

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of San Jose, CA (Fiscal Year 2010)

Direct Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Industry Expenditures
Total Industry Expenditures	\$73,279,714		\$49,348,167		\$122,627,881

Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

Total Economic Impact of Expenditures (Direct & Indirect Impacts Combined)	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	1,984		825		2,809
Household Income Paid to Residents	\$46,464,000		\$14,562,000		\$61,026,000
Revenue Generated to <u>Local</u> Government	\$2,519,000		\$1,428,000		\$3,947,000
Revenue Generated to <u>State</u> Government	\$2,899,000		\$1,883,000		\$4,782,000

Event-Related Spending by Arts and Culture Audiences Totaled \$49.3 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident* Attendees	+	Non-Resident* Attendees	=	All Cultural Audiences
Total Attendance to Arts and Culture Events	1,514,878		475,763		1,990,641
Percentage of Total Attendance	76.1%		23.9%		100%
Average Event-Related Spending Per Person	\$21.37		\$35.68		\$24.80
Total Event-Related Expenditures	\$32,372,943		\$16,975,224		\$49,348,167

Nonprofit Arts and Culture Event Attendees Spend an Average of \$24.80 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Cultural Audiences
Meals and Refreshments	\$15.45	\$18.37	\$16.15
Souvenirs and Gifts	\$1.29	\$1.08	\$1.24
Ground Transportation	\$2.50	\$4.52	\$2.99
Overnight Lodging (one night only)	\$0.13	\$8.91	\$2.23
Other/Miscellaneous	\$2.00	\$2.80	\$2.19
Average Event-Related Spending Per Person	\$21.37	\$35.68	\$24.80

* For the purpose of this study, residents are attendees who live within Santa Clara County; non-residents live outside that area.

Source: *Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of San Jose*. For more information about this study or about other cultural initiatives in the City of San Jose, visit the San Jose Office of Cultural Affairs's web site at www.sanjoseculture.org.

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About This Study

The *Arts & Economic Prosperity IV* study was conducted by Americans for the Arts to document the economic impact of the nonprofit arts and culture industry in 182 communities and regions (139 cities and counties, 31 multi-city or multi-county regions, and ten states, and two individual arts districts)—representing all 50 U.S. states and the District of Columbia. The diverse communities range in population (1,600 to more than 3 million) and type (rural to urban). The project economists, from the Georgia Institute of Technology, customized input-output analysis models for each participating study region to provide specific and reliable economic impact data about their nonprofit arts and culture industry—specifically (1) full-time equivalent jobs, (2) household income, and (3) local and (4) state government revenue.

Surveys of Nonprofit Arts and Culture ORGANIZATIONS

Each of the 182 study regions attempted to identify its comprehensive universe of nonprofit arts and culture organizations using the Urban Institute's National Taxonomy of Exempt Entity (NTEE) coding system, a definitive classification system for nonprofit organizations recognized as tax exempt by the Internal Revenue Code. In addition, the study partners were encouraged to include other types of eligible organizations if they play a substantial role in the cultural life of the community or if their primary purpose is to promote participation in, appreciation for, and understanding of the visual, performing, folk, and media arts. These include government-owned or government-operated cultural facilities and institutions, municipal arts agencies and councils, private community arts organizations, unincorporated arts groups, living collections (such as zoos, aquariums, and botanical gardens), university presenters, and arts programs that are embedded under the umbrella of a non-arts organization or facility (such as a community center or church). In short, if it displays the characteristics of a nonprofit arts and culture organization, it is included. *For-profit businesses (e.g., Broadway and motion picture theaters) and individual artists were excluded from this study.*

Nationally, detailed information was collected from 9,721 eligible organizations about their fiscal year 2010 expenditures in more than 40 expenditure categories (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as about their event attendance. Response rates for the 182 communities averaged 43.2 percent and ranged from 5.3 percent to 100 percent. It is important to note that each study region's results are based solely on the actual survey data collected. No estimates have been made to account for non-respondents. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

In the City of San Jose, 69 of the approximately 135 total eligible nonprofit arts and culture organizations identified by the San Jose Office of Cultural Affairs participated in this study—an overall participation rate of 51 percent. The organizations that participated are listed below:

