

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Abilene, TX (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$5,488,972		\$12,364,527		\$17,853,499

Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

Economic Impact of Expenditures	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	171		369		540
Household Income Paid to Residents	\$3,858,000		\$5,380,000		\$9,238,000
Revenue Generated to <u>Local</u> Government	\$283,000		\$887,000		\$1,170,000
Revenue Generated to <u>State</u> Government	\$146,000		\$592,000		\$738,000

Event-Related Spending by Arts and Culture Audiences Totaled \$12.36 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident* Attendees	+	Non-Resident* Attendees	=	All Attendees
Total Attendance to Arts and Culture Events	300,532		185,923		486,455
Percentage of Total Attendance	62		38		100
Average Event-Related Spending Per Person	\$15.06		\$42.16		\$25.41
Total Event-Related Expenditures	\$4,526,012		\$7,838,515		\$12,364,527

Nonprofit Arts and Culture Event Attendees Spend an Average of \$25.41 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$8.04	\$16.13	\$11.13
Souvenirs and Gifts	\$2.30	\$3.85	\$2.89
Ground Transportation	\$2.11	\$3.45	\$2.62
Overnight Lodging (one night only)	\$0.64	\$13.24	\$5.46
Other/Miscellaneous	\$1.97	\$5.49	\$3.31
Average Event-Related Spending Per Person	\$15.06	\$42.16	\$25.41

* Residents are attendees who reside within the county in which the nonprofit arts and culture event took place; non-residents live outside the county.

Source: *Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Abilene*. For more information about this study or about other cultural initiatives in the City of Abilene, visit the Abilene Cultural Affairs Council's web site at www.abilenecac.org.

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