

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Winter Park, FL (FY 2005)

<b>Economic Activity</b>	<b>Arts and Culture Organizations</b>	+	<b>Arts and Culture Audiences</b>	=	<b>Total Expenditures</b>
Total Industry Expenditures	\$16,875,526		\$18,567,495		\$35,443,021

### Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

<b>Economic Impact of Expenditures</b>	<b>Economic Impact of Organizations</b>	+	<b>Economic Impact of Audiences</b>	=	<b>Total Economic Impact</b>
Full-Time Equivalent (FTE) Jobs Supported	551		655		1,206
Household Income Paid to Residents	\$11,733,000		\$9,991,000		\$21,724,000
Revenue Generated to <u>Local</u> Government	\$470,000		\$855,000		\$1,325,000
Revenue Generated to <u>State</u> Government	\$486,000		\$962,000		\$1,448,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$18.57 million (excluding the cost of admission)

<b>Attendance to Arts and Culture Events</b>	<b>Resident* Attendees</b>	+	<b>Non-Resident* Attendees</b>	=	<b>All Attendees</b>
Total Attendance to Arts and Culture Events	183,347		514,587		697,934
Percentage of Total Attendance	26		74		100
Average Event-Related Spending Per Person	\$14.18		\$31.03		\$26.60
Total Event-Related Expenditures	\$2,599,860		\$15,967,635		\$18,567,495

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$26.60 Per Person (excluding the cost of admission)

<b>Category of Event-Related Expenditure</b>	<b>Resident* Attendees</b>	<b>Non-Resident* Attendees</b>	<b>All Attendees</b>
Meals and Refreshments	\$7.87	\$14.46	\$12.72
Souvenirs and Gifts	\$2.30	\$3.86	\$3.45
Ground Transportation	\$0.58	\$3.13	\$2.46
Overnight Lodging (one night only)	\$2.42	\$5.38	\$4.60
Other/Miscellaneous	\$1.01	\$4.20	\$3.37
Average Event-Related Spending Per Person	\$14.18	\$31.03	\$26.60

\* 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 Winter Park*. For more information about this study or about other cultural initiatives in the City of Winter Park, visit the Winter Park Dept. of Planning and Community Development's web site at [www.cityofwinterpark.org](http://www.cityofwinterpark.org).

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