

The Arts & Economic Prosperity III

Americans for the Arts conducted a national study of nonprofit arts organizations to estimate economic impact from organization and audience expenditures. Buncombe, Forsyth, Guilford, Mecklenburg, and Wake counties participated in this study. From the five metropolitan areas surveyed in North Carolina, direct economic activity of nonprofit arts and culture organizations in 2005 generated more than \$463 million, including audience expenditures of more than \$271 million. Average spending in the arts per person totaled \$19.89 for residents and \$39.67 for non-residents.

Summary data from the participating communities follows.

Buncombe County

Asheville Area Arts Council
Adrienne Crowther, Executive Director
11 Biltmore Avenue
PO Box 507
Asheville, NC 28801-3603
Phone: 828/258-0710 x102
Fax: 828/252-2787
E-mail: adriennecrowther@ashevillearts.com
Web Site: <http://www.ashevillearts.com>

Forsyth County

The Arts Council of Winston-Salem / Forsyth County
Milton Rhodes, President and CEO
226 N Marshall St
Winston Salem, NC 27101-2855
Phone: 336/722-2585x101
Fax: 336/761-8286
E-mail: mrhodes@IntoTheArts.org
Web Site: <http://www.IntoTheArts.org>

Guilford County

United Arts Council of Greensboro
Jeanie Duncan, President & CEO
PO Box 877
Greensboro, NC 27402-0877
Phone: 336/373-7523 x250
Fax: 336/373-7553
E-mail: jduncan@uacarts.org
Web Site: <http://www.uacgreensboro.org>

Mecklenburg County

The Arts and Science Council
Lee Keesler, President/CEO
227 West Trade Street #250
Charlotte, NC 28202-1676
Phone: 704/372-9667
Fax: 704/372-8210
E-mail: asc@artsandscience.org
Web Site: <http://www.artsandscience.org>

Wake County

United Arts Council of Raleigh and Wake County
Eleanor Jordan, Executive Director
336 Fayetteville St Mall Ste 440
Raleigh, NC 27601-1743
Phone: 919/839-1498x226
Fax: 919/839-6002
E-mail: ejordan@unitedarts.org
Web Site: <http://www.unitedarts.org>

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Wake County, NC (FY 2005)

| Economic Activity | Arts and Culture Organizations | + | Arts and Culture Audiences | = | Total Expenditures |
|-----------------------------|---------------------------------------|---|-----------------------------------|---|---------------------------|
| Total Industry Expenditures | \$43,736,984 | | \$62,025,896 | | \$105,762,880 |

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 | 1,989 | | 1,994 | | 3,983 |
| Household Income Paid to Residents | \$35,228,000 | | \$29,106,000 | | \$64,334,000 |
| Revenue Generated to <u>Local</u> Government | \$1,443,000 | | \$3,255,000 | | \$4,698,000 |
| Revenue Generated to <u>State</u> Government | \$2,257,000 | | \$3,093,000 | | \$5,350,000 |

Event-Related Spending by Arts and Culture Audiences Totaled \$62.03 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 | 1,749,026 | | 820,804 | | 2,569,830 |
| Percentage of Total Attendance | 68 | | 32 | | 100 |
| Average Event-Related Spending Per Person | \$21.68 | | \$29.37 | | \$24.15 |
| Total Event-Related Expenditures | \$37,918,883 | | \$24,107,013 | | \$62,025,896 |

Wake County, continued

Nonprofit Arts and Culture Event Attendees Spend an Average of \$24.15 Per Person (excluding the cost of admission)

| Category of Event-Related Expenditure | Resident* Attendees | Non-Resident* Attendees | All Attendees |
|---|------------------------|----------------------------|------------------|
| Meals and Refreshments | \$12.56 | \$19.27 | \$14.71 |
| Souvenirs and Gifts | \$2.34 | \$2.59 | \$2.42 |
| Ground Transportation | \$2.35 | \$2.19 | \$2.30 |
| Overnight Lodging (one night only) | \$0.00 | \$3.38 | \$1.08 |
| Other/Miscellaneous | \$4.43 | \$1.94 | \$3.64 |
| Average Event-Related Spending Per Person | \$21.68 | \$29.37 | \$24.15 |

* Residents are attendees who reside within the county in which the nonprofit arts and culture event took place; non-residents live outside the county.

Source: *Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Wake County*.

For more information about this study or about other cultural initiatives in Wake County, visit the United Arts Council of Raleigh and Wake County's web site at www.unitedarts.org.

Copyright 2007 by Americans for the Arts (www.AmericansForTheArts.org).