AEP6 Connecticut Economic Impact Calculator and Report Template

To help you determine your economic impact, CT Humanities has modified the Arts and Economic Prosperity 6 calculator using Connecticut-specific numbers and created a template so you can add your budget size and attendance numbers and create a customized economic impact report for your organization.

You can find it online here.

HOW TO USE:

1. Click here to open the Excel spreadsheet, then click Enable Editing.

2. Once the Excel spreadsheet opens, you'll want to save a copy on your computer (Save As).

3. Next, make sure that you are in the Calculator worksheet by looking at the tab at the bottom.
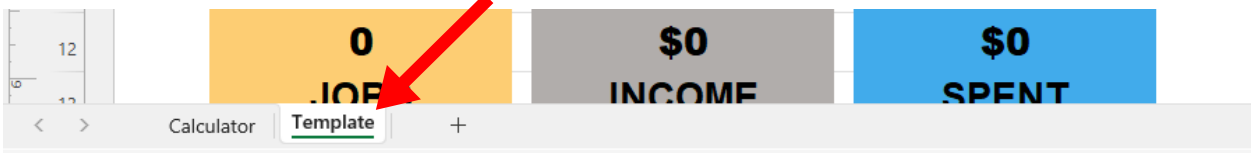

4. In Row 4, enter:

    -   Your organization's total operating expenses for the most recent year (Column B) and

    -   Total attendance to your organization's in-person events for the same year (Column C)

5. Once you've entered that, the fields below will automatically populate.

6. Next, move to the Template worksheet by clicking on the tab at the bottom.

7. There, you'll see your customized numbers transferred from the calculator (in Rows 7, 12, and the graph at the bottom of Tax Revenue).

8. To finish customizing the template for your organization, add the following information:

- **Your organization logo (Row 1):** Click in the cell that says "Logo." Go to "Insert," then click "Pictures," and then "Place in Cell" to ensure that it is inserted in the correct format. You can then select the file for your logo from your computer. *(Please note, if you do not have a logo, you can just delete the text and leave it blank.)*
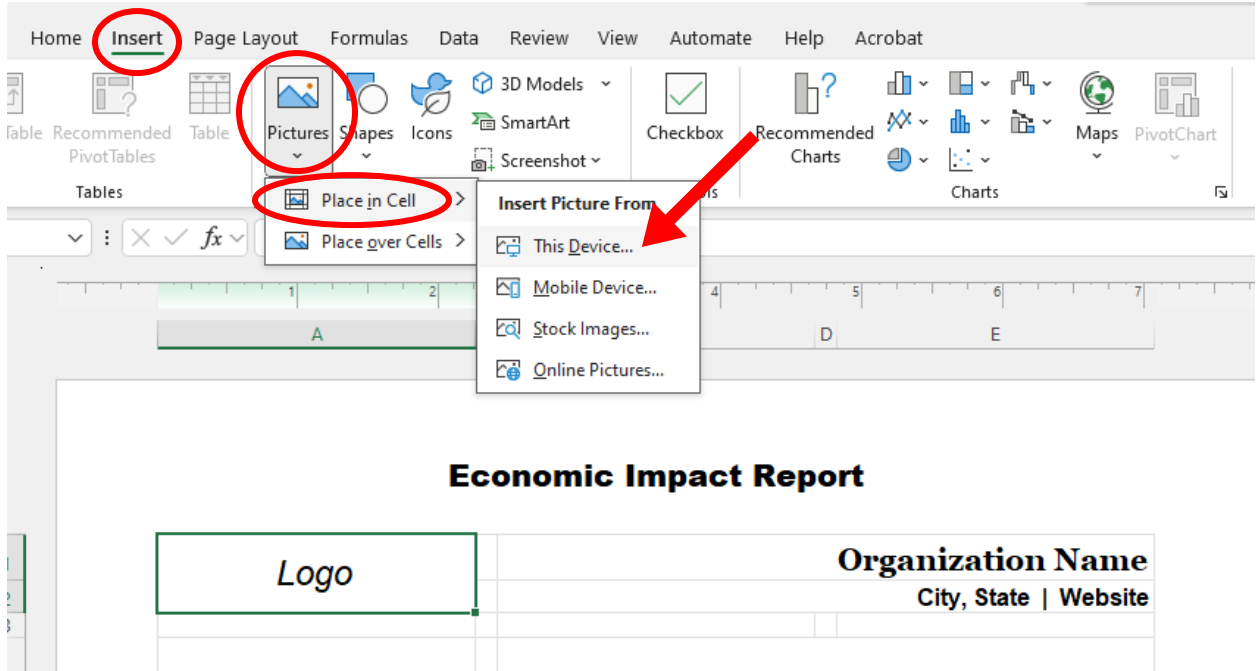

- **Your organization's city, state, and website (Row 1 and 2):** Click the cell that says "Organization Name" and type your name in that cell. Do the same with City, State, and Website on the next row. You can also add an email address if you prefer.

