

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Fairfax, VA (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$6,568,825		\$4,684,909		\$11,253,734

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	174		74		248
Household Income Paid to Residents	\$3,000,000		\$1,035,000		\$4,035,000
Revenue Generated to <u>Local</u> Government	\$249,000		\$131,000		\$380,000
Revenue Generated to <u>State</u> Government	\$168,000		\$131,000		\$299,000

Event-Related Spending by Arts and Culture Audiences Totaled \$4.68 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	120,501		72,579		193,080
Percentage of Total Attendance	62		38		100
Average Event-Related Spending Per Person	\$21.52		\$28.82		\$24.27
Total Event-Related Expenditures	\$2,593,182		\$2,091,727		\$4,684,909

Nonprofit Arts and Culture Event Attendees Spend an Average of \$24.27 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$9.03	\$11.96	\$10.14
Souvenirs and Gifts	\$10.11	\$6.18	\$8.63
Ground Transportation	\$1.24	\$2.67	\$1.78
Overnight Lodging (one night only)	\$0.00	\$4.92	\$1.85
Other/Miscellaneous	\$1.14	\$3.09	\$1.87
Average Event-Related Spending Per Person	\$21.52	\$28.82	\$24.27

* 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 Fairfax*. For more information about this study or about other cultural initiatives in the City of Fairfax, visit the Fairfax Commission on the Arts's web site at www.fairfaxarts.org.

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