

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Greater Philadelphia (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$644,672,957		\$691,251,569		\$1,335,924,526

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	22,674		17,262		39,936
Household Income Paid to Residents	\$503,197,000		\$275,106,000		\$778,303,000
Revenue Generated to <u>Local</u> Government	\$32,504,000		\$41,628,000		\$74,132,000
Revenue Generated to <u>State</u> Government	\$38,242,000		\$46,126,000		\$84,368,000

Event-Related Spending by Arts and Culture Audiences Totaled \$691.25 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	13,144,537		5,387,166		18,531,703
Percentage of Total Attendance	71		29		100
Average Event-Related Spending Per Person	\$25.08		\$67.12		\$37.32
Total Event-Related Expenditures	\$329,664,988		\$361,586,581		\$691,251,569

Nonprofit Arts and Culture Event Attendees Spend an Average of \$37.32 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$14.24	\$23.56	\$16.96
Souvenirs and Gifts	\$2.71	\$4.95	\$3.36
Ground Transportation	\$2.48	\$5.85	\$3.46
Overnight Lodging (one night only)	\$2.48	\$28.28	\$9.98
Other/Miscellaneous	\$3.17	\$4.48	\$3.56
Average Event-Related Spending Per Person	\$25.08	\$67.12	\$37.32

* 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.pittsburgharts council.org.

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