

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Grand Rapids, MN (Fiscal Year 2013)

Direct Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Industry Expenditures
Total Industry Expenditures	\$2,833,920		\$2,246,065		\$5,079,985

### 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	92		47		139
Household Income Paid to Residents	\$2,047,000		\$1,197,000		\$3,244,000
Revenue Generated to <u>Local</u> Government	\$47,000		\$56,000		\$103,000
Revenue Generated to <u>State</u> Government	\$210,000		\$197,000		\$407,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$2.2 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	65,218		21,163		86,381
Percentage of Total Attendance	75.5%		24.5%		100.0%
Average Event-Related Spending Per Person	\$19.85		\$44.96		\$23.99
Total Event-Related Expenditures	\$1,294,577		\$951,488		\$2,246,065

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$23.99 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Cultural Audiences
Meals and Refreshments	\$10.81	\$13.53	\$11.25
Souvenirs and Gifts	\$5.16	\$5.43	\$5.21
Ground Transportation	\$2.45	\$7.14	\$3.23
Overnight Lodging (one night only)	\$0.18	\$18.44	\$3.18
Other/Miscellaneous	\$1.25	\$0.42	\$1.12
Average Event-Related Spending Per Person	\$19.85	\$44.96	\$23.99

\* For the purpose of this study, residents are attendees who live within the Arrowhead Region (defined as including Aitkin, Carlton, Cook, Itasca, Koochiching, Lake, and Saint Louis Counties); non-residents live outside that region.

Source: *Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Grand Rapids*. For more information about this study or about other cultural initiatives in the City of Grand Rapids, contact Minnesota Citizens for the Arts ([www.mncitizensforthearts.org](http://www.mncitizensforthearts.org)).

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