

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$51,647,384		\$65,398,529		\$117,045,913

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	1,398		782		2,180
Household Income Paid to Residents	\$29,252,000		\$13,084,000		\$42,336,000
Revenue Generated to <u>Local</u> Government	\$2,091,000		\$1,755,000		\$3,846,000
Revenue Generated to <u>State</u> Government	\$2,166,000		\$1,644,000		\$3,810,000

Event-Related Spending by Arts and Culture Audiences Totaled \$65.4 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	1,537,797		367,539		1,905,336
Percentage of Total Attendance	81		19		100
Average Event-Related Spending Per Person	\$22.91		\$82.08		\$35.20
Total Event-Related Expenditures	\$35,230,928		\$30,167,601		\$65,398,529

Nonprofit Arts and Culture Event Attendees Spend an Average of \$35.20 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$12.36	\$22.72	\$14.35
Souvenirs and Gifts	\$5.76	\$9.75	\$6.53
Ground Transportation	\$1.53	\$9.96	\$3.15
Overnight Lodging (one night only)	\$1.19	\$33.76	\$7.48
Other/Miscellaneous	\$2.07	\$5.89	\$3.69
Average Event-Related Spending Per Person	\$22.91	\$82.08	\$35.20

* 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 Montgomery County*. For more information about this study or about other cultural initiatives in Montgomery County, visit the Arts & Humanities Council of Montgomery County's web site at www.creativemoco.com.

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