

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$133,544,608		\$138,150,328		\$271,694,936

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	4,310		4,315		8,625
Household Income Paid to Residents	\$89,938,000		\$64,828,000		\$154,766,000
Revenue Generated to <u>Local</u> Government	\$5,712,000		\$11,253,000		\$16,965,000
Revenue Generated to <u>State</u> Government	\$3,461,000		\$7,066,000		\$10,527,000

Event-Related Spending by Arts and Culture Audiences Totaled \$138.15 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	2,849,148		1,104,158		3,953,306
Percentage of Total Attendance	72		28		100
Average Event-Related Spending Per Person	\$28.53		\$51.50		\$34.95
Total Event-Related Expenditures	\$81,286,192		\$56,864,136		\$138,150,328

Nonprofit Arts and Culture Event Attendees Spend an Average of \$34.95 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$14.86	\$20.20	\$16.35
Souvenirs and Gifts	\$1.79	\$5.36	\$2.79
Ground Transportation	\$3.96	\$6.76	\$4.74
Overnight Lodging (one night only)	\$4.43	\$14.05	\$7.12
Other/Miscellaneous	\$3.49	\$5.13	\$3.95
Average Event-Related Spending Per Person	\$28.53	\$51.50	\$34.95

* 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 Austin*. For more information about this study or about other cultural initiatives in the City of Austin, visit the Austin Economic Growth and Redevelopment Services Office's web site at www.ci.austin.tx.us/redevelopment.

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