

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$41,073,193		\$26,800,820		\$67,874,013

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	1,206		801		2,007
Household Income Paid to Residents	\$26,484,000		\$11,081,000		\$37,565,000
Revenue Generated to <u>Local</u> Government	\$1,702,000		\$1,358,000		\$3,060,000
Revenue Generated to <u>State</u> Government	\$1,977,000		\$1,698,000		\$3,675,000

Event-Related Spending by Arts and Culture Audiences Totaled \$26.8 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	612,161		200,047		812,208
Percentage of Total Attendance	75		25		100
Average Event-Related Spending Per Person	\$25.84		\$54.90		\$33.02
Total Event-Related Expenditures	\$15,818,240		\$10,982,580		\$26,800,820

Nonprofit Arts and Culture Event Attendees Spend an Average of \$33.02 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$16.82	\$25.06	\$18.86
Souvenirs and Gifts	\$1.69	\$3.29	\$2.09
Ground Transportation	\$2.60	\$4.49	\$3.07
Overnight Lodging (one night only)	\$2.00	\$13.85	\$4.92
Other/Miscellaneous	\$2.73	\$8.21	\$4.08
Average Event-Related Spending Per Person	\$25.84	\$54.90	\$33.02

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

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