

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of New Brunswick, NJ (FY 2005)

| Economic Activity | Arts and Culture Organizations | + | Arts and Culture Audiences | = | Total Expenditures |
|-----------------------------|---------------------------------------|---|-----------------------------------|---|---------------------------|
| Total Industry Expenditures | \$20,606,608 | | \$15,968,028 | | \$36,574,636 |

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 | 598 | | 273 | | 871 |
| Household Income Paid to Residents | \$12,051,000 | | \$4,249,000 | | \$16,300,000 |
| Revenue Generated to <u>Local</u> Government | \$878,000 | | \$615,000 | | \$1,493,000 |
| Revenue Generated to <u>State</u> Government | \$624,000 | | \$539,000 | | \$1,163,000 |

Event-Related Spending by Arts and Culture Audiences Totaled \$15.97 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 | 117,384 | | 428,080 | | 545,464 |
| Percentage of Total Attendance | 22 | | 78 | | 100 |
| Average Event-Related Spending Per Person | \$22.47 | | \$31.14 | | \$29.29 |
| Total Event-Related Expenditures | \$2,637,618 | | \$13,330,410 | | \$15,968,028 |

Nonprofit Arts and Culture Event Attendees Spend an Average of \$29.29 Per Person (excluding the cost of admission)

| Category of Event-Related Expenditure | Resident* Attendees | Non-Resident* Attendees | All Attendees |
|----------------------------------------------|----------------------------|--------------------------------|----------------------|
| Meals and Refreshments | \$17.41 | \$14.77 | \$15.34 |
| Souvenirs and Gifts | \$1.91 | \$2.36 | \$2.27 |
| Ground Transportation | \$1.97 | \$3.92 | \$3.50 |
| Overnight Lodging (one night only) | \$1.16 | \$7.39 | \$6.05 |
| Other/Miscellaneous | \$0.02 | \$2.70 | \$2.13 |
| Average Event-Related Spending Per Person | \$22.47 | \$31.14 | \$29.29 |

* 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 New Brunswick*. For more information about this study or about other cultural initiatives in the City of New Brunswick, visit the New Brunswick Cultural Center's web site at www.newbrunswickarts.org.

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