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For Immediate Release

The Cultural Alliance of Fairfield County joins the Americans for the Arts' national economic impact study.

FAIRFIELD (January 21, 2011) –The Cultural Alliance of Fairfield County is thrilled to announce that it has officially joined Americans for the Arts' latest national economic impact study, Arts & Economic Prosperity IV. This important research project, which begins later this month, will quantify the economic impact of the arts and culture industry in Fairfield County, providing valuable information on how many jobs and how much revenue the industry generates in our area. Major funding for the Fairfield County study was provided by The Betty R. and Ralph Sheffer Foundation.

Arts and culture organizations from all 23 towns in Fairfield County will participate in the project, which collects intercept surveys from event attendees. The survey is a simple one-page anonymous questionnaire that takes less than two minutes to complete. Information gathered will be aggregated with studies done in 150 other communities and regions across the country. The public is encouraged to support this study by filling out the audience survey form when attending a participating event.

“We are very excited about this opportunity to strengthen the case for the important role arts and cultural organizations play in building strong economic communities,” said Ryan Odinak, Executive Director at the Cultural Alliance of Fairfield County.

The project's final report will be available in May of 2012 and will include aggregate data supplied by participating organizations on 2010 revenues, expenses, attendance, staff size, volunteerism, and in-kind support. The study is being conducted by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts in America. Americans for the Arts has conducted similar economic impact studies in more than 250 U.S. communities.

The Cultural Alliance of Fairfield County mission is to advocate for arts and cultural organizations and artists by promoting participation in arts and cultural activities, building organizational and professional expertise, integrating the cultural sector into regional economic development strategies, and encouraging equitable access to cultural opportunities and education. For more information contact Ryan Odinak, Executive Director, by calling (203) 256-2329, emailing info@CulturalAllianceFC.org, or visiting the Web site at www.CulturalAllianceFC.org.

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