

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Dane County, WI (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	\$58,800,068		\$52,202,493		\$111,002,561

### 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	2,301		1,757		4,058
Household Income Paid to Residents	\$42,317,000		\$26,813,000		\$69,130,000
Revenue Generated to <u>Local</u> Government	\$2,175,000		\$2,261,000		\$4,436,000
Revenue Generated to <u>State</u> Government	\$2,810,000		\$2,860,000		\$5,670,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$52.2 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	1,784,785		447,591		2,232,376
Percentage of Total Attendance	80		20		100
Average Event-Related Spending Per Person	\$21.67		\$30.22		\$23.38
Total Event-Related Expenditures	\$38,676,292		\$13,526,201		\$52,202,493

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$23.38 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	\$11.23	\$14.16	\$11.82
Souvenirs and Gifts	\$2.29	\$1.97	\$2.22
Ground Transportation	\$1.44	\$2.63	\$1.68
Overnight Lodging (one night only)	\$0.03	\$10.37	\$2.10
Other/Miscellaneous	\$6.68	\$1.09	\$5.56
Average Event-Related Spending Per Person	\$21.67	\$30.22	\$23.38

\* 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 Dane County*. For more information about this study or about other cultural initiatives in Dane County, visit the Overture Center for the Arts's web site at [www.overturecenter.com](http://www.overturecenter.com).

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