

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Kalamazoo County, MI (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	\$51,363,599		\$17,361,284		\$68,724,883

### 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	1,873		546		2,419
Household Income Paid to Residents	\$39,768,000		\$8,018,000		\$47,786,000
Revenue Generated to <u>Local</u> Government	\$1,548,000		\$496,000		\$2,044,000
Revenue Generated to <u>State</u> Government	\$2,373,000		\$1,033,000		\$3,406,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$17.36 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	500,465		289,784		790,249
Percentage of Total Attendance	63		37		100
Average Event-Related Spending Per Person	\$17.69		\$29.36		\$21.99
Total Event-Related Expenditures	\$8,853,225		\$8,508,059		\$17,361,284

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$21.99 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	\$10.98	\$12.86	\$11.68
Souvenirs and Gifts	\$3.46	\$5.60	\$4.25
Ground Transportation	\$0.81	\$3.46	\$1.78
Overnight Lodging (one night only)	\$0.05	\$2.69	\$1.02
Other/Miscellaneous	\$2.39	\$4.75	\$3.26
Average Event-Related Spending Per Person	\$17.69	\$29.36	\$21.99

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

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