARTS & CULTURE
BUILDS**

MORE LIVABLE COMMUNITIES

Arts and culture beautify cities and towns, celebrate and preserve diverse cultural expressions and tradition all while improving emotional health and well-being.

**ARTS &
ECONOMIC PROSPERITY**

Twitter

440x220 | AFTA



**ARTS &
CULTURE
BUILDS**

**MORE LIVABLE
COMMUNITIES**

Arts and culture beautify cities and towns, celebrate and preserve diverse cultural expressions and tradition all while improving emotional health and well-being.

 Americans for the Arts 

440x220 | LOCAL



**ARTS &
CULTURE
BUILDS**

**MORE LIVABLE
COMMUNITIES**

Arts and culture beautify cities and towns, celebrate and preserve diverse cultural expressions and tradition all while improving emotional health and well-being.

 Americans for the Arts 

Instagram

1080x1920 STORY | AFTA

Americans for the Arts

ARTS &
ECONOMIC PROSPERITY

**ARTS &
CULTURE
BUILDS**

**MORE LIVABLE
COMMUNITIES**

Arts and culture beautify cities and towns, celebrate and preserve diverse cultural expressions and tradition all while improving emotional health and well-being.

1080x1920 STORY | LOCAL

Americans for the Arts

ARTS &
ECONOMIC PROSPERITY

**ARTS &
CULTURE
BUILDS**

**MORE LIVABLE
COMMUNITIES**

Arts and culture beautify cities and towns, celebrate and preserve diverse cultural expressions and tradition all while improving emotional health and well-being.

1080x1080 POST

**ARTS &
CULTURE
BUILDS**

**MORE LIVABLE
COMMUNITIES**

Americans for the Arts

ARTS &
ECONOMIC PROSPERITY

Creativity & Innovation

300x600

Americans for the Arts | ARTS & ECONOMIC PROSPERITY

ARTS & CULTURE BUILDS

CREATIVITY & INNOVATION

GET THE FACTS

160x600

ARTS & CULTURE BUILDS

CREATIVITY & INNOVATION

Arts and culture powers the creative communities where people want to live and work, where entrepreneurs and innovation thrive, and where businesses and night-time economies flourish.

GET THE FACTS

Americans for the Arts | ARTS & ECONOMIC PROSPERITY

Banner Ads | AFTA

728x90

ARTS & CULTURE BUILDS

CREATIVITY & INNOVATION

GET THE FACTS

Americans for the Arts | ARTS & ECONOMIC PROSPERITY

300x250

ARTS & CULTURE BUILDS

CREATIVITY & INNOVATION

GET THE FACTS

320x50

ARTS & CULTURE BUILDS

CREATIVITY & INNOVATION

GET THE FACTS

Americans for the Arts | ARTS & ECONOMIC PROSPERITY

300x50

ARTS & CULTURE BUILDS

CREATIVITY & INNOVATION

GET THE FACTS

Americans for the Arts | ARTS & ECONOMIC PROSPERITY

300x600

A vertical banner ad with a pink-to-white gradient background. At the top left, it features the 'Americans for the Arts' logo and the 'ARTS & ECONOMIC DEVELOPMENT' logo. The main headline 'ARTS & CULTURE BUILDS' is written in large, bold, white letters. Below it, the sub-headline 'CREATIVITY & INNOVATION' is also in white. At the bottom, there is a white rounded rectangular button with the text 'GET THE FACTS' in blue.

160x600

A vertical banner ad with a white-to-pink gradient background. The headline 'ARTS & CULTURE BUILDS' is in large, bold, black letters. Below it, the sub-headline 'CREATIVITY & INNOVATION' is in black. A paragraph of text follows: 'Arts and culture powers the creative communities where people want to live and work, where entrepreneurs and innovation thrive, and where businesses and night-time economies flourish.' At the bottom, there is a white rounded rectangular button with the text 'GET THE FACTS' in blue. The 'ARTS & ECONOMIC DEVELOPMENT' logo is in the bottom right corner.

