

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$133,013,296		\$228,033,167		\$361,046,463

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	4,605		6,559		11,164
Household Income Paid to Residents	\$99,808,000		\$113,424,000		\$213,232,000
Revenue Generated to <u>Local</u> Government	\$5,509,000		\$11,790,000		\$17,299,000
Revenue Generated to <u>State</u> Government	\$6,649,000		\$15,841,000		\$22,490,000

Event-Related Spending by Arts and Culture Audiences Totaled \$228.03 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	2,453,259		3,644,825		6,098,084
Percentage of Total Attendance	40		60		100
Average Event-Related Spending Per Person	\$26.02		\$45.05		\$37.40
Total Event-Related Expenditures	\$63,833,800		\$164,199,367		\$228,033,167

Nonprofit Arts and Culture Event Attendees Spend an Average of \$37.40 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$13.60	\$16.13	\$15.11
Souvenirs and Gifts	\$5.91	\$6.66	\$6.36
Ground Transportation	\$2.74	\$7.88	\$5.82
Overnight Lodging (one night only)	\$2.44	\$12.03	\$8.17
Other/Miscellaneous	\$1.33	\$2.35	\$1.94
Average Event-Related Spending Per Person	\$26.02	\$45.05	\$37.40

* 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 Phoenix*. For more information about this study or about other cultural initiatives in the City of Phoenix, visit the Phoenix Office of Arts and Culture's web site at www.phoenix.gov/arts.

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