

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$15,717,132		\$16,292,040		\$32,009,172

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	422		336		758
Household Income Paid to Residents	\$9,565,000		\$4,906,000		\$14,471,000
Revenue Generated to <u>Local</u> Government	\$649,000		\$702,000		\$1,351,000
Revenue Generated to <u>State</u> Government	\$700,000		\$813,000		\$1,513,000

Event-Related Spending by Arts and Culture Audiences Totaled \$16.29 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	375,406		162,271		537,677
Percentage of Total Attendance	70		30		100
Average Event-Related Spending Per Person	\$19.27		\$55.82		\$30.29
Total Event-Related Expenditures	\$7,234,074		\$9,057,966		\$16,292,040

Nonprofit Arts and Culture Event Attendees Spend an Average of \$30.29 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$10.39	\$20.38	\$13.40
Souvenirs and Gifts	\$1.95	\$4.82	\$2.81
Ground Transportation	\$1.46	\$5.85	\$2.78
Overnight Lodging (one night only)	\$1.50	\$20.16	\$7.13
Other/Miscellaneous	\$3.97	\$4.61	\$4.17
Average Event-Related Spending Per Person	\$19.27	\$55.82	\$30.29

* 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 Santa Cruz County*. For more information about this study or about other cultural initiatives in Santa Cruz County, visit the Cultural Council of Santa Cruz County's web site at www.cescc.org.

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