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

### Economic Activity

<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>$59,580,138</td>
<td>$100,129,427</td>
<td>$159,709,565</td>
</tr>
</tbody>
</table>

### Economic Impact of Expenditures

- **Full-Time Equivalent (FTE) Jobs Supported**
  - Organizations: 1,415
  - Audiences: 2,550
  - Total: 3,965

- **Household Income Paid to Residents**
  - Organizations: $40,141,000
  - Audiences: $40,087,000
  - Total: $80,228,000

- **Revenue Generated to Local Government**
  - Organizations: $2,713,000
  - Audiences: $5,789,000
  - Total: $8,502,000

- **Revenue Generated to State Government**
  - Organizations: $2,339,000
  - Audiences: $5,550,000
  - Total: $7,889,000

### Event-Related Spending by Arts and Culture Audiences

Event-Related Spending by Arts and Culture Audiences Totaled $100.13 million (excluding the cost of admission)

- **Total Attendance to Arts and Culture Events**
  - Resident Attendees: 1,343,431
  - Non-Resident Attendees: 1,014,293
  - All Attendees: 2,357,724

- **Average Event-Related Spending Per Person**
  - Resident Attendees: $29.61
  - Non-Resident Attendees: $59.50
  - All Attendees: $42.48

#### Category of Event-Related Expenditure

<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>$13.30</td>
<td>$22.08</td>
<td>$17.08</td>
</tr>
<tr>
<td>Souvenirs and Gifts</td>
<td>$9.73</td>
<td>$10.98</td>
<td>$10.27</td>
</tr>
<tr>
<td>Ground Transportation</td>
<td>$2.09</td>
<td>$6.27</td>
<td>$3.89</td>
</tr>
<tr>
<td>Overnight Lodging (one night only)</td>
<td>$0.58</td>
<td>$15.50</td>
<td>$7.00</td>
</tr>
<tr>
<td>Other/Miscellaneous</td>
<td>$3.91</td>
<td>$4.67</td>
<td>$4.24</td>
</tr>
</tbody>
</table>

- **Average Event-Related Spending Per Person**
  - Resident Attendees: $29.61
  - Non-Resident Attendees: $59.50
  - All Attendees: $42.48

* 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 Pinellas County. For more information about this study or about other cultural initiatives in Pinellas County, visit the Pinellas County Arts Council’s web site at www.pinellasarts.org.

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