

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$11,907,597		\$11,843,380		\$23,750,977

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	457		358		815
Household Income Paid to Residents	\$7,676,000		\$5,090,000		\$12,766,000
Revenue Generated to <u>Local</u> Government	\$384,000		\$625,000		\$1,009,000
Revenue Generated to <u>State</u> Government	\$423,000		\$615,000		\$1,038,000

Event-Related Spending by Arts and Culture Audiences Totaled \$11.84 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	380,527		163,161		543,688
Percentage of Total Attendance	70		30		100
Average Event-Related Spending Per Person	\$17.57		\$31.61		\$21.79
Total Event-Related Expenditures	\$6,685,860		\$5,157,520		\$11,843,380

Nonprofit Arts and Culture Event Attendees Spend an Average of \$21.79 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$8.70	\$12.66	\$9.90
Souvenirs and Gifts	\$6.13	\$7.61	\$6.57
Ground Transportation	\$0.79	\$3.68	\$1.66
Overnight Lodging (one night only)	\$0.59	\$4.60	\$1.79
Other/Miscellaneous	\$1.36	\$3.06	\$1.87
Average Event-Related Spending Per Person	\$17.57	\$31.61	\$21.79

* 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 Salina*. For more information about this study or about other cultural initiatives in the City of Salina, visit the Salina Arts and Humanities Commission's web site at www.salinaarts.com.

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