

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Oshkosh, WI (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$3,133,175		\$2,892,660		\$6,025,835

### 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	106		74		180
Household Income Paid to Residents	\$2,117,000		\$1,070,000		\$3,187,000
Revenue Generated to <u>Local</u> Government	\$108,000		\$88,000		\$196,000
Revenue Generated to <u>State</u> Government	\$125,000		\$129,000		\$254,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$2.89 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	48,415		86,709		135,124
Percentage of Total Attendance	36		64		100
Average Event-Related Spending Per Person	\$12.86		\$26.18		\$21.40
Total Event-Related Expenditures	\$622,618		\$2,270,042		\$2,892,660

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$21.40 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$4.82	\$12.70	\$9.88
Souvenirs and Gifts	\$4.77	\$4.18	\$4.39
Ground Transportation	\$0.84	\$4.20	\$2.99
Overnight Lodging (one night only)	\$0.84	\$3.28	\$2.41
Other/Miscellaneous	\$1.59	\$1.82	\$1.73
Average Event-Related Spending Per Person	\$12.86	\$26.18	\$21.40

\* 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 Oshkosh*. For more information about this study or about other cultural initiatives in the City of Oshkosh, visit the Oshkosh Opera House Foundation's web site at [www.grandoperahouse.org](http://www.grandoperahouse.org).

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