

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Pima County, AZ (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$28,801,589		\$28,740,607		\$57,542,196

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	857		846		1,703
Household Income Paid to Residents	\$18,495,000		\$11,924,000		\$30,419,000
Revenue Generated to <u>Local</u> Government	\$1,240,000		\$1,275,000		\$2,515,000
Revenue Generated to <u>State</u> Government	\$1,148,000		\$1,604,000		\$2,752,000

Event-Related Spending by Arts and Culture Audiences Totaled \$28.74 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	763,917		141,413		905,330
Percentage of Total Attendance	84		16		100
Average Event-Related Spending Per Person	\$29.97		\$41.34		\$31.72
Total Event-Related Expenditures	\$22,894,593		\$5,846,014		\$28,740,607

Nonprofit Arts and Culture Event Attendees Spend an Average of \$31.72 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$14.67	\$15.49	\$14.79
Souvenirs and Gifts	\$8.12	\$7.01	\$7.94
Ground Transportation	\$1.66	\$8.88	\$2.78
Overnight Lodging (one night only)	\$1.01	\$9.28	\$2.30
Other/Miscellaneous	\$4.51	\$0.68	\$3.91
Average Event-Related Spending Per Person	\$29.97	\$41.34	\$31.72

* 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 Pima County*. For more information about this study or about other cultural initiatives in Pima County, visit the Tucson Pima Arts Council's web site at www.tucsonpimaartscouncil.org.

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