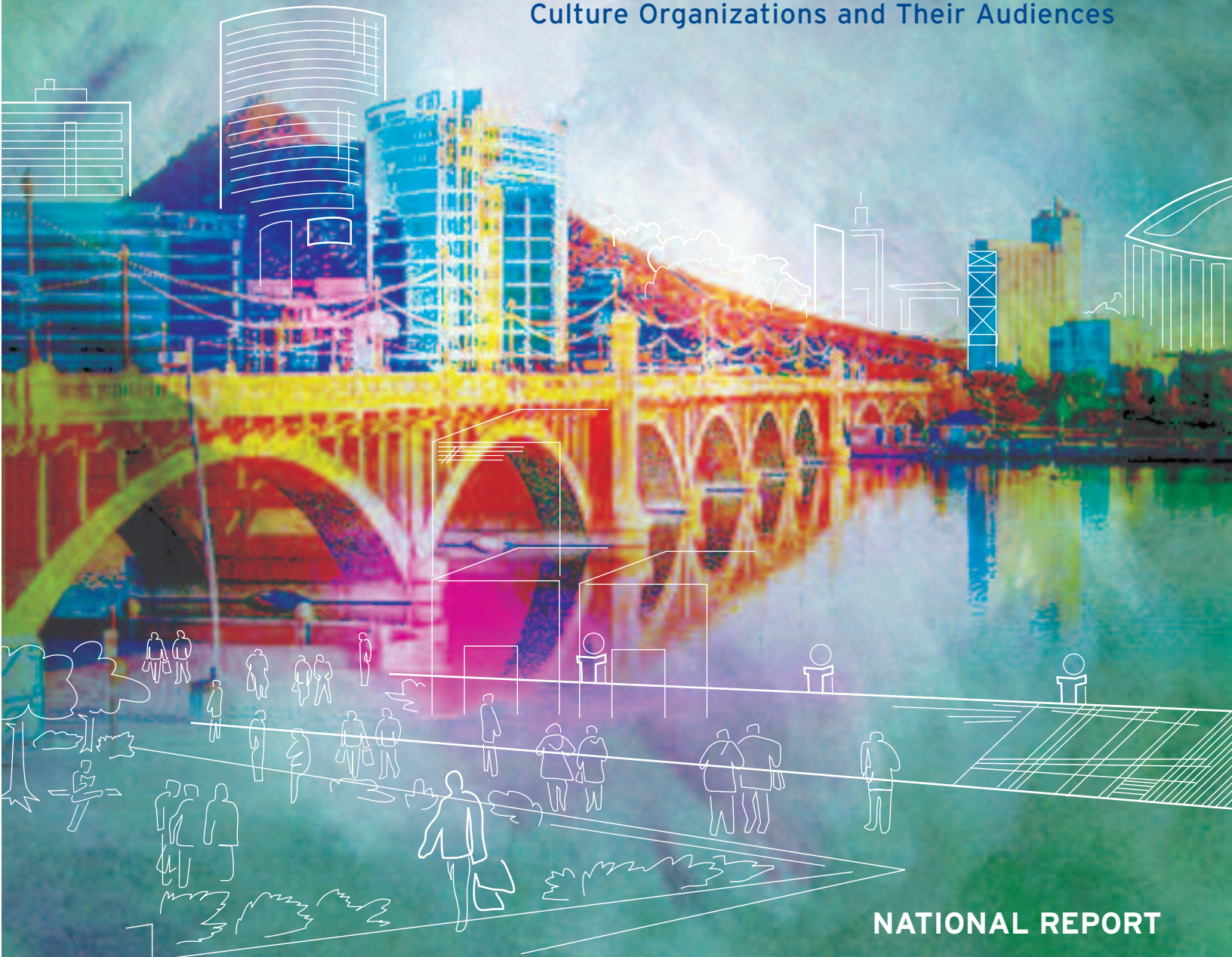




Arts & Economic Prosperity^{III}

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences



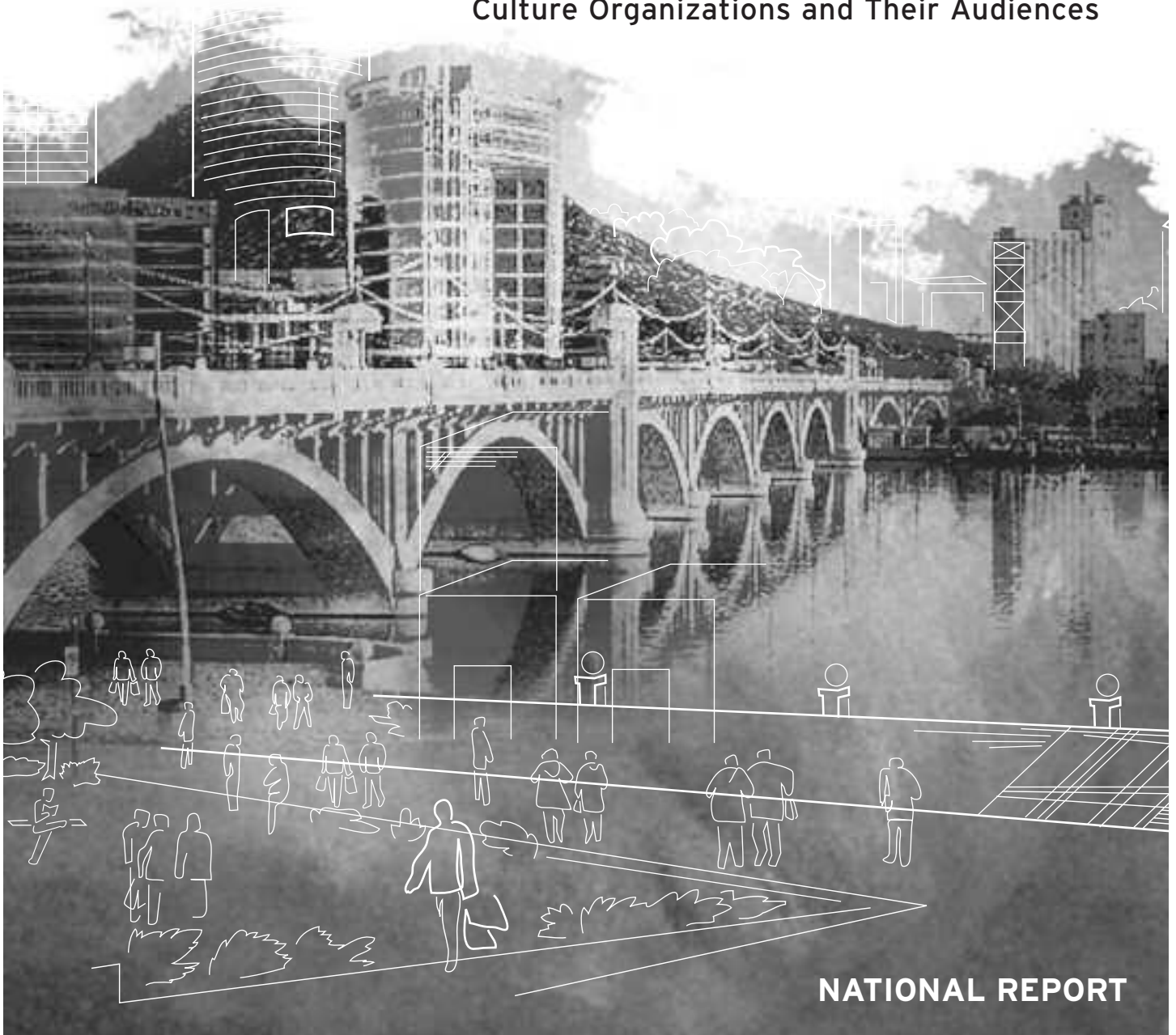
NATIONAL REPORT





Arts & Economic Prosperity ^{III}

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences



NATIONAL REPORT

As Chairman of the Oklahoma Chamber of Commerce, I visited almost every city and town in the state. There is a visible difference in places with an active cultural community. I see people looking for places to park, stores staying open late, and restaurants packed with customers. The business day is extended and the cash registers are ringing.

KEN FERGESON

Chairman and CEO, NBanC

Past President, American Bankers Association



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The findings from Arts & Economic Prosperity III send a clear and welcome message: leaders who care about community and economic development can feel good about choosing to invest in the arts.

ROBERT L. LYNCH

President and CEO, Americans for the Arts



The Arts Mean Business

ROBERT L. LYNCH, PRESIDENT AND CEO, AMERICANS FOR THE ARTS

The key lesson from **Arts & Economic Prosperity III** is that communities that invest in the arts reap the additional benefits of jobs, economic growth, and a quality of life that positions those communities to compete in our 21st century creative economy. In my travels across the country, business and government leaders often talk to me about the challenges of funding the arts and other community needs amid shrinking resources. They worry about jobs and the economic performance of their community. How well are they competing in the high-stakes race to attract new businesses? Is their region a magnet for a skilled and creative workforce? I am continually impressed by the commitment to doing what is best for their constituents and to improving quality of life for all. The findings from **Arts & Economic Prosperity III** send a clear and welcome message: leaders who care about community and economic development can feel good about choosing to invest in the arts.

Most of us appreciate the intrinsic benefits of the arts—their beauty and vision; how they inspire, soothe, provoke, and connect us. When it comes time to make tough funding choices, however, elected officials and business leaders also need to have strong and credible data that demonstrate the economic benefits of a vibrant nonprofit arts and culture industry.

Arts & Economic Prosperity III is our third study of the nonprofit arts and culture industry's impact on the nation's economy. Because of their rigor and reliability, results from the 1994 and 2002 studies have become the most frequently used statistics to demonstrate the value of arts and culture locally, statewide, and nationally. This new study is our largest ever, featuring findings from 156 study regions (116 cities and counties, 35 multicounty regions, and five states). Data was collected from an impressive 6,080 nonprofit arts and culture organizations and 94,478 of their attendees across all 50 states and the District of Columbia.

By every measure, the results are impressive! Nationally, the nonprofit arts and culture industry generates \$166.2 billion in economic activity annually—a 24 percent increase in just the past five years. That amount is greater than the Gross Domestic Product of most countries. This spending supports 5.7 million full-time jobs right here in the United States—an increase of 850,000 jobs since our 2002 study. What's more, because arts and culture organizations are strongly rooted in their communities, these are jobs that necessarily remain local and cannot be shipped overseas.

Our industry also generates nearly \$30 billion in revenue to local, state, and federal governments every year. By comparison, the three levels of government collectively

spend less than \$4 billion annually to support arts and culture—a spectacular 7:1 return on investment that would even thrill Wall Street veterans.

Arts & Economic Prosperity III has more good news for business leaders. Arts and culture organizations—businesses in their own right—leverage additional event-related spending by their audiences that pumps vital revenue into restaurants, hotels, retail stores, and other local businesses. When patrons attend a performing arts event, for example, they may park their car in a toll garage, purchase dinner at a restaurant, and eat dessert after the show. Valuable commerce is generated for local merchants. This study shows that the typical attendee spends \$27.79 per person, per event, in addition to the cost of admission. When a community attracts cultural tourists, it harnesses even greater economic rewards. Nonlocal audiences spend twice as much as their local counterparts (\$40.19 vs. \$19.53). Arts and culture are magnets for tourists, and tourism research repeatedly shows that cultural travelers stay longer and spend more. Whether serving the local community or out-of-town visitors, a vibrant arts and culture industry helps local businesses thrive.

Right now, cities around the world are competing to attract new businesses as well as our brightest young professionals. International studies show that the winners will be communities that offer an abundance of arts and culture opportunities. As the arts flourish, so will creativity and innovation—the fuel that drives our global economy.

Arts & Economic Prosperity III is great news for those whose daily task is to strengthen the economy and enrich quality of life. No longer do business and elected leaders need to choose between arts and economic prosperity. Nationally, as well as locally, the arts mean business!

In my own philanthropy and business endeavors, I have seen the critical role that the arts play in stimulating creativity and in developing vital communities. As this study indicates, the arts have a crucial impact on our economy and are an important catalyst for learning, discovery, and achievement in our country.

PAUL G. ALLEN

Philanthropist and Co-Founder, Microsoft



Economic Impact of America's Nonprofit Arts & Culture Industry

Every day, the **100,000 nonprofit arts and culture organizations** that populate the nation's cities and towns are making their communities more desirable places to live and work. They provide inspiration and enjoyment to residents, beautify shared public places, and strengthen the social fabric. This study demonstrates that the nonprofit arts and culture industry is also an economic driver in these communities—a growth industry that supports jobs, generates government revenue, and is the cornerstone of tourism.

Nonprofit arts and culture organizations pay their employees, purchase supplies, contract for services, and acquire assets from within their communities. Their audiences generate event-related spending for local merchants such as restaurants, retail stores, hotels, and parking garages. This study sends an important message to community leaders that support for the arts is an investment in economic well-being as well as quality of life.

Nationally, the nonprofit arts and culture industry generates **\$166.2 billion** in economic activity every year—\$63.1 billion in spending by organizations

and an additional \$103.1 billion in event-related spending by their audiences. The impact of this activity is significant, supporting 5.7 million U.S. jobs and generating \$29.6 billion in government revenue.

Arts & Economic Prosperity III is the most comprehensive study of the nonprofit arts and culture industry ever conducted. It documents the economic impact of the nonprofit arts and culture industry in 156 communities and regions (116 cities and counties, 35 multicounty regions, and five states), and represents all 50 states and the District of Columbia. The diverse communities range in population (four thousand to three million)

and type (rural to urban).

Researchers collected detailed expenditure and attendance data from 6,080 nonprofit arts and culture organizations and 94,478 of their attendees to measure total industry spending. Project economists customized input/output analysis models for each study region to provide specific and reliable economic impact data. This study

ECONOMIC IMPACT OF THE NONPROFIT ARTS & CULTURE INDUSTRY (2005)

(expenditures by both organizations and audiences)

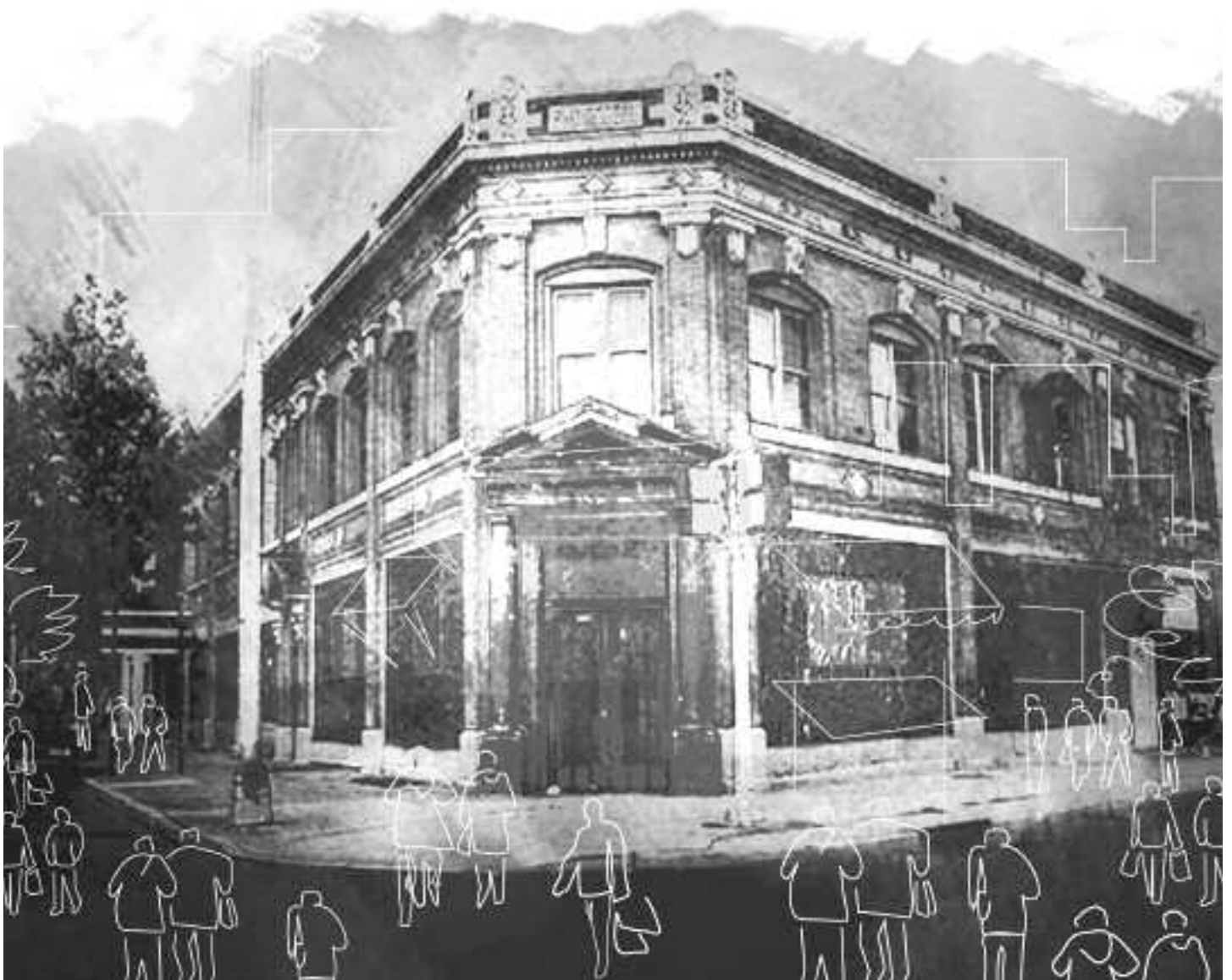
Total Expenditures	\$ 166.2 billion
Full-Time Equivalent Jobs	5.7 million
Resident Household Income	\$ 104.2 billion
Local Government Revenue	\$ 7.9 billion
State Government Revenue	\$ 9.1 billion
Federal Income Tax Revenue ¹	\$ 12.6 billion

Mayors understand the connection between the arts industry and city revenues. Besides providing thousands of jobs, the arts generate billions in government and business revenues and play an important role in the economic revitalization of our nation's cities.

DOUGLAS H. PALMER

Mayor of Trenton, NJ

President, The United States Conference of Mayors



uses four economic measures to define economic impact: full-time equivalent jobs, resident household income, and revenue to local and state government.

- *Full-Time Equivalent (FTE) Jobs* describe the total amount of labor employed. Economists measure FTE jobs, not the total number of employees, because it is a more accurate measure that accounts for part-time employment.
- *Resident Household Income* (often called *Personal Income*) includes salaries, wages, and entrepreneurial income paid to local residents. It is the money residents earn and use to pay for food, mortgages, and other living expenses.
- *Revenue to Local and State Government* includes revenue from taxes (income, property, or sales) as well as funds from license fees, utility fees, filing fees, and other similar sources.

Arts & Economic Prosperity III focuses solely on nonprofit arts and culture organizations and their audiences. It excludes spending by individual artists and the for-profit arts and entertainment industry (e.g., Broadway or the motion picture industry). Due to the rigor with which the study was conducted, statistical extrapolations of the nation's nonprofit arts and culture sector can be made and are presented in this report.



There is no better indicator of the spiritual health of our city, its neighborhoods, and the larger region than the state of the arts. The arts deepen our understanding of the human spirit, extend our capacity to comprehend the lives of others, allow us to imagine a more just and humane world. Through their diversity of feeling, their variety of form, their multiplicity of inspiration, the arts make our culture richer and more reflective.

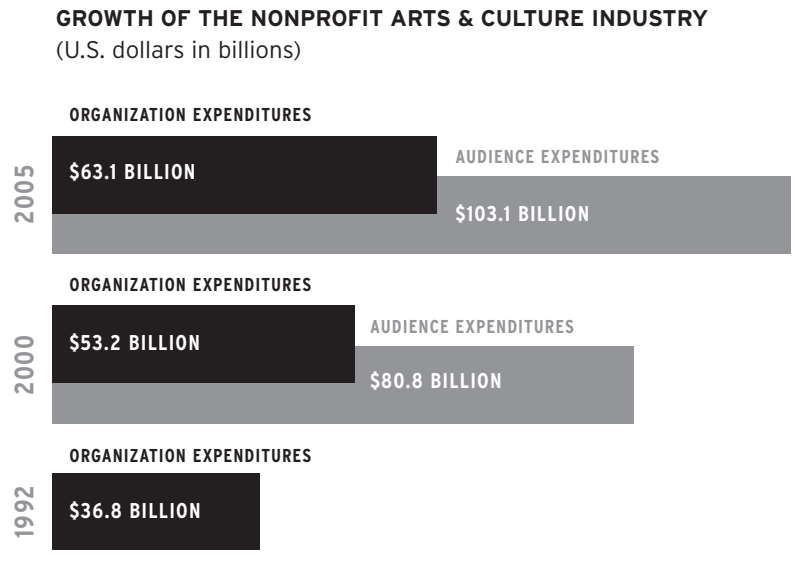
JONATHAN FANTON
President, MacArthur Foundation

Nonprofit Arts & Culture: A Growth Industry

The nation's nonprofit arts and culture industry has grown steadily since the first analysis in 1992, expanding at a rate greater than inflation. Between 2000 and 2005, spending by organizations and their audiences grew 24 percent, from \$134 billion to \$166.2 billion. When adjusted for inflation, this represents a healthy 11 percent increase. Gross Domestic Product, by comparison, grew at a slightly faster rate of 12.5 percent (adjusted for inflation).

Spending by nonprofit arts and culture **organizations** grew 18.6 percent between 2000 and 2005, from \$53.2 billion to \$63.1 billion (a 4 percent increase when adjusted for inflation). Event-related

spending by **audiences** attending a nonprofit arts and culture event increased 28 percent during the same period, from \$80.8 billion to \$103.1 billion, or 15 percent when adjusted for inflation. Audience spending was not studied in the 1992 analysis.



Audience expenditure data not collected in 1992.

THE PANEL OF 25: ECONOMIC IMPACT TREND COMMUNITIES

Twenty-five communities participated in the 2000 and 2005 economic impact studies (surveying both organizations and audiences). Twenty-three of the 25 communities had aggregate increases in nonprofit arts and culture organization expenditures, with an average growth of 58.0 percent. Event-related spending by audiences grew an average of 50.4 percent, with just five communities experiencing declines. When taken together, annual economic activity grew 49.7 percent, expanding well ahead of not just the national arts and culture industry growth rate of 24 percent, but ahead of the nation's Gross Domestic Product as well. The following are the 25 communities in this analysis:

- | | | |
|------------------------------|-----------------------|------------------------|
| Anchorage, AK | Ft. Collins, CO | Phoenix, AZ |
| Boise, ID | Glendale, CA | Portsmouth, NH |
| Boulder, CO | Homer, AK | St. Cloud, MN |
| Broward County, FL | Indianapolis, IN | St. Louis, MO |
| Chandler, AZ | Lehigh Valley, PA | Tempe, AZ |
| Columbus/Franklin County, OH | Mesa, AZ | Walnut Creek, CA |
| Dover, DE | Miami-Dade County, FL | Westchester County, NY |
| Erie County, PA | Minneapolis, MN | |
| Forsyth County, NC | Newark, NJ | |

NONPROFIT ARTS & CULTURE ORGANIZATIONS

Nonprofit arts and culture organizations are active contributors to the business community. They are employers, producers, consumers, and members of chambers of commerce, as well as key partners in the marketing and promotion of their cities and regions. Spending by nonprofit arts and culture organizations nationally was estimated at \$63.1 billion in 2005. This output supports 2.6 million U.S. jobs, provides \$57.3 billion in household income, and generates \$13.2 billion in total government revenue.

IMPACT OF NONPROFIT ARTS & CULTURE ORGANIZATIONS

Total Expenditures	\$ 63.1 billion
Full-Time Equivalent Jobs	2.6 million
Resident Household Income	\$ 57.3 billion
Local Government Revenue	\$ 2.8 billion
State Government Revenue	\$ 3.5 billion
Federal Income Tax Revenue	\$ 6.9 billion

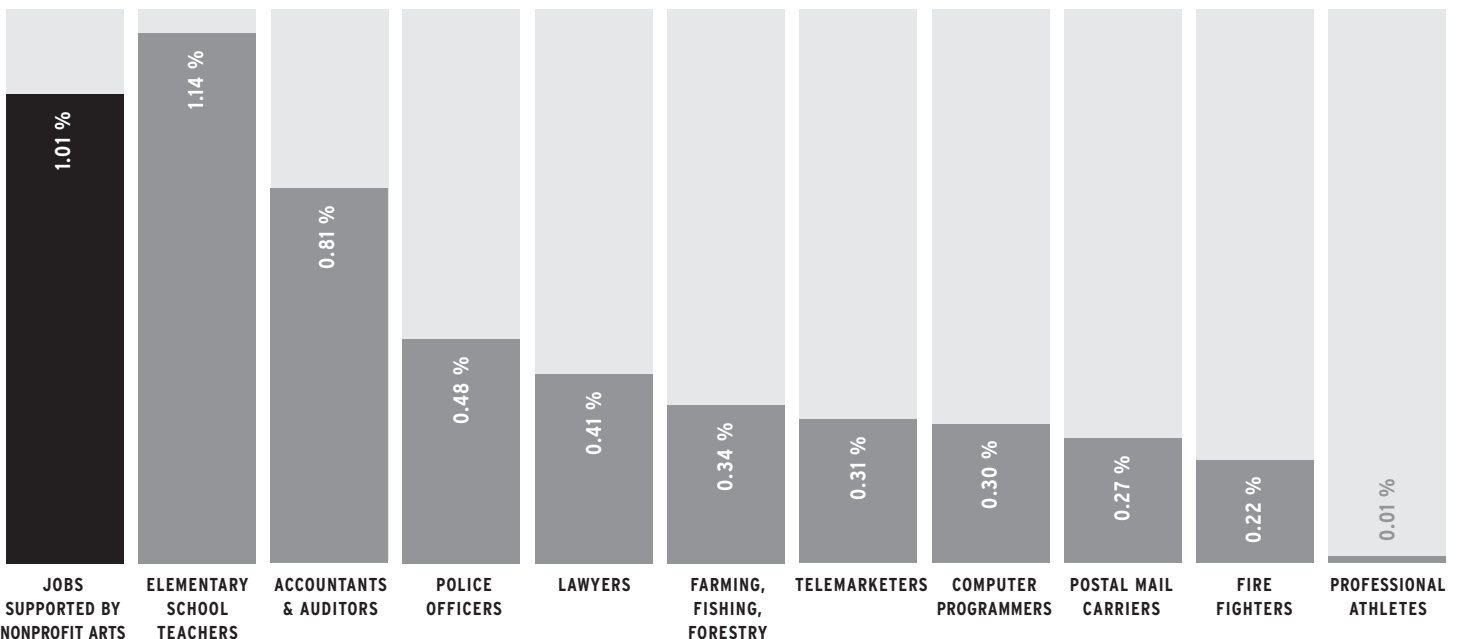
INDUSTRY EMPLOYMENT COMPARISONS

Spending by nonprofit arts and culture organizations provides rewarding employment for more than just artists, curators, and musicians. It also directly supports builders, plumbers, accountants, printers, and an array of occupations spanning many industries.

In 2005, nonprofit arts and culture organizations alone supported 2.6 million full-time equivalent jobs. Of this total, 1.3 million jobs were a result of "direct" expenditures by nonprofit arts organizations, representing 1.01 percent of the U.S. workforce.ⁱⁱ Compared to the size of other sectors of the U.S. workforce, this figure is significant.

Nonprofit arts and culture organizations support more jobs than there are accountants and auditors, public safety officers, even lawyers, and just slightly fewer than elementary school teachers. The chart below provides a helpful context for the large number of jobs directly supported by nonprofit arts and culture organizations. It must be noted that the arts and culture jobs represent portions of multiple industry sectors (e.g., musicians, designers, accountants, printers), whereas the comparison groups are single job classifications.

PERCENTAGE OF U.S. WORKFORCE (2005)



DIRECT & INDIRECT ECONOMIC IMPACT: HOW A DOLLAR IS RESPENT IN A COMMUNITY

Arts & Economic Prosperity III uses a sophisticated economic analysis called input/output analysis to measure economic impact. It is a system of mathematical equations that combines statistical methods and economic theory. Input/output analysis enables economists to track how many times a dollar is “respent” within the local economy, and the economic impact generated by each round of spending. How can a dollar be respent? Consider the following example:

A theater company purchases a gallon of paint from the local hardware store for \$20, generating the direct economic impact of the expenditure. The hardware store then uses a portion of the aforementioned \$20 to pay the sales clerk’s salary; the sales clerk respends some of the money for groceries; the grocery store uses some of the money to pay its cashier; the cashier then spends some for the utility bill; and so on. The subsequent rounds of spending are the indirect economic impacts.

Thus, the initial expenditure by the theater company was followed by four additional rounds of spending (by the hardware store, sales clerk, grocery store, and the cashier). The effect of the theater company’s initial expenditure is the **direct economic impact**. The subsequent rounds of spending are all of the **indirect impacts**. The **total impact** is the sum of the direct and indirect impacts.

Note: Interestingly, a dollar “ripples” very differently through each community, which is why each study region has its own customized economic model.

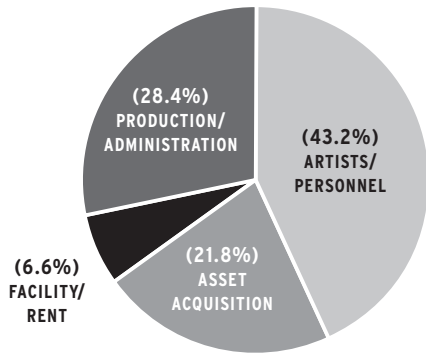
Across America, cities that once struggled economically are reinventing and rebuilding themselves by investing in art and culture. Both are proven catalysts for growth and economic prosperity. By creating cultural hubs, nonprofit art businesses help cities define themselves, draw tourists, and attract investment. Federal support for America’s nonprofit cultural organizations must go on if we hope to continue enjoying the substantial benefits they bring.

LOUISE M. SLAUGHTER
U.S. House of Representatives (NY)
Co-Chair, Congressional Arts Caucus

A LABOR-INTENSIVE INDUSTRY

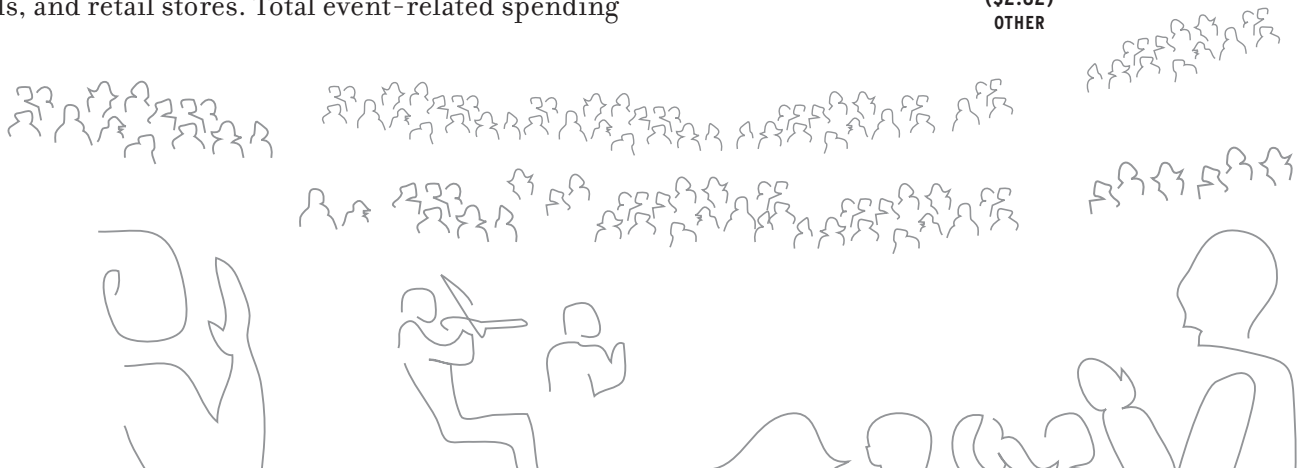
Dollars spent on human resources typically stay within a community longer, thereby having a greater local economic impact. The chart below demonstrates the highly labor-intensive nature of the arts and culture industry. Nearly half of the typical organization's expenditures are for artists and personnel costs (43.2 percent).

EXPENDITURES BY NONPROFIT ARTS & CULTURE ORGANIZATIONS (2005)



Audience Spending

The arts and culture industry, unlike many industries, leverages a significant amount of event-related spending by its audiences. For example, a patron attending an arts event may pay to park the car in a garage, purchase dinner at a restaurant, eat dessert after the show, and return home to pay the babysitter. This generates related commerce for local businesses such as restaurants, parking garages, hotels, and retail stores. Total event-related spending



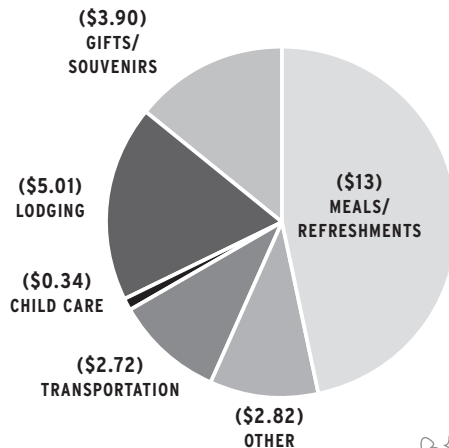
IMPACT OF NONPROFIT ARTS & CULTURE AUDIENCES

Total Expenditures	\$ 103.1 billion
Full-Time Equivalent Jobs	3.1 million
Resident Household Income	\$ 46.9 billion
Local Government Revenue	\$ 5.1 billion
State Government Revenue	\$ 5.6 billion
Federal Income Tax Revenue	\$ 5.7 billion

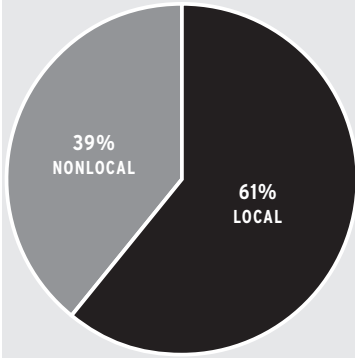
by nonprofit arts and culture audiences was an estimated \$103.1 billion in 2005. This spending supports 3.1 million full-time jobs in the United States, provides \$46.9 billion in household income, and generates \$16.4 billion in government revenue.

Nationally, the typical attendee spends an average of \$27.79 per person, per event, in addition to the cost of admission. Businesses that cater to arts and culture audiences reap the rewards of this economic activity.

NONPROFIT ARTS & CULTURE ATTENDEES SPEND \$27.79 PER PERSON ABOVE THE COST OF ADMISSION



LOCAL VS. NONLOCAL AUDIENCES



While the ratio of local to nonlocal attendees is different in every community, the national sample revealed that 39 percent of attendees traveled from outside of the county in which the event took place (nonlocal) and 61 percent were local (resided inside the county).

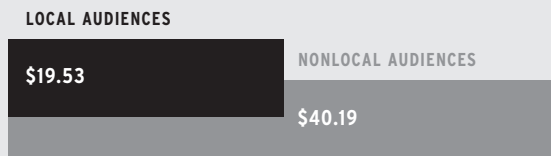
VISITORS SPEND MORE

In addition to spending data, researchers asked each of the 94,478 survey respondents to provide their home zip codes. Analysis of this data enabled a comparison of event-related spending by local and nonlocal attendees. Previous economic and tourism research has shown that nonlocal attendees spend more than their local counterparts. This study reflects those findings.

Local audiences, who live in the county in which the event occurred, spent an average of \$19.53 per person, per event in addition to the cost of admission. Nonlocal attendees, those who live outside the county, spent twice this amount, or \$40.19 per person.

As would be expected, nonlocal attendees spent significantly more in the categories of lodging, meals, and transportation. These findings demonstrate that when a community attracts arts and culture tourists, it harnesses significant economic rewards.

EVENT-RELATED SPENDING BY LOCAL VS. NONLOCAL AUDIENCES



NONPROFIT ARTS & CULTURE ATTENDEES SPEND \$27.79 PER PERSON

CATEGORY OF EXPENSE	RESIDENT AUDIENCES*	NONRESIDENT AUDIENCES*	ALL AUDIENCES
Meals/Refreshments	\$10.77	\$16.35	\$13.00
Gifts/Souvenirs	\$3.32	\$4.78	\$3.90
Lodging	\$1.08	\$10.91	\$5.01
Child Care	\$0.34	\$0.33	\$0.34
Transportation	\$1.62	\$4.37	\$2.72
Other	\$2.40	\$3.45	\$2.82
Total	\$19.53	\$40.19	\$27.79

* Residents are attendees who live within the county in which the cultural event occurred; nonresidents live outside of the county.



This report reinforces why many cities and towns across the nation are stepping up to support the continued growth of arts and culture. Not only do the arts provide a much needed social escape for many in our communities—they also help drive local economies. Having an abundance of unique arts and events means more revenue for local businesses and makes our communities more attractive to young, talented professionals—whose decisions on where to start a career or business are increasingly driven by quality of life and the availability of cultural amenities.

BART PETERSON

Mayor of Indianapolis, IN
President, National League of Cities



ARTS & CULTURE TOURISTS SPEND MORE AND STAY LONGER

As communities compete for a tourist's dollar, arts and culture have proven to be magnets for travelers and their money. Local businesses are able to grow because travelers extend the length of their trips to attend cultural events. Travelers who include arts and culture events in their trips differ from other U.S. travelers in a number of ways.ⁱⁱⁱ

Arts and culture travelers:

- Spend more (\$623 vs. \$457)
- Use a hotel, motel, or bed-and-breakfast (62 percent vs. 55 percent)
- Spend \$1,000 or more (19 percent vs. 12 percent)
- Travel longer (5.2 nights vs. 3.4 nights)

A 2001 research study by the Travel Industry Association of America and Partners in Tourism^{iv} indicates that:

- 65 percent of all adult travelers attended an arts and culture event while on a trip that was 50+ miles away from home.
- 32 percent of these cultural travelers stayed longer because of the event.
- Of those that stayed longer, 57 percent extended their trips by one or more nights.



ARTS VOLUNTEERISM

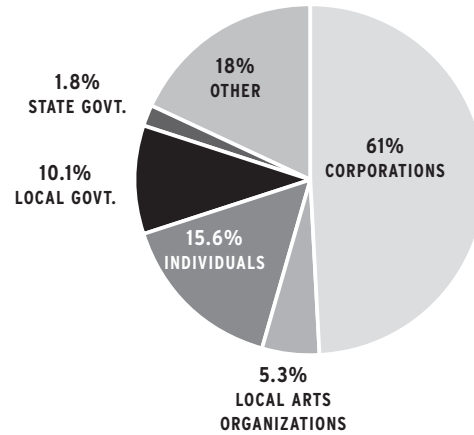
Arts & Economic Prosperity III reveals a significant contribution to nonprofit arts and culture organizations as a result of volunteerism. The average city and county in the study had 5,174 arts volunteers who donated 191,499 hours to nonprofit arts and culture organizations, a donation valued at \$3.4 million.^v The 6,080 responding organizations had an average of 125 volunteers who volunteered 45.3 hours each, for a total of 4,857 hours per organization. While these arts volunteers may not have an economic impact as defined in this study, they clearly have an enormous impact on their communities by helping arts and culture organizations function as a viable industry.

IN-KIND CONTRIBUTIONS

The organizations surveyed for this study provided data about their in-kind support (e.g., donated assets,

office space, airfare, or advertising space). Seventy-one percent of the responding organizations received in-kind support, averaging \$47,906 each during the 2005 fiscal year. Corporations were the largest provider of in-kind services.

SOURCES OF IN-KIND CONTRIBUTIONS TO NONPROFIT ARTS & CULTURE ORGANIZATIONS



Conclusion

Nonprofit arts and culture organizations in the United States drive a \$166 billion industry—a growth industry that supports 5.7 million full-time jobs and generates nearly \$30 billion in government revenue annually. Arts and culture organizations—businesses in their own right—leverage significant event-related spending by their audiences that pumps vital revenue into restaurants, hotels, retail stores, parking garages, and

other local businesses. This study lays to rest a common misconception: that communities support arts and culture at the expense of local economic development. In fact, communities are investing in an industry that supports jobs, generates government revenue, and is the cornerstone of tourism. This report shows conclusively that, locally as well as nationally, the arts mean business.

The Arts & Economic Prosperity III Calculator

UNDERSTANDING THE ARTS & ECONOMIC PROSPERITY III CALCULATOR

Because of the variety of communities studied and the rigor with which the *Arts & Economic Prosperity III* study was conducted, nonprofit arts and culture organizations located in communities that did not participate in the study can estimate their local economic impact by using this tool. Estimates can be derived for both spending by nonprofit arts and culture organizations and event-related spending generated by their audiences.

ESTIMATING THE IMPACT OF ARTS AND CULTURE ORGANIZATIONS

Researchers developed a calculator that provides an estimated economic impact per \$100,000 of spending by nonprofit arts and culture organizations. Thus, every \$100,000 of spending by a nonprofit arts and culture organization has the following estimated total impact on its community.

AN EXAMPLE OF HOW TO USE TABLE 1

An administrator from an arts and culture organization that spends \$250,000 wants to determine the organization's economic impact on full-time equivalent employment on its community of 300,000 people. The administrator would:

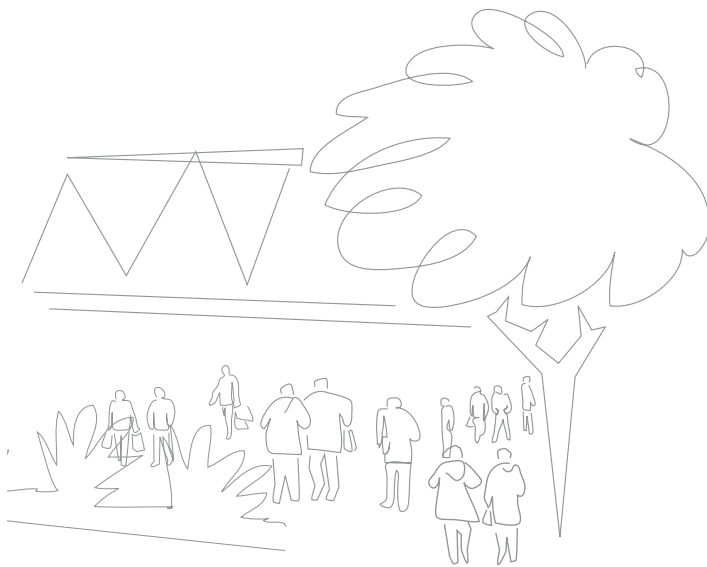
1. Find the appropriate population grouping in Table 1—in this example, the “250,000 to 499,999” population grouping;
2. Determine the amount spent by the nonprofit arts and culture organization—in this example, \$250,000;
3. Divide that total expenditure by 100,000; and

TABLE 1: ECONOMIC IMPACT PER \$100,000 OF SPENDING BY ORGANIZATIONS

POPULATION COHORT	FULL-TIME EQUIVALENT JOBS	RESIDENT HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
Fewer than 50,000	2.80	\$60,617	\$2,952	\$3,732
50,000 to 99,999	3.09	\$65,759	\$3,411	\$3,895
100,000 to 249,999	2.86	\$64,897	\$3,588	\$4,051
250,000 to 499,999	2.99	\$68,933	\$3,571	\$4,428
500,000 to 999,999	3.02	\$71,881	\$3,944	\$4,554
1,000,000 or More	2.90	\$70,003	\$4,010	\$4,018
Avg. of All Study Regions	2.94	\$66,944	\$3,589	\$4,121
Standard Deviation	0.58	\$10,804	\$1,062	\$980
95% Confidence Interval	0.11	\$1,975	\$194	\$179

4. Multiply the resulting figure by the FTE Jobs economic impact ratio from the “250,000 to 499,999” population grouping in Table 1.

Thus, \$250,000 divided by 100,000 equals 2.5; 2.5 times **2.99** (from Table 1) equals a total of **7.5** full-time equivalent jobs supported within the community. The same estimate can be made for household income and revenues to local and state government.



ESTIMATING THE IMPACT OF ARTS AND CULTURE AUDIENCES

The economic impact of event-related spending by arts and culture audiences can be derived similarly.

The first step is to locate the median dollar amount spent per person directly as a result of attending a nonprofit arts and culture event (excluding the cost of admission). Identify your population group column; the number at the bottom is the per attendee estimate of event-related spending.

Once the proper median per person event-related expenditure has been selected, that amount must be multiplied by the total attendance to your organization’s arts and culture events. This will provide an estimated total amount of event-related audience spending. Using this total dollar figure, the following table can be used to determine the economic impact of audience spending. Thus, every \$100,000 of event-related spending by nonprofit arts and culture audiences generates the following total economic impact on the community:

TABLE 2: MEDIAN PER PERSON EVENT-RELATED AUDIENCE SPENDING

	POPULATION COHORT					
	FEWER THAN 50,000	50,000 TO 99,999	100,000 TO 249,999	250,000 TO 499,999	500,000 TO 999,999	1,000,000 OR MORE
Refreshments during event	\$2.38	\$2.31	\$2.51	\$2.32	\$3.06	\$3.03
Meals before/after event	\$9.38	\$8.23	\$9.53	\$10.11	\$11.19	\$10.69
Souvenirs and gifts	\$4.12	\$2.16	\$2.81	\$2.22	\$3.43	\$3.66
Clothing or accessories	\$1.67	\$1.20	\$1.12	\$1.80	\$1.61	\$1.44
Transportation (gas, bus, taxi)	\$2.40	\$2.18	\$2.02	\$2.59	\$2.78	\$2.67
Child care	\$0.31	\$0.24	\$0.29	\$0.38	\$0.36	\$0.30
Lodging (one night only)	\$4.88	\$2.58	\$3.12	\$2.73	\$5.28	\$5.11
Other/miscellaneous	\$1.39	\$0.56	\$0.76	\$0.70	\$1.19	\$0.82
TOTAL	\$28.26	\$22.65	\$24.45	\$24.54	\$29.77	\$28.05

TABLE 3: ECONOMIC IMPACT PER \$100,000 OF EVENT-RELATED SPENDING BY ARTS AUDIENCES

POPULATION COHORT	MEDIAN PER PERSON EVENT-RELATED EXPENDITURE	FULL-TIME EQUIVALENT JOBS	RESIDENT HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
Less than 50,000	\$28.26	2.62	\$36,083	\$4,176	\$4,731
50,000 to 99,999	\$22.65	2.64	\$40,564	\$3,972	\$4,655
100,000 to 249,999	\$24.45	2.97	\$43,562	\$5,073	\$5,398
250,000 to 499,999	\$24.54	2.87	\$47,946	\$4,992	\$5,974
500,000 to 999,999	\$29.77	2.67	\$43,685	\$5,127	\$5,386
1,000,000 and above	\$28.05	2.56	\$43,291	\$5,229	\$5,610
Avg. of All Study Regions	\$26.91	2.75	\$42,823	\$4,800	\$5,317
Standard Deviation		0.55	\$10,223	\$1,662	\$1,703
95% Confidence Interval		0.10	\$1,868	\$304	\$311

AN EXAMPLE OF HOW TO USE TABLES 2 AND 3

An administrator wants to determine the economic impact of his organization’s 25,000 arts and culture event attendees on full-time equivalent employment in his community of 300,000 people. The administrator would:

1. Find the appropriate population grouping in each table—in this case, the “250,000 to 499,999” population grouping;
2. Use Table 2 to find the median per person expenditure for that population group—in this example, \$24.54 per person;
3. Determine the total audience spending by multiplying the median per person expenditure by the total attendance (25,000)— $\$24.54 \times 25,000 = \$613,500$;
4. Divide the total audience spending amount by 100,000; and
5. Multiply that figure by the FTE Jobs economic impact results from the “250,000 to 499,999” population grouping in Table 3.

Thus, \$613,500 divided by 100,000 equals 6.135; 6.135 times **2.87 FTE Jobs** (from Table 3) equals a total of **17.6** full-time equivalent jobs supported within the community. The same estimates can be made for household income and revenue to local and state government.

When using estimates derived by the *Arts & Economic Prosperity III* Calculator, always keep the following caveats in mind:

1. The results of this analysis are based on averages of similarly populated communities.
2. Your results are estimates. This method of estimating economic impact is not a substitute for conducting a customized economic impact study on your community. (The Standard Deviation and the 95 percent confidence interval provide a sense of how well the averages represent the sets of numbers from which they were derived.)
3. Input/output models were customized for each of these similarly populated communities, providing very specific employment, household income, and government revenue data.

About This Study

The **Arts & Economic Prosperity III** study was conducted by Americans for the Arts to document the economic impact of the nonprofit arts and culture industry in 156 communities and regions (116 cities and counties, 35 multicounty regions, and five states), representing all 50 states and the District of Columbia.

The diverse communities range in population (four thousand to three million) and type (rural to urban).

The study focuses solely on nonprofit arts and culture organizations and their audiences. Public arts councils and public presenting facilities/institutions are included, as are select programs embedded within another organization (that have their own budgets and play substantial roles in the cultural life of communities).

The study excludes spending by individual artists and the for-profit arts and entertainment sector (e.g., Broadway or the motion picture industry).

Detailed expenditure data was collected from 6,080 arts and culture organizations and 94,478 of their attendees. The project economists, from the Georgia Institute of Technology, customized input/output

analysis models for each study region to provide specific and reliable economic impact data about the nonprofit arts and culture industries, specifically full-time equivalent jobs, household income, and local and state government revenue.

156 LOCAL AND REGIONAL STUDY PARTNERS

Americans for the Arts published a Call for Participants in 2005, seeking communities interested in participating in the **Arts & Economic Prosperity III** study. Of the more than 200 participants that expressed interest, 156 agreed to participate and complete four participation criteria: 1) identify and code the universe of nonprofit arts and culture organizations in their study region; 2) disseminate, collect, and review for accuracy expenditure surveys from those organizations; 3) conduct audience-intercept surveys at a minimum of 18 diverse arts events; and 4) pay a modest cost-sharing fee (no community was refused participation for an inability to pay).

The arts have been and continue to be an important part of Arizona's culture. By igniting the mind, the arts can spark new ways of thinking, communicating, and doing business.

JANET NAPOLITANO
 Governor of Arizona
 Chair, National Governors Association

SURVEYS OF ORGANIZATIONS

Each of the 156 study regions attempted to identify its complete universe of nonprofit arts and culture organizations using the Urban Institute's National Taxonomy of Exempt Entity codes as a guideline.^{vi} Eligible nonprofit arts and culture organizations—those whose primary purpose is to promote appreciation for and understanding of the visual, performing, folk, and media arts—received a web-based survey. Sent via e-mail, the survey collected detailed information about their fiscal year 2005 expenditures in more than 40 expenditure categories, including labor, local

and nonlocal artists, operations, materials, facilities, and asset acquisition. Data was collected from 6,080 organizations for this study. Response rates for the 156 communities averaged 41.3 percent and ranged from 10.4 percent to 100 percent. Responding organizations had budgets ranging from a low of \$0 to a high of \$159.2 million. Each study region's results are based solely on the actual survey data collected, not on fiscal projections. The less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

THE FOLLOWING NTEE^{vi} CATEGORIES OF NONPROFIT ARTS, CULTURE, AND HUMANITIES ORGANIZATIONS WERE INCLUDED IN THIS STUDY:

A02 Management and Technical Assistance Organizations	A31 Film and Video Organizations	A57 Science and Technology Museums	A6B Singing or Choral Organizations
A03 Professional Societies and Associations	A32 Public Access Television Studios	A58 Sports and Hobby Museums	A6C Music Groups, Bands, or Ensembles
A05 Research Institutes and Policy Analysis Organizations	A40 Visual Arts Organizations	A59 Specialized Museums	A6D Music Composition Organizations
A11 Single Support Organizations	A45 Architectural Organizations	A61 Performing Arts Centers	A6E Performing Arts Schools
A12 Fund Raising and Fund Distributing Organizations	A46 Drawing Organizations	A62 Dance Organizations	A71 Art History Organizations
A23 Cultural and Ethnic Awareness Organizations	A47 Ceramic Arts Organizations	A63 Ballet Organizations	A76 Literary Service Organizations and Activities
A24 Folk Arts and Traditional Arts Organizations	A48 Art Conservation Organizations	A64 Choreography Organizations	A82 Historical Societies
A25 Arts Education Organizations	A51 Art Museums	A65 Theaters	A84 Fairs, Festivals, and other Commemorative Events
A26 Arts Councils and City Presenting Facilities	A52 Children's Museums	A66 Playwriting Organizations	A91 Artist Service Organizations
	A53 Folk Arts and Ethnic Museums	A67 Musical Theaters	
	A54 History Museums	A68 Music Organizations	
	A55 Marine and Maritime Museums	A69 Symphony Orchestras	
	A56 Natural History and Natural Science Museums	A6A Theaters	

SURVEYS OF AUDIENCES

Audience-intercept surveying, a common and accepted research method, was completed in 152 of the 156 study regions to measure spending by audiences at nonprofit arts and culture events. Patrons were asked to complete a short survey while attending an event. A total of 94,478 attendees completed the survey for an average of 673 surveys per community. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging. Data was collected throughout the year (to guard against seasonal spikes or drop-offs in attendance) as well as at a broad range

of events (a night at the opera will typically yield more spending than a Saturday children's theater production, for example). Using total attendance data for 2005 (collected from the organization surveys), standard statistical methods were then used to derive a reliable estimate of total expenditures by attendees in each community. The survey respondents provided information about the entire party with whom they were attending the event. With an average travel party size of three people, this data actually represents the spending patterns of more than 280,000 attendees, significantly increasing the reliability of the data.

The arts benefit communities as well as individuals. Cities and towns with flourishing cultural activities attract business and tourists and provide tremendous incentives for families. There are wonderful models in Massachusetts and across the country of communities that have integrated cultural institutions into revitalization efforts. They have strengthened their economies and greatly improved quality of life in their neighborhoods.

Edward Kennedy

U.S. Senate (MA)

Co-Chair, Senate Cultural Caucus



ECONOMIC ANALYSIS

A common theory of community growth is that an area must export goods and services if it is to prosper economically. This theory is called economic-base theory, and it depends on dividing the economy into two sectors: the export sector and the local sector. Exporters, such as automobile manufacturers, hotels, and department stores, obtain income from customers outside of the community. This "export income" then enters the local economy in the form of salaries, purchases of materials, dividends, and so forth, and becomes income to local residents. Much of it is spent locally; some, however, is spent for goods imported from outside of the community. The dollars spent locally have a positive economic impact as they continue to circulate through the local economy. This theory applies to arts organizations as well as to other producers.

On a personal level, I recognize the joyous celebration I experience from the arts and as a policy-maker, I recognize the tremendous economic contribution of the arts, from the most sophisticated urban center to the most precious rural community.

Leticia Van de Putte

Texas State Senate

President, National Conference of State Legislatures



We in the public sector need to keep in mind what an important role the arts play in economic development. Part of a community's vibrancy is defined by its arts and culture quality and diversity. All the things we do at county level to support the arts can make a difference, and I encourage county officials to step up to make sure their communities understand the linkage between local economic development and the arts.

Linda Langston

Linn County Supervisor (IA)

Chair, Arts Commission, National Association of Counties

STUDYING ECONOMIC IMPACT USING INPUT/OUTPUT ANALYSIS

To derive the most reliable economic impact data, input/output analysis is used to measure the impact of expenditures by nonprofit arts and culture organizations and their audiences. This is a highly regarded type of economic analysis that has been the basis for two Nobel Prizes in economics. The models are systems of mathematical equations that combine statistical methods and economic theory in an area of study called econometrics. The analysis traces how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for this study because it can be customized specifically to each community.

An input/output model was customized for each of the 156 participating study regions based on the local dollar flow between 533 finely detailed industries within its economy. This was accomplished by using detailed data on employment, incomes, and government revenues provided by the U.S. Department of Commerce (e.g., County Business Patterns, Regional Economic Information System, Survey of State and Local Finance), local tax data (sales taxes, property taxes, and miscellaneous local option taxes), as well as the survey data from the responding nonprofit arts and culture organizations and their audiences.

THE INPUT/OUTPUT PROCESS

The input/output model is based on a table of 533 finely detailed industries showing local sales and purchases. The local and state economy of each community is researched so the table can be customized for each community. The basic purchase patterns for local industries are derived from a similar table for the U.S. economy for 2002 (the latest detailed data available from the U.S. Department of Commerce). The table is first reduced to reflect the unique size and industry mix of the local economy, based on data from County Business Patterns and the Regional Economic Information System of the U.S. Department of Commerce. It is then adjusted so that only transactions with local businesses are recorded in the interindustry part of the table. This technique compares supply and demand and estimates the additional imports or exports required to make total supply equal total demand. The resulting table shows the detailed sales and purchase patterns of the local industries. The 533-industry table is then aggregated to reflect the general activities of 32 industries plus local households, creating a total of 33 industries. To trace changes in the economy, each column is converted to show the direct requirements per dollar of gross output for each sector. This direct-requirements table represents the "recipe" for producing the output of each industry.

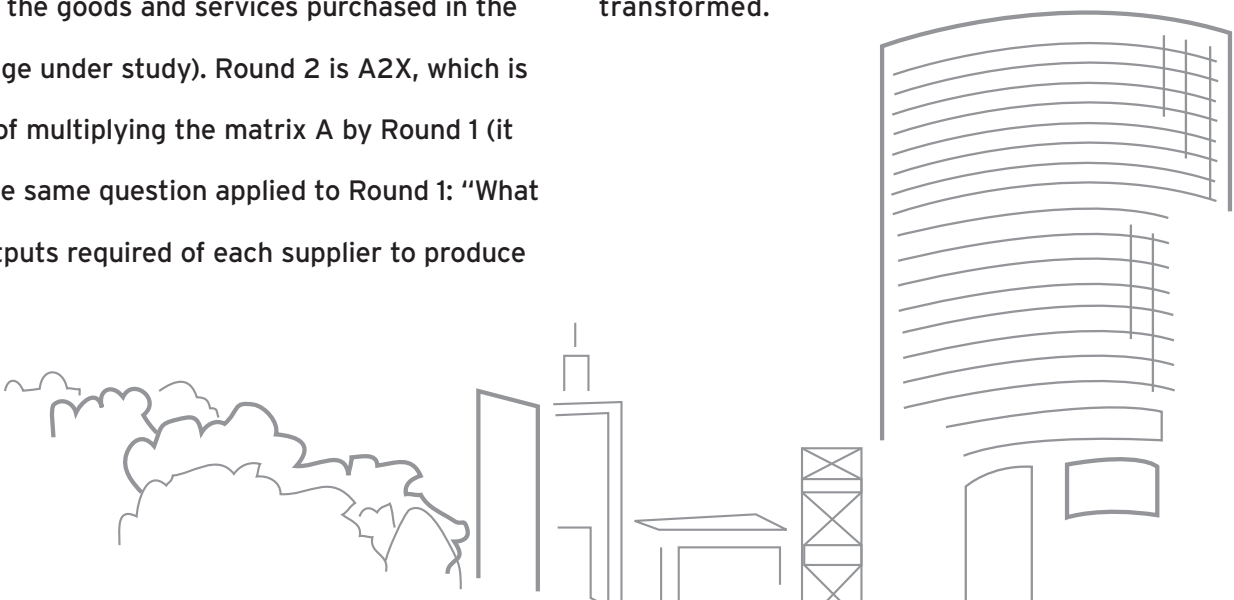
The economic impact figures for **Arts & Economic Prosperity III** were computed using what is called an “iterative” procedure. This process uses the sum of a power series to approximate the solution to the economic model. This is what the process looks like in matrix algebra:

$$T = IX + AX + A^2X + A^3X + \dots + A^nX.$$

T is the solution, a column vector of changes in each industry’s outputs caused by the changes represented in the column vector X. A is the 33 by 33 direct-requirements matrix. This equation is used to trace the direct expenditures attributable to nonprofit arts organizations and their audiences. A multiplier effect table is produced that displays the results of this equation. The total column is T. The initial expenditure to be traced is IX (I is the identity matrix, which is operationally equivalent to the number 1 in ordinary algebra). Round 1 is AX, the result of multiplying the matrix A by the vector X (the outputs required of each supplier to produce the goods and services purchased in the initial change under study). Round 2 is A²X, which is the result of multiplying the matrix A by Round 1 (it answers the same question applied to Round 1: “What are the outputs required of each supplier to produce

the goods and services purchased in Round 1 of this chain of events?”). Each of columns 1 through 12 in the multiplier effects table represents one of the elements in the continuing but diminishing chain of expenditures on the right side of the equation. Their sum, T, represents the total production required in the local economy in response to arts activities.

Calculation of the total impact of the nonprofit arts on the outputs of other industries (T) can now be converted to impacts on the final incomes to local residents by multiplying the outputs produced by the ratios of household income to output and employment to output. Thus, the employment impact of changes in outputs due to arts expenditures is calculated by multiplying elements in the column of total outputs by the ratio of employment to output for the 32 industries in the region. Changes in household incomes, local government revenues, and state government revenues due to nonprofit arts expenditures are similarly transformed.



NATIONAL ESTIMATES

To derive the national estimates, the 116 city and county study participants—multiregions and states are excluded from this analysis—were first stratified into six population groups, and an economic impact average was calculated for each group. Second, the nation's largest 12,662 cities were assigned to one of the six groups based on its population, as supplied by the U.S. Census Bureau. Third, each city was assigned the economic impact average for its population group. Finally, the values of the cities were added together to determine the national economic impact findings. The two largest U.S. cities, New York and Los Angeles, each with more than \$1 billion in organizational expenditures, were excluded from this study to avoid inflating the national estimates. In addition, Laguna Beach, CA, and Teton County, WY, were removed when calculating the national estimates due to their comparably high levels of economic activity in the population category.

North Dakota's participation in this study shows the economic impact the arts can have in rural and urban economies alike. We look forward to the state arts council further exploring the role of arts in rural economic development.

Jack Dalrymple
Lieutenant Governor of North Dakota
Chair Elect, National Lieutenant Governors Association

LEARN MORE ABOUT

ARTS & ECONOMIC PROSPERITY III

Visit www.AmericansForTheArts.org/EconomicImpact to access free resources you can use to help make the economic case for arts funding and arts-friendly policies in your community:

- A downloadable and customizable PowerPoint presentation that effectively communicates this study's findings.
- **Arts & Economic Prosperity III Highlights Pamphlet.**
- **Arts & Economic Prosperity III Summary Report.**
- **Arts & Economic Prosperity III National Report,** complete with national and local findings, background, scope, and methodology.
- A press release announcing the study results.
- Sample Opinion-Editorials.

The Arts & Economic Prosperity Calculator is a handy tool that enables users to estimate the economic impact of their organization.

ENDNOTES

¹ This figure includes only income tax paid on the \$104.2 billion in resident household income at the rate of 12.1 percent, the average percentage of adjustable gross income paid to the Internal Revenue Service in 2004 (latest data available).

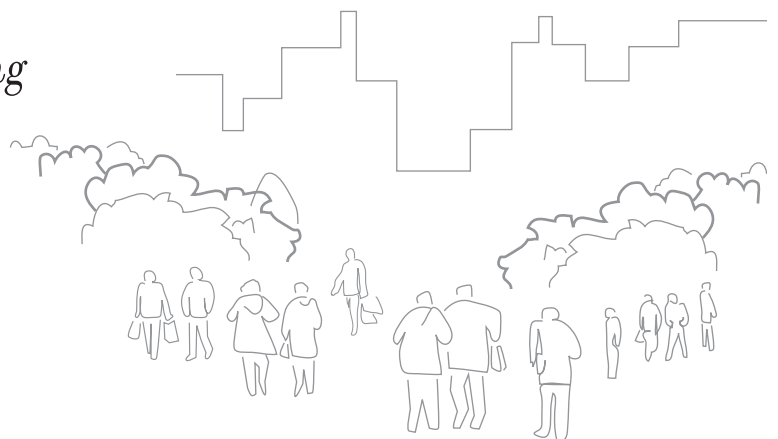
² The U.S. Department of Labor Bureau of Labor Statistics reports that there were 130,307,840 nonself-employed individuals in the U.S. workforce during 2005.

³ The Historic/Cultural Traveler, 2001 (TravelScope Survey).

⁴ Americans for the Arts, 2002.

⁵ Independent Sector, 2007.

⁶ National Taxonomy of Exempt Entities—developed by the National Center for Charitable Statistics at the Urban Institute—is a definitive classification system for nonprofit organizations recognized as tax exempt by the Internal Revenue Code. This system divides the entire universe of nonprofit organizations into 10 broad categories, including "Arts, Culture, and Humanities." The Urban Institute reports that 94,314 nonprofit arts and culture organizations were registered with the IRS in 2005, up from 74,446 in 1999.



Frequently Used Terms

This section provides a glossary of economic impact terminology, sorted alphabetically in ascending order.

CULTURAL TOURISM

Travel directed toward experiencing the arts, heritage, and special character of a place.

DIRECT ECONOMIC IMPACT

A measure of the economic effect of the initial expenditure within a community. For example, when the symphony pays its players, each musician's salary, the associated government taxes, and full-time equivalent employment status represent the direct economic impact.

DIRECT EXPENDITURES

The first round of expenditures in the economic cycle. A paycheck from the symphony to the violin player and a ballet company's purchase of dance shoes are examples of direct expenditures.

ECONOMETRICS

The process of using statistical methods and economic theory to develop a system of mathematical equations that measures the flow of dollars between local industries. The input/output model developed for this study is an example of an econometric model.

ECONOMETRICIAN

An economist who designs, builds, and maintains econometric models.

FULL-TIME EQUIVALENT (FTE) JOBS

A term that describes the total amount of labor employed. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. It is a manager's discretion to hire one full-time employee, two half-time employees, four quarter-time employees, etc. Almost always, more people are affected than are reflected in the number of FTE jobs reported due to the abundance of part-time employment, especially in the nonprofit arts and culture industry.

INDIRECT IMPACT

Each time a dollar changes hands, there is a measurable economic impact. When people and businesses receive money, they respense much of that money locally. Indirect impact measures the effect of this respensing on jobs, household income, and revenue to local and state government. It is often referred to as secondary spending or the dollars "rippling" through a community. When funds are eventually spent nonlocally, they are considered to have "leaked out" of the community and therefore cease to have a local economic impact. Indirect impact is the sum of the impact of all rounds of spending.

INPUT/OUTPUT ANALYSIS

A system of mathematical equations that combines statistical methods and economic theory in an area of economic study called econometrics. Economists use this model (occasionally called an interindustry model) to measure how many times a dollar is respensed in, or "ripples" through, a community before it leaks out (see Leakage). The model is based on a matrix that tracks the dollar flow between 533 finely detailed industries in each community. It allows researchers to determine the economic impact of local spending by nonprofit arts and culture organizations on jobs, household income, and government revenue.

LEAKAGE

The money that community members spend outside of a community. This nonlocal spending has no economic impact within the community. A ballet company purchasing shoes from a nonlocal manufacturer is an example of leakage. If the shoe company were local, the expenditure would remain within the community and create another round of spending by the shoe company.

MULTIPLIER (often called Economic Activity Multiplier)

An estimate of the number of times that a dollar changes hands within the community before it leaks out of the community (for example, the theater pays the actor, the actor spends money at the grocery store, the grocery store pays its cashier, and so on). This estimate is quantified as one number by which all expenditures are multiplied. For example, if the arts are a \$10 million industry and a multiplier of three is used, then it is estimated that these arts organizations have a total economic impact of \$30 million. The convenience of a multiplier is that it is one simple number; its shortcoming, however, is its reliability. Users rarely note that the multiplier is developed by making gross estimates of the industries within the local economy with no allowance for differences in the characteristics of those industries, usually resulting in an overestimation of the economic impact. In contrast, the input-output model employed in **Arts & Economic Prosperity III** is a type of economic analysis tailored

specifically to each community and, as such, provides more reliable and specific economic impact results.

RESIDENT HOUSEHOLD INCOME (often called Personal Income)

The salaries, wages, and entrepreneurial income residents earn and use to pay for food, mortgages, and other living expenses. It is important to note that resident household income is not just salary. When a business receives money, for example, the owner usually takes a percentage of the profit, resulting in income for the owner.

REVENUE TO LOCAL AND STATE GOVERNMENT

Local and state government revenue is not derived exclusively from income, property, sales, and other taxes. It also includes license fees, utility fees, user fees, and filing fees. Local government revenue includes funds to city and county government, schools, and special districts.

Frequently Asked Questions

This section answers some common questions about this study and the methodology used to complete it.

HOW WERE THE 156 PARTICIPATING COMMUNITIES AND REGIONS SELECTED?

In 2005, Americans for the Arts published a Call for Participants for communities interested in participating in the **Arts & Economic Prosperity III** study. Of the more than 200 participants that expressed interest, 156 agreed to participate and complete four participation criteria: (1) identify and code the universe of nonprofit arts and culture organizations in their study region; (2) disseminate, collect, and review for accuracy expenditure surveys from those organizations; (3) conduct audience-intercept surveys at a minimum of 15 diverse arts events; and (4) pay a modest cost-sharing fee (no community was refused participation for an inability to pay).

HOW WERE THE ELIGIBLE NONPROFIT ARTS ORGANIZATIONS IN EACH COMMUNITY SELECTED?

Local partners attempted to identify their universe of nonprofit arts and culture organizations using the Urban

Institute's National Taxonomy of Exempt Entity (NTEE) codes as a guideline. Eligible organizations included those whose primary purpose is to promote appreciation for and understanding of the visual, performing, folk, and media arts. Public arts councils, public presenting facilities or institutions, and embedded organizations that have their own budget also were included if they play a substantial role in the cultural life of the community.

WHAT TYPE OF ECONOMIC ANALYSIS WAS DONE TO DETERMINE THE STUDY RESULTS?

An input/output analysis model was customized for each of the participating communities and regions to determine the local economic impact their nonprofit arts and culture organizations and arts audiences. Americans for the Arts, which conducted the research, worked with a highly regarded economist to design the input/output model used for this study.

WHAT OTHER INFORMATION WAS COLLECTED IN ADDITION TO THE ARTS SURVEYS?

In addition to detailed expenditure data provided by the surveyed organizations, extensive wage, labor, tax, and commerce data were collected from local, state, and federal governments for use in the input/output model.

WHY DOESN'T THIS STUDY USE A MULTIPLIER?

When many people hear about an economic impact study, they expect the result to be quantified in what is often called a multiplier or an economic activity multiplier. The economic activity multiplier is an estimate of the number of times a dollar changes hands within the community (e.g., a theater pays its actor, the actor spends money at the grocery store, the grocery store pays the cashier, and so on). It is quantified as one number by which expenditures are multiplied. The convenience of the multiplier is that it is one simple number. Users rarely note, however, that the multiplier is developed by making gross estimates of the industries within the local economy and does not allow for differences in the characteristics of those industries. Using an economic activity multiplier usually results in an overestimation of the economic impact and therefore lacks reliability.

