



# ARTS & ECONOMIC PROSPERITY III

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of New Brunswick, NJ (FY 2005)



Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$20,606,608		\$15,968,028		\$36,574,636

### 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	598		273		871
Household Income Paid to Residents	\$12,051,000		\$4,249,000		\$16,300,000
Revenue Generated to <u>Local</u> Government	\$878,000		\$615,000		\$1,493,000
Revenue Generated to <u>State</u> Government	\$624,000		\$539,000		\$1,163,000

### Event-Related Spending by Arts and Culture Audiences Totaled \$15.97 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	117,384		428,080		545,464
Percentage of Total Attendance	22		78		100
Average Event-Related Spending Per Person	\$22.47		\$31.14		\$29.29
Total Event-Related Expenditures	\$2,637,618		\$13,330,410		\$15,968,028

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$29.29 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$17.41	\$14.77	\$15.34
Souvenirs and Gifts	\$1.91	\$2.36	\$2.27
Ground Transportation	\$1.97	\$3.92	\$3.50
Overnight Lodging (one night only)	\$1.16	\$7.39	\$6.05
Other/Miscellaneous	\$0.02	\$2.70	\$2.13
Average Event-Related Spending Per Person	\$22.47	\$31.14	\$29.29

\* 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 the City of New Brunswick*. For more information about this study or about other cultural initiatives in the City of New Brunswick, visit the New Brunswick Cultural Center's web site at [www.newbrunswickarts.org](http://www.newbrunswickarts.org).

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