

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Chandler, AZ (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	\$1,906,267		\$5,215,164		\$7,121,431

### 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	54		169		223
Household Income Paid to Residents	\$1,310,000		\$2,528,000		\$3,838,000
Revenue Generated to <u>Local</u> Government	\$72,000		\$239,000		\$311,000
Revenue Generated to <u>State</u> Government	\$72,000		\$350,000		\$422,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$5.22 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	162,099		211,745		373,844
Percentage of Total Attendance	43		57		100
Average Event-Related Spending Per Person	\$9.94		\$17.02		\$13.96
Total Event-Related Expenditures	\$1,611,265		\$3,603,899		\$5,215,164

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$13.96 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	\$6.12	\$10.82	\$8.79
Souvenirs and Gifts	\$1.09	\$1.07	\$1.08
Ground Transportation	\$0.74	\$1.72	\$1.29
Overnight Lodging (one night only)	\$0.00	\$1.66	\$0.94
Other/Miscellaneous	\$1.99	\$1.75	\$1.86
Average Event-Related Spending Per Person	\$9.94	\$17.02	\$13.96

\* 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 Chandler*. For more information about this study or about other cultural initiatives in the City of Chandler, visit the Chandler Center for the Arts's web site at [www.chandlercenter.org](http://www.chandlercenter.org).

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