

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$145,305,887		\$90,103,155		\$235,409,042

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	4,612		2,800		7,412
Household Income Paid to Residents	\$106,255,000		\$42,715,000		\$148,970,000
Revenue Generated to <u>Local</u> Government	\$6,582,000		\$5,684,000		\$12,266,000
Revenue Generated to <u>State</u> Government	\$7,969,000		\$4,856,000		\$12,825,000

Event-Related Spending by Arts and Culture Audiences Totaled \$90.1 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	1,377,959		1,731,855		3,109,814
Percentage of Total Attendance	44		56		100
Average Event-Related Spending Per Person	\$17.73		\$37.92		\$28.99
Total Event-Related Expenditures	\$24,431,214		\$65,671,941		\$90,103,155

Nonprofit Arts and Culture Event Attendees Spend an Average of \$28.99 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$12.98	\$16.94	\$15.19
Souvenirs and Gifts	\$1.22	\$1.99	\$1.65
Ground Transportation	\$1.55	\$3.15	\$2.44
Overnight Lodging (one night only)	\$1.01	\$12.82	\$7.59
Other/Miscellaneous	\$0.97	\$3.02	\$2.12
Average Event-Related Spending Per Person	\$17.73	\$37.92	\$28.99

* 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 Milwaukee County*. For more information about this study or about other cultural initiatives in Milwaukee County, visit the Cultural Alliance of Greater Milwaukee's web site at www.culturalalliancemke.org.

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