

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Alachua County, FL (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$22,199,470		\$18,775,533		\$40,975,003

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	562		583		1,145
Household Income Paid to Residents	\$12,987,000		\$8,024,000		\$21,011,000
Revenue Generated to <u>Local</u> Government	\$733,000		\$778,000		\$1,511,000
Revenue Generated to <u>State</u> Government	\$662,000		\$1,051,000		\$1,713,000

Event-Related Spending by Arts and Culture Audiences Totaled \$18.78 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	779,807		250,049		1,029,856
Percentage of Total Attendance	76		24		100
Average Event-Related Spending Per Person	\$14.31		\$30.46		\$18.24
Total Event-Related Expenditures	\$11,159,040		\$7,616,493		\$18,775,533

Nonprofit Arts and Culture Event Attendees Spend an Average of \$18.24 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$9.03	\$13.85	\$10.20
Souvenirs and Gifts	\$2.93	\$1.18	\$2.50
Ground Transportation	\$1.08	\$6.94	\$2.51
Overnight Lodging (one night only)	\$0.13	\$7.45	\$1.91
Other/Miscellaneous	\$1.14	\$1.04	\$1.12
Average Event-Related Spending Per Person	\$14.31	\$30.46	\$18.24

* 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 Alachua County*. For more information about this study or about other cultural initiatives in Alachua County, visit the Gainesville Department of Parks, Recreation and Cultural Affairs's web site at www.gvlculturalaffairs.org.

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