

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Houston, TX (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	\$270,036,564		\$356,291,515		\$626,328,079

### 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	6,262		7,853		14,115
Household Income Paid to Residents	\$200,637,000		\$205,496,000		\$406,133,000
Revenue Generated to <u>Local</u> Government	\$10,531,000		\$22,717,000		\$33,248,000
Revenue Generated to <u>State</u> Government	\$8,911,000		\$27,380,000		\$36,291,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$356.29 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	9,037,884		1,607,445		10,645,329
Percentage of Total Attendance	85		15		100
Average Event-Related Spending Per Person	\$24.82		\$82.10		\$33.49
Total Event-Related Expenditures	\$224,320,281		\$131,971,234		\$356,291,515

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$33.49 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	\$11.68	\$18.80	\$12.76
Souvenirs and Gifts	\$4.77	\$20.54	\$7.16
Ground Transportation	\$3.50	\$9.12	\$4.35
Overnight Lodging (one night only)	\$1.62	\$26.14	\$5.34
Other/Miscellaneous	\$3.25	\$7.50	\$3.88
Average Event-Related Spending Per Person	\$24.82	\$82.10	\$33.49

\* 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 Houston*. For more information about this study or about other cultural initiatives in the City of Houston, visit the Houston Arts Alliance's web site at [www.cachh.org](http://www.cachh.org).

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