

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$138,328,543		\$41,763,835		\$180,092,378

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	2,820		1,136		3,956
Household Income Paid to Residents	\$100,504,000		\$17,295,000		\$117,799,000
Revenue Generated to <u>Local</u> Government	\$5,340,000		\$1,793,000		\$7,133,000
Revenue Generated to <u>State</u> Government	\$6,836,000		\$2,253,000		\$9,089,000

Event-Related Spending by Arts and Culture Audiences Totaled \$41.76 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	563,053		1,147,314		1,710,367
Percentage of Total Attendance	33		67		100
Average Event-Related Spending Per Person	\$17.16		\$27.98		\$24.41
Total Event-Related Expenditures	\$9,661,989		\$32,101,846		\$41,763,835

Nonprofit Arts and Culture Event Attendees Spend an Average of \$24.41 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$11.43	\$15.76	\$14.34
Souvenirs and Gifts	\$1.54	\$2.83	\$2.40
Ground Transportation	\$1.22	\$2.73	\$2.23
Overnight Lodging (one night only)	\$2.31	\$3.72	\$3.26
Other/Miscellaneous	\$0.66	\$2.94	\$2.18
Average Event-Related Spending Per Person	\$17.16	\$27.98	\$24.41

* 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 Pasadena*. For more information about this study or about other cultural initiatives in the City of Pasadena, visit the Pasadena Cultural Affairs Division's web site at www.cityofpasadena.net.

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