

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Lee County, Florida (Fiscal Year 2010)

Direct Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Industry Expenditures
Total Industry Expenditures	\$23,141,643		\$45,143,166		\$68,284,809

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

Total Economic Impact of Expenditures (Direct & Indirect Impacts Combined)	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	832		1,206		2,038
Household Income Paid to Residents	\$21,333,000		\$26,770,000		\$48,103,000
Revenue Generated to <u>Local</u> Government	\$1,097,000		\$2,503,000		\$3,600,000
Revenue Generated to <u>State</u> Government	\$1,939,000		\$3,862,000		\$5,801,000

Event-Related Spending by Arts and Culture Audiences Totaled \$45.1 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident* Attendees	+	Non-Resident* Attendees	=	All Cultural Audiences
Total Attendance to Arts and Culture Events	1,408,332		534,088		1,942,420
Percentage of Total Attendance	72.5%		27.5%		100%
Average Event-Related Spending Per Person	\$15.88		\$42.65		\$23.23
Total Event-Related Expenditures	\$22,364,313		\$22,778,853		\$45,143,166

Nonprofit Arts and Culture Event Attendees Spend an Average of \$23.23 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Cultural Audiences
Meals and Refreshments	\$9.96	\$17.45	\$12.01
Souvenirs and Gifts	\$2.65	\$6.55	\$3.72
Ground Transportation	\$1.59	\$4.21	\$2.31
Overnight Lodging (one night only)	\$0.00	\$12.86	\$3.54
Other/Miscellaneous	\$1.68	\$1.58	\$1.65
Average Event-Related Spending Per Person	\$15.88	\$42.65	\$23.23

* For the purpose of this study, residents are attendees who live within Lee County; non-residents live outside that area.

Source: *Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Lee County*. For more information about this study or about other cultural initiatives in Lee County, visit the Lee County Alliance for the Arts' web site at www.ArtInLee.org.

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