

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Mesa, AZ (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$29,276,410		\$18,296,619		\$47,573,029

### 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	914		547		1,461
Household Income Paid to Residents	\$17,448,000		\$8,568,000		\$26,016,000
Revenue Generated to <u>Local</u> Government	\$1,050,000		\$874,000		\$1,924,000
Revenue Generated to <u>State</u> Government	\$1,401,000		\$1,010,000		\$2,411,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$18.3 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	398,509		423,668		822,177
Percentage of Total Attendance	48		52		100
Average Event-Related Spending Per Person	\$17.24		\$26.97		\$22.25
Total Event-Related Expenditures	\$6,870,294		\$11,426,325		\$18,296,619

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$22.25 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$9.53	\$12.63	\$11.13
Souvenirs and Gifts	\$4.12	\$3.50	\$3.80
Ground Transportation	\$1.35	\$3.11	\$2.26
Overnight Lodging (one night only)	\$0.00	\$5.28	\$2.72
Other/Miscellaneous	\$2.24	\$2.45	\$2.34
Average Event-Related Spending Per Person	\$17.24	\$26.97	\$22.25

\* 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 Mesa*. For more information about this study or about other cultural initiatives in the City of Mesa, visit the Mesa Arts and Cultural Division's web site at [www.mesaartscenter.com](http://www.mesaartscenter.com).

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