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**EXPERIENCE GRAND RAPIDS INITIATES ECONOMIC IMPACT STUDY OF ARTPRIZE**

**GRAND RAPIDS, Mich. (September 26, 2011)** – In collaboration with The Right Place, Inc. and WKK Fund of the Grand Haven Area Community Foundation, Experience Grand Rapids has engaged Lansing-based Anderson Economic Group to conduct an economic impact study of ArtPrize.

“ArtPrize has proven to be an overwhelming success for Grand Rapids and has helped to significantly elevate our profile nationally as a true arts destination,” said Experience Grand Rapids President Doug Small. “Our primary objective as an organization is a perfect complement to the ArtPrize mission. While the competition underscores the importance of art in communities, our mission is to lead the marketing efforts for Grand Rapids and Kent County with the end result being a stronger economic base.”

AEG’s analysis will seek to quantify and qualify the economic value the international art competition produces for the local economy, both directly and indirectly. It will include an informal and formal survey of attendees, with questions focused on visitors’ current residence, length of stay and expenditures while at ArtPrize events. The 10-week study is expected to be complete by the end of November.

AEG has broad experience analyzing the economic impacts for a variety of events, including Major League Baseball games, the Olympic Games and Ryder Cup as well as for numerous other regional and statewide initiatives and institutions in the private and public sector.

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