Abhinaya Dance Company of San Jose; African American Community Service Agency; Arts Council Silicon Valley; Artspolis Marketing Partnership; Ballet San Jose; Bay Area Glass Institute; California Bach Society; Cambodian Cultural Dance Troupe; Center for Literary Arts; Children's Discovery Museum of San Jose; Children's Musical Theater San Jose; Chinese Performing Artist of America; Cinequest; City Lights Theater Company of San Jose; Firebird Youth Chinese Orchestra; Fountain Blues Festival; Gilbert and Sullivan Society of San Jose; Jaliya; Kaisahan of San Jose Dance Co., Inc.; Korean American Community Services; Kurosawa Piano Music Foundation; MACLA; Margaret Wingrove Dance Company of San Jose; Mexican Heritage Corporation; Mexico Extravaganza; Movimiento de Arte y Cultura Latino America; Northside Theatre Company; Opera San Jose; Poetry Center San Jose; Rainbow Women's Chorus; Renegade Theatre Experiment; Russian House Kedry; Russian Music Competition Corp; San Jose Chamber Music Society; San Jose Chamber Orchestra; San Jose Choral Productions; San Jose Dance Theater; San Jose Downtown Foundation; San Jose Institute of Contemporary Art; San Jose Jazz Society; San Jose Multicultural Artist Guild; San Jose Museum of Art; San Jose Museum of Quilts & Textiles; San Jose Repertory Theatre; San Jose Stage Company; San Jose Symphonic Choir; San Jose Taiko Group; San Jose Youth Symphony; Santa Clara Valley Performing Arts Association; Silicon Valley Gay Men's Chorus; Silicon Valley Jewish Film Festival; sjDanceCo; South Bay Guitar Society; South Bay Guitar Society; St Paul's UMC Creative Arts Program for Youth; St. Paul's UMC Creative Arts Program for Youth; Steinway Society The Bay Area; Story Road Tamale Festival Inc.; Symphony Silicon Valley; The American Beethoven Society; The American Beethoven Society; The Flamenco Society of Northern California; The Tabard Theatre Company; The Tech Museum of Innovation; Vivace Youth Chorus; Voices of Our Nations Arts Foundation; Winchester Orchestra; Works/San Jose; and Zero1.

Surveys of Nonprofit Arts and Culture AUDIENCES

Audience-intercept surveying, a common and accepted research method, was conducted in all 182 of the study regions to measure event-related spending by nonprofit arts and culture audiences. Patrons were asked to complete a short survey while attending an event. Nationally, a total of 151,802 valid and usable attendees completed the survey for an average of 834 surveys per study region. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging. Data were collected throughout 2011 (to guard against seasonal spikes or drop-offs in attendance) as well as at a broad range of both paid and free events (a night at the opera will typically yield more spending than a weekend children's theater production or a free community music festival, for example). The survey respondents provided information about the entire party with whom they were attending the event. With an overall average travel party size of 2.69 people, these data actually represent the spending patterns of more than 408,000 attendees, significantly increasing the reliability of the data.

In the City of San Jose, a total of 1,017 valid and usable audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, and exhibitions during 2011.

Studying Economic Impact Using Input-Output Analysis

To derive the most reliable economic impact data, input-output analysis is used to measure the impact of expenditures by nonprofit arts and culture organizations and their audiences. This is a highly regarded type of economic analysis that has been the basis for two Nobel Prizes. The models are systems of mathematical equations that combine statistical methods and economic theory in an area of study called econometrics. They trace how many times a dollar is re-spent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for this study because it can be customized specifically to each study region. To complete the analysis for the City of San Jose, project economists customized an input-output model based on the local dollar flow between 533 finely detailed industries within the economy of Santa Clara County. This was accomplished by using detailed data on employment, incomes, and government revenues provided by the U.S. Department of Commerce (County Business Patterns, the Regional Economic Information System, and the Survey of State and Local Finance), local tax data (sales taxes, property taxes, and miscellaneous local option taxes), as well as the survey data from the responding nonprofit arts and culture organizations and their audiences.