

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Josephine County, OR (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 | \$913,074                             |   | \$1,894,672                       |   | \$2,807,746               |

### 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    | 31                                      |   | 46                                  |   | 77                           |
| Household Income Paid to Residents           | \$596,000                               |   | \$632,000                           |   | \$1,228,000                  |
| Revenue Generated to <u>Local</u> Government | \$35,000                                |   | \$65,000                            |   | \$100,000                    |
| Revenue Generated to <u>State</u> Government | \$35,000                                |   | \$36,000                            |   | \$71,000                     |

### Event-Related Spending by Arts and Culture Audiences Totaled \$1.89 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  | 62,330                     |   | 14,744                         |   | 77,074               |
| Percentage of Total Attendance               | 81                         |   | 19                             |   | 100                  |
| Average Event-Related Spending Per Person    | \$21.12                    |   | \$39.22                        |   | \$24.58              |
| Total Event-Related Expenditures             | \$1,316,411                |   | \$578,261                      |   | \$1,894,672          |

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$24.58 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                       | \$10.46                    | \$18.71                        | \$12.04              |
| Souvenirs and Gifts                          | \$4.25                     | \$5.68                         | \$4.53               |
| Ground Transportation                        | \$1.84                     | \$4.56                         | \$2.36               |
| Overnight Lodging (one night only)           | \$0.55                     | \$9.31                         | \$2.22               |
| Other/Miscellaneous                          | \$4.02                     | \$0.96                         | \$3.43               |
| Average Event-Related Spending Per Person    | \$21.12                    | \$39.22                        | \$24.58              |

\* 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 Josephine County*. For more information about this study or about other cultural initiatives in Josephine County, visit the Arts Council of Southern Oregon's web site at [www.artscouncilso.org](http://www.artscouncilso.org).

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