HOW IS THE ECONOMIC IMPACT OF ARTS AND CULTURE ORGANIZATIONS DIFFERENT FROM OTHER INDUSTRIES?

Any time money changes hands there is a measurable economic impact. Social service organizations, libraries, and all entities that spend money have an economic impact. What makes the economic impact of arts and culture organizations unique is that, unlike most other industries, they induce large amounts of related spending by their audiences. For example, when patrons attend a performing arts event, they may purchase dinner at a restaurant, eat dessert after the show, and return home and pay the babysitter. All of these expenditures have a positive and measurable impact on the economy.

WILL MY LOCAL LEGISLATORS BELIEVE THESE RESULTS?

Yes, this study makes a strong argument to legislators, but you may need to provide them with some extra help. It will be up to the user of this report to educate the public about economic impact studies in general and the results of this study in particular. The user may need to explain (1) the study methodology used; (2) that economists created an input/output model for each community and region in the study; and (3) the difference between input/output analysis and a multiplier. The good news is that as the number of economic impact studies completed by arts organizations and other special interest areas increases, so does the sophistication of community leaders whose influence these studies are meant to affect. Today, most decision-makers want to know what methodology is being used and how and where the data were gathered.

You can be confident that the input/output analysis used in this study is a highly regarded model in the field of economics (the basis of two Nobel Prizes in economics). However, as in any professional field, there is disagreement about procedures, jargon, and the best way to determine results. Ask 12 artists to define art and you will get 24 answers; expect the same of economists. You may meet an economist who believes that these studies should be done differently (for example, a cost-benefit analysis of the arts).

HOW CAN A COMMUNITY NOT PARTICIPATING IN THE ARTS AND ECONOMIC PROSPERITY III STUDY APPLY THESE RESULTS?

Because of the variety of communities studied and the rigor with which the **Arts & Economic Prosperity III** study was conducted, nonprofit arts and culture organizations located in communities that were not part of the study can estimate their local economic impact. Estimates can be derived by using the **Arts & Economic Prosperity III** Calculator (found at www.AmericansForTheArts.org/EconomicImpact). Additionally, users will find sample PowerPoint presentations, press releases, Op-Ed, and other strategies for proper application of their estimated economic impact data.



Acknowledgements

Americans for the Arts wishes to express its gratitude to the many people across the country who made **Arts & Economic Prosperity III** possible and assisted with its development and production. Special thanks to the Paul G. Allen Family Foundation, the John D. and Catherine T. MacArthur Foundation, and The Ruth Lilly Fund for Americans for the Arts for their financial support. Our local and statewide project partners contributed both time and financial support to the study.

ALABAMA

Cultural Alliance of Greater Birmingham

ALASKA

Anchorage Cultural Council
Homer Council on the Arts

ARIZONA

Chandler Center for the Arts
City of Mesa Arts and Cultural Division
City of Phoenix Office of Arts and Culture
City of Tempe Cultural Services Division
Tucson Pima Arts Council

ARKANSAS

Walton Arts Center (Northwest Arkansas)

CALIFORNIA

Arts Council Silicon Valley (Santa Clara County)
Arts Council of Sonoma County
City of Fullerton Cultural Affairs
City of Glendale Department of Parks,
Recreation, and Community Services
City of Pasadena Cultural Affairs Division
City of Walnut Creek Department of Arts,
Recreation, and Community Services
Cultural Council of Santa Cruz County
Laguna Beach Alliance for the Arts
North Coast Cultural Coalition
(Humboldt County)
Riverside Arts Council
San Francisco Arts Commission
Santa Barbara County Arts Commission

COLORADO

Arts Alive Fort Collins
Bee Vradenburg Foundation (Colorado Springs)
Boulder Arts Commission
City of Loveland Museum and Gallery
Gunnison Council for the Arts

CONNECTICUT

Greater Hartford Arts Council

DELAWARE

Delaware Division of the Arts

DISTRICT OF COLUMBIA

Cultural Alliance of Greater Washington
D.C. Commission on the Arts and Humanities

FLORIDA

Bay Arts Alliance (Bay County)
Broward County Cultural Division
City of Gainesville Department of Parks,
Recreation, and Cultural Affairs
City of Orlando Office of Communications
and Neighborhood Enhancement
City of Winter Park Department of Planning
and Community Development
Miami-Dade County Department
of Cultural Affairs
MyRegion.org (in Partnership with United
Arts of Central Florida)
Orange County Arts and Cultural Affairs Office
Palm Beach County Cultural Council
Pinellas County Cultural Affairs Department

GEORGIA

City of Atlanta Bureau of Cultural Affairs
City of Savannah Department of Cultural Affairs

HAWAII

Maui Arts and Cultural Center

IDAHO

Boise City Arts Commission
Wood River Arts Alliance

ILLINOIS

Champaign County Arts, Culture, and
Entertainment Council
Illinois Arts Alliance (Chicago)

INDIANA

Arts Council of Indianapolis
Community Foundation of Saint Joseph County

IOWA

Iowa Cultural Corridor Alliance (Cedar Rapids)

KANSAS

Salina Arts and Humanities Commission
The Arts Council (Sedgwick County)

KENTUCKY

Fund for the Arts (Louisville-Jefferson County)

LOUISIANA

Shreveport Regional Arts Council

MAINE

Portland Arts and Cultural Alliance

MARYLAND

Arts & Humanities Council
of Montgomery County
Baltimore Office of Promotion and the Arts
Prince George's County Arts Council

MASSACHUSETTS

City of Pittsfield Office of Cultural Development

MICHIGAN

Arts Council of Greater Kalamazoo

MINNESOTA

Arrowhead Regional Arts Council
(Arrowhead Region)
Arts and Culture Partnership (Saint Paul)
Central Minnesota Arts Board
(Central Minnesota)
East Central Arts Council
(East Central Minnesota)
Five Wings Arts Council
(Brainerd Lakes Region)
Lake Region Arts Council
(Minnesota Lake Region)
Metropolitan Regional Arts Council
(Minnesota Twin Cities' Metro Region)
Minneapolis Division of Cultural Affairs
(Minneapolis)
Minnesota Citizens for the Arts
(State of Minnesota)
Northwest Regional Arts Council
(Northwest Minnesota)
Prairie Lakes Regional Arts Council
(South Central Minnesota)
Region 2 Arts Council
(North Central Minnesota)
Southeast Minnesota Arts Council
(Southeast Minnesota)
Southwest Minnesota Arts and Humanities
Council (Southwest Minnesota)
St. Cloud Arts Commission (St. Cloud)
St. Croix Valley Community Foundation
(Washington and Chisago Counties)

MISSISSIPPI

Meridian Arts Council (Lauderdale County)

MISSOURI

Arts Council of Metropolitan Kansas City
St. Louis Regional Arts Commission

MONTANA

Missoula Cultural Council

NEBRASKA

Lincoln Arts Council

NEVADA

City of Las Vegas Division of Leisure
Services (Clark County)

NEW HAMPSHIRE

Art-Speak (Portsmouth/Seacoast Area)

NEW JERSEY

Newark Arts Council
New Brunswick Cultural Center

NEW MEXICO

Doña Ana Arts Council

NEW YORK

Arts and Cultural Council of Greater Rochester
Arts Council in Buffalo and Erie County/Niagara
Erie Regional Coalition
Orange County Department of Planning
Suffolk County Department of Economic
Development, Film & Cultural Affairs
Ulster County Arts Council
Westchester Arts Council

NORTH CAROLINA

Arts and Science Council of
Charlotte/Mecklenburg
The Arts Council of Winston-Salem
and Forsyth County
Asheville Area Arts Council
United Arts Council of Greensboro
United Arts Council of Raleigh and Wake County

NORTH DAKOTA

Lake Agassiz Arts Council
Minot Area Council of the Arts
North Dakota Council on the Arts

OHIO

Fine Arts Fund (Cincinnati Region)
Greater Columbus Arts Council
Mansfield Fine Arts Center

OKLAHOMA

Arts and Humanities Council of Tulsa

OREGON

Arts Council of Southern Oregon
Regional Arts and Culture Council (Portland)

PENNSYLVANIA

Arts Council of Erie
Bradford County Regional Arts Council
Citizens for the Arts in Pennsylvania
Cultural Council of Luzerne County
Greater Philadelphia Cultural Alliance
Greater Pittsburgh Arts Council
Jump Street (Greater Harrisburg)
Lackawanna County Council on Education
and Culture
LancasterArts
Laurel Arts (Somerset County)
Lehigh Valley Arts Council

RHODE ISLAND

City of Providence Department of Art,
Culture, and Tourism

SOUTH CAROLINA

Cultural Council of Richland
and Lexington Counties

SOUTH DAKOTA

Dahl Arts Center/Rapid City Arts Council

TENNESSEE

Metropolitan Nashville Arts Commission

TEXAS

Abilene Cultural Affairs Council
City of Austin Economic Growth
and Redevelopment Services Office
Houston Arts Alliance

UTAH

Utah Shakespearean Festival (Iron County)

VERMONT

Arts Council of Windham County
Flynn Center for the Performing Arts
(Greater Burlington)

VIRGINIA

Alexandria Commission for the Arts
Arlington County Cultural Affairs Division
Arts Council of Fairfax County

WASHINGTON

Allied Arts of Whatcom County
Bainbridge Island Arts and Humanities Council
City of Seattle Office of Arts and Cultural Affairs
Tacoma Economic Development Department

WEST VIRGINIA

Oglebay Institute (Wheeling)

WISCONSIN

Cultural Alliance of Greater Milwaukee
Fox Cities Performing Arts Center
(Northeast Wisconsin Region)
Oshkosh Opera House Foundation
Overture Center for the Arts (Dane County)
St. Croix Valley Community Foundation
Viterbo College/School District of La Crosse
Wausau Area Performing Arts Foundation
(Marathon County)
Wisconsin Arts Board

WYOMING

Center for the Arts (Teton County)

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Introduction: The Detailed Data Tables and Their Explanations

Tables 1 through 27 summarize the collected data and the analyzed results for each of the participating study regions. Detailed nonprofit arts and culture organization expenditure and attendance data were collected from 156 study regions. Audience expenditure data were collected from 152 study regions.

The name of each study region is listed in the far left-hand column (Column One) of each table.

The tables follow the format of the list below. The data for the 116 study regions that encompass an individual city or county are presented in six groupings that are stratified by their 2005 population. These groupings are followed by a list of the 35 study regions that include multiple cities or multiple counties. The last page of each table lists the five statewide study regions.

Population Group	2005 Population of Study Region	Number of Participating Study Regions
Group A	Less than 50,000	15
Group B	50,000 to 99,999	18
Group C	100,000 to 249,999	29
Group D	250,000 to 499,999	19
Group E	500,000 to 999,999	19
Group F	1,000,000 or More	16
Total Cities and Counties		116
Regional Study Regions	Varying	35
Statewide Study Regions	Varying	5
Total Number of Participating Study Regions:		156

Averages, medians, totals, standard deviations, and confidence intervals have been calculated where appropriate for each group. These summary statistics are located at the end of each section.

Throughout the tables, some study regions have been identified by table endnotes (e.g., ¹). If applicable, detailed descriptions of the table endnotes are located on the last page of each table under the heading "Table Notes."

Explanation of Table 1: Population of the 156 Participating Study Regions

This table presents for each study region the definition of the region studied, the year 2005 population, and the name of the local partner organization that sponsored the study. Summary statistics are calculated for each population group.

Column Two:

The type of region that was studied. Thirty-five study regions included multiple cities or multiple counties; they are listed separately, and each individual city or county included in the study region is listed. Five study regions encompassed an entire state; they are listed separately on the last page of the table.

Column Three:

The year 2005 population of each study region as reported by the U.S. Census Bureau. The U.S. Census Bureau develops these estimates with the assistance of the Federal State Cooperative Program for Population Estimates (FSCPE). These estimates are updated annually and are used in federal funding allocations, as denominators for vital rates and per capita time series, as survey controls, and in monitoring recent demographic changes.

Column Four:

The name of the partner organization in each study region. The study partner organization served as the local project sponsor and mobilized the arts community in the region to complete the data collection requirements.

**Table 1:
Population of the 156 Participating Study Regions**

Group A			
Population Fewer than 50,000			
Sample Size = 15			
	Type of Study Region	2005 Population	Name of Study Partner Organization
Homer, AK	City	5,364	Homer Council on the Arts
Gunnison County, CO	County	14,226	Gunnison Council for the Arts
Teton County, WY	County	19,032	Center for the Arts
Bainbridge Island, WA	City	21,951	Bainbridge Island Arts and Humanities Council
Fairfax, VA	City	21,963	Fairfax Commission on the Arts
Laguna Beach, CA	City	24,127	Laguna Beach Alliance for the Arts
Winter Park, FL	City	28,179	Winter Park Dept. of Planning and Community Development
Wheeling, WV	City	29,639	Oglebay Institute
Dover, DE	City	34,288	Delaware Division of the Arts
Iron County, UT	County	38,311	Utah Shakespearean Festival
Pierce County, WI	County	39,102	St. Croix Valley COMMUNITY Foundation
Pittsfield, MA	City	43,860	Pittsfield Office of Cultural Development
Windham County, VT	County	44,143	Arts Council of Windham County
Polk County, WI	County	44,329	St. Croix Valley COMMUNITY Foundation
Salina, KS	City	45,956	Salina Arts and Humanities Commission
Group A Average		30,298	
Group A Median		29,639	

**Table 1:
Population of the 156 Participating Study Regions**

Group B Population 50,000 to 99,999 Sample Size = 18			
	Type of Study Region	2005 Population	Name of Study Partner Organization
New Brunswick, NJ	City	50,156	New Brunswick Cultural Center
La Crosse, WI	City	50,287	Viterbo College in partnership with the School District of La Crosse
Mansfield, OH	City	50,615	Mansfield Fine Arts Center
Lancaster, PA	City	54,757	LancasterArts
Loveland, CO	City	59,563	Loveland Museum and Gallery
Bradford County, PA	County	62,537	Bradford County Regional Arts Council
Missoula, MT	City	62,923	Missoula Cultural Council
Oshkosh, WI	City	63,485	Oshkosh Opera House Foundation
Portland, ME	City	63,889	Portland Arts and Cultural Alliance
Walnut Creek, CA	City	64,196	Walnut Creek Dept. of Arts, Recreation, and Community Services
Saint Cloud, MN	City	65,792	St. Cloud Arts Commission/United Arts of Central Minnesota
Wilmington, DE	City	72,786	Delaware Division of the Arts
St. Croix County, WI	County	77,144	St. Croix Valley COMMUNITY Foundation
Lauderdale County, MS	County	77,218	Meridian Arts Council
Somerset County, PA	County	78,907	Laurel Arts
Josephine County, OR	County	80,761	Arts Council of Southern Oregon
Miami Beach, FL	City	87,925	Miami-Dade County Dept. of Cultural Affairs
Boulder, CO	City	91,685	Boulder Arts Commission

Group B Average
Group B Median

67,479
64,043

**Table 1:
Population of the 156 Participating Study Regions**

Group C Population 100,000 to 249,999 Sample Size = 29		2005	2005	Name of Study Partner Organization
	Type of Study Region		Population	
Abilene, TX	City		114,757	Abilene Cultural Affairs Council
Fort Collins, CO	City		128,026	Arts Alive Fort Collins
Humboldt County, CA	County		128,376	North Coast Cultural Coalition
Savannah, GA	City		128,453	Savannah Dept. of Cultural Affairs
Marathon County, WI	County		128,941	Wausau Area performing Arts Foundation
Fullerton, CA	City		132,787	Fullerton Cultural Affairs
Alexandria, VA	City		135,337	Alexandria Commission for the Arts
Island of Maui, HI	County		139,884	Maui Arts and Cultural Center
Pasadena, CA	City		143,731	Pasadena Cultural Affairs Division
Greater Burlington, VT	Chittenden County		149,613	Flynn Center for the performing Arts
Tempe, AZ	City		161,143	Tempe Cultural Services Division
Bay County, FL	County		161,558	Bay Arts Alliance
Providence, RI	City		176,862	Providence Dept. of Art, Culture, and Tourism
Ulster County, NY	County		182,693	Ulster County Arts Council
Whatcom County, WA	County		183,471	Allied Arts of Whatcom County
Champaign County, IL	County		184,905	40 North/88 West
Doña Ana County, NM	County		189,444	Doña Ana Arts Council
Boise, ID	City		193,161	Boise City Arts Commission
Tacoma, WA	City		195,898	Tacoma Economic Development Dept.
Arlington County, VA	County		195,965	Arlington County Cultural Affairs Division
Glendale, CA	City		200,065	Glendale Dept. of Parks, Recreation, and Community Services
Lackawanna County, PA	County		209,525	Lackawanna County Council on Education and Culture
Orlando, FL	City		213,223	Orlando Office of Communications and Neighborhood Enhancement
Buncombe County, NC	County		218,876	asheville Area Arts Council
Alachua County, FL	County		223,852	Gainesville Dept. of Parks, Recreation, and Cultural Affairs
Chandler, AZ	City		234,939	Chandler Center for the Arts
Lincoln, NE	City		239,213	Lincoln Arts Council
Kalamazoo County, MI	County		240,536	Arts Council of Greater Kalamazoo
Santa Cruz County, CA	County		249,666	Cultural Council of Santa Cruz County
Group C Average			178,790	
Group C Median			183,471	

**Table 1:
Population of the 156 Participating Study Regions**

Group D Population 250,000 to 499,999 Sample Size = 19		2005	
	Type of Study Region	Population	Name of Study Partner Organization
Saint Joseph County, IN	County	266,160	Community Foundation of Saint Joseph County
Anchorage, AK	City	275,043	Anchorage Cultural Council
Saint Paul, MN	City	275,150	Arts and Culture Partnership of Saint Paul
Erie County, PA	County	280,446	Arts Council of Erie
Newark, NJ	City	280,666	Newark Arts Council
Luzerne County, PA	County	312,861	Cultural Council of Luzerne County
Forsyth County, NC	County	325,967	The Arts Council of Winston-Salem and Forsyth County
Colorado Springs, CO	City	369,815	Bee Vradenburg Foundation
Minneapolis, MN	City	372,811	Minneapolis Dept. of Planning and Economic Development
Orange County, NY	County	372,893	Orange County Dept. of Planning
Tulsa, OK	City	382,457	Arts and Humanities Council of Tulsa
Miami, FL	City	386,417	Miami-Dade County Dept. of Cultural Affairs
Santa Barbara County, CA	County	400,762	Santa Barbara County Arts Commission
Mesa, AZ	City	442,780	Mesa Arts and Cultural Division
Guilford County, NC	County	443,519	United Arts Council of Greensboro
Dane County, WI	County	458,106	Overture Center for the Arts
Sedgwick County, KS	County	466,061	Wichita/Sedgwick County Arts Council
Sonoma County, CA	County	466,477	Arts Council of Sonoma County
Atlanta, GA	City	470,688	Atlanta Bureau of Cultural Affairs
Group D Average		371,004	
Group D Median		372,893	

**Table 1:
Population of the 156 Participating Study Regions**

Group E Population 500,000 to 999,999 Sample Size = 19		2005 Population	Name of Study Partner Organization
	Type of Study Region		
Nashville-Davidson County, TN	Unified City/County	549,110	Metropolitan Nashville Arts Commission
District of Columbia	City	550,521	D.C. Commission on the Arts and Humanities
Seattle, WA	City	573,911	Seattle Office of Arts and Cultural Affairs
Baltimore, MD	City	635,815	Baltimore Office of Promotion and the Arts
Jefferson County, AL	County	657,229	Cultural Alliance of Greater Birmingham
Austin, TX	City	690,252	Austin Economic Growth and Redevelopment Services Office
Louisville-Jefferson County, KY	Unified City/County	699,827	Fund for the Arts
Monroe County, NY	County	733,366	Arts and Cultural Council of Greater Rochester
San Francisco, CA	Unified City/County	739,426	San Francisco Arts Commission
Wake County, NC	County	748,815	United Arts Council of Raleigh and Wake County
Indianapolis, IN	City	784,118	Arts Council of Indianapolis
Mecklenburg County, NC	County	796,372	Arts and Science Council of Charlotte/Mecklenburg
Prince George's County, MD	County	846,123	Prince George's County Arts Council
Greater Hartford, CT	County	877,393	Greater Hartford Arts Council
Milwaukee County, WI	County	921,654	Cultural Alliance of Greater Milwaukee
Pima County, AZ	County	924,786	Tucson Pima Arts Council
Montgomery County, MD	County	927,583	Arts & Humanities Council of Montgomery County
Pinellas County, FL	County	928,032	Pinellas County Arts Council
Westchester County, NY	County	940,807	Westchester Arts Council
Group E Average		764,481	
Group E Median		748,815	

**Table 1:
Population of the 156 Participating Study Regions**

Group F Population 1,000,000 or More Sample Size = 16		2005	2005	Name of Study Partner Organization
	Type of Study Region		Population	
Fairfax County, VA	County		1,006,529	Arts Council of Fairfax County
Orange County, FL	County		1,023,023	Orange County Arts and Cultural Affairs Office
Greater Columbus, OH	Franklin County		1,090,771	Greater Columbus Arts Council
Allegheny County, PA	County		1,235,841	Greater Pittsburgh Arts Council
Palm Beach County, FL	County		1,268,548	Palm Beach County Cultural Council
City and County of St. Louis, MO	Independent City and County		1,349,028	St. Louis Regional Arts Commission
Phoenix, AZ	City		1,461,575	Phoenix Office of Arts and Culture
Philadelphia County, PA	County		1,463,281	Greater Philadelphia Cultural Alliance
Suffolk County, NY	County		1,474,927	Suffolk County Office of Film and Cultural Affairs
Santa Clara County, CA	County		1,699,052	Arts Council Silicon Valley
Clark County, NV	County		1,710,551	Las Vegas Office of Cultural Affairs
Broward County, FL	County		1,777,638	Broward County Cultural Division
Riverside County, CA	County		1,946,419	Riverside Arts Council
Houston, TX	City		2,016,582	Houston Arts Alliance
Miami-Dade County, FL	County		2,376,014	Miami-Dade County Dept. of Cultural Affairs
Chicago, IL	City		2,842,518	Illinois Arts Alliance
Group F Average			1,608,894	
Group F Median			1,469,104	

Total Number of Study Regions (Groups A - F)	116
Average Population (Groups A - F)	466,987
Median (Groups A - F)	229,396

**Table 1:
Population of the 156 Participating Study Regions**

Regional Study Regions			
All Populations Sample Size = 35		2005	
	Type of Study Region	Population	Name of Study Partner Organization
Wood River Valley, ID	The Cities of Hailey, Ketchum, and Sun Valley	12,172	Wood River Arts Alliance
Portsmouth Seacoast Area (NH,ME)	The City of Portsmouth and the Town of Rye in New Hampshire, and the Town of Kittery in Maine	36,368	Art-Speak
Greater Minot, ND	McHenry, McLean, Mountrail, Renville, and Ward Counties	78,817	Minot Area Council of the Arts
North Central Minnesota	Beltrami, Clearwater, Hubbard, Lake of the Woods, and Mahnomen Counties	79,742	Region 2 Arts Council
Northwest Minnesota	Kittson, Marshall, Norman, Pennington, Polk, Red Lake and Roseau Counties	87,313	Northwest Regional Arts Council
East Central Minnesota	Chisago, Isanti, Kanabec, Mille Lacs, and Pine Counties	157,444	East Central Arts Council
Minnesota Brainerd Lakes Region	Cass, Crow Wing, Morrison, Todd, and Wadena Counties	159,868	Five Wings Arts Council
Black Hills Region, SD	Butte, Custer, Fall River, Lawrence, Meade, Pennington, and Shannon Counties	178,840	Dahl Arts Center/Rapid City Arts Council
Fargo-Moorhead Region (ND,MN)	Cass County in North Dakota and Clay County in Minnesota	184,857	Lake Agassiz Arts Council
Minnesota Lake Region	Becker, Clay, Douglas, Grant, Otter Tail, Pope, Stevens, Traverse and Wilkin Counties	216,306	Lake Region Arts Council
South Central Minnesota	Blue Earth, Brown, Faribault, LeSueur, Martin, Nicollet, Sibley, Waseca and Watonwan Counties	225,211	Prairie Lakes Regional Arts Council
Southwest Minnesota	Big Stone, Chippewa, Cottonwood, Jackson, Kandiyohi, Lac qui Parle, Lincoln, Lyon, McLeod, Meeker, Murray, Nobles, Pipestone, Redwood, Renville, Rock, Swift and Yellow Medicine Counties	283,491	Southwest Minnesota Arts and Humanities Council
Minnesota Arrowhead Region	Aitkin, Carlton, Cook, Itasca, Koochiching, Lake and St. Louis Counties	322,193	Arrowhead Regional Arts Council
Washington and Chisago Counties, MN	Chisago and Washington Counties	367,295	St. Croix Valley COMMUNITY Foundation
Northwest Arkansas	Benton and Washington Counties in Arkansas	367,295	Walton Arts Center
Central Minnesota	Benton, Sherburne, Stearns, and Wright Counties	373,641	Central Minnesota Arts Board
Northeast Wisconsin	Calumet, Outagamie, and Winnebago Counties	374,625	Fox Cities performing Arts Center
Southeast Minnesota	Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, and Winona Counties	480,603	Southeast Minnesota Arts Council
Cedar Rapids/Iowa City Cultural Corridor, IA	Benton, Buchanan, Cedar, Delaware, Iowa, Johnson, Jones, Linn, Louisa, Muscatine, and Washington Counties	512,887	Iowa Cultural Corridor Alliance
St. Croix Valley Region (WI,MN)	Pierce, Polk, and St. Croix Counties in Wisconsin and Chisago and Washington Counties in Minnesota	527,870	St. Croix Valley COMMUNITY Foundation
Northwest Louisiana	The Parishes of Bienville, Bossier, Caddo, Claiborne, DeSoto, Lincoln, Natchitoches, Red River, Sabine and Webster	569,974	Shreveport Regional Arts Council

**Table 1:
Population of the 156 Participating Study Regions**

Regional Study Regions (Continued)			
All Populations Sample Size = 35	Type of Study Region	2005 Population	Name of Study Partner Organization
Greater Columbia, SC	Richland and Lexington Counties	575,350	Cultural Council of Richland and Lexington Counties
Lehigh Valley, PA	Carbon, Lehigh, and Northampton Counties	680,159	Lehigh Valley Arts Council
East Maricopa County, AZ	The Cities of Chandler, Mesa, and Tempe	838,862	Phoenix Office of Arts and Culture
Greater Buffalo, NY	Erie and Niagara Counties	1,147,711	Arts Council of Buffalo and Erie County/Niagara Erie Regional Coalition
Greater Portland, OR	Clackamas, Multnomah, and Washington Counties	1,523,690	Regional Arts and Culture Council
Greater Harrisburg, PA	Cumberland, Dauphin, Lancaster, Lebanon, Perry, and York Counties	1,546,753	Jump Street
Kansas City Metro Region (MO,KS)	Clay, Jackson, and Platte Counties in Missouri and Johnson and Wyandotte Counties in Kansas	1,609,434	Arts Council of Metropolitan Kansas City
Greater Birmingham, AL	Bibb, Blount, Calhoun, Chilton, Cullman, Etowah, Jefferson, Shelby, St. Clair, Talladega, Tuscaloosa, and Walker Counties	1,634,707	Cultural Alliance of Greater Birmingham
Greater Cincinnati Region (OH,KY,IN)	Butler, Clermont, Hamilton, and Warren Counties in Ohio and Boone, Campbell, and Kenton in Kentucky and Dearborn County in Indiana	1,940,545	Fine Arts Fund
Greater Milwaukee, WI	Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties	1,968,951	Cultural Alliance of Greater Milwaukee
Minnesota Twin Cities' Metro Region	Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, and Washington Counties	2,746,987	Metropolitan Regional Arts Council
Central Florida Region	Brevard, Lake, Orange, Osceola, Polk, Seminole, and Volusia Counties	3,497,472	MyRegion.com (in Partnership with United Arts of Central Florida)
Greater Washington Metro Region (DC,VA,MD)	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	3,684,021	Cultural Alliance of Greater Washington
Greater Philadelphia, PA	Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties	3,890,181	Greater Philadelphia Cultural Alliance

Average Population (Regional Study Regions)

939,475

Median Population (Regional Study Regions)

480,603

**Table 1:
Population of the 156 Participating Study Regions**

Statewide Study Regions			
All Populations Sample Size = 5		2005 Population	Name of Study Partner Organization
	Type of Study Region		
State of North Dakota	State	636,677	North Dakota Council on the Arts
State of Delaware	State	843,524	Delaware Division of the Arts
State of Minnesota	State	5,132,799	Minnesota Citizens for the Arts
State of Wisconsin	State	5,536,201	Wisconsin Arts Board
State of Pennsylvania	State	12,429,616	Citizens for the Arts in Pennsylvania
Average Population (Statewide Study Regions)		4,915,763	
Median Population (Statewide Study Regions)		5,132,799	

Explanation of Table 2: Total Expenditures Made by Nonprofit Arts and Culture Organizations and Their Audiences per Study Region during Fiscal 2005

This table presents for each study region the total spending by the nonprofit arts and culture industry—both nonprofit arts and culture organizations and their audiences—during fiscal 2005. Summary statistics are calculated for each population group.

Column Two:

The operating expenditures made by responding nonprofit arts and culture organizations in each study region during fiscal 2005. Operating expenditure categories include payroll and payroll taxes, facility expenses, overhead and administrative expenses, programmatic expenses, and event production costs including payments to artists. (See the organizational expenditure survey instrument in Appendix B for a detailed breakdown of organizational expenditure categories.) These data represent the organizations that responded to the survey in each study region only; no extrapolations were made for nonresponding organizations.

Column Three:

The capital expenditures of responding nonprofit arts and culture organizations in each study region during fiscal 2005. Capital expenditures include purchases of art, equipment, and real estate. Capital expenditures also include construction and renovation costs. These data represent the organizations that responded to the survey in each study region only; no extrapolations were made for nonresponding organizations.

Column Four:

The total organizational expenditures of nonprofit arts and culture organizations in each study region during fiscal 2005. This figure is the sum of operating expenditures (Column Two) and capital expenditures (Column Three). These data represent the organizations that responded to the survey in each study region only; no extrapolations were made for nonresponding organizations.

Column Five:

The total expenditures made by arts audiences as a direct result of their attendance to nonprofit arts and culture events in each study region during fiscal 2005. For example, when patrons attend an arts and culture event they may purchase dinner at a restaurant, pay a valet to park their car, eat dessert after the event, and/or pay a babysitter upon returning home. (See the audience expenditure survey instrument in Appendix B for a detailed breakdown of audience expenditure categories.)

Column Six:

The total spending by the nonprofit arts and culture industry in each study region during fiscal 2005. This figure is the sum of total organizational expenditures (Column Four) and total event-related spending by arts audiences (Column Five).

**Table 2:
Total Expenditures Made by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	Organizational Operating Expenditures	Organizational Capital Expenditures	Total Organizational Expenditures	Audience Spending (Arts-Event Related)	Total Spending (Both Organizations and Audiences)
Homer, AK	\$1,233,292	\$14,916	\$1,248,208	\$1,405,193	\$2,653,401
Gunnison County, CO	\$1,060,750	\$26,158	\$1,086,908	\$4,359,638	\$5,446,546
Teton County, WY	\$16,266,970	\$1,954,948	\$18,221,918	\$47,378,418	\$65,600,336
Bainbridge Island, WA	\$4,741,359	\$141,349	\$4,882,708	\$3,778,825	\$8,661,533
Fairfax, VA ¹	\$6,568,625	\$200	\$6,568,825	\$4,684,909	\$11,253,734
Laguna Beach, CA	\$21,968,207	\$987,296	\$22,955,503	\$31,903,052	\$54,858,555
Winter Park, FL	\$8,947,307	\$7,928,219	\$16,875,526	\$18,567,495	\$35,443,021
Wheeling, WV	\$3,989,275	\$76,737	\$4,066,012	\$4,286,001	\$8,352,013
Dover, DE ²	\$4,155,187	\$74,791	\$4,229,978	\$1,514,770	\$5,744,748
Iron County, UT	\$9,088,036	\$80,544	\$9,168,580	\$13,296,775	\$22,465,355
Pierce County, WI	\$1,154,670	\$15,222	\$1,169,892	\$2,264,949	\$3,434,841
Pittsfield, MA	\$7,085,511	\$1,645,270	\$8,730,781	\$8,300,532	\$17,031,313
Windham County, VT	\$1,646,600	\$58,584	\$1,705,184	\$1,873,009	\$3,578,193
Polk County, WI	\$800,185	\$38,612	\$838,797	\$1,620,388	\$2,459,185
Salina, KS	\$6,609,963	\$5,297,634	\$11,907,597	\$11,843,380	\$23,750,977
Group A Average	\$6,354,396	\$1,222,699	\$7,577,094	\$10,471,822	\$18,048,917
Percent of Group A Total	35.2%	6.8%	42.0%	58.0%	100.0%
Group A Median	\$4,741,359	\$76,737	\$4,882,708	\$4,359,638	\$8,661,533

**Table 2:
Total Expenditures Made by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Group B Population 50,000 to 99,999 Sample Size = 18	Organizational Operating Expenditures	Organizational Capital Expenditures	Total Organizational Expenditures	Audience Spending (Arts-Event Related)	Total Spending (Both Organizations and Audiences)
New Brunswick, NJ	\$18,464,996	\$2,141,612	\$20,606,608	\$15,968,028	\$36,574,636
La Crosse, WI	\$1,308,802	\$122	\$1,308,924	\$1,278,333	\$2,587,257
Mansfield, OH	\$3,683,329	\$568,233	\$4,251,562	\$1,955,502	\$6,207,064
Lancaster, PA ³	\$7,569,677	\$2,250,196	\$9,819,873	\$18,042,766	\$27,862,639
Loveland, CO	\$4,735,723	\$386,716	\$5,122,439	\$4,695,287	\$9,817,726
Bradford County, PA ³	\$1,685,147	\$159,764	\$1,844,911	\$2,059,477	\$3,904,388
Missoula, MT	\$11,204,530	\$807,639	\$12,012,169	\$22,359,132	\$34,371,301
Oshkosh, WI	\$3,001,454	\$131,721	\$3,133,175	\$2,892,660	\$6,025,835
Portland, ME	\$12,692,122	\$597,290	\$13,289,412	\$15,354,455	\$28,643,867
Walnut Creek, CA	\$17,973,983	\$650,202	\$18,624,185	\$37,581,797	\$56,205,982
Saint Cloud, MN ²	\$3,207,410	\$172,038	\$3,379,448	\$1,439,006	\$4,818,454
Wilmington, DE ²	\$34,028,600	\$8,930,597	\$42,959,197	\$20,482,180	\$63,441,377
St. Croix County, WI	\$3,256,123	\$74,819	\$3,330,942	\$3,098,910	\$6,429,852
Lauderdale County, MS	\$846,017	\$94,418	\$940,435	\$1,947,039	\$2,887,474
Somerset County, PA ³	\$962,157	\$13,253	\$975,410	\$1,334,396	\$2,309,806
Josephine County, OR	\$909,072	\$4,002	\$913,074	\$1,894,672	\$2,807,746
Miami Beach, FL ²	\$47,393,013	\$1,686,143	\$49,079,156	\$79,186,677	\$128,265,833
Boulder, CO	\$9,791,955	\$581,403	\$10,373,358	\$17,207,535	\$27,580,893
Group B Average	\$10,150,784	\$1,069,454	\$11,220,238	\$13,820,992	\$25,041,229
Percent of Group B Total	40.5%	4.3%	44.8%	55.2%	100.0%
Group B Median	\$4,209,526	\$477,475	\$4,687,001	\$3,897,099	\$8,123,789

**Table 2:
Total Expenditures Made by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Group C Population 100,000 to 249,999 Sample Size = 29	Organizational Operating Expenditures	Organizational Capital Expenditures	Total Organizational Expenditures	Audience Spending (Arts-Event Related)	Total Spending (Both Organizations and Audiences)
Abilene, TX	\$5,402,818	\$86,154	\$5,488,972	\$12,364,527	\$17,853,499
Fort Collins, CO	\$5,215,553	\$111,032	\$5,326,585	\$10,648,242	\$15,974,827
Humboldt County, CA	\$6,762,443	\$1,092,718	\$7,855,161	\$8,242,570	\$16,097,731
Savannah, GA	\$11,870,329	\$10,018,322	\$21,888,651	\$24,743,875	\$46,632,526
Marathon County, WI	\$5,206,511	\$530,287	\$5,736,798	\$4,029,995	\$9,766,793
Fullerton, CA	\$6,387,237	\$54,012,209	\$60,399,446	\$9,085,134	\$69,484,580
Alexandria, VA	\$12,736,469	\$905,412	\$13,641,881	\$66,367,513	\$80,009,394
Island of Maui, HI	\$7,429,273	\$4,185,760	\$11,615,033	\$10,572,810	\$22,187,843
Pasadena, CA	\$124,965,730	\$13,362,813	\$138,328,543	\$41,763,835	\$180,092,378
Greater Burlington, VT	\$17,457,697	\$270,034	\$17,727,731	\$9,165,266	\$26,892,997
Tempe, AZ	\$4,420,418	\$22,311,475	\$26,731,893	\$1,256,763	\$27,988,656
Bay County, FL	\$1,312,542	\$15,262	\$1,327,804	\$1,856,657	\$3,184,461
Providence, RI	\$37,888,771	\$2,737,839	\$40,626,610	\$71,183,167	\$111,809,777
Ulster County, NY	\$2,827,302	\$310,608	\$3,137,910	\$838,505	\$3,976,415
Whatcom County, WA	\$8,588,832	\$50,564	\$8,639,396	\$5,463,163	\$14,102,559
Champaign County, IL	\$14,395,478	\$2,103,239	\$16,498,717	\$8,654,148	\$25,152,865
Doña Ana County, NM	\$1,903,529	\$119,066	\$2,022,595	\$1,830,851	\$3,853,446
Boise, ID	\$18,654,064	\$993,582	\$19,647,646	\$18,376,411	\$38,024,057
Tacoma, WA	\$18,294,236	\$602,024	\$18,896,260	\$17,862,058	\$36,758,318
Arlington County, VA	\$74,424,272	\$3,381,754	\$77,806,026	\$7,485,611	\$85,291,637
Glendale, CA	\$5,262,074	\$143,603	\$5,405,677	\$7,084,902	\$12,490,579
Lackawanna County, PA ³	\$9,572,632	\$1,189,743	\$10,762,375	\$6,246,988	\$17,009,363
Orlando, FL	\$34,537,646	\$2,217,472	\$36,755,118	\$58,720,328	\$95,475,446
Buncombe County, NC	\$16,677,167	\$79,985	\$16,757,152	\$48,370,771	\$65,127,923
Alachua County, FL	\$15,247,777	\$6,951,693	\$22,199,470	\$18,775,533	\$40,975,003
Chandler, AZ	\$1,778,425	\$127,842	\$1,906,267	\$5,215,164	\$7,121,431
Lincoln, NE	\$19,676,550	\$1,108,275	\$20,784,825	\$15,483,822	\$36,268,647
Kalamazoo County, MI	\$48,981,058	\$2,382,541	\$51,363,599	\$17,361,284	\$68,724,883
Santa Cruz County, CA	\$15,302,796	\$414,336	\$15,717,132	\$16,292,040	\$32,009,172
Group C Average	\$19,075,160	\$4,545,367	\$23,620,527	\$18,115,239	\$41,735,766
Percent of Group C Total	45.7%	10.9%	56.6%	43.4%	100.0%
Group C Median	\$11,870,329	\$993,582	\$16,498,717	\$10,572,810	\$27,988,656

**Table 2:
Total Expenditures Made by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Group D Population 250,000 to 499,999 Sample Size = 19	Organizational Operating Expenditures	Organizational Capital Expenditures	Total Organizational Expenditures	Audience Spending (Arts-Event Related)	Total Spending (Both Organizations and Audiences)
Saint Joseph County, IN	\$15,322,161	\$1,918,594	\$17,240,755	\$13,236,739	\$30,477,494
Anchorage, AK	\$23,843,978	\$4,065,073	\$27,909,051	\$17,246,202	\$45,155,253
Saint Paul, MN ²	\$170,092,652	\$14,007,817	\$184,100,469	\$125,987,636	\$310,088,105
Erie County, PA ³	\$7,954,670	\$259,303	\$8,213,973	\$6,688,309	\$14,902,282
Newark, NJ	\$72,210,920	\$2,035,175	\$74,246,095	\$103,410,306	\$177,656,401
Luzerne County, PA ³	\$8,079,494	\$37,694	\$8,117,188	\$8,088,241	\$16,205,429
Forsyth County, NC	\$47,311,649	\$8,344,982	\$55,656,631	\$48,130,840	\$103,787,471
Colorado Springs, CO	\$27,482,278	\$7,594,157	\$35,076,435	\$59,620,160	\$94,696,595
Minneapolis, MN ²	\$179,947,706	\$53,398,061	\$233,345,767	\$94,668,144	\$328,013,911
Orange County, NY	\$5,065,600	\$4,041,889	\$9,107,489	\$7,022,104	\$16,129,593
Tulsa, OK	\$3,020,257	\$269,728	\$3,289,985	\$19,913,838	\$23,203,823
Miami, FL ²	\$145,071,578	\$131,446,492	\$276,518,070	\$297,776,721	\$574,294,791
Santa Barbara County, CA	\$34,436,364	\$1,760,401	\$36,196,765	\$41,403,715	\$77,600,480
Mesa, AZ	\$8,720,428	\$20,555,982	\$29,276,410	\$18,296,619	\$47,573,029
Guilford County, NC	\$13,364,765	\$469,784	\$13,834,549	\$16,896,928	\$30,731,477
Dane County, WI	\$56,046,698	\$2,753,370	\$58,800,068	\$52,202,493	\$111,002,561
Sedgwick County, KS	\$23,812,659	\$3,775,531	\$27,588,190	\$21,556,618	\$49,144,808
Sonoma County, CA	\$24,619,285	\$3,759,834	\$28,379,119	\$31,924,927	\$60,304,046
Atlanta, GA	\$107,692,359	\$6,246,455	\$113,938,814	\$160,866,007	\$274,804,821
Group D Average	\$51,268,184	\$14,038,964	\$65,307,149	\$60,259,818	\$125,566,967
Percent of Group D Total	40.8%	11.2%	52.0%	48.0%	100.0%
Group D Median	\$24,619,285	\$3,775,531	\$29,276,410	\$31,924,927	\$60,304,046

**Table 2:
Total Expenditures Made by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	Organizational Operating Expenditures	Organizational Capital Expenditures	Total Organizational Expenditures	Audience Spending (Arts-Event Related)	Total Spending (Both Organizations and Audiences)
Nashville-Davidson County, TN	\$61,038,261	\$69,136,250	\$130,174,511	\$68,369,723	\$198,544,234
District of Columbia	\$608,401,942	\$19,438,135	\$627,840,077	\$118,923,541	\$746,763,618
Seattle, WA	\$140,724,954	\$26,322,998	\$167,047,952	\$92,755,761	\$259,803,713
Baltimore, MD	\$120,383,876	\$34,121,259	\$154,505,135	\$115,570,436	\$270,075,571
Jefferson County, AL	\$58,007,230	\$3,447,592	\$61,454,822	\$63,993,015	\$125,447,837
Austin, TX	\$104,738,424	\$28,806,184	\$133,544,608	\$138,150,328	\$271,694,936
Louisville-Jefferson County, KY ⁴	\$102,800,000	\$4,225,328	\$107,025,328	\$152,498,413	\$259,523,741
Monroe County, NY	\$107,983,483	\$25,618,982	\$133,602,465	\$65,270,925	\$198,873,390
San Francisco, CA	\$378,040,134	\$81,661,363	\$459,701,497	\$572,950,773	\$1,032,652,270
Wake County, NC	\$42,450,461	\$1,286,523	\$43,736,984	\$62,025,896	\$105,762,880
Indianapolis, IN	\$149,462,057	\$32,474,880	\$181,936,937	\$286,903,247	\$468,840,184
Mecklenburg County, NC	\$60,185,832	\$1,753,819	\$61,939,651	\$96,020,123	\$157,959,774
Prince George's County, MD ⁵	\$10,503,993	\$252,112	\$10,756,105	\$24,950,928	\$35,707,033
Greater Hartford, CT ²	\$123,242,644	\$21,563,744	\$144,806,388	\$99,267,096	\$244,073,484
Milwaukee County, WI	\$140,494,166	\$4,811,721	\$145,305,887	\$90,103,155	\$235,409,042
Pima County, AZ	\$27,841,994	\$959,595	\$28,801,589	\$28,740,607	\$57,542,196
Montgomery County, MD ⁵	\$43,228,587	\$8,418,797	\$51,647,384	\$65,398,529	\$117,045,913
Pinellas County, FL	\$55,747,124	\$3,833,014	\$59,580,138	\$100,129,427	\$159,709,565
Westchester County, NY	\$65,376,291	\$6,643,112	\$72,019,403	\$47,856,516	\$119,875,919
Group E Average	\$126,350,076	\$19,725,021	\$146,075,098	\$120,519,918	\$266,595,016
Percent of Group E Total	47.4%	7.4%	54.8%	45.2%	100.0%
Group E Median	\$102,800,000	\$8,418,797	\$130,174,511	\$92,755,761	\$198,873,390

**Table 2:
Total Expenditures Made by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Group F Population 1,000,000 or More Sample Size = 16	Organizational Operating Expenditures	Organizational Capital Expenditures	Total Organizational Expenditures	Audience Spending (Arts-Event Related)	Total Spending (Both Organizations and Audiences)
Fairfax County, VA	\$39,526,953	\$912,759	\$40,439,712	\$37,305,884	\$77,745,596
Orange County, FL	\$48,456,639	\$10,223,316	\$58,679,955	\$81,894,524	\$140,574,479
Greater Columbus, OH	\$110,991,154	\$38,656,163	\$149,647,317	\$180,744,508	\$330,391,825
Allegheny County, PA ³	\$198,384,748	\$32,310,472	\$230,695,220	\$110,867,640	\$341,562,860
Palm Beach County, FL	\$79,953,691	\$7,393,405	\$87,347,096	\$62,197,209	\$149,544,305
City and County of St. Louis, MO	\$229,147,951	\$47,803,152	\$276,951,103	\$284,258,446	\$561,209,549
Phoenix, AZ	\$90,003,569	\$43,009,727	\$133,013,296	\$228,033,167	\$361,046,463
Philadelphia County, PA ^{3,6}	\$603,024,745	\$0	\$603,024,745	\$682,684,314	\$1,285,709,059
Suffolk County, NY	\$26,332,174	\$6,852,998	\$33,185,172	\$20,813,501	\$53,998,673
Santa Clara County, CA	\$98,177,654	\$15,133,226	\$113,310,880	\$53,192,860	\$166,503,740
Clark County, NV	\$56,278,012	\$13,378,615	\$69,656,627	\$134,654,551	\$204,311,178
Broward County, FL	\$64,102,048	\$2,549,882	\$66,651,930	\$87,318,747	\$153,970,677
Riverside County, CA	\$29,129,500	\$11,943,693	\$41,073,193	\$26,800,820	\$67,874,013
Houston, TX ²	\$231,901,214	\$38,135,350	\$270,036,564	\$356,291,515	\$626,328,079
Miami-Dade County, FL ²	\$271,094,653	\$149,008,424	\$420,103,077	\$501,908,667	\$922,011,744
Chicago, IL	\$561,935,225	\$96,892,587	\$658,827,812	\$432,952,855	\$1,091,780,667
Group F Average	\$171,152,496	\$32,137,736	\$203,290,231	\$205,119,951	\$408,410,182
Percent of Group F Total	41.9%	7.9%	49.8%	50.2%	100.0%
Group F Median	\$94,090,612	\$14,255,921	\$123,162,088	\$122,761,096	\$267,351,502

Average (Groups A - F)	\$59,865,488	\$11,423,498	\$71,288,986	\$65,930,442	\$137,219,428
Percent of Total	43.6%	8.3%	52.0%	48.0%	100.0%
Median (Groups A - F)	\$18,134,110	\$1,995,062	\$22,044,061	\$20,198,009	\$48,358,919

**Table 2:
Total Expenditures Made by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	Organizational Operating Expenditures	Organizational Capital Expenditures	Total Organizational Expenditures	Audience Spending (Arts-Event Related)	Total Spending (Both Organizations and Audiences)
Wood River Valley, ID	\$3,542,179	\$36,391	\$3,578,570	\$2,604,423	\$6,182,993
Portsmouth Seacoast Area (NH,ME)	\$11,531,575	\$1,124,594	\$12,656,169	\$25,524,425	\$38,180,594
Greater Minot, ND	\$3,861,516	\$162,162	\$4,023,678	\$4,539,462	\$8,563,140
North Central Minnesota ²	\$529,462	\$59,784	\$589,246	\$1,410,421	\$1,999,667
Northwest Minnesota ²	\$525,778	\$35,134	\$560,912	\$744,729	\$1,305,641
East Central Minnesota ²	\$1,941,527	\$324,849	\$2,266,376	\$6,090,369	\$8,356,745
Minnesota Brainerd Lakes Region ²	\$544,200	\$141,225	\$685,425	\$335,026	\$1,020,451
Black Hills Region, SD	\$19,307,863	\$3,362,395	\$22,670,258	\$139,411,993	\$162,082,251
Fargo-Moorhead Region (ND,MN)	\$14,151,482	\$3,194,770	\$17,346,252	\$23,969,353	\$41,315,605
Minnesota Lake Region ²	\$5,200,896	\$114,529	\$5,315,425	\$8,231,472	\$13,546,897
South Central Minnesota ²	\$2,629,139	\$57,307	\$2,686,446	\$6,196,826	\$8,883,272
Southwest Minnesota ²	\$1,055,009	\$40,250	\$1,095,259	\$912,941	\$2,008,200
Minnesota Arrowhead Region ²	\$6,829,465	\$298,094	\$7,127,559	\$23,966,426	\$31,093,985
Washington and Chisago Counties, MN	\$1,406,515	\$95,164	\$1,501,679	\$2,191,036	\$3,692,715
Northwest Arkansas	\$9,336,233	\$725,836	\$10,062,069	\$6,148,305	\$16,210,374
Central Minnesota ²	\$5,656,939	\$631,941	\$6,288,880	\$2,674,870	\$8,963,750
Northeast Wisconsin	\$5,352,902	\$402,170	\$5,755,072	\$4,996,733	\$10,751,805
Southeast Minnesota ²	\$5,811,308	\$1,050,828	\$6,862,136	\$10,992,616	\$17,854,752
Cedar Rapids/Iowa City Cultural Corridor, IA	\$27,167,236	\$4,609,947	\$31,777,183	\$31,303,523	\$63,080,706
St. Croix Valley Region (WI,MN)	\$6,617,493	\$223,817	\$6,841,310	\$9,609,551	\$16,450,861
Northwest Louisiana	\$23,445,491	\$10,945,462	\$34,390,953	\$55,380,381	\$89,771,334
Greater Columbia, SC	\$25,788,498	\$1,013,606	\$26,802,104	\$29,453,402	\$56,255,506
Lehigh Valley, PA ³	\$49,458,405	\$19,141,513	\$68,599,918	\$100,509,549	\$169,109,467
East Maricopa County, AZ	\$14,919,271	\$42,995,299	\$57,914,570	\$24,772,704	\$82,687,274
Greater Buffalo, NY	\$77,462,370	\$15,505,962	\$92,968,332	\$62,325,702	\$155,294,034
Greater Portland, OR	\$134,789,235	\$31,940,676	\$166,729,911	\$151,534,107	\$318,264,018
Greater Harrisburg, PA ³	\$26,716,744	\$7,728,071	\$34,444,815	\$27,670,193	\$62,115,008
Kansas City Metro Region (MO,KS) ²	\$136,227,767	\$57,475,128	\$193,702,895	\$85,625,136	\$279,328,031
Greater Birmingham, AL	\$64,034,317	\$4,107,075	\$68,141,392	\$68,306,654	\$136,448,046

**Table 2:
Total Expenditures Made by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	Organizational Operating Expenditures	Organizational Capital Expenditures	Total Organizational Expenditures	Audience Spending (Arts-Event Related)	Total Spending (Both Organizations and Audiences)
Greater Cincinnati Region (OH,KY,IN)	\$134,254,107	\$37,488,761	\$171,742,868	\$108,113,845	\$279,856,713
Greater Milwaukee, WI	\$149,432,306	\$5,176,473	\$154,608,779	\$95,111,405	\$249,720,184
Minnesota Twin Cities' Metro Region ²	\$381,295,257	\$71,072,792	\$452,368,049	\$267,136,805	\$719,504,854
Central Florida Region	\$66,528,882	\$11,104,344	\$77,633,226	\$87,678,874	\$165,312,100
Greater Washington Metro Region (DC,VA,MD)	\$1,177,099,177	\$33,308,969	\$1,210,408,146	\$935,241,076	\$2,145,649,222
Greater Philadelphia, PA ^{3,6}	\$644,672,957	\$0	\$644,672,957	\$691,251,569	\$1,335,924,526
Regional Average	\$92,546,386	\$10,448,438	\$102,994,823	\$88,627,597	\$191,622,421
Percent of Regional Total	48.3%	5.5%	53.7%	46.3%	100.0%
Regional Median	\$14,151,482	\$1,050,828	\$17,346,252	\$24,772,704	\$41,315,605

**Table 2:
Total Expenditures Made by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	Organizational Operating Expenditures	Organizational Capital Expenditures	Total Organizational Expenditures	Audience Spending (Arts-Event Related)	Total Spending (Both Organizations and Audiences)
State of North Dakota	\$37,095,997	\$9,632,734	\$46,728,731	\$55,035,704	\$101,764,435
State of Delaware ²	\$86,917,100	\$13,476,785	\$100,393,885	\$41,970,839	\$142,364,724
State of Minnesota ²	\$412,018,980	\$73,826,733	\$485,845,713	\$352,681,956	\$838,527,669
State of Wisconsin	\$235,945,340	\$11,181,877	\$247,127,217	\$170,928,569	\$418,055,786
State of Pennsylvania ³	\$972,337,585	\$60,839,813	\$1,033,177,398	\$960,994,522	\$1,994,171,920
Statewide Average	\$348,863,000	\$33,791,588	\$382,654,589	\$316,322,318	\$698,976,907
Percent of Statewide Total	49.9%	4.8%	54.7%	45.3%	100.0%
Statewide Median	\$235,945,340	\$13,476,785	\$247,127,217	\$170,928,569	\$418,055,786

Table Notes:

- ¹ Zero audience-intercept surveys were collected from attendees to arts and culture events in the City of Fairfax, VA. To calculate the percentage of arts attendees who are residents vs. non-residents, the residency proportions for Fairfax County were used. The City of Fairfax has been excluded from the calculation of summary statistics where applicable.
- ² In these study regions, detailed organizational data were collected for fiscal 2004 rather than fiscal 2005 and audience-intercept surveys were collected throughout 2005 rather than 2006.
- ³ In most Pennsylvania study regions, a two-pronged method was used to collect detailed organizational data, including total attendance to arts and culture events. First, approved fiscal 2005 data available in the Pennsylvania Cultural Data Project (PACDP) database were used. Second, all eligible nonprofit arts and culture organizations that were not registered PACDP participants were solicited to complete the organizational expenditure survey. These two data sets were then combined. (In Philadelphia County and the Greater Philadelphia region, the PACDP was the sole source used to collect organizational expenditure data.)
- ⁴ Zero audience-intercept surveys were collected from attendees to arts and culture events in Louisville-Jefferson County, KY. To calculate the percentage of arts attendees who are residents vs. non-residents, the residency proportions for stratified Population Group E were used. Louisville-Jefferson County has been excluded from the calculation of summary statistics where applicable.
- ⁵ Zero audience-intercept surveys were collected from attendees to arts and culture events in Montgomery and Prince George's Counties in Maryland. To calculate the percentage of arts attendees who are residents vs. non-residents, the residency proportions for the Greater Washington DC Metropolitan Region were used. Montgomery and Prince George's Counties have been excluded from the calculation of summary statistics where applicable.
- ⁶ In Philadelphia County and the Greater Philadelphia region, the PACDP was the sole source used to collect organizational expenditure data. Because the PACDP did not provide itemized capital expenditures, "\$0" has been listed in the capital expenditures column (Column Two).

Explanation of Table 3: Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences per Study Region during Fiscal 2005

This table presents for each study region the total economic impact of spending by the nonprofit arts and culture industry—both nonprofit arts and culture organizations and their audiences—during fiscal 2005. Summary statistics are calculated for each population group.

Total industry expenditures are the sum of total expenditures by responding nonprofit arts and culture organizations and induced event-related spending by their audiences. The total impact is a measure of the effect each expended dollar has on the study region's economy as it is spent and re-spent within the region. It is derived from input/output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* for more information about direct and total economic impacts.

Column Two:

The total spending by the nonprofit arts and culture industry in each participating study region during fiscal 2005. This figure is the sum of expenditures made by responding nonprofit arts and culture organizations and induced event-related audience spending.

Column Three:

The total number of full-time equivalent (FTE) jobs supported by the expenditures generated by each participating study region's nonprofit arts and culture industry. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

Column Four:

The total amount of household income paid to study region residents as a result of the expenditures generated by each participating study region's nonprofit arts and culture industry. Household income includes salaries, wages, and proprietary income.

Column Five:

The total amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a result of the expenditures generated by each participating study region's nonprofit arts and culture industry. Local government includes the city and county governments located within each participating study region.

Column Six:

The total amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a result of the expenditures generated by each participating study region's nonprofit arts and culture industry.

**Table 3:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	Total Expenditures (Both Organizations and Audiences)	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Homer, AK	\$2,653,401	83	\$1,178,000	\$148,000	\$125,000
Gunnison County, CO	\$5,446,546	145	\$2,189,000	\$260,000	\$133,000
Teton County, WY	\$65,600,336	1,374	\$22,795,000	\$2,562,000	\$3,082,000
Bainbridge Island, WA	\$8,661,533	195	\$4,120,000	\$325,000	\$409,000
Fairfax, VA	\$11,253,734	248	\$4,035,000	\$380,000	\$299,000
Laguna Beach, CA	\$54,858,555	1,448	\$29,365,000	\$2,386,000	\$2,713,000
Winter Park, FL	\$35,443,021	1,206	\$21,724,000	\$1,325,000	\$1,448,000
Wheeling, WV	\$8,352,013	171	\$4,191,000	\$190,000	\$398,000
Dover, DE ¹	\$5,744,748	225	\$3,732,000	\$134,000	\$290,000
Iron County, UT	\$22,465,355	538	\$9,032,000	\$819,000	\$875,000
Pierce County, WI	\$3,434,841	80	\$1,370,000	\$85,000	\$135,000
Pittsfield, MA	\$17,031,313	531	\$9,254,000	\$738,000	\$781,000
Windham County, VT	\$3,578,193	115	\$2,028,000	\$89,000	\$197,000
Polk County, WI	\$2,459,185	49	\$855,000	\$90,000	\$101,000
Salina, KS	\$23,750,977	815	\$12,766,000	\$1,009,000	\$1,038,000
Group A Average	\$18,048,917	482	\$8,575,600	\$702,667	\$801,600
Group A Median	\$8,661,533	225	\$4,120,000	\$325,000	\$398,000

**Table 3:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Group B Population 50,000 to 99,999 Sample Size = 18	Total Expenditures (Both Organizations and Audiences)	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
New Brunswick, NJ	\$36,574,636	871	\$16,300,000	\$1,493,000	\$1,163,000
La Crosse, WI	\$2,587,257	85	\$1,568,000	\$111,000	\$128,000
Mansfield, OH	\$6,207,064	183	\$3,478,000	\$261,000	\$243,000
Lancaster, PA ²	\$27,862,639	796	\$13,606,000	\$1,131,000	\$1,342,000
Loveland, CO	\$9,817,726	284	\$5,737,000	\$604,000	\$314,000
Bradford County, PA ²	\$3,904,388	114	\$1,542,000	\$111,000	\$136,000
Missoula, MT	\$34,371,301	1,174	\$20,050,000	\$1,549,000	\$1,234,000
Oshkosh, WI	\$6,025,835	180	\$3,187,000	\$196,000	\$254,000
Portland, ME	\$28,643,867	877	\$17,078,000	\$1,636,000	\$1,573,000
Walnut Creek, CA	\$56,205,982	1,482	\$26,608,000	\$2,549,000	\$3,285,000
Saint Cloud, MN ¹	\$4,818,454	175	\$3,030,000	\$118,000	\$251,000
Wilmington, DE ¹	\$63,441,377	1,372	\$35,700,000	\$985,000	\$2,213,000
St. Croix County, WI	\$6,429,852	148	\$2,622,000	\$132,000	\$275,000
Lauderdale County, MS	\$2,887,474	85	\$1,446,000	\$66,000	\$157,000
Somerset County, PA ²	\$2,309,806	53	\$946,000	\$67,000	\$88,000
Josephine County, OR	\$2,807,746	77	\$1,228,000	\$100,000	\$71,000
Miami Beach, FL ¹	\$128,265,833	3,471	\$95,588,000	\$6,570,000	\$9,350,000
Boulder, CO	\$27,580,893	812	\$14,530,000	\$919,000	\$913,000
Group B Average	\$25,041,229	680	\$14,680,222	\$1,033,222	\$1,277,222
Group B Median	\$8,123,789	234	\$4,607,500	\$432,500	\$294,500

**Table 3:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Group C Population 100,000 to 249,999 Sample Size = 29	Total Expenditures (Both Organizations and Audiences)	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Abilene, TX	\$17,853,499	540	\$9,238,000	\$1,170,000	\$738,000
Fort Collins, CO	\$15,974,827	467	\$7,530,000	\$1,103,000	\$567,000
Humboldt County, CA	\$16,097,731	424	\$7,318,000	\$682,000	\$795,000
Savannah, GA	\$46,632,526	1,606	\$26,496,000	\$2,898,000	\$1,901,000
Marathon County, WI	\$9,766,793	334	\$5,823,000	\$334,000	\$451,000
Fullerton, CA	\$69,484,580	1,349	\$28,013,000	\$1,760,000	\$2,380,000
Alexandria, VA	\$80,009,394	1,803	\$30,192,000	\$3,072,000	\$2,639,000
Island of Maui, HI	\$22,187,843	544	\$9,896,000	\$296,000	\$1,023,000
Pasadena, CA	\$180,092,378	3,956	\$117,799,000	\$7,133,000	\$9,089,000
Greater Burlington, VT	\$26,892,997	889	\$14,646,000	\$754,000	\$1,565,000
Tempe, AZ	\$27,988,656	722	\$15,620,000	\$940,000	\$1,041,000
Bay County, FL	\$3,184,461	92	\$1,656,000	\$151,000	\$143,000
Providence, RI	\$111,809,777	2,759	\$55,557,000	\$5,613,000	\$5,470,000
Ulster County, NY	\$3,976,415	86	\$1,956,000	\$274,000	\$146,000
Whatcom County, WA	\$14,102,559	511	\$9,515,000	\$538,000	\$666,000
Champaign County, IL	\$25,152,865	824	\$13,337,000	\$1,070,000	\$933,000
Doña Ana County, NM	\$3,853,446	79	\$2,088,000	\$139,000	\$229,000
Boise, ID	\$38,024,057	1,262	\$23,613,000	\$1,280,000	\$2,228,000
Tacoma, WA	\$36,758,318	967	\$17,976,000	\$1,500,000	\$1,868,000
Arlington County, VA	\$85,291,637	2,033	\$38,862,000	\$3,692,000	\$2,618,000
Glendale, CA	\$12,490,579	357	\$8,325,000	\$626,000	\$883,000
Lackawanna County, PA ²	\$17,009,363	673	\$11,831,000	\$688,000	\$820,000
Orlando, FL	\$95,475,446	3,446	\$64,513,000	\$4,338,000	\$4,172,000
Buncombe County, NC	\$65,127,923	2,192	\$36,222,000	\$3,556,000	\$3,996,000
Alachua County, FL	\$40,975,003	1,145	\$21,011,000	\$1,511,000	\$1,713,000
Chandler, AZ	\$7,121,431	223	\$3,838,000	\$311,000	\$422,000
Lincoln, NE	\$36,268,647	1,081	\$21,857,000	\$1,711,000	\$1,713,000
Kalamazoo County, MI	\$68,724,883	2,419	\$47,786,000	\$2,044,000	\$3,406,000
Santa Cruz County, CA	\$32,009,172	758	\$14,471,000	\$1,351,000	\$1,513,000
Group C Average	\$41,735,766	1,157	\$22,999,483	\$1,742,586	\$1,900,966
Group C Median	\$27,988,656	824	\$14,646,000	\$1,170,000	\$1,513,000

**Table 3:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Group D Population 250,000 to 499,999 Sample Size = 19	Total Expenditures (Both Organizations and Audiences)	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Saint Joseph County, IN	\$30,477,494	894	\$16,518,000	\$1,140,000	\$1,383,000
Anchorage, AK	\$45,155,253	1,168	\$24,244,000	\$1,944,000	\$1,897,000
Saint Paul, MN ¹	\$310,088,105	8,205	\$242,670,000	\$7,442,000	\$27,560,000
Erie County, PA ²	\$14,902,282	534	\$8,602,000	\$624,000	\$746,000
Newark, NJ	\$177,656,401	4,624	\$96,802,000	\$6,747,000	\$7,482,000
Luzerne County, PA ²	\$16,205,429	445	\$9,272,000	\$728,000	\$733,000
Forsyth County, NC	\$103,787,471	3,772	\$70,275,000	\$4,162,000	\$6,256,000
Colorado Springs, CO	\$94,696,595	2,639	\$45,889,000	\$6,065,000	\$2,862,000
Minneapolis, MN ¹	\$328,013,911	8,683	\$265,384,000	\$7,873,000	\$27,455,000
Orange County, NY	\$16,129,593	341	\$5,614,000	\$899,000	\$445,000
Tulsa, OK	\$23,203,823	708	\$11,846,000	\$1,390,000	\$1,050,000
Miami, FL ¹	\$574,294,791	13,742	\$395,318,000	\$25,008,000	\$38,635,000
Santa Barbara County, CA	\$77,600,480	2,288	\$41,566,000	\$3,441,000	\$4,178,000
Mesa, AZ	\$47,573,029	1,461	\$26,016,000	\$1,924,000	\$2,411,000
Guilford County, NC	\$30,731,477	1,094	\$19,733,000	\$1,349,000	\$1,535,000
Dane County, WI	\$111,002,561	4,058	\$69,130,000	\$4,436,000	\$5,670,000
Sedgwick County, KS	\$49,144,808	1,512	\$30,328,000	\$2,536,000	\$2,221,000
Sonoma County, CA	\$60,304,046	1,428	\$25,844,000	\$2,383,000	\$2,830,000
Atlanta, GA	\$274,804,821	8,211	\$167,167,000	\$14,135,000	\$12,938,000
Group D Average	\$125,566,967	3,464	\$82,748,316	\$4,959,263	\$7,804,579
Group D Median	\$60,304,046	1,512	\$30,328,000	\$2,536,000	\$2,830,000

**Table 3:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	Total Expenditures (Both Organizations and Audiences)	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Nashville-Davidson County, TN	\$198,544,234	5,667	\$125,022,000	\$7,372,000	\$8,272,000
District of Columbia	\$746,763,618	11,983	\$369,790,000	\$65,771,000	\$0
Seattle, WA	\$259,803,713	6,289	\$140,003,000	\$9,653,000	\$11,294,000
Baltimore, MD	\$270,075,571	6,418	\$146,796,000	\$12,582,000	\$10,680,000
Jefferson County, AL	\$125,447,837	3,641	\$74,130,000	\$4,161,000	\$4,737,000
Austin, TX	\$271,694,936	8,625	\$154,766,000	\$16,965,000	\$10,527,000
Louisville-Jefferson County, KY	\$259,523,741	7,892	\$158,647,000	\$8,043,000	\$14,890,000
Monroe County, NY	\$198,873,390	6,335	\$109,459,000	\$14,533,000	\$7,831,000
San Francisco, CA	\$1,032,652,270	27,837	\$547,999,000	\$41,493,000	\$51,610,000
Wake County, NC	\$105,762,880	3,983	\$64,334,000	\$4,698,000	\$5,350,000
Indianapolis, IN	\$468,840,184	15,088	\$301,658,000	\$21,077,000	\$30,705,000
Mecklenburg County, NC	\$157,959,774	4,771	\$92,949,000	\$6,881,000	\$7,179,000
Prince George's County, MD	\$35,707,033	678	\$14,558,000	\$1,358,000	\$1,488,000
Greater Hartford, CT ¹	\$244,073,484	7,381	\$189,263,000	\$5,223,000	\$18,267,000
Milwaukee County, WI	\$235,409,042	7,412	\$148,970,000	\$12,266,000	\$12,825,000
Pima County, AZ	\$57,542,196	1,703	\$30,419,000	\$2,515,000	\$2,752,000
Montgomery County, MD	\$117,045,913	2,180	\$42,336,000	\$3,846,000	\$3,810,000
Pinellas County, FL	\$159,709,565	3,965	\$80,228,000	\$8,502,000	\$7,889,000
Westchester County, NY	\$119,875,919	3,779	\$82,726,000	\$9,203,000	\$8,400,000
Group E Average	\$266,595,016	7,138	\$151,265,947	\$13,481,158	\$11,500,316
Group E Median	\$198,873,390	6,289	\$125,022,000	\$8,502,000	\$8,272,000

**Table 3:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Group F Population 1,000,000 or More Sample Size = 16	Total Expenditures (Both Organizations and Audiences)	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Fairfax County, VA	\$77,745,596	1,693	\$35,007,000	\$2,324,000	\$2,262,000
Orange County, FL	\$140,574,479	4,945	\$91,881,000	\$5,621,000	\$6,011,000
Greater Columbus, OH	\$330,391,825	11,068	\$222,601,000	\$16,405,000	\$20,085,000
Allegheny County, PA ²	\$341,562,860	10,192	\$204,294,000	\$15,282,000	\$18,522,000
Palm Beach County, FL	\$149,544,305	3,448	\$70,528,000	\$7,086,000	\$6,828,000
City and County of St. Louis, MO	\$561,209,549	18,537	\$385,974,000	\$28,456,000	\$27,947,000
Phoenix, AZ	\$361,046,463	11,164	\$213,232,000	\$17,299,000	\$22,490,000
Philadelphia County, PA ²	\$1,285,709,059	30,986	\$677,012,000	\$66,569,000	\$60,065,000
Suffolk County, NY	\$53,998,673	1,308	\$24,397,000	\$3,711,000	\$1,802,000
Santa Clara County, CA	\$166,503,740	3,903	\$80,280,000	\$5,437,000	\$6,371,000
Clark County, NV	\$204,311,178	5,828	\$105,303,000	\$8,422,000	\$9,643,000
Broward County, FL	\$153,970,677	4,258	\$84,564,000	\$7,441,000	\$7,196,000
Riverside County, CA	\$67,874,013	2,007	\$37,565,000	\$3,060,000	\$3,675,000
Houston, TX ¹	\$626,328,079	14,115	\$406,133,000	\$33,248,000	\$36,291,000
Miami-Dade County, FL ¹	\$922,011,744	22,895	\$648,658,000	\$39,886,000	\$63,143,000
Chicago, IL	\$1,091,780,667	30,134	\$628,736,000	\$58,092,000	\$45,005,000
Group F Average	\$408,410,182	11,030	\$244,760,313	\$19,896,188	\$21,083,500
Group F Median	\$267,351,502	8,010	\$154,798,500	\$11,852,000	\$14,082,500

Average (Groups A - F)	\$137,219,428	3,715	\$81,226,716	\$6,451,552	\$6,847,164
Median (Groups A - F)	\$48,358,919	1,361	\$25,120,500	\$1,934,000	\$2,057,000

**Table 3:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	Total Expenditures (Both Organizations and Audiences)	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Wood River Valley, ID	\$6,182,993	161	\$2,849,000	\$130,000	\$341,000
Portsmouth Seacoast Area (NH,ME)	\$38,180,594	1,161	\$22,932,000	\$2,486,000	\$1,897,000
Greater Minot, ND	\$8,563,140	188	\$3,362,000	\$363,000	\$476,000
North Central Minnesota ¹	\$1,999,667	54	\$1,000,000	\$202,000	\$529,000
Northwest Minnesota ¹	\$1,305,641	35	\$691,000	\$26,000	\$113,000
East Central Minnesota ¹	\$8,356,745	220	\$4,018,000	\$247,000	\$861,000
Minnesota Brainerd Lakes Region ¹	\$1,020,451	35	\$660,000	\$27,000	\$82,000
Black Hills Region, SD	\$162,082,251	4,380	\$84,034,000	\$10,003,000	\$10,290,000
Fargo-Moorhead Region (ND,MN)	\$41,315,605	1,386	\$26,369,000	\$1,933,000	\$2,990,000
Minnesota Lake Region ¹	\$13,546,897	433	\$8,074,000	\$379,000	\$1,237,000
South Central Minnesota ¹	\$8,883,272	248	\$4,538,000	\$273,000	\$816,000
Southwest Minnesota ¹	\$2,008,200	69	\$1,253,000	\$48,000	\$176,000
Minnesota Arrowhead Region ¹	\$31,093,985	904	\$16,880,000	\$1,007,000	\$3,042,000
Washington and Chisago Counties, MN	\$3,692,715	82	\$1,482,000	\$83,000	\$254,000
Northwest Arkansas	\$16,210,374	518	\$9,791,000	\$342,000	\$1,123,000
Central Minnesota ¹	\$8,963,750	299	\$6,304,000	\$252,000	\$691,000
Northeast Wisconsin	\$10,751,805	370	\$7,142,000	\$460,000	\$726,000
Southeast Minnesota ¹	\$17,854,752	510	\$10,596,000	\$519,000	\$1,687,000
Cedar Rapids/Iowa City Cultural Corridor, IA	\$63,080,706	1,986	\$33,899,000	\$2,774,000	\$3,440,000
St. Croix Valley Region (WI,MN)	\$16,450,861	384	\$7,161,000	\$435,000	\$1,144,000
Northwest Louisiana	\$89,771,334	2,367	\$49,859,000	\$6,942,000	\$5,920,000
Greater Columbia, SC	\$56,255,506	2,206	\$38,416,000	\$2,689,000	\$3,801,000
Lehigh Valley, PA ²	\$169,109,467	6,216	\$92,956,000	\$6,817,000	\$11,130,000
East Maricopa County, AZ	\$82,687,274	2,512	\$49,785,000	\$3,395,000	\$4,836,000
Greater Buffalo, NY	\$155,294,034	4,740	\$95,904,000	\$14,902,000	\$9,150,000
Greater Portland, OR	\$318,264,018	10,321	\$206,671,000	\$13,315,000	\$13,806,000
Greater Harrisburg, PA ²	\$62,115,008	2,123	\$40,704,000	\$2,862,000	\$4,204,000
Kansas City Metro Region (MO,KS) ¹	\$279,328,031	8,789	\$231,542,000	\$9,538,000	\$13,707,000
Greater Birmingham, AL	\$136,448,046	4,397	\$87,031,000	\$5,623,000	\$7,638,000

**Table 3:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	Total Expenditures (Both Organizations and Audiences)	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Greater Cincinnati Region (OH,KY,IN)	\$279,856,713	9,675	\$189,514,000	\$14,118,000	\$18,873,000
Greater Milwaukee, WI	\$249,720,184	8,815	\$164,580,000	\$14,673,000	\$18,245,000
Minnesota Twin Cities' Metro Region ¹	\$719,504,854	19,069	\$568,742,000	\$17,268,000	\$62,839,000
Central Florida Region	\$165,312,100	5,661	\$111,717,000	\$8,966,000	\$11,720,000
Greater Washington Metro Region (DC,VA,MD)	\$2,145,649,222	45,175	\$1,011,960,000	\$143,775,000	\$69,698,000
Greater Philadelphia, PA ²	\$1,335,924,526	39,936	\$778,303,000	\$74,132,000	\$84,368,000
Regional Average	\$191,622,421	5,298	\$113,449,114	\$10,314,400	\$10,624,286
Regional Median	\$41,315,605	1,386	\$26,369,000	\$2,486,000	\$3,042,000

**Table 3:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	Total Expenditures (Both Organizations and Audiences)	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
State of North Dakota	\$101,764,435	2,441	\$46,511,000	\$3,865,400	\$5,583,600
State of Delaware ¹	\$142,364,724	3,685	\$102,411,000	\$1,713,000	\$7,657,000
State of Minnesota ¹	\$838,527,669	22,095	\$631,149,000	\$21,053,000	\$73,094,000
State of Wisconsin	\$418,055,786	15,103	\$276,424,120	\$27,402,880	\$34,437,520
State of Pennsylvania ²	\$1,994,171,920	61,985	\$1,238,416,000	\$127,009,440	\$155,970,440
Statewide Average	\$698,976,907	21,062	\$458,982,224	\$36,208,744	\$55,348,512
Statewide Median	\$418,055,786	15,103	\$276,424,120	\$21,053,000	\$34,437,520

Table Notes:

¹ In these study regions, detailed organizational data were collected for fiscal 2004 rather than fiscal 2005.

