

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$28,379,119		\$31,924,927		\$60,304,046

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	754		674		1,428
Household Income Paid to Residents	\$15,660,000		\$10,184,000		\$25,844,000
Revenue Generated to <u>Local</u> Government	\$1,066,000		\$1,317,000		\$2,383,000
Revenue Generated to <u>State</u> Government	\$1,161,000		\$1,669,000		\$2,830,000

Event-Related Spending by Arts and Culture Audiences Totaled \$31.92 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	789,712		318,812		1,108,524
Percentage of Total Attendance	71		29		100
Average Event-Related Spending Per Person	\$20.60		\$49.11		\$28.79
Total Event-Related Expenditures	\$16,268,068		\$15,656,859		\$31,924,927

Nonprofit Arts and Culture Event Attendees Spend an Average of \$28.79 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$10.88	\$15.54	\$12.22
Souvenirs and Gifts	\$4.34	\$7.41	\$5.22
Ground Transportation	\$1.47	\$5.30	\$2.57
Overnight Lodging (one night only)	\$1.17	\$17.30	\$5.81
Other/Miscellaneous	\$2.74	\$3.56	\$2.97
Average Event-Related Spending Per Person	\$20.60	\$49.11	\$28.79

* 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 Sonoma County*. For more information about this study or about other cultural initiatives in Sonoma County, visit the Arts Council of Sonoma County's web site at www.sonomaarts.com.

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