

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Mansfield, OH (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$4,251,562		\$1,955,502		\$6,207,064

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	128		55		183
Household Income Paid to Residents	\$2,723,000		\$755,000		\$3,478,000
Revenue Generated to <u>Local</u> Government	\$170,000		\$91,000		\$261,000
Revenue Generated to <u>State</u> Government	\$155,000		\$88,000		\$243,000

Event-Related Spending by Arts and Culture Audiences Totaled \$1.96 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	109,737		52,213		161,950
Percentage of Total Attendance	68		32		100
Average Event-Related Spending Per Person	\$8.38		\$19.84		\$12.08
Total Event-Related Expenditures	\$919,597		\$1,035,905		\$1,955,502

Nonprofit Arts and Culture Event Attendees Spend an Average of \$12.08 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$5.42	\$7.65	\$6.14
Souvenirs and Gifts	\$0.40	\$1.02	\$0.60
Ground Transportation	\$0.53	\$1.94	\$0.99
Overnight Lodging (one night only)	\$0.94	\$6.56	\$2.75
Other/Miscellaneous	\$1.09	\$2.67	\$1.60
Average Event-Related Spending Per Person	\$8.38	\$19.84	\$12.08

* 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 Mansfield*. For more information about this study or about other cultural initiatives in the City of Mansfield, visit the Mansfield Fine Arts Center's web site at www.mansfieldartcenter.org.

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