

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Nashville-Davidson County, TN (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$130,174,511		\$68,369,723		\$198,544,234

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	3,366		2,301		5,667
Household Income Paid to Residents	\$88,098,000		\$36,924,000		\$125,022,000
Revenue Generated to <u>Local</u> Government	\$3,320,000		\$4,052,000		\$7,372,000
Revenue Generated to <u>State</u> Government	\$4,121,000		\$4,151,000		\$8,272,000

Event-Related Spending by Arts and Culture Audiences Totaled \$68.37 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	1,129,972		967,230		2,097,202
Percentage of Total Attendance	54		46		100
Average Event-Related Spending Per Person	\$24.82		\$41.69		\$32.60
Total Event-Related Expenditures	\$28,045,905		\$40,323,818		\$68,369,723

Nonprofit Arts and Culture Event Attendees Spend an Average of \$32.60 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$14.00	\$14.80	\$14.36
Souvenirs and Gifts	\$2.86	\$4.13	\$3.45
Ground Transportation	\$2.40	\$5.84	\$3.99
Overnight Lodging (one night only)	\$2.18	\$11.71	\$6.57
Other/Miscellaneous	\$3.38	\$5.21	\$4.23
Average Event-Related Spending Per Person	\$24.82	\$41.69	\$32.60

* 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 Nashville-Davidson County*. For more information about this study or about other cultural initiatives in Nashville-Davidson County, visit the Metropolitan Nashville Arts Commission's web site at www.artsnashville.org.

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