728x90

A horizontal banner ad with a pink-to-purple gradient background. On the left, the headline 'ARTS & CULTURE BUILDS' is in large, bold, white letters. To its right, the sub-headline 'CREATIVITY & INNOVATION' is in white. On the right side, there is a white rounded rectangular button with the text 'GET THE FACTS' in blue. The 'ARTS & ECONOMIC DEVELOPMENT' logo is in the bottom right corner.

300x250

A vertical banner ad with a white-to-pink gradient background. The headline 'ARTS & CULTURE BUILDS' is in large, bold, black letters. Below it, the sub-headline 'CREATIVITY & INNOVATION' is in black. At the bottom, there is a white rounded rectangular button with the text 'GET THE FACTS' in blue.

320x50

A horizontal banner ad with a pink-to-purple gradient background. On the left, the headline 'ARTS & CULTURE BUILDS' is in large, bold, white letters. To its right, the sub-headline 'CREATIVITY & INNOVATION' is in white. On the right side, there is a white rounded rectangular button with the text 'GET THE FACTS' in blue. The 'ARTS & ECONOMIC DEVELOPMENT' logo is in the bottom right corner.

300x50

A horizontal banner ad with a pink-to-purple gradient background. On the left, the headline 'ARTS & CULTURE BUILDS' is in large, bold, white letters. To its right, the sub-headline 'CREATIVITY & INNOVATION' is in white. On the right side, there is a white rounded rectangular button with the text 'GET THE FACTS' in blue. The 'ARTS & ECONOMIC DEVELOPMENT' logo is in the bottom right corner.

1200x630 | AFTA

ARTS & CULTURE BUILDS

CREATIVITY & INNOVATION

Arts and culture powers the creative communities where people want to live and work, where entrepreneurs and innovation thrive, and where businesses and night-time economies flourish.

Americans for the Arts

ARTS &
ECONOMIC PROSPERITY

1200x630 | LOCAL

ARTS & CULTURE BUILDS

CREATIVITY & INNOVATION

Arts and culture powers the creative communities where people want to live and work, where entrepreneurs and innovation thrive, and where businesses and night-time economies flourish.

ARTS &
ECONOMIC PROSPERITY

Twitter

440x220 | AFTA



**ARTS &
CULTURE
BUILDS**

Arts and culture powers the creative communities where people want to live and work, where entrepreneurs and innovation thrive, and where businesses and night-time economies flourish.

**CREATIVITY &
INNOVATION**

 Americans for the Arts

**ARTS &
CULTURE**

440x220 | LOCAL



**ARTS &
CULTURE
BUILDS**

Arts and culture powers the creative communities where people want to live and work, where entrepreneurs and innovation thrive, and where businesses and night-time economies flourish.

**CREATIVITY &
INNOVATION**

 Americans for the Arts

**ARTS &
CULTURE**

Instagram

1080x1920 STORY | AFTA

Americans for the Arts ARTS & ECONOMIC PROSPERITY

ARTS & CULTURE BUILDS

CREATIVITY & INNOVATION

Arts and culture powers the creative communities where people want to live and work, where entrepreneurs and innovation thrive, and where businesses and night-time economies flourish.

1080x1920 STORY | LOCAL

Americans for the Arts ARTS & ECONOMIC PROSPERITY

ARTS & CULTURE BUILDS

CREATIVITY & INNOVATION

Arts and culture powers the creative communities where people want to live and work, where entrepreneurs and innovation thrive, and where businesses and night-time economies flourish.

1080x1080 POST

ARTS & CULTURE BUILDS

CREATIVITY & INNOVATION

Americans for the Arts ARTS & ECONOMIC PROSPERITY

Social Connections

300x600



160x600



728x90



300x250



320x50



300x50



300x600

Americans for the Arts | ARTS & ECONOMIC PROSPERITY

ARTS & CULTURE BUILDS

SOCIAL CONNECTIONS

GET THE FACTS

160x600

ARTS & CULTURE BUILDS

SOCIAL CONNECTIONS

Arts and culture create opportunities for shared experiences that strengthen social bonds, sense of belonging, and community pride and identity.

