

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$8,117,188		\$8,088,241		\$16,205,429

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	186		259		445
Household Income Paid to Residents	\$5,310,000		\$3,962,000		\$9,272,000
Revenue Generated to <u>Local</u> Government	\$394,000		\$334,000		\$728,000
Revenue Generated to <u>State</u> Government	\$307,000		\$426,000		\$733,000

Event-Related Spending by Arts and Culture Audiences Totaled \$8.09 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	295,447		88,649		384,096
Percentage of Total Attendance	77		23		100
Average Event-Related Spending Per Person	\$19.77		\$25.35		\$21.04
Total Event-Related Expenditures	\$5,840,988		\$2,247,253		\$8,088,241

Nonprofit Arts and Culture Event Attendees Spend an Average of \$21.04 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$12.93	\$11.87	\$12.67
Souvenirs and Gifts	\$1.15	\$0.91	\$1.10
Ground Transportation	\$1.49	\$3.92	\$2.05
Overnight Lodging (one night only)	\$0.32	\$4.96	\$1.39
Other/Miscellaneous	\$3.88	\$3.69	\$3.83
Average Event-Related Spending Per Person	\$19.77	\$25.35	\$21.04

* 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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