

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of San Jose, CA (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$63,545,456		\$39,695,729		\$103,241,185

### 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	1,709		639		2,348
Household Income Paid to Residents	\$37,668,000		\$9,785,000		\$47,453,000
Revenue Generated to <u>Local</u> Government	\$2,183,000		\$1,152,000		\$3,335,000
Revenue Generated to <u>State</u> Government	\$2,459,000		\$1,483,000		\$3,942,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$39.7 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	1,346,796		540,206		1,887,002
Percentage of Total Attendance	71		29		100
Average Event-Related Spending Per Person	\$16.33		\$32.77		\$21.03
Total Event-Related Expenditures	\$21,993,179		\$17,702,551		\$39,695,729

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$21.03 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$9.51	\$12.38	\$10.30
Souvenirs and Gifts	\$2.07	\$3.43	\$2.46
Ground Transportation	\$1.77	\$2.96	\$2.11
Overnight Lodging (one night only)	\$1.07	\$9.76	\$3.56
Other/Miscellaneous	\$1.91	\$4.24	\$2.60
Average Event-Related Spending Per Person	\$16.33	\$32.77	\$21.03

\* Residents are attendees who reside within Santa Clara County; non-residents live outside the County.

Source: *Arts & Economic Prosperity III: 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 City of San Jose Office of Cultural Affairs' web site at [www.sanjoseculture.org](http://www.sanjoseculture.org).

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