

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of La Crosse, WI (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$1,308,924		\$1,278,333		\$2,587,257

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	43		42		85
Household Income Paid to Residents	\$947,000		\$621,000		\$1,568,000
Revenue Generated to <u>Local</u> Government	\$54,000		\$57,000		\$111,000
Revenue Generated to <u>State</u> Government	\$59,000		\$69,000		\$128,000

Event-Related Spending by Arts and Culture Audiences Totaled \$1.28 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	42,483		48,605		91,088
Percentage of Total Attendance	47		53		100
Average Event-Related Spending Per Person	\$10.00		\$17.56		\$14.07
Total Event-Related Expenditures	\$424,830		\$853,503		\$1,278,333

Nonprofit Arts and Culture Event Attendees Spend an Average of \$14.07 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$7.06	\$8.32	\$7.74
Souvenirs and Gifts	\$0.45	\$0.68	\$0.58
Ground Transportation	\$1.46	\$3.66	\$2.64
Overnight Lodging (one night only)	\$0.14	\$2.82	\$1.57
Other/Miscellaneous	\$0.89	\$2.08	\$1.54
Average Event-Related Spending Per Person	\$10.00	\$17.56	\$14.07

* 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 La Crosse*. For more information about this study or about other cultural initiatives in the City of La Crosse, visit Viterbo College in partnership with the School District of La Crosse's web site at www.viterbo.edu.

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