

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$58,679,955		\$81,894,524		\$140,574,479

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	2,170		2,775		4,945
Household Income Paid to Residents	\$47,346,000		\$44,535,000		\$91,881,000
Revenue Generated to <u>Local</u> Government	\$1,797,000		\$3,824,000		\$5,621,000
Revenue Generated to <u>State</u> Government	\$1,768,000		\$4,243,000		\$6,011,000

Event-Related Spending by Arts and Culture Audiences Totaled \$81.89 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	1,403,680		1,253,799		2,657,479
Percentage of Total Attendance	53		47		100
Average Event-Related Spending Per Person	\$21.14		\$41.65		\$30.81
Total Event-Related Expenditures	\$29,673,795		\$52,220,729		\$81,894,524

Nonprofit Arts and Culture Event Attendees Spend an Average of \$30.81 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$12.00	\$15.18	\$13.50
Souvenirs and Gifts	\$2.21	\$4.61	\$3.34
Ground Transportation	\$2.43	\$6.63	\$4.41
Overnight Lodging (one night only)	\$0.61	\$11.26	\$5.63
Other/Miscellaneous	\$3.89	\$3.97	\$3.93
Average Event-Related Spending Per Person	\$21.14	\$41.65	\$30.81

* 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 Orange County*. For more information about this study or about other cultural initiatives in Orange County, visit the Orange County Arts and Cultural Affairs Office's web site at www.orangecountyfl.net.

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