² In most Pennsylvania study regions, a two-pronged method was used to collect detailed organizational data. First, approved fiscal 2005 data available in the Pennsylvania Cultural Data Project (PACDP) database were used. Second, all eligible nonprofit arts and culture organizations that are not registered PACDP participants were solicited to complete the Arts and Economic Prosperity III organizational expenditure survey. These two data sets were then combined. (In Philadelphia County and the Greater Philadelphia region, the PACDP was the sole source used to collect organizational expenditure data.)

Explanation of Table 4: Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences per Study Region during Fiscal 2005

This table presents for each study region the direct economic impact of spending by the nonprofit arts and culture industry—both nonprofit arts and culture organizations and their audiences—during fiscal 2005. Summary statistics are calculated for each population group.

Total industry expenditures are the sum of total expenditures by responding nonprofit arts and culture organizations and induced event-related spending by their audiences. The direct impact is a measure of the effect of the initial expenditure. Because it measures only one round of spending, the direct impact is always smaller than the total impact, which measures the effect of each dollar as it is spent and re-spent within the study region. It is derived from input/output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* for more information about direct and total economic impacts.

Column Two:

The total spending by the nonprofit arts and culture industry in each participating study region during fiscal 2005. This figure is the sum of expenditures made by responding nonprofit arts and culture organizations and induced event-related audience spending.

Column Three:

The number of full-time equivalent (FTE) jobs directly supported by the expenditures generated by each participating study region's nonprofit arts and culture industry. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

Column Four:

The total amount of household income paid to study region residents as a direct result of the expenditures generated by each participating study region's nonprofit arts and culture industry. Household income includes salaries, wages, and proprietary income.

Column Five:

The total amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures generated by each participating study region's nonprofit arts and culture industry. Local government includes the city and county governments located within each participating study region.

Column Six:

The total amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures generated by each participating study region's nonprofit arts and culture industry.

**Table 4:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	Total Expenditures (Both Organizations and Audiences)	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Homer, AK	\$2,653,401	66	\$866,000	\$98,000	\$63,000
Gunnison County, CO	\$5,446,546	114	\$1,561,000	\$161,000	\$77,000
Teton County, WY	\$65,600,336	1,130	\$16,902,000	\$1,685,000	\$2,031,000
Bainbridge Island, WA	\$8,661,533	147	\$3,085,000	\$133,000	\$194,000
Fairfax, VA	\$11,253,734	185	\$2,875,000	\$188,000	\$175,000
Laguna Beach, CA	\$54,858,555	837	\$15,375,000	\$1,071,000	\$1,295,000
Winter Park, FL	\$35,443,021	595	\$8,862,000	\$539,000	\$713,000
Wheeling, WV	\$8,352,013	106	\$2,466,000	\$95,000	\$206,000
Dover, DE ¹	\$5,744,748	124	\$2,334,000	\$61,000	\$126,000
Iron County, UT	\$22,465,355	391	\$6,043,000	\$424,000	\$509,000
Pierce County, WI	\$3,434,841	73	\$1,176,000	\$29,000	\$86,000
Pittsfield, MA	\$17,031,313	328	\$5,146,000	\$285,000	\$370,000
Windham County, VT	\$3,578,193	80	\$1,338,000	\$45,000	\$100,000
Polk County, WI	\$2,459,185	38	\$610,000	\$44,000	\$62,000
Salina, KS	\$23,750,977	464	\$6,638,000	\$386,000	\$511,000
Group A Average	\$18,048,917	312	\$5,018,467	\$349,600	\$434,533
Group A Median	\$8,661,533	147	\$2,875,000	\$161,000	\$194,000

**Table 4:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Group B Population 50,000 to 99,999 Sample Size = 18	Total Expenditures (Both Organizations and Audiences)	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
New Brunswick, NJ	\$36,574,636	533	\$9,391,000	\$562,000	\$581,000
La Crosse, WI	\$2,587,257	51	\$851,000	\$39,000	\$60,000
Mansfield, OH	\$6,207,064	120	\$2,261,000	\$92,000	\$111,000
Lancaster, PA ²	\$27,862,639	443	\$6,535,000	\$363,000	\$712,000
Loveland, CO	\$9,817,726	194	\$3,799,000	\$274,000	\$160,000
Bradford County, PA ²	\$3,904,388	88	\$1,120,000	\$43,000	\$80,000
Missoula, MT	\$34,371,301	763	\$11,928,000	\$782,000	\$393,000
Oshkosh, WI	\$6,025,835	118	\$1,939,000	\$61,000	\$132,000
Portland, ME	\$28,643,867	486	\$8,517,000	\$632,000	\$716,000
Walnut Creek, CA	\$56,205,982	1,087	\$17,184,000	\$1,102,000	\$1,969,000
Saint Cloud, MN ¹	\$4,818,454	100	\$1,706,000	\$42,000	\$109,000
Wilmington, DE ¹	\$63,441,377	683	\$16,636,000	\$380,000	\$771,000
St. Croix County, WI	\$6,429,852	106	\$1,756,000	\$58,000	\$155,000
Lauderdale County, MS	\$2,887,474	52	\$774,000	\$19,000	\$92,000
Somerset County, PA ²	\$2,309,806	40	\$657,000	\$25,000	\$51,000
Josephine County, OR	\$2,807,746	59	\$874,000	\$29,000	\$27,000
Miami Beach, FL ¹	\$128,265,833	2,026	\$48,923,000	\$3,349,000	\$5,205,000
Boulder, CO	\$27,580,893	544	\$8,719,000	\$462,000	\$453,000
Group B Average	\$25,041,229	416	\$7,976,111	\$461,889	\$654,278
Group B Median	\$8,123,789	157	\$3,030,000	\$183,000	\$157,500

**Table 4:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Group C Population 100,000 to 249,999 Sample Size = 29	Total Expenditures (Both Organizations and Audiences)	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Abilene, TX	\$17,853,499	352	\$5,349,000	\$590,000	\$442,000
Fort Collins, CO	\$15,974,827	337	\$4,846,000	\$618,000	\$297,000
Humboldt County, CA	\$16,097,731	263	\$4,142,000	\$282,000	\$427,000
Savannah, GA	\$46,632,526	859	\$12,676,000	\$1,498,000	\$815,000
Marathon County, WI	\$9,766,793	207	\$3,293,000	\$114,000	\$207,000
Fullerton, CA	\$69,484,580	268	\$4,577,000	\$319,000	\$446,000
Alexandria, VA	\$80,009,394	1,369	\$20,539,000	\$1,811,000	\$1,517,000
Island of Maui, HI	\$22,187,843	346	\$5,649,000	\$134,000	\$460,000
Pasadena, CA	\$180,092,378	1,995	\$63,257,000	\$2,045,000	\$3,772,000
Greater Burlington, VT	\$26,892,997	501	\$7,648,000	\$278,000	\$648,000
Tempe, AZ	\$27,988,656	108	\$2,366,000	\$67,000	\$104,000
Bay County, FL	\$3,184,461	61	\$995,000	\$63,000	\$79,000
Providence, RI	\$111,809,777	1,699	\$30,145,000	\$2,335,000	\$2,844,000
Ulster County, NY	\$3,976,415	54	\$1,269,000	\$116,000	\$72,000
Whatcom County, WA	\$14,102,559	363	\$6,742,000	\$189,000	\$269,000
Champaign County, IL	\$25,152,865	520	\$8,015,000	\$321,000	\$438,000
Doña Ana County, NM	\$3,853,446	51	\$1,314,000	\$65,000	\$114,000
Boise, ID	\$38,024,057	733	\$12,764,000	\$364,000	\$948,000
Tacoma, WA	\$36,758,318	595	\$10,158,000	\$618,000	\$864,000
Arlington County, VA	\$85,291,637	1,176	\$22,194,000	\$1,583,000	\$1,304,000
Glendale, CA	\$12,490,579	204	\$4,051,000	\$241,000	\$428,000
Lackawanna County, PA ²	\$17,009,363	420	\$7,292,000	\$212,000	\$360,000
Orlando, FL	\$95,475,446	1,983	\$33,527,000	\$2,140,000	\$2,234,000
Buncombe County, NC	\$65,127,923	1,312	\$16,673,000	\$2,132,000	\$1,930,000
Alachua County, FL	\$40,975,003	696	\$11,532,000	\$385,000	\$825,000
Chandler, AZ	\$7,121,431	148	\$2,111,000	\$96,000	\$225,000
Lincoln, NE	\$36,268,647	674	\$13,149,000	\$661,000	\$812,000
Kalamazoo County, MI	\$68,724,883	1,436	\$29,021,000	\$445,000	\$1,335,000
Santa Cruz County, CA	\$32,009,172	540	\$9,674,000	\$582,000	\$830,000
Group C Average	\$41,735,766	664	\$12,240,276	\$700,138	\$863,655
Group C Median	\$27,988,656	501	\$7,648,000	\$364,000	\$460,000

**Table 4:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Group D Population 250,000 to 499,999 Sample Size = 19	Total Expenditures (Both Organizations and Audiences)	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Saint Joseph County, IN	\$30,477,494	540	\$9,359,000	\$404,000	\$653,000
Anchorage, AK	\$45,155,253	664	\$12,991,000	\$631,000	\$584,000
Saint Paul, MN ¹	\$310,088,105	4,717	\$108,551,000	\$1,866,000	\$9,699,000
Erie County, PA ²	\$14,902,282	296	\$4,356,000	\$212,000	\$345,000
Newark, NJ	\$177,656,401	3,084	\$61,664,000	\$1,933,000	\$3,897,000
Luzerne County, PA ²	\$16,205,429	267	\$5,088,000	\$244,000	\$343,000
Forsyth County, NC	\$103,787,471	2,198	\$39,013,000	\$1,817,000	\$2,731,000
Colorado Springs, CO	\$94,696,595	1,710	\$26,338,000	\$3,149,000	\$1,409,000
Minneapolis, MN ¹	\$328,013,911	4,816	\$116,982,000	\$1,976,000	\$8,341,000
Orange County, NY	\$16,129,593	217	\$3,318,000	\$328,000	\$193,000
Tulsa, OK	\$23,203,823	455	\$6,188,000	\$901,000	\$496,000
Miami, FL ¹	\$574,294,791	7,203	\$172,771,000	\$12,752,000	\$20,247,000
Santa Barbara County, CA	\$77,600,480	1,577	\$26,679,000	\$1,385,000	\$2,212,000
Mesa, AZ	\$47,573,029	507	\$7,497,000	\$453,000	\$805,000
Guilford County, NC	\$30,731,477	644	\$10,459,000	\$635,000	\$688,000
Dane County, WI	\$111,002,561	2,460	\$38,674,000	\$1,169,000	\$2,410,000
Sedgwick County, KS	\$49,144,808	912	\$17,083,000	\$871,000	\$1,008,000
Sonoma County, CA	\$60,304,046	941	\$15,832,000	\$959,000	\$1,536,000
Atlanta, GA	\$274,804,821	4,754	\$85,602,000	\$7,828,000	\$6,295,000
Group D Average	\$125,566,967	1,998	\$40,444,474	\$2,079,632	\$3,362,737
Group D Median	\$60,304,046	941	\$17,083,000	\$959,000	\$1,409,000

**Table 4:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	Total Expenditures (Both Organizations and Audiences)	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Nashville-Davidson County, TN	\$198,544,234	2,474	\$49,600,000	\$2,854,000	\$3,209,000
District of Columbia	\$746,763,618	9,224	\$278,680,000	\$45,129,000	\$0
Seattle, WA	\$259,803,713	3,350	\$71,671,000	\$3,902,000	\$4,825,000
Baltimore, MD	\$270,075,571	3,255	\$68,382,000	\$5,471,000	\$4,827,000
Jefferson County, AL	\$125,447,837	2,081	\$39,929,000	\$2,023,000	\$2,100,000
Austin, TX	\$271,694,936	5,195	\$84,685,000	\$7,706,000	\$5,616,000
Louisville-Jefferson County, KY	\$259,523,741	4,777	\$87,820,000	\$3,298,000	\$7,099,000
Monroe County, NY	\$198,873,390	3,290	\$54,983,000	\$5,072,000	\$3,294,000
San Francisco, CA	\$1,032,652,270	17,638	\$311,892,000	\$22,218,000	\$27,292,000
Wake County, NC	\$105,762,880	2,543	\$36,967,000	\$2,082,000	\$2,421,000
Indianapolis, IN	\$468,840,184	8,264	\$141,789,000	\$10,921,000	\$14,827,000
Mecklenburg County, NC	\$157,959,774	2,823	\$48,587,000	\$4,006,000	\$3,263,000
Prince George's County, MD	\$35,707,033	495	\$9,943,000	\$530,000	\$811,000
Greater Hartford, CT ¹	\$244,073,484	4,815	\$92,920,000	\$1,305,000	\$6,515,000
Milwaukee County, WI	\$235,409,042	3,500	\$64,503,000	\$5,186,000	\$5,147,000
Pima County, AZ	\$57,542,196	1,053	\$17,223,000	\$819,000	\$1,432,000
Montgomery County, MD	\$117,045,913	1,409	\$25,718,000	\$1,778,000	\$2,012,000
Pinellas County, FL	\$159,709,565	2,377	\$42,049,000	\$3,962,000	\$4,446,000
Westchester County, NY	\$119,875,919	2,573	\$54,802,000	\$3,367,000	\$4,405,000
Group E Average	\$266,595,016	4,270	\$83,270,684	\$6,927,842	\$5,449,526
Group E Median	\$198,873,390	3,255	\$54,983,000	\$3,902,000	\$4,405,000

**Table 4:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Group F Population 1,000,000 or More Sample Size = 16	Total Expenditures (Both Organizations and Audiences)	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Fairfax County, VA	\$77,745,596	1,214	\$24,038,000	\$894,000	\$1,305,000
Orange County, FL	\$140,574,479	2,713	\$44,756,000	\$2,433,000	\$3,153,000
Greater Columbus, OH	\$330,391,825	5,607	\$97,507,000	\$6,153,000	\$9,231,000
Allegheny County, PA ²	\$341,562,860	4,801	\$88,097,000	\$5,405,000	\$8,121,000
Palm Beach County, FL	\$149,544,305	1,960	\$35,707,000	\$2,925,000	\$3,477,000
City and County of St. Louis, MO	\$561,209,549	8,809	\$155,664,000	\$15,915,000	\$11,821,000
Phoenix, AZ	\$361,046,463	6,182	\$101,460,000	\$6,499,000	\$11,658,000
Philadelphia County, PA ²	\$1,285,709,059	17,755	\$344,328,000	\$32,526,000	\$30,270,000
Suffolk County, NY	\$53,998,673	756	\$13,500,000	\$1,430,000	\$796,000
Santa Clara County, CA	\$166,503,740	2,421	\$48,223,000	\$2,024,000	\$3,141,000
Clark County, NV	\$204,311,178	4,046	\$65,261,000	\$3,778,000	\$5,822,000
Broward County, FL	\$153,970,677	2,565	\$45,714,000	\$2,961,000	\$3,734,000
Riverside County, CA	\$67,874,013	1,228	\$21,468,000	\$1,020,000	\$1,698,000
Houston, TX ¹	\$626,328,079	8,477	\$180,232,000	\$19,020,000	\$21,153,000
Miami-Dade County, FL ¹	\$922,011,744	12,434	\$298,197,000	\$19,570,000	\$33,582,000
Chicago, IL	\$1,091,780,667	14,886	\$295,126,000	\$21,971,000	\$20,032,000
Group F Average	\$408,410,182	5,991	\$116,204,875	\$9,032,750	\$10,562,125
Group F Median	\$267,351,502	4,424	\$76,679,000	\$4,591,500	\$6,971,500

Average (Groups A - F)	\$137,219,428	2,124	\$41,238,629	\$3,013,172	\$3,273,862
Median (Groups A - F)	\$48,358,919	745	\$13,070,000	\$721,500	\$820,000

**Table 4:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	Total Expenditures (Both Organizations and Audiences)	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Wood River Valley, ID	\$6,182,993	117	\$1,968,000	\$59,000	\$205,000
Portsmouth Seacoast Area (NH,ME)	\$38,180,594	778	\$13,860,000	\$1,017,000	\$830,000
Greater Minot, ND	\$8,563,140	117	\$1,929,000	\$216,000	\$265,000
North Central Minnesota ¹	\$1,999,667	39	\$642,000	\$18,000	\$111,000
Northwest Minnesota ¹	\$1,305,641	22	\$398,000	\$12,000	\$64,000
East Central Minnesota ¹	\$8,356,745	165	\$2,739,000	\$130,000	\$520,000
Minnesota Brainerd Lakes Region ¹	\$1,020,451	21	\$363,000	\$9,000	\$32,000
Black Hills Region, SD	\$162,082,251	2,948	\$48,947,000	\$5,070,000	\$6,361,000
Fargo-Moorhead Region (ND,MN)	\$41,315,605	779	\$13,519,000	\$979,000	\$1,483,000
Minnesota Lake Region ¹	\$13,546,897	296	\$5,090,000	\$172,000	\$621,000
South Central Minnesota ¹	\$8,883,272	182	\$2,975,000	\$151,000	\$442,000
Southwest Minnesota ¹	\$2,008,200	49	\$784,000	\$19,000	\$84,000
Minnesota Arrowhead Region ¹	\$31,093,985	641	\$10,411,000	\$519,000	\$1,651,000
Washington and Chisago Counties, MN	\$3,692,715	60	\$1,038,000	\$28,000	\$147,000
Northwest Arkansas	\$16,210,374	295	\$5,396,000	\$157,000	\$534,000
Central Minnesota ¹	\$8,963,750	185	\$3,620,000	\$84,000	\$234,000
Northeast Wisconsin	\$10,751,805	224	\$4,188,000	\$122,000	\$347,000
Southeast Minnesota ¹	\$17,854,752	340	\$5,999,000	\$231,000	\$864,000
Cedar Rapids/Iowa City Cultural Corridor, IA	\$63,080,706	1,245	\$19,977,000	\$1,122,000	\$1,784,000
St. Croix Valley Region (WI,MN)	\$16,450,861	277	\$4,909,000	\$145,000	\$649,000
Northwest Louisiana	\$89,771,334	1,485	\$26,640,000	\$4,011,000	\$2,889,000
Greater Columbia, SC	\$56,255,506	1,283	\$20,858,000	\$1,009,000	\$1,818,000
Lehigh Valley, PA ²	\$169,109,467	3,654	\$46,074,000	\$1,908,000	\$5,705,000
East Maricopa County, AZ	\$82,687,274	773	\$13,221,000	\$695,000	\$1,593,000
Greater Buffalo, NY	\$155,294,034	2,561	\$49,084,000	\$5,861,000	\$3,843,000
Greater Portland, OR	\$318,264,018	5,411	\$101,022,000	\$3,320,000	\$3,984,000
Greater Harrisburg, PA ²	\$62,115,008	929	\$16,899,000	\$845,000	\$1,852,000
Kansas City Metro Region (MO,KS) ¹	\$279,328,031	4,516	\$85,163,000	\$3,281,000	\$4,956,000
Greater Birmingham, AL	\$136,448,046	2,522	\$47,530,000	\$2,755,000	\$3,438,000

**Table 4:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	Total Expenditures (Both Organizations and Audiences)	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Greater Cincinnati Region (OH,KY,IN)	\$279,856,713	4,939	\$92,099,000	\$4,170,000	\$7,829,000
Greater Milwaukee, WI	\$249,720,184	4,199	\$73,733,000	\$5,560,000	\$7,691,000
Minnesota Twin Cities' Metro Region ¹	\$719,504,854	10,804	\$252,326,000	\$4,317,000	\$21,271,000
Central Florida Region	\$165,312,100	3,082	\$56,172,000	\$3,205,000	\$5,820,000
Greater Washington Metro Region (DC,VA,MD)	\$2,145,649,222	28,730	\$630,962,000	\$46,263,000	\$36,454,000
Greater Philadelphia, PA ²	\$1,335,924,526	20,905	\$372,472,000	\$29,833,000	\$40,404,000
Regional Average	\$191,622,421	2,988	\$58,085,914	\$3,636,943	\$4,765,000
Regional Median	\$41,315,605	778	\$13,519,000	\$845,000	\$1,593,000

**Table 4:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
and Their Audiences per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	Total Expenditures (Both Organizations and Audiences)	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
State of North Dakota	\$101,764,435	1,879	\$34,884,000	\$3,023,000	\$3,922,000
State of Delaware ¹	\$142,364,724	2,140	\$46,994,000	\$643,000	\$1,967,000
State of Minnesota ¹	\$838,527,669	13,057	\$290,593,000	\$6,276,000	\$29,354,000
State of Wisconsin	\$418,055,786	12,352	\$215,400,000	\$22,024,000	\$23,725,000
State of Pennsylvania ²	\$1,994,171,920	48,181	\$913,968,000	\$91,651,000	\$111,935,000
Statewide Average	\$698,976,907	15,522	\$300,367,800	\$24,723,400	\$34,180,600
Statewide Median	\$418,055,786	12,352	\$215,400,000	\$6,276,000	\$23,725,000

Table Notes:

¹ In these study regions, detailed organizational data were collected for fiscal 2004 rather than fiscal 2005.

² In most Pennsylvania study regions, a two-pronged method was used to collect detailed organizational data. First, approved fiscal 2005 data available in the Pennsylvania Cultural Data Project (PACDP) database were used. Second, all eligible nonprofit arts and culture organizations that are not registered PACDP participants were solicited to complete the Arts and Economic Prosperity III organizational expenditure survey. These two data sets were then combined. (In Philadelphia County and the Greater Philadelphia region, the PACDP was the sole source used to collect organizational expenditure data.)

Explanation of Table 5: Organizational Expenditure Survey Participation per Study Region

This table presents for each study region the total number of nonprofit arts and culture organizations eligible to participate in the organizational expenditure survey, as well as the number of organizations from which data were collected. Summary statistics are calculated for each population group.

Column Two:

The number of nonprofit arts and culture organizations eligible to be surveyed in each participating study region. The study partner organization in each study region identified the universe of nonprofit arts and culture organizations. (A list of the eligible organization types is provided in the Background and Scope of Study section of this report.) A detailed expenditure survey was mailed to each eligible organization. (The organizational survey instrument is included in Appendix B.)

Column Three:

The number of nonprofit arts and culture organizations from which detailed expenditure and event attendance data were collected in each participating study region.

Column Four:

The percentage of eligible nonprofit arts and culture organizations from which detailed expenditure and event attendance data were collected. This figure is calculated by dividing the number of responding nonprofit arts and culture organizations (Column Three) by the total number of organizations eligible to be surveyed (Column Two).

Column Five:

The total organizational expenditures of responding nonprofit arts and culture organizations in each participating community during fiscal 2005. This figure is the sum of operating expenditures and capital expenditures.

Column Six:

The total local organizational expenditures of responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. This figure is calculated by an input/output model that is customized for each study region by using detailed commerce data to estimate the dollars spent on imported goods and services. Additionally, it subtracts payments to non-local artists and state and federal taxes. Dollars that are spent outside of the study region are considered to have "leaked" from the study region's economy and have no economic impact on the study region's economy.

Column Seven:

The total *local* organizational expenditures as a percentage of the total organizational expenditures; this portrays the percentage of overall organizational expenditures that are spent on local industries. This figure is calculated by dividing the total *local* organizational expenditures (Column Six) by the total organizational expenditures (Column Five) for each participating study region.

**Table 5:
Organizational Expenditure Survey Participation per Study Region**

Group A Population Fewer than 50,000 Sample Size = 15	Number of Eligible Organizations	Number of Responding Organizations	Rate of Survey Compliance	Total Organizational Expenditures	Total Local Organizational Expenditures	Local as a Percent of Total
Homer, AK	12	5	41.7%	\$1,248,208	\$779,632	62.5%
Gunnison County, CO	14	5	35.7%	\$1,086,908	\$656,501	60.4%
Teton County, WY	33	21	63.6%	\$18,221,918	\$11,522,643	63.2%
Bainbridge Island, WA	31	25	80.6%	\$4,882,708	\$3,263,612	66.8%
Fairfax, VA	17	9	52.9%	\$6,568,825	\$3,555,611	54.1%
Laguna Beach, CA	18	12	66.7%	\$22,955,503	\$17,652,058	76.9%
Winter Park, FL	15	13	86.7%	\$16,875,526	\$12,860,626	76.2%
Wheeling, WV	10	7	70.0%	\$4,066,012	\$2,694,297	66.3%
Dover, DE ¹	30	16	53.3%	\$4,229,978	\$3,028,633	71.6%
Iron County, UT	14	6	42.9%	\$9,168,580	\$4,013,127	43.8%
Pierce County, WI	33	19	57.6%	\$1,169,892	\$890,912	76.2%
Pittsfield, MA	40	7	17.5%	\$8,730,781	\$6,104,255	69.9%
Windham County, VT	32	14	43.8%	\$1,705,184	\$1,227,869	72.0%
Polk County, WI	36	20	55.6%	\$838,797	\$511,153	60.9%
Salina, KS	15	13	86.7%	\$11,907,597	\$8,127,611	68.3%
Group A Average	23.3	12.8	57.0%	\$7,577,094	\$5,125,903	65.9%
Average (Excluding Laguna Beach)²					\$4,231,177	
Group A Median	18.0	13.0	55.6%	\$4,882,708	\$3,263,612	66.8%
Group A Total	350	192				

Table 5:
Organizational Expenditure Survey Participation per Study Region

Group B Population 50,000 to 99,999 Sample Size = 18	Number of Eligible Organizations	Number of Responding Organizations	Rate of Survey Compliance	Total Organizational Expenditures	Total Local Organizational Expenditures	Local as a Percent of Total
New Brunswick, NJ	20	10	50.0%	\$20,606,608	\$12,478,169	60.6%
La Crosse, WI	42	12	28.6%	\$1,308,924	\$962,897	73.6%
Mansfield, OH	32	8	25.0%	\$4,251,562	\$2,672,656	62.9%
Lancaster, PA ³	42	18	42.9%	\$9,819,873	\$6,829,741	69.6%
Loveland, CO	20	11	55.0%	\$5,122,439	\$3,654,127	71.3%
Bradford County, PA ³	37	12	32.4%	\$1,844,911	\$1,030,148	55.8%
Missoula, MT	49	21	42.9%	\$12,012,169	\$8,605,853	71.6%
Oshkosh, WI	37	10	27.0%	\$3,133,175	\$2,085,297	66.6%
Portland, ME	52	21	40.4%	\$13,289,412	\$9,183,694	69.1%
Walnut Creek, CA	48	24	50.0%	\$18,624,185	\$13,164,404	70.7%
Saint Cloud, MN ¹	23	16	69.6%	\$3,379,448	\$2,350,056	69.5%
Wilmington, DE ¹	78	46	59.0%	\$42,959,197	\$29,980,386	69.8%
St. Croix County, WI	40	27	67.5%	\$3,330,942	\$1,993,545	59.8%
Lauderdale County, MS	35	8	22.9%	\$940,435	\$640,536	68.1%
Somerset County, PA ³	35	10	28.6%	\$975,410	\$557,816	57.2%
Josephine County, OR	15	7	46.7%	\$913,074	\$580,417	63.6%
Miami Beach, FL ¹	58	58	100.0%	\$49,079,156	\$38,706,767	78.9%
Boulder, CO	126	47	37.3%	\$10,373,358	\$6,305,585	60.8%
Group B Average	43.8	20.3	45.9%	\$11,220,238	\$7,876,783	66.6%
Group B Median	38.5	14.0	42.9%	\$4,687,001	\$3,163,392	68.6%
Group B Total	789	366				

**Table 5:
Organizational Expenditure Survey Participation per Study Region**

Group C Population 100,000 to 249,999 Sample Size = 29	Number of Eligible Organizations	Number of Responding Organizations	Rate of Survey Compliance	Total Organizational Expenditures	Total Local Organizational Expenditures	Local as a Percent of Total
Abilene, TX	41	21	51.2%	\$5,488,972	\$3,942,664	71.8%
Fort Collins, CO	59	15	25.4%	\$5,326,585	\$3,072,861	57.7%
Humboldt County, CA	107	34	31.8%	\$7,855,161	\$5,304,472	67.5%
Savannah, GA	31	22	71.0%	\$21,888,651	\$16,256,997	74.3%
Marathon County, WI	28	21	75.0%	\$5,736,798	\$3,411,334	59.5%
Fullerton, CA	49	21	42.9%	\$60,399,446	\$32,346,790	53.6%
Alexandria, VA	142	48	33.8%	\$13,641,881	\$9,680,446	71.0%
Island of Maui, HI	48	9	18.8%	\$11,615,033	\$7,432,794	64.0%
Pasadena, CA	89	35	39.3%	\$138,328,543	\$97,383,091	70.4%
Greater Burlington, VT	25	10	40.0%	\$17,727,731	\$11,158,257	62.9%
Tempe, AZ	19	7	36.8%	\$26,731,893	\$18,599,570	69.6%
Bay County, FL	36	7	19.4%	\$1,327,804	\$850,311	64.0%
Providence, RI	137	38	27.7%	\$40,626,610	\$27,413,150	67.5%
Ulster County, NY	65	11	16.9%	\$3,137,910	\$1,776,338	56.6%
Whatcom County, WA	40	13	32.5%	\$8,639,396	\$6,338,809	73.4%
Champaign County, IL	299	31	10.4%	\$16,498,717	\$9,647,853	58.5%
Doña Ana County, NM	70	20	28.6%	\$2,022,595	\$1,476,235	73.0%
Boise, ID	93	33	35.5%	\$19,647,646	\$14,495,915	73.8%
Tacoma, WA	96	32	33.3%	\$18,896,260	\$13,349,626	70.6%
Arlington County, VA	77	29	37.7%	\$77,806,026	\$47,379,977	60.9%
Glendale, CA	44	18	40.9%	\$5,405,677	\$4,048,926	74.9%
Lackawanna County, PA ³	50	17	34.0%	\$10,762,375	\$7,806,788	72.5%
Orlando, FL	73	32	43.8%	\$36,755,118	\$29,375,208	79.9%
Buncombe County, NC	67	28	41.8%	\$16,757,152	\$12,095,343	72.2%
Alachua County, FL	84	18	21.4%	\$22,199,470	\$13,600,384	61.3%
Chandler, AZ	2	2	100.0%	\$1,906,267	\$1,254,997	65.8%
Lincoln, NE	101	40	39.6%	\$20,784,825	\$13,494,857	64.9%
Kalamazoo County, MI	73	49	67.1%	\$51,363,599	\$36,359,315	70.8%
Santa Cruz County, CA	61	45	73.8%	\$15,717,132	\$10,441,238	66.4%
Group C Average	72.6	24.3	40.4%	\$23,620,527	\$15,854,984	67.2%
Group C Median	65.0	21.0	36.8%	\$16,498,717	\$10,441,238	67.5%
Group C Total	2,106	706				

**Table 5:
Organizational Expenditure Survey Participation per Study Region**

Group D Population 250,000 to 499,999 Sample Size = 19	Number of Eligible Organizations	Number of Responding Organizations	Rate of Survey Compliance	Total Organizational Expenditures	Total Local Organizational Expenditures	Local as a Percent of Total
Saint Joseph County, IN	58	29	50.0%	\$17,240,755	\$10,823,007	62.8%
Anchorage, AK	33	28	84.8%	\$27,909,051	\$17,366,664	62.2%
Saint Paul, MN ¹	175	47	26.9%	\$184,100,469	\$139,481,879	75.8%
Erie County, PA ³	65	24	36.9%	\$8,213,973	\$5,890,958	71.7%
Newark, NJ	60	19	31.7%	\$74,246,095	\$50,507,182	68.0%
Luzerne County, PA ³	74	18	24.3%	\$8,117,188	\$5,643,532	69.5%
Forsyth County, NC	86	46	53.5%	\$55,656,631	\$39,121,976	70.3%
Colorado Springs, CO	69	48	69.6%	\$35,076,435	\$21,426,366	61.1%
Minneapolis, MN ¹	275	95	34.5%	\$233,345,767	\$176,792,087	75.8%
Orange County, NY	53	16	30.2%	\$9,107,489	\$3,701,847	40.6%
Tulsa, OK	88	13	14.8%	\$3,289,985	\$2,385,928	72.5%
Miami, FL ¹	204	154	75.5%	\$276,518,070	\$198,064,363	71.6%
Santa Barbara County, CA	168	63	37.5%	\$36,196,765	\$24,060,139	66.5%
Mesa, AZ	24	9	37.5%	\$29,276,410	\$20,966,326	71.6%
Guilford County, NC	46	27	58.7%	\$13,834,549	\$10,206,858	73.8%
Dane County, WI	313	93	29.7%	\$58,800,068	\$38,944,445	66.2%
Sedgwick County, KS	36	21	58.3%	\$27,588,190	\$19,706,430	71.4%
Sonoma County, CA	110	46	41.8%	\$28,379,119	\$17,296,057	60.9%
Atlanta, GA	99	46	46.5%	\$113,938,814	\$82,703,217	72.6%
Group D Average	107.2	44.3	44.4%	\$65,307,149	\$46,583,645	67.6%
Group D Median	74.0	29.0	37.5%	\$29,276,410	\$20,966,326	70.3%
Group D Total	2,036	842				

**Table 5:
Organizational Expenditure Survey Participation per Study Region**

Group E Population 500,000 to 999,999 Sample Size = 19	Number of Eligible Organizations	Number of Responding Organizations	Rate of Survey Compliance	Total Organizational Expenditures	Total Local Organizational Expenditures	Local as a Percent of Total
Nashville-Davidson County, TN	74	29	39.2%	\$130,174,511	\$89,579,402	68.8%
District of Columbia	206	61	29.6%	\$627,840,077	\$367,655,093	58.6%
Seattle, WA	229	66	28.8%	\$167,047,952	\$117,359,997	70.3%
Baltimore, MD	157	44	28.0%	\$154,505,135	\$107,695,768	69.7%
Jefferson County, AL	142	48	33.8%	\$61,454,822	\$45,716,798	74.4%
Austin, TX	184	99	53.8%	\$133,544,608	\$91,790,284	68.7%
Louisville-Jefferson County, KY	64	24	37.5%	\$107,025,328	\$77,010,246	72.0%
Monroe County, NY	93	73	78.5%	\$133,602,465	\$84,295,957	63.1%
San Francisco, CA	491	177	36.0%	\$459,701,497	\$323,434,286	70.4%
Wake County, NC	68	32	47.1%	\$43,736,984	\$32,148,979	73.5%
Indianapolis, IN	159	63	39.6%	\$181,936,937	\$131,772,456	72.4%
Mecklenburg County, NC	85	56	65.9%	\$61,939,651	\$47,283,975	76.3%
Prince George's County, MD	143	18	12.6%	\$10,756,105	\$7,744,367	72.0%
Greater Hartford, CT ¹	250	91	36.4%	\$144,806,388	\$108,758,286	75.1%
Milwaukee County, WI	217	41	18.9%	\$145,305,887	\$106,315,881	73.2%
Pima County, AZ	231	51	22.1%	\$28,801,589	\$19,352,962	67.2%
Montgomery County, MD	229	63	27.5%	\$51,647,384	\$34,366,329	66.5%
Pinellas County, FL	129	48	37.2%	\$59,580,138	\$40,724,355	68.4%
Westchester County, NY	315	101	32.1%	\$72,019,403	\$51,013,708	70.8%
Group E Average	182.4	62.4	37.1%	\$146,075,098	\$99,158,902	70.1%
Average (Excluding District of Columbia)²					\$84,242,446	
Group E Median	159.0	56.0	36.0%	\$130,174,511	\$84,295,957	70.4%
Group E Total	3,466	1,185				

**Table 5:
Organizational Expenditure Survey Participation per Study Region**

Group F Population 1,000,000 or More Sample Size = 16	Number of Eligible Organizations	Number of Responding Organizations	Rate of Survey Compliance	Total Organizational Expenditures	Total Local Organizational Expenditures	Local as a Percent of Total
Fairfax County, VA	101	48	47.5%	\$40,439,712	\$29,373,939	72.6%
Orange County, FL	125	54	43.2%	\$58,679,955	\$46,441,642	79.1%
Greater Columbus, OH	184	47	25.5%	\$149,647,317	\$102,935,167	68.8%
Allegheny County, PA ³	240	85	35.4%	\$230,695,220	\$160,904,049	69.7%
Palm Beach County, FL	96	31	32.3%	\$87,347,096	\$62,205,103	71.2%
City and County of St. Louis, MO	311	148	47.6%	\$276,951,103	\$216,198,808	78.1%
Phoenix, AZ	141	67	47.5%	\$133,013,296	\$97,535,310	73.3%
Philadelphia County, PA ³	635	137	21.6%	\$603,024,745	\$410,555,232	68.1%
Suffolk County, NY	90	43	47.8%	\$33,185,172	\$21,024,591	63.4%
Santa Clara County, CA	404	75	18.6%	\$113,310,880	\$74,882,413	66.1%
Clark County, NV	97	42	43.3%	\$69,656,627	\$49,833,240	71.5%
Broward County, FL	209	45	21.5%	\$66,651,930	\$46,529,509	69.8%
Riverside County, CA	193	52	26.9%	\$41,073,193	\$30,539,836	74.4%
Houston, TX ¹	500	103	20.6%	\$270,036,564	\$214,236,208	79.3%
Miami-Dade County, FL ¹	613	444	72.4%	\$420,103,077	\$317,497,101	75.6%
Chicago, IL	384	115	29.9%	\$658,827,812	\$445,127,594	67.6%
Group F Average	270.2	96.0	36.4%	\$203,290,231	\$145,363,734	71.8%
Group F Median	201.0	60.5	33.9%	\$123,162,088	\$86,208,862	71.4%
Group F Total	4,323	1,536				
Average (Groups A - F)	112.7	41.6	42.9%	\$71,288,986	\$49,770,632	68.1%
Median (Groups A - F)	69.5	28.5	39.3%	\$22,044,061	\$15,376,456	69.6%
Total (Groups A - F)	13,070	4,827				

**Table 5:
Organizational Expenditure Survey Participation per Study Region**

Regional Study Regions All Populations Sample Size = 35	Number of Eligible Organizations	Number of Responding Organizations	Rate of Survey Compliance	Total Organizational Expenditures	Total Local Organizational Expenditures	Local as a Percent of Total
Wood River Valley, ID	21	10	47.6%	\$3,578,570	\$2,184,841	61.1%
Portsmouth Seacoast Area (NH,ME)	67	36	53.7%	\$12,656,169	\$9,411,646	74.4%
Greater Minot, ND	40	19	47.5%	\$4,023,678	\$1,805,567	44.9%
North Central Minnesota ¹	41	13	31.7%	\$589,246	\$464,161	78.8%
Northwest Minnesota ¹	36	13	36.1%	\$560,912	\$468,732	83.6%
East Central Minnesota ¹	90	16	17.8%	\$2,266,376	\$1,876,877	82.8%
Minnesota Brainerd Lakes Region ¹	38	10	26.3%	\$685,425	\$581,158	84.8%
Black Hills Region, SD	85	40	47.1%	\$22,670,258	\$16,197,475	71.4%
Fargo-Moorhead Region (ND,MN)	114	50	43.9%	\$17,346,252	\$12,569,839	72.5%
Minnesota Lake Region ¹	87	17	19.5%	\$5,315,425	\$4,142,098	77.9%
South Central Minnesota ¹	123	34	27.6%	\$2,686,446	\$1,527,782	56.9%
Southwest Minnesota ¹	139	28	20.1%	\$1,095,259	\$880,260	80.4%
Minnesota Arrowhead Region ¹	108	28	25.9%	\$7,127,559	\$5,453,723	76.5%
Washington and Chisago Counties, MN	34	18	52.9%	\$1,501,679	\$989,205	65.9%
Northwest Arkansas	108	17	15.7%	\$10,062,069	\$6,162,527	61.2%
Central Minnesota ¹	34	27	79.4%	\$6,288,880	\$4,847,469	77.1%
Northeast Wisconsin	93	31	33.3%	\$5,755,072	\$4,092,867	71.1%
Southeast Minnesota ¹	140	38	27.1%	\$6,862,136	\$5,482,847	79.9%
Cedar Rapids/Iowa City Cultural Corridor, IA	113	63	55.8%	\$31,777,183	\$19,820,322	62.4%
St. Croix Valley Region (WI,MN)	143	84	58.7%	\$6,841,310	\$4,580,574	67.0%
Northwest Louisiana	151	79	52.3%	\$34,390,953	\$23,103,016	67.2%
Greater Columbia, SC	115	29	25.2%	\$26,802,104	\$18,614,270	69.5%
Lehigh Valley, PA ³	119	86	72.3%	\$68,599,918	\$42,864,708	62.5%
East Maricopa County, AZ	45	18	40.0%	\$57,914,570	\$40,820,893	70.5%
Greater Buffalo, NY	169	61	36.1%	\$92,968,332	\$54,970,714	59.1%
Greater Portland, OR	215	111	51.6%	\$166,729,911	\$118,077,846	70.8%
Greater Harrisburg, PA ³	137	59	43.1%	\$34,444,815	\$25,892,161	75.2%
Kansas City Metro Region (MO,KS) ¹	170	86	50.6%	\$193,702,895	\$160,048,954	82.6%
Greater Birmingham, AL	229	64	27.9%	\$68,141,392	\$50,207,111	73.7%

**Table 5:
Organizational Expenditure Survey Participation per Study Region**

Regional Study Regions (Cont.) All Populations Sample Size = 35	Number of Eligible Organizations	Number of Responding Organizations	Rate of Survey Compliance	Total Organizational Expenditures	Total Local Organizational Expenditures	Local as a Percent of Total
Greater Cincinnati Region (OH,KY,IN)	333	88	26.4%	\$171,742,868	\$114,464,094	66.6%
Greater Milwaukee, WI	395	64	16.2%	\$154,608,779	\$112,238,473	72.6%
Minnesota Twin Cities' Metro Region ¹	712	204	28.7%	\$452,368,049	\$342,732,129	75.8%
Central Florida Region	409	87	21.3%	\$77,633,226	\$56,624,211	72.9%
Greater Washington Metro Region (DC,VA,MD)	898	268	29.8%	\$1,210,408,146	\$800,885,745	66.2%
Greater Philadelphia, PA ³	1,306	179	13.7%	\$644,672,957	\$467,164,579	72.5%
Regional Average	201.6	59.3	37.2%	\$102,994,823	\$72,349,968	71.1%
Regional Median	115.0	38.0	33.3%	\$17,346,252	\$12,569,839	72.5%
Regional Total	7,057	2,075				

**Table 5:
Organizational Expenditure Survey Participation per Study Region**

Statewide Study Regions All Populations Sample Size = 5	Number of Eligible Organizations	Number of Responding Organizations	Rate of Survey Compliance	Total Organizational Expenditures	Total Local Organizational Expenditures	Local as a Percent of Total
State of North Dakota	369	194	52.6%	\$46,728,731	\$26,563,374	56.8%
State of Delaware ¹	209	109	52.2%	\$100,393,885	\$72,476,353	72.2%
State of Minnesota ¹	1,584	428	27.0%	\$485,845,713	\$377,230,045	77.6%
State of Wisconsin	1,079	381	35.3%	\$247,127,217	\$144,398,508	58.4%
State of Pennsylvania ³	2,327	523	22.5%	\$1,033,177,398	\$598,188,371	57.9%
Statewide Average	1,113.6	327.0	37.9%	\$382,654,589	\$243,771,330	64.6%
Statewide Median	1,079.0	381.0	35.3%	\$247,127,217	\$144,398,508	58.4%
Statewide Total	5,568	1,635				

Average (All Study Regions)			41.5%			
Minimum (All Study Regions)			10.4%			
Maximum (All Study Regions)			100.0%			
Total (All Study Regions)	17,684	6,081	34.4%			

Table Notes:

¹ In these study regions, detailed organizational data were collected for fiscal 2004 rather than fiscal 2005.

² To extrapolate the *Arts and Economic Prosperity III* estimates of the national findings, average local organizational expenditures are calculated separately excluding Laguna Beach, CA and the District of Columbia. The results for Laguna Beach, CA were removed because their very large organizational expenditure findings create an outlier scenario in Population Group A (study regions with populations of fewer than 50,000). The results for the District of Columbia were removed due to Washington DC's unique status as a study partner with no state government.

³ In most Pennsylvania study regions, a two-pronged method was used to collect detailed organizational data. First, approved fiscal 2005 data available in the Pennsylvania Cultural Data Project (PACDP) database were used. Second, all eligible nonprofit arts and culture organizations that are not registered PACDP participants were solicited to complete the Arts and Economic Prosperity III organizational expenditure survey. These two data sets were then combined. (In Philadelphia County and the Greater Philadelphia region, the PACDP was the sole source used to collect organizational expenditure data.)

Explanation of Table 6: Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations per Study Region during Fiscal 2005

This table presents for each study region the total economic impact of the expenditures made by responding nonprofit arts and culture organizations during fiscal 2005. Summary statistics are calculated for each population group.

The total impact is a measure of the effect each expended dollar has on the study region's economy as it is spent and re-spent within the region. It is derived from input/output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* for more information about direct and total economic impacts.

Column Two:

The total organizational expenditures made by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. This figure is the sum of operating expenditures and capital expenditures.

Column Three:

The total number of full-time equivalent (FTE) jobs supported by the expenditures made by the responding nonprofit arts and culture organizations in each participating study region. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

Column Four:

The total amount of household income paid to study region residents as a result of the expenditures made by the responding nonprofit arts and culture organizations in each participating study region. Household income includes salaries, wages, and proprietary income.

Column Five:

The total amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a result of the expenditures made by the responding nonprofit arts and culture organizations in each participating study region. Local government includes the city and county governments located within each participating study region.

Column Six:

The total amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a result of the expenditures made by the responding nonprofit arts and culture organizations in each participating study region.

**Table 6:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	Total Organizational Expenditures	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Homer, AK	\$1,248,208	36	\$714,000	\$39,000	\$32,000
Gunnison County, CO	\$1,086,908	26	\$561,000	\$29,000	\$20,000
Teton County, WY	\$18,221,918	323	\$8,140,000	\$438,000	\$764,000
Bainbridge Island, WA	\$4,882,708	134	\$3,114,000	\$178,000	\$221,000
Fairfax, VA	\$6,568,825	174	\$3,000,000	\$249,000	\$168,000
Laguna Beach, CA	\$22,955,503	686	\$16,450,000	\$903,000	\$1,142,000
Winter Park, FL	\$16,875,526	551	\$11,733,000	\$470,000	\$486,000
Wheeling, WV	\$4,066,012	66	\$2,636,000	\$84,000	\$177,000
Dover, DE ¹	\$4,229,978	170	\$3,081,000	\$91,000	\$223,000
Iron County, UT	\$9,168,580	171	\$3,691,000	\$169,000	\$226,000
Pierce County, WI	\$1,169,892	42	\$887,000	\$30,000	\$50,000
Pittsfield, MA	\$8,730,781	258	\$5,629,000	\$331,000	\$357,000
Windham County, VT	\$1,705,184	54	\$1,220,000	\$30,000	\$81,000
Polk County, WI	\$838,797	19	\$427,000	\$38,000	\$31,000
Salina, KS	\$11,907,597	457	\$7,676,000	\$384,000	\$423,000
Group A Average	\$7,577,094	211	\$4,597,267	\$230,867	\$293,400
Average (excluding Laguna Beach)²		177	\$3,750,643	\$182,857	\$232,786
Group A Median	\$4,882,708	170	\$3,081,000	\$169,000	\$221,000

**Table 6:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group B Population 50,000 to 99,999 Sample Size = 18	Total Organizational Expenditures	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
New Brunswick, NJ	\$20,606,608	598	\$12,051,000	\$878,000	\$624,000
La Crosse, WI	\$1,308,924	43	\$947,000	\$54,000	\$59,000
Mansfield, OH	\$4,251,562	128	\$2,723,000	\$170,000	\$155,000
Lancaster, PA ³	\$9,819,873	316	\$6,009,000	\$412,000	\$370,000
Loveland, CO	\$5,122,439	150	\$3,903,000	\$219,000	\$160,000
Bradford County, PA ³	\$1,844,911	72	\$1,009,000	\$63,000	\$58,000
Missoula, MT	\$12,012,169	483	\$9,369,000	\$359,000	\$522,000
Oshkosh, WI	\$3,133,175	106	\$2,117,000	\$108,000	\$125,000
Portland, ME	\$13,289,412	406	\$9,583,000	\$666,000	\$663,000
Walnut Creek, CA	\$18,624,185	597	\$12,464,000	\$819,000	\$901,000
Saint Cloud, MN ¹	\$3,379,448	129	\$2,346,000	\$78,000	\$160,000
Wilmington, DE ¹	\$42,959,197	904	\$28,775,000	\$690,000	\$1,799,000
St. Croix County, WI	\$3,330,942	77	\$1,701,000	\$65,000	\$135,000
Lauderdale County, MS	\$940,435	29	\$594,000	\$22,000	\$36,000
Somerset County, PA ³	\$975,410	20	\$478,000	\$29,000	\$29,000
Josephine County, OR	\$913,074	31	\$596,000	\$35,000	\$35,000
Miami Beach, FL ¹	\$49,079,156	1,469	\$45,200,000	\$1,514,000	\$2,130,000
Boulder, CO	\$10,373,358	301	\$5,717,000	\$331,000	\$288,000
Group B Average	\$11,220,238	326	\$8,087,889	\$361,778	\$458,278
Group B Median	\$4,687,001	140	\$3,313,000	\$194,500	\$160,000

**Table 6:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group C Population 100,000 to 249,999 Sample Size = 29	Total Organizational Expenditures	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Abilene, TX	\$5,488,972	171	\$3,858,000	\$283,000	\$146,000
Fort Collins, CO	\$5,326,585	134	\$2,963,000	\$204,000	\$127,000
Humboldt County, CA	\$7,855,161	206	\$4,128,000	\$329,000	\$286,000
Savannah, GA	\$21,888,651	813	\$14,705,000	\$796,000	\$798,000
Marathon County, WI	\$5,736,798	175	\$3,605,000	\$198,000	\$263,000
Fullerton, CA	\$60,399,446	1,116	\$24,470,000	\$1,333,000	\$1,891,000
Alexandria, VA	\$13,641,881	465	\$8,976,000	\$410,000	\$568,000
Island of Maui, HI	\$11,615,033	230	\$5,682,000	\$105,000	\$455,000
Pasadena, CA	\$138,328,543	2,820	\$100,504,000	\$5,340,000	\$6,836,000
Greater Burlington, VT	\$17,727,731	574	\$10,373,000	\$407,000	\$923,000
Tempe, AZ	\$26,731,893	677	\$15,017,000	\$883,000	\$973,000
Bay County, FL	\$1,327,804	37	\$820,000	\$52,000	\$41,000
Providence, RI	\$40,626,610	1,005	\$29,110,000	\$1,904,000	\$1,889,000
Ulster County, NY	\$3,137,910	64	\$1,643,000	\$186,000	\$109,000
Whatcom County, WA	\$8,639,396	322	\$7,223,000	\$259,000	\$321,000
Champaign County, IL	\$16,498,717	541	\$9,433,000	\$596,000	\$484,000
Doña Ana County, NM	\$2,022,595	34	\$1,407,000	\$58,000	\$127,000
Boise, ID	\$19,647,646	678	\$14,241,000	\$655,000	\$1,169,000
Tacoma, WA	\$18,896,260	541	\$11,966,000	\$723,000	\$919,000
Arlington County, VA	\$77,806,026	1,884	\$36,518,000	\$3,292,000	\$2,398,000
Glendale, CA	\$5,405,677	122	\$3,874,000	\$246,000	\$304,000
Lackawanna County, PA ³	\$10,762,375	463	\$8,759,000	\$443,000	\$456,000
Orlando, FL	\$36,755,118	1,433	\$31,573,000	\$1,151,000	\$1,127,000
Buncombe County, NC	\$16,757,152	553	\$12,699,000	\$535,000	\$778,000
Alachua County, FL	\$22,199,470	562	\$12,987,000	\$733,000	\$662,000
Chandler, AZ	\$1,906,267	54	\$1,310,000	\$72,000	\$72,000
Lincoln, NE	\$20,784,825	586	\$14,933,000	\$746,000	\$857,000
Kalamazoo County, MI	\$51,363,599	1,873	\$39,768,000	\$1,548,000	\$2,373,000
Santa Cruz County, CA	\$15,717,132	422	\$9,565,000	\$649,000	\$700,000
Group C Average	\$23,620,527	640	\$15,245,172	\$832,276	\$967,310
Group C Median	\$16,498,717	541	\$9,565,000	\$535,000	\$662,000

**Table 6:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group D Population 250,000 to 499,999 Sample Size = 19	Total Organizational Expenditures	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Saint Joseph County, IN	\$17,240,755	489	\$10,865,000	\$598,000	\$665,000
Anchorage, AK	\$27,909,051	702	\$15,519,000	\$1,099,000	\$935,000
Saint Paul, MN ¹	\$184,100,469	4,879	\$160,904,000	\$4,418,000	\$13,071,000
Erie County, PA ³	\$8,213,973	305	\$5,510,000	\$368,000	\$372,000
Newark, NJ	\$74,246,095	2,458	\$57,535,000	\$3,596,000	\$3,437,000
Luzerne County, PA ³	\$8,117,188	186	\$5,310,000	\$394,000	\$307,000
Forsyth County, NC	\$55,656,631	2,167	\$46,739,000	\$1,585,000	\$3,222,000
Colorado Springs, CO	\$35,076,435	915	\$19,933,000	\$1,358,000	\$891,000
Minneapolis, MN ¹	\$233,345,767	6,184	\$203,944,000	\$5,601,000	\$16,568,000
Orange County, NY	\$9,107,489	199	\$3,598,000	\$376,000	\$231,000
Tulsa, OK	\$3,289,985	117	\$2,337,000	\$101,000	\$146,000
Miami, FL ¹	\$276,518,070	6,352	\$208,934,000	\$6,666,000	\$10,743,000
Santa Barbara County, CA	\$36,196,765	1,083	\$23,449,000	\$1,319,000	\$1,623,000
Mesa, AZ	\$29,276,410	914	\$17,448,000	\$1,050,000	\$1,401,000
Guilford County, NC	\$13,834,549	497	\$10,711,000	\$424,000	\$644,000
Dane County, WI	\$58,800,068	2,301	\$42,317,000	\$2,175,000	\$2,810,000
Sedgwick County, KS	\$27,588,190	814	\$20,309,000	\$1,178,000	\$1,122,000
Sonoma County, CA	\$28,379,119	754	\$15,660,000	\$1,066,000	\$1,161,000
Atlanta, GA	\$113,938,814	3,429	\$87,559,000	\$3,548,000	\$4,245,000
Group D Average	\$65,307,149	1,829	\$50,451,632	\$1,943,158	\$3,347,053
Group D Median	\$29,276,410	914	\$19,933,000	\$1,178,000	\$1,161,000

**Table 6:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	Total Organizational Expenditures	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Nashville-Davidson County, TN	\$130,174,511	3,366	\$88,098,000	\$3,320,000	\$4,121,000
District of Columbia	\$627,840,077	11,205	\$355,242,000	\$61,488,000	\$0
Seattle, WA	\$167,047,952	4,293	\$107,580,000	\$5,404,000	\$6,605,000
Baltimore, MD	\$154,505,135	3,582	\$100,241,000	\$6,755,000	\$5,766,000
Jefferson County, AL	\$61,454,822	1,983	\$47,481,000	\$1,595,000	\$2,393,000
Austin, TX	\$133,544,608	4,310	\$89,938,000	\$5,712,000	\$3,461,000
Louisville-Jefferson County, KY	\$107,025,328	3,299	\$87,380,000	\$3,024,000	\$5,769,000
Monroe County, NY	\$133,602,465	4,797	\$85,948,000	\$8,906,000	\$5,395,000
San Francisco, CA	\$459,701,497	12,892	\$313,578,000	\$12,183,000	\$19,744,000
Wake County, NC	\$43,736,984	1,989	\$35,228,000	\$1,443,000	\$2,257,000
Indianapolis, IN	\$181,936,937	5,645	\$149,797,000	\$6,203,000	\$10,409,000
Mecklenburg County, NC	\$61,939,651	1,958	\$48,412,000	\$1,665,000	\$2,912,000
Prince George's County, MD	\$10,756,105	251	\$7,864,000	\$501,000	\$649,000
Greater Hartford, CT ¹	\$144,806,388	4,631	\$126,561,000	\$3,051,000	\$8,801,000
Milwaukee County, WI	\$145,305,887	4,612	\$106,255,000	\$6,582,000	\$7,969,000
Pima County, AZ	\$28,801,589	857	\$18,495,000	\$1,240,000	\$1,148,000
Montgomery County, MD	\$51,647,384	1,398	\$29,252,000	\$2,091,000	\$2,166,000
Pinellas County, FL	\$59,580,138	1,415	\$40,141,000	\$2,713,000	\$2,339,000
Westchester County, NY	\$72,019,403	2,461	\$54,166,000	\$5,925,000	\$4,055,000
Group E Average	\$146,075,098	3,944	\$99,560,895	\$7,357,947	\$5,050,474
Average (excluding Washington DC)²		3,541	\$85,356,389	\$4,350,722	\$5,331,056
Group E Median	\$130,174,511	3,366	\$87,380,000	\$3,320,000	\$4,055,000

**Table 6:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group F Population 1,000,000 or More Sample Size = 16	Total Organizational Expenditures	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Fairfax County, VA	\$40,439,712	1,238	\$27,829,000	\$1,413,000	\$1,447,000
Orange County, FL	\$58,679,955	2,170	\$47,346,000	\$1,797,000	\$1,768,000
Greater Columbus, OH	\$149,647,317	5,280	\$112,102,000	\$6,269,000	\$7,725,000
Allegheny County, PA ³	\$230,695,220	6,837	\$154,978,000	\$9,719,000	\$9,700,000
Palm Beach County, FL	\$87,347,096	2,052	\$51,085,000	\$4,494,000	\$3,859,000
City and County of St. Louis, MO	\$276,951,103	8,841	\$222,372,000	\$7,844,000	\$11,693,000
Phoenix, AZ	\$133,013,296	4,605	\$99,808,000	\$5,509,000	\$6,649,000
Philadelphia County, PA ³	\$603,024,745	13,985	\$406,601,000	\$25,489,000	\$26,628,000
Suffolk County, NY	\$33,185,172	944	\$18,948,000	\$2,287,000	\$1,234,000
Santa Clara County, CA	\$113,310,880	3,044	\$67,168,000	\$3,893,000	\$4,384,000
Clark County, NV	\$69,656,627	1,947	\$48,779,000	\$2,018,000	\$2,007,000
Broward County, FL	\$66,651,930	1,852	\$48,833,000	\$2,924,000	\$2,567,000
Riverside County, CA	\$41,073,193	1,206	\$26,484,000	\$1,702,000	\$1,977,000
Houston, TX ¹	\$270,036,564	6,262	\$200,637,000	\$10,531,000	\$8,911,000
Miami-Dade County, FL ¹	\$420,103,077	10,303	\$332,071,000	\$10,925,000	\$16,712,000
Chicago, IL	\$658,827,812	19,841	\$459,386,000	\$30,357,000	\$25,508,000
Group F Average	\$203,290,231	5,650	\$145,276,688	\$7,948,188	\$8,298,063
Group F Median	\$123,162,088	3,825	\$83,488,000	\$5,001,500	\$5,516,500

Average (Groups A - F)	\$66,449,411	1,882	\$47,618,035	\$2,404,478	\$2,895,861
Median (Groups A - F)	\$21,888,651	677	\$14,705,000	\$796,000	\$919,000

**Table 6:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	Total Organizational Expenditures	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Wood River Valley, ID	\$3,578,570	100	\$1,895,000	\$57,000	\$134,000
Portsmouth Seacoast Area (NH,ME)	\$12,656,169	467	\$10,129,000	\$719,000	\$525,000
Greater Minot, ND	\$4,023,678	80	\$1,410,000	\$83,000	\$120,000
North Central Minnesota ¹	\$589,246	20	\$415,000	\$171,000	\$377,000
Northwest Minnesota ¹	\$560,912	19	\$353,000	\$11,000	\$39,000
East Central Minnesota ¹	\$2,266,376	86	\$1,564,000	\$95,000	\$161,000
Minnesota Brainerd Lakes Region ¹	\$685,425	27	\$509,000	\$19,000	\$47,000
Black Hills Region, SD	\$22,670,258	775	\$15,469,000	\$868,000	\$770,000
Fargo-Moorhead Region (ND,MN)	\$17,346,252	675	\$13,310,000	\$481,000	\$836,000
Minnesota Lake Region ¹	\$5,315,425	222	\$4,189,000	\$181,000	\$356,000
South Central Minnesota ¹	\$2,686,446	79	\$1,582,000	\$62,000	\$134,000
Southwest Minnesota ¹	\$1,095,259	45	\$838,000	\$31,000	\$73,000
Minnesota Arrowhead Region ¹	\$7,127,559	254	\$5,424,000	\$192,000	\$478,000
Washington and Chisago Counties, MN	\$1,501,679	49	\$963,000	\$42,000	\$98,000
Northwest Arkansas	\$10,062,069	348	\$6,730,000	\$138,000	\$522,000
Central Minnesota ¹	\$6,288,880	227	\$4,868,000	\$182,000	\$402,000
Northeast Wisconsin	\$5,755,072	236	\$4,716,000	\$237,000	\$327,000
Southeast Minnesota ¹	\$6,862,136	228	\$5,133,000	\$178,000	\$467,000
Cedar Rapids/Iowa City Cultural Corridor, IA	\$31,777,183	1,185	\$20,419,000	\$1,102,000	\$1,219,000
St. Croix Valley Region (WI,MN)	\$6,841,310	226	\$4,487,000	\$207,000	\$431,000
Northwest Louisiana	\$34,390,953	723	\$22,658,000	\$1,318,000	\$1,596,000
Greater Columbia, SC	\$26,802,104	1,227	\$20,811,000	\$1,047,000	\$1,281,000
Lehigh Valley, PA ³	\$68,599,918	2,366	\$42,172,000	\$2,723,000	\$3,204,000
East Maricopa County, AZ	\$57,914,570	1,774	\$36,711,000	\$2,005,000	\$2,660,000
Greater Buffalo, NY	\$92,968,332	2,787	\$61,489,000	\$6,239,000	\$4,387,000
Greater Portland, OR	\$166,729,911	6,207	\$128,009,000	\$6,735,000	\$8,149,000
Greater Harrisburg, PA ³	\$34,444,815	1,380	\$26,228,000	\$1,581,000	\$1,798,000
Kansas City Metro Region (MO,KS) ¹	\$193,702,895	6,141	\$175,405,000	\$5,081,000	\$6,738,000
Greater Birmingham, AL	\$68,141,392	2,653	\$55,782,000	\$1,996,000	\$3,360,000

**Table 6:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	Total Organizational Expenditures	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Greater Cincinnati Region (OH,KY,IN)	\$171,742,868	6,281	\$127,740,000	\$7,483,000	\$9,047,000
Greater Milwaukee, WI	\$154,608,779	5,853	\$118,586,000	\$8,192,000	\$10,288,000
Minnesota Twin Cities' Metro Region ¹	\$452,368,049	12,004	\$395,370,000	\$10,857,000	\$32,118,000
Central Florida Region	\$77,633,226	2,948	\$60,705,000	\$3,230,000	\$3,450,000
Greater Washington Metro Region (DC,VA,MD)	\$1,210,408,146	32,923	\$765,075,000	\$101,717,000	\$38,564,000
Greater Philadelphia, PA ³	\$644,672,957	22,674	\$503,197,000	\$32,504,000	\$38,242,000
Regional Average	\$102,994,823	3,237	\$75,552,600	\$5,650,400	\$4,925,657
Regional Median	\$17,346,252	675	\$13,310,000	\$719,000	\$770,000

**Table 6:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	Total Organizational Expenditures	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
State of North Dakota	\$46,728,731	1,397	\$27,232,000	\$1,043,400	\$1,768,600
State of Delaware ¹	\$100,393,885	2,581	\$77,164,000	\$1,139,000	\$5,238,000
State of Minnesota ¹	\$485,845,713	13,211	\$420,245,000	\$11,979,000	\$34,652,000
State of Wisconsin	\$247,127,217	9,206	\$182,315,120	\$11,540,880	\$14,651,520
State of Pennsylvania ³	\$1,033,177,398	36,004	\$783,796,000	\$50,165,440	\$56,717,440
Statewide Average	\$382,654,589	12,480	\$298,150,424	\$15,173,544	\$22,605,512
Statewide Median	\$247,127,217	9,206	\$182,315,120	\$11,540,880	\$14,651,520

Table Notes:

¹ In these study regions, detailed organizational data were collected for fiscal 2004 rather than fiscal 2005.

