

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$1,844,911		\$2,059,477		\$3,904,388

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	72		42		114
Household Income Paid to Residents	\$1,009,000		\$533,000		\$1,542,000
Revenue Generated to <u>Local</u> Government	\$63,000		\$48,000		\$111,000
Revenue Generated to <u>State</u> Government	\$58,000		\$78,000		\$136,000

Event-Related Spending by Arts and Culture Audiences Totaled \$2.06 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	119,274		36,824		156,098
Percentage of Total Attendance	76		24		100
Average Event-Related Spending Per Person	\$9.57		\$24.93		\$13.20
Total Event-Related Expenditures	\$1,141,454		\$918,023		\$2,059,477

Nonprofit Arts and Culture Event Attendees Spend an Average of \$13.20 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$7.32	\$13.11	\$8.69
Souvenirs and Gifts	\$0.64	\$0.78	\$0.67
Ground Transportation	\$0.94	\$3.28	\$1.49
Overnight Lodging (one night only)	\$0.13	\$6.76	\$1.70
Other/Miscellaneous	\$0.54	\$1.00	\$0.65
Average Event-Related Spending Per Person	\$9.57	\$24.93	\$13.20

* 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 Allegheny County*. For more information about this study or about other cultural initiatives in Allegheny County, visit the Greater Pittsburgh Arts Council's web site at www.pittsburghartsCouncil.org.

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