GET THE FACTS

ARTS & ECONOMIC PROSPERITY

Banner Ads | Local

728x90

ARTS & CULTURE BUILDS

SOCIAL CONNECTIONS

GET THE FACTS

ARTS & ECONOMIC PROSPERITY

300x250

ARTS & CULTURE BUILDS

SOCIAL CONNECTIONS

GET THE FACTS

320x50

ARTS & CULTURE BUILDS

SOCIAL CONNECTIONS

GET THE FACTS

ARTS & ECONOMIC PROSPERITY

300x50

ARTS & CULTURE BUILDS

SOCIAL CONNECTIONS

GET THE FACTS

ARTS & ECONOMIC PROSPERITY

1200x630 | AFTA

A banner for AFTA featuring a background of hands shaking. The text 'ARTS & CULTURE BUILDS' is written in large, bold, blue letters on the left. To the right, a dark blue box contains white text. At the bottom left, 'SOCIAL CONNECTIONS' is written in white. At the bottom right, there are two logos: 'Americans for the Arts' and 'ARTS & ECONOMIC PROSPERITY'.

Arts and culture create opportunities for shared experiences that strengthen social bonds, sense of belonging, and community pride and identity.

**SOCIAL
CONNECTIONS**



1200x630 | LOCAL

A banner for LOCAL featuring a background of hands shaking. The text 'ARTS & CULTURE BUILDS' is written in large, bold, blue letters at the top. Below it, 'SOCIAL CONNECTIONS' is written in white. Underneath, a dark blue box contains white text. At the bottom right, the 'ARTS & ECONOMIC PROSPERITY' logo is visible.

**ARTS & CULTURE
BUILDS**

SOCIAL CONNECTIONS

Arts and culture create opportunities for shared experiences that strengthen social bonds, sense of belonging, and community pride and identity.



Twitter

440x220 | AFTA



440x220 | LOCAL



Instagram

1080x1920 STORY | AFTA

Americans for the Arts | ARTS & ECONOMIC PROSPERITY

ARTS & CULTURE BUILDS

SOCIAL CONNECTIONS

Arts and culture create opportunities for shared experiences that strengthen social bonds, sense of belonging, and community pride and identity.

1080x1920 STORY | LOCAL

Americans for the Arts | ARTS & ECONOMIC PROSPERITY

ARTS & CULTURE BUILDS

SOCIAL CONNECTIONS

Arts and culture create opportunities for shared experiences that strengthen social bonds, sense of belonging, and community pride and identity.

1080x1080 POST

Americans for the Arts | ARTS & ECONOMIC PROSPERITY

ARTS & CULTURE BUILDS

SOCIAL CONNECTIONS

Arts and culture create opportunities for shared experiences that strengthen social bonds, sense of belonging, and community pride and identity.

“Blanks”



ARTS & CULTURE BUILDS

JOBS & THE ECONOMY

Arts and culture supports jobs, generates revenue for local businesses, and provides authentic cultural experiences that strengthen tourism.

[GET THE FACTS](#)



ARTS & CULTURE BUILDS

SOCIAL CONNECTIONS

Arts and culture create opportunities for shared experiences that strengthen social bonds, sense of belonging, and community pride and identity.

[GET THE FACTS](#)



ARTS & CULTURE BUILDS

CREATIVITY & INNOVATION

Arts and culture powers the creative communities where people want to live and work, where entrepreneurs and innovation thrive, and where businesses and night-time economies flourish.

[GET THE FACTS](#)

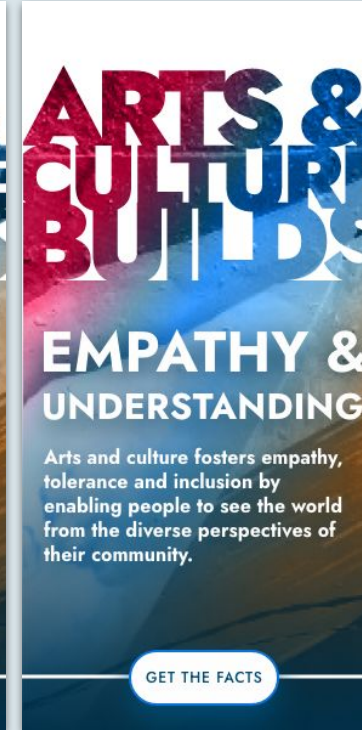


ARTS & CULTURE BUILDS

MORE LIVABLE COMMUNITIES

Arts and culture beautify cities and towns, celebrate and preserve diverse cultural expressions and tradition all while improving emotional health and well-being.

