

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Walnut Creek, CA (FY 2005)

| Economic Activity           | Arts and Culture Organizations | + | Arts and Culture Audiences | = | Total Expenditures |
|-----------------------------|--------------------------------|---|----------------------------|---|--------------------|
| Total Industry Expenditures | \$18,624,185                   |   | \$37,581,797               |   | \$56,205,982       |

### 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    | 597                              |   | 885                          |   | 1,482                 |
| Household Income Paid to Residents           | \$12,464,000                     |   | \$14,144,000                 |   | \$26,608,000          |
| Revenue Generated to <u>Local</u> Government | \$819,000                        |   | \$1,730,000                  |   | \$2,549,000           |
| Revenue Generated to <u>State</u> Government | \$901,000                        |   | \$2,384,000                  |   | \$3,285,000           |

### Event-Related Spending by Arts and Culture Audiences Totaled \$37.58 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 | 313,368             |   | 832,820                 |   | 1,146,188     |
| Percentage of Total Attendance              | 27                  |   | 73                      |   | 100           |
| Average Event-Related Spending Per Person   | \$25.29             |   | \$35.61                 |   | \$32.79       |
| Total Event-Related Expenditures            | \$7,925,076         |   | \$29,656,721            |   | \$37,581,797  |

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$32.79 Per Person (excluding the cost of admission)

| Category of Event-Related Expenditure     | Resident* Attendees | Non-Resident* Attendees | All Attendees |
|---|---------------------|-------------------------|---------------|
| Meals and Refreshments                    | \$20.95             | \$21.35                 | \$21.24       |
| Souvenirs and Gifts                       | \$0.36              | \$1.61                  | \$1.26        |
| Ground Transportation                     | \$1.50              | \$2.41                  | \$2.16        |
| Overnight Lodging (one night only)        | \$1.28              | \$6.99                  | \$5.43        |
| Other/Miscellaneous                       | \$1.20              | \$3.25                  | \$2.70        |
| Average Event-Related Spending Per Person | \$25.29             | \$35.61                 | \$32.79       |

\* Residents are attendees who reside within the City of Walnut Creek; non-residents live outside the City.

Source: *Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Walnut Creek*. For more information about this study or about other cultural initiatives in the City of Walnut Creek, visit the Walnut Creek Dept. of Arts, Recreation, and Community Services's web site at [www.walnut-creek.org](http://www.walnut-creek.org).

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