

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Greater Columbus, OH (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$149,647,317		\$180,744,508		\$330,391,825

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	5,280		5,788		11,068
Household Income Paid to Residents	\$112,102,000		\$110,499,000		\$222,601,000
Revenue Generated to <u>Local</u> Government	\$6,269,000		\$10,136,000		\$16,405,000
Revenue Generated to <u>State</u> Government	\$7,725,000		\$12,360,000		\$20,085,000

Event-Related Spending by Arts and Culture Audiences Totaled \$180.74 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	4,239,494		2,095,674		6,335,168
Percentage of Total Attendance	67		33		100
Average Event-Related Spending Per Person	\$20.74		\$44.29		\$28.53
Total Event-Related Expenditures	\$87,927,106		\$92,817,402		\$180,744,508

Nonprofit Arts and Culture Event Attendees Spend an Average of \$28.53 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$11.22	\$16.73	\$13.04
Souvenirs and Gifts	\$6.81	\$8.41	\$7.34
Ground Transportation	\$1.37	\$3.06	\$1.93
Overnight Lodging (one night only)	\$0.25	\$13.00	\$4.47
Other/Miscellaneous	\$1.09	\$3.09	\$1.75
Average Event-Related Spending Per Person	\$20.74	\$44.29	\$28.53

* 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 Greater Columbus*. For more information about this study or about other cultural initiatives in Greater Columbus, visit the Greater Columbus Arts Council's web site at www.gcac.org.

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