

The Economic Impact of Nonprofit Arts and Culture Organizations & Their Audiences in the Greater Washington Metropolitan Region (FY 2005) (A Summary)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures*	\$1,210,408,146		\$935,241,076		\$2,145,649,222

The *Arts & Economic Prosperity III* study provides compelling new evidence that the nonprofit arts and culture are a \$2.15 billion industry in Greater Washington—one that supports 45,175 full-time equivalent jobs and generates \$163.78 million in local and state government revenue.

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	32,923		12,252		45,175
Household Income Paid to Residents	\$765,075,000		\$246,885,000		\$1,011,960,000
Revenue Generated to <u>Local</u> Government	\$52,023,000		\$42,058,000		\$94,081,000
Revenue Generated to <u>State</u> Government	\$38,564,000		\$31,134,000		\$69,698,000

Nonprofit arts and culture organizations, which spend \$1.21 billion each year, leverage a remarkable \$935.24 million in additional spending.

Event-Related Spending by Arts and Culture Audiences Totaled \$935.24 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	21,991,477		5,256,047		27,247,524
Percentage of Total Attendance	81		19		100
Average Event-Related Spending Per Person	\$22.91		\$82.08		\$35.20
Total Event-Related Expenditures	\$403,824,738		\$431,416,338		\$935,241,076

Nonprofit Arts and Culture Event Attendees Spend an Average of \$35.20 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident** Attendees	Non-Resident** Attendees	All Attendees
Meals and Refreshments	\$12.36	\$22.72	\$14.35
Souvenirs and Gifts	\$5.76	\$9.75	\$6.53
Ground Transportation	\$1.53	\$9.96	\$3.15
Overnight Lodging (one night only)	\$1.19	\$33.76	\$7.48
Other/Miscellaneous	\$2.07	\$5.89	\$3.69
Average Event-Related Spending Per Person	\$22.91	\$82.08	\$35.20

* The Smithsonian Institution is included in this economic impact analysis. The Smithsonian reported a \$388 million operating budget and total attendance of 17.5 million during 2005.

** Residents are attendees who reside within Greater Washington; non-residents live outside Greater Washington. For the purpose of this study, Greater Washington is defined as Arlington and Fairfax Counties and the Cities of Alexandria and Fairfax in Virginia, Montgomery and Prince George's Counties in Maryland, and the District of Columbia.

Source: *Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Greater Washington*. For more information about this study or about other cultural initiatives in Greater Washington, visit the Cultural Alliance of Greater Washington's web site at www.cultural-alliance.org.

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

Comparisons with Similarly Populated Study Regions

For the purpose of this study, Greater Washington is defined as Arlington and Fairfax Counties (including Fairfax City) and the City of Alexandria in Virginia, Montgomery and Prince George's Counties in Maryland, and the District of Columbia. Using this definition, the population of Greater Washington was estimated to be 3,684,021 during 2005 according to the most recent data available from the U.S. Census Bureau. The table below compares the economic impact results for Greater Washington with those of other regional study participants.

For more comparisons, data tables containing the detailed survey results for all 156 communities that participated in *Arts & Economic Prosperity III* are located in Appendix A of the full National Report. **All three national study reports are available for download and purchase at www.AmericansForTheArts.org/EconomicImpact**, including the Highlights Brochure, the Summary Report, and the full National Report. To download the Greater Washington study, visit www.cultural-alliance.org.

Economic Impact of the Nonprofit Arts Industry: Greater Washington Compared to Similarly Populated Study Regions with Populations of 1,000,000 or More (Listed by Population in Ascending Order)

Study Region	2005 Population	Total Industry Expenditures (Organizations & Audiences)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Wood River Valley, ID	12,172	\$6,182,993	161	\$2,849,000	\$130,000	\$341,000
Portsmouth Seacoast Area (NH,ME)	36,368	\$38,180,594	1,161	\$22,932,000	\$2,486,000	\$1,897,000
Greater Minot, ND	78,817	\$8,563,140	188	\$3,362,000	\$363,000	\$476,000
Black Hills Region, SD	178,840	\$162,082,251	4,380	\$84,034,000	\$10,003,000	\$10,290,000
Fargo-Moorhead Region (ND,MN)	184,857	\$41,315,605	1,386	\$26,369,000	\$1,933,000	\$2,990,000
Northwest Arkansas	367,295	\$16,210,374	518	\$9,791,000	\$342,000	\$1,123,000
Northeast Wisconsin	374,625	\$10,751,805	370	\$7,142,000	\$460,000	\$726,000
Iowa Cultural Corridor	512,887	\$63,080,706	1,986	\$33,899,000	\$2,774,000	\$3,440,000
St. Croix Valley Region (WI,MN)	527,870	\$16,450,861	384	\$7,161,000	\$435,000	\$1,144,000
Northwest Louisiana	569,974	\$89,771,334	2,367	\$49,859,000	\$6,942,000	\$5,920,000
Greater Columbia, SC	575,350	\$56,255,506	2,206	\$38,416,000	\$2,689,000	\$3,801,000
Lehigh Valley, PA	680,159	\$169,109,467	6,216	\$92,956,000	\$6,817,000	\$11,130,000
East Maricopa County, AZ	838,862	\$82,687,274	2,512	\$49,785,000	\$3,395,000	\$4,836,000
Greater Buffalo, NY	1,147,711	\$155,294,034	4,740	\$95,904,000	\$14,902,000	\$9,150,000
Greater Portland, OR	1,523,690	\$374,753,836	11,858	\$236,061,000	\$15,773,000	\$15,919,000
Greater Harrisburg, PA	1,546,753	\$62,115,008	2,123	\$40,704,000	\$2,862,000	\$4,204,000
Kansas City Metro Region (MO,KS)	1,609,434	\$279,328,031	8,789	\$231,542,000	\$9,538,000	\$13,707,000
Greater Birmingham, AL	1,634,707	\$136,448,046	4,397	\$87,031,000	\$5,623,000	\$7,638,000
Greater Cincinnati (OH,KY,IN)	1,940,545	\$279,856,713	9,675	\$189,514,000	\$14,118,000	\$18,873,000
Greater Milwaukee, WI	1,968,951	\$249,720,184	8,359	\$164,580,000	\$14,673,000	\$18,245,000
Minnesota Twin Cities' Metro Region	2,746,987	\$719,504,854	19,069	\$568,742,000	\$17,268,000	\$62,839,000
Central Florida Region	3,497,472	\$165,312,100	5,661	\$111,717,000	\$8,966,000	\$11,720,000
Greater Washington (including Smithsonian Institution)	3,684,021	\$2,145,824,484	45,175	\$1,011,960,000	\$94,081,000	\$69,698,000
Greater Philadelphia, PA	3,890,181	\$1,335,924,526	35,827	\$763,117,000	\$67,326,000	\$84,368,000

In Appreciation:

Americans for the Arts expresses its gratitude to the many people and organizations who made Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Greater Washington possible and assisted in its coordination and production. The Metropolitan Washington Council of Governments was the project's major funder and support was provided by the Humanities Council of Washington, DC, Prince George's County Economic Development Corporation, DC Chamber of Commerce, and Washington Convention & Tourism Corporation. This was a collaborative effort undertaken by the Cultural Alliance of Greater Washington in partnership with D.C. Commission on the Arts and Humanities, Alexandria Commission on the Arts, Arts Council of Fairfax County, Fairfax Commission on the Arts, Arlington Cultural Affairs, Arts and Humanities Council of Montgomery County, and the Arts Council of Prince George's County. These local project partners were responsible for the local implementation and data collection requirements.