

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$55,656,631		\$48,130,840		\$103,787,471

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	2,167		1,605		3,772
Household Income Paid to Residents	\$46,739,000		\$23,536,000		\$70,275,000
Revenue Generated to <u>Local</u> Government	\$1,585,000		\$2,577,000		\$4,162,000
Revenue Generated to <u>State</u> Government	\$3,222,000		\$3,034,000		\$6,256,000

Event-Related Spending by Arts and Culture Audiences Totaled \$48.13 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	1,464,320		497,523		1,961,843
Percentage of Total Attendance	75		25		100
Average Event-Related Spending Per Person	\$18.30		\$42.88		\$24.54
Total Event-Related Expenditures	\$26,797,055		\$21,333,785		\$48,130,840

Nonprofit Arts and Culture Event Attendees Spend an Average of \$24.54 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$11.16	\$19.15	\$13.19
Souvenirs and Gifts	\$1.37	\$4.58	\$2.19
Ground Transportation	\$1.52	\$6.93	\$2.89
Overnight Lodging (one night only)	\$0.22	\$9.37	\$2.54
Other/Miscellaneous	\$4.03	\$2.85	\$3.73
Average Event-Related Spending Per Person	\$18.30	\$42.88	\$24.54

* 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 Forsyth County*. For more information about this study or about other cultural initiatives in Forsyth County, visit The Arts Council of Winston-Salem and Forsyth County's web site at www.intothearts.org.

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