

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the Lehigh Valley Region (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$68,599,918		\$100,509,549		\$169,109,467

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	2,366		3,850		6,216
Household Income Paid to Residents	\$42,172,000		\$50,784,000		\$92,956,000
Revenue Generated to <u>Local</u> Government	\$2,723,000		\$4,094,000		\$6,817,000
Revenue Generated to <u>State</u> Government	\$3,204,000		\$7,926,000		\$11,130,000

Event-Related Spending by Arts and Culture Audiences Totaled \$100.51 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	2,683,509		1,100,345		3,783,854
Percentage of Total Attendance	71		29		100
Average Event-Related Spending Per Person	\$22.73		\$35.91		\$26.56
Total Event-Related Expenditures	\$60,996,159		\$39,513,390		\$100,509,549

Nonprofit Arts and Culture Event Attendees Spend an Average of \$26.56 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$14.63	\$16.69	\$15.23
Souvenirs and Gifts	\$3.96	\$5.68	\$4.46
Ground Transportation	\$1.27	\$5.27	\$2.43
Overnight Lodging (one night only)	\$0.31	\$6.26	\$2.04
Other/Miscellaneous	\$2.56	\$2.01	\$2.40
Average Event-Related Spending Per Person	\$22.73	\$35.91	\$26.56

* Residents are attendees who reside within the Lehigh Valley Region; non-residents live outside the Lehigh Valley Region. For the purpose of this study, the Lehigh Valley Region is defined as Carbon, Lehigh, and Northampton Counties.

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

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