

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$459,701,497		\$572,950,773		\$1,032,652,270

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	12,892		14,945		27,837
Household Income Paid to Residents	\$313,578,000		\$234,421,000		\$547,999,000
Revenue Generated to <u>Local</u> Government	\$12,183,000		\$29,310,000		\$41,493,000
Revenue Generated to <u>State</u> Government	\$19,744,000		\$31,866,000		\$51,610,000

Event-Related Spending by Arts and Culture Audiences Totaled \$572.95 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	7,731,343		7,633,011		15,364,354
Percentage of Total Attendance	50		50		100
Average Event-Related Spending Per Person	\$23.46		\$51.30		\$37.29
Total Event-Related Expenditures	\$181,377,308		\$391,573,465		\$572,950,773

Nonprofit Arts and Culture Event Attendees Spend an Average of \$37.29 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$12.23	\$19.99	\$16.08
Souvenirs and Gifts	\$2.90	\$6.73	\$4.80
Ground Transportation	\$2.20	\$5.40	\$3.79
Overnight Lodging (one night only)	\$3.18	\$14.28	\$8.70
Other/Miscellaneous	\$2.95	\$4.90	\$3.92
Average Event-Related Spending Per Person	\$23.46	\$51.30	\$37.29

* 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 San Francisco*. For more information about this study or about other cultural initiatives in San Francisco, visit the San Francisco Arts Commission's web site at www.sfartscommission.org.

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