² To extrapolate the *Arts and Economic Prosperity III* estimates of the national findings, average economic impact results are calculated separately excluding Laguna Beach, CA and the District of Columbia. The results for Laguna Beach, CA were removed because their very large organizational expenditure findings create an outlier scenario in Population Group A (study regions with populations of fewer than 50,000). The results for the District of Columbia were removed due to Washington DC's unique status as a study partner with no state government.

³ In all Pennsylvania study regions, a two-pronged method was used to collect detailed organizational data. First, approved fiscal 2005 data available in the Pennsylvania Cultural Data Project (PACDP) database were used. Second, all eligible nonprofit arts and culture organizations that are not registered PACDP participants were solicited to complete the Arts and Economic Prosperity III organizational expenditure survey. These two data sets were then combined. (In Philadelphia County and the Greater Philadelphia region, the PACDP was the sole source used to collect organizational expenditure data.)

Explanation of Table 7: Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations per Study Region during Fiscal 2005

This table presents for each study region the direct economic impact of the expenditures made by responding nonprofit arts and culture organizations during fiscal 2005. Summary statistics are calculated for each population group.

Total organizational expenditures are the sum of operating expenditures and capital expenditures. The direct impact is a measure of the effect of the initial expenditure. Because it measures only one round of spending, the direct impact is always smaller than the total impact, which measures the effect of each dollar as it is spent and re-spent within the study region. It is derived from input/output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* for more information about direct and total economic impacts.

Column Two:

The total organizational expenditures made by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. This figure is the sum of operating expenditures and capital expenditures.

Column Three:

The total number of full-time equivalent (FTE) jobs directly supported by the expenditures made by the responding nonprofit arts and culture organizations in each participating study region. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

Column Four:

The total amount of household income paid to study region residents as a direct result of the expenditures made by the responding nonprofit arts and culture organizations in each participating study region. Household income includes salaries, wages, and proprietary income.

Column Five:

The total amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures made by the responding nonprofit arts and culture organizations in each participating study region. Local government includes the city and county governments located within each participating study region.

Column Six:

The total amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures made by the responding nonprofit arts and culture organizations in each participating study region.

**Table 7:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	Total Organizational Expenditures	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Homer, AK	\$1,248,208	25	\$503,000	\$13,000	\$16,000
Gunnison County, CO	\$1,086,908	16	\$365,000	\$9,000	\$9,000
Teton County, WY	\$18,221,918	206	\$5,166,000	\$215,000	\$461,000
Bainbridge Island, WA	\$4,882,708	97	\$2,328,000	\$48,000	\$65,000
Fairfax, VA	\$6,568,825	123	\$2,116,000	\$120,000	\$88,000
Laguna Beach, CA	\$22,955,503	299	\$8,001,000	\$260,000	\$407,000
Winter Park, FL	\$16,875,526	142	\$3,572,000	\$84,000	\$53,000
Wheeling, WV	\$4,066,012	28	\$1,501,000	\$32,000	\$67,000
Dover, DE ¹	\$4,229,978	82	\$1,918,000	\$35,000	\$113,000
Iron County, UT	\$9,168,580	104	\$2,403,000	\$42,000	\$103,000
Pierce County, WI	\$1,169,892	39	\$792,000	\$3,000	\$31,000
Pittsfield, MA	\$8,730,781	116	\$2,828,000	\$84,000	\$122,000
Windham County, VT	\$1,705,184	33	\$825,000	\$7,000	\$29,000
Polk County, WI	\$838,797	13	\$296,000	\$19,000	\$15,000
Salina, KS	\$11,907,597	196	\$3,541,000	\$46,000	\$111,000
Group A Average	\$7,577,094	101	\$2,410,333	\$67,800	\$112,667
Group A Median	\$4,882,708	97	\$2,116,000	\$42,000	\$67,000

**Table 7:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group B Population 50,000 to 99,999 Sample Size = 18	Total Organizational Expenditures	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
New Brunswick, NJ	\$20,606,608	325	\$6,818,000	\$260,000	\$221,000
La Crosse, WI	\$1,308,924	20	\$484,000	\$16,000	\$21,000
Mansfield, OH	\$4,251,562	77	\$1,770,000	\$53,000	\$58,000
Lancaster, PA ²	\$9,819,873	108	\$2,277,000	\$126,000	\$89,000
Loveland, CO	\$5,122,439	91	\$2,646,000	\$26,000	\$71,000
Bradford County, PA ²	\$1,844,911	53	\$732,000	\$26,000	\$25,000
Missoula, MT	\$12,012,169	275	\$5,803,000	\$73,000	\$213,000
Oshkosh, WI	\$3,133,175	61	\$1,285,000	\$29,000	\$53,000
Portland, ME	\$13,289,412	166	\$4,601,000	\$171,000	\$213,000
Walnut Creek, CA	\$18,624,185	338	\$7,242,000	\$313,000	\$405,000
Saint Cloud, MN ¹	\$3,379,448	67	\$1,318,000	\$24,000	\$55,000
Wilmington, DE ¹	\$42,959,197	325	\$12,559,000	\$236,000	\$695,000
St. Croix County, WI	\$3,330,942	47	\$1,090,000	\$24,000	\$67,000
Lauderdale County, MS	\$940,435	11	\$243,000	\$6,000	\$9,000
Somerset County, PA ²	\$975,410	13	\$320,000	\$13,000	\$12,000
Josephine County, OR	\$913,074	22	\$441,000	\$9,000	\$22,000
Miami Beach, FL ¹	\$49,079,156	748	\$22,713,000	\$36,000	\$435,000
Boulder, CO	\$10,373,358	145	\$2,953,000	\$99,000	\$118,000
Group B Average	\$11,220,238	161	\$4,183,056	\$85,556	\$154,556
Group B Median	\$4,687,001	84	\$2,023,500	\$32,500	\$69,000

**Table 7:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group C Population 100,000 to 249,999 Sample Size = 29	Total Organizational Expenditures	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Abilene, TX	\$5,488,972	85	\$2,184,000	\$83,000	\$23,000
Fort Collins, CO	\$5,326,585	78	\$1,928,000	\$53,000	\$56,000
Humboldt County, CA	\$7,855,161	95	\$2,044,000	\$132,000	\$85,000
Savannah, GA	\$21,888,651	285	\$5,686,000	\$76,000	\$195,000
Marathon County, WI	\$5,736,798	88	\$1,941,000	\$64,000	\$98,000
Fullerton, CA	\$60,399,446	98	\$2,587,000	\$89,000	\$151,000
Alexandria, VA	\$13,641,881	316	\$6,194,000	\$134,000	\$293,000
Island of Maui, HI	\$11,615,033	98	\$2,763,000	\$26,000	\$145,000
Pasadena, CA	\$138,328,543	1,194	\$54,074,000	\$1,278,000	\$2,470,000
Greater Burlington, VT	\$17,727,731	262	\$5,140,000	\$95,000	\$291,000
Tempe, AZ	\$26,731,893	74	\$2,032,000	\$49,000	\$64,000
Bay County, FL	\$1,327,804	20	\$478,000	\$16,000	\$10,000
Providence, RI	\$40,626,610	438	\$15,329,000	\$449,000	\$638,000
Ulster County, NY	\$3,137,910	37	\$1,062,000	\$62,000	\$51,000
Whatcom County, WA	\$8,639,396	219	\$5,290,000	\$24,000	\$32,000
Champaign County, IL	\$16,498,717	305	\$5,618,000	\$131,000	\$148,000
Doña Ana County, NM	\$2,022,595	16	\$857,000	\$14,000	\$55,000
Boise, ID	\$19,647,646	314	\$7,297,000	\$171,000	\$384,000
Tacoma, WA	\$18,896,260	265	\$6,393,000	\$204,000	\$276,000
Arlington County, VA	\$77,806,026	1,051	\$20,472,000	\$1,277,000	\$1,169,000
Glendale, CA	\$5,405,677	41	\$1,711,000	\$81,000	\$94,000
Lackawanna County, PA ²	\$10,762,375	268	\$5,510,000	\$137,000	\$134,000
Orlando, FL	\$36,755,118	620	\$15,636,000	\$230,000	\$157,000
Buncombe County, NC	\$16,757,152	111	\$2,946,000	\$158,000	\$189,000
Alachua County, FL	\$22,199,470	247	\$6,493,000	\$124,000	\$104,000
Chandler, AZ	\$1,906,267	26	\$705,000	\$16,000	\$21,000
Lincoln, NE	\$20,784,825	309	\$9,144,000	\$115,000	\$290,000
Kalamazoo County, MI	\$51,363,599	1,035	\$24,236,000	\$326,000	\$709,000
Santa Cruz County, CA	\$15,717,132	267	\$6,279,000	\$221,000	\$303,000
Group C Average	\$23,620,527	285	\$7,656,172	\$201,207	\$297,759
Group C Median	\$16,498,717	247	\$5,290,000	\$115,000	\$148,000

**Table 7:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group D Population 250,000 to 499,999 Sample Size = 19	Total Organizational Expenditures	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Saint Joseph County, IN	\$17,240,755	239	\$5,985,000	\$175,000	\$210,000
Anchorage, AK	\$27,909,051	307	\$7,441,000	\$286,000	\$305,000
Saint Paul, MN ¹	\$184,100,469	2,465	\$68,624,000	\$1,113,000	\$2,040,000
Erie County, PA ²	\$8,213,973	124	\$2,491,000	\$139,000	\$111,000
Newark, NJ	\$74,246,095	1,543	\$38,021,000	\$824,000	\$1,369,000
Luzerne County, PA ²	\$8,117,188	80	\$2,760,000	\$155,000	\$93,000
Forsyth County, NC	\$55,656,631	1,044	\$25,781,000	\$214,000	\$1,175,000
Colorado Springs, CO	\$35,076,435	418	\$10,121,000	\$261,000	\$320,000
Minneapolis, MN ¹	\$233,345,767	3,124	\$86,981,000	\$1,410,000	\$2,586,000
Orange County, NY	\$9,107,489	108	\$2,058,000	\$59,000	\$86,000
Tulsa, OK	\$3,289,985	45	\$994,000	\$19,000	\$46,000
Miami, FL ¹	\$276,518,070	2,506	\$76,127,000	\$857,000	\$1,425,000
Santa Barbara County, CA	\$36,196,765	639	\$14,726,000	\$354,000	\$636,000
Mesa, AZ	\$29,276,410	118	\$2,742,000	\$114,000	\$188,000
Guilford County, NC	\$13,834,549	231	\$5,641,000	\$81,000	\$229,000
Dane County, WI	\$58,800,068	1,225	\$24,367,000	\$492,000	\$1,031,000
Sedgwick County, KS	\$27,588,190	395	\$11,288,000	\$198,000	\$368,000
Sonoma County, CA	\$28,379,119	418	\$9,175,000	\$332,000	\$441,000
Atlanta, GA	\$113,938,814	1,400	\$41,302,000	\$650,000	\$1,533,000
Group D Average	\$65,307,149	865	\$22,980,263	\$407,000	\$746,947
Group D Median	\$29,276,410	418	\$10,121,000	\$261,000	\$368,000

**Table 7:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	Total Organizational Expenditures	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Nashville-Davidson County, TN	\$130,174,511	908	\$29,820,000	\$276,000	\$384,000
District of Columbia	\$627,840,077	8,544	\$267,012,000	\$42,100,000	\$0
Seattle, WA	\$167,047,952	1,872	\$52,431,000	\$1,302,000	\$1,714,000
Baltimore, MD	\$154,505,135	1,269	\$42,906,000	\$2,488,000	\$1,921,000
Jefferson County, AL	\$61,454,822	917	\$25,125,000	\$387,000	\$817,000
Austin, TX	\$133,544,608	2,010	\$46,007,000	\$981,000	\$592,000
Louisville-Jefferson County, KY	\$107,025,328	1,588	\$49,808,000	\$987,000	\$1,897,000
Monroe County, NY	\$133,602,465	2,183	\$41,827,000	\$2,089,000	\$2,009,000
San Francisco, CA	\$459,701,497	6,328	\$169,246,000	\$2,696,000	\$7,111,000
Wake County, NC	\$43,736,984	1,088	\$20,487,000	\$223,000	\$869,000
Indianapolis, IN	\$181,936,937	1,874	\$63,038,000	\$1,571,000	\$2,614,000
Mecklenburg County, NC	\$61,939,651	844	\$24,132,000	\$339,000	\$1,062,000
Prince George's County, MD	\$10,756,105	160	\$5,497,000	\$185,000	\$285,000
Greater Hartford, CT ¹	\$144,806,388	2,810	\$59,406,000	\$718,000	\$1,480,000
Milwaukee County, WI	\$145,305,887	1,563	\$42,611,000	\$1,891,000	\$2,653,000
Pima County, AZ	\$28,801,589	415	\$9,887,000	\$369,000	\$388,000
Montgomery County, MD	\$51,647,384	774	\$16,516,000	\$876,000	\$928,000
Pinellas County, FL	\$59,580,138	561	\$18,977,000	\$788,000	\$684,000
Westchester County, NY	\$72,019,403	1,546	\$35,450,000	\$1,769,000	\$1,980,000
Group E Average	\$146,075,098	1,961	\$53,693,842	\$3,265,000	\$1,546,737
Group E Median	\$130,174,511	1,546	\$41,827,000	\$981,000	\$1,062,000

**Table 7:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group F Population 1,000,000 or More Sample Size = 16	Total Organizational Expenditures	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Fairfax County, VA	\$40,439,712	840	\$18,979,000	\$399,000	\$780,000
Orange County, FL	\$58,679,955	830	\$20,920,000	\$363,000	\$237,000
Greater Columbus, OH	\$149,647,317	1,624	\$40,662,000	\$1,562,000	\$1,982,000
Allegheny County, PA ²	\$230,695,220	2,338	\$60,716,000	\$2,775,000	\$2,781,000
Palm Beach County, FL	\$87,347,096	846	\$23,100,000	\$1,780,000	\$1,505,000
City and County of St. Louis, MO	\$276,951,103	2,288	\$72,907,000	\$1,231,000	\$2,885,000
Phoenix, AZ	\$133,013,296	1,546	\$39,005,000	\$1,159,000	\$1,518,000
Philadelphia County, PA ²	\$603,024,745	5,462	\$190,840,000	\$7,676,000	\$9,718,000
Suffolk County, NY	\$33,185,172	475	\$10,106,000	\$661,000	\$501,000
Santa Clara County, CA	\$113,310,880	1,725	\$39,333,000	\$1,235,000	\$1,818,000
Clark County, NV	\$69,656,627	1,070	\$29,445,000	\$306,000	\$282,000
Broward County, FL	\$66,651,930	792	\$24,722,000	\$818,000	\$716,000
Riverside County, CA	\$41,073,193	599	\$14,294,000	\$442,000	\$641,000
Houston, TX ¹	\$270,036,564	3,048	\$72,100,000	\$4,321,000	\$2,160,000
Miami-Dade County, FL ¹	\$420,103,077	4,414	\$134,080,000	\$1,583,000	\$2,604,000
Chicago, IL	\$658,827,812	7,807	\$204,544,000	\$6,304,000	\$7,853,000
Group F Average	\$203,290,231	2,232	\$62,234,563	\$2,038,438	\$2,373,813
Group F Median	\$123,162,088	1,585	\$39,169,000	\$1,233,000	\$1,668,000

Average (Groups A - F)	\$66,449,411	813	\$21,904,591	\$597,174	\$823,200
Median (Groups A - F)	\$21,888,651	305	\$6,493,000	\$185,000	\$285,000

**Table 7:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	Total Organizational Expenditures	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Wood River Valley, ID	\$3,578,570	64	\$1,235,000	\$19,000	\$61,000
Portsmouth Seacoast Area (NH,ME)	\$12,656,169	254	\$6,049,000	\$187,000	\$184,000
Greater Minot, ND	\$4,023,678	34	\$638,000	\$32,000	\$46,000
North Central Minnesota ¹	\$589,246	13	\$244,000	\$7,000	\$9,000
Northwest Minnesota ¹	\$560,912	9	\$146,000	\$5,000	\$17,000
East Central Minnesota ¹	\$2,266,376	58	\$961,000	\$57,000	\$45,000
Minnesota Brainerd Lakes Region ¹	\$685,425	15	\$261,000	\$6,000	\$10,000
Black Hills Region, SD	\$22,670,258	329	\$7,371,000	\$217,000	\$184,000
Fargo-Moorhead Region (ND,MN)	\$17,346,252	282	\$6,354,000	\$99,000	\$201,000
Minnesota Lake Region ¹	\$5,315,425	142	\$2,546,000	\$90,000	\$69,000
South Central Minnesota ¹	\$2,686,446	55	\$1,048,000	\$27,000	\$21,000
Southwest Minnesota ¹	\$1,095,259	31	\$509,000	\$14,000	\$16,000
Minnesota Arrowhead Region ¹	\$7,127,559	150	\$3,029,000	\$64,000	\$93,000
Washington and Chisago Counties, MN	\$1,501,679	33	\$667,000	\$14,000	\$46,000
Northwest Arkansas	\$10,062,069	171	\$3,603,000	\$32,000	\$177,000
Central Minnesota ¹	\$6,288,880	134	\$2,748,000	\$63,000	\$63,000
Northeast Wisconsin	\$5,755,072	127	\$2,794,000	\$52,000	\$126,000
Southeast Minnesota ¹	\$6,862,136	129	\$2,525,000	\$55,000	\$117,000
Cedar Rapids/Iowa City Cultural Corridor, IA	\$31,777,183	642	\$11,834,000	\$325,000	\$424,000
St. Croix Valley Region (WI,MN)	\$6,841,310	149	\$3,036,000	\$66,000	\$200,000
Northwest Louisiana	\$34,390,953	244	\$10,074,000	\$231,000	\$472,000
Greater Columbia, SC	\$26,802,104	592	\$11,044,000	\$306,000	\$407,000
Lehigh Valley, PA ²	\$68,599,918	870	\$17,044,000	\$843,000	\$966,000
East Maricopa County, AZ	\$57,914,570	236	\$5,955,000	\$179,000	\$289,000
Greater Buffalo, NY	\$92,968,332	1,184	\$30,643,000	\$1,428,000	\$1,594,000
Greater Portland, OR	\$166,729,911	2,520	\$58,925,000	\$1,677,000	\$3,364,000
Greater Harrisburg, PA ²	\$34,444,815	429	\$9,373,000	\$475,000	\$420,000
Kansas City Metro Region (MO,KS) ¹	\$193,702,895	2,697	\$57,219,000	\$685,000	\$1,245,000
Greater Birmingham, AL	\$68,141,392	1,267	\$30,099,000	\$479,000	\$1,136,000

**Table 7:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	Total Organizational Expenditures	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Greater Cincinnati Region (OH,KY,IN)	\$171,742,868	2,552	\$59,347,000	\$1,945,000	\$2,586,000
Greater Milwaukee, WI	\$154,608,779	2,133	\$49,685,000	\$2,402,000	\$3,571,000
Minnesota Twin Cities' Metro Region ¹	\$452,368,049	6,012	\$167,376,000	\$2,714,000	\$4,976,000
Central Florida Region	\$77,633,226	1,197	\$28,257,000	\$719,000	\$640,000
Greater Washington Metro Region (DC,VA,MD)	\$1,210,408,146	19,003	\$464,349,000	\$22,199,000	\$17,684,000
Greater Philadelphia, PA ²	\$644,672,957	8,781	\$223,070,000	\$9,959,000	\$13,129,000
Regional Average	\$102,994,823	1,501	\$36,573,086	\$1,362,057	\$1,559,657
Regional Median	\$17,346,252	244	\$6,049,000	\$179,000	\$200,000

**Table 7:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	Total Organizational Expenditures	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
State of North Dakota	\$46,728,731	989	\$18,977,000	\$612,000	\$1,050,000
State of Delaware ¹	\$100,393,885	1,357	\$33,022,000	\$404,000	\$1,316,000
State of Minnesota ¹	\$485,845,713	6,748	\$181,393,000	\$3,102,000	\$5,436,000
State of Wisconsin	\$247,127,217	7,201	\$136,904,000	\$8,088,000	\$10,353,000
State of Pennsylvania ²	\$1,033,177,398	25,656	\$546,246,000	\$34,059,000	\$37,555,000
Statewide Average	\$382,654,589	8,390	\$183,308,400	\$9,253,000	\$11,142,000
Statewide Median	\$247,127,217	6,748	\$136,904,000	\$3,102,000	\$5,436,000

Table Notes:

¹ In these study regions, detailed organizational data were collected for fiscal 2004 rather than fiscal 2005.

² In all Pennsylvania study regions, a two-pronged method was used to collect detailed organizational data. First, approved fiscal 2005 data available in the Pennsylvania Cultural Data Project (PACDP) database were used. Second, all eligible nonprofit arts and culture organizations that are not registered PACDP participants were solicited to complete the Arts and Economic Prosperity III organizational expenditure survey. These two data sets were then combined. (In Philadelphia County and the Greater Philadelphia region, the PACDP was the sole source used to collect organizational expenditure data.)

Explanation of Table 8: Economic Impact per \$100,000 of Spending by Nonprofit Arts and Culture Organizations per Study Region during Fiscal 2005

This table summarizes the total and direct economic impact of expenditures made by nonprofit arts and culture organizations in the form of ratios. Summary statistics are calculated for each population group.

Using this chart, a determination can be made of the economic impact per \$100,000 of spending by nonprofit arts and culture organizations. These ratios are derived by dividing the total and direct economic impact of expenditures by nonprofit arts and culture organizations (found on Tables 6 and 7) by the total expenditures made by responding nonprofit arts and culture organizations, and then multiplying by 100,000. See *Background and Scope of Study* and *Frequently Used Terms* for more information about direct and total economic impact.

Column Two:

The economic impact ratio for the total number of full-time equivalent (FTE) jobs supported per \$100,000 of spending by nonprofit arts and culture organizations in each participating study region.

Column Three:

The economic impact ratio for the total amount of household income paid to study region residents per \$100,000 of spending by nonprofit arts and culture organizations in each participating study region.

Column Four:

The economic impact ratio for the total amount of revenue generated to local government (e.g., licenses, fees, taxes) per \$100,000 of spending by nonprofit arts and culture organizations in each participating study region. Local government includes city and county governments located within each participating study region.

Column Five:

The economic impact ratio for the total amount of revenue generated to state government (e.g., licenses, fees, taxes) per \$100,000 of spending by nonprofit arts and culture organizations in each participating study region.

Column Six:

The *direct* economic impact ratio for the total number of full-time equivalent (FTE) jobs supported per \$100,000.

Column Seven:

The *direct* economic impact ratio for the total amount of household income paid to study region residents per \$100,000.

Column Eight:

The *direct* economic impact ratio for the total amount of local government revenue generated per \$100,000.

Column Nine:

The *direct* economic impact ratio for the total amount of state government revenue generated per \$100,000.

**Table 8:
Economic Impact per \$100,000 of Spending by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	TOTAL Impact per \$100,000 of Spending				DIRECT Impact per \$100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Homer, AK	2.88	\$57,202	\$3,124	\$2,564	2.00	\$40,298	\$1,041	\$1,282
Gunnison County, CO	2.39	\$51,614	\$2,668	\$1,840	1.47	\$33,581	\$828	\$828
Teton County, WY	1.77	\$44,671	\$2,404	\$4,193	1.13	\$28,350	\$1,180	\$2,530
Bainbridge Island, WA	2.74	\$63,776	\$3,646	\$4,526	1.99	\$47,678	\$983	\$1,331
Fairfax, VA	2.65	\$45,670	\$3,791	\$2,558	1.87	\$32,213	\$1,827	\$1,340
Laguna Beach, CA	2.99	\$71,660	\$3,934	\$4,975	1.30	\$34,854	\$1,133	\$1,773
Winter Park, FL	3.27	\$69,527	\$2,785	\$2,880	0.84	\$21,167	\$498	\$314
Wheeling, WV	1.62	\$64,830	\$2,066	\$4,353	0.69	\$36,916	\$787	\$1,648
Dover, DE	4.02	\$72,837	\$2,151	\$5,272	1.94	\$45,343	\$827	\$2,671
Iron County, UT	1.87	\$40,257	\$1,843	\$2,465	1.13	\$26,209	\$458	\$1,123
Pierce County, WI	3.59	\$75,819	\$2,564	\$4,274	3.33	\$67,699	\$256	\$2,650
Pittsfield, MA	2.96	\$64,473	\$3,791	\$4,089	1.33	\$32,391	\$962	\$1,397
Windham County, VT	3.17	\$71,547	\$1,759	\$4,750	1.94	\$48,382	\$411	\$1,701
Polk County, WI	2.27	\$50,906	\$4,530	\$3,696	1.55	\$35,289	\$2,265	\$1,788
Salina, KS	3.84	\$64,463	\$3,225	\$3,552	1.65	\$29,737	\$386	\$932
Group A Average	2.80	\$60,617	\$2,952	\$3,732	1.61	\$37,341	\$923	\$1,554
Group A Standard Deviation	0.73	\$11,457	\$849	\$1,045	0.63	\$11,411	\$546	\$674
Group A 95% Confidence Interval	0.37	\$5,798	\$430	\$529	0.32	\$5,774	\$276	\$341

**Table 8:
Economic Impact per \$100,000 of Spending by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group B Population 50,000 to 99,999 Sample Size = 18	TOTAL Impact per \$100,000 of Spending				DIRECT Impact per \$100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
New Brunswick, NJ	2.90	\$58,481	\$4,261	\$3,028	1.58	\$33,086	\$1,262	\$1,072
La Crosse, WI	3.29	\$72,350	\$4,126	\$4,508	1.53	\$36,977	\$1,222	\$1,604
Mansfield, OH	3.01	\$64,047	\$3,999	\$3,646	1.81	\$41,632	\$1,247	\$1,364
Lancaster, PA	3.22	\$61,192	\$4,196	\$3,768	1.10	\$23,188	\$1,283	\$906
Loveland, CO	2.93	\$76,194	\$4,275	\$3,124	1.78	\$51,655	\$508	\$1,386
Bradford County, PA	3.90	\$54,691	\$3,415	\$3,144	2.87	\$39,677	\$1,409	\$1,355
Missoula, MT	4.02	\$77,996	\$2,989	\$4,346	2.29	\$48,309	\$608	\$1,773
Oshkosh, WI	3.38	\$67,567	\$3,447	\$3,990	1.95	\$41,013	\$926	\$1,692
Portland, ME	3.06	\$72,110	\$5,012	\$4,989	1.25	\$34,622	\$1,287	\$1,603
Walnut Creek, CA	3.21	\$66,924	\$4,398	\$4,838	1.81	\$38,885	\$1,681	\$2,175
Saint Cloud, MN	3.82	\$69,420	\$2,308	\$4,735	1.98	\$39,000	\$710	\$1,627
Wilmington, DE	2.10	\$66,982	\$1,606	\$4,188	0.76	\$29,235	\$549	\$1,618
St. Croix County, WI	2.31	\$51,067	\$1,951	\$4,053	1.41	\$32,723	\$721	\$2,011
Lauderdale County, MS	3.08	\$63,162	\$2,339	\$3,828	1.17	\$25,839	\$638	\$957
Somerset County, PA	2.05	\$49,005	\$2,973	\$2,973	1.33	\$32,807	\$1,333	\$1,230
Josephine County, OR	3.40	\$65,274	\$3,833	\$3,833	2.41	\$48,298	\$986	\$2,409
Miami Beach, FL	2.99	\$92,096	\$3,085	\$4,340	1.52	\$46,278	\$73	\$886
Boulder, CO	2.90	\$55,112	\$3,191	\$2,776	1.40	\$28,467	\$954	\$1,138
Group B Average	3.09	\$65,759	\$3,411	\$3,895	1.66	\$37,316	\$966	\$1,489
Group B Standard Deviation	0.55	\$10,493	\$937	\$677	0.51	\$8,088	\$407	\$432
Group B 95% Confidence Interval	0.25	\$4,847	\$433	\$313	0.24	\$3,737	\$188	\$199

**Table 8:
Economic Impact per \$100,000 of Spending by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group C Population 100,000 to 249,999 Sample Size = 29	TOTAL Impact per \$100,000 of Spending				DIRECT Impact per \$100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Abilene, TX	3.12	\$70,286	\$5,156	\$2,660	1.55	\$39,789	\$1,512	\$419
Fort Collins, CO	2.52	\$55,627	\$3,830	\$2,384	1.46	\$36,196	\$995	\$1,051
Humboldt County, CA	2.62	\$52,551	\$4,188	\$3,641	1.21	\$26,021	\$1,680	\$1,082
Savannah, GA	3.71	\$67,181	\$3,637	\$3,646	1.30	\$25,977	\$347	\$891
Marathon County, WI	3.05	\$62,840	\$3,451	\$4,584	1.53	\$33,834	\$1,116	\$1,708
Fullerton, CA	1.85	\$40,514	\$2,207	\$3,131	0.16	\$4,283	\$147	\$250
Alexandria, VA	3.41	\$65,797	\$3,005	\$4,164	2.32	\$45,404	\$982	\$2,148
Island of Maui, HI	1.98	\$48,919	\$904	\$3,917	0.84	\$23,788	\$224	\$1,248
Pasadena, CA	2.04	\$72,656	\$3,860	\$4,942	0.86	\$39,091	\$924	\$1,786
Greater Burlington, VT	3.24	\$58,513	\$2,296	\$5,207	1.48	\$28,994	\$536	\$1,641
Tempe, AZ	2.53	\$56,176	\$3,303	\$3,640	0.28	\$7,601	\$183	\$239
Bay County, FL	2.79	\$61,756	\$3,916	\$3,088	1.51	\$35,999	\$1,205	\$753
Providence, RI	2.47	\$71,653	\$4,687	\$4,650	1.08	\$37,731	\$1,105	\$1,570
Ulster County, NY	2.04	\$52,360	\$5,928	\$3,474	1.18	\$33,844	\$1,976	\$1,625
Whatcom County, WA	3.73	\$83,605	\$2,998	\$3,716	2.53	\$61,231	\$278	\$370
Champaign County, IL	3.28	\$57,174	\$3,612	\$2,934	1.85	\$34,051	\$794	\$897
Doña Ana County, NM	1.68	\$69,564	\$2,868	\$6,279	0.79	\$42,371	\$692	\$2,719
Boise, ID	3.45	\$72,482	\$3,334	\$5,950	1.60	\$37,139	\$870	\$1,954
Tacoma, WA	2.86	\$63,325	\$3,826	\$4,863	1.40	\$33,832	\$1,080	\$1,461
Arlington County, VA	2.42	\$46,935	\$4,231	\$3,082	1.35	\$26,312	\$1,641	\$1,502
Glendale, CA	2.26	\$71,665	\$4,551	\$5,624	0.76	\$31,652	\$1,498	\$1,739
Lackawanna County, PA	4.30	\$81,385	\$4,116	\$4,237	2.49	\$51,197	\$1,273	\$1,245
Orlando, FL	3.90	\$85,901	\$3,132	\$3,066	1.69	\$42,541	\$626	\$427
Buncombe County, NC	3.30	\$75,783	\$3,193	\$4,643	0.66	\$17,581	\$943	\$1,128
Alachua County, FL	2.53	\$58,501	\$3,302	\$2,982	1.11	\$29,248	\$559	\$468
Chandler, AZ	2.83	\$68,721	\$3,777	\$3,777	1.36	\$36,983	\$839	\$1,102
Lincoln, NE	2.82	\$71,846	\$3,589	\$4,123	1.49	\$43,994	\$553	\$1,395
Kalamazoo County, MI	3.65	\$77,424	\$3,014	\$4,620	2.02	\$47,185	\$635	\$1,380
Santa Cruz County, CA	2.68	\$60,857	\$4,129	\$4,454	1.70	\$39,950	\$1,406	\$1,928
Group C Average	2.86	\$64,896	\$3,588	\$4,051	1.36	\$34,270	\$918	\$1,246
Group C Standard Deviation	0.66	\$11,157	\$939	\$985	0.57	\$11,821	\$481	\$615
Group C 95% Confidence Interval	0.24	\$4,061	\$342	\$359	0.21	\$4,302	\$175	\$224

**Table 8:
Economic Impact per \$100,000 of Spending by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group D Population 250,000 to 499,999 Sample Size = 19	TOTAL Impact per \$100,000 of Spending				DIRECT Impact per \$100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Saint Joseph County, IN	2.84	\$63,019	\$3,469	\$3,857	1.39	\$34,714	\$1,015	\$1,218
Anchorage, AK	2.51	\$55,606	\$3,938	\$3,350	1.10	\$26,662	\$1,025	\$1,093
Saint Paul, MN	2.65	\$87,400	\$2,400	\$7,100	1.34	\$37,275	\$605	\$1,108
Erie County, PA	3.71	\$67,081	\$4,480	\$4,529	1.51	\$30,326	\$1,692	\$1,351
Newark, NJ	3.31	\$77,492	\$4,843	\$4,629	2.08	\$51,209	\$1,110	\$1,844
Luzerne County, PA	2.29	\$65,417	\$4,854	\$3,782	0.99	\$34,002	\$1,910	\$1,146
Forsyth County, NC	3.89	\$83,977	\$2,848	\$5,789	1.88	\$46,322	\$385	\$2,111
Colorado Springs, CO	2.61	\$56,827	\$3,872	\$2,540	1.19	\$28,854	\$744	\$912
Minneapolis, MN	2.65	\$87,400	\$2,400	\$7,100	1.34	\$37,276	\$604	\$1,108
Orange County, NY	2.19	\$39,506	\$4,128	\$2,536	1.19	\$22,597	\$648	\$944
Tulsa, OK	3.56	\$71,034	\$3,070	\$4,438	1.37	\$30,213	\$578	\$1,398
Miami, FL	2.30	\$75,559	\$2,411	\$3,885	0.91	\$27,531	\$310	\$515
Santa Barbara County, CA	2.99	\$64,782	\$3,644	\$4,484	1.77	\$40,683	\$978	\$1,757
Mesa, AZ	3.12	\$59,597	\$3,587	\$4,785	0.40	\$9,366	\$389	\$642
Guilford County, NC	3.59	\$77,422	\$3,065	\$4,655	1.67	\$40,775	\$585	\$1,655
Dane County, WI	3.91	\$71,968	\$3,699	\$4,779	2.08	\$41,440	\$837	\$1,753
Sedgwick County, KS	2.95	\$73,615	\$4,270	\$4,067	1.43	\$40,916	\$718	\$1,334
Sonoma County, CA	2.66	\$55,181	\$3,756	\$4,091	1.47	\$32,330	\$1,170	\$1,554
Atlanta, GA	3.01	\$76,847	\$3,114	\$3,726	1.23	\$36,249	\$570	\$1,345
Group D Average	2.99	\$68,933	\$3,571	\$4,428	1.39	\$34,144	\$835	\$1,305
Group D Standard Deviation	0.55	\$12,316	\$764	\$1,215	0.41	\$9,304	\$422	\$411
Group D 95% Confidence Interval	0.25	\$5,538	\$344	\$546	0.18	\$4,183	\$190	\$185

**Table 8:
Economic Impact per \$100,000 of Spending by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	TOTAL Impact per \$100,000 of Spending				DIRECT Impact per \$100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Nashville-Davidson County, TN	2.59	\$67,677	\$2,550	\$3,166	0.70	\$22,908	\$212	\$295
District of Columbia ¹	1.78	\$56,582	\$9,794	\$0	1.36	\$42,529	\$6,706	\$0
Seattle, WA	2.57	\$64,401	\$3,235	\$3,954	1.12	\$31,387	\$779	\$1,026
Baltimore, MD	2.32	\$64,879	\$4,372	\$3,732	0.82	\$27,770	\$1,610	\$1,243
Jefferson County, AL	3.23	\$77,262	\$2,595	\$3,894	1.49	\$40,884	\$630	\$1,329
Austin, TX	3.23	\$67,347	\$4,277	\$2,592	1.51	\$34,451	\$735	\$443
Louisville-Jefferson County, KY	3.08	\$81,644	\$2,825	\$5,390	1.48	\$46,539	\$922	\$1,772
Monroe County, NY	3.59	\$64,331	\$6,666	\$4,038	1.63	\$31,307	\$1,564	\$1,504
San Francisco, CA	2.80	\$68,213	\$2,650	\$4,295	1.38	\$36,816	\$586	\$1,547
Wake County, NC	4.55	\$80,545	\$3,299	\$5,160	2.49	\$46,841	\$510	\$1,987
Indianapolis, IN	3.10	\$82,335	\$3,409	\$5,721	1.03	\$34,648	\$863	\$1,437
Mecklenburg County, NC	3.16	\$78,160	\$2,688	\$4,701	1.36	\$38,961	\$547	\$1,715
Prince George's County, MD	2.33	\$73,112	\$4,658	\$6,034	1.49	\$51,106	\$1,720	\$2,650
Greater Hartford, CT	3.20	\$87,400	\$2,107	\$6,078	1.94	\$41,024	\$496	\$1,022
Milwaukee County, WI	3.17	\$73,125	\$4,530	\$5,484	1.08	\$29,325	\$1,301	\$1,826
Pima County, AZ	2.98	\$64,215	\$4,305	\$3,986	1.44	\$34,328	\$1,281	\$1,347
Montgomery County, MD	2.71	\$56,638	\$4,049	\$4,194	1.50	\$31,978	\$1,696	\$1,797
Pinellas County, FL	2.37	\$67,373	\$4,554	\$3,926	0.94	\$31,851	\$1,323	\$1,148
Westchester County, NY	3.42	\$75,210	\$8,227	\$5,630	2.15	\$49,223	\$2,456	\$2,749
Group E Average	3.02	\$71,881	\$3,944	\$4,554	1.42	\$36,741	\$1,068	\$1,491
Group E Standard Deviation	0.54	\$8,146	\$1,539	\$1,012	0.45	\$7,850	\$583	\$628
Group E 95% Confidence Interval	0.25	\$3,763	\$711	\$468	0.21	\$3,627	\$269	\$290

**Table 8:
Economic Impact per \$100,000 of Spending by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group F Population 1,000,000 or More Sample Size = 16	TOTAL Impact per \$100,000 of Spending				DIRECT Impact per \$100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Fairfax County, VA	3.06	\$68,816	\$3,494	\$3,578	2.08	\$46,932	\$987	\$1,929
Orange County, FL	3.70	\$80,685	\$3,062	\$3,013	1.41	\$35,651	\$619	\$404
Greater Columbus, OH	3.53	\$74,911	\$4,189	\$5,162	1.09	\$27,172	\$1,044	\$1,324
Allegheny County, PA	2.96	\$67,179	\$4,213	\$4,205	1.01	\$26,319	\$1,203	\$1,205
Palm Beach County, FL	2.35	\$58,485	\$5,145	\$4,418	0.97	\$26,446	\$2,038	\$1,723
City and County of St. Louis, MO	3.19	\$80,293	\$2,832	\$4,222	0.83	\$26,325	\$444	\$1,042
Phoenix, AZ	3.46	\$75,036	\$4,142	\$4,999	1.16	\$29,324	\$871	\$1,141
Philadelphia County, PA	2.32	\$67,427	\$4,227	\$4,416	0.91	\$31,647	\$1,273	\$1,612
Suffolk County, NY	2.84	\$57,098	\$6,892	\$3,719	1.43	\$30,453	\$1,992	\$1,510
Santa Clara County, CA	2.69	\$59,278	\$3,436	\$3,869	1.52	\$34,712	\$1,090	\$1,604
Clark County, NV	2.80	\$70,028	\$2,897	\$2,881	1.54	\$42,272	\$439	\$405
Broward County, FL	2.78	\$73,266	\$4,387	\$3,851	1.19	\$37,091	\$1,227	\$1,074
Riverside County, CA	2.94	\$64,480	\$4,144	\$4,813	1.46	\$34,801	\$1,076	\$1,561
Houston, TX	2.32	\$74,300	\$3,900	\$3,300	1.13	\$26,700	\$1,600	\$800
Miami-Dade County, FL	2.45	\$79,045	\$2,601	\$3,978	1.05	\$31,916	\$377	\$620
Chicago, IL	3.01	\$69,728	\$4,608	\$3,872	1.18	\$31,047	\$957	\$1,192
Group F Average	2.90	\$70,003	\$4,010	\$4,018	1.25	\$32,426	\$1,077	\$1,197
Group F Standard Deviation	0.43	\$7,488	\$1,045	\$657	0.31	\$5,985	\$496	\$461
Group F 95% Confidence Interval	0.21	\$3,669	\$512	\$322	0.15	\$2,933	\$243	\$226

Average (Groups A - F)	2.94	\$66,944	\$3,589	\$4,121	1.44	\$35,257	\$958	\$1,365
Standard Deviation (Groups A - F)	0.58	\$10,804	\$1,062	\$980	0.51	\$9,529	\$486	\$555
95% Confidence Interval (Groups A - F)	0.11	\$1,975	\$194	\$179	0.09	\$1,742	\$89	\$101

**Table 8:
Economic Impact per \$100,000 of Spending by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	TOTAL Impact per \$100,000 of Spending				DIRECT Impact per \$100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Wood River Valley, ID	2.79	\$52,954	\$1,593	\$3,745	1.79	\$34,511	\$531	\$1,705
Portsmouth Seacoast Area (NH,ME)	3.69	\$80,032	\$5,681	\$4,148	2.01	\$47,795	\$1,478	\$1,454
Greater Minot, ND	1.99	\$35,043	\$2,063	\$2,982	0.84	\$15,856	\$795	\$1,143
North Central Minnesota	3.39	\$70,429	\$29,020	\$63,980	2.21	\$41,409	\$1,188	\$1,527
Northwest Minnesota	3.39	\$62,933	\$1,961	\$6,953	1.60	\$26,029	\$891	\$3,031
East Central Minnesota	3.79	\$69,009	\$4,192	\$7,104	2.56	\$42,402	\$2,515	\$1,986
Minnesota Brainerd Lakes Region	3.94	\$74,260	\$2,772	\$6,857	2.19	\$38,079	\$875	\$1,459
Black Hills Region, SD	3.42	\$68,235	\$3,829	\$3,397	1.45	\$32,514	\$957	\$812
Fargo-Moorhead Region (ND,MN)	3.89	\$76,731	\$2,773	\$4,819	1.63	\$36,630	\$571	\$1,159
Minnesota Lake Region	4.18	\$78,808	\$3,405	\$6,697	2.67	\$47,898	\$1,693	\$1,298
South Central Minnesota	2.94	\$58,888	\$2,308	\$4,988	2.05	\$39,011	\$1,005	\$782
Southwest Minnesota	4.11	\$76,512	\$2,830	\$6,665	2.83	\$46,473	\$1,278	\$1,461
Minnesota Arrowhead Region	3.56	\$76,099	\$2,694	\$6,706	2.10	\$42,497	\$898	\$1,305
Washington and Chisago Counties, MN	3.26	\$64,128	\$2,797	\$6,526	2.20	\$44,417	\$932	\$3,063
Northwest Arkansas	3.46	\$66,885	\$1,371	\$5,188	1.70	\$35,808	\$318	\$1,759
Central Minnesota	3.61	\$77,406	\$2,894	\$6,392	2.13	\$43,696	\$1,002	\$1,002
Northeast Wisconsin	4.10	\$81,945	\$4,118	\$5,682	2.21	\$48,548	\$904	\$2,189
Southeast Minnesota	3.32	\$74,802	\$2,594	\$6,805	1.88	\$36,796	\$801	\$1,705
Cedar Rapids/Iowa City Cultural Corridor, IA	3.73	\$64,257	\$3,468	\$3,836	2.02	\$37,241	\$1,023	\$1,334
St. Croix Valley Region (WI,MN)	3.30	\$65,587	\$3,026	\$6,300	2.18	\$44,377	\$965	\$2,923
Northwest Louisiana	2.10	\$65,884	\$3,832	\$4,641	0.71	\$29,293	\$672	\$1,372
Greater Columbia, SC	4.58	\$77,647	\$3,906	\$4,779	2.21	\$41,206	\$1,142	\$1,519
Lehigh Valley, PA	3.45	\$61,475	\$3,969	\$4,671	1.27	\$24,846	\$1,229	\$1,408
East Maricopa County, AZ	3.06	\$63,388	\$3,462	\$4,593	0.41	\$10,282	\$309	\$499
Greater Buffalo, NY	3.00	\$66,140	\$6,711	\$4,719	1.27	\$32,961	\$1,536	\$1,715
Greater Portland, OR	3.72	\$76,776	\$4,039	\$4,888	1.51	\$35,342	\$1,006	\$2,018
Greater Harrisburg, PA	4.01	\$76,145	\$4,590	\$5,220	1.25	\$27,212	\$1,379	\$1,219
Kansas City Metro Region (MO,KS)	3.17	\$90,554	\$2,623	\$3,479	1.39	\$29,540	\$354	\$643
Greater Birmingham, AL	3.89	\$81,862	\$2,929	\$4,931	1.86	\$44,171	\$703	\$1,667

**Table 8:
Economic Impact per \$100,000 of Spending by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	TOTAL Impact per \$100,000 of Spending				DIRECT Impact per \$100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Greater Cincinnati Region (OH,KY,IN)	3.66	\$74,379	\$4,357	\$5,268	1.49	\$34,556	\$1,133	\$1,506
Greater Milwaukee, WI	3.79	\$76,701	\$5,299	\$6,654	1.38	\$32,136	\$1,554	\$2,310
Minnesota Twin Cities' Metro Region	2.65	\$87,400	\$2,400	\$7,100	1.33	\$37,000	\$600	\$1,100
Central Florida Region	3.80	\$78,195	\$4,161	\$4,444	1.54	\$36,398	\$926	\$824
Greater Washington Metro Region (DC,VA,MD)	2.72	\$63,208	\$8,404	\$3,186	1.57	\$38,363	\$1,834	\$1,461
Greater Philadelphia, PA	3.52	\$78,055	\$5,042	\$5,932	1.36	\$34,602	\$1,545	\$2,037
Regional Average	3.46	\$71,221	\$4,318	\$6,979	1.74	\$36,283	\$1,044	\$1,554
Regional Standard Deviation	0.56	\$10,397	\$4,528	\$9,995	0.54	\$8,527	\$458	\$616
Regional 95% Confidence Interval	0.18	\$3,444	\$1,500	\$3,311	0.18	\$2,825	\$152	\$204

**Table 8:
Economic Impact per \$100,000 of Spending by Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	TOTAL Impact per \$100,000 of Spending				DIRECT Impact per \$100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
State of North Dakota	2.99	\$58,277	\$2,233	\$3,785	2.12	\$40,611	\$1,310	\$2,247
State of Delaware	2.57	\$76,861	\$1,135	\$5,217	1.35	\$32,892	\$402	\$1,311
State of Minnesota	2.72	\$86,498	\$2,466	\$7,132	1.39	\$37,336	\$638	\$1,119
State of Wisconsin	3.73	\$73,774	\$4,670	\$5,929	2.91	\$55,398	\$3,273	\$4,189
State of Pennsylvania	3.48	\$75,863	\$4,855	\$5,490	2.48	\$52,870	\$3,297	\$3,635
Statewide Average	3.10	\$74,254	\$3,072	\$5,511	2.05	\$43,822	\$1,784	\$2,500
Statewide Standard Deviation	0.49	\$10,183	\$1,625	\$1,211	0.68	\$9,845	\$1,410	\$1,372
Statewide 95% Confidence Interval	0.43	\$8,926	\$1,424	\$1,062	0.60	\$8,630	\$1,236	\$1,202

Table Notes:

¹ The results for the District of Columbia were excluded from the calculation of summary statistics due to Washington DC's unique status as a study partner with no state government.

Explanation of Table 9: Total Itemized Nonprofit Arts and Culture Organization Expenditures per Study Region during Fiscal 2005

This table presents the total itemized expenditures made by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. Summary statistics are calculated for each population group.

Column Two:

The total staff/employee expenses paid by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. Staff and employee expenses include payroll, payroll taxes, fringe benefits, and costs for full-time contractors.

Column Three:

The total overhead/administrative expenses paid by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. Overhead and administrative expenses include marketing and advertising costs, supplies purchases, travel, insurance, communication costs, and programmatic costs.

Column Four:

The total facility expenses paid by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. Facility expenses include rental and/or lease costs, mortgage costs, property taxes, and utilities.

Column Five:

The total fees paid to/for artists from within the study region by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. Artist expenses include wages, taxes, and fringe benefits.

Column Six:

The total fees paid to/for artists from outside the study region by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. Artist expenses include wages, taxes, and fringe benefits.

Column Seven:

The total operating expenditures made by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. This figure is the sum of Columns Two through Six. (See the organizational expenditure survey instrument in Appendix B for a detailed breakdown of organizational expenditure categories.) These data represent the organizations that responded to the survey in each study region only; no extrapolations were made for nonresponding organizations.

Column Eight:

The total capital expenditures made by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. Capital expenditures include purchases of art, equipment, and real estate. Capital expenditures also include construction and renovation costs. These data represent the organizations that responded to the survey in each study region only; no extrapolations were made for nonresponding organizations.

Column Nine:

The total organizational expenditures of nonprofit arts and culture organizations in each study region during 2005. This figure is the sum of total operating expenditures (Column Seven) and total capital expenditures (Column Eight).

**Table 9:
Total Itemized Nonprofit Arts and Culture Organization Expenditures
per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	Staff/Employee Expenses	Overhead/ Administrative Expenses	Facility Expenses	Payment to/for Local Artists	Payments to/for Non-Local Artists	Total Operating Expenditures	Capital Expenditures	Total Organizational Expenditures
Homer, AK	\$500,102	\$594,970	\$67,607	\$60,068	\$10,545	\$1,233,292	\$14,916	\$1,248,208
Gunnison County, CO	\$421,088	\$453,842	\$111,353	\$35,932	\$38,535	\$1,060,750	\$26,158	\$1,086,908
Teton County, WY	\$6,010,100	\$7,972,938	\$1,202,053	\$629,717	\$452,162	\$16,266,970	\$1,954,948	\$18,221,918
Bainbridge Island, WA	\$2,723,679	\$1,040,663	\$489,989	\$213,061	\$273,967	\$4,741,359	\$141,349	\$4,882,708
Fairfax, VA	\$2,656,008	\$1,133,305	\$1,178,877	\$162,897	\$1,437,538	\$6,568,625	\$200	\$6,568,825
Laguna Beach, CA	\$10,379,444	\$8,953,115	\$1,896,576	\$220,846	\$518,226	\$21,968,207	\$987,296	\$22,955,503
Winter Park, FL	\$4,030,196	\$2,999,741	\$1,135,494	\$601,900	\$179,976	\$8,947,307	\$7,928,219	\$16,875,526
Wheeling, WV	\$1,946,805	\$1,087,230	\$429,536	\$24,874	\$500,830	\$3,989,275	\$76,737	\$4,066,012
Dover, DE ¹	\$2,090,035	\$1,175,343	\$653,098	\$65,869	\$170,842	\$4,155,187	\$74,791	\$4,229,978
Iron County, UT	\$3,774,693	\$2,582,500	\$161,589	\$78,222	\$2,491,032	\$9,088,036	\$80,544	\$9,168,580
Pierce County, WI	\$833,475	\$231,162	\$14,249	\$46,609	\$29,175	\$1,154,670	\$15,222	\$1,169,892
Pittsfield, MA	\$3,458,840	\$2,874,642	\$455,907	\$42,350	\$253,772	\$7,085,511	\$1,645,270	\$8,730,781
Windham County, VT	\$540,471	\$455,534	\$165,072	\$426,094	\$59,429	\$1,646,600	\$58,584	\$1,705,184
Polk County, WI	\$295,611	\$306,936	\$68,935	\$91,143	\$37,560	\$800,185	\$38,612	\$838,797
Salina, KS	\$3,849,383	\$1,689,866	\$595,771	\$110,894	\$364,049	\$6,609,963	\$5,297,634	\$11,907,597
Group A Average	\$2,900,662	\$2,236,786	\$575,074	\$187,365	\$454,509	\$6,354,396	\$1,222,699	\$7,577,094
Percent of Group A Total	38.3%	29.5%	7.6%	2.5%	6.0%	83.9%	16.1%	100.0%
Group A Median	\$2,656,008	\$1,133,305	\$455,907	\$91,143	\$253,772	\$4,741,359	\$76,737	\$4,882,708

**Table 9:
Total Itemized Nonprofit Arts and Culture Organization Expenditures
per Study Region during Fiscal 2005**

Group B Population 50,000 to 99,999 Sample Size = 18	Staff/Employee Expenses	Overhead/ Administrative Expenses	Facility Expenses	Payment to/ for Local Artists	Payments to/ for Non-Local Artists	Total Operating Expenditures	Capital Expenditures	Total Organizational Expenditures
New Brunswick, NJ	\$7,327,207	\$5,306,503	\$1,505,199	\$1,326,793	\$2,999,294	\$18,464,996	\$2,141,612	\$20,606,608
La Crosse, WI	\$388,193	\$530,303	\$173,636	\$170,048	\$46,622	\$1,308,802	\$122	\$1,308,924
Mansfield, OH	\$1,938,982	\$692,549	\$304,455	\$315,567	\$431,776	\$3,683,329	\$568,233	\$4,251,562
Lancaster, PA ²	\$2,904,292	\$3,935,515	\$679,325	\$38,995	\$11,550	\$7,569,677	\$2,250,196	\$9,819,873
Loveland, CO	\$2,511,709	\$1,113,484	\$50,265	\$943,041	\$117,224	\$4,735,723	\$386,716	\$5,122,439
Bradford County, PA ²	\$616,768	\$773,632	\$65,006	\$223,041	\$6,700	\$1,685,147	\$159,764	\$1,844,911
Missoula, MT	\$6,889,531	\$3,334,574	\$578,622	\$343,852	\$57,951	\$11,204,530	\$807,639	\$12,012,169
Oshkosh, WI	\$1,732,049	\$836,020	\$234,664	\$13,226	\$185,495	\$3,001,454	\$131,721	\$3,133,175
Portland, ME	\$5,033,985	\$4,420,353	\$1,105,637	\$783,289	\$1,348,858	\$12,692,122	\$597,290	\$13,289,412
Walnut Creek, CA	\$6,967,909	\$7,284,543	\$1,624,064	\$1,384,080	\$713,387	\$17,973,983	\$650,202	\$18,624,185
Saint Cloud, MN ¹	\$1,328,261	\$1,068,076	\$286,211	\$326,226	\$198,636	\$3,207,410	\$172,038	\$3,379,448
Wilmington, DE ¹	\$14,234,311	\$11,395,714	\$4,627,007	\$1,761,576	\$2,009,992	\$34,028,600	\$8,930,597	\$42,959,197
St. Croix County, WI	\$1,239,671	\$1,265,015	\$437,692	\$236,377	\$77,368	\$3,256,123	\$74,819	\$3,330,942
Lauderdale County, MS	\$288,966	\$517,606	\$32,919	\$2,991	\$3,535	\$846,017	\$94,418	\$940,435
Somerset County, PA ²	\$343,977	\$467,166	\$94,833	\$41,331	\$14,850	\$962,157	\$13,253	\$975,410
Josephine County, OR	\$314,943	\$244,802	\$56,375	\$264,061	\$28,891	\$909,072	\$4,002	\$913,074
Miami Beach, FL ¹	\$20,878,849	\$17,903,591	\$3,978,672	\$3,414,122	\$1,217,779	\$47,393,013	\$1,686,143	\$49,079,156
Boulder, CO	\$2,604,954	\$4,890,872	\$562,466	\$612,338	\$1,121,325	\$9,791,955	\$581,403	\$10,373,358
Group B Average	\$4,308,031	\$3,665,573	\$910,947	\$677,831	\$588,402	\$10,150,784	\$1,069,454	\$11,220,238
Percent of Group B Total	38.4%	32.7%	8.1%	6.0%	5.2%	90.5%	9.5%	100.0%
Group B Median	\$2,225,346	\$1,189,250	\$371,074	\$320,897	\$151,360	\$4,209,526	\$477,475	\$4,687,001

**Table 9:
Total Itemized Nonprofit Arts and Culture Organization Expenditures
per Study Region during Fiscal 2005**

Group C Population 100,000 to 249,999 Sample Size = 29	Staff/Employee Expenses	Overhead/ Administrative Expenses	Facility Expenses	Payment to/ for Local Artists	Payments to/ for Non-Local Artists	Total Operating Expenditures	Capital Expenditures	Total Organizational Expenditures
Abilene, TX	\$2,483,048	\$1,890,698	\$649,745	\$175,024	\$204,303	\$5,402,818	\$86,154	\$5,488,972
Fort Collins, CO	\$1,957,768	\$1,187,197	\$511,471	\$521,666	\$1,037,451	\$5,215,553	\$111,032	\$5,326,585
Humboldt County, CA	\$2,084,283	\$3,439,784	\$612,425	\$432,544	\$193,407	\$6,762,443	\$1,092,718	\$7,855,161
Savannah, GA	\$6,050,336	\$3,588,211	\$709,926	\$1,031,311	\$490,545	\$11,870,329	\$10,018,322	\$21,888,651
Marathon County, WI	\$2,312,687	\$1,613,210	\$493,853	\$71,790	\$714,971	\$5,206,511	\$530,287	\$5,736,798
Fullerton, CA	\$3,171,583	\$2,481,267	\$407,321	\$280,346	\$46,720	\$6,387,237	\$54,012,209	\$60,399,446
Alexandria, VA	\$6,939,626	\$3,373,303	\$1,614,616	\$663,733	\$145,191	\$12,736,469	\$905,412	\$13,641,881
Island of Maui, HI	\$2,881,050	\$2,258,937	\$866,396	\$675,930	\$746,960	\$7,429,273	\$4,185,760	\$11,615,033
Pasadena, CA	\$67,664,197	\$40,804,089	\$12,652,880	\$3,209,218	\$635,346	\$124,965,730	\$13,362,813	\$138,328,543
Greater Burlington, VT	\$6,957,169	\$8,024,003	\$793,848	\$351,415	\$1,331,262	\$17,457,697	\$270,034	\$17,727,731
Tempe, AZ	\$2,422,348	\$1,051,917	\$285,419	\$376,948	\$283,786	\$4,420,418	\$22,311,475	\$26,731,893
Bay County, FL	\$580,797	\$428,608	\$78,722	\$4,800	\$219,615	\$1,312,542	\$15,262	\$1,327,804
Providence, RI	\$17,694,178	\$11,656,708	\$2,236,897	\$2,794,459	\$3,506,529	\$37,888,771	\$2,737,839	\$40,626,610
Ulster County, NY	\$1,204,493	\$1,077,306	\$263,614	\$99,646	\$182,243	\$2,827,302	\$310,608	\$3,137,910
Whatcom County, WA	\$6,104,546	\$1,527,877	\$261,283	\$110,292	\$584,834	\$8,588,832	\$50,564	\$8,639,396
Champaign County, IL	\$5,796,278	\$4,997,290	\$1,256,203	\$512,854	\$1,832,853	\$14,395,478	\$2,103,239	\$16,498,717
Doña Ana County, NM	\$1,019,979	\$766,242	\$60,710	\$30,946	\$25,652	\$1,903,529	\$119,066	\$2,022,595
Boise, ID	\$7,740,496	\$6,670,586	\$1,195,071	\$1,574,872	\$1,473,039	\$18,654,064	\$993,582	\$19,647,646
Tacoma, WA	\$7,656,619	\$8,115,532	\$1,176,685	\$627,586	\$717,814	\$18,294,236	\$602,024	\$18,896,260
Arlington County, VA	\$25,144,880	\$42,778,489	\$4,537,393	\$1,485,710	\$477,800	\$74,424,272	\$3,381,754	\$77,806,026
Glendale, CA	\$1,836,806	\$2,798,061	\$291,342	\$132,192	\$203,673	\$5,262,074	\$143,603	\$5,405,677
Lackawanna County, PA ²	\$6,434,246	\$1,868,135	\$982,683	\$99,468	\$188,100	\$9,572,632	\$1,189,743	\$10,762,375
Orlando, FL	\$16,324,568	\$11,508,046	\$2,572,967	\$2,858,638	\$1,273,427	\$34,537,646	\$2,217,472	\$36,755,118
Buncombe County, NC	\$1,944,370	\$12,404,908	\$1,092,471	\$576,226	\$659,192	\$16,677,167	\$79,985	\$16,757,152
Alachua County, FL	\$7,813,473	\$4,600,808	\$487,995	\$461,373	\$1,884,128	\$15,247,777	\$6,951,693	\$22,199,470
Chandler, AZ	\$835,624	\$367,940	\$199,252	\$53,829	\$321,780	\$1,778,425	\$127,842	\$1,906,267
Lincoln, NE	\$10,990,834	\$4,827,109	\$831,162	\$711,496	\$2,315,949	\$19,676,550	\$1,108,275	\$20,784,825
Kalamazoo County, MI	\$27,570,194	\$12,257,644	\$4,399,078	\$2,570,561	\$2,183,581	\$48,981,058	\$2,382,541	\$51,363,599
Santa Cruz County, CA	\$7,082,057	\$5,058,867	\$1,177,095	\$919,266	\$1,065,511	\$15,302,796	\$414,336	\$15,717,132
Group C Average	\$8,920,639	\$7,014,578	\$1,472,363	\$807,384	\$860,195	\$19,075,160	\$4,545,367	\$23,620,527
Percent of Group C Total	37.8%	29.7%	6.2%	3.4%	3.6%	80.8%	19.2%	100.0%
Group C Median	\$6,050,336	\$3,439,784	\$793,848	\$512,854	\$635,346	\$11,870,329	\$993,582	\$16,498,717

**Table 9:
Total Itemized Nonprofit Arts and Culture Organization Expenditures
per Study Region during Fiscal 2005**

Group D Population 250,000 to 499,999 Sample Size = 19	Staff/Employee Expenses	Overhead/ Administrative Expenses	Facility Expenses	Payment to/ for Local Artists	Payments to/ for Non-Local Artists	Total Operating Expenditures	Capital Expenditures	Total Organizational Expenditures
Saint Joseph County, IN	\$6,977,015	\$4,973,901	\$1,812,860	\$688,988	\$869,397	\$15,322,161	\$1,918,594	\$17,240,755
Anchorage, AK	\$8,968,436	\$9,100,460	\$2,623,666	\$523,224	\$2,628,192	\$23,843,978	\$4,065,073	\$27,909,051
Saint Paul, MN ¹	\$80,219,220	\$58,558,195	\$17,450,859	\$7,112,125	\$6,752,253	\$170,092,652	\$14,007,817	\$184,100,469
Erie County, PA ²	\$2,893,557	\$4,577,280	\$274,910	\$36,684	\$172,239	\$7,954,670	\$259,303	\$8,213,973
Newark, NJ	\$33,248,949	\$19,161,576	\$5,525,636	\$12,309,683	\$1,965,076	\$72,210,920	\$2,035,175	\$74,246,095
Luzerne County, PA ²	\$3,708,205	\$3,407,082	\$882,422	\$78,100	\$3,685	\$8,079,494	\$37,694	\$8,117,188
Forsyth County, NC	\$29,894,331	\$10,845,437	\$4,782,573	\$1,069,207	\$720,101	\$47,311,649	\$8,344,982	\$55,656,631
Colorado Springs, CO	\$11,193,347	\$10,352,636	\$3,206,061	\$1,524,797	\$1,205,437	\$27,482,278	\$7,594,157	\$35,076,435
Minneapolis, MN ¹	\$64,930,382	\$53,585,905	\$10,574,430	\$31,812,502	\$19,044,487	\$179,947,706	\$53,398,061	\$233,345,767
Orange County, NY	\$2,612,816	\$727,455	\$55,458	\$115,606	\$1,554,265	\$5,065,600	\$4,041,889	\$9,107,489
Tulsa, OK	\$949,887	\$1,326,807	\$273,829	\$252,239	\$217,495	\$3,020,257	\$269,728	\$3,289,985
Miami, FL ¹	\$77,485,824	\$49,896,660	\$6,736,048	\$5,120,230	\$5,832,816	\$145,071,578	\$131,446,492	\$276,518,070
Santa Barbara County, CA	\$17,244,081	\$11,378,335	\$2,137,829	\$2,103,369	\$1,572,750	\$34,436,364	\$1,760,401	\$36,196,765
Mesa, AZ	\$3,827,286	\$1,909,428	\$2,837,667	\$15,759	\$130,288	\$8,720,428	\$20,555,982	\$29,276,410
Guilford County, NC	\$5,767,242	\$4,425,901	\$1,041,444	\$1,295,422	\$834,756	\$13,364,765	\$469,784	\$13,834,549
Dane County, WI	\$29,832,616	\$12,944,597	\$4,065,080	\$2,813,679	\$6,390,726	\$56,046,698	\$2,753,370	\$58,800,068
Sedgwick County, KS	\$12,056,598	\$7,610,903	\$1,452,173	\$1,918,065	\$774,920	\$23,812,659	\$3,775,531	\$27,588,190
Sonoma County, CA	\$9,918,819	\$7,229,553	\$2,377,181	\$1,988,866	\$3,104,866	\$24,619,285	\$3,759,834	\$28,379,119
Atlanta, GA	\$45,276,152	\$40,570,199	\$4,578,464	\$8,498,217	\$8,769,327	\$107,692,359	\$6,246,455	\$113,938,814
Group D Average	\$23,526,566	\$16,451,701	\$3,825,715	\$4,172,461	\$3,291,741	\$51,268,184	\$14,038,964	\$65,307,149
Percent of Group D Total	36.0%	25.2%	5.9%	6.4%	5.0%	78.5%	21.5%	100.0%
Group D Median	\$11,193,347	\$9,100,460	\$2,623,666	\$1,524,797	\$1,554,265	\$24,619,285	\$3,775,531	\$29,276,410

**Table 9:
Total Itemized Nonprofit Arts and Culture Organization Expenditures
per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	Staff/Employee Expenses	Overhead/ Administrative Expenses	Facility Expenses	Payment to/ for Local Artists	Payments to/ for Non-Local Artists	Total Operating Expenditures	Capital Expenditures	Total Organizational Expenditures
Nashville-Davidson County, TN	\$32,720,733	\$20,523,488	\$2,227,937	\$4,662,797	\$903,306	\$61,038,261	\$69,136,250	\$130,174,511
District of Columbia	\$172,439,557	\$199,920,063	\$40,343,650	\$123,887,698	\$71,810,974	\$608,401,942	\$19,438,135	\$627,840,077
Seattle, WA	\$51,053,076	\$59,520,676	\$6,634,190	\$16,585,366	\$6,931,646	\$140,724,954	\$26,322,998	\$167,047,952
Baltimore, MD	\$56,148,965	\$45,548,119	\$16,793,546	\$734,356	\$1,158,890	\$120,383,876	\$34,121,259	\$154,505,135
Jefferson County, AL	\$28,324,100	\$17,890,598	\$5,804,048	\$3,556,729	\$2,431,755	\$58,007,230	\$3,447,592	\$61,454,822
Austin, TX	\$54,094,141	\$33,602,796	\$7,169,562	\$6,291,160	\$3,580,765	\$104,738,424	\$28,806,184	\$133,544,608
Louisville-Jefferson County, KY	\$61,781,659	\$24,166,004	\$8,400,830	\$2,514,927	\$5,936,580	\$102,800,000	\$4,225,328	\$107,025,328
Monroe County, NY	\$55,222,712	\$34,042,519	\$9,324,892	\$876,063	\$8,517,297	\$107,983,483	\$25,618,982	\$133,602,465
San Francisco, CA	\$184,297,826	\$116,782,698	\$22,903,035	\$43,053,805	\$11,002,770	\$378,040,134	\$81,661,363	\$459,701,497
Wake County, NC	\$26,115,261	\$11,945,418	\$1,871,641	\$1,241,319	\$1,276,822	\$42,450,461	\$1,286,523	\$43,736,984
Indianapolis, IN	\$60,436,661	\$53,145,299	\$13,970,962	\$18,095,274	\$3,813,861	\$149,462,057	\$32,474,880	\$181,936,937
Mecklenburg County, NC	\$22,998,331	\$21,690,838	\$4,191,151	\$7,034,228	\$4,271,284	\$60,185,832	\$1,753,819	\$61,939,651
Prince George's County, MD	\$5,834,353	\$2,866,836	\$298,316	\$687,933	\$816,555	\$10,503,993	\$252,112	\$10,756,105
Greater Hartford, CT ¹	\$65,753,277	\$37,351,507	\$6,178,069	\$4,036,302	\$9,923,489	\$123,242,644	\$21,563,744	\$144,806,388
Milwaukee County, WI	\$49,834,731	\$61,494,711	\$13,503,589	\$11,726,823	\$3,934,312	\$140,494,166	\$4,811,721	\$145,305,887
Pima County, AZ	\$9,896,678	\$9,866,409	\$1,796,427	\$2,588,642	\$3,693,838	\$27,841,994	\$959,595	\$28,801,589
Montgomery County, MD	\$16,693,874	\$13,153,442	\$6,224,720	\$3,753,439	\$3,403,112	\$43,228,587	\$8,418,797	\$51,647,384
Pinellas County, FL	\$21,611,949	\$20,000,729	\$4,879,728	\$2,467,989	\$6,786,729	\$55,747,124	\$3,833,014	\$59,580,138
Westchester County, NY	\$27,297,160	\$17,575,336	\$4,304,054	\$12,345,721	\$3,854,020	\$65,376,291	\$6,643,112	\$72,019,403
Group E Average	\$52,766,055	\$42,162,499	\$9,306,334	\$14,007,398	\$8,107,790	\$126,350,076	\$19,725,021	\$146,075,098
Percent of Group E Total	36.1%	28.9%	6.4%	9.6%	5.6%	86.5%	13.5%	100.0%
Group E Median	\$49,834,731	\$24,166,004	\$6,224,720	\$4,036,302	\$3,854,020	\$102,800,000	\$8,418,797	\$130,174,511

