

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$36,755,118		\$58,720,328		\$95,475,446

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	1,433		2,013		3,446
Household Income Paid to Residents	\$31,573,000		\$32,940,000		\$64,513,000
Revenue Generated to <u>Local</u> Government	\$1,151,000		\$3,187,000		\$4,338,000
Revenue Generated to <u>State</u> Government	\$1,127,000		\$3,045,000		\$4,172,000

Event-Related Spending by Arts and Culture Audiences Totaled \$58.72 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	618,439		1,115,827		1,734,266
Percentage of Total Attendance	36		64		100
Average Event-Related Spending Per Person	\$23.32		\$39.70		\$33.86
Total Event-Related Expenditures	\$14,421,997		\$44,298,331		\$58,720,328

Nonprofit Arts and Culture Event Attendees Spend an Average of \$33.86 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$13.95	\$14.38	\$14.23
Souvenirs and Gifts	\$0.84	\$2.00	\$1.59
Ground Transportation	\$3.62	\$6.09	\$5.21
Overnight Lodging (one night only)	\$0.76	\$13.66	\$9.06
Other/Miscellaneous	\$4.15	\$3.57	\$3.77
Average Event-Related Spending Per Person	\$23.32	\$39.70	\$33.86

* 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 Orlando*. For more information about this study or about other cultural initiatives in the City of Orlando, visit the Orlando Office of Communications and Neighborhood Enhancement's web site at www.cityoforlando.net.

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