

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Louisville-Jefferson County, KY (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$107,025,328		\$152,498,413		\$259,523,741

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	3,299		4,593		7,892
Household Income Paid to Residents	\$87,380,000		\$71,267,000		\$158,647,000
Revenue Generated to <u>Local</u> Government	\$3,024,000		\$5,019,000		\$8,043,000
Revenue Generated to <u>State</u> Government	\$5,769,000		\$9,121,000		\$14,890,000

Event-Related Spending by Arts and Culture Audiences Totaled \$152.5 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	3,177,121		2,005,785		5,182,906
Percentage of Total Attendance	61		39		100
Average Event-Related Spending Per Person	\$22.14		\$40.96		\$29.65
Total Event-Related Expenditures	\$70,341,459		\$82,156,954		\$152,498,413

Nonprofit Arts and Culture Event Attendees Spend an Average of \$29.65 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$12.05	\$17.10	\$13.99
Souvenirs and Gifts	\$3.87	\$5.19	\$4.40
Ground Transportation	\$1.90	\$4.76	\$2.89
Overnight Lodging (one night only)	\$1.42	\$10.58	\$5.14
Other/Miscellaneous	\$2.90	\$3.33	\$3.23
Average Event-Related Spending Per Person	\$22.14	\$40.96	\$29.65

* 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 Louisville-Jefferson County*. For more information about this study or about other cultural initiatives in Louisville-Jefferson County, visit the Fund for the Arts's web site at www.fundforthearts.com.

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