

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$154,505,135		\$115,570,436		\$270,075,571

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	3,582		2,836		6,418
Household Income Paid to Residents	\$100,241,000		\$46,555,000		\$146,796,000
Revenue Generated to <u>Local</u> Government	\$6,755,000		\$5,827,000		\$12,582,000
Revenue Generated to <u>State</u> Government	\$5,766,000		\$4,914,000		\$10,680,000

Event-Related Spending by Arts and Culture Audiences Totaled \$115.57 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	1,957,035		1,826,137		3,783,172
Percentage of Total Attendance	52		48		100
Average Event-Related Spending Per Person	\$18.65		\$43.30		\$30.54
Total Event-Related Expenditures	\$36,498,705		\$79,071,731		\$115,570,436

Nonprofit Arts and Culture Event Attendees Spend an Average of \$30.54 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$7.73	\$15.32	\$11.39
Souvenirs and Gifts	\$6.36	\$8.36	\$7.32
Ground Transportation	\$1.16	\$2.92	\$2.01
Overnight Lodging (one night only)	\$1.50	\$13.69	\$7.38
Other/Miscellaneous	\$1.90	\$3.01	\$2.44
Average Event-Related Spending Per Person	\$18.65	\$43.30	\$30.54

* 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 Baltimore*. For more information about this study or about other cultural initiatives in the City of Baltimore, visit the Baltimore Office of Promotion and the Arts's web site at www.bop.org.

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