

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$5,405,677		\$7,084,902		\$12,490,579

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	122		235		357
Household Income Paid to Residents	\$3,874,000		\$4,451,000		\$8,325,000
Revenue Generated to <u>Local</u> Government	\$246,000		\$380,000		\$626,000
Revenue Generated to <u>State</u> Government	\$304,000		\$579,000		\$883,000

Event-Related Spending by Arts and Culture Audiences Totaled \$7.08 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	108,434		171,106		279,540
Percentage of Total Attendance	39		61		100
Average Event-Related Spending Per Person	\$17.51		\$30.31		\$25.35
Total Event-Related Expenditures	\$1,898,679		\$5,186,223		\$7,084,902

Nonprofit Arts and Culture Event Attendees Spend an Average of \$25.35 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$10.10	\$15.90	\$13.65
Souvenirs and Gifts	\$4.60	\$4.33	\$4.44
Ground Transportation	\$0.83	\$2.36	\$1.76
Overnight Lodging (one night only)	\$0.05	\$5.06	\$3.12
Other/Miscellaneous	\$1.93	\$2.66	\$2.38
Average Event-Related Spending Per Person	\$17.51	\$30.31	\$25.35

* 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 Glendale*. For more information about this study or about other cultural initiatives in the City of Glendale, visit the Glendale Dept. of Parks, Recreation, and Community Services's web site at www.ci.glendale.ca.us.

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