

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$61,454,822		\$63,993,015		\$125,447,837

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	1,983		1,658		3,641
Household Income Paid to Residents	\$47,481,000		\$26,649,000		\$74,130,000
Revenue Generated to <u>Local</u> Government	\$1,595,000		\$2,566,000		\$4,161,000
Revenue Generated to <u>State</u> Government	\$2,393,000		\$2,344,000		\$4,737,000

Event-Related Spending by Arts and Culture Audiences Totaled \$63.99 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	1,761,779		962,060		2,723,839
Percentage of Total Attendance	65		35		100
Average Event-Related Spending Per Person	\$13.65		\$41.52		\$23.47
Total Event-Related Expenditures	\$24,048,283		\$39,944,732		\$63,993,015

Nonprofit Arts and Culture Event Attendees Spend an Average of \$23.47 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$8.14	\$18.76	\$11.88
Souvenirs and Gifts	\$1.18	\$3.31	\$1.93
Ground Transportation	\$1.68	\$4.81	\$2.78
Overnight Lodging (one night only)	\$0.00	\$11.28	\$3.98
Other/Miscellaneous	\$2.65	\$3.36	\$2.90
Average Event-Related Spending Per Person	\$13.65	\$41.52	\$23.47

* 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 Jefferson County*. For more information about this study or about other cultural initiatives in Jefferson County, visit the Cultural Alliance of Greater Birmingham's web site at www.cultural-alliance.com.

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