

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Doña Ana County, NM (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$2,022,595		\$1,830,851		\$3,853,446

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	34		45		79
Household Income Paid to Residents	\$1,407,000		\$681,000		\$2,088,000
Revenue Generated to <u>Local</u> Government	\$58,000		\$81,000		\$139,000
Revenue Generated to <u>State</u> Government	\$127,000		\$102,000		\$229,000

Event-Related Spending by Arts and Culture Audiences Totaled \$1.83 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	127,350		18,376		145,726
Percentage of Total Attendance	87		13		100
Average Event-Related Spending Per Person	\$10.14		\$29.36		\$12.58
Total Event-Related Expenditures	\$1,291,332		\$539,519		\$1,830,851

Nonprofit Arts and Culture Event Attendees Spend an Average of \$12.58 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$4.23	\$7.48	\$4.65
Souvenirs and Gifts	\$1.71	\$11.06	\$2.89
Ground Transportation	\$0.83	\$3.58	\$1.18
Overnight Lodging (one night only)	\$0.27	\$6.28	\$1.03
Other/Miscellaneous	\$3.10	\$0.96	\$2.83
Average Event-Related Spending Per Person	\$10.14	\$29.36	\$12.58

* 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 Doña Ana County*. For more information about this study or about other cultural initiatives in Doña Ana County, visit the Doña Ana Arts Council's web site at www.daarts.org.

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