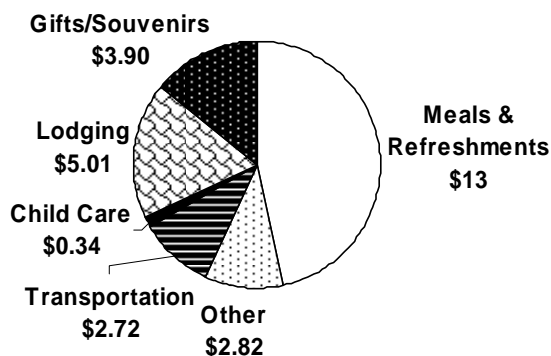




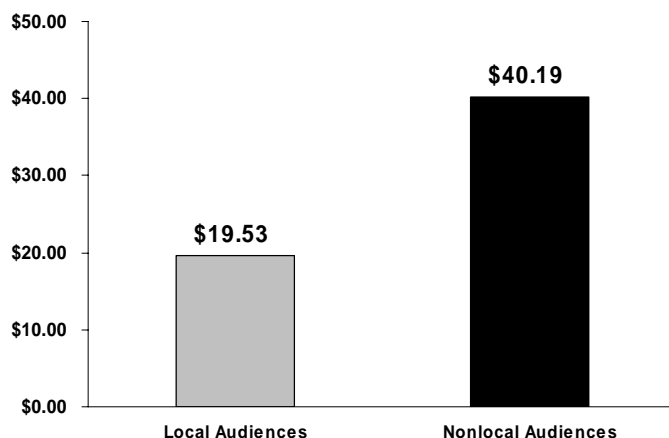
### Arts Facts . . . Spending by Arts Audiences

The nonprofit arts, unlike most industries, leverage significant amounts of event-related spending by their audiences. Attendance at arts events generates related commerce for hotels, restaurants, parking garages, and more.

## Nonprofit Arts Attendees Spend an Average of \$27.79 Per Person



## Non-Local Arts Audiences Spend Twice as Much as Local Audiences



- When governments reduce their support for the arts, they are not cutting frills. Rather, they are undercutting an industry that is a cornerstone of tourism, economic development, and the revitalization of many downtowns. When governments increase their support for the arts, they are generating tax revenues, jobs, and a creativity-based economy.
- Data collected from 95,000 attendees at a range of arts events reveal an average spending of \$27.79 per person, not including the price of admission. This spending generates an estimated \$103.1 billion of valuable revenue annually for local merchants and their communities.
- Non-local audiences spend nearly twice as much as local attendees (\$40.19 compared to \$19.53), demonstrating that a community that attracts cultural tourists stands to harness significant economic rewards.

Source: *Arts & Economic Prosperity III*, Americans for the Arts, 2007.