

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Clark County, NV (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$69,656,627		\$134,654,551		\$204,311,178

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	1,947		3881		5,828
Household Income Paid to Residents	\$48,779,000		\$56,524,000		\$105,303,000
Revenue Generated to <u>Local</u> Government	\$2,018,000		\$6,404,000		\$8,422,000
Revenue Generated to <u>State</u> Government	\$2,007,000		\$7,636,000		\$9,643,000

Event-Related Spending by Arts and Culture Audiences Totaled \$134.65 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	3,721,199		1,162,264		4,883,463
Percentage of Total Attendance	76		24		100
Average Event-Related Spending Per Person	\$18.67		\$56.08		\$27.57
Total Event-Related Expenditures	\$69,474,785		\$65,179,766		\$134,654,551

Nonprofit Arts and Culture Event Attendees Spend an Average of \$27.57 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$8.70	\$17.65	\$10.82
Souvenirs and Gifts	\$3.54	\$5.73	\$4.06
Ground Transportation	\$1.53	\$6.98	\$2.83
Overnight Lodging (one night only)	\$2.46	\$23.33	\$7.43
Other/Miscellaneous	\$2.44	\$2.39	\$2.43
Average Event-Related Spending Per Person	\$18.67	\$56.08	\$27.57

* 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 Clark County*. For more information about this study or about other cultural initiatives in Clark County, visit the Las Vegas Office of Cultural Affairs' web site at www.artslasvegas.org.

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