**Table 9:
Total Itemized Nonprofit Arts and Culture Organization Expenditures
per Study Region during Fiscal 2005**

Group F Population 1,000,000 or More Sample Size = 16	Staff/Employee Expenses	Overhead/ Administrative Expenses	Facility Expenses	Payment to/for Local Artists	Payments to/for Non-Local Artists	Total Operating Expenditures	Capital Expenditures	Total Organizational Expenditures
Fairfax County, VA	\$13,338,433	\$11,724,046	\$3,180,383	\$9,361,281	\$1,922,810	\$39,526,953	\$912,759	\$40,439,712
Orange County, FL	\$22,443,568	\$16,811,878	\$4,210,414	\$3,462,133	\$1,528,646	\$48,456,639	\$10,223,316	\$58,679,955
Greater Columbus, OH	\$42,981,596	\$39,983,444	\$12,859,130	\$8,809,008	\$6,357,976	\$110,991,154	\$38,656,163	\$149,647,317
Allegheny County, PA ²	\$80,364,102	\$84,788,658	\$22,204,184	\$1,345,384	\$9,682,420	\$198,384,748	\$32,310,472	\$230,695,220
Palm Beach County, FL	\$28,385,010	\$32,840,087	\$9,471,813	\$1,885,396	\$7,371,385	\$79,953,691	\$7,393,405	\$87,347,096
City and County of St. Louis, MO	\$82,258,839	\$122,104,015	\$14,205,227	\$4,593,689	\$5,986,181	\$229,147,951	\$47,803,152	\$276,951,103
Phoenix, AZ	\$46,119,860	\$28,111,169	\$9,686,112	\$2,861,288	\$3,225,140	\$90,003,569	\$43,009,727	\$133,013,296
Philadelphia County, PA ^{2,3}	\$260,699,534	\$302,396,625	\$38,473,287	\$1,455,299	\$0	\$603,024,745	\$0	\$603,024,745
Suffolk County, NY	\$11,949,400	\$10,149,833	\$2,400,520	\$605,060	\$1,227,361	\$26,332,174	\$6,852,998	\$33,185,172
Santa Clara County, CA	\$39,574,397	\$40,071,523	\$6,931,759	\$10,313,827	\$1,286,148	\$98,177,654	\$15,133,226	\$113,310,880
Clark County, NV	\$39,013,451	\$13,000,849	\$1,161,316	\$1,307,320	\$1,795,076	\$56,278,012	\$13,378,615	\$69,656,627
Broward County, FL	\$26,792,152	\$25,276,829	\$4,923,300	\$1,822,430	\$5,287,337	\$64,102,048	\$2,549,882	\$66,651,930
Riverside County, CA	\$16,656,508	\$7,655,590	\$3,339,461	\$1,201,370	\$276,571	\$29,129,500	\$11,943,693	\$41,073,193
Houston, TX ¹	\$97,789,460	\$89,391,062	\$14,748,222	\$22,183,724	\$7,788,746	\$231,901,214	\$38,135,350	\$270,036,564
Miami-Dade County, FL ¹	\$129,980,433	\$100,656,900	\$16,691,334	\$15,582,658	\$8,183,328	\$271,094,653	\$149,008,424	\$420,103,077
Chicago, IL	\$180,798,270	\$233,963,858	\$29,769,796	\$97,537,938	\$19,865,363	\$561,935,225	\$96,892,587	\$658,827,812
Group F Average	\$69,946,563	\$72,432,898	\$12,141,016	\$11,520,488	\$5,111,531	\$171,152,496	\$32,137,736	\$203,290,231
Percent of Group F Total	34.4%	35.6%	6.0%	5.7%	2.5%	84.2%	15.8%	100.0%
Group F Median	\$41,277,997	\$36,411,766	\$9,578,963	\$3,161,711	\$4,256,239	\$94,090,612	\$14,255,921	\$123,162,088

Average (Groups A - F)	\$25,417,740	\$22,203,026	\$4,409,370	\$4,898,023	\$2,937,328	\$59,865,488	\$11,423,498	\$71,288,986
Percent of Total (Groups A - F)	35.7%	31.1%	6.2%	6.9%	4.1%	84.0%	16.0%	100.0%
Median (Groups A - F)	\$7,491,913	\$7,257,048	\$1,354,188	\$758,823	\$1,051,481	\$18,134,110	\$1,995,062	\$22,044,061

**Table 9:
Total Itemized Nonprofit Arts and Culture Organization Expenditures
per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	Staff/Employee Expenses	Overhead/ Administrative Expenses	Facility Expenses	Payment to/ for Local Artists	Payments to/ for Non-Local Artists	Total Operating Expenditures	Capital Expenditures	Total Organizational Expenditures
Wood River Valley, ID	\$1,222,548	\$1,701,434	\$144,854	\$154,506	\$318,837	\$3,542,179	\$36,391	\$3,578,570
Portsmouth Seacoast Area (NH,ME)	\$5,545,430	\$3,459,482	\$878,193	\$1,186,594	\$461,876	\$11,531,575	\$1,124,594	\$12,656,169
Greater Minot, ND	\$628,000	\$1,960,202	\$322,959	\$81,058	\$869,297	\$3,861,516	\$162,162	\$4,023,678
North Central Minnesota ¹	\$247,239	\$184,921	\$61,088	\$23,193	\$13,021	\$529,462	\$59,784	\$589,246
Northwest Minnesota ¹	\$150,402	\$337,902	\$23,592	\$13,882	\$0	\$525,778	\$35,134	\$560,912
East Central Minnesota ¹	\$924,934	\$564,501	\$334,635	\$105,128	\$12,329	\$1,941,527	\$324,849	\$2,266,376
Minnesota Brainerd Lakes Region ¹	\$237,891	\$206,429	\$57,888	\$40,492	\$1,500	\$544,200	\$141,225	\$685,425
Black Hills Region, SD	\$7,875,641	\$8,188,122	\$1,844,852	\$584,261	\$814,987	\$19,307,863	\$3,362,395	\$22,670,258
Fargo-Moorhead Region (ND,MN)	\$6,561,858	\$5,187,276	\$1,210,570	\$806,983	\$384,795	\$14,151,482	\$3,194,770	\$17,346,252
Minnesota Lake Region ¹	\$2,627,725	\$1,424,077	\$620,412	\$275,085	\$253,597	\$5,200,896	\$114,529	\$5,315,425
South Central Minnesota ¹	\$1,038,804	\$1,261,439	\$118,746	\$120,871	\$89,279	\$2,629,139	\$57,307	\$2,686,446
Southwest Minnesota ¹	\$366,312	\$357,763	\$146,769	\$179,115	\$5,050	\$1,055,009	\$40,250	\$1,095,259
Minnesota Arrowhead Region ¹	\$2,796,848	\$2,361,198	\$417,308	\$942,289	\$311,822	\$6,829,465	\$298,094	\$7,127,559
Washington and Chisago Counties, MN	\$622,277	\$421,395	\$214,096	\$128,747	\$20,000	\$1,406,515	\$95,164	\$1,501,679
Northwest Arkansas	\$3,673,861	\$2,700,256	\$580,521	\$252,815	\$2,128,780	\$9,336,233	\$725,836	\$10,062,069
Central Minnesota ¹	\$2,555,089	\$1,731,797	\$354,995	\$457,524	\$557,534	\$5,656,939	\$631,941	\$6,288,880
Northeast Wisconsin	\$3,280,868	\$1,403,002	\$370,356	\$47,111	\$251,565	\$5,352,902	\$402,170	\$5,755,072
Southeast Minnesota ¹	\$2,294,465	\$2,332,557	\$388,941	\$536,044	\$259,301	\$5,811,308	\$1,050,828	\$6,862,136
Cedar Rapids/Iowa City Cultural Corridor, IA	\$12,579,504	\$7,570,562	\$3,306,628	\$1,493,667	\$2,216,875	\$27,167,236	\$4,609,947	\$31,777,183
St. Croix Valley Region (WI,MN)	\$2,991,034	\$2,224,508	\$734,972	\$502,876	\$164,103	\$6,617,493	\$223,817	\$6,841,310
Northwest Louisiana	\$9,740,297	\$8,916,967	\$2,087,353	\$1,818,002	\$882,872	\$23,445,491	\$10,945,462	\$34,390,953
Greater Columbia, SC	\$13,010,515	\$6,679,428	\$3,663,354	\$466,042	\$1,969,159	\$25,788,498	\$1,013,606	\$26,802,104
Lehigh Valley, PA ²	\$17,231,896	\$25,064,178	\$2,641,040	\$2,313,724	\$2,207,567	\$49,458,405	\$19,141,513	\$68,599,918
East Maricopa County, AZ	\$7,085,258	\$3,329,285	\$3,322,338	\$446,536	\$735,854	\$14,919,271	\$42,995,299	\$57,914,570
Greater Buffalo, NY	\$38,259,981	\$23,015,473	\$5,010,893	\$1,500,514	\$9,675,509	\$77,462,370	\$15,505,962	\$92,968,332
Greater Portland, OR	\$59,802,157	\$42,033,540	\$16,004,375	\$12,076,623	\$4,872,540	\$134,789,235	\$31,940,676	\$166,729,911
Greater Harrisburg, PA ²	\$10,004,934	\$13,874,908	\$1,959,776	\$814,221	\$62,905	\$26,716,744	\$7,728,071	\$34,444,815
Kansas City Metro Region (MO,KS) ¹	\$58,903,109	\$48,562,052	\$14,047,575	\$9,773,604	\$4,941,427	\$136,227,767	\$57,475,128	\$193,702,895
Greater Birmingham, AL	\$31,363,238	\$20,141,797	\$6,386,433	\$3,651,455	\$2,491,394	\$64,034,317	\$4,107,075	\$68,141,392

**Table 9:
Total Itemized Nonprofit Arts and Culture Organization Expenditures
per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	Staff/Employee Expenses	Overhead/ Administrative Expenses	Facility Expenses	Payment to/for Local Artists	Payments to/for Non-Local Artists	Total Operating Expenditures	Capital Expenditures	Total Organizational Expenditures
Greater Cincinnati Region (OH,KY,IN)	\$66,193,771	\$39,864,729	\$8,076,629	\$4,524,347	\$15,594,631	\$134,254,107	\$37,488,761	\$171,742,868
Greater Milwaukee, WI	\$53,368,488	\$64,224,162	\$14,933,767	\$12,256,777	\$4,649,112	\$149,432,306	\$5,176,473	\$154,608,779
Minnesota Twin Cities' Metro Region ¹	\$164,417,482	\$120,474,907	\$30,551,128	\$39,725,844	\$26,125,896	\$381,295,257	\$71,072,792	\$452,368,049
Central Florida Region	\$28,743,510	\$23,150,867	\$5,942,246	\$3,895,560	\$4,796,699	\$66,528,882	\$11,104,344	\$77,633,226
Greater Washington Metro Region (DC,VA,MD)	\$358,716,725	\$408,594,982	\$83,861,594	\$208,672,250	\$117,253,626	\$1,177,099,177	\$33,308,969	\$1,210,408,146
Greater Philadelphia, PA ^{2,3}	\$280,059,583	\$322,429,577	\$40,576,135	\$1,607,662	\$0	\$644,672,957	\$0	\$644,672,957
Regional Average	\$35,860,619	\$34,741,019	\$7,177,057	\$8,899,297	\$5,868,393	\$92,546,386	\$10,448,438	\$102,994,823
Percent of Regional Total	34.8%	33.7%	7.0%	8.6%	5.7%	89.9%	10.1%	100.0%
Regional Median	\$6,561,858	\$3,459,482	\$1,210,570	\$584,261	\$557,534	\$14,151,482	\$1,050,828	\$17,346,252

**Table 9:
Total Itemized Nonprofit Arts and Culture Organization Expenditures
per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	Overhead/ Payments to/for					Total Operating Expenditures	Capital Expenditures	Total Organizational Expenditures
	Staff/Employee Expenses	Administrative Expenses	Facility Expenses	Payment to/for Local Artists	Non-Local Artists			
State of North Dakota	\$15,497,186	\$12,987,873	\$4,810,305	\$2,129,103	\$1,671,530	\$37,095,997	\$9,632,734	\$46,728,731
State of Delaware ¹	\$38,113,330	\$35,553,060	\$8,546,660	\$2,361,782	\$2,342,268	\$86,917,100	\$13,476,785	\$100,393,885
State of Minnesota ¹	\$177,657,191	\$131,237,491	\$33,075,502	\$42,419,467	\$27,629,329	\$412,018,980	\$73,826,733	\$485,845,713
State of Wisconsin	\$97,528,764	\$86,796,495	\$21,503,536	\$16,714,991	\$13,401,554	\$235,945,340	\$11,181,877	\$247,127,217
State of Pennsylvania ²	\$410,217,779	\$472,347,926	\$70,763,894	\$6,669,520	\$12,338,466	\$972,337,585	\$60,839,813	\$1,033,177,398
Statewide Average	\$147,802,850	\$147,784,569	\$27,739,979	\$14,058,973	\$11,476,629	\$348,863,000	\$33,791,588	\$382,654,589
Percent of Statewide Total	38.6%	38.6%	7.2%	3.7%	3.0%	91.2%	8.8%	100.0%
Statewide Median	\$97,528,764	\$86,796,495	\$21,503,536	\$6,669,520	\$12,338,466	\$235,945,340	\$13,476,785	\$247,127,217

Table Notes:

¹ In these study regions, detailed organizational data were collected for fiscal 2004 rather than fiscal 2005.

² In most Pennsylvania study regions, a two-pronged method was used to collect detailed organizational data. First, approved fiscal 2005 data available in the Pennsylvania Cultural Data Project (PACDP) database were used. Second, all eligible nonprofit arts and culture organizations that are not registered PACDP participants were solicited to complete the Arts and Economic Prosperity III organizational expenditure survey. These two data sets were then combined. (In Philadelphia County and the Greater Philadelphia region, the PACDP was the sole source used to collect organizational expenditure data.)

³ In Philadelphia County and the Greater Philadelphia region, the PACDP was the sole source used to collect organizational expenditure data. Because the PACDP did not provide itemized capital expenditures, "\$0" has been listed in the capital expenditures column (Column Eight).

Explanation of Table 10: Average Itemized Nonprofit Arts and Culture Organization Expenditures per Study Region during Fiscal 2005

This table presents the average itemized expenditures made by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. Summary statistics are calculated for each population group. The averages on this table are calculated per participating study region. The averages on Table 11, on the other hand, are calculated per responding nonprofit arts and culture organization.

Column Two:

The average staff/employee expenses paid by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. Staff and employee expenses include payroll, payroll taxes, fringe benefits, and costs for full-time contractors.

Column Three:

The average overhead/administrative expenses paid by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. Overhead and administrative expenses include marketing and advertising costs, supplies purchases, travel, insurance, communication costs, and programmatic costs.

Column Four:

The average facility expenses paid by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. Facility expenses include rental and/or lease costs, mortgage costs, property taxes, and utilities.

Column Five:

The average fees paid to/for artists from within the study region by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. Artist expenses include wages, taxes, and fringe benefits.

Column Six:

The average fees paid to/for artists from outside the study region by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. Artist expenses include wages, taxes, and fringe benefits.

Column Seven:

The average operating expenditures made by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. This figure is the sum of Columns Two through Six. (See the organizational expenditure survey instrument in Appendix B for a detailed breakdown of organizational expenditure categories.)

Column Eight:

The average capital expenditures made by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. Capital expenditures include purchases of art, equipment, and real estate. Capital expenditures also include construction and renovation costs.

Column Nine:

The average organizational expenditures of nonprofit arts and culture organizations in each study region during 2005. This figure is the sum of average operating expenditures (Column Seven) and average capital expenditures (Column Eight).

**Table 10:
Average Itemized Nonprofit Arts and Culture Organization Expenditures
per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	Staff/Employee Expenses	Overhead/ Administrative Expenses	Facility Expenses	Payment to/for Local Artists	Payments to/for Non-Local Artists	Average Operating Expenditures	Capital Expenditures	Average Organizational Expenditures
Homer, AK	\$100,020	\$118,994	\$13,521	\$12,014	\$2,109	\$246,658	\$2,983	\$249,642
Gunnison County, CO	\$84,218	\$90,768	\$22,271	\$7,186	\$7,707	\$212,150	\$5,232	\$217,382
Teton County, WY	\$286,195	\$379,664	\$57,241	\$29,987	\$21,532	\$774,618	\$93,093	\$867,710
Bainbridge Island, WA	\$108,947	\$41,627	\$19,600	\$8,522	\$10,959	\$189,654	\$5,654	\$195,308
Fairfax, VA	\$295,112	\$125,923	\$130,986	\$18,100	\$159,726	\$729,847	\$22	\$729,869
Laguna Beach, CA	\$864,954	\$746,093	\$158,048	\$18,404	\$43,186	\$1,830,684	\$82,275	\$1,912,959
Winter Park, FL	\$310,015	\$230,749	\$87,346	\$46,300	\$13,844	\$688,254	\$609,863	\$1,298,117
Wheeling, WV	\$278,115	\$155,319	\$61,362	\$3,553	\$71,547	\$569,896	\$10,962	\$580,859
Dover, DE ¹	\$130,627	\$73,459	\$40,819	\$4,117	\$10,678	\$259,699	\$4,674	\$264,374
Iron County, UT	\$629,116	\$430,417	\$26,932	\$13,037	\$415,172	\$1,514,673	\$13,424	\$1,528,097
Pierce County, WI	\$43,867	\$12,166	\$750	\$2,453	\$1,536	\$60,772	\$801	\$61,573
Pittsfield, MA	\$494,120	\$410,663	\$65,130	\$6,050	\$36,253	\$1,012,216	\$235,039	\$1,247,254
Windham County, VT	\$38,605	\$32,538	\$11,791	\$30,435	\$4,245	\$117,614	\$4,185	\$121,799
Polk County, WI	\$14,781	\$15,347	\$3,447	\$4,557	\$1,878	\$40,009	\$1,931	\$41,940
Salina, KS	\$296,106	\$129,990	\$45,829	\$8,530	\$28,004	\$508,459	\$407,510	\$915,969
Group A Average	\$264,987	\$199,581	\$49,671	\$14,216	\$55,225	\$583,680	\$98,510	\$682,190
Percent of Group A Total	38.8%	29.3%	7.3%	2.1%	8.1%	85.6%	14.4%	100.0%
Group A Median	\$278,115	\$125,923	\$40,819	\$8,530	\$13,844	\$508,459	\$5,654	\$580,859

**Table 10:
Average Itemized Nonprofit Arts and Culture Organization Expenditures
per Study Region during Fiscal 2005**

Group B Population 50,000 to 99,999 Sample Size = 18	Overhead/ Staff/Employee Expenses	Administrative Expenses	Facility Expenses	Payment to/for Local Artists	Payments to/for Non-Local Artists	Total Operating Expenditures	Capital Expenditures	Total Organizational Expenditures
New Brunswick, NJ	\$732,721	\$530,650	\$150,520	\$132,679	\$299,929	\$1,846,500	\$214,161	\$2,060,661
La Crosse, WI	\$32,349	\$44,192	\$14,470	\$14,171	\$3,885	\$109,067	\$10	\$109,077
Mansfield, OH	\$242,373	\$86,569	\$38,057	\$39,446	\$53,972	\$460,416	\$71,029	\$531,445
Lancaster, PA ²	\$161,350	\$218,640	\$37,740	\$2,166	\$642	\$420,538	\$125,011	\$545,549
Loveland, CO	\$228,337	\$101,226	\$4,570	\$85,731	\$10,657	\$430,520	\$35,156	\$465,676
Bradford County, PA ²	\$51,397	\$64,469	\$5,417	\$18,587	\$558	\$140,429	\$13,314	\$153,743
Missoula, MT	\$328,073	\$158,789	\$27,553	\$16,374	\$2,760	\$533,549	\$38,459	\$572,008
Oshkosh, WI	\$173,205	\$83,602	\$23,466	\$1,323	\$18,550	\$300,145	\$13,172	\$313,318
Portland, ME	\$239,714	\$210,493	\$52,649	\$37,299	\$64,231	\$604,387	\$28,442	\$632,829
Walnut Creek, CA	\$290,330	\$303,523	\$67,669	\$57,670	\$29,724	\$748,916	\$27,092	\$776,008
Saint Cloud, MN ¹	\$83,016	\$66,755	\$17,888	\$20,389	\$12,415	\$200,463	\$10,752	\$211,216
Wilmington, DE ¹	\$309,442	\$247,733	\$100,587	\$38,295	\$43,695	\$739,752	\$194,143	\$933,896
St. Croix County, WI	\$45,914	\$46,852	\$16,211	\$8,755	\$2,865	\$120,597	\$2,771	\$123,368
Lauderdale County, MS	\$36,121	\$64,701	\$4,115	\$374	\$442	\$105,752	\$11,802	\$117,554
Somerset County, PA ²	\$34,398	\$46,717	\$9,483	\$4,133	\$1,485	\$96,216	\$1,325	\$97,541
Josephine County, OR	\$44,992	\$34,972	\$8,054	\$37,723	\$4,127	\$129,867	\$572	\$130,439
Miami Beach, FL ¹	\$359,980	\$308,683	\$68,598	\$58,864	\$20,996	\$817,121	\$29,071	\$846,192
Boulder, CO	\$55,425	\$104,061	\$11,967	\$13,028	\$23,858	\$208,339	\$12,370	\$220,710
Group B Average	\$191,619	\$151,257	\$36,612	\$32,612	\$33,044	\$445,143	\$46,036	\$491,179
Percent of Group B Total	39.0%	30.8%	7.5%	6.6%	6.7%	90.6%	9.4%	100.0%
Group B Median	\$167,277	\$93,897	\$20,677	\$19,488	\$11,536	\$360,342	\$20,203	\$389,497

**Table 10:
Average Itemized Nonprofit Arts and Culture Organization Expenditures
per Study Region during Fiscal 2005**

Group C Population 100,000 to 249,999 Sample Size = 29	Overhead/					Payments to/for	Total Operating	Capital	Total
	Staff/Employee	Administrative	Facility	Payment to/for	Non-Local	Total Operating	Expenditures	Organizational	Expenditures
	Expenses	Expenses	Expenses	Local Artists	Artists	Expenditures	Expenditures	Expenditures	Expenditures
Abilene, TX	\$118,240	\$90,033	\$30,940	\$8,334	\$9,729	\$257,277	\$4,103	\$261,380	
Fort Collins, CO	\$130,518	\$79,146	\$34,098	\$34,778	\$69,163	\$347,704	\$7,402	\$355,106	
Humboldt County, CA	\$61,302	\$101,170	\$18,013	\$12,722	\$5,688	\$198,895	\$32,139	\$231,034	
Savannah, GA	\$275,015	\$163,101	\$32,269	\$46,878	\$22,298	\$539,560	\$455,378	\$994,939	
Marathon County, WI	\$110,128	\$76,820	\$23,517	\$3,419	\$34,046	\$247,929	\$25,252	\$273,181	
Fullerton, CA	\$151,028	\$118,156	\$19,396	\$13,350	\$2,225	\$304,154	\$2,572,010	\$2,876,164	
Alexandria, VA	\$144,576	\$70,277	\$33,638	\$13,828	\$3,025	\$265,343	\$18,863	\$284,206	
Island of Maui, HI	\$320,117	\$250,993	\$96,266	\$75,103	\$82,996	\$825,475	\$465,084	\$1,290,559	
Pasadena, CA	\$1,933,263	\$1,165,831	\$361,511	\$91,692	\$18,153	\$3,570,449	\$381,795	\$3,952,244	
Greater Burlington, VT	\$695,717	\$802,400	\$79,385	\$35,142	\$133,126	\$1,745,770	\$27,003	\$1,772,773	
Tempe, AZ	\$346,050	\$150,274	\$40,774	\$53,850	\$40,541	\$631,488	\$3,187,354	\$3,818,842	
Bay County, FL	\$82,971	\$61,230	\$11,246	\$686	\$31,374	\$187,506	\$2,180	\$189,686	
Providence, RI	\$465,636	\$306,755	\$58,866	\$73,538	\$92,277	\$997,073	\$72,048	\$1,069,121	
Ulster County, NY	\$109,499	\$97,937	\$23,965	\$9,059	\$16,568	\$257,027	\$28,237	\$285,265	
Whatcom County, WA	\$469,580	\$117,529	\$20,099	\$8,484	\$44,987	\$660,679	\$3,890	\$664,569	
Champaign County, IL	\$186,977	\$161,203	\$40,523	\$16,544	\$59,124	\$464,370	\$67,846	\$532,217	
Doña Ana County, NM	\$50,999	\$38,312	\$3,036	\$1,547	\$1,283	\$95,176	\$5,953	\$101,130	
Boise, ID	\$234,560	\$202,139	\$36,214	\$47,723	\$44,638	\$565,275	\$30,109	\$595,383	
Tacoma, WA	\$239,269	\$253,610	\$36,771	\$19,612	\$22,432	\$571,695	\$18,813	\$590,508	
Arlington County, VA	\$867,065	\$1,475,120	\$156,462	\$51,231	\$16,476	\$2,566,354	\$116,612	\$2,682,966	
Glendale, CA	\$102,045	\$155,448	\$16,186	\$7,344	\$11,315	\$292,337	\$7,978	\$300,315	
Lackawanna County, PA ²	\$378,485	\$109,890	\$57,805	\$5,851	\$11,065	\$563,096	\$69,985	\$633,081	
Orlando, FL	\$510,143	\$359,626	\$80,405	\$89,332	\$39,795	\$1,079,301	\$69,296	\$1,148,597	
Buncombe County, NC	\$69,442	\$443,032	\$39,017	\$20,580	\$23,543	\$595,613	\$2,857	\$598,470	
Alachua County, FL	\$434,082	\$255,600	\$27,111	\$25,632	\$104,674	\$847,099	\$386,205	\$1,233,304	
Chandler, AZ	\$417,812	\$183,970	\$99,626	\$26,915	\$160,890	\$889,213	\$63,921	\$953,134	
Lincoln, NE	\$274,771	\$120,678	\$20,779	\$17,787	\$57,899	\$491,914	\$27,707	\$519,621	
Kalamazoo County, MI	\$562,657	\$250,156	\$89,777	\$52,460	\$44,563	\$999,613	\$48,623	\$1,048,237	
Santa Cruz County, CA	\$157,379	\$112,419	\$26,158	\$20,428	\$23,678	\$340,062	\$9,207	\$349,270	
Group C Average	\$341,356	\$268,030	\$55,650	\$30,478	\$42,330	\$737,843	\$283,029	\$1,020,872	
Percent of Group C Total	33.4%	26.3%	5.5%	3.0%	4.1%	72.3%	27.7%	100.0%	
Group C Median	\$239,269	\$155,448	\$34,098	\$20,428	\$31,374	\$563,096	\$30,109	\$598,470	

**Table 10:
Average Itemized Nonprofit Arts and Culture Organization Expenditures
per Study Region during Fiscal 2005**

Group D Population 250,000 to 499,999 Sample Size = 19	Overhead/					Payments to/for	Total Operating	Capital	Total
	Staff/Employee	Administrative	Facility	Payment to/for	Non-Local	Total Operating	Expenditures	Organizational	Expenditures
	Expenses	Expenses	Expenses	Local Artists	Artists	Expenditures	Expenditures	Expenditures	Expenditures
Saint Joseph County, IN	\$240,587	\$171,514	\$62,512	\$23,758	\$29,979	\$528,350	\$66,158	\$594,509	
Anchorage, AK	\$320,301	\$325,016	\$93,702	\$18,687	\$93,864	\$851,571	\$145,181	\$996,752	
Saint Paul, MN ¹	\$1,706,792	\$1,245,919	\$371,295	\$151,322	\$143,665	\$3,618,993	\$298,039	\$3,917,031	
Erie County, PA ²	\$120,565	\$190,720	\$11,455	\$1,529	\$7,177	\$331,445	\$10,804	\$342,249	
Newark, NJ	\$1,749,945	\$1,008,504	\$290,823	\$647,878	\$103,425	\$3,800,575	\$107,114	\$3,907,689	
Luzerne County, PA ²	\$206,011	\$189,282	\$49,023	\$4,339	\$205	\$448,861	\$2,094	\$450,955	
Forsyth County, NC	\$649,877	\$235,770	\$103,969	\$23,244	\$15,654	\$1,028,514	\$181,413	\$1,209,927	
Colorado Springs, CO	\$233,195	\$215,680	\$66,793	\$31,767	\$25,113	\$572,547	\$158,212	\$730,759	
Minneapolis, MN ¹	\$683,478	\$564,062	\$111,310	\$334,868	\$200,468	\$1,894,186	\$562,085	\$2,456,271	
Orange County, NY	\$163,301	\$45,466	\$3,466	\$7,225	\$97,142	\$316,600	\$252,618	\$569,218	
Tulsa, OK	\$73,068	\$102,062	\$21,064	\$19,403	\$16,730	\$232,327	\$20,748	\$253,076	
Miami, FL ¹	\$503,155	\$324,004	\$43,741	\$33,248	\$37,875	\$942,023	\$853,549	\$1,795,572	
Santa Barbara County, CA	\$273,716	\$180,608	\$33,934	\$33,387	\$24,964	\$546,609	\$27,943	\$574,552	
Mesa, AZ	\$425,254	\$212,159	\$315,296	\$1,751	\$14,476	\$968,936	\$2,283,998	\$3,252,934	
Guilford County, NC	\$213,602	\$163,922	\$38,572	\$47,979	\$30,917	\$494,991	\$17,399	\$512,391	
Dane County, WI	\$320,781	\$139,189	\$43,711	\$30,255	\$68,717	\$602,653	\$29,606	\$632,259	
Sedgwick County, KS	\$574,124	\$362,424	\$69,151	\$91,336	\$36,901	\$1,133,936	\$179,787	\$1,313,723	
Sonoma County, CA	\$215,627	\$157,164	\$51,678	\$43,236	\$67,497	\$535,202	\$81,736	\$616,937	
Atlanta, GA	\$984,264	\$881,961	\$99,532	\$184,744	\$190,638	\$2,341,138	\$135,793	\$2,476,931	
Group D Average	\$508,297	\$353,444	\$99,001	\$91,050	\$63,443	\$1,115,235	\$284,962	\$1,400,197	
Percent of Group D Total	36.3%	25.2%	7.1%	6.5%	4.5%	79.6%	20.4%	100.0%	
Group D Median	\$320,301	\$212,159	\$62,512	\$31,767	\$36,901	\$602,653	\$135,793	\$730,759	

**Table 10:
Average Itemized Nonprofit Arts and Culture Organization Expenditures
per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	Staff/Employee Expenses	Overhead/ Administrative Expenses	Facility Expenses	Payment to/ for Local Artists	Payments to/ for Non-Local Artists	Total Operating Expenditures	Capital Expenditures	Total Organizational Expenditures
Nashville-Davidson County, TN	\$1,128,301	\$707,706	\$76,825	\$160,786	\$31,148	\$2,104,768	\$2,384,009	\$4,488,776
District of Columbia	\$2,826,878	\$3,277,378	\$661,371	\$2,030,946	\$1,177,229	\$9,973,802	\$318,658	\$10,292,460
Seattle, WA	\$773,531	\$901,828	\$100,518	\$251,293	\$105,025	\$2,132,196	\$398,833	\$2,531,030
Baltimore, MD	\$1,276,113	\$1,035,185	\$381,672	\$16,690	\$26,338	\$2,735,997	\$775,483	\$3,511,480
Jefferson County, AL	\$590,085	\$372,721	\$120,918	\$74,099	\$50,662	\$1,208,484	\$71,825	\$1,280,309
Austin, TX	\$546,405	\$339,422	\$72,420	\$63,547	\$36,169	\$1,057,964	\$290,972	\$1,348,935
Louisville-Jefferson County, KY	\$2,574,236	\$1,006,917	\$350,035	\$104,789	\$247,358	\$4,283,333	\$176,055	\$4,459,389
Monroe County, NY	\$756,476	\$466,336	\$127,738	\$12,001	\$116,675	\$1,479,226	\$350,945	\$1,830,171
San Francisco, CA	\$1,041,231	\$659,789	\$129,396	\$243,242	\$62,163	\$2,135,820	\$461,364	\$2,597,184
Wake County, NC	\$816,102	\$373,294	\$58,489	\$38,791	\$39,901	\$1,326,577	\$40,204	\$1,366,781
Indianapolis, IN	\$959,312	\$843,576	\$221,761	\$287,227	\$60,537	\$2,372,414	\$515,474	\$2,887,888
Mecklenburg County, NC	\$410,684	\$387,336	\$74,842	\$125,611	\$76,273	\$1,074,747	\$31,318	\$1,106,065
Prince George's County, MD	\$324,131	\$159,269	\$16,573	\$38,219	\$45,364	\$583,555	\$14,006	\$597,561
Greater Hartford, CT ¹	\$722,563	\$410,456	\$67,891	\$44,355	\$109,049	\$1,354,315	\$236,964	\$1,591,279
Milwaukee County, WI	\$1,215,481	\$1,499,871	\$329,356	\$286,020	\$95,959	\$3,426,687	\$117,359	\$3,544,046
Pima County, AZ	\$194,053	\$193,459	\$35,224	\$50,758	\$72,428	\$545,921	\$18,816	\$564,737
Montgomery County, MD	\$264,982	\$208,785	\$98,805	\$59,578	\$54,018	\$686,168	\$133,632	\$819,800
Pinellas County, FL	\$450,249	\$416,682	\$101,661	\$51,416	\$141,390	\$1,161,398	\$79,854	\$1,241,253
Westchester County, NY	\$270,269	\$174,013	\$42,614	\$122,235	\$38,159	\$647,290	\$65,773	\$713,063
Group E Average	\$902,162	\$707,054	\$161,479	\$213,769	\$136,097	\$2,120,561	\$341,134	\$2,461,695
Percent of Group E Total	36.6%	28.7%	6.6%	8.7%	5.5%	86.1%	13.9%	100.0%
Group E Median	\$756,476	\$416,682	\$100,518	\$74,099	\$62,163	\$1,354,315	\$176,055	\$1,591,279

**Table 10:
Average Itemized Nonprofit Arts and Culture Organization Expenditures
per Study Region during Fiscal 2005**

Group F Population 1,000,000 or More Sample Size = 16	Staff/Employee Expenses	Overhead/ Administrative Expenses	Facility Expenses	Payment to/for Local Artists	Payments to/for Non-Local Artists	Total Operating Expenditures	Capital Expenditures	Total Organizational Expenditures
Fairfax County, VA	\$277,884	\$244,251	\$66,258	\$195,027	\$40,059	\$823,478	\$19,016	\$842,494
Orange County, FL	\$415,622	\$311,331	\$77,971	\$64,114	\$28,308	\$897,345	\$189,321	\$1,086,666
Greater Columbus, OH	\$914,502	\$850,712	\$273,599	\$187,426	\$135,276	\$2,361,514	\$822,472	\$3,183,985
Allegheny County, PA ²	\$945,460	\$997,514	\$261,226	\$15,828	\$113,911	\$2,333,938	\$380,123	\$2,714,061
Palm Beach County, FL	\$915,645	\$1,059,358	\$305,542	\$60,819	\$237,787	\$2,579,151	\$238,497	\$2,817,648
City and County of St. Louis, MO	\$555,803	\$825,027	\$95,981	\$31,038	\$40,447	\$1,548,297	\$322,994	\$1,871,291
Phoenix, AZ	\$688,356	\$419,570	\$144,569	\$42,706	\$48,136	\$1,343,337	\$641,936	\$1,985,273
Philadelphia County, PA ^{2,3}	\$1,902,916	\$2,207,275	\$280,827	\$10,623	\$0	\$4,401,640	\$0	\$4,401,640
Suffolk County, NY	\$277,893	\$236,043	\$55,826	\$14,071	\$28,543	\$612,376	\$159,372	\$771,748
Santa Clara County, CA	\$527,659	\$534,287	\$92,423	\$137,518	\$17,149	\$1,309,035	\$201,776	\$1,510,812
Clark County, NV	\$928,892	\$309,544	\$27,650	\$31,127	\$42,740	\$1,339,953	\$318,538	\$1,658,491
Broward County, FL	\$595,381	\$561,707	\$109,407	\$40,498	\$117,496	\$1,424,490	\$56,664	\$1,481,154
Riverside County, CA	\$320,317	\$147,223	\$64,220	\$23,103	\$5,319	\$560,183	\$229,686	\$789,869
Houston, TX ¹	\$949,412	\$867,874	\$143,187	\$215,376	\$75,619	\$2,251,468	\$370,246	\$2,621,714
Miami-Dade County, FL ¹	\$292,749	\$226,705	\$37,593	\$35,096	\$18,431	\$610,574	\$335,605	\$946,178
Chicago, IL	\$1,572,159	\$2,034,468	\$258,868	\$848,156	\$172,742	\$4,886,393	\$842,544	\$5,728,937
Group F Average	\$755,041	\$739,555	\$143,447	\$122,033	\$70,123	\$1,830,198	\$320,549	\$2,150,748
Percent of Group F Total	35.1%	34.4%	6.7%	5.7%	3.3%	85.1%	14.9%	100.0%
Group F Median	\$641,869	\$547,997	\$102,694	\$41,602	\$41,594	\$1,383,913	\$278,518	\$1,764,891

Average (Groups A - F)	\$484,505	\$391,996	\$88,467	\$81,277	\$65,206	\$1,111,453	\$237,403	\$1,348,856
Percent of Total (Groups A - F)	35.9%	29.1%	6.6%	6.0%	4.8%	82.4%	17.6%	100.0%
Median (Groups A - F)	\$309,728	\$217,160	\$56,533	\$31,083	\$36,211	\$653,985	\$68,571	\$844,343

**Table 10:
Average Itemized Nonprofit Arts and Culture Organization Expenditures
per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	Overhead/ Payments to/for					Total Operating Expenditures	Capital Expenditures	Total Organizational Expenditures
	Staff/Employee Expenses	Administrative Expenses	Facility Expenses	Payment to/for Local Artists	Non-Local Artists			
Wood River Valley, ID	\$122,255	\$170,143	\$14,485	\$15,451	\$31,884	\$354,218	\$3,639	\$357,857
Portsmouth Seacoast Area (NH,ME)	\$154,040	\$96,097	\$24,394	\$32,961	\$12,830	\$320,322	\$31,239	\$351,560
Greater Minot, ND	\$33,053	\$103,169	\$16,998	\$4,266	\$45,752	\$203,238	\$8,535	\$211,773
North Central Minnesota ¹	\$19,018	\$14,225	\$4,699	\$1,784	\$1,002	\$40,728	\$4,599	\$45,327
Northwest Minnesota ¹	\$11,569	\$25,992	\$1,815	\$1,068	\$0	\$40,444	\$2,703	\$43,147
East Central Minnesota ¹	\$57,808	\$35,281	\$20,915	\$6,571	\$771	\$121,345	\$20,303	\$141,649
Minnesota Brainerd Lakes Region ¹	\$23,789	\$20,643	\$5,789	\$4,049	\$150	\$54,420	\$14,123	\$68,543
Black Hills Region, SD	\$196,891	\$204,703	\$46,121	\$14,607	\$20,375	\$482,697	\$84,060	\$566,756
Fargo-Moorhead Region (ND,MN)	\$131,237	\$103,746	\$24,211	\$16,140	\$7,696	\$283,030	\$63,895	\$346,925
Minnesota Lake Region ¹	\$154,572	\$83,769	\$36,495	\$16,181	\$14,917	\$305,935	\$6,737	\$312,672
South Central Minnesota ¹	\$30,553	\$37,101	\$3,493	\$3,555	\$2,626	\$77,328	\$1,686	\$79,013
Southwest Minnesota ¹	\$13,083	\$12,777	\$5,242	\$6,397	\$180	\$37,679	\$1,438	\$39,116
Minnesota Arrowhead Region ¹	\$99,887	\$84,329	\$14,904	\$33,653	\$11,137	\$243,909	\$10,646	\$254,556
Washington and Chisago Counties, MN	\$34,571	\$23,411	\$11,894	\$7,153	\$1,111	\$78,140	\$5,287	\$83,427
Northwest Arkansas	\$216,109	\$158,839	\$34,148	\$14,871	\$125,222	\$549,190	\$42,696	\$591,886
Central Minnesota ¹	\$94,633	\$64,141	\$13,148	\$16,945	\$20,649	\$209,516	\$23,405	\$232,921
Northeast Wisconsin	\$105,834	\$45,258	\$11,947	\$1,520	\$8,115	\$172,674	\$12,973	\$185,647
Southeast Minnesota ¹	\$60,381	\$61,383	\$10,235	\$14,106	\$6,824	\$152,929	\$27,653	\$180,583
Cedar Rapids/Iowa City Cultural Corridor, IA	\$199,675	\$120,168	\$52,486	\$23,709	\$35,188	\$431,226	\$73,174	\$504,400
St. Croix Valley Region (WI,MN)	\$47,477	\$35,310	\$11,666	\$7,982	\$2,605	\$105,040	\$3,553	\$108,592
Northwest Louisiana	\$123,295	\$112,873	\$26,422	\$23,013	\$11,176	\$296,778	\$138,550	\$435,329
Greater Columbia, SC	\$448,638	\$230,325	\$126,323	\$16,070	\$67,902	\$889,259	\$34,952	\$924,210
Lehigh Valley, PA ²	\$200,371	\$291,444	\$30,710	\$26,904	\$25,669	\$575,098	\$222,576	\$797,673
East Maricopa County, AZ	\$393,625	\$184,960	\$184,574	\$24,808	\$40,881	\$828,848	\$2,388,628	\$3,217,476
Greater Buffalo, NY	\$627,213	\$377,303	\$82,146	\$24,599	\$158,615	\$1,269,875	\$254,196	\$1,524,071
Greater Portland, OR	\$538,758	\$378,681	\$144,184	\$108,798	\$43,897	\$1,214,317	\$287,754	\$1,502,071
Greater Harrisburg, PA ²	\$169,575	\$235,168	\$33,217	\$13,800	\$1,066	\$452,826	\$130,984	\$583,810
Kansas City Metro Region (MO,KS) ¹	\$684,920	\$564,675	\$163,344	\$113,647	\$57,458	\$1,584,044	\$668,315	\$2,252,359
Greater Birmingham, AL	\$490,051	\$314,716	\$99,788	\$57,054	\$38,928	\$1,000,536	\$64,173	\$1,064,709

**Table 10:
Average Itemized Nonprofit Arts and Culture Organization Expenditures
per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	Overhead/					Payments to/for Non-Local Artists	Total Operating Expenditures	Capital Expenditures	Total Organizational Expenditures
	Staff/Employee Expenses	Administrative Expenses	Facility Expenses	Payment to/for Local Artists					
Greater Cincinnati Region (OH,KY,IN)	\$752,202	\$453,008	\$91,780	\$51,413	\$177,212	\$1,525,615	\$426,009	\$1,951,624	
Greater Milwaukee, WI	\$833,883	\$1,003,503	\$233,340	\$191,512	\$72,642	\$2,334,880	\$80,882	\$2,415,762	
Minnesota Twin Cities' Metro Region ¹	\$805,968	\$590,563	\$149,760	\$194,735	\$128,068	\$1,869,094	\$348,396	\$2,217,490	
Central Florida Region	\$330,385	\$266,102	\$68,302	\$44,777	\$55,134	\$764,700	\$127,636	\$892,336	
Greater Washington Metro Region (DC,VA,MD)	\$1,338,495	\$1,524,608	\$312,916	\$778,628	\$437,514	\$4,392,161	\$124,287	\$4,516,448	
Greater Philadelphia, PA ²	\$1,564,579	\$1,801,283	\$226,682	\$8,981	\$0	\$3,601,525	\$0	\$3,601,525	
Regional Average	\$317,383	\$280,848	\$66,816	\$54,906	\$47,577	\$767,530	\$163,991	\$931,521	
Percent of Regional Total	34.1%	30.1%	7.2%	5.9%	5.1%	82.4%	17.6%	100.0%	
Regional Median	\$154,572	\$120,168	\$30,710	\$16,140	\$20,375	\$354,218	\$34,952	\$435,329	

**Table 10:
Average Itemized Nonprofit Arts and Culture Organization Expenditures
per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	Staff/Employee Expenses	Overhead/ Administrative Expenses	Facility Expenses	Payment to/ for Local Artists	Payments to/ for Non-Local Artists	Total Operating Expenditures	Capital Expenditures	Total Organizational Expenditures
State of North Dakota	\$79,882	\$66,948	\$24,795	\$10,975	\$8,616	\$191,216	\$49,653	\$240,870
State of Delaware ¹	\$349,664	\$326,175	\$78,410	\$21,668	\$21,489	\$797,405	\$123,640	\$921,045
State of Minnesota ¹	\$415,087	\$306,630	\$77,279	\$99,111	\$64,555	\$962,661	\$172,492	\$1,135,154
State of Wisconsin	\$255,981	\$227,812	\$56,440	\$43,871	\$35,175	\$619,279	\$29,349	\$648,628
State of Pennsylvania ^{2,3}	\$784,355	\$903,151	\$135,304	\$12,752	\$23,592	\$1,859,154	\$116,329	\$1,975,483
Statewide Average	\$376,994	\$366,143	\$74,446	\$37,675	\$30,685	\$885,943	\$98,293	\$984,236
Percent of Statewide Total	38.3%	37.2%	7.6%	3.8%	3.1%	90.0%	10.0%	100.0%
Statewide Median	\$349,664	\$306,630	\$77,279	\$21,668	\$23,592	\$797,405	\$116,329	\$921,045

Table Notes:

¹ In these study regions, detailed organizational data were collected for fiscal 2004 rather than fiscal 2005.

² In most Pennsylvania study regions, a two-pronged method was used to collect detailed organizational data. First, approved fiscal 2005 data available in the Pennsylvania Cultural Data Project (PACDP) database were used. Second, all eligible nonprofit arts and culture organizations that are not registered PACDP participants were solicited to complete the Arts and Economic Prosperity III organizational expenditure survey. These two data sets were then combined. (In Philadelphia County and the Greater Philadelphia region, the PACDP was the sole source used to collect organizational expenditure data.)

³ In Philadelphia County and the Greater Philadelphia region, the PACDP was the sole source used to collect organizational expenditure data. Because the PACDP did not provide itemized capital expenditures, "\$0" has been listed in the capital expenditures column (Column Eight).

Explanation of Table 11: Comparative Itemized Nonprofit Arts and Culture Organization Expenditures per Responding Organization by Population Category during Fiscal 2005

This table summarizes the average expenditures for the 6,080 nonprofit arts and culture organizations from which detailed data were collected during fiscal 2005. Summary statistics are calculated for each of the population groups (Groups A through F), the Regional study regions, the Statewide study regions, and for all 6,080 responding nonprofit arts and culture organizations. The averages differ from the averages reported in Table 10; in that case, the averages are calculated per participating study region.

Column Two:

The average itemized expenditures for responding nonprofit arts and culture organizations in Population Group A during fiscal 2005 (cities or counties that have a population of less than 50,000).

Column Three:

The average itemized expenditures for responding nonprofit arts and culture organizations in Population Group B during fiscal 2005 (cities or counties that have a population of 50,000 to 99,999).

Column Four:

The average itemized expenditures for responding nonprofit arts and culture organizations in Population Group C during fiscal 2005 (cities or counties that have a population of 100,000 to 249,999).

Column Five:

The average itemized expenditures for responding nonprofit arts and culture organizations in Population Group D during fiscal 2005 (cities or counties that have a population of 250,000 to 499,999).

Column Six:

The average itemized expenditures for responding nonprofit arts and culture organizations in Population Group E during fiscal 2005 (cities or counties that have a population of 500,000 to 999,999).

Column Seven:

The average itemized expenditures for responding nonprofit arts and culture organizations in Population Group F during fiscal 2005 (cities or counties that have a population of 1,000,000 or more).

Column Eight:

The average itemized expenditures for responding nonprofit arts and culture organizations in the Regional study regions that include multiple cities or counties.

Column Nine:

The average itemized expenditures for responding nonprofit arts and culture organizations in the Statewide study regions.

Column Ten:

The average itemized expenditures for all 6,080 responding nonprofit arts and culture organizations during fiscal 2005.

**Table 11:
Comparative Itemized Nonprofit Arts and Culture Organization Expenditures
per Responding Organization by Population Category during Fiscal 2005**

Personnel Expenses	Group A	Group B	Group C	Group D	Group E	Group F	Regional	Statewide	Average of All Organizations
	Less than 50,000 n = 192	50,000 to 99,999 n = 366	100,000 to 249,999 n = 706	250,000 to 499,999 n = 842	500,000 to 999,999 n = 1,194	1,000,000 or More n = 1,537	Varying Pop. n = 2,047	Varying Pop. n = 1,625	
Payroll	\$179,321	\$160,711	\$284,951	\$424,757	\$628,751	\$569,983	\$434,892	\$355,444	\$432,442
Payroll Taxes and Fringe Benefits	\$37,474	\$28,166	\$56,839	\$87,437	\$148,773	\$130,200	\$104,127	\$89,606	\$96,142
Fees for Contract Staff	\$5,353	\$10,605	\$9,257	\$15,097	\$30,696	\$16,371	\$8,900	\$3,381	\$14,691
Other personnel Expenses	\$4,466	\$12,388	\$15,381	\$10,620	\$31,440	\$12,427	\$7,029	\$6,227	\$17,389
Total Personnel Expenses	\$226,614	\$211,870	\$366,428	\$537,911	\$839,660	\$728,981	\$554,948	\$454,658	\$560,664

Payments to/for Artists	Group A	Group B	Group C	Group D	Group E	Group F	Regional	Statewide	Average of All Organizations
	Less than 50,000 n = 192	50,000 to 99,999 n = 366	100,000 to 249,999 n = 706	250,000 to 499,999 n = 842	500,000 to 999,999 n = 1,194	1,000,000 or More n = 1,537	Varying Pop. n = 2,047	Varying Pop. n = 1,625	
Payments to Local Artists	\$14,325	\$32,182	\$30,472	\$83,679	\$185,827	\$102,525	\$101,383	\$37,833	\$84,720
Taxes/Benefits for Local Artists	\$313	\$1,246	\$2,693	\$11,634	\$37,076	\$17,570	\$17,040	\$5,363	\$14,327
Payments to Non-Local Artists	\$32,726	\$27,758	\$32,942	\$73,898	\$119,445	\$51,519	\$76,514	\$34,702	\$60,423
Taxes/Benefits for Non-Local Artists	\$2,783	\$1,259	\$2,392	\$1,366	\$9,573	\$1,762	\$4,914	\$602	\$3,139
Total Payments to/for Artists	\$50,147	\$62,445	\$68,499	\$170,577	\$351,921	\$173,376	\$199,851	\$78,500	\$162,609

Overhead and Administrative Expenses	Group A	Group B	Group C	Group D	Group E	Group F	Regional	Statewide	Average of All Organizations
	Less than 50,000 n = 192	50,000 to 99,999 n = 366	100,000 to 249,999 n = 706	250,000 to 499,999 n = 842	500,000 to 999,999 n = 1,194	1,000,000 or More n = 1,537	Varying Pop. n = 2,047	Varying Pop. n = 1,625	
Advertising and Marketing	\$23,658	\$25,700	\$30,147	\$51,437	\$101,677	\$75,458	\$63,878	\$38,869	\$58,183
Contract Services (e.g., legal, accounting)	\$14,179	\$17,301	\$23,148	\$35,005	\$67,443	\$69,718	\$43,539	\$32,739	\$43,309
Insurance	\$6,232	\$8,064	\$9,398	\$12,561	\$21,380	\$24,404	\$15,052	\$11,990	\$16,644
Office Machinery	\$3,242	\$11,689	\$6,955	\$23,493	\$17,809	\$40,612	\$21,477	\$22,380	\$17,619
Postage and Shipping	\$5,030	\$7,782	\$5,820	\$9,927	\$16,798	\$16,418	\$11,646	\$13,636	\$12,373
Production (e.g., programs, events)	\$53,038	\$42,045	\$121,173	\$107,430	\$230,370	\$224,760	\$190,550	\$162,035	\$163,247
Publications (e.g., newsletters)	\$8,011	\$6,050	\$7,064	\$12,424	\$23,603	\$24,013	\$17,233	\$18,658	\$16,272
Supplies and Materials	\$15,891	\$6,932	\$17,239	\$18,634	\$36,480	\$31,567	\$24,200	\$19,823	\$25,063
Communications (e.g., phone, internet)	\$3,689	\$3,361	\$4,001	\$8,205	\$13,911	\$13,624	\$8,473	\$6,364	\$8,916
Travel	\$5,033	\$6,638	\$8,819	\$16,193	\$23,232	\$20,348	\$16,674	\$14,000	\$16,647
Other Overhead/Administrative Costs	\$36,746	\$44,712	\$54,371	\$79,097	\$118,471	\$213,202	\$115,212	\$114,186	\$118,936
Total Overhead/Admin. Expenses	\$174,749	\$180,274	\$288,135	\$374,406	\$671,174	\$754,124	\$527,934	\$454,680	\$497,209

**Table 11:
Comparative Itemized Nonprofit arts and culture Organization Expenditures
per Responding Organization by Population Category during Fiscal 2005**

Facility Expenses	Group A	Group B	Group C	Group D	Group E	Group F	Regional	Statewide	Average of All Organizations
	Less than 50,000 n = 192	50,000 to 99,999 n = 366	100,000 to 249,999 n = 706	250,000 to 499,999 n = 842	500,000 to 999,999 n = 1,194	1,000,000 or More n = 1,537	Varying Pop. n = 2,047	Varying Pop. n = 1,625	
Rental and Lease Costs	\$13,147	\$17,221	\$13,739	\$31,674	\$58,213	\$35,255	\$38,373	\$23,236	\$29,440
Mortgage Payments	\$8,220	\$5,639	\$5,742	\$1,859	\$7,888	\$4,303	\$3,717	\$3,282	\$6,879
Property Taxes	\$662	\$320	\$952	\$908	\$1,622	\$2,168	\$875	\$1,162	\$1,242
Utilities (e.g., water, electric, sewer)	\$12,196	\$10,627	\$21,147	\$24,595	\$38,444	\$39,657	\$33,642	\$29,567	\$29,198
Other Facility Expenses	\$10,703	\$11,039	\$18,900	\$28,397	\$41,940	\$45,094	\$32,499	\$28,096	\$34,313
Total Facility Expenses	\$44,928	\$44,846	\$60,480	\$87,433	\$148,107	\$126,477	\$109,106	\$85,343	\$101,072

Total Expenses	Group A	Group B	Group C	Group D	Group E	Group F	Regional	Statewide	Average of All Organizations
	Less than 50,000 n = 192	50,000 to 99,999 n = 366	100,000 to 249,999 n = 706	250,000 to 499,999 n = 842	500,000 to 999,999 n = 1,194	1,000,000 or More n = 1,537	Varying Pop. n = 2,047	Varying Pop. n = 1,625	
Total Operating Expenditures	\$496,438	\$499,435	\$783,542	\$1,170,327	\$2,010,862	\$1,782,958	\$1,391,839	\$1,073,181	\$1,321,554
Total Capital Expenditures	\$95,523	\$52,596	\$186,708	\$320,601	\$313,886	\$334,609	\$178,610	\$103,983	\$229,905
Total Organizational Expenditures	\$591,961	\$552,031	\$970,250	\$1,490,928	\$2,324,748	\$2,117,567	\$1,570,449	\$1,177,164	\$1,551,459

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Explanation of Table 12: Arts Voluntarism to Responding Nonprofit Arts and Culture Organizations per Study Region during Fiscal 2005

This table summarizes the number of volunteers, number of volunteer hours, and dollar value of volunteer time donated to responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. Summary statistics are calculated for each population group.

Column Two:

The total number of people who volunteered at responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. Volunteers can include members of board of directors, docents, ticket takers, and others.

Column Three:

The total number of volunteer hours donated to responding nonprofit arts and culture organizations in each participating study region during fiscal 2005.

Column Four:

The estimated dollar value of the volunteer hours donated to responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. This figure is calculated by multiplying the total number of volunteer hours by \$18.04 (the dollar value of the average volunteer hour during fiscal 2005 based on *Giving and Volunteering in the United States 2006*, by Independent Sector).

Column Five:

The average number of volunteer hours donated, per volunteer, to responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. This figure is calculated by dividing the total number of donated volunteer hours (Column Three) by the total number of volunteers (Column Two).

Column Six:

The average number of volunteers, per organization, who donated their time to a nonprofit arts and culture organization in each participating study region during fiscal 2005. This figure is calculated by dividing the number of volunteers in each study region (Column One) by the number of responding nonprofit arts and culture organizations (Table 5, Column Three).

Column Seven:

The average number of volunteer hours, per organization, that were donated to responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. This figure is calculated by dividing the number of volunteer hours donated in each study region (Column Three) by the number of responding nonprofit arts and culture organizations (Table 5, Column Three).

**Table 12:
Arts Voluntarism to Responding Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	Number of Volunteers	Number of Volunteer Hours	Estimated Value of Volunteer Hours	Average Hours per Volunteer	Average Volunteers per Organization	Average Hours per Organization
Homer, AK	513	28,931	\$521,915	56.4	102.6	5,786.2
Gunnison County, CO	997	29,026	\$523,629	29.1	199.4	5,805.2
Teton County, WY	1,819	39,022	\$703,957	21.5	86.6	1,858.2
Bainbridge Island, WA	1,655	110,565	\$1,994,593	66.8	66.2	4,422.6
Fairfax, VA	376	31,791	\$573,510	84.6	41.8	3,532.3
Laguna Beach, CA	1,267	76,947	\$1,388,124	60.7	105.6	6,412.3
Winter Park, FL	1,813	98,848	\$1,783,218	54.5	139.5	7,603.7
Wheeling, WV	462	10,511	\$189,618	22.8	66.0	1,501.6
Dover, DE ¹	727	63,085	\$1,107,142	86.8	45.4	3,942.8
Iron County, UT	511	26,041	\$469,780	51.0	85.2	4,340.2
Pierce County, WI	772	17,574	\$317,035	22.8	40.6	924.9
Pittsfield, MA	546	26,304	\$474,524	48.2	78.0	3,757.7
Windham County, VT	722	23,021	\$415,299	31.9	51.6	1,644.4
Polk County, WI	830	51,106	\$921,952	61.6	41.5	2,555.3
Salina, KS	3,294	103,584	\$1,868,655	31.4	253.4	7,968.0
Group A Average	1,087	49,090	\$883,530	48.7	93.6	4,137
Group A Median	772	31,791	\$573,510	51.0	78.0	3,943

Table 12:
Arts Voluntarism to Responding Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005

Group B Population 50,000 to 99,999 Sample Size = 18	Number of Volunteers	Number of Volunteer Hours	Estimated Value of Volunteer Hours	Average Hours per Volunteer	Average Volunteers per Organization	Average Hours per Organization
New Brunswick, NJ	377	12,288	\$221,676	32.6	37.7	1,228.8
La Crosse, WI	904	36,649	\$661,148	40.5	75.3	3,054.1
Mansfield, OH	935	54,559	\$984,244	58.4	116.9	6,819.9
Lancaster, PA ²	1,703	69,699	\$1,257,370	40.9	94.6	3,872.2
Loveland, CO	1,469	32,748	\$590,774	22.3	133.5	2,977.1
Bradford County, PA ²	279	21,362	\$385,370	76.6	23.3	1,780.2
Missoula, MT	4,071	99,721	\$1,798,967	24.5	193.9	4,748.6
Oshkosh, WI	825	27,179	\$490,309	32.9	82.5	2,717.9
Portland, ME	9,517	74,883	\$1,350,889	7.9	453.2	3,565.9
Walnut Creek, CA	1,918	174,467	\$3,147,385	91.0	79.9	7,269.5
Saint Cloud, MN ¹	971	25,663	\$450,386	26.4	60.7	1,603.9
Wilmington, DE ¹	4,800	170,635	\$2,994,644	35.5	104.3	3,709.5
St. Croix County, WI	851	64,833	\$1,169,587	76.2	31.5	2,401.2
Lauderdale County, MS	477	40,614	\$732,677	85.1	59.6	5,076.8
Somerset County, PA ²	1,170	48,723	\$878,963	41.6	117.0	4,872.3
Josephine County, OR	430	7,213	\$130,123	16.8	61.4	1,030.4
Miami Beach, FL ¹	1,769	70,879	\$1,243,926	40.1	30.5	1,222.1
Boulder, CO	2,395	72,915	\$1,315,387	30.4	51.0	1,551.4
Group B Average	1,937	61,391	\$1,100,212	43.3	100.4	3,306
Group B Median	1,071	51,641	\$931,604	37.8	77.6	3,016

**Table 12:
Arts Voluntarism to Responding Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group C Population 100,000 to 249,999 Sample Size = 29	Number of Volunteers	Number of Volunteer Hours	Estimated Value of Volunteer Hours	Average Hours per Volunteer	Average Volunteers per Organization	Average Hours per Organization
Abilene, TX	1,865	74,967	\$1,352,405	40.2	88.8	3,569.9
Fort Collins, CO	2,210	79,981	\$1,442,857	36.2	147.3	5,332.1
Humboldt County, CA	1,562	72,230	\$1,303,029	46.2	45.9	2,124.4
Savannah, GA	2,241	138,804	\$2,504,024	61.9	101.9	6,309.3
Marathon County, WI	2,546	74,791	\$1,349,230	29.4	121.2	3,561.5
Fullerton, CA	1,832	81,051	\$1,462,160	44.2	87.2	3,859.6
Alexandria, VA	4,673	463,588	\$8,363,128	99.2	97.4	9,658.1
Island of Maui, HI	1,306	130,230	\$2,349,349	99.7	145.1	14,470.0
Pasadena, CA	4,274	140,270	\$2,530,471	32.8	122.1	4,007.7
Greater Burlington, VT	1,938	139,654	\$2,519,358	72.1	193.8	13,965.4
Tempe, AZ	495	49,402	\$891,212	99.8	70.7	7,057.4
Bay County, FL	875	25,212	\$454,824	28.8	125.0	3,601.7
Providence, RI	1,587	73,454	\$1,325,110	46.3	41.8	1,933.0
Ulster County, NY	305	12,859	\$231,976	42.2	27.7	1,169.0
Whatcom County, WA	1,306	53,983	\$973,853	41.3	100.5	4,152.5
Champaign County, IL	1,713	76,079	\$1,372,465	44.4	55.3	2,454.2
Doña Ana County, NM	1,579	28,758	\$518,794	18.2	79.0	1,437.9
Boise, ID	5,694	113,420	\$2,046,097	19.9	172.5	3,437.0
Tacoma, WA	1,903	132,742	\$2,394,666	69.8	59.5	4,148.2
Arlington County, VA	4,031	178,889	\$3,227,158	44.4	139.0	6,168.6
Glendale, CA	795	114,905	\$2,072,886	144.5	44.2	6,383.6
Lackawanna County, PA ²	1,062	42,571	\$767,981	40.1	62.5	2,504.2
Orlando, FL	4,839	266,302	\$4,804,088	55.0	151.2	8,321.9
Buncombe County, NC	360	62,661	\$1,130,404	174.1	12.9	2,237.9
Alachua County, FL	5,514	232,468	\$4,193,723	42.2	306.3	12,914.9
Chandler, AZ	230	13,750	\$248,050	59.8	115.0	6,875.0
Lincoln, NE	9,656	121,354	\$2,189,226	12.6	241.4	3,033.9
Kalamazoo County, MI	5,780	207,601	\$3,745,122	35.9	118.0	4,236.8
Santa Cruz County, CA	5,128	198,331	\$3,577,891	38.7	114.0	4,407.4
Group C Average	2,665	117,252	\$2,115,225	55.9	109.9	5,287
Group C Median	1,865	81,051	\$1,462,160	44.2	101.9	4,148

Table 12:
Arts Voluntarism to Responding Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005

Group D Population 250,000 to 499,999 Sample Size = 19	Number of Volunteers	Number of Volunteer Hours	Estimated Value of Volunteer Hours	Average Hours per Volunteer	Average Volunteers per Organization	Average Hours per Organization
Saint Joseph County, IN	2,990	70,616	\$1,273,913	23.6	103.1	2,435.0
Anchorage, AK	1,467	79,648	\$1,436,850	54.3	52.4	2,844.6
Saint Paul, MN ¹	13,432	295,067	\$5,178,426	22.0	285.8	6,278.0
Erie County, PA ²	3,880	121,198	\$2,186,412	31.2	161.7	5,049.9
Newark, NJ	901	48,439	\$873,840	53.8	47.4	2,549.4
Luzerne County, PA ²	1,662	12,890	\$232,536	7.8	92.3	716.1
Forsyth County, NC	6,531	168,267	\$3,035,537	25.8	142.0	3,658.0
Colorado Springs, CO	4,572	231,691	\$4,179,706	50.7	95.3	4,826.9
Minneapolis, MN ¹	10,371	468,597	\$8,223,877	45.2	109.2	4,932.6
Orange County, NY	437	25,503	\$460,074	58.4	27.3	1,593.9
Tulsa, OK	1,888	83,197	\$1,500,874	44.1	145.2	6,399.8
Miami, FL ¹	11,141	231,367	\$4,060,491	20.8	72.3	1,502.4
Santa Barbara County, CA	5,546	312,768	\$5,642,335	56.4	88.0	4,964.6
Mesa, AZ	1,893	50,153	\$904,760	26.5	210.3	5,572.6
Guilford County, NC	4,908	171,629	\$3,096,187	35.0	181.8	6,356.6
Dane County, WI	7,618	264,195	\$4,766,078	34.7	81.9	2,840.8
Sedgwick County, KS	2,880	131,157	\$2,366,072	45.5	137.1	6,245.6
Sonoma County, CA	3,602	180,469	\$3,255,661	50.1	78.3	3,923.2
Atlanta, GA	3,864	219,783	\$3,964,885	56.9	84.0	4,777.9
Group D Average	4,715	166,665	\$2,980,974	39.1	115.6	4,077
Group D Median	3,864	168,267	\$3,035,537	44.1	95.3	4,778

**Table 12:
Arts Voluntarism to Responding Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	Number of Volunteers	Number of Volunteer Hours	Estimated Value of Volunteer Hours	Average Hours per Volunteer	Average Volunteers per Organization	Average Hours per Organization
Nashville-Davidson County, TN	5,213	124,540	\$2,246,702	23.9	179.8	4,294.5
District of Columbia	10,773	496,459	\$8,956,120	46.1	176.6	8,138.7
Seattle, WA	11,600	424,398	\$7,656,140	36.6	175.8	6,430.3
Baltimore, MD	10,604	495,416	\$8,937,305	46.7	241.0	11,259.5
Jefferson County, AL	9,774	179,225	\$3,233,219	18.3	203.6	3,733.9
Austin, TX	14,158	370,500	\$6,683,820	26.2	143.0	3,742.4
Louisville-Jefferson County, KY	4,452	217,556	\$3,924,710	48.9	185.5	9,064.8
Monroe County, NY	9,752	305,041	\$5,502,940	31.3	133.6	4,178.6
San Francisco, CA	17,860	982,096	\$17,717,012	55.0	100.9	5,548.6
Wake County, NC	6,112	182,759	\$3,296,972	29.9	191.0	5,711.2
Indianapolis, IN	17,463	479,919	\$8,657,739	27.5	277.2	7,617.8
Mecklenburg County, NC	15,138	589,140	\$10,628,086	38.9	270.3	10,520.4
Prince George's County, MD	1,804	57,252	\$1,032,826	31.7	100.2	3,180.7
Greater Hartford, CT ¹	11,862	290,798	\$5,103,505	24.5	130.4	3,195.6
Milwaukee County, WI	7,520	339,593	\$6,126,258	45.2	183.4	8,282.8
Pima County, AZ	5,059	245,652	\$4,431,562	48.6	99.2	4,816.7
Montgomery County, MD	5,984	391,109	\$7,055,606	65.4	95.0	6,208.1
Pinellas County, FL	12,147	464,468	\$8,379,003	38.2	253.1	9,676.4
Westchester County, NY	4,733	255,623	\$4,611,439	54.0	46.9	2,530.9
Group E Average	9,579	362,713	\$6,535,840	38.8	167.7	6,217
Group E Median	9,774	339,593	\$6,126,258	38.2	176.6	5,711

Table 12:
Arts Voluntarism to Responding Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005

Group F Population 1,000,000 or More Sample Size = 16	Number of Volunteers	Number of Volunteer Hours	Estimated Value of Volunteer Hours	Average Hours per Volunteer	Average Volunteers per Organization	Average Hours per Organization
Fairfax County, VA	4,995	236,234	\$4,261,661	47.3	104.1	4,921.5
Orange County, FL	7,983	391,636	\$7,065,113	49.1	147.8	7,252.5
Greater Columbus, OH	20,985	371,081	\$6,694,301	17.7	446.5	7,895.3
Allegheny County, PA ²	7,676	443,298	\$7,997,096	57.8	90.3	5,215.3
Palm Beach County, FL	7,903	158,858	\$2,865,798	20.1	254.9	5,124.5
City and County of St. Louis, MO	18,589	577,704	\$10,421,780	31.1	125.6	3,903.4
Phoenix, AZ	9,356	611,993	\$11,040,354	65.4	139.6	9,134.2
Philadelphia County, PA ²	10,038	506,323	\$9,134,067	50.4	73.3	3,695.8
Suffolk County, NY	2,896	117,286	\$2,115,839	40.5	67.3	2,727.6
Santa Clara County, CA	9,650	373,941	\$6,745,896	38.8	128.7	4,985.9
Clark County, NV	15,904	382,393	\$6,898,370	24.0	378.7	9,104.6
Broward County, FL	6,405	305,359	\$5,508,676	47.7	142.3	6,785.8
Riverside County, CA	4,602	274,936	\$4,959,845	59.7	88.5	5,287.2
Houston, TX ¹	33,924	637,985	\$11,196,637	18.8	329.4	6,194.0
Miami-Dade County, FL ¹	19,308	648,458	\$11,380,438	33.6	43.5	1,460.5
Chicago, IL	19,933	876,497	\$15,812,006	44.0	173.3	7,621.7
Group F Average	12,509	432,124	\$7,756,117	40.4	170.9	5,707
Group F Median	9,503	387,015	\$6,981,742	42.2	134.2	5,251

Average (Groups A - F)	5,174	191,499	\$3,442,376	45.3	125.1	4,843
Median (Groups A - F)	2,943	121,276	\$2,187,819	41.5	102.9	4,317

**Table 12:
Arts Voluntarism to Responding Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	Number of Volunteers	Number of Volunteer Hours	Estimated Value of Volunteer Hours	Average Hours per Volunteer	Average Volunteers per Organization	Average Hours per Organization
Wood River Valley, ID	1,047	12,979	\$234,141	12.4	104.7	1,297.9
Portsmouth Seacoast Area (NH,ME)	2,427	89,093	\$1,607,238	36.7	67.4	2,474.8
Greater Minot, ND	12,055	82,143	\$1,481,860	6.8	634.5	4,323.3
North Central Minnesota ¹	484	12,413	\$217,848	25.6	37.2	954.8
Northwest Minnesota ¹	627	14,849	\$260,600	23.7	48.2	1,142.2
East Central Minnesota ¹	442	22,465	\$394,261	50.8	27.6	1,404.1
Minnesota Brainerd Lakes Region ¹	471	26,484	\$464,794	56.2	47.1	2,648.4
Black Hills Region, SD	2,686	95,929	\$1,730,559	35.7	67.2	2,398.2
Fargo-Moorhead Region (ND,MN)	4,832	179,284	\$3,234,283	37.1	96.6	3,585.7
Minnesota Lake Region ¹	2,747	142,330	\$2,497,892	51.8	161.6	8,372.4
South Central Minnesota ¹	1,843	132,811	\$2,330,833	72.1	54.2	3,906.2
Southwest Minnesota ¹	1,571	172,399	\$3,025,602	109.7	56.1	6,157.1
Minnesota Arrowhead Region ¹	1,984	192,694	\$3,381,780	97.1	70.9	6,881.9
Washington and Chisago Counties, MN	963	37,577	\$677,889	39.0	53.5	2,087.6
Northwest Arkansas	1,639	55,013	\$992,435	33.6	96.4	3,236.1
Central Minnesota ¹	1,620	55,951	\$981,940	34.5	60.0	2,072.3
Northeast Wisconsin	3,475	98,823	\$1,782,767	28.4	112.1	3,187.8
Southeast Minnesota ¹	2,573	79,031	\$1,386,994	30.7	67.7	2,079.8
Cedar Rapids/Iowa City Cultural Corridor, IA	7,104	249,575	\$4,502,333	35.1	112.8	3,961.5
St. Croix Valley Region (WI,MN)	3,416	171,090	\$3,086,464	50.1	40.7	2,036.8
Northwest Louisiana	15,194	248,041	\$4,474,660	16.3	192.3	3,139.8
Greater Columbia, SC	2,421	86,100	\$1,553,244	35.6	83.5	2,969.0
Lehigh Valley, PA ²	9,631	294,296	\$5,309,100	30.6	112.0	3,422.0
East Maricopa County, AZ	2,618	113,305	\$2,044,022	43.3	145.4	6,294.7
Greater Buffalo, NY	11,087	436,204	\$7,869,120	39.3	181.8	7,150.9
Greater Portland, OR	14,015	648,313	\$11,695,567	46.3	126.3	5,840.7
Greater Harrisburg, PA ²	6,179	253,839	\$4,579,256	41.1	104.7	4,302.4
Kansas City Metro Region (MO,KS) ¹	43,978	557,956	\$9,792,128	12.7	511.4	6,487.9
Greater Birmingham, AL	10,375	193,035	\$3,482,351	18.6	162.1	3,016.2

**Table 12:
Arts Voluntarism to Responding Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	Number of Volunteers	Number of Volunteer Hours	Estimated Value of Volunteer Hours	Average Hours per Volunteer	Average Volunteers per Organization	Average Hours per Organization
Greater Cincinnati Region (OH,KY,IN)	11,508	527,899	\$9,523,298	45.9	130.8	5,998.9
Greater Milwaukee, WI	9,802	484,238	\$8,735,654	49.4	153.2	7,566.2
Minnesota Twin Cities' Metro Region ¹	30,182	1,064,055	\$18,674,165	35.3	148.0	5,216.0
Central Florida Region	11,945	667,441	\$12,040,636	55.9	137.3	7,671.7
Greater Washington Metro Region (DC,VA,MD)	32,260	1,823,531	\$32,896,499	56.5	120.4	6,804.2
Greater Philadelphia, PA ²	13,725	695,405	\$12,545,106	50.7	76.7	3,884.9
Regional Average	7,969	286,188	\$5,128,209	41.3	125.8	4,114
Regional Median	3,416	171,090	\$3,025,602	37.1	104.7	3,586

**Table 12:
Arts Voluntarism to Responding Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	Number of Volunteers	Number of Volunteer Hours	Estimated Value of Volunteer Hours	Average Hours per Volunteer	Average Volunteers per Organization	Average Hours per Organization
State of North Dakota	23,257	517,999	\$9,344,702	22.3	119.9	2,670.1
State of Delaware ¹	10,196	409,612	\$7,188,691	40.2	93.5	3,757.9
State of Minnesota ¹	44,544	1,915,482	\$33,616,709	43.0	104.1	4,475.4
State of Wisconsin	33,533	1,298,236	\$23,420,177	38.7	88.0	3,407.4
State of Pennsylvania ²	48,895	2,119,794	\$38,241,084	43.4	93.5	4,053.1
Statewide Average	32,085	1,252,225	\$22,362,273	37.5	99.8	3,673
Statewide Median	33,533	1,298,236	\$23,420,177	40.2	93.5	3,758

Table Notes:

¹ In these study regions, detailed organizational data were collected for fiscal 2004 rather than fiscal 2005. Therefore, the estimated dollar value of the volunteer hours donated to responding nonprofit arts and culture organizations in these study regions is calculated by multiplying the total number of volunteer hours by \$17.55 (the dollar value of the average volunteer hour during fiscal 2004 based on *Giving and Volunteering in the United States 2005*, by Independent Sector) rather than by the 2005 average value of a volunteer hour of \$18.04.

