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

<table>
<thead>
<tr>
<th>Economic Activity</th>
<th>Arts and Culture Organizations</th>
<th>Arts and Culture Audiences</th>
<th>Total Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Industry Expenditures</td>
<td>$61,939,651</td>
<td>$96,020,123</td>
<td>$157,959,774</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Economic Impact of Expenditures</th>
<th>Economic Impact of Organizations</th>
<th>Economic Impact of Audiences</th>
<th>Total Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Time Equivalent (FTE) Jobs Supported</td>
<td>1,958</td>
<td>2,813</td>
<td>4,771</td>
</tr>
<tr>
<td>Household Income Paid to Residents</td>
<td>$48,412,000</td>
<td>$44,537,000</td>
<td>$92,949,000</td>
</tr>
<tr>
<td>Revenue Generated to Local Government</td>
<td>$1,665,000</td>
<td>$5,216,000</td>
<td>$6,881,000</td>
</tr>
<tr>
<td>Revenue Generated to State Government</td>
<td>$2,912,000</td>
<td>$4,267,000</td>
<td>$7,179,000</td>
</tr>
</tbody>
</table>

Event-Related Spending by Arts and Culture Audiences Toted $96.02 million (excluding the cost of admission)

<table>
<thead>
<tr>
<th>Attendance to Arts and Culture Events</th>
<th>Resident* Attendees</th>
<th>Non-Resident* Attendees</th>
<th>All Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Attendance to Arts and Culture Events</td>
<td>2,500,239</td>
<td>1,318,669</td>
<td>3,818,908</td>
</tr>
<tr>
<td>Percentage of Total Attendance</td>
<td>65</td>
<td>35</td>
<td>100</td>
</tr>
<tr>
<td>Average Event-Related Spending Per Person</td>
<td>$20.43</td>
<td>$34.08</td>
<td>$25.16</td>
</tr>
<tr>
<td>Total Event-Related Expenditures</td>
<td>$51,079,883</td>
<td>$44,940,240</td>
<td>$96,020,123</td>
</tr>
</tbody>
</table>

Nonprofit Arts and Culture Event Attendees Spend an Average of $25.16 Per Person (excluding the cost of admission)

<table>
<thead>
<tr>
<th>Category of Event-Related Expenditure</th>
<th>Resident* Attendees</th>
<th>Non-Resident* Attendees</th>
<th>All Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meals and Refreshments</td>
<td>$13.56</td>
<td>$14.27</td>
<td>$13.81</td>
</tr>
<tr>
<td>Souvenirs and Gifts</td>
<td>$1.67</td>
<td>$3.35</td>
<td>$2.25</td>
</tr>
<tr>
<td>Ground Transportation</td>
<td>$1.30</td>
<td>$3.52</td>
<td>$2.07</td>
</tr>
<tr>
<td>Overnight Lodging (one night only)</td>
<td>$0.87</td>
<td>$9.83</td>
<td>$3.97</td>
</tr>
<tr>
<td>Other/Miscellaneous</td>
<td>$3.03</td>
<td>$3.11</td>
<td>$3.06</td>
</tr>
<tr>
<td>Average Event-Related Spending Per Person</td>
<td>$20.43</td>
<td>$34.08</td>
<td>$25.16</td>
</tr>
</tbody>
</table>

* 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 Mecklenburg County. For more information about this study or about other cultural initiatives in Mecklenburg County, visit the Arts and Science Council of Charlotte/Mecklenburg’s web site at www.artsandscience.org.

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