

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Greater Portland, OR (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$166,729,911		\$151,534,107		\$318,264,018

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	6,207		4,114		10,321
Household Income Paid to Residents	\$128,009,000		\$78,662,000		\$206,671,000
Revenue Generated to <u>Local</u> Government	\$6,735,000		\$6,580,000		\$13,315,000
Revenue Generated to <u>State</u> Government	\$8,149,000		\$5,657,000		\$13,806,000

Event-Related Spending by Arts and Culture Audiences Totaled \$151.53 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	4,726,712		1,527,207		6,253,919
Percentage of Total Attendance	76		24		100
Average Event-Related Spending Per Person	\$19.61		\$38.53		\$24.24
Total Event-Related Expenditures	\$92,690,821		\$58,843,286		\$151,534,107

Nonprofit Arts and Culture Event Attendees Spend an Average of \$24.24 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$12.44	\$16.01	\$13.32
Souvenirs and Gifts	\$2.03	\$5.96	\$2.99
Ground Transportation	\$1.81	\$4.69	\$2.51
Overnight Lodging (one night only)	\$0.61	\$9.04	\$2.67
Other/Miscellaneous	\$2.72	\$2.83	\$2.75
Average Event-Related Spending Per Person	\$19.61	\$38.53	\$24.24

* Residents are attendees who reside within Greater Portland; non-residents live outside Greater Portland. For the purpose of this study, Greater Portland is defined as Clackamas, Multnomah, and Washington Counties.

Source: *Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Greater Portland*. For more information about this study or about other cultural initiatives in Greater Portland, visit the Regional Arts and Culture Council's web site at www.racc.org.

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