

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

<b>Economic Activity</b>	<b>Arts and Culture Organizations</b>	+	<b>Arts and Culture Audiences</b>	=	<b>Total Expenditures</b>
Total Industry Expenditures	\$36,196,765		\$41,403,715		\$77,600,480

### Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

<b>Economic Impact of Expenditures</b>	<b>Economic Impact of Organizations</b>	+	<b>Economic Impact of Audiences</b>	=	<b>Total Economic Impact</b>
Full-Time Equivalent (FTE) Jobs Supported	1,083		1,205		2,288
Household Income Paid to Residents	\$23,449,000		\$18,117,000		\$41,566,000
Revenue Generated to <u>Local</u> Government	\$1,319,000		\$2,122,000		\$3,441,000
Revenue Generated to <u>State</u> Government	\$1,623,000		\$2,555,000		\$4,178,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$41.4 million (excluding the cost of admission)

<b>Attendance to Arts and Culture Events</b>	<b>Resident* Attendees</b>	+	<b>Non-Resident* Attendees</b>	=	<b>All Attendees</b>
Total Attendance to Arts and Culture Events	1,025,850		416,368		1,442,218
Percentage of Total Attendance	71		29		100
Average Event-Related Spending Per Person	\$24.17		\$39.89		\$28.71
Total Event-Related Expenditures	\$24,794,796		\$16,608,919		\$41,403,715

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$28.71 Per Person (excluding the cost of admission)

<b>Category of Event-Related Expenditure</b>	<b>Resident* Attendees</b>	<b>Non-Resident* Attendees</b>	<b>All Attendees</b>
Meals and Refreshments	\$12.11	\$16.92	\$13.50
Souvenirs and Gifts	\$0.43	\$2.78	\$1.11
Ground Transportation	\$2.39	\$4.17	\$2.90
Overnight Lodging (one night only)	\$3.90	\$12.08	\$6.26
Other/Miscellaneous	\$5.34	\$3.94	\$4.94
Average Event-Related Spending Per Person	\$24.17	\$39.89	\$28.71

\* 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 Santa Barbara County*. For more information about this study or about other cultural initiatives in Santa Barbara County, visit the Santa Barbara County Arts Commission's web site at [www.sbartscommission.org](http://www.sbartscommission.org).

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