

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Alexandria, VA (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$13,641,881		\$66,367,513		\$80,009,394

### 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	465		1,338		1,803
Household Income Paid to Residents	\$8,976,000		\$21,216,000		\$30,192,000
Revenue Generated to <u>Local</u> Government	\$410,000		\$2,662,000		\$3,072,000
Revenue Generated to <u>State</u> Government	\$568,000		\$2,071,000		\$2,639,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$66.37 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	769,888		904,509		1,674,397
Percentage of Total Attendance	46		54		100
Average Event-Related Spending Per Person	\$31.35		\$46.69		\$39.65
Total Event-Related Expenditures	\$24,135,988		\$42,231,525		\$66,367,513

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$39.65 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$13.28	\$15.95	\$14.73
Souvenirs and Gifts	\$10.80	\$7.25	\$8.88
Ground Transportation	\$1.27	\$5.52	\$3.57
Overnight Lodging (one night only)	\$1.60	\$12.59	\$7.54
Other/Miscellaneous	\$4.40	\$5.38	\$4.93
Average Event-Related Spending Per Person	\$31.35	\$46.69	\$39.65

\* 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 Alexandria*. For more information about this study or about other cultural initiatives in the City of Alexandria, visit the Alexandria Commission for the Arts's web site at [www.alexandriacommissionforthearts.org](http://www.alexandriacommissionforthearts.org).

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