

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$230,695,220		\$110,867,640		\$341,562,860

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	6,837		3,355		10,192
Household Income Paid to Residents	\$154,978,000		\$49,316,000		\$204,294,000
Revenue Generated to <u>Local</u> Government	\$9,719,000		\$5,563,000		\$15,282,000
Revenue Generated to <u>State</u> Government	\$9,700,000		\$8,822,000		\$18,522,000

Event-Related Spending by Arts and Culture Audiences Totaled \$110.87 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	3,747,971		1,318,224		5,066,195
Percentage of Total Attendance	74		26		100
Average Event-Related Spending Per Person	\$17.45		\$34.49		\$21.87
Total Event-Related Expenditures	\$65,402,094		\$45,465,546		\$110,867,640

Nonprofit Arts and Culture Event Attendees Spend an Average of \$21.87 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$12.77	\$14.69	\$13.26
Souvenirs and Gifts	\$1.55	\$2.80	\$1.87
Ground Transportation	\$1.76	\$4.65	\$2.51
Overnight Lodging (one night only)	\$0.25	\$8.73	\$2.46
Other/Miscellaneous	\$1.12	\$3.62	\$1.77
Average Event-Related Spending Per Person	\$17.45	\$34.49	\$21.87

* 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 Allegheny County*. For more information about this study or about other cultural initiatives in Allegheny County, visit the Greater Pittsburgh Arts Council's web site at www.pittsburghartsCouncil.org.

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