

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Prince George's County, MD (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$10,756,105		\$24,950,928		\$35,707,033

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	251		427		678
Household Income Paid to Residents	\$7,864,000		\$6,694,000		\$14,558,000
Revenue Generated to <u>Local</u> Government	\$501,000		\$857,000		\$1,358,000
Revenue Generated to <u>State</u> Government	\$649,000		\$839,000		\$1,488,000

Event-Related Spending by Arts and Culture Audiences Totaled \$24.95 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	586,702		140,224		726,926
Percentage of Total Attendance	81		19		100
Average Event-Related Spending Per Person	\$22.91		\$82.08		\$35.20
Total Event-Related Expenditures	\$13,441,343		\$11,509,585		\$24,950,928

Nonprofit Arts and Culture Event Attendees Spend an Average of \$35.20 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$12.36	\$22.72	\$14.35
Souvenirs and Gifts	\$5.76	\$9.75	\$6.53
Ground Transportation	\$1.53	\$9.96	\$3.15
Overnight Lodging (one night only)	\$1.19	\$33.76	\$7.48
Other/Miscellaneous	\$2.07	\$5.89	\$3.69
Average Event-Related Spending Per Person	\$22.91	\$82.08	\$35.20

* 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 Prince George's County*. For more information about this study or about other cultural initiatives in Prince George's County, visit the Prince George's County Arts Council's web site at www.princegeorgesartsCouncil.org.

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