

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

<b>Economic Activity</b>	<b>Arts and Culture Organizations</b>	+	<b>Arts and Culture Audiences</b>	=	<b>Total Expenditures</b>
Total Industry Expenditures	\$1,327,804		\$1,856,657		\$3,184,461

### Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

<b>Economic Impact of Expenditures</b>	<b>Economic Impact of Organizations</b>	+	<b>Economic Impact of Audiences</b>	=	<b>Total Economic Impact</b>
Full-Time Equivalent (FTE) Jobs Supported	37		55		92
Household Income Paid to Residents	\$820,000		\$836,000		\$1,656,000
Revenue Generated to <u>Local</u> Government	\$52,000		\$99,000		\$151,000
Revenue Generated to <u>State</u> Government	\$41,000		\$102,000		\$143,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$1.86 million (excluding the cost of admission)

<b>Attendance to Arts and Culture Events</b>	<b>Resident* Attendees</b>	+	<b>Non-Resident* Attendees</b>	=	<b>All Attendees</b>
Total Attendance to Arts and Culture Events	58,035		16,849		74,884
Percentage of Total Attendance	78		23		100
Average Event-Related Spending Per Person	\$16.93		\$51.88		\$24.82
Total Event-Related Expenditures	\$982,532		\$874,125		\$1,856,657

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$24.82 Per Person (excluding the cost of admission)

<b>Category of Event-Related Expenditure</b>	<b>Resident* Attendees</b>	<b>Non-Resident* Attendees</b>	<b>All Attendees</b>
Meals and Refreshments	\$7.11	\$20.20	\$10.06
Souvenirs and Gifts	\$3.09	\$5.23	\$3.57
Ground Transportation	\$1.26	\$5.76	\$2.27
Overnight Lodging (one night only)	\$0.29	\$16.76	\$4.00
Other/Miscellaneous	\$5.18	\$3.93	\$4.92
Average Event-Related Spending Per Person	\$16.93	\$51.88	\$24.82

\* 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 Bay County*. For more information about this study or about other cultural initiatives in Bay County, visit the Bay Arts Alliance's web site at [www.bayarts.org](http://www.bayarts.org).

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