

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$113,310,880		\$53,192,860		\$166,503,740

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	3,044		859		3,903
Household Income Paid to Residents	\$67,168,000		\$13,112,000		\$80,280,000
Revenue Generated to <u>Local</u> Government	\$3,893,000		\$1,544,000		\$5,437,000
Revenue Generated to <u>State</u> Government	\$4,384,000		\$1,987,000		\$6,371,000

Event-Related Spending by Arts and Culture Audiences Totaled \$53.19 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	1,804,638		723,928		2,528,566
Percentage of Total Attendance	71		29		100
Average Event-Related Spending Per Person	\$16.33		\$32.77		\$21.03
Total Event-Related Expenditures	\$29,469,739		\$23,723,121		\$53,192,860

Nonprofit Arts and Culture Event Attendees Spend an Average of \$21.03 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$9.48	\$12.38	\$10.30
Souvenirs and Gifts	\$2.07	\$3.43	\$2.46
Ground Transportation	\$1.77	\$2.96	\$2.11
Overnight Lodging (one night only)	\$1.07	\$9.76	\$3.56
Other/Miscellaneous	\$1.94	\$4.24	\$2.60
Average Event-Related Spending Per Person	\$16.33	\$32.77	\$21.03

* 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 Clara County*. For more information about this study or about other cultural initiatives in Santa Clara County, visit Arts Council Silicon Valley's web site at www.artscouncil.org.

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