

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

<b>Economic Activity</b>	<b>Arts and Culture Organizations</b>	+	<b>Arts and Culture Audiences</b>	=	<b>Total Expenditures</b>
Total Industry Expenditures	\$13,834,549		\$16,896,928		\$30,731,477

### Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

<b>Economic Impact of Expenditures</b>	<b>Economic Impact of Organizations</b>	+	<b>Economic Impact of Audiences</b>	=	<b>Total Economic Impact</b>
Full-Time Equivalent (FTE) Jobs Supported	497		597		1,094
Household Income Paid to Residents	\$10,711,000		\$9,022,000		\$19,733,000
Revenue Generated to <u>Local</u> Government	\$424,000		\$925,000		\$1,349,000
Revenue Generated to <u>State</u> Government	\$644,000		\$891,000		\$1,535,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$16.9 million (excluding the cost of admission)

<b>Attendance to Arts and Culture Events</b>	<b>Resident* Attendees</b>	+	<b>Non-Resident* Attendees</b>	=	<b>All Attendees</b>
Total Attendance to Arts and Culture Events	752,823		231,388		984,211
Percentage of Total Attendance	76		24		100
Average Event-Related Spending Per Person	\$12.60		\$32.03		\$17.18
Total Event-Related Expenditures	\$9,485,570		\$7,411,358		\$16,896,928

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$17.18 Per Person (excluding the cost of admission)

<b>Category of Event-Related Expenditure</b>	<b>Resident* Attendees</b>	<b>Non-Resident* Attendees</b>	<b>All Attendees</b>
Meals and Refreshments	\$6.90	\$17.65	\$9.43
Souvenirs and Gifts	\$4.01	\$1.83	\$3.50
Ground Transportation	\$0.63	\$1.91	\$0.93
Overnight Lodging (one night only)	\$0.11	\$4.50	\$1.15
Other/Miscellaneous	\$0.95	\$6.14	\$2.17
Average Event-Related Spending Per Person	\$12.60	\$32.03	\$17.18

\* 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 Guilford County*. For more information about this study or about other cultural initiatives in Guilford County, visit the United Arts Council of Greensboro's web site at [www.uacarts.org](http://www.uacarts.org).

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