

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$59,580,138		\$100,129,427		\$159,709,565

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	1,415		2,550		3,965
Household Income Paid to Residents	\$40,141,000		\$40,087,000		\$80,228,000
Revenue Generated to <u>Local</u> Government	\$2,713,000		\$5,789,000		\$8,502,000
Revenue Generated to <u>State</u> Government	\$2,339,000		\$5,550,000		\$7,889,000

Event-Related Spending by Arts and Culture Audiences Totaled \$100.13 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	1,343,431		1,014,293		2,357,724
Percentage of Total Attendance	57		43		100
Average Event-Related Spending Per Person	\$29.61		\$59.50		\$42.48
Total Event-Related Expenditures	\$39,778,993		\$60,350,434		\$100,129,427

Nonprofit Arts and Culture Event Attendees Spend an Average of \$42.48 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$13.30	\$22.08	\$17.08
Souvenirs and Gifts	\$9.73	\$10.98	\$10.27
Ground Transportation	\$2.09	\$6.27	\$3.89
Overnight Lodging (one night only)	\$0.58	\$15.50	\$7.00
Other/Miscellaneous	\$3.91	\$4.67	\$4.24
Average Event-Related Spending Per Person	\$29.61	\$59.50	\$42.48

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

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