

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Humboldt County, CA (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$7,855,161		\$8,242,570		\$16,097,731

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	206		218		424
Household Income Paid to Residents	\$4,128,000		\$3,190,000		\$7,318,000
Revenue Generated to <u>Local</u> Government	\$329,000		\$353,000		\$682,000
Revenue Generated to <u>State</u> Government	\$286,000		\$509,000		\$795,000

Event-Related Spending by Arts and Culture Audiences Totaled \$8.24 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	203,822		37,416		241,238
Percentage of Total Attendance	84		16		100
Average Event-Related Spending Per Person	\$28.35		\$65.86		\$34.17
Total Event-Related Expenditures	\$5,778,353		\$2,464,217		\$8,242,570

Nonprofit Arts and Culture Event Attendees Spend an Average of \$34.17 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$10.37	\$23.97	\$12.49
Souvenirs and Gifts	\$8.97	\$9.08	\$8.99
Ground Transportation	\$2.19	\$6.51	\$2.86
Overnight Lodging (one night only)	\$2.31	\$20.19	\$5.08
Other/Miscellaneous	\$4.51	\$6.11	\$4.75
Average Event-Related Spending Per Person	\$28.35	\$65.86	\$34.17

* 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 Humboldt County*. For more information about this study or about other cultural initiatives in Humboldt County, visit the North Coast Cultural Coalition's web site at www.humboldtartworks.com.

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