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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	$4,066,012		$4,286,001		$8,352,013

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	66		105		171
Household Income Paid to Residents	$2,636,000		$1,555,000		$4,191,000
Revenue Generated to Local Government	$84,000		$106,000		$190,000
Revenue Generated to State Government	$177,000		$221,000		$398,000

Event-Related Spending by Arts and Culture Audiences Totaled $4.29 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	58,762		86,904		145,666
Percentage of Total Attendance	40		60		100
Average Event-Related Spending Per Person	$17.76		$37.31		$33.33
Total Event-Related Expenditures	$1,043,613		$3,242,388		$4,286,001

Nonprofit Arts and Culture Event Attendees Spend an Average of $33.33 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	$8.65	$10.47	$10.80
Souvenirs and Gifts	$2.40	$3.95	$4.10
Ground Transportation	$1.12	$2.46	$2.33
Overnight Lodging (one night only)	$2.85	$16.29	$11.04
Other/Miscellaneous	$2.74	$4.14	$5.06
Average Event-Related Spending Per Person	$17.76	$37.31	$33.33

* 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 Wheeling*. For more information about this study or about other cultural initiatives in the City of Wheeling, visit the Oglebay Institute's web site at www.oionline.com.

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