

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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$66,651,930		\$87,318,747		\$153,970,677

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	1,852		2406		4,258
Household Income Paid to Residents	\$48,833,000		\$35,731,000		\$84,564,000
Revenue Generated to <u>Local</u> Government	\$2,924,000		\$4,517,000		\$7,441,000
Revenue Generated to <u>State</u> Government	\$2,567,000		\$4,629,000		\$7,196,000

Event-Related Spending by Arts and Culture Audiences Totaled \$87.32 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	2,550,534		854,264		3,404,798
Percentage of Total Attendance	75		25		100
Average Event-Related Spending Per Person	\$21.94		\$36.71		\$25.64
Total Event-Related Expenditures	\$55,958,716		\$31,360,031		\$87,318,747

Nonprofit Arts and Culture Event Attendees Spend an Average of \$25.64 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$12.44	\$13.38	\$12.68
Souvenirs and Gifts	\$2.44	\$1.61	\$2.23
Ground Transportation	\$2.09	\$3.20	\$2.37
Overnight Lodging (one night only)	\$1.91	\$15.44	\$5.30
Other/Miscellaneous	\$3.06	\$3.08	\$3.06
Average Event-Related Spending Per Person	\$21.94	\$36.71	\$25.64

* 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 Broward County*. For more information about this study or about other cultural initiatives in Broward County, visit the Broward County Cultural Division's web site at www.broward.org/arts.

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