

The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the City of San Diego, CA (Fiscal Year 2015)

Direct Economic Activity	Arts and Cultural Organizations	+	Arts and Cultural Audiences	=	Total Industry Expenditures
Total Industry Expenditures	\$553,563,393		\$546,370,965		\$1,099,934,358

Economic Impact of Spending by Arts and Cultural Organizations and Their Audiences

Total Economic Impact of Expenditures	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	22,513		13,401		35,914
Household Income Paid to Residents	\$516,229,000		\$378,177,000		\$894,406,000
Revenue Generated to <u>Local</u> Government	\$21,577,000		\$26,545,000		\$48,122,000
Revenue Generated to <u>State</u> Government	\$29,322,000		\$38,549,000		\$67,871,000

Event-Related Spending by Arts and Cultural Audiences Totaled \$546.4 million (excluding the cost of admission)¹

Attendance to Arts and Culture Events	Resident ² Attendees	+	Nonresident ² Attendees	=	All Cultural Audiences
Total Attendance to Arts and Culture Events	8,687,091		3,670,079		12,357,170
Percentage of Total Attendance	70.3%		29.7%		100.0%
Average Event-Related Spending Per Person	\$31.64		\$78.80		\$45.66
Total Event-Related Expenditures	\$206,011,496		\$340,359,469		\$546,370,965

Nonprofit Arts and Cultural Event Attendees Spend an Average of \$45.66 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident ² Attendees	Nonresident ² Attendees	All Cultural Audiences
Meals and Refreshments	\$19.22	\$27.50	\$21.68
Souvenirs and Gifts	\$3.27	\$7.49	\$4.52
Ground Transportation	\$3.79	\$8.64	\$5.23
Overnight Lodging (one night only)	\$1.99	\$32.26	\$11.00
Other/Miscellaneous	\$3.37	\$2.91	\$3.23
Average Event-Related Spending Per Person	\$31.64	\$78.80	\$45.66

Source: *Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the City of San Diego*. For more information about this study or about other cultural initiatives in the City of San Diego, visit the City of San Diego Commission for Arts and Culture's web site at www.sandiego.gov/arts-culture.

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