² In most Pennsylvania study regions, a two-pronged method was used to collect detailed organizational data. First, approved fiscal 2005 data available in the Pennsylvania Cultural Data Project (PACDP) database were used. Second, all eligible nonprofit arts and culture organizations that are not registered PACDP participants were solicited to complete the Arts and Economic Prosperity III organizational expenditure survey. These two data sets were then combined. (In Philadelphia County and the Greater Philadelphia region, the PACDP was the sole source used to collect organizational expenditure data.)

Explanation of Table 13: Value of In-Kind Contributions to Responding Nonprofit Arts and Culture Organizations per Study Region during Fiscal 2005

This table summarizes the value of in-kind contributions received by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. In-kind contributions are non-cash, donated assets and/or services such as materials (e.g., office supplies from a local retailer), facilities (e.g., office space), and services (e.g., printing costs from a local print shop). Summary statistics are calculated for all population groups.

Column Two:

The value of in-kind contributions from arts organizations received by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005.

Column Three:

The value of in-kind contributions from corporations received by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005.

Column Four:

The value of in-kind contributions from individual donors received by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005.

Column Five:

The value of in-kind contributions from local government received by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005.

Column Six:

The value of in-kind contributions from state government received by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005.

Column Seven:

The value of in-kind contributions from miscellaneous sources received by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005.

Column Eight:

The total value of in-kind contributions received by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. This figure is the sum of Column One through Column Six.

Column Nine:

The average value of all in-kind contributions received by responding nonprofit arts and culture organizations in each participating study region during fiscal 2005. This figure is calculated by dividing the total value of all in-kind contributions received (Column Eight) by the total number of responding nonprofit arts and culture organizations in each study region (Table 5, Column Three).

**Table 13:
Value of In-Kind Contributions to Responding Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	From Arts Organizations	From Corporations	From Individuals	From Local Government	From State Government	From Miscellaneous Sources	Total Value of In-Kind Contributions	Average per Responding Organization
Homer, AK	\$0	\$6,440	\$30,107	\$14,820	\$0	\$0	\$51,367	\$10,273
Gunnison County, CO	\$100	\$41,668	\$2,500	\$1,150	\$2,400	\$71,177	\$118,995	\$23,799
Teton County, WY	\$4,500	\$259,905	\$156,571	\$0	\$0	\$28,000	\$448,976	\$21,380
Bainbridge Island, WA	\$7,000	\$18,074	\$436,000	\$3,000	\$0	\$157,000	\$621,074	\$24,843
Fairfax, VA	\$1,153	\$500	\$2,250	\$3,000	\$6,000	\$0	\$12,903	\$1,434
Laguna Beach, CA	\$800	\$355,974	\$146,130	\$0	\$0	\$14,000	\$516,904	\$43,075
Winter Park, FL	\$8,425	\$129,537	\$114,010	\$0	\$0	\$192,006	\$443,978	\$34,152
Wheeling, WV	\$7,140	\$72,318	\$670	\$214,000	\$0	\$2,000	\$296,128	\$42,304
Dover, DE ¹	\$2,500	\$68,982	\$125,150	\$14,300	\$31,000	\$95,000	\$336,932	\$21,058
Iron County, UT	\$1,500	\$847,350	\$185,000	\$1,000	\$335,000	\$1,000	\$1,370,850	\$228,475
Pierce County, WI	\$1,000	\$8,500	\$5,750	\$2,000	\$1,500	\$28,200	\$46,950	\$2,471
Pittsfield, MA	\$900	\$86,430	\$5,595	\$0	\$0	\$0	\$92,925	\$13,275
Windham County, VT	\$6,650	\$64,983	\$13,300	\$14,000	\$0	\$45,100	\$144,033	\$10,288
Polk County, WI	\$10,800	\$17,000	\$21,250	\$20,000	\$0	\$0	\$69,050	\$3,453
Salina, KS	\$1,480	\$264,511	\$3,000	\$146,200	\$0	\$2,000	\$417,191	\$32,092
Group A Average	\$3,597	\$149,478	\$83,152	\$28,898	\$25,060	\$42,366	\$332,550	\$34,158
Percent of Group A Total	1.1%	44.9%	25.0%	8.7%	7.5%	12.7%	100.0%	

**Table 13:
Value of In-Kind Contributions to Responding Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group B Population 50,000 to 99,999 Sample Size = 18	From Arts Organizations	From Corporations	From Individuals	From Local Government	From State Government	From Miscellaneous Sources	Total Value of In-Kind Contributions	Average per Responding Organization
New Brunswick, NJ	\$102,500	\$121,427	\$1,334,449	\$315,000	\$0	\$162,100	\$2,035,476	\$203,548
La Crosse, WI	\$0	\$50,351	\$12,037	\$150	\$0	\$2,700	\$65,238	\$5,437
Mansfield, OH	\$11,500	\$126,900	\$104,000	\$12,000	\$0	\$20,500	\$274,900	\$34,363
Lancaster, PA ²	\$200	\$288,503	\$26,108	\$0	\$0	\$144,830	\$459,641	\$25,536
Loveland, CO	\$0	\$25,000	\$0	\$50,500	\$0	\$150	\$75,650	\$6,877
Bradford County, PA ²	\$0	\$2,500	\$500	\$0	\$0	\$3,290	\$6,290	\$524
Missoula, MT	\$358,900	\$127,034	\$49,310	\$46,650	\$0	\$325,954	\$907,848	\$43,231
Oshkosh, WI	\$1,500	\$21,734	\$11,080	\$23,400	\$0	\$0	\$57,714	\$5,771
Portland, ME	\$5,000	\$247,365	\$164,279	\$16,000	\$0	\$43,750	\$476,394	\$22,685
Walnut Creek, CA	\$58,500	\$284,944	\$182,013	\$77,500	\$4,000	\$166,500	\$773,457	\$32,227
Saint Cloud, MN ¹	\$500	\$94,276	\$24,200	\$134,000	\$0	\$11,535	\$264,511	\$16,532
Wilmington, DE ¹	\$116,797	\$439,139	\$625,645	\$8,683	\$132,894	\$73,380	\$1,396,538	\$30,360
St. Croix County, WI	\$0	\$7,156	\$2,400	\$42,620	\$0	\$1,100	\$53,276	\$1,973
Lauderdale County, MS	\$15,000	\$172,270	\$15,275	\$138,000	\$0	\$0	\$340,545	\$42,568
Somerset County, PA ²	\$0	\$3,000	\$500	\$6,000	\$2,000	\$2,500	\$14,000	\$1,400
Josephine County, OR	\$0	\$28,455	\$1,200	\$10,620	\$0	\$16,800	\$57,075	\$8,154
Miami Beach, FL ¹	\$38,700	\$1,987,810	\$864,110	\$190,460	\$200	\$186,295	\$3,267,575	\$56,338
Boulder, CO	\$94,376	\$560,873	\$125,118	\$90,820	\$1,200	\$6,640	\$879,027	\$18,703
Group B Average	\$44,637	\$254,930	\$196,790	\$64,578	\$7,794	\$64,890	\$633,620	\$30,901
Percent of Group B Total	7.0%	40.2%	31.1%	10.2%	1.2%	10.2%	100.0%	

**Table 13:
Value of In-Kind Contributions to Responding Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group C Population 100,000 to 249,999 Sample Size = 29	From Arts Organizations	From Corporations	From Individuals	From Local Government	From State Government	From Miscellaneous Sources	Total Value of In-Kind Contributions	Average per Responding Organization
Abilene, TX	\$23,888	\$104,100	\$27,390	\$13,000	\$1,000	\$11,610	\$180,988	\$8,618
Fort Collins, CO	\$25,120	\$25,387	\$56,800	\$76,105	\$4,400	\$6,596	\$194,408	\$12,961
Humboldt County, CA	\$6,690	\$43,770	\$26,077	\$72,000	\$0	\$2,054	\$150,591	\$4,429
Savannah, GA	\$122,120	\$471,350	\$120,786	\$2,400	\$10,000	\$17,920	\$744,576	\$33,844
Marathon County, WI	\$6,595	\$42,979	\$3,700	\$500	\$0	\$15,075	\$68,849	\$3,279
Fullerton, CA	\$24,500	\$252,664	\$101,016	\$12,500	\$0	\$24,000	\$414,680	\$19,747
Alexandria, VA	\$8,900	\$386,841	\$280,566	\$296,122	\$0	\$81,468	\$1,053,897	\$21,956
Island of Maui, HI	\$2,000	\$276,825	\$29,500	\$7,000	\$1,000	\$6,000	\$322,325	\$35,814
Pasadena, CA	\$126,520	\$1,873,864	\$3,368,579	\$124,568	\$4,600	\$3,600	\$5,501,731	\$157,192
Greater Burlington, VT	\$5,000	\$420,802	\$240,400	\$5,000	\$0	\$30,000	\$701,202	\$70,120
Tempe, AZ	\$0	\$400	\$1,200	\$300	\$2,400	\$700	\$5,000	\$714
Bay County, FL	\$3,200	\$57,319	\$13,222	\$11,000	\$15,000	\$0	\$99,741	\$14,249
Providence, RI	\$39,984	\$828,366	\$131,800	\$405,000	\$0	\$3,600	\$1,408,750	\$37,072
Ulster County, NY	\$50	\$28,850	\$163,400	\$2,000	\$0	\$44,770	\$239,070	\$21,734
Whatcom County, WA	\$8,255	\$77,670	\$39,263	\$118,450	\$0	\$80,685	\$324,323	\$24,948
Champaign County, IL	\$26,000	\$351,060	\$64,350	\$0	\$24,000	\$65,000	\$530,410	\$17,110
Doña Ana County, NM	\$3,000	\$67,332	\$17,900	\$29,000	\$5,000	\$59,681	\$181,913	\$9,096
Boise, ID	\$142,350	\$788,673	\$106,456	\$285,000	\$441,570	\$64,600	\$1,828,649	\$55,414
Tacoma, WA	\$68,100	\$408,695	\$146,590	\$9,500	\$0	\$266,894	\$899,779	\$28,118
Arlington County, VA	\$27,600	\$281,628	\$84,001	\$113,100	\$0	\$924,500	\$1,430,829	\$49,339
Glendale, CA	\$5,000	\$23,500	\$17,500	\$10,000	\$0	\$25,000	\$81,000	\$4,500
Lackawanna County, PA ²	\$150	\$216,510	\$1,400	\$1,500	\$250,000	\$18,800	\$488,360	\$28,727
Orlando, FL	\$43,100	\$1,680,812	\$214,967	\$168,758	\$0	\$625,571	\$2,733,208	\$85,413
Buncombe County, NC	\$143,000	\$125,573	\$181,163	\$35,000	\$0	\$3,000	\$487,736	\$17,419
Alachua County, FL	\$11,200	\$349,433	\$55,630	\$132,000	\$80,000	\$1,431,700	\$2,059,963	\$114,442
Chandler, AZ	\$0	\$45,600	\$0	\$7,750	\$0	\$0	\$53,350	\$26,675
Lincoln, NE	\$209,657	\$273,492	\$75,367	\$0	\$5,000	\$124,870	\$688,386	\$17,210
Kalamazoo County, MI	\$73,100	\$370,913	\$51,529	\$2,600	\$1,648	\$56,650	\$556,440	\$11,356
Santa Cruz County, CA	\$22,450	\$341,182	\$266,229	\$44,000	\$225,500	\$26,621	\$925,982	\$20,577
Group C Average	\$40,604	\$352,262	\$202,992	\$68,419	\$36,935	\$138,654	\$839,867	\$32,830
Percent of Group C Total	4.8%	41.9%	24.2%	8.1%	4.4%	16.5%	100.0%	

**Table 13:
Value of In-Kind Contributions to Responding Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group D Population 250,000 to 499,999 Sample Size = 19	From Arts Organizations	From Corporations	From Individuals	From Local Government	From State Government	From Miscellaneous Sources	Total Value of In-Kind Contributions	Average per Responding Organization
Saint Joseph County, IN	\$5,398	\$345,972	\$1,404,158	\$456,400	\$84	\$99,320	\$2,311,332	\$79,701
Anchorage, AK	\$5,964	\$542,672	\$178,933	\$0	\$0	\$3,600	\$731,169	\$26,113
Saint Paul, MN ¹	\$13,950	\$1,129,871	\$122,932	\$72,000	\$20,000	\$98,508	\$1,457,261	\$31,006
Erie County, PA ²	\$28,922	\$48,115	\$12,866	\$16,000	\$0	\$64,028	\$169,931	\$7,080
Newark, NJ	\$300	\$294,745	\$1,740	\$71,000	\$0	\$8,025	\$375,810	\$19,779
Luzerne County, PA ²	\$0	\$6,500	\$9,000	\$94,000	\$81,000	\$416,300	\$606,800	\$33,711
Forsyth County, NC	\$81,220	\$1,331,469	\$114,247	\$16,250	\$0	\$74,402	\$1,617,588	\$35,165
Colorado Springs, CO	\$55,800	\$1,158,266	\$791,994	\$586,197	\$500	\$61,141	\$2,653,898	\$55,290
Minneapolis, MN ¹	\$92,445	\$1,137,799	\$613,386	\$34,446	\$14,350	\$348,866	\$2,241,292	\$23,593
Orange County, NY	\$12,000	\$500	\$120,500	\$1,000	\$0	\$15,100	\$149,100	\$9,319
Tulsa, OK	\$6,500	\$140,250	\$19,235	\$109,000	\$0	\$175,000	\$449,985	\$34,614
Miami, FL ¹	\$164,395	\$6,355,129	\$1,875,222	\$1,357,332	\$1,200	\$527,693	\$10,280,971	\$66,760
Santa Barbara County, CA	\$140,670	\$419,860	\$214,189	\$185,000	\$100,000	\$41,166	\$1,100,885	\$17,474
Mesa, AZ	\$6,800	\$27,700	\$38,500	\$12,000	\$0	\$0	\$85,000	\$9,444
Guilford County, NC	\$70,733	\$831,765	\$62,518	\$72,419	\$0	\$7,400	\$1,044,835	\$38,698
Dane County, WI	\$71,483	\$1,294,901	\$164,694	\$57,086	\$8,375	\$294,511	\$1,891,050	\$20,334
Sedgwick County, KS	\$16,540	\$55,889	\$29,862	\$31,072	\$100,000	\$0	\$233,363	\$11,113
Sonoma County, CA	\$17,700	\$1,351,503	\$346,380	\$80,100	\$0	\$7,732	\$1,803,415	\$39,205
Atlanta, GA	\$250	\$2,373,861	\$69,246	\$10,000	\$0	\$311,600	\$2,764,957	\$60,108
Group D Average	\$41,635	\$991,935	\$325,769	\$171,647	\$17,132	\$134,442	\$1,682,560	\$32,553
Percent of Group D Total	2.5%	59.0%	19.4%	10.2%	1.0%	8.0%	100.0%	

**Table 13:
Value of In-Kind Contributions to Responding Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	From Arts Organizations	From Corporations	From Individuals	From Local Government	From State Government	From Miscellaneous Sources	Total Value of In-Kind Contributions	Average per Responding Organization
Nashville-Davidson County, TN	\$173,118	\$782,994	\$243,788	\$126,750	\$0	\$71,500	\$1,398,150	\$48,212
District of Columbia	\$7,944,749	\$1,572,712	\$168,889	\$0	\$0	\$564,652	\$10,251,002	\$168,049
Seattle, WA	\$48,563	\$5,047,776	\$204,193	\$349,603	\$1,000	\$44,228	\$5,695,363	\$86,293
Baltimore, MD	\$51,432	\$853,144	\$125,033	\$4,500	\$5,500	\$67,225	\$1,106,834	\$25,155
Jefferson County, AL	\$8,125	\$633,971	\$56,663	\$540,935	\$0	\$41,700	\$1,281,394	\$26,696
Austin, TX	\$57,920	\$2,891,733	\$621,948	\$30,007	\$36,095	\$906,493	\$4,544,196	\$45,901
Louisville-Jefferson County, KY	\$5,390	\$957,743	\$89,083	\$20,000	\$46,500	\$56,260	\$1,174,976	\$48,957
Monroe County, NY	\$42,025	\$1,647,827	\$208,402	\$15,000	\$1,000	\$38,350	\$1,952,604	\$26,748
San Francisco, CA	\$282,895	\$11,871,159	\$3,015,405	\$1,069,600	\$2,750	\$391,171	\$16,632,980	\$93,972
Wake County, NC	\$73,388	\$834,894	\$250,625	\$606,899	\$10,000	\$65,000	\$1,840,806	\$57,525
Indianapolis, IN	\$397,260	\$2,609,680	\$432,540	\$497,920	\$1,144,628	\$65,150	\$5,147,178	\$81,701
Mecklenburg County, NC	\$104,201	\$2,496,695	\$211,771	\$1,694,172	\$0	\$19,140,400	\$23,647,239	\$422,272
Prince George's County, MD	\$267,010	\$27,425	\$661	\$529,000	\$52,000	\$25,650	\$901,746	\$50,097
Greater Hartford, CT ¹	\$351,406	\$1,369,557	\$741,772	\$428,900	\$13,250	\$565,992	\$3,470,877	\$38,142
Milwaukee County, WI	\$7,790	\$881,108	\$354,148	\$1,559,335	\$0	\$761,301	\$3,563,682	\$86,919
Pima County, AZ	\$7,150	\$663,180	\$173,504	\$42,652	\$100	\$34,525	\$921,111	\$18,061
Montgomery County, MD	\$45,600	\$1,009,042	\$535,464	\$595,600	\$10,600	\$1,641,569	\$3,837,875	\$60,919
Pinellas County, FL	\$58,285	\$2,421,067	\$109,869	\$520,620	\$0	\$463,918	\$3,573,759	\$74,453
Westchester County, NY	\$26,239	\$629,782	\$410,913	\$708,440	\$295,239	\$241,550	\$2,312,163	\$22,893
Group E Average	\$523,818	\$2,063,236	\$418,667	\$491,575	\$85,193	\$1,325,612	\$4,908,102	\$78,051
Percent of Group E Total	10.7%	42.0%	8.5%	10.0%	1.7%	27.0%	100.0%	

**Table 13:
Value of In-Kind Contributions to Responding Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Group F Population 1,000,000 or More Sample Size = 16	From Arts Organizations	From Corporations	From Individuals	From Local Government	From State Government	From Miscellaneous Sources	Total Value of In-Kind Contributions	Average per Responding Organization
Fairfax County, VA	\$2,662	\$1,204,314	\$60,182	\$56,985	\$6,000	\$150,728	\$1,480,871	\$30,851
Orange County, FL	\$55,525	\$2,973,970	\$344,577	\$217,958	\$0	\$817,827	\$4,409,857	\$81,664
Greater Columbus, OH	\$44,363	\$4,748,513	\$109,448	\$567,067	\$0	\$1,275,060	\$6,744,451	\$143,499
Allegheny County, PA ²	\$400,504	\$1,220,440	\$67,862	\$71,500	\$0	\$1,025,739	\$2,786,045	\$32,777
Palm Beach County, FL	\$1,000	\$1,636,834	\$3,940,060	\$591,116	\$398,000	\$3,600	\$6,570,610	\$211,955
City and County of St. Louis, MO	\$51,750	\$2,458,492	\$864,984	\$30,602	\$12,500	\$332,865	\$3,751,193	\$25,346
Phoenix, AZ	\$56,960	\$4,049,859	\$216,055	\$3,615,604	\$61,000	\$3,484,524	\$11,484,002	\$171,403
Philadelphia County, PA ^{2,3}	n/a	n/a	n/a	n/a	n/a	\$8,551,941	\$8,551,941	\$62,423
Suffolk County, NY	\$25,700	\$730,148	\$182,025	\$113,961	\$33,435	\$31,347	\$1,116,616	\$25,968
Santa Clara County, CA	\$23,708	\$3,692,224	\$649,364	\$1,101,075	\$0	\$453,108	\$5,919,479	\$78,926
Clark County, NV	\$21,690	\$535,748	\$195,200	\$872,632	\$509,000	\$64,179	\$2,198,449	\$52,344
Broward County, FL	\$366,990	\$4,379,524	\$3,361,823	\$685,668	\$0	\$924,257	\$9,718,262	\$215,961
Riverside County, CA	\$14,350	\$430,836	\$141,418	\$569,716	\$4,000	\$1,975	\$1,162,295	\$22,352
Houston, TX ¹	\$3,120	\$7,774,857	\$839,120	\$286,821	\$0	\$1,523,101	\$10,427,019	\$101,233
Miami-Dade County, FL ¹	\$518,020	\$12,787,910	\$5,409,849	\$2,206,217	\$3,900	\$2,823,058	\$23,748,954	\$53,489
Chicago, IL	\$357,190	\$10,000,334	\$1,153,201	\$248,979	\$247,500	\$2,346,173	\$14,353,377	\$124,812
Group F Average	\$129,569	\$3,908,267	\$1,169,011	\$749,060	\$85,022	\$1,017,169	\$7,058,099	\$91,505
Percent of Group F Total	1.8%	55.4%	16.6%	10.6%	1.2%	14.4%	100.0%	

Average (Groups A - F)	\$128,018	\$1,162,772	\$368,311	\$238,410	\$41,798	\$424,548	\$2,363,857	\$47,780
Percent of Total (Groups A - F)	5.4%	49.2%	15.6%	10.1%	1.8%	18.0%	100.0%	

**Table 13:
Value of In-Kind Contributions to Responding Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	From Arts Organizations	From Corporations	From Individuals	From Local Government	From State Government	From Miscellaneous Sources	Total Value of In-Kind Contributions	Average per Responding Organization
Wood River Valley, ID	\$4,000	\$52,500	\$10,530	\$0	\$0	\$2,500	\$69,530	\$6,953
Portsmouth Seacoast Area (NH,ME)	\$26,250	\$279,263	\$135,858	\$24,900	\$0	\$0	\$466,271	\$12,952
Greater Minot, ND	\$349,212	\$6,060	\$154,200	\$1,200	\$0	\$13,000	\$523,672	\$27,562
North Central Minnesota ¹	\$5,585	\$8,000	\$9,200	\$500	\$0	\$4,500	\$27,785	\$2,137
Northwest Minnesota ¹	\$995	\$650	\$2,250	\$9,300	\$0	\$575	\$13,770	\$1,059
East Central Minnesota ¹	\$1,000	\$14,100	\$18,100	\$20,000	\$0	\$16,330	\$69,530	\$4,346
Minnesota Brainerd Lakes Region ¹	\$1,150	\$3,300	\$3,850	\$1,300	\$0	\$5,000	\$14,600	\$1,460
Black Hills Region, SD	\$16,510	\$103,527	\$53,302	\$65,539	\$0	\$352,651	\$591,529	\$14,788
Fargo-Moorhead Region (ND,MN)	\$30,546	\$412,235	\$65,633	\$19,550	\$17,500	\$144,694	\$690,158	\$13,803
Minnesota Lake Region ¹	\$7,975	\$281,027	\$37,160	\$18,000	\$0	\$3,500	\$347,662	\$20,451
South Central Minnesota ¹	\$2,400	\$17,700	\$69,695	\$24,200	\$0	\$5,500	\$119,495	\$3,515
Southwest Minnesota ¹	\$1,600	\$8,722	\$25,880	\$11,500	\$0	\$16,200	\$63,902	\$2,282
Minnesota Arrowhead Region ¹	\$5,500	\$155,814	\$33,601	\$150,737	\$0	\$521,997	\$867,649	\$30,987
Washington and Chisago Counties, MN	\$1,000	\$45,300	\$27,455	\$6,000	\$1,000	\$2,420	\$83,175	\$4,621
Northwest Arkansas	\$0	\$151,544	\$9,153	\$8,702	\$0	\$40,125	\$209,524	\$12,325
Central Minnesota ¹	\$3,000	\$155,981	\$40,832	\$134,250	\$0	\$50,595	\$384,658	\$14,247
Northeast Wisconsin	\$2,500	\$105,774	\$12,580	\$34,900	\$0	\$3,609	\$159,363	\$5,141
Southeast Minnesota ¹	\$4,800	\$55,665	\$23,780	\$63,100	\$0	\$4,162	\$151,507	\$3,987
Cedar Rapids/Iowa City Cultural Corridor, IA	\$85,294	\$1,196,586	\$172,117	\$110,365	\$0	\$492,130	\$2,056,492	\$32,643
St. Croix Valley Region (WI,MN)	\$12,800	\$77,956	\$56,855	\$70,620	\$2,500	\$31,720	\$252,451	\$3,005
Northwest Louisiana	\$30,480	\$1,140,587	\$31,390	\$318,603	\$700	\$15,410	\$1,537,170	\$19,458
Greater Columbia, SC	\$286,436	\$212,225	\$53,350	\$4,220	\$0	\$0	\$556,231	\$19,180
Lehigh Valley, PA ²	\$435,221	\$1,151,744	\$115,120	\$154,598	\$0	\$1,857,170	\$3,713,853	\$43,184
East Maricopa County, AZ	\$6,800	\$73,700	\$39,700	\$20,050	\$2,400	\$700	\$143,350	\$7,964
Greater Buffalo, NY	\$6,000	\$1,795,558	\$182,270	\$172,025	\$810,000	\$202,967	\$3,168,820	\$51,948
Greater Portland, OR	\$404,429	\$3,439,684	\$626,416	\$390,197	\$18,000	\$390,156	\$5,268,882	\$47,467
Greater Harrisburg, PA ²	\$4,485	\$379,904	\$54,697	\$0	\$0	\$414,133	\$853,219	\$14,461
Kansas City Metro Region (MO,KS) ¹	\$265,606	\$2,468,083	\$869,462	\$135,000	\$62,700	\$1,547,372	\$5,348,223	\$62,189
Greater Birmingham, AL	\$28,125	\$865,421	\$130,363	\$543,135	\$25,000	\$124,700	\$1,716,744	\$26,824

**Table 13:
Value of In-Kind Contributions to Responding Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	From Arts Organizations	From Corporations	From Individuals	From Local Government	From State Government	From Miscellaneous Sources	Total Value of In-Kind Contributions	Average per Responding Organization
Greater Cincinnati Region (OH,KY,IN)	\$83,870	\$2,142,323	\$134,323	\$320,552	\$120,000	\$396,497	\$3,197,565	\$36,336
Greater Milwaukee, WI	\$10,290	\$997,681	\$408,198	\$1,569,335	\$0	\$765,701	\$3,751,205	\$58,613
Minnesota Twin Cities' Metro Region ¹	\$119,795	\$2,415,982	\$799,906	\$229,906	\$34,350	\$634,649	\$4,234,588	\$20,758
Central Florida Region	\$93,925	\$3,862,002	\$356,113	\$344,786	\$200	\$923,555	\$5,580,581	\$64,145
Greater Washington Metro Region (DC,VA,MD)	\$8,296,521	\$4,481,962	\$1,129,763	\$1,590,807	\$68,600	\$3,388,567	\$18,956,220	\$70,732
Greater Philadelphia, PA ^{2,3}	n/a	n/a	n/a	n/a	n/a	\$9,212,660	\$9,212,660	\$51,467
Regional Average	\$312,768	\$839,958	\$173,327	\$193,173	\$34,204	\$363,905	\$1,917,335	\$22,398
Percent of Regional Total	16.3%	43.8%	9.0%	10.1%	1.8%	19.0%	100.0%	

**Table 13:
Value of In-Kind Contributions to Responding Nonprofit Arts and Culture Organizations
per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	From Arts Organizations	From Corporations	From Individuals	From Local Government	From State Government	From Miscellaneous Sources	Total Value of In-Kind Contributions	Average per Responding Organization
State of North Dakota	\$397,938	\$593,293	\$467,530	\$53,893	\$271,840	\$367,721	\$2,152,215	\$11,094
State of Delaware ¹	\$153,419	\$800,032	\$2,184,937	\$34,055	\$168,950	\$185,567	\$3,526,960	\$32,357
State of Minnesota ¹	\$153,800	\$3,116,941	\$1,064,254	\$662,793	\$34,350	\$1,263,008	\$6,295,146	\$14,708
State of Wisconsin	\$111,903	\$2,897,061	\$717,645	\$1,735,890	\$10,875	\$1,365,816	\$6,839,190	\$17,951
State of Pennsylvania ²	\$869,282	\$3,028,713	\$261,945	\$343,598	\$333,000	\$15,416,303	\$20,252,841	\$38,724
Statewide Average	\$337,268	\$2,087,208	\$939,262	\$566,046	\$163,803	\$3,719,683	\$7,813,270	\$22,967
Percent of Statewide Total	4.3%	26.7%	12.0%	7.2%	2.1%	47.6%	100.0%	

Table Notes:

¹ In these study regions, detailed organizational data were collected for fiscal 2004 rather than fiscal 2005.

² In most Pennsylvania study regions, a two-pronged method was used to collect detailed organizational data. First, approved fiscal 2005 data available in the Pennsylvania Cultural Data Project (PACDP) database were used. Second, all eligible nonprofit arts and culture organizations that are not registered PACDP participants were solicited to complete the Arts and Economic Prosperity III organizational expenditure survey. These two data sets were then combined. (The PACDP database captures the total value of in-kind contributions only; in the cases where PACDP data were used, the total value of in-kind donations was placed in the "Miscellaneous Sources" itemized category. Therefore, the "Miscellaneous Sources" itemized category is most likely skewed high in the summary statistics at the bottom of each cohort group.)

³ In Philadelphia County and the Greater Philadelphia region, detailed organizational data were collected using the PACDP database only. Therefore, the total value of in-kind contributions has been placed in the "Miscellaneous Sources" itemized category for these two study regions. They have been excluded from the calculation of summary statistics where applicable.

Explanation of Table 14: Total Attendance to Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

This table presents the total attendance to arts and culture events in each participating study region during fiscal 2005, as reported by the responding nonprofit arts and culture organizations. Summary statistics are calculated for each population group.

Column Two:

The total number of audience-intercept surveys that were collected from arts and culture event attendees in each participating study region. (The audience-intercept survey instrument is included in Appendix B to this report.)

Column Three:

The total attendance to arts and culture events in each participating study region during fiscal 2005, as reported by the responding nonprofit arts and culture organizations.

Column Four:

The percentage of arts and culture event attendees who are residents. Residents are attendees who report that their primary residence is located within the study region where the nonprofit arts and culture events took place. Residency is determined based on the ZIP code provided by each audience-intercept respondent.

Column Five:

The total number of arts and culture event attendees who are residents. This figure was calculated by multiplying the percentage of arts and culture event attendees who are residents (Column Four) by the total fiscal 2005 arts and culture event attendance for each participating study region (Column Three).

Column Six:

The percentage of arts and culture event attendees who are non-residents. Non-residents are attendees who report that their primary residence is located outside the study region where the nonprofit arts and culture events took place. Residency is determined based on the ZIP code provided by each audience-intercept respondent.

Column Seven:

The total number of arts and culture event attendees who are non-residents. This figure was calculated by multiplying the percentage of arts and culture event attendees who are non-residents (Column Six) by the total fiscal 2005 arts and culture event attendance for each participating study region (Column Three).

**Table 14:
Total Attendance to Nonprofit Arts and Culture Events
per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	Number of Audience Surveys Collected	Total Attendance to Nonprofit Arts/Culture Events	Resident Attendees		Non-Resident Attendees	
			Percent of Event Attendees	Resident Event Attendance	Percent of Event Attendees	Non-Resident Event Attendance
Homer, AK	101	66,953	78.2%	52,371	21.8%	14,582
Gunnison County, CO	523	90,490	63.7%	57,615	36.3%	32,875
Teton County, WY	258	947,815	55.0%	521,677	45.0%	426,138
Bainbridge Island, WA	971	126,334	63.4%	80,146	36.6%	46,188
Fairfax, VA ¹	n/a	193,080	62.4%	120,501	37.6%	72,579
Laguna Beach, CA	693	575,818	44.4%	255,894	55.6%	319,924
Winter Park, FL	236	697,934	26.3%	183,347	73.7%	514,587
Wheeling, WV	942	145,666	40.3%	58,762	59.7%	86,904
Dover, DE ²	291	146,034	61.2%	89,329	38.8%	56,705
Iron County, UT	372	196,984	28.8%	56,653	71.2%	140,331
Pierce County, WI	245	119,215	49.4%	58,880	50.6%	60,335
Pittsfield, MA	245	225,784	33.5%	75,570	66.5%	150,214
Windham County, VT	450	126,355	78.9%	99,681	21.1%	26,674
Polk County, WI	466	90,936	60.9%	55,416	39.1%	35,520
Salina, KS	723	543,688	70.0%	380,527	30.0%	163,161
Group A Average	465	286,206	53.9%	143,091	46.1%	143,114

**Table 14:
Total Attendance to Nonprofit Arts and Culture Events
per Study Region during Fiscal 2005**

Group B Population 50,000 to 99,999 Sample Size = 18	Number of Audience Surveys Collected	Total Attendance to Nonprofit Arts/Culture Events	Resident Attendees		Non-Resident Attendees	
			Percent of Event Attendees	Resident Event Attendance	Percent of Event Attendees	Non-Resident Event Attendance
New Brunswick, NJ	395	545,464	21.5%	117,384	78.5%	428,080
La Crosse, WI	654	91,088	46.6%	42,483	53.4%	48,605
Mansfield, OH	456	161,950	67.8%	109,737	32.2%	52,213
Lancaster, PA ³	995	504,910	48.9%	247,103	51.1%	257,807
Loveland, CO	623	211,473	41.7%	88,248	58.3%	123,225
Bradford County, PA ³	674	156,098	76.4%	119,274	23.6%	36,824
Missoula, MT	764	863,381	74.9%	646,413	25.1%	216,968
Oshkosh, WI	427	135,124	35.8%	48,415	64.2%	86,709
Portland, ME	349	486,749	59.9%	291,514	40.1%	195,235
Walnut Creek, CA	428	1,146,188	27.3%	313,368	72.7%	832,820
Saint Cloud, MN ²	144	118,382	56.3%	66,590	43.8%	51,792
Wilmington, DE ²	813	997,795	48.1%	479,840	51.9%	517,955
St. Croix County, WI	403	193,789	51.4%	99,530	48.6%	94,259
Lauderdale County, MS	265	84,405	81.9%	69,119	18.1%	15,286
Somerset County, PA ³	830	97,500	61.0%	59,436	39.0%	38,064
Josephine County, OR	413	77,074	80.9%	62,330	19.1%	14,744
Miami Beach, FL ²	820	1,685,749	22.9%	386,037	77.1%	1,299,712
Boulder, CO	895	621,712	56.2%	349,402	43.8%	272,310
Group B Average	575	454,380	53.3%	199,790	46.7%	254,589

Table 14:
Total Attendance to Nonprofit Arts and Culture Events
per Study Region during Fiscal 2005

Group C Population 100,000 to 249,999 Sample Size = 29	Number of Audience Surveys Collected	Total Attendance to Nonprofit Arts/Culture Events	Resident Attendees		Non-Resident Attendees	
			Percent of Event Attendees	Resident Event Attendance	Percent of Event Attendees	Non-Resident Event Attendance
Abilene, TX	675	486,455	61.8%	300,532	38.2%	185,923
Fort Collins, CO	642	638,118	77.4%	493,967	22.6%	144,151
Humboldt County, CA	651	241,238	84.5%	203,822	15.5%	37,416
Savannah, GA	954	613,507	60.3%	369,761	39.7%	243,746
Marathon County, WI	380	312,111	74.7%	233,272	25.3%	78,839
Fullerton, CA	922	351,411	49.1%	172,648	50.9%	178,763
Alexandria, VA	1,553	1,674,397	46.0%	769,888	54.0%	904,509
Island of Maui, HI	413	313,877	63.9%	200,630	36.1%	113,247
Pasadena, CA	571	1,710,367	32.9%	563,053	67.1%	1,147,314
Greater Burlington, VT	314	506,442	76.4%	387,074	23.6%	119,368
Tempe, AZ	839	80,311	47.3%	38,003	52.7%	42,308
Bay County, FL	720	74,884	77.5%	58,035	22.5%	16,849
Providence, RI	606	2,677,176	38.8%	1,038,209	61.2%	1,638,967
Ulster County, NY	190	27,400	51.6%	14,133	48.4%	13,267
Whatcom County, WA	551	339,850	84.8%	288,023	15.3%	51,827
Champaign County, IL	465	518,585	80.0%	414,868	20.0%	103,717
Doña Ana County, NM	341	145,726	87.4%	127,350	12.6%	18,376
Boise, ID	701	751,048	78.6%	590,324	21.4%	160,724
Tacoma, WA	914	871,882	59.0%	514,149	41.0%	357,733
Arlington County, VA	765	206,830	15.0%	31,087	85.0%	175,743
Glendale, CA	825	279,540	38.8%	108,434	61.2%	171,106
Lackawanna County, PA ³	450	280,995	77.1%	216,675	22.9%	64,320
Orlando, FL	645	1,734,266	35.7%	618,439	64.3%	1,115,827
Buncombe County, NC	191	1,220,403	60.7%	741,151	39.3%	479,252
Alachua County, FL	733	1,029,856	75.7%	779,807	24.3%	250,049
Chandler, AZ	708	373,844	43.4%	162,099	56.6%	211,745
Lincoln, NE	1,067	1,285,642	80.7%	1,037,385	19.3%	248,257
Kalamazoo County, MI	848	790,249	63.3%	500,465	36.7%	289,784
Santa Cruz County, CA	845	537,677	69.8%	375,406	30.2%	162,271
Group C Average	672	692,210	61.8%	391,334	38.2%	300,876

Table 14:
Total Attendance to Nonprofit Arts and Culture Events
per Study Region during Fiscal 2005

Group D Population 250,000 to 499,999 Sample Size = 19	Number of Audience Surveys Collected	Total Attendance to Nonprofit Arts/Culture Events	Resident Attendees		Non-Resident Attendees	
			Percent of Event Attendees	Resident Event Attendance	Percent of Event Attendees	Non-Resident Event Attendance
Saint Joseph County, IN	815	501,196	62.1%	311,193	37.9%	190,003
Anchorage, AK	430	685,187	74.2%	508,340	25.8%	176,847
Saint Paul, MN ²	108	5,514,877	41.7%	2,299,704	58.3%	3,215,173
Erie County, PA ³	484	439,099	83.9%	368,316	16.1%	70,783
Newark, NJ	531	3,085,400	20.3%	627,570	79.7%	2,457,830
Luzerne County, PA ³	871	384,096	76.9%	295,447	23.1%	88,649
Forsyth County, NC	560	1,961,843	74.6%	1,464,320	25.4%	497,523
Colorado Springs, CO	786	1,457,455	72.1%	1,051,408	27.9%	406,047
Minneapolis, MN ²	793	4,641,469	44.8%	2,079,378	55.2%	2,562,091
Orange County, NY	181	464,347	80.7%	374,542	19.3%	89,805
Tulsa, OK	181	724,696	72.4%	524,535	27.6%	200,161
Miami, FL ²	480	6,692,490	69.6%	4,657,973	30.4%	2,034,517
Santa Barbara County, CA	724	1,442,218	71.1%	1,025,850	28.9%	416,368
Mesa, AZ	850	822,177	48.5%	398,509	51.5%	423,668
Guilford County, NC	1,174	984,211	76.5%	752,823	23.5%	231,388
Dane County, WI	773	2,232,376	80.0%	1,784,785	20.1%	447,591
Sedgwick County, KS	503	1,241,621	71.8%	891,111	28.2%	350,510
Sonoma County, CA	539	1,108,524	71.2%	789,712	28.8%	318,812
Atlanta, GA	308	5,201,626	46.8%	2,431,760	53.3%	2,769,866
Group D Average	584	2,083,416	65.2%	1,191,436	34.8%	891,981

**Table 14:
Total Attendance to Nonprofit Arts and Culture Events
per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	Number of Audience Surveys Collected	Total Attendance to Nonprofit Arts/Culture Events	Resident Attendees		Non-Resident Attendees	
			Percent of Event Attendees	Resident Event Attendance	Percent of Event Attendees	Non-Resident Event Attendance
Nashville-Davidson County, TN	477	2,097,202	53.9%	1,129,972	46.1%	967,230
District of Columbia	448	3,696,540	36.6%	1,353,303	63.4%	2,343,237
Seattle, WA	415	3,681,273	63.1%	2,323,988	36.9%	1,357,285
Baltimore, MD	692	3,783,172	51.7%	1,957,035	48.3%	1,826,137
Jefferson County, AL	402	2,723,839	64.7%	1,761,779	35.3%	962,060
Austin, TX	820	3,953,306	72.1%	2,849,148	27.9%	1,104,158
Louisville-Jefferson County, KY ⁴	n/a	5,182,906	61.3%	3,177,121	38.7%	2,005,785
Monroe County, NY	639	3,535,144	79.8%	2,821,398	20.2%	713,746
San Francisco, CA	783	15,364,354	50.3%	7,731,343	49.7%	7,633,011
Wake County, NC	648	2,569,830	68.1%	1,749,026	31.9%	820,804
Indianapolis, IN	804	6,756,701	43.8%	2,958,084	56.2%	3,798,617
Mecklenburg County, NC	640	3,818,908	65.5%	2,500,239	34.5%	1,318,669
Prince George's County, MD ⁵	n/a	726,926	80.7%	586,702	19.3%	140,224
Greater Hartford, CT ²	916	4,759,811	66.7%	3,174,794	33.3%	1,585,017
Milwaukee County, WI	501	3,109,814	44.3%	1,377,959	55.7%	1,731,855
Pima County, AZ	384	905,330	84.4%	763,917	15.6%	141,413
Montgomery County, MD ⁵	n/a	1,905,336	80.7%	1,537,797	19.3%	367,539
Pinellas County, FL	1,211	2,357,724	57.0%	1,343,431	43.0%	1,014,293
Westchester County, NY	809	1,985,219	78.7%	1,563,161	21.3%	422,058
Group E Average	662	3,837,544	61.3%	2,245,274	38.7%	1,592,270

**Table 14:
Total Attendance to Nonprofit Arts and Culture Events
per Study Region during Fiscal 2005**

Group F Population 1,000,000 or More Sample Size = 16	Number of Audience Surveys Collected	Total Attendance to Nonprofit Arts/Culture Events	Resident Attendees		Non-Resident Attendees	
			Percent of Event Attendees	Resident Event Attendance	Percent of Event Attendees	Non-Resident Event Attendance
Fairfax County, VA	399	1,537,495	62.4%	959,551	37.6%	577,944
Orange County, FL	1,310	2,657,479	52.8%	1,403,680	47.2%	1,253,799
Greater Columbus, OH	795	6,335,168	66.9%	4,239,494	33.1%	2,095,674
Allegheny County, PA ³	1,034	5,066,195	74.0%	3,747,971	26.0%	1,318,224
Palm Beach County, FL	325	2,950,158	62.2%	1,833,523	37.9%	1,116,635
City and County of St. Louis, MO	515	11,251,252	80.6%	9,066,259	19.4%	2,184,993
Phoenix, AZ	942	6,098,084	40.2%	2,453,259	59.8%	3,644,825
Philadelphia County, PA ³	1,350	17,397,220	35.0%	6,089,027	65.0%	11,308,193
Suffolk County, NY	618	923,456	78.6%	726,206	21.4%	197,250
Santa Clara County, CA	1,268	2,528,566	71.4%	1,804,638	28.6%	723,928
Clark County, NV	500	4,883,463	76.2%	3,721,199	23.8%	1,162,264
Broward County, FL	574	3,404,798	74.9%	2,550,534	25.1%	854,264
Riverside County, CA	869	812,208	75.4%	612,161	24.6%	200,047
Houston, TX ²	3,789	10,645,329	84.9%	9,037,884	15.1%	1,607,445
Miami-Dade County, FL ²	2,136	12,700,184	74.7%	9,487,037	25.3%	3,213,147
Chicago, IL	925	11,357,870	54.5%	6,188,903	45.5%	5,168,967
Group F Average	1,084	6,284,308	66.5%	3,995,083	33.5%	2,289,225

Average (Groups A - F)	673	2,117,183	61.0%	1,261,294	39.0%	855,889
Total (Groups A - F)	75,372					

**Table 14:
Total Attendance to Nonprofit Arts and Culture Events
per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	Number of Audience Surveys Collected	Total Attendance to Nonprofit Arts/Culture Events	Resident Attendees		Non-Resident Attendees	
			Percent of Event Attendees	Resident Event Attendance	Percent of Event Attendees	Non-Resident Event Attendance
Wood River Valley, ID	586	76,038	70.3%	53,462	29.7%	22,576
Portsmouth Seacoast Area (NH,ME)	531	921,640	34.3%	315,846	65.7%	605,794
Greater Minot, ND	367	226,403	84.2%	190,631	15.8%	35,772
North Central Minnesota ²	507	58,816	62.7%	36,891	37.3%	21,925
Northwest Minnesota ²	533	35,508	79.9%	28,380	20.1%	7,128
East Central Minnesota ²	525	183,743	56.4%	103,596	43.6%	80,147
Minnesota Brainerd Lakes Region ²	510	18,470	83.3%	15,392	16.7%	3,078
Black Hills Region, SD	339	6,744,163	95.9%	6,465,629	4.1%	278,534
Fargo-Moorhead Region (ND,MN)	804	879,263	79.0%	694,442	21.0%	184,821
Minnesota Lake Region ²	627	259,310	49.8%	129,035	50.2%	130,275
South Central Minnesota ²	647	572,208	81.8%	467,849	18.2%	104,359
Southwest Minnesota ²	603	81,629	78.1%	63,760	21.9%	17,869
Minnesota Arrowhead Region ²	753	859,979	67.1%	576,746	32.9%	283,233
Washington and Chisago Counties, MN	281	97,185	45.6%	44,268	54.5%	52,917
Northwest Arkansas	823	252,518	83.4%	210,474	16.7%	42,044
Central Minnesota ²	577	219,033	74.0%	162,092	26.0%	56,941
Northeast Wisconsin	1,371	224,707	64.8%	145,700	35.2%	79,007
Southeast Minnesota ²	580	368,909	70.2%	258,872	29.8%	110,037
Cedar Rapids/Iowa City Cultural Corridor, IA	565	1,696,265	79.8%	1,353,959	20.2%	342,306
St. Croix Valley Region (WI,MN)	1,395	501,125	75.8%	379,702	24.2%	121,423
Northwest Louisiana	767	2,726,900	79.4%	2,165,159	20.6%	561,741
Greater Columbia, SC	199	1,788,378	80.9%	1,446,798	19.1%	341,580
Lehigh Valley, PA ³	808	3,783,854	70.9%	2,683,509	29.1%	1,100,345
East Maricopa County, AZ	2,397	1,276,332	63.6%	811,492	36.4%	464,840
Greater Buffalo, NY	504	3,270,782	87.1%	2,848,851	12.9%	421,931
Greater Portland, OR	905	6,253,919	75.6%	4,726,712	24.4%	1,527,207
Greater Harrisburg, PA ³	1,218	874,336	84.2%	735,754	15.9%	138,582
Kansas City Metro Region (MO,KS) ²	1,759	4,428,642	85.6%	3,790,918	14.4%	637,724
Greater Birmingham, AL	649	3,117,400	82.0%	2,555,333	18.0%	562,067

**Table 14:
Total Attendance to Nonprofit Arts and Culture Events
per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	Number of Audience Surveys Collected	Total Attendance to Nonprofit Arts/Culture Events	Resident Attendees		Non-Resident Attendees	
			Percent of Event Attendees	Resident Event Attendance	Percent of Event Attendees	Non-Resident Event Attendance
Greater Cincinnati Region (OH,KY,IN)	1,021	4,775,494	85.0%	4,059,647	15.0%	715,847
Greater Milwaukee, WI	811	3,661,333	75.1%	2,749,295	24.9%	912,038
Minnesota Twin Cities' Metro Region ²	1,027	11,829,987	78.3%	9,261,256	21.7%	2,568,731
Central Florida Region	2,114	3,994,734	85.6%	3,420,291	14.4%	574,443
Greater Washington Metro Region (DC,VA,MD)	3,183	27,247,524	80.7%	21,991,477	19.3%	5,256,047
Greater Philadelphia, PA ³	2,301	18,531,703	70.9%	13,144,537	29.1%	5,387,166
Regional Average	931	3,195,378	74.3%	2,516,793	25.7%	678,585

**Table 14:
Total Attendance to Nonprofit Arts and Culture Events
per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	Number of Audience Surveys Collected	Total Attendance to Nonprofit Arts/Culture Events	Resident Attendees		Non-Resident Attendees	
			Percent of Event Attendees	Resident Event Attendance	Percent of Event Attendees	Non-Resident Event Attendance
State of North Dakota	1,368	2,204,637	76.4%	1,684,122	23.6%	520,515
State of Delaware ²	2,158	1,581,476	77.7%	1,228,807	22.3%	352,669
State of Minnesota ²	6,889	14,487,592	88.1%	12,758,923	11.9%	1,728,669
State of Wisconsin	6,210	7,593,371	84.8%	6,436,901	15.2%	1,156,470
State of Pennsylvania ³	8,580	30,566,470	83.7%	25,581,079	16.3%	4,985,391
Statewide Average	5,041	11,286,709	82.1%	9,537,966	17.9%	1,748,743
Total (All Study Regions)		94,478				

Table Notes:

- ¹ Zero audience-intercept surveys were collected from attendees to arts and culture events in the City of Fairfax, VA. To calculate the percentage of arts attendees who are residents vs. non-residents, the residency proportions for Fairfax County were used. The City of Fairfax has been excluded from the calculation of summary statistics where applicable.
- ² In these communities, detailed organizational data were collected for fiscal 2004 rather than fiscal 2005 and audience-intercept surveys were collected throughout 2005 rather than 2006.
- ³ In most Pennsylvania study regions, a two-pronged method was used to collect detailed organizational data, including total attendance to arts and culture events. First, approved fiscal 2005 data available in the Pennsylvania Cultural Data Project (PACDP) database were used. Second, all eligible nonprofit arts and culture organizations that are not registered PACDP participants were solicited to complete the organizational expenditure survey. These two data sets were then combined. (In Philadelphia County and the Greater Philadelphia region, the PACDP was the sole source used to collect organizational expenditure and attendance data.)
- ⁴ Zero audience-intercept surveys were collected from attendees to arts and culture events in Louisville-Jefferson County, KY. To calculate the percentage of arts attendees who are residents vs. non-residents, the residency proportions for stratified Population Group E were used. Louisville-Jefferson County has been excluded from the calculation of summary statistics where applicable.
- ⁵ Zero audience-intercept surveys were collected from attendees to arts and culture events in Montgomery and Prince George's Counties in Maryland. To calculate the percentage of arts attendees who are residents vs. non-residents, the residency proportions for the Greater Washington DC Metropolitan Region were used. Montgomery and Prince George's Counties have been excluded from the calculation of summary statistics where applicable.

Explanation of Table 15: Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

This table presents the total expenditures made by arts audiences in each participating study region as a direct result of their attendance to nonprofit arts and culture events during fiscal 2005. Summary statistics are calculated for each population group.

Column Two:

The total number of arts and culture event attendees who are residents. Residents are attendees who report that their primary residence is located within the study region where the nonprofit arts and culture events took place. Residency is determined based on the ZIP code provided by each audience-intercept respondent.

Column Three:

The average dollars spent per person by residents as a direct result of their attendance to nonprofit arts and culture events.

Column Four:

The total dollars spent by residents during fiscal 2005 directly as a result of attending nonprofit arts and culture events. This figure is calculated by multiplying the total number of resident arts and culture event attendees (Column Two) by the average arts and culture event-related dollars spent per person by residents (Column Three).

Column Five:

The total number of arts and culture event attendees who are non-residents. Non-residents are attendees who report that their primary residence is located outside the study region where the nonprofit arts and culture events took place. Residency is determined based on the ZIP code provided by each audience-intercept respondent.

Column Six:

The average dollars spent per person by non-residents as a direct result of their attendance to nonprofit arts and culture events.

Column Seven:

The total dollars spent by non-residents during fiscal 2005 directly as a result of attending nonprofit arts and culture events. This figure is calculated by multiplying the total number of non-resident arts and culture event attendees (Column Five) by the average arts and culture event-related dollars spent per person by non-residents (Column Six).

Column Eight:

The total estimated expenditures made by arts and culture audiences in each participating study region as a direct result of their attendance to nonprofit arts and culture events during fiscal 2005. For example, when patrons attend an arts/culture event, they may purchase dinner at a restaurant, pay a valet to park their car, eat dessert after the performance, and or pay a babysitter upon returning home. In addition to these categories of expense, non-resident arts and culture audiences often stay overnight at a hotel. This figure is the sum of total arts and culture event-related spending by residents (Column Four) and non-residents (Column Seven).

Column Nine:

The total *local* event-related audience expenditures in each participating study region during fiscal 2005. This figure is calculated by an input/output model that is customized for each study region by using detailed commerce data to estimate the dollars spent on imported goods and services.

Column Ten:

The total *local* event-related audience expenditures as a percentage of the total estimated expenditures; this portrays the percentage of overall audience expenditures that are spent on local industries. This figure is calculated by dividing the total *local* event-related audience expenditures (Column Nine) by the total estimated audience expenditures (Column Eight) for each participating study region.

**Table 15:
Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events
per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	RESIDENT Attendees			NON-RESIDENT Attendees			Total Audience Expenditures	Total Local Audience Expenditures	Local as a Percent of Total
	Arts/Culture Attendance	Avg. per Person Expenditure	Total Dollars Spent	Arts/Culture Attendance	Avg. per Person Expenditure	Total Dollars Spent			
Homer, AK	52,371	\$14.92	\$781,375	14,582	\$42.78	\$623,818	\$1,405,193	\$1,316,051	93.7%
Gunnison County, CO	57,615	\$27.47	\$1,582,685	32,875	\$84.47	\$2,776,953	\$4,359,638	\$4,281,533	98.2%
Teton County, WY	521,677	\$33.10	\$17,267,507	426,138	\$70.66	\$30,110,911	\$47,378,418	\$45,293,028	95.6%
Bainbridge Island, WA	80,146	\$19.51	\$1,563,648	46,188	\$47.96	\$2,215,177	\$3,778,825	\$2,682,381	71.0%
Fairfax, VA ¹	120,501	\$21.52	\$2,593,182	72,579	\$28.82	\$2,091,727	\$4,684,909	\$2,963,842	63.3%
Laguna Beach, CA	255,894	\$37.37	\$9,562,758	319,924	\$69.83	\$22,340,294	\$31,903,052	\$29,974,958	94.0%
Winter Park, FL	183,347	\$14.18	\$2,599,860	514,587	\$31.03	\$15,967,635	\$18,567,495	\$18,202,435	98.0%
Wheeling, WV	58,762	\$17.76	\$1,043,613	86,904	\$37.31	\$3,242,388	\$4,286,001	\$3,876,267	90.4%
Dover, DE ²	89,329	\$7.41	\$661,928	56,705	\$15.04	\$852,842	\$1,514,770	\$1,364,534	90.1%
Iron County, UT	56,653	\$6.72	\$380,708	140,331	\$92.04	\$12,916,067	\$13,296,775	\$12,844,796	96.6%
Pierce County, WI	58,880	\$10.80	\$635,904	60,335	\$27.00	\$1,629,045	\$2,264,949	\$1,618,915	71.5%
Pittsfield, MA	75,570	\$25.32	\$1,913,433	150,214	\$42.52	\$6,387,099	\$8,300,532	\$8,101,196	97.6%
Windham County, VT	99,681	\$9.55	\$951,954	26,674	\$34.53	\$921,055	\$1,873,009	\$1,792,877	95.7%
Polk County, WI	55,416	\$10.21	\$565,798	35,520	\$29.69	\$1,054,590	\$1,620,388	\$1,270,166	78.4%
Salina, KS	380,527	\$17.57	\$6,685,860	163,161	\$31.61	\$5,157,520	\$11,843,380	\$11,097,911	93.7%
Group A Average	143,091	\$17.99	\$3,252,681	143,114	\$46.89	\$7,219,141	\$10,471,822	\$9,778,726	88.5%
Average (Excluding Teton County)³								\$7,241,990	
Percent of Group A Total			31.1%			68.9%			
Group A Median	80,146	\$17.57	\$1,563,648	72,579	\$37.31	\$2,776,953	\$4,359,638	\$3,876,267	93.7%

**Table 15:
Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events
per Study Region during Fiscal 2005**

Group B Population 50,000 to 99,999 Sample Size = 18	RESIDENT Attendees			NON-RESIDENT Attendees			Total Audience Expenditures	Total Local Audience Expenditures	Local as a Percent of Total
	Arts/Culture Attendance	Avg. per Person Expenditure	Total Dollars Spent	Arts/Culture Attendance	Avg. per Person Expenditure	Total Dollars Spent			
New Brunswick, NJ	117,384	\$22.47	\$2,637,618	428,080	\$31.14	\$13,330,410	\$15,968,028	\$10,697,661	67.0%
La Crosse, WI	42,483	\$10.00	\$424,830	48,605	\$17.56	\$853,503	\$1,278,333	\$1,245,098	97.4%
Mansfield, OH	109,737	\$8.38	\$919,597	52,213	\$19.84	\$1,035,905	\$1,955,502	\$1,872,575	95.8%
Lancaster, PA ⁴	247,103	\$29.25	\$7,227,763	257,807	\$41.95	\$10,815,003	\$18,042,766	\$17,811,520	98.7%
Loveland, CO	88,248	\$13.27	\$1,171,051	123,225	\$28.60	\$3,524,236	\$4,695,287	\$4,597,274	97.9%
Bradford County, PA ⁴	119,274	\$9.57	\$1,141,454	36,824	\$24.93	\$918,023	\$2,059,477	\$1,569,775	76.2%
Missoula, MT	646,413	\$16.78	\$10,846,810	216,968	\$53.06	\$11,512,322	\$22,359,132	\$22,153,391	99.1%
Oshkosh, WI	48,415	\$12.86	\$622,618	86,709	\$26.18	\$2,270,042	\$2,892,660	\$2,689,419	93.0%
Portland, ME	291,514	\$22.46	\$6,547,405	195,235	\$45.11	\$8,807,050	\$15,354,455	\$14,172,370	92.3%
Walnut Creek, CA	313,368	\$25.29	\$7,925,076	832,820	\$35.61	\$29,656,721	\$37,581,797	\$20,088,016	53.5%
Saint Cloud, MN ²	66,590	\$8.10	\$539,379	51,792	\$17.37	\$899,627	\$1,439,006	\$1,395,988	97.0%
Wilmington, DE ²	479,840	\$14.21	\$6,818,526	517,955	\$26.38	\$13,663,654	\$20,482,180	\$16,445,077	80.3%
St. Croix County, WI	99,530	\$13.35	\$1,328,725	94,259	\$18.78	\$1,770,185	\$3,098,910	\$2,726,373	88.0%
Lauderdale County, MS	69,119	\$20.90	\$1,444,588	15,286	\$32.87	\$502,451	\$1,947,039	\$1,886,184	96.9%
Somerset County, PA ⁴	59,436	\$9.95	\$591,388	38,064	\$19.52	\$743,008	\$1,334,396	\$1,324,377	99.2%
Josephine County, OR	62,330	\$21.12	\$1,316,411	14,744	\$39.22	\$578,261	\$1,894,672	\$1,782,781	94.1%
Miami Beach, FL ²	386,037	\$18.00	\$6,948,657	1,299,712	\$55.58	\$72,238,020	\$79,186,677	\$77,046,419	97.3%
Boulder, CO	349,402	\$22.61	\$7,899,978	272,310	\$34.18	\$9,307,557	\$17,207,535	\$16,785,043	97.5%
Group B Average	199,790	\$16.59	\$3,686,215	254,589	\$31.55	\$10,134,777	\$13,820,992	\$12,016,074	90.1%
Percent of Group B Total			26.7%			73.3%			
Group B Median	113,561	\$15.50	\$1,386,657	108,742	\$29.87	\$2,897,139	\$3,897,099	\$3,661,823	96.3%

**Table 15:
Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events
per Study Region during Fiscal 2005**

Group C Population 100,000 to 249,999 Sample Size = 29	RESIDENT Attendees			NON-RESIDENT Attendees			Total Audience Expenditures	Total Local Audience Expenditures	Local as a Percent of Total
	Arts/Culture Attendance	Avg. per Person Expenditure	Total Dollars Spent	Arts/Culture Attendance	Avg. per Person Expenditure	Total Dollars Spent			
Abilene, TX	300,532	\$15.06	\$4,526,012	185,923	\$42.16	\$7,838,515	\$12,364,527	\$11,820,192	95.6%
Fort Collins, CO	493,967	\$13.94	\$6,885,900	144,151	\$26.10	\$3,762,342	\$10,648,242	\$10,458,748	98.2%
Humboldt County, CA	203,822	\$28.35	\$5,778,353	37,416	\$65.86	\$2,464,217	\$8,242,570	\$8,117,470	98.5%
Savannah, GA	369,761	\$22.95	\$8,486,017	243,746	\$66.70	\$16,257,858	\$24,743,875	\$24,362,032	98.5%
Marathon County, WI	233,272	\$10.04	\$2,342,052	78,839	\$21.41	\$1,687,943	\$4,029,995	\$3,763,882	93.4%
Fullerton, CA	172,648	\$21.86	\$3,774,086	178,763	\$29.71	\$5,311,048	\$9,085,134	\$8,493,301	93.5%
Alexandria, VA	769,888	\$31.35	\$24,135,988	904,509	\$46.69	\$42,231,525	\$66,367,513	\$54,199,861	81.7%
Island of Maui, HI	200,630	\$20.27	\$4,066,770	113,247	\$57.45	\$6,506,040	\$10,572,810	\$10,346,172	97.9%
Pasadena, CA	563,053	\$17.16	\$9,661,989	1,147,314	\$27.98	\$32,101,846	\$41,763,835	\$39,143,118	93.7%
Greater Burlington, VT	387,074	\$14.84	\$5,744,179	119,368	\$28.66	\$3,421,087	\$9,165,266	\$9,062,389	98.9%
Tempe, AZ	38,003	\$10.17	\$386,489	42,308	\$20.57	\$870,274	\$1,256,763	\$1,234,476	98.2%
Bay County, FL	58,035	\$16.93	\$982,532	16,849	\$51.88	\$874,125	\$1,856,657	\$1,800,595	97.0%
Providence, RI	1,038,209	\$14.40	\$14,950,210	1,638,967	\$34.31	\$56,232,957	\$71,183,167	\$59,845,343	84.1%
Ulster County, NY	14,133	\$17.50	\$247,326	13,267	\$44.56	\$591,179	\$838,505	\$749,355	89.4%
Whatcom County, WA	288,023	\$14.14	\$4,072,644	51,827	\$26.83	\$1,390,519	\$5,463,163	\$5,217,570	95.5%
Champaign County, IL	414,868	\$10.35	\$4,293,885	103,717	\$42.04	\$4,360,263	\$8,654,148	\$8,423,947	97.3%
Doña Ana County, NM	127,350	\$10.14	\$1,291,332	18,376	\$29.36	\$539,519	\$1,830,851	\$1,767,294	96.5%
Boise, ID	590,324	\$20.07	\$11,847,802	160,724	\$40.62	\$6,528,609	\$18,376,411	\$18,044,308	98.2%
Tacoma, WA	514,149	\$16.95	\$8,714,825	357,733	\$25.57	\$9,147,233	\$17,862,058	\$15,156,613	84.9%
Arlington County, VA	31,087	\$18.17	\$564,851	175,743	\$39.38	\$6,920,760	\$7,485,611	\$6,687,696	89.3%
Glendale, CA	108,434	\$17.51	\$1,898,679	171,106	\$30.31	\$5,186,223	\$7,084,902	\$6,702,644	94.6%
Lackawanna County, PA ⁴	216,675	\$20.08	\$4,350,835	64,320	\$29.48	\$1,896,153	\$6,246,988	\$6,087,114	97.4%
Orlando, FL	618,439	\$23.32	\$14,421,997	1,115,827	\$39.70	\$44,298,331	\$58,720,328	\$56,949,854	97.0%
Buncombe County, NC	741,151	\$26.46	\$19,610,858	479,252	\$60.01	\$28,759,913	\$48,370,771	\$47,736,144	98.7%
Alachua County, FL	779,807	\$14.31	\$11,159,040	250,049	\$30.46	\$7,616,493	\$18,775,533	\$17,264,806	92.0%
Chandler, AZ	162,099	\$9.94	\$1,611,265	211,745	\$17.02	\$3,603,899	\$5,215,164	\$4,998,543	95.8%
Lincoln, NE	1,037,385	\$8.34	\$8,651,790	248,257	\$27.52	\$6,832,032	\$15,483,822	\$14,731,648	95.1%
Kalamazoo County, MI	500,465	\$17.69	\$8,853,225	289,784	\$29.36	\$8,508,059	\$17,361,284	\$16,801,332	96.8%
Santa Cruz County, CA	375,406	\$19.27	\$7,234,074	162,271	\$55.82	\$9,057,966	\$16,292,040	\$13,649,260	83.8%
Group C Average	391,334	\$17.30	\$6,915,345	300,876	\$37.50	\$11,199,894	\$18,115,239	\$16,676,404	94.2%
Percent of Group C Total			38.2%			61.8%			
Group C Median	369,761	\$17.16	\$5,744,179	171,106	\$30.46	\$6,506,040	\$10,572,810	\$10,346,172	95.8%