[GET THE FACTS](#)



ARTS & CULTURE BUILDS

EMPATHY & UNDERSTANDING

Arts and culture fosters empathy, tolerance and inclusion by enabling people to see the world from the diverse perspectives of their community.

[GET THE FACTS](#)




ARTS & CULTURE BUILDS

JOB AND THE ECONOMY

Arts and culture supports jobs, generates revenue for local businesses, and provides authentic cultural experiences that strengthen tourism.

[GET THE FACTS](#)

This banner features a vertical gradient background transitioning from white at the top to orange at the bottom. The top section has a dark blue and purple abstract pattern. The text is white and blue.



ARTS & CULTURE BUILDS

SOCIAL CONNECTIONS

Arts and culture create opportunities for shared experiences that strengthen social bonds, sense of belonging, and community pride and identity.

[GET THE FACTS](#)

This banner features a vertical gradient background transitioning from white at the top to orange at the bottom. The top section has a dark blue and purple abstract pattern. The text is white and blue.



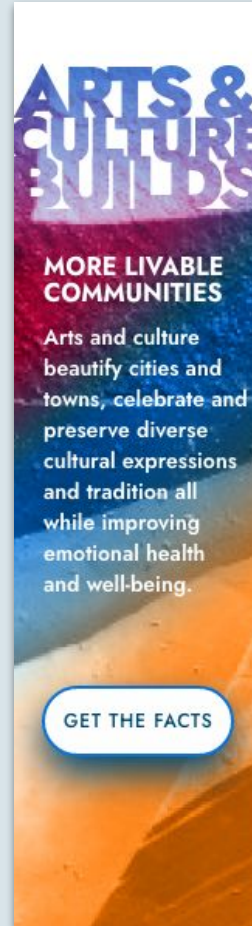
ARTS & CULTURE BUILDS

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[GET THE FACTS](#)

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ARTS & CULTURE BUILDS

MORE LIVABLE COMMUNITIES

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[GET THE FACTS](#)

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ARTS & CULTURE BUILDS JOBS AND THE ECONOMY [GET THE FACTS](#)

ARTS & CULTURE BUILDS SOCIAL CONNECTIONS [GET THE FACTS](#)

ARTS & CULTURE BUILDS CREATIVITY & INNOVATION [GET THE FACTS](#)

ARTS & CULTURE BUILDS MORE LIVABLE COMMUNITIES [GET THE FACTS](#)

ARTS & CULTURE BUILDS EMPATHY & UNDERSTANDING [GET THE FACTS](#)

320x50



300x50



ARTS & CULTURE BUILDS
JOBS & THE ECONOMY

Arts and culture supports jobs, generates revenue for local businesses, and provides authentic cultural experiences that strengthen tourism.

This graphic features the text 'ARTS & CULTURE BUILDS' in large, bold, blue letters with a white-to-purple gradient. Below it, 'JOBS & THE ECONOMY' is written in white. To the right, a dark blue box contains white text describing the economic benefits of arts and culture. The background is a blurred image of hands holding a smartphone.

ARTS & CULTURE BUILDS
SOCIAL CONNECTIONS

Arts and culture create opportunities for shared experiences that strengthen social bonds, sense of belonging, and community pride and identity.

This graphic features the text 'ARTS & CULTURE BUILDS' in large, bold, blue letters with a white-to-purple gradient. Below it, 'SOCIAL CONNECTIONS' is written in white. To the right, a dark blue box contains white text describing the social benefits of arts and culture. The background is a blurred image of hands holding a smartphone.

ARTS & CULTURE BUILDS
CREATIVITY & INNOVATION

Arts and culture powers the creative communities where people want to live and work, where entrepreneurs and innovation thrive, and where businesses and night-time economies flourish.

