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

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$6,841,310		\$9,609,551		\$16,450,861

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	226		158		384
Household Income Paid to Residents	\$4,487,000		\$2,674,000		\$7,161,000
Revenue Generated to <u>Local</u> Government	\$207,000		\$228,000		\$435,000
Revenue Generated to <u>State</u> Government	\$431,000		\$713,000		\$1,144,000

Event-Related Spending by Arts and Culture Audiences Totaled \$9.61 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	379,702		121,423		501,125
Percentage of Total Attendance	76		24		100
Average Event-Related Spending Per Person	\$13.62		\$36.55		\$19.17
Total Event-Related Expenditures	\$5,171,542		\$4,438,009		\$9,609,551

Nonprofit Arts and Culture Event Attendees Spend an Average of \$19.17 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$6.70	\$10.94	\$7.72
Souvenirs and Gifts	\$3.61	\$6.48	\$4.31
Ground Transportation	\$1.43	\$6.71	\$2.71
Overnight Lodging (one night only)	\$0.56	\$6.89	\$2.09
Other/Miscellaneous	\$1.32	\$5.53	\$2.34
Average Event-Related Spending Per Person	\$13.62	\$36.55	\$19.17

* Residents are attendees who reside within the St. Croix Valley Region; non-residents live outside the St. Croix Valley Region. For the purpose of this study, the St. Croix Valley Region is defined as Pierce, Polk, and St. Croix Counties in Wisconsin and Chisago and Washington Counties in Minnesota.

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

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