

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the Central Florida Region (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	\$77,633,226		\$87,678,874		\$165,312,100

### 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	2,948		2,713		5,661
Household Income Paid to Residents	\$60,705,000		\$51,012,000		\$111,717,000
Revenue Generated to <u>Local</u> Government	\$3,230,000		\$5,736,000		\$8,966,000
Revenue Generated to <u>State</u> Government	\$3,450,000		\$8,270,000		\$11,720,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$87.68 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	3,420,291		574,443		3,994,734
Percentage of Total Attendance	86		14		100
Average Event-Related Spending Per Person	\$19.11		\$38.85		\$21.94
Total Event-Related Expenditures	\$65,361,762		\$22,317,112		\$87,678,874

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$21.94 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	\$10.21	\$14.09	\$10.76
Souvenirs and Gifts	\$2.14	\$4.50	\$2.48
Ground Transportation	\$2.72	\$3.99	\$2.90
Overnight Lodging (one night only)	\$1.22	\$12.90	\$2.90
Other/Miscellaneous	\$2.82	\$3.37	\$2.90
Average Event-Related Spending Per Person	\$19.11	\$38.85	\$21.94

\* Residents are attendees who reside within the Central Florida Region; non-residents live outside the Central Florida Region. For the purpose of this study, the Central Florida Region is defined as Brevard, Lake, Orange, Osceola, Polk, Seminole, and Volusia Counties.  
Source: *Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the Central Florida Region*. For more information about this study or about other cultural initiatives in the Central Florida Region, visit [myregion.org](http://myregion.org) or [www.unitedarts.cc](http://www.unitedarts.cc).