**Table 15:
Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events
per Study Region during Fiscal 2005**

Group D Population 250,000 to 499,999 Sample Size = 19	RESIDENT Attendees			NON-RESIDENT Attendees			Total Audience Expenditures	Total Local Audience Expenditures	Local as a Percent of Total
	Arts/Culture Attendance	Avg. per Person Expenditure	Total Dollars Spent	Arts/Culture Attendance	Avg. per Person Expenditure	Total Dollars Spent			
Saint Joseph County, IN	311,193	\$18.29	\$5,691,719	190,003	\$39.71	\$7,545,020	\$13,236,739	\$12,134,867	91.7%
Anchorage, AK	508,340	\$22.38	\$11,376,649	176,847	\$33.19	\$5,869,553	\$17,246,202	\$15,187,090	88.1%
Saint Paul, MN ²	2,299,704	\$12.73	\$29,275,228	3,215,173	\$30.08	\$96,712,413	\$125,987,636	\$124,657,585	98.9%
Erie County, PA ⁴	368,316	\$13.42	\$4,942,800	70,783	\$24.66	\$1,745,509	\$6,688,309	\$6,244,080	93.4%
Newark, NJ	627,570	\$26.49	\$16,624,328	2,457,830	\$35.31	\$86,785,978	\$103,410,306	\$63,941,058	61.8%
Luzerne County, PA ⁴	295,447	\$19.77	\$5,840,988	88,649	\$25.35	\$2,247,253	\$8,088,241	\$7,886,839	97.5%
Forsyth County, NC	1,464,320	\$18.30	\$26,797,055	497,523	\$42.88	\$21,333,785	\$48,130,840	\$47,782,813	99.3%
Colorado Springs, CO	1,051,408	\$33.63	\$35,358,852	406,047	\$59.75	\$24,261,308	\$59,620,160	\$55,809,489	93.6%
Minneapolis, MN ²	2,079,378	\$17.73	\$36,867,374	2,562,091	\$22.56	\$57,800,770	\$94,668,144	\$92,540,193	97.8%
Orange County, NY	374,542	\$11.68	\$4,374,651	89,805	\$29.48	\$2,647,453	\$7,022,104	\$5,176,272	73.7%
Tulsa, OK	524,535	\$21.06	\$11,046,706	200,161	\$44.30	\$8,867,132	\$19,913,838	\$18,091,912	90.9%
Miami, FL ²	4,657,973	\$26.47	\$123,296,546	2,034,517	\$85.76	\$174,480,174	\$297,776,721	\$296,061,527	99.4%
Santa Barbara County, CA	1,025,850	\$24.17	\$24,794,796	416,368	\$39.89	\$16,608,919	\$41,403,715	\$41,053,797	99.2%
Mesa, AZ	398,509	\$17.24	\$6,870,294	423,668	\$26.97	\$11,426,325	\$18,296,619	\$16,873,166	92.2%
Guilford County, NC	752,823	\$12.60	\$9,485,570	231,388	\$32.03	\$7,411,358	\$16,896,928	\$16,775,555	99.3%
Dane County, WI	1,784,785	\$21.67	\$38,676,292	447,591	\$30.22	\$13,526,201	\$52,202,493	\$50,449,081	96.6%
Sedgwick County, KS	891,111	\$13.72	\$12,226,043	350,510	\$26.62	\$9,330,575	\$21,556,618	\$20,896,245	96.9%
Sonoma County, CA	789,712	\$20.60	\$16,268,068	318,812	\$49.11	\$15,656,859	\$31,924,927	\$26,783,960	83.9%
Atlanta, GA	2,431,760	\$26.73	\$65,000,944	2,769,866	\$34.61	\$95,865,063	\$160,866,007	\$152,590,174	94.9%
Group D Average	1,191,436	\$19.93	\$25,516,574	891,981	\$37.50	\$34,743,245	\$60,259,818	\$56,365,037	92.1%
Percent of Group D Total			42.3%			57.7%			
Group D Median	789,712	\$19.77	\$16,268,068	406,047	\$33.19	\$13,526,201	\$31,924,927	\$26,783,960	94.9%

**Table 15:
Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events
per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	RESIDENT Attendees			NON-RESIDENT Attendees			Total Audience Expenditures	Total Local Audience Expenditures	Local as a Percent of Total
	Arts/Culture Attendance	Avg. per Person Expenditure	Total Dollars Spent	Arts/Culture Attendance	Avg. per Person Expenditure	Total Dollars Spent			
Nashville-Davidson County, TN	1,129,972	\$24.82	\$28,045,905	967,230	\$41.69	\$40,323,818	\$68,369,723	\$67,355,683	98.5%
District of Columbia	1,353,303	\$23.69	\$32,059,746	2,343,237	\$37.07	\$86,863,795	\$118,923,541	\$54,473,709	45.8%
Seattle, WA	2,323,988	\$21.27	\$49,431,224	1,357,285	\$31.92	\$43,324,537	\$92,755,761	\$76,226,387	82.2%
Baltimore, MD	1,957,035	\$18.65	\$36,498,705	1,826,137	\$43.30	\$79,071,731	\$115,570,436	\$104,263,896	90.2%
Jefferson County, AL	1,761,779	\$13.65	\$24,048,283	962,060	\$41.52	\$39,944,732	\$63,993,015	\$57,812,071	90.3%
Austin, TX	2,849,148	\$28.53	\$81,286,192	1,104,158	\$51.50	\$56,864,136	\$138,150,328	\$136,307,429	98.7%
Louisville-Jefferson County, KY ⁵	3,177,121	\$22.14	\$70,341,459	2,005,785	\$40.96	\$82,156,954	\$152,498,413	\$140,224,233	92.0%
Monroe County, NY	2,821,398	\$14.06	\$39,668,856	713,746	\$35.87	\$25,602,069	\$65,270,925	\$54,855,330	84.0%
San Francisco, CA	7,731,343	\$23.46	\$181,377,308	7,633,011	\$51.30	\$391,573,465	\$572,950,773	\$507,724,616	88.6%
Wake County, NC	1,749,026	\$21.68	\$37,918,883	820,804	\$29.37	\$24,107,013	\$62,025,896	\$58,671,649	94.6%
Indianapolis, IN	2,958,084	\$27.53	\$81,436,053	3,798,617	\$54.09	\$205,467,194	\$286,903,247	\$286,696,144	99.9%
Mecklenburg County, NC	2,500,239	\$20.43	\$51,079,883	1,318,669	\$34.08	\$44,940,240	\$96,020,123	\$85,030,716	88.6%
Prince George's County, MD ⁶	586,702	\$22.91	\$13,441,343	140,224	\$82.08	\$11,509,585	\$24,950,928	\$17,325,626	69.4%
Greater Hartford, CT ²	3,174,794	\$19.45	\$61,749,742	1,585,017	\$23.67	\$37,517,354	\$99,267,096	\$94,617,425	95.3%
Milwaukee County, WI	1,377,959	\$17.73	\$24,431,214	1,731,855	\$37.92	\$65,671,941	\$90,103,155	\$89,988,392	99.9%
Pima County, AZ	763,917	\$29.97	\$22,894,593	141,413	\$41.34	\$5,846,014	\$28,740,607	\$26,328,439	91.6%
Montgomery County, MD ⁶	1,537,797	\$22.91	\$35,230,928	367,539	\$82.08	\$30,167,601	\$65,398,529	\$33,995,247	52.0%
Pinellas County, FL	1,343,431	\$29.61	\$39,778,993	1,014,293	\$59.50	\$60,350,434	\$100,129,427	\$94,694,630	94.6%
Westchester County, NY	1,563,161	\$19.51	\$30,497,270	422,058	\$41.13	\$17,359,246	\$47,856,516	\$22,888,478	47.8%
Group E Average	2,245,274	\$22.13	\$49,537,715	1,592,270	\$40.95	\$70,982,203	\$120,519,918	\$105,762,111	84.4%
Average (Excluding District of Columbia)³								\$108,611,466	
Percent of Group E Total			41.1%			58.9%			
Group E Median	1,761,779	\$22.14	\$37,918,883	1,104,158	\$41.34	\$43,324,537	\$92,755,761	\$76,226,387	90.3%

**Table 15:
Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events
per Study Region during Fiscal 2005**

Group F Population 1,000,000 or More Sample Size = 16	RESIDENT Attendees			NON-RESIDENT Attendees			Total Audience Expenditures	Total Local Audience Expenditures	Local as a Percent of Total
	Arts/Culture Attendance	Avg. per Person Expenditure	Total Dollars Spent	Arts/Culture Attendance	Avg. per Person Expenditure	Total Dollars Spent			
Fairfax County, VA	959,551	\$21.52	\$20,649,539	577,944	\$28.82	\$16,656,345	\$37,305,884	\$19,237,728	51.6%
Orange County, FL	1,403,680	\$21.14	\$29,673,795	1,253,799	\$41.65	\$52,220,729	\$81,894,524	\$80,235,349	98.0%
Greater Columbus, OH	4,239,494	\$20.74	\$87,927,106	2,095,674	\$44.29	\$92,817,402	\$180,744,508	\$169,704,778	93.9%
Allegheny County, PA ⁴	3,747,971	\$17.45	\$65,402,094	1,318,224	\$34.49	\$45,465,546	\$110,867,640	\$98,752,414	89.1%
Palm Beach County, FL	1,833,523	\$17.82	\$32,673,380	1,116,635	\$26.44	\$29,523,829	\$62,197,209	\$51,076,497	82.1%
City and County of St. Louis, MO	9,066,259	\$21.20	\$192,204,690	2,184,993	\$42.13	\$92,053,756	\$284,258,446	\$276,528,968	97.3%
Phoenix, AZ	2,453,259	\$26.02	\$63,833,800	3,644,825	\$45.05	\$164,199,367	\$228,033,167	\$207,093,822	90.8%
Philadelphia County, PA ⁴	6,089,027	\$19.39	\$118,066,235	11,308,193	\$49.93	\$564,618,079	\$682,684,314	\$629,226,912	92.2%
Suffolk County, NY	726,206	\$20.80	\$15,105,085	197,250	\$28.94	\$5,708,416	\$20,813,501	\$13,631,788	65.5%
Santa Clara County, CA	1,804,638	\$16.33	\$29,469,739	723,928	\$32.77	\$23,723,121	\$53,192,860	\$34,950,061	65.7%
Clark County, NV	3,721,199	\$18.67	\$69,474,785	1,162,264	\$56.08	\$65,179,766	\$134,654,551	\$130,028,679	96.6%
Broward County, FL	2,550,534	\$21.94	\$55,958,716	854,264	\$36.71	\$31,360,031	\$87,318,747	\$76,966,946	88.1%
Riverside County, CA	612,161	\$25.84	\$15,818,240	200,047	\$54.90	\$10,982,580	\$26,800,820	\$25,704,619	95.9%
Houston, TX ²	9,037,884	\$24.82	\$224,320,281	1,607,445	\$82.10	\$131,971,234	\$356,291,515	\$346,286,493	97.2%
Miami-Dade County, FL ²	9,487,037	\$26.17	\$215,454,078	3,213,147	\$78.17	\$286,454,589	\$501,908,667	\$486,542,231	96.9%
Chicago, IL	6,188,903	\$31.32	\$193,836,442	5,168,967	\$46.26	\$239,116,413	\$432,952,855	\$372,959,495	86.1%
Group F Average	3,995,083	\$21.95	\$89,366,750	2,289,225	\$45.55	\$115,753,200	\$205,119,951	\$188,682,924	86.7%
Percent of Group F Total			43.6%			56.4%			
Group F Median	3,135,867	\$21.17	\$64,617,947	1,286,012	\$43.21	\$58,700,248	\$122,761,096	\$114,390,547	91.5%
Average (Groups A - F)	1,261,294	\$19.18	\$27,341,264	855,889	\$40.02	\$38,589,179	\$65,930,442	\$59,878,694	89.8%
Percent of Total (Groups A - F)			41.5%			58.5%			
Median (Groups A - F)	517,913	\$19.42	\$9,524,164	265,059	\$36.29	\$11,204,453	\$20,198,009	\$17,927,914	94.3%

**Table 15:
Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events
per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	RESIDENT Attendees			NON-RESIDENT Attendees			Total Audience Expenditures	Total Local Audience Expenditures	Local as a Percent of Total
	Arts/Culture Attendance	Avg. per Person Expenditure	Total Dollars Spent	Arts/Culture Attendance	Avg. per Person Expenditure	Total Dollars Spent			
Wood River Valley, ID	53,462	\$26.06	\$1,393,221	22,576	\$53.65	\$1,211,202	\$2,604,423	\$2,364,721	90.8%
Portsmouth Seacoast Area (NH,ME)	315,846	\$20.53	\$6,484,319	605,794	\$31.43	\$19,040,106	\$25,524,425	\$24,472,614	95.9%
Greater Minot, ND	190,631	\$15.62	\$2,977,657	35,772	\$43.66	\$1,561,805	\$4,539,462	\$4,035,528	88.9%
North Central Minnesota ²	36,891	\$14.99	\$552,829	21,925	\$39.11	\$857,593	\$1,410,421	\$1,347,291	95.5%
Northwest Minnesota ²	28,380	\$15.95	\$452,709	7,128	\$40.97	\$292,019	\$744,729	\$718,095	96.4%
East Central Minnesota ²	103,596	\$17.33	\$1,795,644	80,147	\$53.59	\$4,294,725	\$6,090,369	\$5,533,368	90.9%
Minnesota Brainerd Lakes Region ²	15,392	\$16.31	\$251,006	3,078	\$27.29	\$84,021	\$335,026	\$332,295	99.2%
Black Hills Region, SD	6,465,629	\$20.09	\$129,894,486	278,534	\$34.17	\$9,517,507	\$139,411,993	\$127,377,315	91.4%
Fargo-Moorhead Region (ND,MN)	694,442	\$21.97	\$15,256,891	184,821	\$47.14	\$8,712,462	\$23,969,353	\$23,431,690	97.8%
Minnesota Lake Region ²	129,035	\$17.84	\$2,302,243	130,275	\$45.51	\$5,929,228	\$8,231,472	\$8,023,117	97.5%
South Central Minnesota ²	467,849	\$8.84	\$4,134,585	104,359	\$19.76	\$2,062,241	\$6,196,826	\$5,905,600	95.3%
Southwest Minnesota ²	63,760	\$9.86	\$628,711	17,869	\$15.91	\$284,230	\$912,941	\$888,788	97.4%
Minnesota Arrowhead Region ²	576,746	\$19.48	\$11,236,494	283,233	\$44.95	\$12,729,932	\$23,966,426	\$22,940,112	95.7%
Washington and Chisago Counties, MN	44,268	\$14.53	\$643,214	52,917	\$29.25	\$1,547,822	\$2,191,036	\$1,423,034	64.9%
Northwest Arkansas	210,474	\$19.04	\$4,007,425	42,044	\$50.92	\$2,140,880	\$6,148,305	\$5,895,892	95.9%
Central Minnesota ²	162,092	\$11.42	\$1,850,786	56,941	\$14.47	\$824,084	\$2,674,870	\$2,571,591	96.1%
Northeast Wisconsin	145,700	\$14.73	\$2,146,161	79,007	\$36.08	\$2,850,572	\$4,996,733	\$4,495,138	90.0%
Southeast Minnesota ²	258,872	\$23.76	\$6,150,634	110,037	\$44.00	\$4,841,982	\$10,992,616	\$10,355,110	94.2%
Cedar Rapids/Iowa City Cultural Corridor, IA	1,353,959	\$11.46	\$15,516,370	342,306	\$46.12	\$15,787,153	\$31,303,523	\$30,921,176	98.8%
St. Croix Valley Region (WI,MN)	379,702	\$13.62	\$5,171,542	121,423	\$36.55	\$4,438,009	\$9,609,551	\$6,901,140	71.8%
Northwest Louisiana	2,165,159	\$12.93	\$27,995,507	561,741	\$48.75	\$27,384,874	\$55,380,381	\$48,288,188	87.2%
Greater Columbia, SC	1,446,798	\$12.89	\$18,649,226	341,580	\$31.63	\$10,804,176	\$29,453,402	\$26,688,341	90.6%
Lehigh Valley, PA ⁴	2,683,509	\$22.73	\$60,996,159	1,100,345	\$35.91	\$39,513,390	\$100,509,549	\$94,917,048	94.4%
East Maricopa County, AZ	811,492	\$13.99	\$11,352,772	464,840	\$28.87	\$13,419,932	\$24,772,704	\$21,083,554	85.1%
Greater Buffalo, NY	2,848,851	\$16.99	\$48,401,978	421,931	\$33.00	\$13,923,724	\$62,325,702	\$53,212,636	85.4%
Greater Portland, OR	4,726,712	\$19.61	\$92,690,821	1,527,207	\$38.53	\$58,843,286	\$151,534,107	\$119,515,046	78.9%
Greater Harrisburg, PA ⁴	735,754	\$27.03	\$19,887,429	138,582	\$56.16	\$7,782,764	\$27,670,193	\$21,750,873	78.6%
Kansas City Metro Region (MO,KS) ²	3,790,918	\$16.62	\$63,005,050	637,724	\$35.47	\$22,620,086	\$85,625,136	\$84,212,493	98.4%
Greater Birmingham, AL	2,555,333	\$16.25	\$41,524,161	562,067	\$47.65	\$26,782,493	\$68,306,654	\$63,891,986	93.5%

**Table 15:
Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events
per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	RESIDENT Attendees			NON-RESIDENT Attendees			Total Audience Expenditures	Total Local Audience Expenditures	Local as a Percent of Total
	Arts/Culture Attendance	Avg. per Person Expenditure	Total Dollars Spent	Arts/Culture Attendance	Avg. per Person Expenditure	Total Dollars Spent			
Greater Cincinnati Region (OH,KY,IN)	4,059,647	\$19.34	\$78,513,572	715,847	\$41.35	\$29,600,273	\$108,113,845	\$106,394,366	98.4%
Greater Milwaukee, WI	2,749,295	\$18.30	\$50,312,098	912,038	\$49.12	\$44,799,307	\$95,111,405	\$89,979,166	94.6%
Minnesota Twin Cities' Metro Region ²	9,261,256	\$20.67	\$191,467,811	2,568,731	\$29.46	\$75,668,994	\$267,136,805	\$257,947,566	96.6%
Central Florida Region	3,420,291	\$19.11	\$65,361,762	574,443	\$38.85	\$22,317,112	\$87,678,874	\$85,697,492	97.7%
Greater Washington Metro Region (DC,VA,MD)	21,991,477	\$22.91	\$503,824,738	5,256,047	\$82.08	\$431,416,338	\$935,241,076	\$802,441,200	85.8%
Greater Philadelphia, PA ⁴	13,144,537	\$25.08	\$329,664,988	5,387,166	\$67.12	\$361,586,581	\$691,251,569	\$662,104,662	95.8%
Regional Average	2,516,793	\$17.65	\$51,899,857	678,585	\$40.53	\$36,727,740	\$88,627,597	\$80,801,664	91.6%
Percent of Regional Total			58.6%			41.4%			
Regional Median	694,442	\$17.33	\$11,352,772	278,534	\$39.11	\$9,517,507	\$24,772,704	\$22,940,112	94.6%

**Table 15:
Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events
per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	RESIDENT Attendees			NON-RESIDENT Attendees			Total Audience Expenditures	Total Local Audience Expenditures	Local as a Percent of Total
	Arts/Culture Attendance	Avg. per Person Expenditure	Total Dollars Spent	Arts/Culture Attendance	Avg. per Person Expenditure	Total Dollars Spent			
State of North Dakota	1,684,122	\$22.01	\$37,067,526	520,515	\$34.52	\$17,968,178	\$55,035,704	\$53,053,511	96.4%
State of Delaware ²	1,228,807	\$17.26	\$21,209,206	352,669	\$58.87	\$20,761,633	\$41,970,839	\$40,047,483	95.4%
State of Minnesota ²	12,758,923	\$21.57	\$275,216,424	1,728,669	\$44.82	\$77,465,531	\$352,681,956	\$342,168,507	97.0%
State of Wisconsin	6,436,901	\$17.76	\$114,319,362	1,156,470	\$48.95	\$56,609,207	\$170,928,569	\$165,697,425	96.9%
State of Pennsylvania ⁴	25,581,079	\$24.10	\$616,504,004	4,985,391	\$69.10	\$344,490,518	\$960,994,522	\$928,541,501	96.6%
Statewide Average	9,537,966	\$20.54	\$212,863,304	1,748,743	\$51.25	\$103,459,013	\$316,322,318	\$305,901,686	96.5%
Percent of Statewide Total			67.3%			32.7%			
Statewide Median	6,436,901	\$21.57	\$114,319,362	1,156,470	\$48.95	\$56,609,207	\$170,928,569	\$165,697,425	96.6%

Table Notes:

- ¹ Zero audience-intercept surveys were collected from attendees to arts and culture events in the City of Fairfax, VA. To calculate the estimated audience spending in the City of Fairfax, the average per person audience expenditures for Fairfax County were used. The City of Fairfax has been excluded from the calculation of summary statistics where applicable.
- ² In these communities, detailed organizational data were collected for fiscal 2004 rather than fiscal 2005 and audience-intercept surveys were collected throughout 2005 rather than 2006.
- ³ To extrapolate the *Arts and Economic Prosperity III* estimates of the national findings, average local audience expenditures are calculated separately excluding Teton County, WY and the District of Columbia. The results for Teton County, WY were removed because their very large audience spending findings create an outlier scenario in Population Group A (study regions with populations of fewer than 50,000). The results for the District of Columbia were removed due to Washington DC's unique status as a study partner with no state government.
- ⁴ In most Pennsylvania study regions, a two-pronged method was used to collect detailed organizational data, including total attendance to arts and culture events. First, approved fiscal 2005 data available in the Pennsylvania Cultural Data Project (PACDP) database were used. Second, all eligible nonprofit arts and culture organizations that are not registered PACDP participants were solicited to complete the organizational expenditure survey. These two data sets were then combined. (In Philadelphia County and the Greater Philadelphia region, the PACDP was the sole source used to collect organizational expenditure and attendance data.)
- ⁵ Zero audience-intercept surveys were collected from attendees to arts and culture events in Louisville-Jefferson County, KY. To calculate the estimated audience spending in Louisville-Jefferson County, the average per person audience expenditures for stratified Population Group E were used. Louisville-Jefferson County has been excluded from the calculation of summary statistics where applicable.
- ⁶ Zero audience-intercept surveys were collected from attendees to arts and culture events in Montgomery and Prince George's Counties in Maryland. To calculate the estimated audience spending in Montgomery and Prince George's Counties, the average per person audience expenditures for the Greater Washington DC Metropolitan Region were used. Montgomery and Prince George's Counties have been excluded from the calculation of summary statistics where applicable.

Explanation of Table 16: Total Economic Impact of Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

This table presents for each study region the total economic impact of the expenditures made by arts audiences in each participating study region as a direct result of their attendance to nonprofit arts and culture events during fiscal 2005. Summary statistics are calculated for each population group.

The total impact is a measure of the effect each expended dollar has on the study region's economy as it is spent and re-spent within the region. It is derived from input/output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* for more information about direct and total economic impacts.

Column Two:

The total estimated expenditures made by arts and culture audiences in each participating study region as a direct result of their attendance to nonprofit arts and culture events during fiscal 2005. For example, when patrons attend an arts/culture event, they may purchase dinner at a restaurant, pay a valet to park their car, eat dessert after the performance, and/or pay a babysitter upon returning home. In addition to these categories of expense, non-resident arts and culture audiences often stay overnight at a hotel.

Column Three:

The total number of full-time equivalent (FTE) jobs supported by the expenditures made by nonprofit arts and culture audiences in each participating study region. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

Column Four:

The total amount of household income paid to study region residents as a result of the expenditures made by nonprofit arts and culture audiences in each participating study region. Household income includes salaries, wages, and proprietary income.

Column Five:

The total amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a result of the expenditures made by nonprofit arts and culture audiences in each participating study region. Local government includes the city and county governments located within each participating study region.

Column Six:

The total amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a result of the expenditures made by nonprofit arts and culture audiences in each participating study region.

**Table 16:
Total Economic Impact of Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	Total Audience Expenditures	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Homer, AK	\$1,405,193	47	\$464,000	\$109,000	\$93,000
Gunnison County, CO	\$4,359,638	119	\$1,628,000	\$231,000	\$113,000
Teton County, WY	\$47,378,418	1,051	\$14,655,000	\$2,124,000	\$2,318,000
Bainbridge Island, WA	\$3,778,825	61	\$1,006,000	\$147,000	\$188,000
Fairfax, VA ¹	\$4,684,909	74	\$1,035,000	\$131,000	\$131,000
Laguna Beach, CA	\$31,903,052	762	\$12,915,000	\$1,483,000	\$1,571,000
Winter Park, FL	\$18,567,495	655	\$9,991,000	\$855,000	\$962,000
Wheeling, WV	\$4,286,001	105	\$1,555,000	\$106,000	\$221,000
Dover, DE ²	\$1,514,770	55	\$651,000	\$43,000	\$67,000
Iron County, UT	\$13,296,775	367	\$5,341,000	\$650,000	\$649,000
Pierce County, WI	\$2,264,949	38	\$483,000	\$55,000	\$85,000
Pittsfield, MA	\$8,300,532	273	\$3,625,000	\$407,000	\$424,000
Windham County, VT	\$1,873,009	61	\$808,000	\$59,000	\$116,000
Polk County, WI	\$1,620,388	30	\$428,000	\$52,000	\$70,000
Salina, KS	\$11,843,380	358	\$5,090,000	\$625,000	\$615,000
Group A Average	\$10,471,822	270	\$3,978,333	\$471,800	\$508,200
Average (Excluding Teton County)³		215	\$3,215,714	\$353,786	\$378,929
Group A Median	\$4,359,638	105	\$1,555,000	\$147,000	\$188,000

**Table 16:
Total Economic Impact of Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group B Population 50,000 to 99,999 Sample Size = 18	Total Audience Expenditures	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
New Brunswick, NJ	\$15,968,028	273	\$4,249,000	\$615,000	\$539,000
La Crosse, WI	\$1,278,333	42	\$621,000	\$57,000	\$69,000
Mansfield, OH	\$1,955,502	55	\$755,000	\$91,000	\$88,000
Lancaster, PA ⁴	\$18,042,766	480	\$7,597,000	\$719,000	\$972,000
Loveland, CO	\$4,695,287	134	\$1,834,000	\$385,000	\$154,000
Bradford County, PA ⁴	\$2,059,477	42	\$533,000	\$48,000	\$78,000
Missoula, MT	\$22,359,132	691	\$10,681,000	\$1,190,000	\$712,000
Oshkosh, WI	\$2,892,660	74	\$1,070,000	\$88,000	\$129,000
Portland, ME	\$15,354,455	471	\$7,495,000	\$970,000	\$910,000
Walnut Creek, CA	\$37,581,797	885	\$14,144,000	\$1,730,000	\$2,384,000
Saint Cloud, MN ²	\$1,439,006	46	\$684,000	\$40,000	\$91,000
Wilmington, DE ²	\$20,482,180	468	\$6,925,000	\$295,000	\$414,000
St. Croix County, WI	\$3,098,910	71	\$921,000	\$67,000	\$140,000
Lauderdale County, MS	\$1,947,039	56	\$852,000	\$44,000	\$121,000
Somerset County, PA ⁴	\$1,334,396	33	\$468,000	\$38,000	\$59,000
Josephine County, OR	\$1,894,672	46	\$632,000	\$65,000	\$36,000
Miami Beach, FL ²	\$79,186,677	2,002	\$50,388,000	\$5,056,000	\$7,220,000
Boulder, CO	\$17,207,535	511	\$8,813,000	\$588,000	\$625,000
Group B Average	\$13,820,992	354	\$6,592,333	\$671,444	\$818,944
Group B Median	\$3,897,099	104	\$1,452,000	\$193,000	\$147,000

Table 16:
Total Economic Impact of Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

Group C Population 100,000 to 249,999 Sample Size = 29	Total Audience Expenditures	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Abilene, TX	\$12,364,527	369	\$5,380,000	\$887,000	\$592,000
Fort Collins, CO	\$10,648,242	333	\$4,567,000	\$899,000	\$440,000
Humboldt County, CA	\$8,242,570	218	\$3,190,000	\$353,000	\$509,000
Savannah, GA	\$24,743,875	793	\$11,791,000	\$2,102,000	\$1,103,000
Marathon County, WI	\$4,029,995	159	\$2,218,000	\$136,000	\$188,000
Fullerton, CA	\$9,085,134	233	\$3,543,000	\$427,000	\$489,000
Alexandria, VA	\$66,367,513	1,338	\$21,216,000	\$2,662,000	\$2,071,000
Island of Maui, HI	\$10,572,810	314	\$4,214,000	\$191,000	\$568,000
Pasadena, CA	\$41,763,835	1,136	\$17,295,000	\$1,793,000	\$2,253,000
Greater Burlington, VT	\$9,165,266	315	\$4,273,000	\$347,000	\$642,000
Tempe, AZ	\$1,256,763	45	\$603,000	\$57,000	\$68,000
Bay County, FL	\$1,856,657	55	\$836,000	\$99,000	\$102,000
Providence, RI	\$71,183,167	1,754	\$26,447,000	\$3,709,000	\$3,581,000
Ulster County, NY	\$838,505	22	\$313,000	\$88,000	\$37,000
Whatcom County, WA	\$5,463,163	189	\$2,292,000	\$279,000	\$345,000
Champaign County, IL	\$8,654,148	283	\$3,904,000	\$474,000	\$449,000
Doña Ana County, NM	\$1,830,851	45	\$681,000	\$81,000	\$102,000
Boise, ID	\$18,376,411	584	\$9,372,000	\$625,000	\$1,059,000
Tacoma, WA	\$17,862,058	426	\$6,010,000	\$777,000	\$949,000
Arlington County, VA	\$7,485,611	149	\$2,344,000	\$400,000	\$220,000
Glendale, CA	\$7,084,902	235	\$4,451,000	\$380,000	\$579,000
Lackawanna County, PA ⁴	\$6,246,988	210	\$3,072,000	\$245,000	\$364,000
Orlando, FL	\$58,720,328	2,013	\$32,940,000	\$3,187,000	\$3,045,000
Buncombe County, NC	\$48,370,771	1,639	\$23,523,000	\$3,021,000	\$3,218,000
Alachua County, FL	\$18,775,533	583	\$8,024,000	\$778,000	\$1,051,000
Chandler, AZ	\$5,215,164	169	\$2,528,000	\$239,000	\$350,000
Lincoln, NE	\$15,483,822	495	\$6,924,000	\$965,000	\$856,000
Kalamazoo County, MI	\$17,361,284	546	\$8,018,000	\$496,000	\$1,033,000
Santa Cruz County, CA	\$16,292,040	336	\$4,906,000	\$702,000	\$813,000
Group C Average	\$18,115,239	517	\$7,754,310	\$910,310	\$933,655
Group C Median	\$10,572,810	315	\$4,451,000	\$474,000	\$579,000

Table 16:
Total Economic Impact of Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

Group D Population 250,000 to 499,999 Sample Size = 19	Total Audience Expenditures	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Saint Joseph County, IN	\$13,236,739	405	\$5,653,000	\$542,000	\$718,000
Anchorage, AK	\$17,246,202	466	\$8,725,000	\$845,000	\$962,000
Saint Paul, MN ²	\$125,987,636	3,326	\$81,766,000	\$3,024,000	\$14,489,000
Erie County, PA ⁴	\$6,688,309	229	\$3,092,000	\$256,000	\$374,000
Newark, NJ	\$103,410,306	2,166	\$39,267,000	\$3,151,000	\$4,045,000
Luzerne County, PA ⁴	\$8,088,241	259	\$3,962,000	\$334,000	\$426,000
Forsyth County, NC	\$48,130,840	1,605	\$23,536,000	\$2,577,000	\$3,034,000
Colorado Springs, CO	\$59,620,160	1,724	\$25,956,000	\$4,707,000	\$1,971,000
Minneapolis, MN ²	\$94,668,144	2,499	\$61,440,000	\$2,272,000	\$10,887,000
Orange County, NY	\$7,022,104	142	\$2,016,000	\$523,000	\$214,000
Tulsa, OK	\$19,913,838	591	\$9,509,000	\$1,289,000	\$904,000
Miami, FL ²	\$297,776,721	7,390	\$186,384,000	\$18,342,000	\$27,892,000
Santa Barbara County, CA	\$41,403,715	1,205	\$18,117,000	\$2,122,000	\$2,555,000
Mesa, AZ	\$18,296,619	547	\$8,568,000	\$874,000	\$1,010,000
Guilford County, NC	\$16,896,928	597	\$9,022,000	\$925,000	\$891,000
Dane County, WI	\$52,202,493	1,757	\$26,813,000	\$2,261,000	\$2,860,000
Sedgwick County, KS	\$21,556,618	698	\$10,019,000	\$1,358,000	\$1,099,000
Sonoma County, CA	\$31,924,927	674	\$10,184,000	\$1,317,000	\$1,669,000
Atlanta, GA	\$160,866,007	4,782	\$79,608,000	\$10,587,000	\$8,693,000
Group D Average	\$60,259,818	1,635	\$32,296,684	\$3,016,105	\$4,457,526
Group D Median	\$31,924,927	698	\$10,184,000	\$1,358,000	\$1,669,000

**Table 16:
Total Economic Impact of Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	Total Audience Expenditures	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Nashville-Davidson County, TN	\$68,369,723	2,301	\$36,924,000	\$4,052,000	\$4,151,000
District of Columbia	\$118,923,541	778	\$14,548,000	\$4,283,000	\$0
Seattle, WA	\$92,755,761	1,996	\$32,423,000	\$4,249,000	\$4,689,000
Baltimore, MD	\$115,570,436	2,836	\$46,555,000	\$5,827,000	\$4,914,000
Jefferson County, AL	\$63,993,015	1,658	\$26,649,000	\$2,566,000	\$2,344,000
Austin, TX	\$138,150,328	4,315	\$64,828,000	\$11,253,000	\$7,066,000
Louisville-Jefferson County, KY ⁵	\$152,498,413	4,593	\$71,267,000	\$5,019,000	\$9,121,000
Monroe County, NY	\$65,270,925	1,538	\$23,511,000	\$5,627,000	\$2,436,000
San Francisco, CA	\$572,950,773	14,945	\$234,421,000	\$29,310,000	\$31,866,000
Wake County, NC	\$62,025,896	1,994	\$29,106,000	\$3,255,000	\$3,093,000
Indianapolis, IN	\$286,903,247	9,443	\$151,861,000	\$14,874,000	\$20,296,000
Mecklenburg County, NC	\$96,020,123	2,813	\$44,537,000	\$5,216,000	\$4,267,000
Prince George's County, MD ⁶	\$24,950,928	427	\$6,694,000	\$857,000	\$839,000
Greater Hartford, CT ²	\$99,267,096	2,750	\$62,702,000	\$2,172,000	\$9,466,000
Milwaukee County, WI	\$90,103,155	2,800	\$42,715,000	\$5,684,000	\$4,856,000
Pima County, AZ	\$28,740,607	846	\$11,924,000	\$1,275,000	\$1,604,000
Montgomery County, MD ⁶	\$65,398,529	782	\$13,084,000	\$1,755,000	\$1,644,000
Pinellas County, FL	\$100,129,427	2,550	\$40,087,000	\$5,789,000	\$5,550,000
Westchester County, NY	\$47,856,516	1,318	\$28,560,000	\$3,278,000	\$4,345,000
Group E Average	\$120,519,918	3,194	\$51,705,053	\$6,123,211	\$6,449,842
Average (Excluding District of Columbia)³		3,328	\$53,769,333	\$6,225,444	\$6,808,167
Group E Median	\$92,755,761	2,301	\$36,924,000	\$4,283,000	\$4,345,000

Table 16:
Total Economic Impact of Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

Group F Population 1,000,000 or More Sample Size = 16	Total Audience Expenditures	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Fairfax County, VA	\$37,305,884	455	\$7,178,000	\$911,000	\$815,000
Orange County, FL	\$81,894,524	2,775	\$44,535,000	\$3,824,000	\$4,243,000
Greater Columbus, OH	\$180,744,508	5,788	\$110,499,000	\$10,136,000	\$12,360,000
Allegheny County, PA ⁴	\$110,867,640	3,355	\$49,316,000	\$5,563,000	\$8,822,000
Palm Beach County, FL	\$62,197,209	1,396	\$19,443,000	\$2,592,000	\$2,969,000
City and County of St. Louis, MO	\$284,258,446	9,696	\$163,602,000	\$20,612,000	\$16,254,000
Phoenix, AZ	\$228,033,167	6,559	\$113,424,000	\$11,790,000	\$15,841,000
Philadelphia County, PA ⁴	\$682,684,314	17,001	\$270,411,000	\$41,080,000	\$33,437,000
Suffolk County, NY	\$20,813,501	364	\$5,449,000	\$1,424,000	\$568,000
Santa Clara County, CA	\$53,192,860	859	\$13,112,000	\$1,544,000	\$1,987,000
Clark County, NV	\$134,654,551	3,881	\$56,524,000	\$6,404,000	\$7,636,000
Broward County, FL	\$87,318,747	2,406	\$35,731,000	\$4,517,000	\$4,629,000
Riverside County, CA	\$26,800,820	801	\$11,081,000	\$1,358,000	\$1,698,000
Houston, TX ²	\$356,291,515	7,853	\$205,496,000	\$22,717,000	\$27,380,000
Miami-Dade County, FL ²	\$501,908,667	12,592	\$316,587,000	\$28,961,000	\$46,431,000
Chicago, IL	\$432,952,855	10,293	\$169,350,000	\$27,735,000	\$19,497,000
Group F Average	\$205,119,951	5,380	\$99,483,625	\$11,948,000	\$12,785,438
Group F Median	\$122,761,096	3,618	\$52,920,000	\$5,983,500	\$8,229,000

Average (Groups A - F)	\$65,930,442	1,752	\$30,956,750	\$3,537,733	\$3,976,267
Median (Groups A - F)	\$20,198,009	584	\$8,917,500	\$945,000	\$962,000

**Table 16:
Total Economic Impact of Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	Total Audience Expenditures	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Wood River Valley, ID	\$2,604,423	61	\$954,000	\$73,000	\$207,000
Portsmouth Seacoast Area (NH,ME)	\$25,524,425	694	\$12,803,000	\$1,767,000	\$1,372,000
Greater Minot, ND	\$4,539,462	108	\$1,952,000	\$280,000	\$356,000
North Central Minnesota ²	\$1,410,421	34	\$585,000	\$31,000	\$152,000
Northwest Minnesota ²	\$744,729	16	\$338,000	\$15,000	\$74,000
East Central Minnesota ²	\$6,090,369	134	\$2,454,000	\$152,000	\$700,000
Minnesota Brainerd Lakes Region ²	\$335,026	8	\$151,000	\$8,000	\$35,000
Black Hills Region, SD	\$139,411,993	3,605	\$68,565,000	\$9,135,000	\$9,520,000
Fargo-Moorhead Region (ND,MN)	\$23,969,353	711	\$13,059,000	\$1,452,000	\$2,154,000
Minnesota Lake Region ²	\$8,231,472	211	\$3,885,000	\$198,000	\$881,000
South Central Minnesota ²	\$6,196,826	169	\$2,956,000	\$211,000	\$682,000
Southwest Minnesota ²	\$912,941	24	\$415,000	\$17,000	\$103,000
Minnesota Arrowhead Region ²	\$23,966,426	650	\$11,456,000	\$815,000	\$2,564,000
Washington and Chisago Counties, MN	\$2,191,036	33	\$519,000	\$41,000	\$156,000
Northwest Arkansas	\$6,148,305	170	\$3,061,000	\$204,000	\$601,000
Central Minnesota ²	\$2,674,870	72	\$1,436,000	\$70,000	\$289,000
Northeast Wisconsin	\$4,996,733	134	\$2,426,000	\$223,000	\$399,000
Southeast Minnesota ²	\$10,992,616	282	\$5,463,000	\$341,000	\$1,220,000
Cedar Rapids/Iowa City Cultural Corridor, IA	\$31,303,523	801	\$13,480,000	\$1,672,000	\$2,221,000
St. Croix Valley Region (WI,MN)	\$9,609,551	158	\$2,674,000	\$228,000	\$713,000
Northwest Louisiana	\$55,380,381	1,644	\$27,201,000	\$5,624,000	\$4,324,000
Greater Columbia, SC	\$29,453,402	979	\$17,605,000	\$1,642,000	\$2,520,000
Lehigh Valley, PA ⁴	\$100,509,549	3,850	\$50,784,000	\$4,094,000	\$7,926,000
East Maricopa County, AZ	\$24,772,704	738	\$13,074,000	\$1,390,000	\$2,176,000
Greater Buffalo, NY	\$62,325,702	1,953	\$34,415,000	\$8,663,000	\$4,763,000
Greater Portland, OR	\$151,534,107	4,114	\$78,662,000	\$6,580,000	\$5,657,000
Greater Harrisburg, PA ⁴	\$27,670,193	743	\$14,476,000	\$1,281,000	\$2,406,000
Kansas City Metro Region (MO,KS) ²	\$85,625,136	2,648	\$56,137,000	\$4,457,000	\$6,969,000
Greater Birmingham, AL	\$68,306,654	1,744	\$31,249,000	\$3,627,000	\$4,278,000

**Table 16:
Total Economic Impact of Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	Total Audience Expenditures	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Greater Cincinnati Region (OH,KY,IN)	\$108,113,845	3,394	\$61,774,000	\$6,635,000	\$9,826,000
Greater Milwaukee, WI	\$95,111,405	2,962	\$45,994,000	\$6,481,000	\$7,957,000
Minnesota Twin Cities' Metro Region ²	\$267,136,805	7,065	\$173,372,000	\$6,411,000	\$30,721,000
Central Florida Region	\$87,678,874	2,713	\$51,012,000	\$5,736,000	\$8,270,000
Greater Washington Metro Region (DC,VA,MD)	\$935,241,076	12,252	\$246,885,000	\$42,058,000	\$31,134,000
Greater Philadelphia, PA ⁴	\$691,251,569	17,262	\$275,106,000	\$41,628,000	\$46,126,000
Regional Average	\$88,627,597	2,061	\$37,896,514	\$4,664,000	\$5,698,629
Regional Median	\$24,772,704	711	\$13,059,000	\$1,390,000	\$2,176,000

**Table 16:
Total Economic Impact of Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	Total Audience Expenditures	TOTAL Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
State of North Dakota	\$55,035,704	1,044	\$19,279,000	\$2,822,000	\$3,815,000
State of Delaware ²	\$41,970,839	1,104	\$25,247,000	\$574,000	\$2,419,000
State of Minnesota ²	\$352,681,956	8,884	\$210,904,000	\$9,074,000	\$38,442,000
State of Wisconsin	\$170,928,569	5,897	\$94,109,000	\$15,862,000	\$19,786,000
State of Pennsylvania ⁴	\$960,994,522	25,981	\$454,620,000	\$76,844,000	\$99,253,000
Statewide Average	\$316,322,318	8,582	\$160,831,800	\$21,035,200	\$32,743,000
Statewide Median	\$170,928,569	5,897	\$94,109,000	\$9,074,000	\$19,786,000

Table Notes:

- ¹ Zero audience-intercept surveys were collected from attendees to arts and culture events in the City of Fairfax, VA. To calculate the estimated audience spending in the City of Fairfax, the average per person audience expenditures for Fairfax County were used.
- ² In these communities, detailed organizational data were collected for fiscal 2004 rather than fiscal 2005 and audience-intercept surveys were collected throughout 2005 rather than 2006.
- ³ To extrapolate the *Arts and Economic Prosperity III* estimates of the national findings, average economic impact results are calculated separately excluding Teton County, WY and the District of Columbia. The results for Teton County, WY were removed because their very large audience spending findings create an outlier scenario in Population Group A (study regions with populations of fewer than 50,000). The results for the District of Columbia were removed due to Washington DC's unique status as a study partner with no state government.
- ⁴ In most Pennsylvania study regions, a two-pronged method was used to collect detailed organizational data, including total attendance to arts and culture events. First, approved fiscal 2005 data available in the Pennsylvania Cultural Data Project (PACDP) database were used. Second, all eligible nonprofit arts and culture organizations that are not registered PACDP participants were solicited to complete the organizational expenditure survey. These two data sets were then combined. (In Philadelphia County and the Greater Philadelphia region, the PACDP was the sole source used to collect organizational expenditure and attendance data.)
- ⁵ Zero audience-intercept surveys were collected from attendees to arts and culture events in Louisville-Jefferson County, KY. To calculate the estimated audience spending in Louisville-Jefferson County, the average per person audience expenditures for stratified Population Group E were used.
- ⁶ Zero audience-intercept surveys were collected from attendees to arts and culture events in Montgomery and Prince George's Counties in Maryland. To calculate the estimated audience spending in Montgomery and Prince George's Counties, the average per person audience expenditures for the Greater Washington DC Metropolitan Region were used.

Explanation of Table 17: Direct Economic Impact of Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

This table presents for each study region the direct economic impact of the expenditures made by arts audiences in each participating study region as a direct result of their attendance to nonprofit arts and culture events during fiscal 2005. Summary statistics are calculated for each population group.

The direct impact is a measure of the effect of the initial expenditure. Because it measures only one round of spending, the direct impact is always smaller than the total impact, which measures the effect of each dollar as it is spent and re-spent within the study region. It is derived from input/output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* for more information about direct and total economic impacts.

Column Two:

The total estimated expenditures made by arts and culture audiences in each participating study region as a direct result of their attendance to nonprofit arts and culture events during fiscal 2005. For example, when patrons attend an arts/culture event, they may purchase dinner at a restaurant, pay a valet to park their car, eat dessert after the performance, and/or pay a babysitter upon returning home. In addition to these categories of expense, non-resident arts and culture audiences often stay overnight at a hotel.

Column Three:

The total number of full-time equivalent (FTE) jobs directly supported by the expenditures made by nonprofit arts and culture audiences in each participating study region. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

Column Four:

The total amount of household income paid to study region residents as a direct result of the expenditures made by nonprofit arts and culture audiences in each participating study region. Household income includes salaries, wages, and proprietary income.

Column Five:

The total amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures made by nonprofit arts and culture audiences in each participating study region. Local government includes the city and county governments located within each participating study region.

Column Six:

The total amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures made by nonprofit arts and culture audiences in each participating study region.

**Table 17:
Direct Economic Impact of Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	Total Audience Expenditures	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Homer, AK	\$1,405,193	41	\$363,000	\$85,000	\$47,000
Gunnison County, CO	\$4,359,638	98	\$1,196,000	\$152,000	\$68,000
Teton County, WY	\$47,378,418	924	\$11,736,000	\$1,470,000	\$1,570,000
Bainbridge Island, WA	\$3,778,825	50	\$757,000	\$85,000	\$129,000
Fairfax, VA ¹	\$4,684,909	62	\$759,000	\$68,000	\$87,000
Laguna Beach, CA	\$31,903,052	538	\$7,374,000	\$811,000	\$888,000
Winter Park, FL	\$18,567,495	453	\$5,290,000	\$455,000	\$660,000
Wheeling, WV	\$4,286,001	78	\$965,000	\$63,000	\$139,000
Dover, DE ²	\$1,514,770	42	\$416,000	\$26,000	\$13,000
Iron County, UT	\$13,296,775	287	\$3,640,000	\$382,000	\$406,000
Pierce County, WI	\$2,264,949	34	\$384,000	\$26,000	\$55,000
Pittsfield, MA	\$8,300,532	212	\$2,318,000	\$201,000	\$248,000
Windham County, VT	\$1,873,009	47	\$513,000	\$38,000	\$71,000
Polk County, WI	\$1,620,388	25	\$314,000	\$25,000	\$47,000
Salina, KS	\$11,843,380	268	\$3,097,000	\$340,000	\$400,000
Group A Average	\$10,471,822	211	\$2,608,133	\$281,800	\$321,867
Group A Median	\$4,359,638	78	\$965,000	\$85,000	\$129,000

**Table 17:
Direct Economic Impact of Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group B Population 50,000 to 99,999 Sample Size = 18	Total Audience Expenditures	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
New Brunswick, NJ	\$15,968,028	208	\$2,573,000	\$302,000	\$360,000
La Crosse, WI	\$1,278,333	31	\$367,000	\$23,000	\$39,000
Mansfield, OH	\$1,955,502	43	\$491,000	\$39,000	\$53,000
Lancaster, PA ³	\$18,042,766	335	\$4,258,000	\$237,000	\$623,000
Loveland, CO	\$4,695,287	103	\$1,153,000	\$248,000	\$89,000
Bradford County, PA ³	\$2,059,477	35	\$388,000	\$17,000	\$55,000
Missoula, MT	\$22,359,132	488	\$6,125,000	\$709,000	\$180,000
Oshkosh, WI	\$2,892,660	57	\$654,000	\$32,000	\$79,000
Portland, ME	\$15,354,455	320	\$3,916,000	\$461,000	\$503,000
Walnut Creek, CA	\$37,581,797	749	\$9,942,000	\$789,000	\$1,564,000
Saint Cloud, MN ²	\$1,439,006	33	\$388,000	\$18,000	\$54,000
Wilmington, DE ²	\$20,482,180	358	\$4,077,000	\$144,000	\$76,000
St. Croix County, WI	\$3,098,910	59	\$666,000	\$34,000	\$88,000
Lauderdale County, MS	\$1,947,039	41	\$531,000	\$13,000	\$83,000
Somerset County, PA ³	\$1,334,396	27	\$337,000	\$12,000	\$39,000
Josephine County, OR	\$1,894,672	37	\$433,000	\$20,000	\$5,000
Miami Beach, FL ²	\$79,186,677	1,278	\$26,210,000	\$3,313,000	\$4,770,000
Boulder, CO	\$17,207,535	399	\$5,766,000	\$363,000	\$335,000
Group B Average	\$13,820,992	256	\$3,793,056	\$376,333	\$499,722
Group B Median	\$3,897,099	81	\$909,500	\$91,500	\$85,500

Table 17:
Direct Economic Impact of Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

Group C Population 100,000 to 249,999 Sample Size = 29	Total Audience Expenditures	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Abilene, TX	\$12,364,527	267	\$3,165,000	\$507,000	\$419,000
Fort Collins, CO	\$10,648,242	259	\$2,918,000	\$565,000	\$241,000
Humboldt County, CA	\$8,242,570	168	\$2,098,000	\$150,000	\$342,000
Savannah, GA	\$24,743,875	574	\$6,990,000	\$1,422,000	\$620,000
Marathon County, WI	\$4,029,995	119	\$1,352,000	\$50,000	\$109,000
Fullerton, CA	\$9,085,134	170	\$1,990,000	\$230,000	\$295,000
Alexandria, VA	\$66,367,513	1,053	\$14,345,000	\$1,677,000	\$1,224,000
Island of Maui, HI	\$10,572,810	248	\$2,886,000	\$108,000	\$315,000
Pasadena, CA	\$41,763,835	801	\$9,183,000	\$767,000	\$1,302,000
Greater Burlington, VT	\$9,165,266	239	\$2,508,000	\$183,000	\$357,000
Tempe, AZ	\$1,256,763	34	\$334,000	\$18,000	\$40,000
Bay County, FL	\$1,856,657	41	\$517,000	\$47,000	\$69,000
Providence, RI	\$71,183,167	1,261	\$14,816,000	\$1,886,000	\$2,206,000
Ulster County, NY	\$838,505	17	\$207,000	\$54,000	\$21,000
Whatcom County, WA	\$5,463,163	144	\$1,452,000	\$165,000	\$237,000
Champaign County, IL	\$8,654,148	215	\$2,397,000	\$190,000	\$290,000
Doña Ana County, NM	\$1,830,851	35	\$457,000	\$51,000	\$59,000
Boise, ID	\$18,376,411	419	\$5,467,000	\$193,000	\$564,000
Tacoma, WA	\$17,862,058	330	\$3,765,000	\$414,000	\$588,000
Arlington County, VA	\$7,485,611	125	\$1,722,000	\$306,000	\$135,000
Glendale, CA	\$7,084,902	163	\$2,340,000	\$160,000	\$334,000
Lackawanna County, PA ³	\$6,246,988	152	\$1,782,000	\$75,000	\$226,000
Orlando, FL	\$58,720,328	1,363	\$17,891,000	\$1,910,000	\$2,077,000
Buncombe County, NC	\$48,370,771	1,201	\$13,727,000	\$1,974,000	\$1,741,000
Alachua County, FL	\$18,775,533	449	\$5,039,000	\$261,000	\$721,000
Chandler, AZ	\$5,215,164	122	\$1,406,000	\$80,000	\$204,000
Lincoln, NE	\$15,483,822	365	\$4,005,000	\$546,000	\$522,000
Kalamazoo County, MI	\$17,361,284	401	\$4,785,000	\$119,000	\$626,000
Santa Cruz County, CA	\$16,292,040	273	\$3,395,000	\$361,000	\$527,000
Group C Average	\$18,115,239	380	\$4,584,103	\$498,931	\$565,897
Group C Median	\$10,572,810	248	\$2,886,000	\$193,000	\$342,000

Table 17:
Direct Economic Impact of Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

Group D Population 250,000 to 499,999 Sample Size = 19	Total Audience Expenditures	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Saint Joseph County, IN	\$13,236,739	301	\$3,374,000	\$229,000	\$443,000
Anchorage, AK	\$17,246,202	357	\$5,550,000	\$345,000	\$279,000
Saint Paul, MN ²	\$125,987,636	2,252	\$39,927,000	\$753,000	\$7,659,000
Erie County, PA ³	\$6,688,309	172	\$1,865,000	\$73,000	\$234,000
Newark, NJ	\$103,410,306	1,541	\$23,643,000	\$1,109,000	\$2,528,000
Luzerne County, PA ³	\$8,088,241	187	\$2,328,000	\$89,000	\$250,000
Forsyth County, NC	\$48,130,840	1,154	\$13,232,000	\$1,603,000	\$1,556,000
Colorado Springs, CO	\$59,620,160	1,292	\$16,217,000	\$2,888,000	\$1,089,000
Minneapolis, MN ²	\$94,668,144	1,692	\$30,001,000	\$566,000	\$5,755,000
Orange County, NY	\$7,022,104	109	\$1,260,000	\$269,000	\$107,000
Tulsa, OK	\$19,913,838	410	\$5,194,000	\$882,000	\$450,000
Miami, FL ²	\$297,776,721	4,697	\$96,644,000	\$11,895,000	\$18,822,000
Santa Barbara County, CA	\$41,403,715	938	\$11,953,000	\$1,031,000	\$1,576,000
Mesa, AZ	\$18,296,619	389	\$4,755,000	\$339,000	\$617,000
Guilford County, NC	\$16,896,928	413	\$4,818,000	\$554,000	\$459,000
Dane County, WI	\$52,202,493	1,235	\$14,307,000	\$677,000	\$1,379,000
Sedgwick County, KS	\$21,556,618	517	\$5,795,000	\$673,000	\$640,000
Sonoma County, CA	\$31,924,927	523	\$6,657,000	\$627,000	\$1,095,000
Atlanta, GA	\$160,866,007	3,354	\$44,300,000	\$7,178,000	\$4,762,000
Group D Average	\$60,259,818	1,133	\$17,464,211	\$1,672,632	\$2,615,789
Group D Median	\$31,924,927	523	\$6,657,000	\$673,000	\$1,089,000

**Table 17:
Direct Economic Impact of Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	Total Audience Expenditures	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Nashville-Davidson County, TN	\$68,369,723	1,566	\$19,780,000	\$2,578,000	\$2,825,000
District of Columbia	\$118,923,541	680	\$11,668,000	\$3,029,000	\$0
Seattle, WA	\$92,755,761	1,478	\$19,240,000	\$2,600,000	\$3,111,000
Baltimore, MD	\$115,570,436	1,986	\$25,476,000	\$2,983,000	\$2,906,000
Jefferson County, AL	\$63,993,015	1,164	\$14,804,000	\$1,636,000	\$1,283,000
Austin, TX	\$138,150,328	3,185	\$38,678,000	\$6,725,000	\$5,024,000
Louisville-Jefferson County, KY ⁴	\$152,498,413	3,189	\$38,012,000	\$2,311,000	\$5,202,000
Monroe County, NY	\$65,270,925	1,107	\$13,156,000	\$2,983,000	\$1,285,000
San Francisco, CA	\$572,950,773	11,310	\$142,646,000	\$19,522,000	\$20,181,000
Wake County, NC	\$62,025,896	1,455	\$16,480,000	\$1,859,000	\$1,552,000
Indianapolis, IN	\$286,903,247	6,390	\$78,751,000	\$9,350,000	\$12,213,000
Mecklenburg County, NC	\$96,020,123	1,979	\$24,455,000	\$3,667,000	\$2,201,000
Prince George's County, MD ⁵	\$24,950,928	335	\$4,446,000	\$345,000	\$526,000
Greater Hartford, CT ²	\$99,267,096	2,005	\$33,514,000	\$587,000	\$5,035,000
Milwaukee County, WI	\$90,103,155	1,937	\$21,892,000	\$3,295,000	\$2,494,000
Pima County, AZ	\$28,740,607	638	\$7,336,000	\$450,000	\$1,044,000
Montgomery County, MD ⁵	\$65,398,529	635	\$9,202,000	\$902,000	\$1,084,000
Pinellas County, FL	\$100,129,427	1,816	\$23,072,000	\$3,174,000	\$3,762,000
Westchester County, NY	\$47,856,516	1,027	\$19,352,000	\$1,598,000	\$2,425,000
Group E Average	\$120,519,918	2,310	\$29,576,842	\$3,662,842	\$3,902,789
Group E Median	\$92,755,761	1,566	\$19,780,000	\$2,600,000	\$2,494,000

**Table 17:
Direct Economic Impact of Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group F Population 1,000,000 or More Sample Size = 16	Total Audience Expenditures	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Fairfax County, VA	\$37,305,884	374	\$5,059,000	\$495,000	\$525,000
Orange County, FL	\$81,894,524	1,883	\$23,836,000	\$2,070,000	\$2,916,000
Greater Columbus, OH	\$180,744,508	3,983	\$56,845,000	\$4,591,000	\$7,249,000
Allegheny County, PA ³	\$110,867,640	2,463	\$27,381,000	\$2,630,000	\$5,340,000
Palm Beach County, FL	\$62,197,209	1,114	\$12,607,000	\$1,145,000	\$1,972,000
City and County of St. Louis, MO	\$284,258,446	6,521	\$82,757,000	\$14,684,000	\$8,936,000
Phoenix, AZ	\$228,033,167	4,636	\$62,455,000	\$5,340,000	\$10,140,000
Philadelphia County, PA ³	\$682,684,314	12,293	\$153,488,000	\$24,850,000	\$20,552,000
Suffolk County, NY	\$20,813,501	281	\$3,394,000	\$769,000	\$295,000
Santa Clara County, CA	\$53,192,860	696	\$8,890,000	\$789,000	\$1,323,000
Clark County, NV	\$134,654,551	2,976	\$35,816,000	\$3,472,000	\$5,540,000
Broward County, FL	\$87,318,747	1,773	\$20,992,000	\$2,143,000	\$3,018,000
Riverside County, CA	\$26,800,820	629	\$7,174,000	\$578,000	\$1,057,000
Houston, TX ²	\$356,291,515	5,429	\$108,132,000	\$14,699,000	\$18,993,000
Miami-Dade County, FL ²	\$501,908,667	8,020	\$164,117,000	\$17,987,000	\$30,978,000
Chicago, IL	\$432,952,855	7,079	\$90,582,000	\$15,667,000	\$12,179,000
Group F Average	\$205,119,951	3,759	\$53,970,313	\$6,994,313	\$8,188,313
Group F Median	\$122,761,096	2,720	\$31,598,500	\$3,051,000	\$5,440,000

Average (Groups A - F)	\$65,930,442	1,244	\$17,221,043	\$2,058,216	\$2,457,759
Median (Groups A - F)	\$20,198,009	412	\$5,242,000	\$526,500	\$576,000

Table 17:
Direct Economic Impact of Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

Regional Study Regions All Populations Sample Size = 35	Total Audience Expenditures	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Wood River Valley, ID	\$2,604,423	53	\$733,000	\$40,000	\$144,000
Portsmouth Seacoast Area (NH,ME)	\$25,524,425	524	\$7,811,000	\$830,000	\$646,000
Greater Minot, ND	\$4,539,462	83	\$1,291,000	\$184,000	\$219,000
North Central Minnesota ²	\$1,410,421	26	\$398,000	\$11,000	\$102,000
Northwest Minnesota ²	\$744,729	13	\$252,000	\$7,000	\$47,000
East Central Minnesota ²	\$6,090,369	107	\$1,778,000	\$73,000	\$475,000
Minnesota Brainerd Lakes Region ²	\$335,026	6	\$102,000	\$3,000	\$22,000
Black Hills Region, SD	\$139,411,993	2,619	\$41,576,000	\$4,853,000	\$6,177,000
Fargo-Moorhead Region (ND,MN)	\$23,969,353	497	\$7,165,000	\$880,000	\$1,282,000
Minnesota Lake Region ²	\$8,231,472	154	\$2,544,000	\$82,000	\$552,000
South Central Minnesota ²	\$6,196,826	127	\$1,927,000	\$124,000	\$421,000
Southwest Minnesota ²	\$912,941	18	\$275,000	\$5,000	\$68,000
Minnesota Arrowhead Region ²	\$23,966,426	491	\$7,382,000	\$455,000	\$1,558,000
Washington and Chisago Counties, MN	\$2,191,036	27	\$371,000	\$14,000	\$101,000
Northwest Arkansas	\$6,148,305	124	\$1,793,000	\$125,000	\$357,000
Central Minnesota ²	\$2,674,870	51	\$872,000	\$21,000	\$171,000
Northeast Wisconsin	\$4,996,733	97	\$1,394,000	\$70,000	\$221,000
Southeast Minnesota ²	\$10,992,616	211	\$3,474,000	\$176,000	\$747,000
Cedar Rapids/Iowa City Cultural Corridor, IA	\$31,303,523	603	\$8,143,000	\$797,000	\$1,360,000
St. Croix Valley Region (WI,MN)	\$9,609,551	128	\$1,873,000	\$79,000	\$449,000
Northwest Louisiana	\$55,380,381	1,241	\$16,566,000	\$3,780,000	\$2,417,000
Greater Columbia, SC	\$29,453,402	691	\$9,814,000	\$703,000	\$1,411,000
Lehigh Valley, PA ³	\$100,509,549	2,784	\$29,030,000	\$1,065,000	\$4,739,000
East Maricopa County, AZ	\$24,772,704	537	\$7,266,000	\$516,000	\$1,304,000
Greater Buffalo, NY	\$62,325,702	1,377	\$18,441,000	\$4,433,000	\$2,249,000
Greater Portland, OR	\$151,534,107	2,891	\$42,097,000	\$1,643,000	\$620,000
Greater Harrisburg, PA ³	\$27,670,193	500	\$7,526,000	\$370,000	\$1,432,000
Kansas City Metro Region (MO,KS) ²	\$85,625,136	1,819	\$27,944,000	\$2,596,000	\$3,711,000
Greater Birmingham, AL	\$68,306,654	1,255	\$17,431,000	\$2,276,000	\$2,302,000

**Table 17:
Direct Economic Impact of Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	Total Audience Expenditures	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Greater Cincinnati Region (OH,KY,IN)	\$108,113,845	2,387	\$32,752,000	\$2,225,000	\$5,243,000
Greater Milwaukee, WI	\$95,111,405	2,066	\$24,048,000	\$3,158,000	\$4,120,000
Minnesota Twin Cities' Metro Region ²	\$267,136,805	4,792	\$84,950,000	\$1,603,000	\$16,295,000
Central Florida Region	\$87,678,874	1,885	\$27,915,000	\$2,486,000	\$5,180,000
Greater Washington Metro Region (DC,VA,MD)	\$935,241,076	9,727	\$166,613,000	\$24,064,000	\$18,770,000
Greater Philadelphia, PA ³	\$691,251,569	12,124	\$149,402,000	\$19,874,000	\$27,275,000
Regional Average	\$88,627,597	1,487	\$21,512,829	\$2,274,886	\$3,205,343
Regional Median	\$24,772,704	500	\$7,382,000	\$516,000	\$1,282,000

**Table 17:
Direct Economic Impact of Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	Total Audience Expenditures	DIRECT Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
State of North Dakota	\$55,035,704	890	\$15,907,000	\$2,411,000	\$2,872,000
State of Delaware ²	\$41,970,839	783	\$13,972,000	\$239,000	\$651,000
State of Minnesota ²	\$352,681,956	6,309	\$109,200,000	\$3,174,000	\$23,918,000
State of Wisconsin	\$170,928,569	5,151	\$78,496,000	\$13,936,000	\$13,372,000
State of Pennsylvania ³	\$960,994,522	22,525	\$367,722,000	\$57,592,000	\$74,380,000
Statewide Average	\$316,322,318	7,132	\$117,059,400	\$15,470,400	\$23,038,600
Statewide Median	\$170,928,569	5,151	\$78,496,000	\$3,174,000	\$13,372,000

Table Notes:

- ¹ Zero audience-intercept surveys were collected from attendees to arts and culture events in the City of Fairfax, VA. To calculate the estimated audience spending in the City of Fairfax, the average per person audience expenditures for Fairfax County were used.
- ² In these communities, detailed organizational data were collected for fiscal 2004 rather than fiscal 2005 and audience-intercept surveys were collected throughout 2005 rather than 2006.
- ³ In most Pennsylvania study regions, a two-pronged method was used to collect detailed organizational data, including total attendance to arts and culture events. First, approved fiscal 2005 data available in the Pennsylvania Cultural Data Project (PACDP) database were used. Second, all eligible nonprofit arts and culture organizations that are not registered PACDP participants were solicited to complete the organizational expenditure survey. These two data sets were then combined. (In Philadelphia County and the Greater Philadelphia region, the PACDP was the sole source used to collect organizational expenditure and attendance data.)
- ⁴ Zero audience-intercept surveys were collected from attendees to arts and culture events in Louisville-Jefferson County, KY. To calculate the estimated audience spending in Louisville-Jefferson County, the average per person audience expenditures for stratified Population Group E were used.
- ⁵ Zero audience-intercept surveys were collected from attendees to arts and culture events in Montgomery and Prince George's Counties in Maryland. To calculate the estimated audience spending in Montgomery and Prince George's Counties, the average per person audience expenditures for the Greater Washington DC Metropolitan Region were used.

Explanation of Table 18: Economic Impact per \$100,000 of Spending by Nonprofit Arts and Culture Audiences per Study Region during Fiscal 2005

This table summarizes the total and direct economic impacts of expenditures made by nonprofit arts and culture audiences in the form of ratios. Summary statistics are calculated for each population group.

Using this chart, a determination can be made of the economic impact per \$100,000 of spending by nonprofit arts and culture audiences. These ratios are derived by dividing the total and direct economic impact of expenditures by nonprofit arts and culture audiences (found on Tables 16 and 17) by the total expenditures made by responding nonprofit arts and culture audiences and then multiplying by 100,000. See *Background and Scope of Study* and *Frequently Used Terms* for more information about direct and total economic impact.

Column Two:

The economic impact ratio for the total number of full-time equivalent (FTE) jobs supported per \$100,000 of spending by nonprofit arts and culture audiences in each participating study region.

Column Three:

The economic impact ratio for the total amount of household income paid to study region residents per \$100,000 of spending by nonprofit arts and culture audiences in each participating study region.

Column Four:

The economic impact ratio for the total amount of revenue generated to local government (e.g., licenses, fees, taxes) per \$100,000 of spending by nonprofit arts and culture audiences in each participating study region. Local government includes the city and county governments located within each participating study region.

Column Five:

The economic impact ratio for the total amount of revenue generated to state government (e.g., licenses, fees, taxes) per \$100,000 of spending by nonprofit arts and culture audiences in each participating study region.

Column Six:

The *direct* economic impact ratio for the total number of full-time equivalent (FTE) jobs supported per \$100,000.

Column Seven:

The *direct* economic impact ratio for the total amount of household income paid to the study region's residents per \$100,000.

Column Eight:

The *direct* economic impact ratio for the total amount of local government revenue generated per \$100,000.

Column Nine:

The *direct* economic impact ratio for the total amount of state government revenue generated per \$100,000.