This graphic features the text 'ARTS & CULTURE BUILDS' in large, bold, blue letters with a white-to-purple gradient. Below it, 'CREATIVITY & INNOVATION' is written in white. To the right, a dark blue box contains white text describing the creative and economic benefits of arts and culture. The background is a blurred image of hands holding a smartphone.

ARTS & CULTURE BUILDS
MORE LIVABLE COMMUNITIES

Arts and culture beautify cities and towns, celebrate and preserve diverse cultural expressions and tradition all while improving emotional health and well-being.

This graphic features the text 'ARTS & CULTURE BUILDS' in large, bold, blue letters with a white-to-purple gradient. Below it, 'MORE LIVABLE COMMUNITIES' is written in white. To the right, a dark blue box contains white text describing the community and well-being benefits of arts and culture. The background is a blurred image of hands holding a smartphone.

ARTS & CULTURE BUILDS
EMPATHY & UNDERSTANDING

Arts and culture fosters empathy, tolerance and inclusion by enabling people to see the world from the diverse perspectives of their community.

This graphic features the text 'ARTS & CULTURE BUILDS' in large, bold, blue letters with a white-to-purple gradient. Below it, 'EMPATHY & UNDERSTANDING' is written in white. To the right, a dark blue box contains white text describing the social and community benefits of arts and culture. The background is a blurred image of hands holding a smartphone.

**ARTS & CULTURE
BUILDS**

JOBS & THE ECONOMY

Arts and culture supports jobs, generates revenue for local businesses, and provides authentic cultural experiences that strengthen tourism.

This graphic features a background of colorful, abstract shapes in shades of purple, blue, and orange. The text is arranged in a clear hierarchy, with the main title in large, bold letters and the sub-title and descriptive text in smaller, white font on a dark blue background.

**ARTS & CULTURE
BUILDS**

SOCIAL CONNECTIONS

Arts and culture create opportunities for shared experiences that strengthen social bonds, sense of belonging, and community pride and identity.

This graphic features a background of colorful, abstract shapes in shades of purple, blue, and orange. The text is arranged in a clear hierarchy, with the main title in large, bold letters and the sub-title and descriptive text in smaller, white font on a dark blue background.

**ARTS & CULTURE
BUILDS**

CREATIVITY & INNOVATION

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BUILDS**

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BUILDS**

EMPATHY & UNDERSTANDING

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ARTS & CULTURE BUILDS

SOCIAL CONNECTIONS

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ARTS & CULTURE BUILDS

CREATIVITY & INNOVATION

Arts and culture powers the creative communities where people want to live and work, where entrepreneurs and innovation thrive, and where businesses and night-time economies flourish.

ARTS & CULTURE BUILDS

MORE LIVABLE COMMUNITIES

Arts and culture beautify cities and towns, celebrate and preserve diverse cultural expressions and tradition all while improving emotional health and well-being.

ARTS & CULTURE BUILDS

EMPATHY & UNDERSTANDING

Arts and culture fosters empathy, tolerance and inclusion by enabling people to see the world from the diverse perspectives of their community.



Elected Officials



\$151.7
BILLION IN ECONOMIC
ACTIVITY IN 2022

\$73.3
BILLION:
TOTAL SPEND BY ARTS
AND CULTURE
ORGANIZATIONS

\$78.4
BILLION:
EVENT RELATED
SPENDING BY ARTS &
CULTURE AUDIENCES

SUPPORTS
2.6
MILLION JOBS

\$101
BILLION:
PERSONAL INCOME TO
RESIDENTS

\$29.1
BILLION:
GOVERNMENT TAX
REVENUE

Get the **facts**.
Share the **insights**.
Support the **arts**.



Americans
for the Arts



ARTS &
ECONOMIC PROSPERITY 6

ARTS & CULTURE BUILDS

**JOBS AND
THE ECONOMY**

[GET THE FACTS](#)

The background of the graphic features a collage of images, including a close-up of a hand holding a pencil and a person's face, overlaid with a geometric pattern of overlapping triangles in shades of blue, purple, and orange.