

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Guilford County, NC (FY 2005)

Total Economic Impact of the Nonprofit Arts and Culture Industry in Guilford County is \$30.7 million

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$13,834,549		\$16,896,928		\$30,731,477

Spending by the Arts Industry and Their Audiences Support 1,100 Jobs and Generates \$2.8 million in Government Revenue

Economic Impact of Expenditures	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	497		597		1,094
Household Income Paid to Residents	\$10,711,000		\$9,022,000		\$19,733,000
Revenue Generated to <u>Local</u> Government	\$424,000		\$925,000		\$1,349,000
Revenue Generated to <u>State</u> Government	\$644,000		\$891,000		\$1,535,000

Event-Related Spending by Arts and Culture Audiences Totaled \$16.9 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	752,823		231,388		984,211
Percentage of Total Attendance	76		24		100
Average Event-Related Spending Per Person	\$12.60		\$32.03		\$17.18
Total Event-Related Expenditures	\$9,485,570		\$7,411,358		\$16,896,928

Nonprofit Arts and Culture Event Attendees Spend an Average of \$17.18 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$6.90	\$17.65	\$9.43
Souvenirs and Gifts	\$4.01	\$1.83	\$3.50
Ground Transportation	\$0.63	\$1.91	\$0.93
Overnight Lodging (one night only)	\$0.11	\$4.50	\$1.15
Other/Miscellaneous	\$0.95	\$6.14	\$2.17
Average Event-Related Spending Per Person	\$12.60	\$32.03	\$17.18

* Residents are attendees who reside within Guilford 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 Guilford County*. For more information about this study or about other cultural initiatives in Guilford County, visit the United Arts Council of Greensboro's web site at www.uacarts.org.

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