

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Pierce County, WI (FY 2005)

<b>Economic Activity</b>	<b>Arts and Culture Organizations</b>	+	<b>Arts and Culture Audiences</b>	=	<b>Total Expenditures</b>
Total Industry Expenditures	\$1,169,892		\$2,264,949		\$3,434,841

### Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

<b>Economic Impact of Expenditures</b>	<b>Economic Impact of Organizations</b>	+	<b>Economic Impact of Audiences</b>	=	<b>Total Economic Impact</b>
Full-Time Equivalent (FTE) Jobs Supported	42		38		80
Household Income Paid to Residents	\$887,000		\$483,000		\$1,370,000
Revenue Generated to <u>Local</u> Government	\$30,000		\$55,000		\$85,000
Revenue Generated to <u>State</u> Government	\$50,000		\$85,000		\$135,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$2.26 million (excluding the cost of admission)

<b>Attendance to Arts and Culture Events</b>	<b>Resident* Attendees</b>	+	<b>Non-Resident* Attendees</b>	=	<b>All Attendees</b>
Total Attendance to Arts and Culture Events	58,880		60,335		119,215
Percentage of Total Attendance	49		51		100
Average Event-Related Spending Per Person	\$10.80		\$27.00		\$19.01
Total Event-Related Expenditures	\$635,904		\$1,629,045		\$2,264,949

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$19.01 Per Person (excluding the cost of admission)

<b>Category of Event-Related Expenditure</b>	<b>Resident* Attendees</b>	<b>Non-Resident* Attendees</b>	<b>All Attendees</b>
Meals and Refreshments	\$5.15	\$10.58	\$7.90
Souvenirs and Gifts	\$1.78	\$3.16	\$2.48
Ground Transportation	\$1.11	\$7.15	\$4.17
Overnight Lodging (one night only)	\$0.06	\$3.13	\$1.62
Other/Miscellaneous	\$2.70	\$2.98	\$2.84
Average Event-Related Spending Per Person	\$10.80	\$27.00	\$19.01

\* 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 Pierce County*. For more information about this study or about other cultural initiatives in Pierce County, visit the St. Croix Valley COMMUNITY Foundation's web site at [www.sevcf.org](http://www.sevcf.org).

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