- **An organizational photo (Row 4):** Click in the cell that says "Picture." Go to "Insert," then click "Pictures," and then "Place in Cell" to ensure that it is inserted in the correct format. You can then select the file for a photo from your computer.
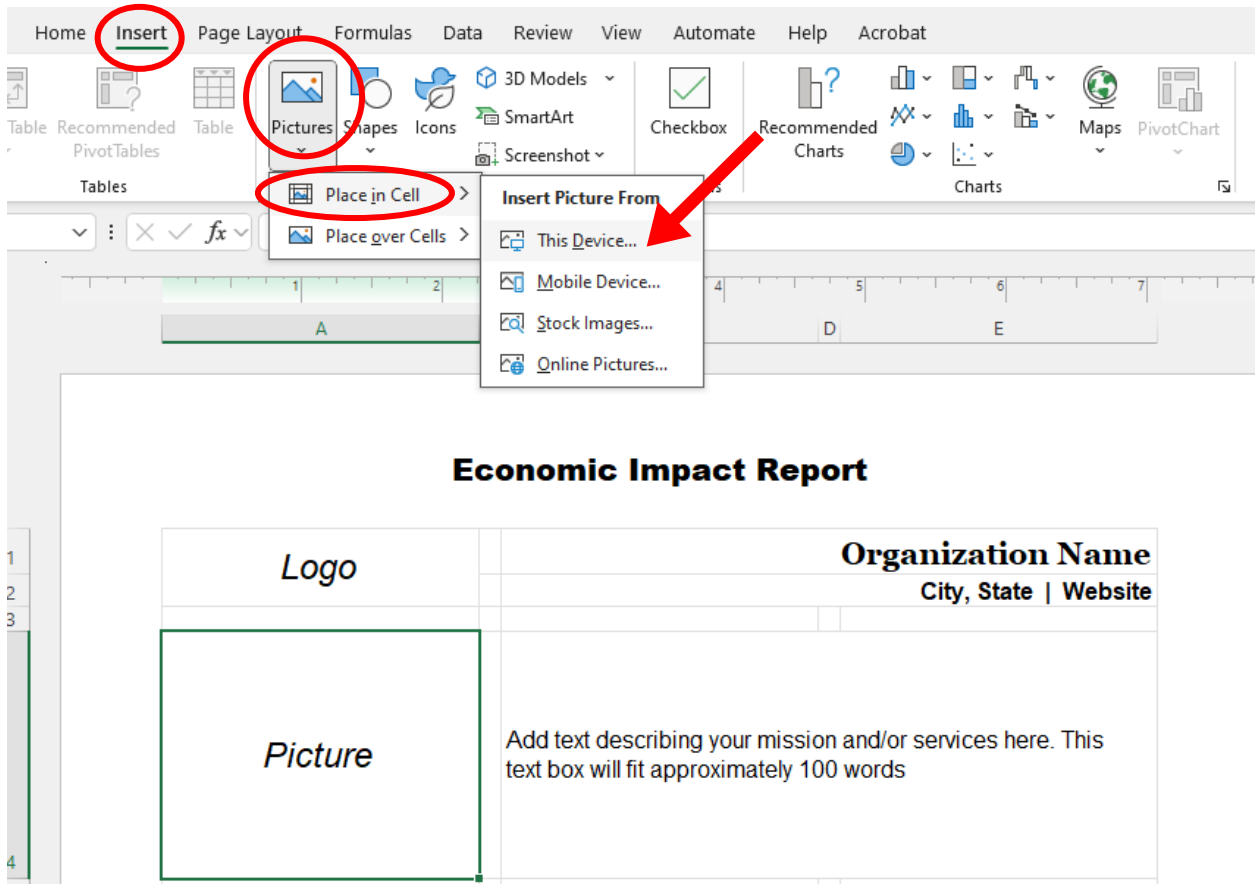

