

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$61,939,651		\$96,020,123		\$157,959,774

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	1,958		2,813		4,771
Household Income Paid to Residents	\$48,412,000		\$44,537,000		\$92,949,000
Revenue Generated to <u>Local</u> Government	\$1,665,000		\$5,216,000		\$6,881,000
Revenue Generated to <u>State</u> Government	\$2,912,000		\$4,267,000		\$7,179,000

Event-Related Spending by Arts and Culture Audiences Totaled \$96.02 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	2,500,239		1,318,669		3,818,908
Percentage of Total Attendance	65		35		100
Average Event-Related Spending Per Person	\$20.43		\$34.08		\$25.16
Total Event-Related Expenditures	\$51,079,883		\$44,940,240		\$96,020,123

Nonprofit Arts and Culture Event Attendees Spend an Average of \$25.16 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$13.56	\$14.27	\$13.81
Souvenirs and Gifts	\$1.67	\$3.35	\$2.25
Ground Transportation	\$1.30	\$3.52	\$2.07
Overnight Lodging (one night only)	\$0.87	\$9.83	\$3.97
Other/Miscellaneous	\$3.03	\$3.11	\$3.06
Average Event-Related Spending Per Person	\$20.43	\$34.08	\$25.16

* 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 Mecklenburg County*. For more information about this study or about other cultural initiatives in Mecklenburg County, visit the Arts and Science Council of Charlotte/Mecklenburg's web site at www.artsandscience.org.

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