

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the Island of Maui, HI (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$11,615,033		\$10,572,810		\$22,187,843

### 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	230		314		544
Household Income Paid to Residents	\$5,682,000		\$4,214,000		\$9,896,000
Revenue Generated to <u>Local</u> Government	\$105,000		\$191,000		\$296,000
Revenue Generated to <u>State</u> Government	\$455,000		\$568,000		\$1,023,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$10.57 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	200,630		113,247		313,877
Percentage of Total Attendance	64		36		100
Average Event-Related Spending Per Person	\$20.27		\$57.45		\$33.68
Total Event-Related Expenditures	\$4,066,770		\$6,506,040		\$10,572,810

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$33.68 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$13.61	\$20.78	\$16.20
Souvenirs and Gifts	\$3.79	\$8.34	\$5.43
Ground Transportation	\$0.80	\$6.71	\$2.93
Overnight Lodging (one night only)	\$0.00	\$12.95	\$4.67
Other/Miscellaneous	\$2.07	\$8.67	\$4.45
Average Event-Related Spending Per Person	\$20.27	\$57.45	\$33.68

\* 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 Island of Maui*. For more information about this study or about other cultural initiatives in the Island of Maui, visit the Maui Arts and Cultural Center's web site at [www.mauiarts.org](http://www.mauiarts.org).

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