

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$13,289,412		\$15,354,455		\$28,643,867

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	406		471		877
Household Income Paid to Residents	\$9,583,000		\$7,495,000		\$17,078,000
Revenue Generated to <u>Local</u> Government	\$666,000		\$970,000		\$1,636,000
Revenue Generated to <u>State</u> Government	\$663,000		\$910,000		\$1,573,000

Event-Related Spending by Arts and Culture Audiences Totaled \$15.35 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	291,514		195,235		486,749
Percentage of Total Attendance	60		40		100
Average Event-Related Spending Per Person	\$22.46		\$45.11		\$31.55
Total Event-Related Expenditures	\$6,547,405		\$8,807,050		\$15,354,455

Nonprofit Arts and Culture Event Attendees Spend an Average of \$31.55 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$12.19	\$13.46	\$12.70
Souvenirs and Gifts	\$8.01	\$10.94	\$9.19
Ground Transportation	\$0.71	\$3.55	\$1.85
Overnight Lodging (one night only)	\$0.29	\$13.49	\$5.58
Other/Miscellaneous	\$1.26	\$3.67	\$2.23
Average Event-Related Spending Per Person	\$22.46	\$45.11	\$31.55

* 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 Portland*. For more information about this study or about other cultural initiatives in the City of Portland, visit the Portland Arts and Cultural Alliance's web site at www.portlandarts.org.

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