

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

| Economic Activity | Arts and Culture Organizations | + | Arts and Culture Audiences | = | Total Expenditures |
|-----------------------------|--------------------------------|---|----------------------------|---|--------------------|
| Total Industry Expenditures | \$5,736,798 | | \$4,029,995 | | \$9,766,793 |

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 | 175 | | 159 | | 334 |
| Household Income Paid to Residents | \$3,605,000 | | \$2,218,000 | | \$5,823,000 |
| Revenue Generated to <u>Local</u> Government | \$198,000 | | \$136,000 | | \$334,000 |
| Revenue Generated to <u>State</u> Government | \$263,000 | | \$188,000 | | \$451,000 |

Event-Related Spending by Arts and Culture Audiences Totaled \$4.03 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 | 233,272 | | 78,839 | | 312,111 |
| Percentage of Total Attendance | 75 | | 25 | | 100 |
| Average Event-Related Spending Per Person | \$10.04 | | \$21.41 | | \$12.92 |
| Total Event-Related Expenditures | \$2,342,052 | | \$1,687,943 | | \$4,029,995 |

Nonprofit Arts and Culture Event Attendees Spend an Average of \$12.92 Per Person (excluding the cost of admission)

| Category of Event-Related Expenditure | Resident* Attendees | Non-Resident* Attendees | All Attendees |
|---|---------------------|-------------------------|---------------|
| Meals and Refreshments | \$6.55 | \$9.83 | \$7.38 |
| Souvenirs and Gifts | \$1.56 | \$2.89 | \$1.90 |
| Ground Transportation | \$0.83 | \$3.60 | \$1.53 |
| Overnight Lodging (one night only) | \$0.12 | \$1.91 | \$0.57 |
| Other/Miscellaneous | \$0.98 | \$3.18 | \$1.54 |
| Average Event-Related Spending Per Person | \$10.04 | \$21.41 | \$12.92 |

* 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 Marathon County*. For more information about this study or about other cultural initiatives in Marathon County, visit the Wausau Area Performing Arts Foundation's web site at www.onartsblock.org.

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