

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$1,086,908		\$4,359,638		\$5,446,546

### 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	26		119		145
Household Income Paid to Residents	\$561,000		\$1,628,000		\$2,189,000
Revenue Generated to <u>Local</u> Government	\$29,000		\$231,000		\$260,000
Revenue Generated to <u>State</u> Government	\$20,000		\$113,000		\$133,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$4.36 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	57,615		32,875		90,490
Percentage of Total Attendance	64		36		100
Average Event-Related Spending Per Person	\$27.47		\$84.47		\$48.19
Total Event-Related Expenditures	\$1,582,685		\$2,776,953		\$4,359,638

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$48.19 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$15.88	\$26.95	\$19.91
Souvenirs and Gifts	\$2.31	\$6.87	\$3.97
Ground Transportation	\$1.97	\$8.89	\$4.49
Overnight Lodging (one night only)	\$5.18	\$28.86	\$13.78
Other/Miscellaneous	\$2.13	\$12.90	\$6.04
Average Event-Related Spending Per Person	\$27.47	\$84.47	\$48.19

\* 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 Gunnison County*. For more information about this study or about other cultural initiatives in Gunnison County, visit the Gunnison Council for the Arts's web site at [www.visitgunnison.com](http://www.visitgunnison.com).

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