

# The Economic Impact of the Nonprofit Arts Industry in GREATER HARTFORD, CT (FY2004)

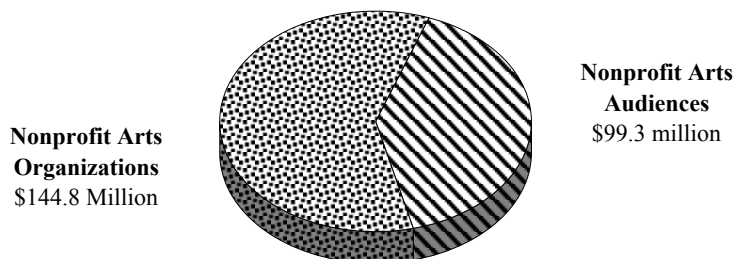


<b>Economic Activity</b>	<b>Arts Organizations</b>	+	<b>Arts Audiences</b>	=	<b>Total Expenditures</b>
Total Expenditures by Nonprofit Arts Industry	\$144,806,388		\$99,267,096		\$244,073,484

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

<b>Economic Impact of Expenditures</b>	<b>Total Impact of Arts Organizations</b>	+	<b>Total Impact of Arts Audiences</b>	=	<b>Total (Direct &amp; Indirect) Economic Impact</b>
Jobs Supported (Full-Time Equivalent)	4,631		2,750		7,381
Household Income Paid to Residents	\$126,561,000		\$62,702,000		\$189,263,000
Revenue Generated to <u>Local</u> Government	\$3,051,000		\$2,172,000		\$5,223,000
Revenue Generated to <u>State</u> Government	\$8,801,000		\$9,466,000		\$18,267,000

## Nonprofit Arts Organizations and Their Audiences Spent \$244.1 Million During 2004



## Event-Related Spending by Arts Audiences Totaled \$99.3 Million (Not Including the Cost of Admission)

<b>Arts Attendance Findings</b>	<b>Resident* Attendees</b>	+	<b>Non-Resident* Attendees</b>	=	<b>All Arts Attendees</b>
Attendance to Nonprofit Arts Events	3,174,794		1,585,017		4,759,811
Percentage of Resident/Non-Resident Attendees	66.7%		33.3%		100%
Average Dollars Spent Per Attendee	\$19.45		\$23.67		\$20.85
Total Event-Related Spending	\$61,749,742		\$37,517,354		\$99,267,096

## Nonprofit Arts Attendees Spend an Average of \$20.85 Per Person (Not Including the Cost of Admission)

<b>Category of Expense</b>	<b>Resident* Attendees</b>	<b>Non-Resident* Attendees</b>	<b>All Arts Attendees</b>
Meals and Refreshments	\$14.27	\$14.59	\$14.38
Souvenirs and Gifts	\$1.49	\$1.91	\$1.63
Transportation	\$1.55	\$2.73	\$1.94
Overnight Lodging (one night only)	\$0.24	\$3.01	\$1.16
Other	\$1.90	\$1.43	\$1.74
<b>Total Per Person Spending</b>	<b>\$19.45</b>	<b>\$23.67</b>	<b>\$20.85</b>

\* Residents are attendees who reside in Hartford County; non-residents live outside the county.

Source: *Arts & Economic Prosperity: The Economic Impact of Nonprofit Arts Organizations and Their Audiences In Greater Hartford CT*, Americans for the Arts, 2005. For more information about this study, contact the Greater Hartford Arts Council ([www.ConnectTheDots.org](http://www.ConnectTheDots.org)).