

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Hillsborough County, FL (FY 2008)

Direct Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$145,679,291		\$152,280,987		\$297,960,278

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

Total Economic Impact of Expenditures (Direct & Indirect Combined)	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	4,848		3,529		8,377
Household Income Paid to Residents	\$111,953,000		\$80,480,000		\$192,433,000
Revenue Generated to <u>Local</u> Government	\$4,288,000		\$7,223,000		\$11,511,000
Revenue Generated to <u>State</u> Government	\$5,791,000		\$13,306,000		\$19,097,000

Event-Related Spending by Arts and Culture Audiences Totaled \$152.3 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	2,464,631		1,821,684		4,286,315
Percentage of Total Attendance	57.5%		42.5%		100%
Average Event-Related Spending Per Person	\$25.85		\$48.62		\$35.52
Total Event-Related Expenditures	\$63,710,711		\$88,570,276		\$152,280,987

Nonprofit Arts and Culture Event Attendees Spend an Average of \$35.52 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$14.59	\$20.72	\$17.19
Souvenirs and Gifts	\$5.69	\$2.75	\$4.44
Ground Transportation	\$1.96	\$7.04	\$4.12
Overnight Lodging (one night only)	\$2.34	\$15.98	\$8.14
Other/Miscellaneous	\$1.27	\$2.13	\$1.63
Average Event-Related Spending Per Person	\$25.85	\$48.62	\$35.52

* Residents are attendees who reside within Hillsborough County; non-residents live outside the County.

Source: *Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Hillsborough County*. For more information about this study or about other cultural initiatives in Hillsborough County, visit the Arts Council of Hillsborough County's web site at www.tampaarts.com.

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