

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Fullerton, CA (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$60,399,446		\$9,085,134		\$69,484,580

### 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	1,116		233		1,349
Household Income Paid to Residents	\$24,470,000		\$3,543,000		\$28,013,000
Revenue Generated to <u>Local</u> Government	\$1,333,000		\$427,000		\$1,760,000
Revenue Generated to <u>State</u> Government	\$1,891,000		\$489,000		\$2,380,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$9.09 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	172,648		178,763		351,411
Percentage of Total Attendance	49		51		100
Average Event-Related Spending Per Person	\$21.86		\$29.71		\$25.84
Total Event-Related Expenditures	\$3,774,086		\$5,311,048		\$9,085,134

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$25.84 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$11.65	\$13.91	\$12.80
Souvenirs and Gifts	\$7.70	\$6.64	\$7.16
Ground Transportation	\$0.39	\$1.30	\$0.85
Overnight Lodging (one night only)	\$0.35	\$7.18	\$3.82
Other/Miscellaneous	\$1.77	\$0.68	\$1.21
Average Event-Related Spending Per Person	\$21.86	\$29.71	\$25.84

\* 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 Fullerton*. For more information about this study or about other cultural initiatives in the City of Fullerton, visit Fullerton Cultural Affairs's web site at [www.ci.fullerton.ca.us](http://www.ci.fullerton.ca.us).

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