

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$12,012,169		\$22,359,132		\$34,371,301

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	483		691		1,174
Household Income Paid to Residents	\$9,369,000		\$10,681,000		\$20,050,000
Revenue Generated to <u>Local</u> Government	\$359,000		\$1,190,000		\$1,549,000
Revenue Generated to <u>State</u> Government	\$522,000		\$712,000		\$1,234,000

Event-Related Spending by Arts and Culture Audiences Totaled \$22.36 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	646,413		216,968		863,381
Percentage of Total Attendance	75		25		100
Average Event-Related Spending Per Person	\$16.78		\$53.06		\$25.88
Total Event-Related Expenditures	\$10,846,810		\$11,512,322		\$22,359,132

Nonprofit Arts and Culture Event Attendees Spend an Average of \$25.88 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$8.15	\$15.28	\$9.94
Souvenirs and Gifts	\$1.59	\$6.15	\$2.73
Ground Transportation	\$4.27	\$5.82	\$4.66
Overnight Lodging (one night only)	\$0.96	\$19.97	\$5.74
Other/Miscellaneous	\$1.81	\$5.84	\$2.81
Average Event-Related Spending Per Person	\$16.78	\$53.06	\$25.88

* 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 Missoula*. For more information about this study or about other cultural initiatives in the City of Missoula, visit the Missoula Cultural Council's web site at www.missoulacultural.org.

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