

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Fort Collins, CO (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$5,326,585		\$10,648,242		\$15,974,827

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	134		333		467
Household Income Paid to Residents	\$2,963,000		\$4,567,000		\$7,530,000
Revenue Generated to <u>Local</u> Government	\$204,000		\$899,000		\$1,103,000
Revenue Generated to <u>State</u> Government	\$127,000		\$440,000		\$567,000

Event-Related Spending by Arts and Culture Audiences Totaled \$10.65 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	493,967		144,151		638,118
Percentage of Total Attendance	77		23		100
Average Event-Related Spending Per Person	\$13.94		\$26.10		\$16.69
Total Event-Related Expenditures	\$6,885,900		\$3,762,342		\$10,648,242

Nonprofit Arts and Culture Event Attendees Spend an Average of \$16.69 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$8.93	\$10.56	\$9.30
Souvenirs and Gifts	\$2.83	\$1.01	\$2.42
Ground Transportation	\$0.64	\$2.77	\$1.12
Overnight Lodging (one night only)	\$0.17	\$10.81	\$2.57
Other/Miscellaneous	\$1.37	\$0.95	\$1.28
Average Event-Related Spending Per Person	\$13.94	\$26.10	\$16.69

* 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 Fort Collins*. For more information about this study or about other cultural initiatives in the City of Fort Collins, visit Arts Alive Fort Collins's web site at www.artsalivefc.org.

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