

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Somerset County, PA (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$975,410		\$1,334,396		\$2,309,806

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	20		33		53
Household Income Paid to Residents	\$478,000		\$468,000		\$946,000
Revenue Generated to <u>Local</u> Government	\$29,000		\$38,000		\$67,000
Revenue Generated to <u>State</u> Government	\$29,000		\$59,000		\$88,000

Event-Related Spending by Arts and Culture Audiences Totaled \$1.33 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	59,436		38,064		97,500
Percentage of Total Attendance	61		39		100
Average Event-Related Spending Per Person	\$9.95		\$19.52		\$13.68
Total Event-Related Expenditures	\$591,388		\$743,008		\$1,334,396

Nonprofit Arts and Culture Event Attendees Spend an Average of \$13.68 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$5.56	\$9.85	\$7.24
Souvenirs and Gifts	\$1.39	\$2.47	\$1.81
Ground Transportation	\$0.95	\$1.99	\$1.36
Overnight Lodging (one night only)	\$0.03	\$2.22	\$0.88
Other/Miscellaneous	\$2.02	\$2.99	\$2.39
Average Event-Related Spending Per Person	\$9.95	\$19.52	\$13.68

* 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 Somerset County*. For more information about this study or about other cultural initiatives in Somerset County, visit Laurel Arts's web site at www.laurelarts.org.

Copyright 2007 by Americans for the Arts (www.AmericansForTheArts.org).