

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Greater Columbia (FY 2005)

<b>Economic Activity</b>	<b>Arts and Culture Organizations</b>	+	<b>Arts and Culture Audiences</b>	=	<b>Total Expenditures</b>
Total Industry Expenditures	\$26,802,104		\$29,453,402		\$56,255,506

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

<b>Economic Impact of Expenditures</b>	<b>Economic Impact of Organizations</b>	+	<b>Economic Impact of Audiences</b>	=	<b>Total Economic Impact</b>
Full-Time Equivalent (FTE) Jobs Supported	1,227		979		2,206
Household Income Paid to Residents	\$20,811,000		\$17,605,000		\$38,416,000
Revenue Generated to <u>Local</u> Government	\$1,047,000		\$1,642,000		\$2,689,000
Revenue Generated to <u>State</u> Government	\$1,281,000		\$2,520,000		\$3,801,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$29.45 million (excluding the cost of admission)

<b>Attendance to Arts and Culture Events</b>	<b>Resident* Attendees</b>	+	<b>Non-Resident* Attendees</b>	=	<b>All Attendees</b>
Total Attendance to Arts and Culture Events	1,446,798		341,580		1,788,378
Percentage of Total Attendance	81		19		100
Average Event-Related Spending Per Person	\$12.89		\$31.63		\$16.47
Total Event-Related Expenditures	\$18,649,226		\$10,804,176		\$29,453,402

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$16.47 Per Person (excluding the cost of admission)

<b>Category of Event-Related Expenditure</b>	<b>Resident* Attendees</b>	<b>Non-Resident* Attendees</b>	<b>All Attendees</b>
Meals and Refreshments	\$9.52	\$13.33	\$10.25
Souvenirs and Gifts	\$1.20	\$2.97	\$1.54
Ground Transportation	\$0.36	\$3.83	\$1.02
Overnight Lodging (one night only)	\$0.00	\$11.24	\$2.15
Other/Miscellaneous	\$1.81	\$0.26	\$1.51
Average Event-Related Spending Per Person	\$12.89	\$31.63	\$16.47

\* Residents are attendees who reside within Greater Columbia; non-residents live outside Greater Columbia. For the purpose of this study, Greater Columbia is defined as Richland and Lexington Counties.

Source: *Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Greater Columbia*. For more information about this study or about other cultural initiatives in Greater Columbia, visit the Cultural Council of Richland and Lexington Counties's web site at [www.getcultured.org](http://www.getcultured.org). Copyright 2007 by Americans for the Arts ([www.AmericansForTheArts.org](http://www.AmericansForTheArts.org)).