

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the Portsmouth Seacoast Area\*

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$12,656,169		\$25,524,425		\$38,180,594

### 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	467		694		1,161
Household Income Paid to Residents	\$10,129,000		\$12,803,000		\$22,932,000
Revenue Generated to <u>Local</u> Government	\$719,000		\$1,767,000		\$2,486,000
Revenue Generated to <u>State</u> Government	\$525,000		\$1,372,000		\$1,897,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$25.52 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	315,846		605,794		921,640
Percentage of Total Attendance	34		66		100
Average Event-Related Spending Per Person	\$20.53		\$31.43		\$27.68
Total Event-Related Expenditures	\$6,484,319		\$19,040,106		\$25,524,425

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$27.68 Per Person (excluding the cost of admission)

Category of Event-Related Average Expenditure	Resident** Attendees	Non-Resident** Attendees	All Attendees
Meals and Refreshments	\$12.91	\$15.17	\$14.39
Souvenirs and Gifts	\$2.54	\$5.71	\$4.62
Ground Transportation	\$1.54	\$2.53	\$2.19
Overnight Lodging (one night only)	\$0.41	\$6.91	\$4.68
Other/Miscellaneous	\$3.13	\$1.11	\$1.80
Average Event-Related Spending Per Person	\$20.53	\$31.43	\$27.68

\* Organization surveys were conducted for FY05; audience surveys were conducted through out the 2006 calendar year.

\*\* Residents are attendees who reside within the Portsmouth Seacoast Area; non-residents live outside the Portsmouth Seacoast Area. For the purpose of this study, the Portsmouth Seacoast Area is defined as the City of Portsmouth and the Town of Rye in New Hampshire, and the Town of Kittery in Maine.

Source: *Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the Portsmouth Seacoast Area*. For more information about this study or about other cultural initiatives in the Portsmouth Seacoast Area, visit Art-Speak's web site at [www.Art-Speak.org](http://www.Art-Speak.org).

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