

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$940,435		\$1,947,039		\$2,887,474

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	29		56		85
Household Income Paid to Residents	\$594,000		\$852,000		\$1,446,000
Revenue Generated to <u>Local</u> Government	\$22,000		\$44,000		\$66,000
Revenue Generated to <u>State</u> Government	\$36,000		\$121,000		\$157,000

Event-Related Spending by Arts and Culture Audiences Totaled \$1.95 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	69,119		15,286		84,405
Percentage of Total Attendance	82		18		100
Average Event-Related Spending Per Person	\$20.90		\$32.87		\$23.09
Total Event-Related Expenditures	\$1,444,588		\$502,451		\$1,947,039

Nonprofit Arts and Culture Event Attendees Spend an Average of \$23.09 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$9.43	\$17.67	\$10.92
Souvenirs and Gifts	\$4.35	\$5.27	\$4.52
Ground Transportation	\$3.93	\$2.48	\$3.67
Overnight Lodging (one night only)	\$0.00	\$4.06	\$0.74
Other/Miscellaneous	\$3.19	\$3.39	\$3.24
Average Event-Related Spending Per Person	\$20.90	\$32.87	\$23.09

* 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 Lauderdale County*. For more information about this study or about other cultural initiatives in Lauderdale County, visit the Meridian Arts Council's web site at www.meridianms.org/arhome.

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