- **A brief description of your organization, no more than 100 words (Row 4):** Click in the box that instructs you to add text (next to where you added a picture). Type directly in the box or copy and paste into the text bar in Excel.
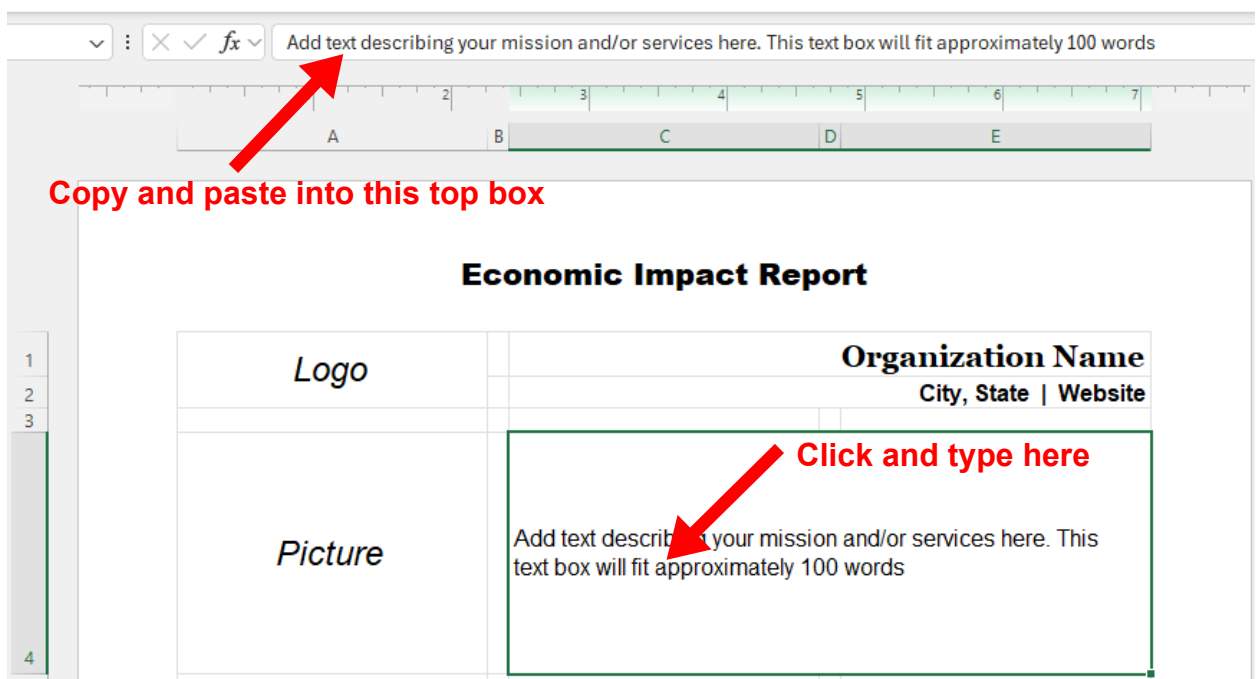
- **Your organization's name (Row 6):** Customize your organization name here. The font size should adjust to fit within the box allowed. If your name is too long or you do not want to include your name, you can also use "At our organization, our economic impact includes:"

At the Organization Name, our economic impact includes:

$0	0
Annual Budget	**In-person Attendance**

9. **You can now save the Template as a PDF.** While you are still in the Template worksheet (do not switch back to the calculator), click "File" and then "Save As." Under "Save as Type," you should be able to select "PDF." You can also print your worksheet directly from the Excel document or print as a PDF.
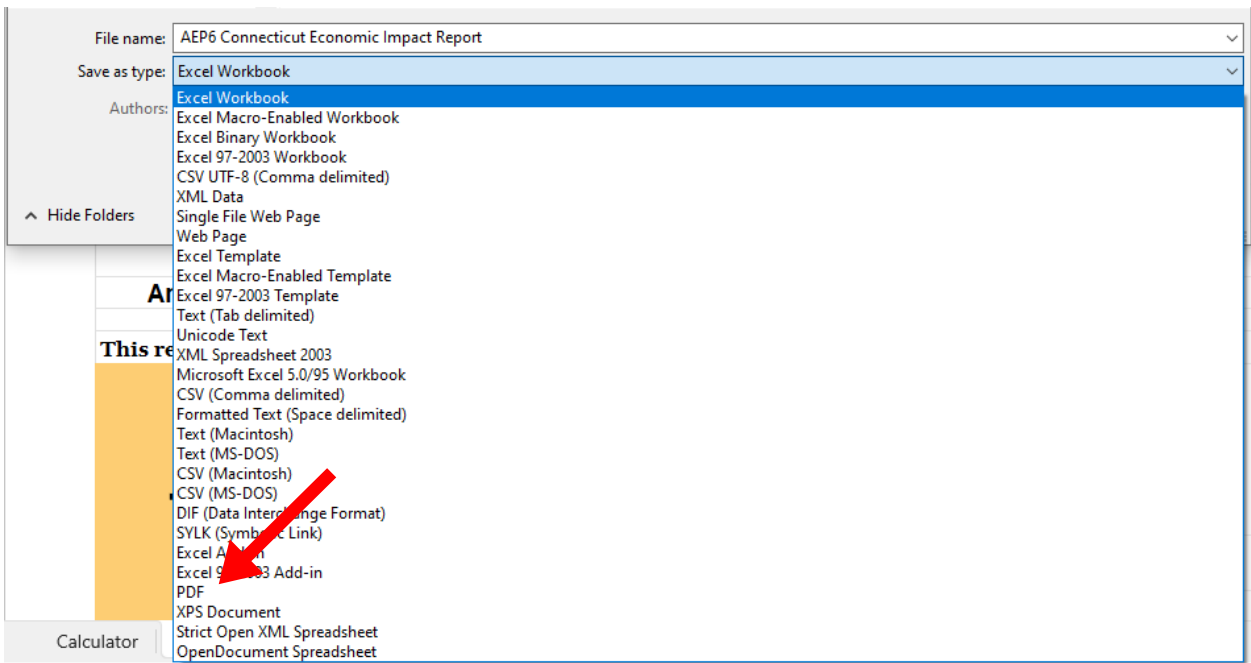
If you have questions, please contact advocacy@cthumanities.org.