

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$838,797		\$1,620,388		\$2,459,185

### 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	19		30		49
Household Income Paid to Residents	\$427,000		\$428,000		\$855,000
Revenue Generated to <u>Local</u> Government	\$38,000		\$52,000		\$90,000
Revenue Generated to <u>State</u> Government	\$31,000		\$70,000		\$101,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$1.62 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	55,416		35,520		90,936
Percentage of Total Attendance	61		39		100
Average Event-Related Spending Per Person	\$10.21		\$29.69		\$17.81
Total Event-Related Expenditures	\$565,798		\$1,054,590		\$1,620,388

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$17.81 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$4.48	\$9.42	\$6.41
Souvenirs and Gifts	\$3.27	\$5.49	\$4.14
Ground Transportation	\$1.27	\$7.23	\$3.59
Overnight Lodging (one night only)	\$0.41	\$6.33	\$2.72
Other/Miscellaneous	\$0.78	\$1.22	\$0.95
Average Event-Related Spending Per Person	\$10.21	\$29.69	\$17.81

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

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