The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Homer, AK (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	$1,248,208		$1,405,193		$2,653,401

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	36		47		83
Household Income Paid to Residents	$714,000		$464,000		$1,178,000
Revenue Generated to Local Government	$39,000		$109,000		$148,000
Revenue Generated to State Government	$32,000		$93,000		$125,000

Event-Related Spending by Arts and Culture Audiences Totaled $1.41 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	52,371		14,582		66,953
Percentage of Total Attendance	78		22		100
Average Event-Related Spending Per Person	$14.92		$42.78		$20.96
Total Event-Related Expenditures	$781,375		$623,818		$1,405,193

Nonprofit Arts and Culture Event Attendees Spend an Average of $20.96 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	$10.21	$17.26	$11.74
Souvenirs and Gifts	$0.72	$1.07	$0.79
Ground Transportation	$1.29	$5.29	$2.16
Overnight Lodging (one night only)	$1.27	$19.16	$5.16
Other/Miscellaneous	$1.43	$0.00	$1.11
Average Event-Related Spending Per Person	$14.92	$42.78	$20.96

* 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 the City of Homer*. For more information about this study or about other cultural initiatives in the City of Homer, visit the Homer Council on the Arts's web site at www.homerart.org.

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