

The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the Memphis Area Association of Governments (FY 2015)

Direct Economic Activity	Arts and Cultural Organizations	+	Arts and Cultural Audiences	=	Total Industry Expenditures
Total Industry Expenditures	\$118,315,928		\$79,242,425		\$197,558,353

Economic Impact of Spending by Arts and Cultural Organizations and Their Audiences

Total Economic Impact of Expenditures	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	3,766		2,379		6,145
Household Income Paid to Residents	\$102,549,000		\$58,419,000		\$160,968,000
Revenue Generated to <u>Local</u> Government	\$3,645,000		\$4,696,000		\$8,341,000
Revenue Generated to <u>State</u> Government	\$7,236,000		\$6,824,000		\$14,060,000

Event-Related Spending by Arts and Cultural Audiences Totaled \$79.2 million (excluding the cost of admission)¹

Attendance to Arts and Culture Events	Resident ² Attendees	+	Nonresident ² Attendees	=	All Cultural Audiences
Total Attendance to Arts and Culture Events	2,104,258		465,044		2,569,302
Percentage of Total Attendance	81.9%		18.1%		100.0%
Average Event-Related Spending Per Person	\$26.78		\$49.21		\$30.85
Total Event-Related Expenditures	\$54,471,813		\$24,770,612		\$79,242,425

Nonprofit Arts and Cultural Event Attendees Spend an Average of \$30.85 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident ² Attendees	Nonresident ² Attendees	All Cultural Audiences
Meals and Refreshments	\$16.22	\$21.85	\$17.24
Souvenirs and Gifts	\$2.95	\$3.11	\$2.98
Ground Transportation	\$2.36	\$6.28	\$3.07
Overnight Lodging (one night only)	\$0.68	\$13.50	\$3.01
Other/Miscellaneous	\$4.57	\$4.47	\$4.55
Average Event-Related Spending Per Person	\$26.78	\$49.21	\$30.85

Source: *Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the Memphis Area Association of Governments*. For more information about this study or about other cultural initiatives in the Memphis Area Association of Governments, visit the Tennessee Arts Commission's web site at www.tnartscommission.org.

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