

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Tulsa, OK (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$3,289,985		\$19,913,838		\$23,203,823

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	117		591		708
Household Income Paid to Residents	\$2,337,000		\$9,509,000		\$11,846,000
Revenue Generated to <u>Local</u> Government	\$101,000		\$1,289,000		\$1,390,000
Revenue Generated to <u>State</u> Government	\$146,000		\$904,000		\$1,050,000

Event-Related Spending by Arts and Culture Audiences Totaled \$19.91 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	524,535		200,161		724,696
Percentage of Total Attendance	72		28		100
Average Event-Related Spending Per Person	\$21.06		\$44.30		\$27.47
Total Event-Related Expenditures	\$11,046,706		\$8,867,132		\$19,913,838

Nonprofit Arts and Culture Event Attendees Spend an Average of \$27.47 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$11.65	\$15.43	\$12.69
Souvenirs and Gifts	\$2.88	\$3.01	\$2.91
Ground Transportation	\$1.60	\$5.18	\$2.59
Overnight Lodging (one night only)	\$0.38	\$12.81	\$3.81
Other/Miscellaneous	\$4.55	\$7.87	\$5.47
Average Event-Related Spending Per Person	\$21.06	\$44.30	\$27.47

* 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 the City of Tulsa*. For more information about this study or about other cultural initiatives in the City of Tulsa, visit the Arts and Humanities Council of Tulsa's web site at www.ahct.org.

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