

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Manatee County, FL (FY 2007)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$11,987,575		\$17,491,459		\$29,479,034

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	233		208		441
Household Income Paid to Residents	\$4,894,000		\$4,259,000		\$9,153,000
Revenue Generated to <u>Local</u> Government	\$200,000		\$407,000		\$607,000
Revenue Generated to <u>State</u> Government	\$280,000		\$1,032,000		\$1,312,000

Event-Related Spending by Arts and Culture Audiences Totaled \$17.5 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	401,700		164,473		566,173
Percentage of Total Attendance	70.95		29.05		100
Average Event-Related Spending Per Person	\$21.36		\$54.18		\$30.89
Total Event-Related Expenditures	\$8,580,312		\$8,911,147		\$17,491,459

Nonprofit Arts and Culture Event Attendees Spend an Average of \$30.89 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$9.26	\$14.16	\$10.69
Souvenirs and Gifts	\$4.85	\$7.81	\$5.71
Ground Transportation	\$2.61	\$4.66	\$3.21
Overnight Lodging (one night only)	\$0.13	\$17.49	\$5.17
Other/Miscellaneous	\$4.51	\$10.06	\$6.11
Average Event-Related Spending Per Person	\$21.36	\$54.18	\$30.89

* Residents are attendees who reside within Manatee County; non-residents live outside the County.

Source: *Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Manatee County*. For more information about this study or about other cultural initiatives in Manatee County, visit the Manatee Chamber Foundation's web site at www.manateechamber.com.

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