

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Laguna Beach, CA (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$22,955,503		\$31,903,052		\$54,858,555

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	686		762		1,448
Household Income Paid to Residents	\$16,450,000		\$12,915,000		\$29,365,000
Revenue Generated to <u>Local</u> Government	\$903,000		\$1,483,000		\$2,386,000
Revenue Generated to <u>State</u> Government	\$1,142,000		\$1,571,000		\$2,713,000

Event-Related Spending by Arts and Culture Audiences Totaled \$31.9 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	255,894		319,924		575,818
Percentage of Total Attendance	44		56		100
Average Event-Related Spending Per Person	\$37.37		\$69.83		\$55.41
Total Event-Related Expenditures	\$9,562,758		\$22,340,294		\$31,903,052

Nonprofit Arts and Culture Event Attendees Spend an Average of \$55.41 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$14.54	\$25.19	\$20.46
Souvenirs and Gifts	\$8.09	\$10.07	\$9.19
Ground Transportation	\$0.87	\$5.85	\$3.64
Overnight Lodging (one night only)	\$3.17	\$16.82	\$10.75
Other/Miscellaneous	\$10.70	\$11.90	\$11.37
Average Event-Related Spending Per Person	\$37.37	\$69.83	\$55.41

* 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 Laguna Beach*. For more information about this study or about other cultural initiatives in the City of Laguna Beach, visit the Laguna Beach Alliance for the Arts's web site at www.lagunabeacharts.org.

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