

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$8,730,781		\$8,300,532		\$17,031,313

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	258		273		531
Household Income Paid to Residents	\$5,629,000		\$3,625,000		\$9,254,000
Revenue Generated to <u>Local</u> Government	\$331,000		\$407,000		\$738,000
Revenue Generated to <u>State</u> Government	\$357,000		\$424,000		\$781,000

Event-Related Spending by Arts and Culture Audiences Totaled \$8.3 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	75,570		150,214		225,784
Percentage of Total Attendance	33		67		100
Average Event-Related Spending Per Person	\$25.32		\$42.52		\$36.78
Total Event-Related Expenditures	\$1,913,433		\$6,387,099		\$8,300,532

Nonprofit Arts and Culture Event Attendees Spend an Average of \$36.78 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$13.18	\$25.38	\$21.30
Souvenirs and Gifts	\$8.39	\$2.31	\$4.35
Ground Transportation	\$0.90	\$2.89	\$2.22
Overnight Lodging (one night only)	\$0.00	\$8.68	\$5.78
Other/Miscellaneous	\$2.85	\$3.26	\$3.13
Average Event-Related Spending Per Person	\$25.32	\$42.52	\$36.78

* 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 Pittsfield*. For more information about this study or about other cultural initiatives in the City of Pittsfield, visit the Pittsfield Office of Cultural Development's web site at www.pittsfield-ma.org.

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