

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$16,757,152		\$48,370,771		\$65,127,923

### 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	553		1,639		2,192
Household Income Paid to Residents	\$12,699,000		\$23,523,000		\$36,222,000
Revenue Generated to <u>Local</u> Government	\$535,000		\$3,021,000		\$3,556,000
Revenue Generated to <u>State</u> Government	\$778,000		\$3,218,000		\$3,996,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$48.37 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	741,151		479,252		1,220,403
Percentage of Total Attendance	61		39		100
Average Event-Related Spending Per Person	\$26.46		\$60.01		\$39.65
Total Event-Related Expenditures	\$19,610,858		\$28,759,913		\$48,370,771

### 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	\$16.40	\$27.99	\$20.95
Souvenirs and Gifts	\$4.66	\$8.68	\$6.24
Ground Transportation	\$1.54	\$5.93	\$3.27
Overnight Lodging (one night only)	\$1.62	\$12.90	\$6.05
Other/Miscellaneous	\$2.24	\$4.51	\$3.14
Average Event-Related Spending Per Person	\$26.46	\$60.01	\$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 Buncombe County*. For more information about this study or about other cultural initiatives in Buncombe County, visit the Asheville Area Arts Council's web site at [www.ashevillearts.com](http://www.ashevillearts.com).

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