

## STATE OF NYC NON-PROFIT DANCE REPORT IN CRAIN'S: DANCE MAKES ECONOMIC IMPACT

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Dance makes economic impact

Study: The art contributes \$215 million annually to city economy.

Crain's New York Business

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New York's dance organizations contribute \$215 million a year to the city's economy, according to a study released Sept. 12 by Dance/NYC. It looks at the economic impact of 104 local nonprofit dance groups—and that represents just part of the picture, as many small troupes are not registered nonprofits, according to the trade association.

Dance/NYC has conducted other surveys over the past decade, but it said the numbers in this one will become the new benchmarks and will be updated annually.

The survey covers companies ranging from the renowned New York City Ballet to small ones like Thin Man Dance. Combined, they give more than 1,200 performances in New York and about 1,000 on tour, with live audiences of more than 3 million annually. By comparison, opera attracts a national live audience of about 3.7 million a year, according to Opera America.

More than half of the groups in the study—66—have annual budgets of less than \$1 million and receive nearly half of their contributions from a handful of institutions, including the Jerome Robbins Foundation. Dance/NYC hopes its report will encourage support from other funders.

"If a new foundation were to enter this market, it would have a huge impact," said Lane Harwell, director of Dance/NYC. "This research is more important than ever, as dance makers seek new strategies for their operations, revenues and audiences."

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