Table 18:

Economic Impact per \$100,000 of Spending by Nonprofit Arts and Culture Audiences per Study Region during Fiscal 2005

Group A Population Fewer than 50,000 Sample Size = 15	TOTAL Impact per \$100,000 of Spending				DIRECT Impact per \$100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Homer, AK	3.34	\$33,020	\$7,757	\$6,618	2.92	\$25,833	\$6,049	\$3,345
Gunnison County, CO	2.73	\$37,343	\$5,299	\$2,592	2.25	\$27,433	\$3,487	\$1,560
Teton County, WY	2.22	\$30,932	\$4,483	\$4,893	1.95	\$24,771	\$3,103	\$3,314
Bainbridge Island, WA	1.61	\$26,622	\$3,890	\$4,975	1.32	\$20,033	\$2,249	\$3,414
Fairfax, VA	1.58	\$22,092	\$2,796	\$2,796	1.32	\$16,201	\$1,451	\$1,857
Laguna Beach, CA	2.39	\$40,482	\$4,648	\$4,924	1.69	\$23,114	\$2,542	\$2,783
Winter Park, FL	3.53	\$53,809	\$4,605	\$5,181	2.44	\$28,491	\$2,451	\$3,555
Wheeling, WV	2.45	\$36,281	\$2,473	\$5,156	1.82	\$22,515	\$1,470	\$3,243
Dover, DE	3.63	\$42,977	\$2,839	\$4,423	2.77	\$27,463	\$1,716	\$858
Iron County, UT	2.76	\$40,168	\$4,888	\$4,881	2.16	\$27,375	\$2,873	\$3,053
Pierce County, WI	1.68	\$21,325	\$2,428	\$3,753	1.50	\$16,954	\$1,148	\$2,428
Pittsfield, MA	3.29	\$43,672	\$4,903	\$5,108	2.55	\$27,926	\$2,422	\$2,988
Windham County, VT	3.26	\$43,139	\$3,150	\$6,193	2.51	\$27,389	\$2,029	\$3,791
Polk County, WI	1.85	\$26,413	\$3,209	\$4,320	1.54	\$19,378	\$1,543	\$2,901
Salina, KS	3.02	\$42,978	\$5,277	\$5,193	2.26	\$26,150	\$2,871	\$3,377
Group A Average	2.62	\$36,083	\$4,176	\$4,734	2.07	\$24,068	\$2,494	\$2,831
Group A Standard Deviation	0.72	\$9,207	\$1,428	\$1,073	0.52	\$4,152	\$1,196	\$822
Group A 95% Confidence Interval	0.36	\$4,659	\$723	\$543	0.26	\$2,101	\$605	\$416

**Table 18:
Economic Impact per \$100,000 of Spending by Nonprofit Arts and Culture Audiences
per Study Region during Fiscal 2005**

Group B Population 50,000 to 99,999 Sample Size = 18	TOTAL Impact per \$100,000 of Spending				DIRECT Impact per \$100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
New Brunswick, NJ	1.71	\$26,609	\$3,851	\$3,375	1.30	\$16,113	\$1,891	\$2,255
La Crosse, WI	3.29	\$48,579	\$4,459	\$5,398	2.43	\$28,709	\$1,799	\$3,051
Mansfield, OH	2.81	\$38,609	\$4,654	\$4,500	2.20	\$25,109	\$1,994	\$2,710
Lancaster, PA	2.66	\$42,106	\$3,985	\$5,387	1.86	\$23,599	\$1,314	\$3,453
Loveland, CO	2.85	\$39,060	\$8,200	\$3,280	2.19	\$24,557	\$5,282	\$1,896
Bradford County, PA	2.04	\$25,880	\$2,331	\$3,787	1.70	\$18,840	\$825	\$2,671
Missoula, MT	3.09	\$47,770	\$5,322	\$3,184	2.18	\$27,394	\$3,171	\$805
Oshkosh, WI	2.56	\$36,990	\$3,042	\$4,460	1.97	\$22,609	\$1,106	\$2,731
Portland, ME	3.07	\$48,813	\$6,317	\$5,927	2.08	\$25,504	\$3,002	\$3,276
Walnut Creek, CA	2.35	\$37,635	\$4,603	\$6,343	1.99	\$26,454	\$2,099	\$4,162
Saint Cloud, MN	3.20	\$47,533	\$2,780	\$6,324	2.29	\$26,963	\$1,251	\$3,753
Wilmington, DE	2.28	\$33,810	\$1,440	\$2,021	1.75	\$19,905	\$703	\$371
St. Croix County, WI	2.29	\$29,720	\$2,162	\$4,518	1.90	\$21,491	\$1,097	\$2,840
Lauderdale County, MS	2.88	\$43,759	\$2,260	\$6,215	2.11	\$27,272	\$668	\$4,263
Somerset County, PA	2.47	\$35,072	\$2,848	\$4,421	2.02	\$25,255	\$899	\$2,923
Josephine County, OR	2.43	\$33,357	\$3,431	\$1,900	1.95	\$22,854	\$1,056	\$264
Miami Beach, FL	2.53	\$63,632	\$6,385	\$9,118	1.61	\$33,099	\$4,184	\$6,024
Boulder, CO	2.97	\$51,216	\$3,417	\$3,632	2.32	\$33,509	\$2,110	\$1,947
Group B Average	2.64	\$40,564	\$3,971	\$4,655	1.99	\$24,958	\$1,914	\$2,744
Group B Standard Deviation	0.42	\$9,622	\$1,742	\$1,763	0.28	\$4,450	\$1,271	\$1,417
Group B 95% Confidence Interval	0.19	\$4,445	\$805	\$814	0.13	\$2,056	\$587	\$655

**Table 18:
Economic Impact per \$100,000 of Spending by Nonprofit Arts and Culture Audiences
per Study Region during Fiscal 2005**

Group C Population 100,000 to 249,999 Sample Size = 29	TOTAL Impact per \$100,000 of Spending				DIRECT Impact per \$100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Abilene, TX	2.98	\$43,512	\$7,174	\$4,788	2.16	\$25,597	\$4,100	\$3,389
Fort Collins, CO	3.13	\$42,890	\$8,443	\$4,132	2.43	\$27,404	\$5,306	\$2,263
Humboldt County, CA	2.64	\$38,702	\$4,283	\$6,175	2.04	\$25,453	\$1,820	\$4,149
Savannah, GA	3.20	\$47,652	\$8,495	\$4,458	2.32	\$28,249	\$5,747	\$2,506
Marathon County, WI	3.95	\$55,037	\$3,375	\$4,665	2.95	\$33,548	\$1,241	\$2,705
Fullerton, CA	2.56	\$38,998	\$4,700	\$5,382	1.87	\$21,904	\$2,532	\$3,247
Alexandria, VA	2.02	\$31,967	\$4,011	\$3,121	1.59	\$21,614	\$2,527	\$1,844
Island of Maui, HI	2.97	\$39,857	\$1,807	\$5,372	2.35	\$27,296	\$1,021	\$2,979
Pasadena, CA	2.72	\$41,411	\$4,293	\$5,395	1.92	\$21,988	\$1,837	\$3,118
Greater Burlington, VT	3.44	\$46,622	\$3,786	\$7,005	2.61	\$27,364	\$1,997	\$3,895
Tempe, AZ	3.58	\$47,980	\$4,535	\$5,411	2.71	\$26,576	\$1,432	\$3,183
Bay County, FL	2.96	\$45,027	\$5,332	\$5,494	2.21	\$27,846	\$2,531	\$3,716
Providence, RI	2.46	\$37,153	\$5,211	\$5,031	1.77	\$20,814	\$2,650	\$3,099
Ulster County, NY	2.62	\$37,328	\$10,495	\$4,413	2.03	\$24,687	\$6,440	\$2,504
Whatcom County, WA	3.45	\$41,954	\$5,107	\$6,315	2.64	\$26,578	\$3,020	\$4,338
Champaign County, IL	3.27	\$45,111	\$5,477	\$5,188	2.48	\$27,698	\$2,195	\$3,351
Doña Ana County, NM	2.46	\$37,196	\$4,424	\$5,571	1.91	\$24,961	\$2,786	\$3,223
Boise, ID	3.18	\$51,000	\$3,401	\$5,763	2.28	\$29,750	\$1,050	\$3,069
Tacoma, WA	2.38	\$33,647	\$4,350	\$5,313	1.85	\$21,078	\$2,318	\$3,292
Arlington County, VA	1.99	\$31,313	\$5,344	\$2,939	1.67	\$23,004	\$4,088	\$1,803
Glendale, CA	3.32	\$62,824	\$5,364	\$8,172	2.30	\$33,028	\$2,258	\$4,714
Lackawanna County, PA	3.36	\$49,176	\$3,922	\$5,827	2.43	\$28,526	\$1,201	\$3,618
Orlando, FL	3.43	\$56,096	\$5,427	\$5,186	2.32	\$30,468	\$3,253	\$3,537
Buncombe County, NC	3.39	\$48,631	\$6,246	\$6,653	2.48	\$28,379	\$4,081	\$3,599
Alachua County, FL	3.11	\$42,736	\$4,144	\$5,598	2.39	\$26,838	\$1,390	\$3,840
Chandler, AZ	3.24	\$48,474	\$4,583	\$6,711	2.34	\$26,960	\$1,534	\$3,912
Lincoln, NE	3.20	\$44,718	\$6,232	\$5,528	2.36	\$25,866	\$3,526	\$3,371
Kalamazoo County, MI	3.14	\$46,183	\$2,857	\$5,950	2.31	\$27,561	\$685	\$3,606
Santa Cruz County, CA	2.06	\$30,113	\$4,309	\$4,990	1.68	\$20,838	\$2,216	\$3,235
Group C Average	2.97	\$43,562	\$5,073	\$5,398	2.22	\$26,272	\$2,648	\$3,280
Group C Standard Deviation	0.49	\$7,572	\$1,791	\$1,065	0.34	\$3,349	\$1,445	\$672
Group C 95% Confidence Interval	0.18	\$2,756	\$652	\$387	0.12	\$1,219	\$526	\$245

**Table 18:
Economic Impact per \$100,000 of Spending by Nonprofit Arts and Culture Audiences
per Study Region during Fiscal 2005**

Group D Population 250,000 to 499,999 Sample Size = 19	TOTAL Impact per \$100,000 of Spending				DIRECT Impact per \$100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Saint Joseph County, IN	3.06	\$42,707	\$4,095	\$5,424	2.27	\$25,490	\$1,730	\$3,347
Anchorage, AK	2.70	\$50,591	\$4,900	\$5,578	2.07	\$32,181	\$2,000	\$1,618
Saint Paul, MN	2.64	\$64,900	\$2,400	\$11,500	1.79	\$31,691	\$598	\$6,079
Erie County, PA	3.42	\$46,230	\$3,828	\$5,592	2.57	\$27,884	\$1,091	\$3,499
Newark, NJ	2.09	\$37,972	\$3,047	\$3,912	1.49	\$22,863	\$1,072	\$2,445
Luzerne County, PA	3.20	\$48,985	\$4,129	\$5,267	2.31	\$28,783	\$1,100	\$3,091
Forsyth County, NC	3.33	\$48,900	\$5,354	\$6,304	2.40	\$27,492	\$3,331	\$3,233
Colorado Springs, CO	2.89	\$43,536	\$7,895	\$3,306	2.17	\$27,201	\$4,844	\$1,827
Minneapolis, MN	2.64	\$64,900	\$2,400	\$11,500	1.79	\$31,691	\$598	\$6,079
Orange County, NY	2.02	\$28,709	\$7,448	\$3,048	1.55	\$17,943	\$3,831	\$1,524
Tulsa, OK	2.97	\$47,751	\$6,473	\$4,540	2.06	\$26,082	\$4,429	\$2,260
Miami, FL	2.48	\$62,592	\$6,160	\$9,367	1.58	\$32,455	\$3,995	\$6,321
Santa Barbara County, CA	2.91	\$43,757	\$5,125	\$6,171	2.27	\$28,869	\$2,490	\$3,806
Mesa, AZ	2.99	\$46,828	\$4,777	\$5,520	2.13	\$25,988	\$1,853	\$3,372
Guilford County, NC	3.53	\$53,394	\$5,474	\$5,273	2.44	\$28,514	\$3,279	\$2,716
Dane County, WI	3.37	\$51,363	\$4,331	\$5,479	2.37	\$27,407	\$1,297	\$2,642
Sedgwick County, KS	3.24	\$46,478	\$6,300	\$5,098	2.40	\$26,883	\$3,122	\$2,969
Sonoma County, CA	2.11	\$31,900	\$4,125	\$5,228	1.64	\$20,852	\$1,964	\$3,430
Atlanta, GA	2.97	\$49,487	\$6,581	\$5,404	2.08	\$27,538	\$4,462	\$2,960
Group D Average	2.87	\$47,946	\$4,992	\$5,974	2.07	\$27,253	\$2,478	\$3,327
Group D Standard Deviation	0.45	\$9,545	\$1,563	\$2,338	0.34	\$3,734	\$1,394	\$1,412
Group D 95% Confidence Interval	0.20	\$4,292	\$703	\$1,051	0.15	\$1,679	\$627	\$635

**Table 18:
Economic Impact per \$100,000 of Spending by Nonprofit Arts and Culture Audiences
per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	TOTAL Impact per \$100,000 of Spending				DIRECT Impact per \$100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Nashville-Davidson County, TN	3.37	\$54,006	\$5,927	\$6,071	2.29	\$28,931	\$3,771	\$4,132
District of Columbia ¹	0.65	\$12,233	\$3,601	\$0	0.57	\$9,811	\$2,547	\$0
Seattle, WA	2.15	\$34,955	\$4,581	\$5,055	1.59	\$20,743	\$2,803	\$3,354
Baltimore, MD	2.45	\$40,283	\$5,042	\$4,252	1.72	\$22,044	\$2,581	\$2,514
Jefferson County, AL	2.59	\$41,644	\$4,010	\$3,663	1.82	\$23,134	\$2,557	\$2,005
Austin, TX	3.12	\$46,926	\$8,145	\$5,115	2.31	\$27,997	\$4,868	\$3,637
Louisville-Jefferson County, KY	3.01	\$46,733	\$3,291	\$5,981	2.09	\$24,926	\$1,515	\$3,411
Monroe County, NY	2.36	\$36,021	\$8,621	\$3,732	1.70	\$20,156	\$4,570	\$1,969
San Francisco, CA	2.61	\$40,915	\$5,116	\$5,562	1.97	\$24,897	\$3,407	\$3,522
Wake County, NC	3.21	\$46,926	\$5,248	\$4,987	2.35	\$26,570	\$2,997	\$2,502
Indianapolis, IN	3.29	\$52,931	\$5,184	\$7,074	2.23	\$27,449	\$3,259	\$4,257
Mecklenburg County, NC	2.93	\$46,383	\$5,432	\$4,444	2.06	\$25,469	\$3,819	\$2,292
Prince George's County, MD	1.71	\$26,829	\$3,435	\$3,363	1.34	\$17,819	\$1,383	\$2,108
Greater Hartford, CT	2.77	\$63,165	\$2,188	\$9,536	2.02	\$33,761	\$591	\$5,072
Milwaukee County, WI	3.11	\$47,407	\$6,308	\$5,389	2.15	\$24,297	\$3,657	\$2,768
Pima County, AZ	2.94	\$41,488	\$4,436	\$5,581	2.22	\$25,525	\$1,566	\$3,632
Montgomery County, MD	1.20	\$20,007	\$2,684	\$2,514	0.97	\$14,071	\$1,379	\$1,658
Pinellas County, FL	2.55	\$40,035	\$5,782	\$5,543	1.81	\$23,042	\$3,170	\$3,757
Westchester County, NY	2.75	\$59,678	\$6,850	\$9,079	2.15	\$40,438	\$3,339	\$5,067
Group E Average	2.67	\$43,685	\$5,127	\$5,386	1.93	\$25,070	\$2,846	\$3,203
Group E Standard Deviation	0.56	\$10,572	\$1,710	\$1,802	0.37	\$5,829	\$1,171	\$1,038
Group E 95% Confidence Interval	0.26	\$4,884	\$790	\$832	0.17	\$2,693	\$541	\$480

**Table 18:
Economic Impact per \$100,000 of Spending by Nonprofit Arts and Culture Audiences
per Study Region during Fiscal 2005**

Group F Population 1,000,000 or More Sample Size = 16	TOTAL Impact per \$100,000 of Spending				DIRECT Impact per \$100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Fairfax County, VA	1.22	\$19,241	\$2,442	\$2,185	1.00	\$13,561	\$1,327	\$1,407
Orange County, FL	3.39	\$54,381	\$4,669	\$5,181	2.30	\$29,106	\$2,528	\$3,561
Greater Columbus, OH	3.20	\$61,135	\$5,608	\$6,838	2.20	\$31,450	\$2,540	\$4,011
Allegheny County, PA	3.03	\$44,482	\$5,018	\$7,957	2.22	\$24,697	\$2,372	\$4,817
Palm Beach County, FL	2.24	\$31,260	\$4,167	\$4,774	1.79	\$20,269	\$1,841	\$3,171
City and County of St. Louis, MO	3.41	\$57,554	\$7,251	\$5,718	2.29	\$29,113	\$5,166	\$3,144
Phoenix, AZ	2.88	\$49,740	\$5,170	\$6,947	2.03	\$27,389	\$2,342	\$4,447
Philadelphia County, PA	2.49	\$39,610	\$6,017	\$4,898	1.80	\$22,483	\$3,640	\$3,010
Suffolk County, NY	1.75	\$26,180	\$6,842	\$2,729	1.35	\$16,307	\$3,695	\$1,417
Santa Clara County, CA	1.61	\$24,650	\$2,903	\$3,735	1.31	\$16,713	\$1,483	\$2,487
Clark County, NV	2.88	\$41,977	\$4,756	\$5,671	2.21	\$26,598	\$2,578	\$4,114
Broward County, FL	2.76	\$40,920	\$5,173	\$5,301	2.03	\$24,041	\$2,454	\$3,456
Riverside County, CA	2.99	\$41,346	\$5,067	\$6,336	2.35	\$26,768	\$2,157	\$3,944
Houston, TX	2.20	\$57,676	\$6,376	\$7,685	1.52	\$30,349	\$4,126	\$5,331
Miami-Dade County, FL	2.51	\$63,077	\$5,770	\$9,251	1.60	\$32,699	\$3,584	\$6,172
Chicago, IL	2.38	\$39,115	\$6,406	\$4,503	1.64	\$20,922	\$3,619	\$2,813
Group F Average	2.56	\$43,272	\$5,227	\$5,607	1.85	\$24,529	\$2,841	\$3,581
Group F Standard Deviation	0.64	\$13,396	\$1,301	\$1,883	0.42	\$5,730	\$1,035	\$1,279
Group F 95% Confidence Interval	0.31	\$6,564	\$637	\$922	0.20	\$2,808	\$507	\$627

Average (Groups A - F)	2.75	\$42,821	\$4,800	\$5,317	2.04	\$25,510	\$2,543	\$3,175
Standard Deviation (Groups A - F)	0.55	\$10,218	\$1,662	\$1,702	0.39	\$4,534	\$1,294	\$1,122
95% Confidence Interval (Groups A - F)	0.10	\$1,868	\$304	\$311	0.07	\$829	\$237	\$205

**Table 18:
Economic Impact per \$100,000 of Spending by Nonprofit Arts and Culture Audiences
per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	TOTAL Impact per \$100,000 of Spending				DIRECT Impact per \$100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Wood River Valley, ID	2.35	\$36,630	\$2,803	\$7,948	2.03	\$28,144	\$1,536	\$5,529
Portsmouth Seacoast Area (NH,ME)	2.72	\$50,160	\$6,923	\$5,375	2.05	\$30,602	\$3,252	\$2,531
Greater Minot, ND	2.37	\$43,001	\$6,168	\$7,842	1.83	\$28,439	\$4,053	\$4,824
North Central Minnesota	2.41	\$41,477	\$2,198	\$10,777	1.84	\$28,219	\$780	\$7,232
Northwest Minnesota	2.15	\$45,386	\$2,014	\$9,937	1.75	\$33,838	\$940	\$6,311
East Central Minnesota	2.20	\$40,293	\$2,496	\$11,494	1.76	\$29,194	\$1,199	\$7,799
Minnesota Brainerd Lakes Region	2.39	\$45,071	\$2,388	\$10,447	1.79	\$30,445	\$895	\$6,567
Black Hills Region, SD	2.59	\$49,182	\$6,553	\$6,829	1.88	\$29,822	\$3,481	\$4,431
Fargo-Moorhead Region (ND,MN)	2.97	\$54,482	\$6,058	\$8,986	2.07	\$29,892	\$3,671	\$5,348
Minnesota Lake Region	2.56	\$47,197	\$2,405	\$10,703	1.87	\$30,906	\$996	\$6,706
South Central Minnesota	2.73	\$47,702	\$3,405	\$11,006	2.05	\$31,097	\$2,001	\$6,794
Southwest Minnesota	2.63	\$45,457	\$1,862	\$11,282	1.97	\$30,122	\$548	\$7,448
Minnesota Arrowhead Region	2.71	\$47,800	\$3,401	\$10,698	2.05	\$30,801	\$1,898	\$6,501
Washington and Chisago Counties, MN	1.48	\$23,687	\$1,871	\$7,120	1.23	\$16,933	\$639	\$4,610
Northwest Arkansas	2.76	\$49,786	\$3,318	\$9,775	2.02	\$29,163	\$2,033	\$5,806
Central Minnesota	2.69	\$53,685	\$2,617	\$10,804	1.91	\$32,600	\$785	\$6,393
Northeast Wisconsin	2.68	\$48,552	\$4,463	\$7,985	1.94	\$27,898	\$1,401	\$4,423
Southeast Minnesota	2.57	\$49,697	\$3,102	\$11,098	1.92	\$31,603	\$1,601	\$6,795
Cedar Rapids/Iowa City Cultural Corridor, IA	2.56	\$43,062	\$5,341	\$7,095	1.93	\$26,013	\$2,546	\$4,345
St. Croix Valley Region (WI,MN)	1.64	\$27,826	\$2,373	\$7,420	1.33	\$19,491	\$822	\$4,672
Northwest Louisiana	2.97	\$49,117	\$10,155	\$7,808	2.24	\$29,913	\$6,826	\$4,364
Greater Columbia, SC	3.32	\$59,772	\$5,575	\$8,556	2.35	\$33,320	\$2,387	\$4,791
Lehigh Valley, PA	3.83	\$50,527	\$4,073	\$7,886	2.77	\$28,883	\$1,060	\$4,715
East Maricopa County, AZ	2.98	\$52,776	\$5,611	\$8,784	2.17	\$29,331	\$2,083	\$5,264
Greater Buffalo, NY	3.13	\$55,218	\$13,900	\$7,642	2.21	\$29,588	\$7,113	\$3,608
Greater Portland, OR	2.71	\$51,910	\$4,342	\$3,733	1.91	\$27,781	\$1,084	\$409
Greater Harrisburg, PA	2.68	\$52,316	\$4,630	\$8,695	1.81	\$27,199	\$1,337	\$5,175
Kansas City Metro Region (MO,KS)	3.09	\$65,561	\$5,205	\$8,139	2.12	\$32,635	\$3,032	\$4,334
Greater Birmingham, AL	2.55	\$45,748	\$5,310	\$6,263	1.84	\$25,519	\$3,332	\$3,370

**Table 18:
Economic Impact per \$100,000 of Spending by Nonprofit Arts and Culture Audiences
per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	TOTAL Impact per \$100,000 of Spending				DIRECT Impact per \$100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Greater Cincinnati Region (OH,KY,IN)	3.14	\$57,138	\$6,137	\$9,089	2.21	\$30,294	\$2,058	\$4,850
Greater Milwaukee, WI	3.11	\$48,358	\$6,814	\$8,366	2.17	\$25,284	\$3,320	\$4,332
Minnesota Twin Cities' Metro Region	2.64	\$64,900	\$2,400	\$11,500	1.79	\$31,800	\$600	\$6,100
Central Florida Region	3.09	\$58,180	\$6,542	\$9,432	2.15	\$31,838	\$2,835	\$5,908
Greater Washington Metro Region (DC,VA,MD)	1.31	\$26,398	\$4,496	\$3,329	1.04	\$17,815	\$2,573	\$2,007
Greater Philadelphia, PA	2.50	\$39,798	\$6,022	\$6,673	1.75	\$21,613	\$2,875	\$3,946
Regional Average	2.64	\$47,653	\$4,656	\$8,586	1.94	\$28,515	\$2,217	\$5,093
Regional Standard Deviation	0.49	\$9,329	\$2,504	\$2,071	0.31	\$4,068	\$1,558	\$1,572
Regional 95% Confidence Interval	0.16	\$3,091	\$829	\$686	0.10	\$1,348	\$516	\$521

**Table 18:
Economic Impact per \$100,000 of Spending by Nonprofit Arts and Culture Audiences
per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	TOTAL Impact per \$100,000 of Spending				DIRECT Impact per \$100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
State of North Dakota	1.90	\$35,030	\$5,128	\$6,932	1.62	\$28,903	\$4,381	\$5,218
State of Delaware	2.63	\$60,154	\$1,368	\$5,764	1.87	\$33,290	\$569	\$1,551
State of Minnesota	2.52	\$59,800	\$2,573	\$10,900	1.79	\$30,963	\$900	\$6,782
State of Wisconsin	3.45	\$55,058	\$9,280	\$11,576	3.01	\$45,923	\$8,153	\$7,823
State of Pennsylvania	2.70	\$47,307	\$7,996	\$10,328	2.34	\$38,265	\$5,993	\$7,740
Statewide Average	2.64	\$51,470	\$5,269	\$9,100	2.13	\$35,469	\$3,999	\$5,823
Statewide Standard Deviation	0.55	\$10,551	\$3,392	\$2,584	0.56	\$6,806	\$3,269	\$2,608
Statewide 95% Confidence Interval	0.49	\$9,248	\$2,974	\$2,265	0.49	\$5,965	\$2,865	\$2,286

Table Notes:

¹ The results for the District of Columbia were excluded from the calculation of summary statistics due to Washington DC's unique status as a study partner with no state government.

Explanation of Table 19: Total Itemized Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

This table presents the total dollars spent by nonprofit arts and culture audiences as a direct result of their attendance to nonprofit arts and culture events in each participating study region during fiscal 2005. To calculate these figures, the dollars spent by resident attendees and non-resident attendees are summed. Therefore, the figures in Table 19 do not equal the average per person arts and culture event-related expenditure multiplied by total event attendance. Summary statistics are calculated for each population group.

Column Two:

The total dollars spent by all arts and culture audiences—both resident and non-resident—to purchase refreshments (e.g., snacks) while attending nonprofit arts and culture events.

Column Three:

The total dollars spent by all arts and culture audiences—both resident and non-resident—to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and culture events.

Column Four:

The total dollars spent by all arts and culture audiences—both resident and non-resident—to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and culture events.

Column Five:

The total dollars spent by all arts and culture audiences—both resident and non-resident—to purchase clothing or accessories for the purpose of attending nonprofit arts and culture events.

Column Six:

The total dollars spent by all arts and culture audiences—both resident and non-resident—on transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and culture events.

Column Seven:

The total dollars spent by all arts and culture audiences—both resident and non-resident—on child care for the purpose of attending nonprofit arts and culture events.

Column Eight:

The total dollars spent by all arts and culture audiences—both resident and non-resident—on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and culture events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

Column Nine:

The total dollars spent by all arts and culture audiences—both resident and non-resident—on miscellaneous products and services for the purpose of or as a result of attending nonprofit arts and culture events.

Column Ten:

The total expenditures made by all arts and culture audiences—both resident and non-resident—for the purpose of or as a result of attending nonprofit arts and culture events. This figure is the sum of Column Two through Column Nine.

**Table 19:
Total Itemized Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	ALL Arts Event Attendees (Both Resident and Non-Resident)								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Homer, AK	\$150,128	\$636,265	\$53,310	\$16,759	\$144,698	\$37,183	\$345,902	\$20,948	\$1,405,193
Gunnison County, CO	\$274,626	\$1,526,282	\$358,942	\$222,437	\$405,761	\$23,046	\$1,247,219	\$301,325	\$4,359,638
Teton County, WY	\$2,637,943	\$13,320,700	\$7,981,968	\$5,047,348	\$4,501,107	\$360,534	\$12,166,496	\$1,362,322	\$47,378,418
Bainbridge Island, WA	\$290,381	\$1,169,172	\$942,609	\$259,813	\$275,699	\$63,928	\$428,025	\$349,198	\$3,778,825
Fairfax, VA ¹	\$308,379	\$1,647,789	\$1,666,803	\$210,490	\$343,207	\$28,771	\$357,089	\$122,381	\$4,684,909
Laguna Beach, CA	\$2,929,015	\$8,850,569	\$5,291,817	\$3,419,112	\$2,094,183	\$377,495	\$6,192,306	\$2,748,555	\$31,903,052
Winter Park, FL	\$660,494	\$8,223,375	\$2,408,004	\$1,306,626	\$1,716,998	\$10,646	\$3,212,178	\$1,029,174	\$18,567,495
Wheeling, WV	\$303,688	\$1,114,488	\$484,300	\$235,118	\$279,597	\$32,170	\$1,583,138	\$253,502	\$4,286,001
Dover, DE ²	\$84,769	\$745,652	\$93,190	\$124,291	\$188,190	\$8,762	\$250,636	\$19,280	\$1,514,770
Iron County, UT	\$995,432	\$3,283,598	\$1,330,432	\$508,565	\$1,363,852	\$72,213	\$5,127,695	\$614,988	\$13,296,775
Pierce County, WI	\$410,181	\$531,395	\$295,465	\$158,477	\$496,752	\$20,485	\$192,382	\$159,812	\$2,264,949
Pittsfield, MA	\$456,608	\$4,351,837	\$981,026	\$526,452	\$502,131	\$109,879	\$1,303,858	\$68,741	\$8,300,532
Windham County, VT	\$113,172	\$961,807	\$221,637	\$156,129	\$143,525	\$13,464	\$252,689	\$10,586	\$1,873,009
Polk County, WI	\$224,297	\$358,565	\$376,215	\$29,952	\$327,188	\$35,679	\$247,563	\$20,929	\$1,620,388
Salina, KS	\$2,438,422	\$2,937,782	\$3,574,286	\$324,636	\$901,048	\$53,274	\$975,052	\$638,880	\$11,843,380
Group A Average	\$818,502	\$3,310,618	\$1,737,334	\$836,414	\$912,262	\$83,169	\$2,258,815	\$514,708	\$10,471,822
Percent of Group A Total	7.8%	31.6%	16.6%	8.0%	8.7%	0.8%	21.6%	4.9%	100.0%
Group A Median	\$356,935	\$1,347,727	\$713,455	\$247,466	\$451,257	\$36,431	\$1,111,136	\$277,414	\$4,322,820

**Table 19:
Total Itemized Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group B Population 50,000 to 99,999 Sample Size = 18	ALL Arts Event Attendees (Both Resident and Non-Resident)								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
New Brunswick, NJ	\$1,555,201	\$6,811,196	\$1,234,472	\$916,091	\$1,909,320	\$12,842	\$3,299,676	\$229,230	\$15,968,028
La Crosse, WI	\$73,234	\$631,090	\$52,168	\$66,268	\$239,919	\$28,119	\$143,014	\$44,521	\$1,278,333
Mansfield, OH	\$145,702	\$848,502	\$97,152	\$178,428	\$159,454	\$30,974	\$445,670	\$49,620	\$1,955,502
Lancaster, PA	\$1,185,245	\$5,471,646	\$6,603,061	\$938,393	\$687,739	\$141,803	\$1,949,681	\$1,065,198	\$18,042,766
Loveland, CO	\$524,911	\$1,711,297	\$1,601,159	\$242,850	\$210,160	\$17,784	\$378,500	\$8,626	\$4,695,287
Bradford County, PA	\$609,248	\$746,601	\$105,058	\$40,530	\$232,901	\$35,359	\$264,436	\$25,344	\$2,059,477
Missoula, MT	\$2,001,728	\$6,581,809	\$2,362,150	\$1,335,428	\$4,022,938	\$168,067	\$4,953,407	\$933,605	\$22,359,132
Oshkosh, WI	\$203,914	\$1,130,650	\$593,384	\$10,167	\$404,847	\$23,332	\$325,075	\$201,291	\$2,892,660
Portland, ME	\$923,379	\$5,258,040	\$4,470,898	\$279,346	\$900,059	\$200,450	\$2,718,259	\$604,024	\$15,354,455
Walnut Creek, CA	\$2,777,218	\$21,568,548	\$1,453,652	\$2,055,938	\$2,477,148	\$277,062	\$6,222,523	\$749,708	\$37,581,797
Saint Cloud, MN ²	\$133,698	\$560,020	\$168,917	\$95,668	\$192,518	\$12,652	\$205,614	\$69,919	\$1,439,006
Wilmington, DE ²	\$2,069,649	\$11,170,411	\$1,633,151	\$891,692	\$2,188,398	\$301,469	\$1,819,301	\$408,109	\$20,482,180
St. Croix County, WI	\$326,310	\$1,211,144	\$604,207	\$140,002	\$193,156	\$53,061	\$546,411	\$24,619	\$3,098,910
Lauderdale County, MS	\$238,800	\$683,096	\$381,225	\$221,853	\$309,547	\$47,692	\$62,061	\$2,765	\$1,947,039
Somerset County, PA	\$242,560	\$462,834	\$176,634	\$167,059	\$132,211	\$14,819	\$86,285	\$51,994	\$1,334,396
Josephine County, OR	\$176,432	\$751,400	\$348,649	\$96,169	\$181,920	\$13,713	\$171,549	\$154,840	\$1,894,672
Miami Beach, FL ²	\$5,143,220	\$25,903,843	\$3,469,575	\$4,712,394	\$9,353,665	\$454,899	\$28,008,804	\$2,140,277	\$79,186,677
Boulder, CO	\$1,309,860	\$7,081,065	\$981,223	\$849,184	\$1,556,170	\$312,298	\$2,966,276	\$2,151,459	\$17,207,535
Group B Average	\$1,091,128	\$5,476,844	\$1,463,152	\$735,414	\$1,408,448	\$119,244	\$3,031,475	\$495,286	\$13,820,991
Percent of Group B Total	7.9%	39.6%	10.6%	5.3%	10.2%	0.9%	21.9%	3.6%	100.0%
Group B Median	\$567,080	\$1,461,221	\$792,715	\$232,352	\$357,197	\$41,526	\$496,041	\$178,066	\$3,897,099

**Table 19:
Total Itemized Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group C Population 100,000 to 249,999 Sample Size = 29	ALL Arts Event Attendees (Both Resident and Non-Resident)								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Abilene, TX	\$1,275,836	\$4,139,379	\$1,407,028	\$1,145,743	\$1,275,557	\$56,948	\$2,653,961	\$410,075	\$12,364,527
Fort Collins, CO	\$1,352,444	\$4,580,917	\$1,543,520	\$578,612	\$715,437	\$185,458	\$1,642,246	\$49,608	\$10,648,242
Humboldt County, CA	\$1,215,157	\$1,795,339	\$2,168,020	\$544,774	\$689,948	\$62,682	\$1,226,258	\$540,392	\$8,242,570
Savannah, GA	\$2,384,140	\$7,790,555	\$4,030,699	\$482,416	\$1,698,508	\$315,427	\$6,603,898	\$1,438,232	\$24,743,875
Marathon County, WI	\$784,015	\$1,518,904	\$591,749	\$298,991	\$477,436	\$126,185	\$178,575	\$54,140	\$4,029,995
Fullerton, CA	\$1,318,417	\$3,179,525	\$2,516,376	\$159,617	\$299,725	\$55,309	\$1,343,945	\$212,220	\$9,085,134
Alexandria, VA	\$5,860,302	\$18,790,729	\$14,872,480	\$3,984,978	\$5,970,648	\$367,399	\$12,619,589	\$3,901,388	\$66,367,513
Island of Maui, HI	\$1,908,135	\$3,175,711	\$1,704,868	\$571,124	\$920,391	\$107,459	\$1,466,549	\$718,573	\$10,572,810
Pasadena, CA	\$5,538,175	\$18,979,189	\$4,114,001	\$1,861,734	\$3,819,092	\$166,255	\$5,568,660	\$1,716,729	\$41,763,835
Greater Burlington, VT	\$943,790	\$5,568,373	\$798,151	\$132,359	\$596,027	\$155,479	\$806,928	\$164,159	\$9,165,266
Tempe, AZ	\$51,579	\$928,656	\$50,230	\$48,481	\$72,775	\$5,535	\$58,040	\$41,467	\$1,256,763
Bay County, FL	\$251,536	\$501,443	\$267,448	\$111,372	\$170,174	\$17,129	\$299,219	\$238,336	\$1,856,657
Providence, RI	\$5,375,700	\$26,557,757	\$2,741,043	\$2,192,660	\$7,475,559	\$949,551	\$24,502,557	\$1,388,340	\$71,183,167
Ulster County, NY	\$27,960	\$384,270	\$110,299	\$24,146	\$98,685	\$12,494	\$172,604	\$8,047	\$838,505
Whatcom County, WA	\$594,950	\$2,024,911	\$1,078,531	\$309,204	\$385,577	\$74,886	\$889,768	\$105,336	\$5,463,163
Champaign County, IL	\$934,491	\$3,786,708	\$445,983	\$292,482	\$1,046,505	\$132,758	\$1,490,413	\$524,808	\$8,654,148
Doña Ana County, NM	\$80,517	\$595,626	\$421,008	\$125,419	\$171,487	\$19,103	\$149,786	\$267,905	\$1,830,851
Boise, ID	\$2,342,818	\$8,105,984	\$1,084,543	\$2,471,203	\$1,173,662	\$627,140	\$1,471,782	\$1,099,279	\$18,376,411
Tacoma, WA	\$2,193,826	\$8,785,545	\$1,639,789	\$981,665	\$1,495,887	\$167,004	\$1,937,088	\$661,254	\$17,862,058
Arlington County, VA	\$449,012	\$2,595,186	\$556,546	\$254,624	\$610,798	\$60,686	\$2,389,016	\$569,743	\$7,485,611
Glendale, CA	\$1,502,612	\$2,313,157	\$1,239,685	\$494,209	\$493,810	\$27,666	\$871,218	\$142,545	\$7,084,902
Lackawanna County, PA	\$800,833	\$2,642,561	\$1,203,388	\$430,332	\$434,795	\$111,586	\$424,328	\$199,165	\$6,246,988
Orlando, FL	\$7,196,940	\$17,475,876	\$2,751,143	\$3,379,110	\$9,034,135	\$1,833,659	\$15,712,211	\$1,337,254	\$58,720,328
Buncombe County, NC	\$7,682,633	\$17,886,508	\$7,613,671	\$2,265,941	\$3,983,337	\$397,779	\$7,383,016	\$1,157,886	\$48,370,771
Alachua County, FL	\$2,430,461	\$8,074,376	\$2,579,893	\$666,185	\$2,577,532	\$362,229	\$1,964,240	\$120,617	\$18,775,533
Chandler, AZ	\$484,711	\$2,798,416	\$403,255	\$460,223	\$484,154	\$84,363	\$351,497	\$148,545	\$5,215,164
Lincoln, NE	\$925,397	\$6,876,045	\$1,908,502	\$242,054	\$1,493,290	\$93,365	\$3,275,576	\$669,593	\$15,483,822
Kalamazoo County, MI	\$1,696,161	\$7,525,567	\$3,354,399	\$1,675,673	\$1,408,030	\$361,924	\$804,542	\$534,988	\$17,361,284
Santa Cruz County, CA	\$2,039,198	\$5,168,353	\$1,514,188	\$913,227	\$1,497,378	\$178,548	\$3,834,492	\$1,146,656	\$16,292,040
Group C Average	\$2,056,612	\$6,708,468	\$2,231,394	\$934,433	\$1,743,805	\$245,380	\$3,520,414	\$674,734	\$18,115,240
Percent of Group C Total	11.4%	37.0%	12.3%	5.2%	9.6%	1.4%	19.4%	3.7%	100.0%
Group C Median	\$1,318,417	\$4,139,379	\$1,514,188	\$494,209	\$920,391	\$126,185	\$1,471,782	\$524,808	\$10,572,810

**Table 19:
Total Itemized Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group D Population 250,000 to 499,999 Sample Size = 19	ALL Arts Event Attendees (Both Resident and Non-Resident)								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Saint Joseph County, IN	\$995,285	\$5,968,959	\$866,453	\$953,772	\$1,531,689	\$204,145	\$2,572,527	\$143,909	\$13,236,739
Anchorage, AK	\$1,592,941	\$8,907,338	\$634,805	\$1,380,947	\$1,679,206	\$440,518	\$1,578,900	\$1,031,547	\$17,246,202
Saint Paul, MN ²	\$12,884,738	\$44,383,234	\$30,583,578	\$2,575,668	\$17,426,846	\$1,800,497	\$15,047,011	\$1,286,064	\$125,987,636
Erie County, PA	\$853,746	\$3,458,948	\$279,595	\$475,306	\$848,408	\$117,861	\$602,881	\$51,564	\$6,688,309
Newark, NJ	\$21,164,252	\$30,859,659	\$16,256,856	\$10,698,562	\$9,550,597	\$1,494,050	\$9,757,585	\$3,628,745	\$103,410,306
Luzerne County, PA	\$813,697	\$4,058,697	\$420,435	\$1,042,964	\$787,720	\$211,250	\$534,242	\$219,236	\$8,088,241
Forsyth County, NC	\$11,163,561	\$14,705,815	\$4,284,773	\$3,881,734	\$5,673,600	\$496,001	\$4,983,941	\$2,941,415	\$48,130,840
Colorado Springs, CO	\$4,894,851	\$18,645,832	\$14,996,014	\$2,931,152	\$4,073,733	\$839,517	\$8,762,634	\$4,476,427	\$59,620,160
Minneapolis, MN ²	\$10,748,528	\$53,606,737	\$3,180,706	\$3,042,576	\$17,054,614	\$1,775,270	\$2,017,368	\$3,242,345	\$94,668,144
Orange County, NY	\$856,940	\$3,464,736	\$320,357	\$570,641	\$492,254	\$12,573	\$1,267,149	\$37,454	\$7,022,104
Tulsa, OK	\$1,872,540	\$7,326,776	\$2,113,146	\$2,122,933	\$1,876,090	\$438,679	\$2,763,385	\$1,400,289	\$19,913,838
Miami, FL ²	\$32,894,391	\$75,723,116	\$32,983,803	\$12,031,491	\$41,538,947	\$2,176,933	\$96,297,435	\$4,130,605	\$297,776,721
Santa Barbara County, CA	\$1,401,307	\$18,066,683	\$1,598,619	\$2,741,308	\$4,188,037	\$945,401	\$9,030,540	\$3,431,820	\$41,403,715
Mesa, AZ	\$2,290,100	\$6,858,617	\$3,124,695	\$1,256,129	\$1,855,594	\$310,163	\$2,236,967	\$364,354	\$18,296,619
Guilford County, NC	\$1,595,400	\$7,683,077	\$3,442,260	\$1,479,449	\$916,229	\$265,672	\$1,124,057	\$390,784	\$16,896,928
Dane County, WI	\$3,388,513	\$22,992,512	\$4,968,912	\$3,655,449	\$3,747,254	\$517,644	\$4,695,063	\$8,237,146	\$52,202,493
Sedgwick County, KS	\$2,145,334	\$10,331,039	\$2,097,153	\$2,139,028	\$2,499,052	\$241,731	\$1,607,996	\$495,285	\$21,556,618
Sonoma County, CA	\$2,725,188	\$10,821,218	\$5,789,747	\$809,662	\$2,850,581	\$458,033	\$6,439,411	\$2,031,087	\$31,924,927
Atlanta, GA	\$12,268,425	\$55,500,440	\$30,517,419	\$11,886,886	\$15,384,329	\$5,167,945	\$25,062,866	\$5,077,697	\$160,866,007
Group D Average	\$6,660,512	\$21,229,654	\$8,339,965	\$3,456,614	\$7,051,304	\$942,836	\$10,335,893	\$2,243,041	\$60,259,819
Percent of Group D Total	11.1%	35.2%	13.8%	5.7%	11.7%	1.6%	17.2%	3.7%	100.0%
Group D Median	\$2,290,100	\$10,821,218	\$3,180,706	\$2,139,028	\$2,850,581	\$458,033	\$2,763,385	\$1,400,289	\$31,924,927

**Table 19:
Total Itemized Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	ALL Arts Event Attendees (Both Resident and Non-Resident)								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Nashville-Davidson County, TN	\$8,144,451	\$21,990,161	\$7,226,380	\$5,970,147	\$8,360,556	\$1,184,290	\$13,789,602	\$1,704,136	\$68,369,723
District of Columbia	\$8,626,098	\$42,888,899	\$12,317,256	\$4,126,709	\$12,091,456	\$832,035	\$33,061,523	\$4,979,565	\$118,923,541
Seattle, WA	\$8,428,065	\$34,687,644	\$12,513,792	\$2,997,259	\$10,470,143	\$1,522,700	\$14,409,781	\$7,726,377	\$92,755,761
Baltimore, MD	\$17,376,090	\$25,728,209	\$27,713,248	\$5,252,129	\$7,602,481	\$1,063,215	\$27,935,369	\$2,899,695	\$115,570,436
Jefferson County, AL	\$8,001,528	\$24,387,598	\$5,263,318	\$5,908,323	\$7,587,298	\$1,255,973	\$10,852,037	\$736,940	\$63,993,015
Austin, TX	\$17,357,871	\$47,284,459	\$11,018,262	\$8,606,473	\$18,746,734	\$2,142,968	\$28,135,146	\$4,858,415	\$138,150,328
Louisville-Jefferson County, KY ³	\$17,880,560	\$54,702,672	\$22,705,482	\$8,809,334	\$15,584,067	\$2,008,013	\$25,732,717	\$5,075,568	\$152,498,413
Monroe County, NY	\$7,881,187	\$23,678,745	\$14,384,257	\$3,089,935	\$6,668,404	\$635,990	\$5,798,725	\$3,133,682	\$65,270,925
San Francisco, CA	\$60,941,420	\$186,196,795	\$73,791,059	\$36,783,001	\$58,227,214	\$5,592,748	\$133,585,068	\$17,833,468	\$572,950,773
Wake County, NC	\$7,784,133	\$30,000,526	\$6,218,603	\$7,619,144	\$5,907,772	\$785,905	\$2,774,318	\$935,495	\$62,025,896
Indianapolis, IN	\$33,937,220	\$81,379,259	\$57,627,375	\$17,083,129	\$22,431,747	\$1,140,559	\$63,060,138	\$10,243,820	\$286,903,247
Mecklenburg County, NC	\$9,463,514	\$43,257,134	\$8,592,940	\$6,811,492	\$7,892,026	\$2,575,445	\$15,137,724	\$2,289,848	\$96,020,123
Prince George's County, MD ⁴	\$2,008,726	\$8,428,800	\$4,746,588	\$1,272,354	\$2,294,285	\$165,532	\$5,432,137	\$602,506	\$24,950,928
Greater Hartford, CT ²	\$17,626,247	\$50,803,460	\$7,757,826	\$4,998,039	\$9,248,027	\$2,808,908	\$5,532,852	\$491,737	\$99,267,096
Milwaukee County, WI	\$7,702,098	\$39,521,434	\$5,127,501	\$1,287,299	\$7,591,179	\$828,657	\$23,594,120	\$4,450,867	\$90,103,155
Pima County, AZ	\$2,802,544	\$10,594,607	\$7,194,311	\$1,295,511	\$2,523,849	\$152,783	\$2,083,869	\$2,093,133	\$28,740,607
Montgomery County, MD ⁴	\$5,265,043	\$22,092,614	\$12,441,216	\$3,334,949	\$6,013,517	\$433,875	\$14,238,095	\$1,579,220	\$65,398,529
Pinellas County, FL	\$14,235,217	\$26,028,006	\$24,208,521	\$6,265,501	\$9,167,388	\$840,316	\$16,500,732	\$2,883,746	\$100,129,427
Westchester County, NY	\$5,291,789	\$19,038,732	\$9,317,726	\$2,478,086	\$4,347,174	\$1,316,184	\$3,068,362	\$2,998,463	\$47,856,516
Group E Average	\$13,723,884	\$41,720,513	\$17,377,140	\$7,052,043	\$11,723,964	\$1,436,110	\$23,406,438	\$4,079,825	\$120,519,917
Percent of Group E Total	11.4%	34.6%	14.4%	5.9%	9.7%	1.2%	19.4%	3.4%	100.0%
Group E Median	\$8,527,082	\$32,344,085	\$10,167,994	\$5,580,226	\$8,126,291	\$1,162,425	\$14,773,753	\$2,949,079	\$94,387,942

**Table 19:
Total Itemized Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group F Population 1,000,000 or More Sample Size = 16	ALL Arts Event Attendees (Both Resident and Non-Resident)								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Fairfax County, VA	\$2,455,623	\$13,121,333	\$13,272,755	\$1,676,120	\$2,732,953	\$229,104	\$2,843,484	\$974,512	\$37,305,884
Orange County, FL	\$10,380,251	\$25,496,578	\$8,882,146	\$6,773,027	\$11,723,629	\$1,563,676	\$14,974,022	\$2,101,195	\$81,894,524
Greater Columbus, OH	\$26,276,504	\$56,351,246	\$46,495,572	\$6,076,238	\$12,220,869	\$2,681,727	\$28,303,636	\$2,338,716	\$180,744,508
Allegheny County, PA	\$7,507,017	\$59,719,283	\$9,500,382	\$5,986,611	\$12,726,171	\$1,305,315	\$12,445,089	\$1,677,772	\$110,867,640
Palm Beach County, FL	\$11,330,392	\$24,501,152	\$8,743,339	\$4,163,455	\$5,077,841	\$238,358	\$5,659,450	\$2,483,222	\$62,197,209
City and County of St. Louis, MO	\$50,098,720	\$86,051,397	\$48,442,963	\$25,462,439	\$24,558,670	\$5,918,473	\$34,281,663	\$9,444,121	\$284,258,446
Phoenix, AZ	\$18,398,688	\$73,756,662	\$38,773,296	\$8,797,358	\$35,443,151	\$1,390,644	\$49,833,197	\$1,640,171	\$228,033,167
Philadelphia County, PA	\$77,121,877	\$229,408,442	\$59,446,301	\$21,476,869	\$77,965,642	\$6,932,793	\$162,455,241	\$47,877,149	\$682,684,314
Suffolk County, NY	\$2,368,355	\$10,917,148	\$1,803,251	\$1,772,681	\$2,149,680	\$218,490	\$1,531,178	\$52,718	\$20,813,501
Santa Clara County, CA	\$5,873,409	\$20,196,788	\$6,218,674	\$2,193,649	\$5,337,036	\$690,160	\$8,996,500	\$3,686,644	\$53,192,860
Clark County, NV	\$14,931,285	\$37,957,105	\$19,832,817	\$5,725,275	\$13,806,037	\$593,048	\$36,269,769	\$5,539,215	\$134,654,551
Broward County, FL	\$12,462,381	\$30,696,314	\$7,598,668	\$7,291,501	\$8,064,261	\$247,124	\$18,061,356	\$2,897,142	\$87,318,747
Riverside County, CA	\$3,399,580	\$11,910,146	\$1,692,707	\$1,166,815	\$2,489,830	\$265,066	\$3,994,973	\$1,881,703	\$26,800,820
Houston, TX ^{2,5}	n/a	\$135,782,451	\$76,127,627	\$35,594,363	\$46,292,492	\$5,834,598	\$56,659,984	n/a	\$356,291,515
Miami-Dade County, FL ²	\$46,166,326	\$157,241,313	\$55,963,070	\$27,270,413	\$63,163,046	\$5,565,137	\$138,691,834	\$7,847,528	\$501,908,667
Chicago, IL	\$31,648,353	\$155,896,410	\$51,587,207	\$18,710,082	\$58,863,173	\$4,160,921	\$95,268,055	\$16,818,654	\$432,952,855
Group F Average	\$21,361,251	\$66,214,754	\$25,216,877	\$9,636,169	\$22,421,466	\$2,133,336	\$40,907,296	\$7,150,697	\$195,041,846
Percent of Group F Total	11.0%	33.9%	12.9%	4.9%	11.5%	1.1%	21.0%	3.7%	100.0%
Group F Median	\$12,462,381	\$37,957,105	\$13,272,755	\$6,076,238	\$12,220,869	\$1,305,315	\$18,061,356	\$2,483,222	\$110,867,640

Average (Groups A - F)	\$6,950,277	\$22,017,935	\$8,556,394	\$3,452,950	\$6,805,725	\$762,695	\$12,567,430	\$2,292,156	\$63,405,562
Percent of Total (Groups A - F)	11.0%	34.7%	13.5%	5.4%	10.7%	1.2%	19.8%	3.6%	100.0%
Median (Groups A - F)	\$2,145,334	\$8,223,375	\$2,516,376	\$1,287,299	\$1,909,320	\$241,731	\$2,774,318	\$749,708	\$19,913,838

**Table 19:
Total Itemized Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	ALL Arts Event Attendees (Both Resident and Non-Resident)								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Wood River Valley, ID	\$373,466	\$887,317	\$474,684	\$252,516	\$155,150	\$26,162	\$391,277	\$43,851	\$2,604,423
Portsmouth Seacoast Area (NH,ME)	\$3,051,096	\$10,216,371	\$4,261,333	\$702,158	\$2,019,062	\$343,078	\$4,315,534	\$615,793	\$25,524,425
Greater Minot, ND	\$706,568	\$1,464,688	\$794,734	\$425,299	\$371,430	\$95,678	\$596,345	\$84,720	\$4,539,462
North Central Minnesota ²	\$188,730	\$285,339	\$460,121	\$73,744	\$222,482	\$8,517	\$161,773	\$9,715	\$1,410,421
Northwest Minnesota ²	\$53,436	\$170,828	\$77,689	\$106,131	\$158,077	\$33,912	\$94,081	\$50,575	\$744,729
East Central Minnesota ²	\$378,973	\$1,386,331	\$1,912,716	\$243,620	\$838,267	\$43,436	\$816,936	\$470,090	\$6,090,369
Minnesota Brainerd Lakes Region ²	\$35,845	\$111,414	\$70,288	\$19,764	\$49,659	\$4,954	\$30,041	\$13,061	\$335,026
Black Hills Region, SD	\$14,455,796	\$43,301,000	\$45,868,024	\$11,250,194	\$9,890,450	\$3,750,065	\$5,832,178	\$5,064,286	\$139,411,993
Fargo-Moorhead Region (ND,MN)	\$3,558,948	\$6,677,213	\$5,912,617	\$1,212,989	\$1,588,024	\$171,259	\$3,438,846	\$1,409,457	\$23,969,353
Minnesota Lake Region ²	\$852,485	\$1,830,704	\$1,926,685	\$478,481	\$1,405,814	\$234,221	\$1,206,873	\$296,209	\$8,231,472
South Central Minnesota ²	\$650,846	\$2,440,416	\$678,378	\$476,829	\$1,322,769	\$65,151	\$399,160	\$163,277	\$6,196,826
Southwest Minnesota ²	\$99,661	\$263,062	\$227,092	\$41,198	\$215,879	\$17,587	\$35,264	\$13,198	\$912,941
Minnesota Arrowhead Region ²	\$1,065,297	\$6,830,768	\$3,555,103	\$855,202	\$3,026,754	\$132,100	\$7,047,050	\$1,454,152	\$23,966,426
Washington and Chisago Counties, MN	\$291,860	\$624,573	\$464,340	\$89,089	\$234,988	\$2,213	\$386,117	\$97,856	\$2,191,036
Northwest Arkansas	\$1,017,475	\$1,733,271	\$1,063,290	\$518,039	\$375,248	\$107,342	\$1,290,707	\$42,933	\$6,148,305
Central Minnesota ²	\$454,992	\$852,674	\$350,636	\$209,448	\$513,246	\$94,635	\$124,321	\$74,918	\$2,674,870
Northeast Wisconsin	\$327,057	\$2,158,287	\$740,201	\$361,604	\$522,245	\$80,771	\$563,279	\$243,289	\$4,996,733
Southeast Minnesota ²	\$604,521	\$3,616,728	\$1,440,422	\$1,030,609	\$1,982,804	\$57,987	\$2,071,248	\$188,297	\$10,992,616
Cedar Rapids/Iowa City Cultural Corridor, IA	\$4,715,704	\$11,236,125	\$3,920,315	\$2,163,721	\$4,098,097	\$203,094	\$4,332,373	\$634,094	\$31,303,523
St. Croix Valley Region (WI,MN)	\$1,264,009	\$2,608,363	\$2,157,545	\$369,711	\$1,357,722	\$121,793	\$1,049,237	\$681,171	\$9,609,551
Northwest Louisiana	\$4,828,303	\$24,931,663	\$4,844,281	\$2,696,468	\$6,765,982	\$136,345	\$7,308,960	\$3,868,379	\$55,380,381
Greater Columbia, SC	\$4,765,938	\$13,560,841	\$2,750,651	\$897,015	\$1,829,098	\$1,331,054	\$3,839,359	\$479,446	\$29,453,402
Lehigh Valley, PA	\$15,357,059	\$42,267,435	\$16,876,656	\$6,082,576	\$9,206,874	\$1,593,260	\$7,720,048	\$1,405,641	\$100,509,549
East Maricopa County, AZ	\$2,035,435	\$13,185,711	\$2,410,062	\$1,425,867	\$1,912,218	\$283,078	\$2,944,722	\$575,611	\$24,772,704
Greater Buffalo, NY	\$7,247,595	\$31,368,697	\$7,009,614	\$3,993,298	\$4,924,980	\$854,655	\$4,250,284	\$2,676,579	\$62,325,702
Greater Portland, OR	\$11,734,078	\$71,516,803	\$18,697,379	\$10,986,510	\$15,717,950	\$2,827,321	\$16,689,245	\$3,364,821	\$151,534,107
Greater Harrisburg, PA	\$2,113,698	\$10,144,910	\$7,636,306	\$1,438,973	\$1,497,680	\$208,555	\$2,719,211	\$1,910,860	\$27,670,193
Kansas City Metro Region (MO,KS) ²	\$10,150,802	\$44,268,351	\$5,257,330	\$4,309,954	\$12,756,969	\$1,246,043	\$4,046,716	\$3,588,971	\$85,625,136
Greater Birmingham, AL	\$6,993,952	\$30,590,014	\$4,833,266	\$4,328,447	\$6,525,194	\$884,634	\$13,045,331	\$1,105,816	\$68,306,654

**Table 19:
Total Itemized Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	ALL Arts Event Attendees (Both Resident and Non-Resident)								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Greater Cincinnati Region (OH,KY,IN)	\$15,044,779	\$47,802,568	\$7,195,152	\$7,377,805	\$10,340,392	\$1,024,424	\$9,061,318	\$10,267,407	\$108,113,845
Greater Milwaukee, WI	\$7,534,148	\$41,456,753	\$4,369,955	\$1,436,908	\$9,478,792	\$979,308	\$26,551,591	\$3,303,950	\$95,111,405
Minnesota Twin Cities' Metro Region ²	\$26,371,092	\$125,221,625	\$27,205,843	\$30,205,056	\$39,949,770	\$4,013,403	\$7,388,968	\$6,781,048	\$267,136,805
Central Florida Region	\$12,428,369	\$30,586,704	\$9,904,417	\$7,822,089	\$11,595,220	\$1,693,176	\$11,583,070	\$2,065,829	\$87,678,874
Greater Washington Metro Region (DC,VA,MD)	\$75,293,491	\$315,938,553	\$177,917,366	\$47,691,913	\$85,997,188	\$6,204,697	\$203,614,005	\$22,583,865	\$935,241,076
Greater Philadelphia, PA	\$63,313,934	\$250,785,904	\$62,288,167	\$19,148,030	\$64,113,373	\$6,733,920	\$184,947,506	\$39,920,735	\$691,251,569
Regional Average	\$8,553,127	\$34,066,343	\$12,444,362	\$4,877,750	\$8,941,710	\$1,017,367	\$15,425,514	\$3,301,426	\$88,627,599
Percent of Regional Total	9.7%	38.4%	14.0%	5.5%	10.1%	1.1%	17.4%	3.7%	100.0%
Regional Median	\$2,113,698	\$10,144,910	\$3,555,103	\$1,030,609	\$1,912,218	\$203,094	\$3,438,846	\$634,094	\$24,772,704

**Table 19:
Total Itemized Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	ALL Arts Event Attendees (Both Resident and Non-Resident)								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
State of North Dakota	\$7,460,218	\$15,055,451	\$12,982,576	\$3,519,089	\$4,231,945	\$570,452	\$6,784,955	\$4,431,018	\$55,035,704
State of Delaware ²	\$5,285,182	\$17,672,252	\$3,649,050	\$2,384,123	\$4,246,263	\$595,283	\$4,557,846	\$3,580,840	\$41,970,839
State of Minnesota ²	\$33,846,578	\$94,555,269	\$67,296,778	\$23,171,006	\$60,906,952	\$5,109,296	\$45,956,916	\$21,839,161	\$352,681,956
State of Wisconsin	\$13,214,873	\$71,919,291	\$18,916,475	\$8,575,930	\$17,440,773	\$2,262,953	\$28,939,841	\$9,658,433	\$170,928,569
State of Pennsylvania	\$90,733,265	\$358,523,112	\$117,206,762	\$43,488,536	\$84,256,137	\$10,303,498	\$215,863,400	\$40,619,812	\$960,994,522
Statewide Average	\$30,108,023	\$111,545,075	\$44,010,328	\$16,227,737	\$34,216,414	\$3,768,296	\$60,420,592	\$16,025,853	\$316,322,318
Percent of Statewide Total	9.5%	35.3%	13.9%	5.1%	10.8%	1.2%	19.1%	5.1%	100.0%
Statewide Median	\$13,214,873	\$71,919,291	\$18,916,475	\$8,575,930	\$17,440,773	\$2,262,953	\$28,939,841	\$9,658,433	\$170,928,569

Table Notes:

- ¹ Zero audience-intercept surveys were collected from attendees to arts and culture events in the City of Fairfax (VA). To calculate the estimated audience spending in the City of Fairfax, the average per person audience expenditures for Fairfax County were used.
- ² Audience-intercept surveys were collected throughout 2005 rather than 2006 in these study regions.
- ³ Zero audience-intercept surveys were collected from attendees to arts and culture events in Louisville-Jefferson County (KY). To calculate the estimated audience spending in Louisville-Jefferson County, the average per person audience expenditures for Population Group E were used.
- ⁴ Zero audience-intercept surveys were collected from attendees to arts and culture events in Montgomery and Prince George's Counties (MD). To calculate the estimated audience spending in Montgomery and Prince George's Counties, the average per person audience expenditures for the Greater Washington DC Metropolitan Region were used.
- ⁵ The audience-intercept survey instrument used in the City of Houston (TX) was slightly different than the audience-intercept survey instrument used to collect audience expenditure information in all other study regions. Refreshments and meals were combined into one category; therefore, "\$0" is listed under Refreshments on this table. The City of Houston has been excluded from the calculation of summary statistics where applicable.

Explanation of Table 20: Average per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

This table presents the average dollars spent per person by nonprofit arts and culture audiences as a direct result of their attendance to nonprofit arts and culture events in each participating study region during fiscal 2005. Summary statistics are calculated for each population group.

Column Two:

The average dollars spent per person by all arts and culture audiences—both resident and non-resident—to purchase refreshments (e.g., snacks, drinks) while attending nonprofit arts and culture events.

Column Three:

The average dollars spent per person by all arts and culture audiences—both resident and non-resident—to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and culture events.

Column Four:

The average dollars spent per person by all arts and culture audiences—both resident and non-resident—to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and culture events.

Column Five:

The average dollars spent per person by all arts and culture audiences—both resident and non-resident—to purchase clothing or accessories for the purpose of attending nonprofit arts and culture events.

Column Six:

The average dollars spent per person by all arts and culture audiences—both resident and non-resident—on transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and culture events.

Column Seven:

The average dollars spent per person by all arts and culture audiences—both resident and non-resident—on child care for the purpose of attending nonprofit arts and culture events.

Column Eight:

The average dollars spent per person by all arts and culture audiences—both resident and non-resident—on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and culture events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

Column Nine:

The average dollars spent per person by all arts and culture audiences—both resident and non-resident—on miscellaneous products and services for the purpose of or as a result of attending nonprofit arts and culture events.

Column Ten:

The average total dollars spent per person by all arts and culture audiences—both resident and non-resident—for the purpose of or as a result of attending nonprofit arts and culture events. This figure is the sum of Column Two through Column Nine.

**Table 20:
Average per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	ALL Arts Event Attendees (Both Resident and Non-Resident)								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Homer, AK	\$2.24	\$9.50	\$0.79	\$0.25	\$2.16	\$0.55	\$5.16	\$0.31	\$20.96
Gunnison County, CO	\$3.04	\$16.87	\$3.97	\$2.46	\$4.49	\$0.25	\$13.78	\$3.33	\$48.19
Teton County, WY	\$2.78	\$14.05	\$8.42	\$5.33	\$4.75	\$0.38	\$12.84	\$1.44	\$49.99
Bainbridge Island, WA	\$2.30	\$9.25	\$7.46	\$2.06	\$2.18	\$0.51	\$3.39	\$2.76	\$29.91
Fairfax, VA ¹	\$1.60	\$8.54	\$8.63	\$1.09	\$1.78	\$0.15	\$1.85	\$0.63	\$24.27
Laguna Beach, CA	\$5.09	\$15.37	\$9.19	\$5.94	\$3.64	\$0.66	\$10.75	\$4.77	\$55.41
Winter Park, FL	\$0.94	\$11.78	\$3.45	\$1.87	\$2.46	\$0.02	\$4.60	\$1.48	\$26.60
Wheeling, WV	\$1.79	\$9.01	\$4.10	\$1.47	\$2.33	\$0.17	\$11.04	\$3.42	\$33.33
Dover, DE ²	\$0.58	\$5.11	\$0.64	\$0.85	\$1.29	\$0.06	\$1.72	\$0.13	\$10.38
Iron County, UT	\$5.05	\$16.67	\$6.76	\$2.58	\$6.92	\$0.36	\$26.03	\$3.12	\$67.49
Pierce County, WI	\$3.44	\$4.46	\$2.48	\$1.33	\$4.17	\$0.17	\$1.62	\$1.34	\$19.01
Pittsfield, MA	\$2.02	\$19.28	\$4.35	\$2.33	\$2.22	\$0.49	\$5.78	\$0.31	\$36.78
Windham County, VT	\$0.89	\$7.61	\$1.75	\$1.24	\$1.14	\$0.10	\$2.00	\$0.09	\$14.82
Polk County, WI	\$2.46	\$3.95	\$4.14	\$0.33	\$3.59	\$0.39	\$2.72	\$0.23	\$17.81
Salina, KS	\$4.49	\$5.41	\$6.57	\$0.60	\$1.66	\$0.10	\$1.79	\$1.17	\$21.79
Group A Average	\$2.65	\$10.59	\$4.58	\$2.05	\$3.07	\$0.30	\$7.37	\$1.71	\$32.32
Percent of Group A Total	8.2%	32.8%	14.2%	6.3%	9.5%	0.9%	22.8%	5.3%	100.0%
Group A Median	\$2.38	\$9.38	\$4.12	\$1.67	\$2.40	\$0.31	\$4.88	\$1.39	\$28.26

**Table 20:
Average per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group B Population 50,000 to 99,999 Sample Size = 18	ALL Arts Event Attendees (Both Resident and Non-Resident)								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
New Brunswick, NJ	\$2.85	\$12.49	\$2.27	\$1.68	\$3.50	\$0.03	\$6.05	\$0.42	\$29.29
La Crosse, WI	\$0.81	\$6.93	\$0.58	\$0.73	\$2.64	\$0.32	\$1.57	\$0.49	\$14.07
Mansfield, OH	\$0.90	\$5.24	\$0.60	\$1.10	\$0.99	\$0.19	\$2.75	\$0.31	\$12.08
Lancaster, PA	\$2.35	\$10.84	\$13.08	\$1.86	\$1.36	\$0.28	\$3.86	\$2.11	\$35.74
Loveland, CO	\$2.48	\$8.09	\$7.57	\$1.15	\$1.00	\$0.08	\$1.79	\$0.04	\$22.20
Bradford County, PA	\$3.90	\$4.79	\$0.67	\$0.26	\$1.49	\$0.23	\$1.70	\$0.16	\$13.20
Missoula, MT	\$2.32	\$7.62	\$2.73	\$1.54	\$4.66	\$0.19	\$5.74	\$1.08	\$25.88
Oshkosh, WI	\$1.51	\$8.37	\$4.39	\$0.07	\$2.99	\$0.17	\$2.41	\$1.49	\$21.40
Portland, ME	\$1.90	\$10.80	\$9.19	\$0.58	\$1.85	\$0.41	\$5.58	\$1.24	\$31.55
Walnut Creek, CA	\$2.42	\$18.82	\$1.26	\$1.80	\$2.16	\$0.24	\$5.43	\$0.66	\$32.79
Saint Cloud, MN ²	\$1.13	\$4.73	\$1.43	\$0.81	\$1.63	\$0.10	\$1.74	\$0.59	\$12.16
Wilmington, DE ²	\$2.07	\$11.20	\$1.64	\$0.89	\$2.19	\$0.30	\$1.82	\$0.41	\$20.52
St. Croix County, WI	\$1.69	\$6.25	\$3.12	\$0.72	\$1.00	\$0.27	\$2.82	\$0.12	\$15.99
Lauderdale County, MS	\$2.83	\$8.09	\$4.52	\$2.63	\$3.67	\$0.57	\$0.74	\$0.04	\$23.09
Somerset County, PA	\$2.49	\$4.75	\$1.81	\$1.71	\$1.36	\$0.15	\$0.88	\$0.53	\$13.68
Josephine County, OR	\$2.29	\$9.75	\$4.53	\$1.25	\$2.36	\$0.17	\$2.22	\$2.01	\$24.58
Miami Beach, FL ²	\$3.05	\$15.37	\$2.05	\$2.79	\$5.55	\$0.27	\$16.61	\$1.27	\$46.96
Boulder, CO	\$2.11	\$11.39	\$1.58	\$1.36	\$2.50	\$0.50	\$4.77	\$3.46	\$27.67
Group B Average	\$2.17	\$9.20	\$3.50	\$1.27	\$2.38	\$0.25	\$3.80	\$0.91	\$23.48
Percent of Group B Total	9.2%	39.2%	14.9%	5.4%	10.1%	1.1%	16.2%	3.9%	100.0%
Group B Median	\$2.31	\$8.23	\$2.16	\$1.20	\$2.18	\$0.24	\$2.58	\$0.56	\$22.65

**Table 20:
Average per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group C Population 100,000 to 249,999 Sample Size = 29	ALL Arts Event Attendees (Both Resident and Non-Resident)								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Abilene, TX	\$2.62	\$8.51	\$2.89	\$2.36	\$2.62	\$0.11	\$5.46	\$0.84	\$25.41
Fort Collins, CO	\$2.12	\$7.18	\$2.42	\$0.91	\$1.12	\$0.29	\$2.57	\$0.08	\$16.69
Humboldt County, CA	\$5.04	\$7.45	\$8.99	\$2.25	\$2.86	\$0.26	\$5.08	\$2.24	\$34.17
Savannah, GA	\$3.89	\$12.70	\$6.57	\$0.78	\$2.77	\$0.51	\$10.76	\$2.35	\$40.33
Marathon County, WI	\$2.51	\$4.87	\$1.90	\$0.96	\$1.53	\$0.40	\$0.57	\$0.18	\$12.92
Fullerton, CA	\$3.75	\$9.05	\$7.16	\$0.45	\$0.85	\$0.16	\$3.82	\$0.60	\$25.84
Alexandria, VA	\$3.50	\$11.23	\$8.88	\$2.38	\$3.57	\$0.22	\$7.54	\$2.33	\$39.65
Island of Maui, HI	\$6.08	\$10.12	\$5.43	\$1.82	\$2.93	\$0.34	\$4.67	\$2.29	\$33.68
Pasadena, CA	\$3.24	\$11.10	\$2.40	\$1.09	\$2.23	\$0.09	\$3.26	\$1.00	\$24.41
Greater Burlington, VT	\$1.86	\$11.00	\$1.57	\$0.26	\$1.18	\$0.31	\$1.59	\$0.33	\$18.10
Tempe, AZ	\$0.64	\$11.56	\$0.63	\$0.60	\$0.91	\$0.07	\$0.72	\$0.51	\$15.64
Bay County, FL	\$3.36	\$6.70	\$3.57	\$1.48	\$2.27	\$0.23	\$4.00	\$3.21	\$24.82
Providence, RI	\$2.01	\$9.92	\$1.02	\$0.82	\$2.79	\$0.35	\$9.15	\$0.52	\$26.58
Ulster County, NY	\$1.02	\$14.02	\$4.02	\$0.88	\$3.60	\$0.45	\$6.30	\$0.29	\$30.58
Whatcom County, WA	\$1.75	\$5.96	\$3.17	\$0.91	\$1.13	\$0.22	\$2.62	\$0.31	\$16.07
Champaign County, IL	\$1.80	\$7.30	\$0.86	\$0.56	\$2.02	\$0.26	\$2.88	\$1.01	\$16.69
Doña Ana County, NM	\$0.56	\$4.09	\$2.89	\$0.86	\$1.18	\$0.13	\$1.03	\$1.84	\$12.58
Boise, ID	\$3.12	\$10.79	\$1.44	\$3.29	\$1.56	\$0.83	\$1.96	\$1.46	\$24.45
Tacoma, WA	\$2.51	\$10.08	\$1.88	\$1.12	\$1.71	\$0.19	\$2.22	\$0.76	\$20.47
Arlington County, VA	\$2.17	\$12.55	\$2.69	\$1.23	\$2.96	\$0.30	\$11.55	\$2.76	\$36.21
Glendale, CA	\$5.38	\$8.27	\$4.44	\$1.77	\$1.76	\$0.10	\$3.12	\$0.51	\$25.35
Lackawanna County, PA	\$2.85	\$9.40	\$4.28	\$1.53	\$1.55	\$0.40	\$1.51	\$0.71	\$22.23
Orlando, FL	\$4.15	\$10.08	\$1.59	\$1.94	\$5.21	\$1.06	\$9.06	\$0.77	\$33.86
Buncombe County, NC	\$6.30	\$14.65	\$6.24	\$1.86	\$3.27	\$0.33	\$6.05	\$0.95	\$39.65
Alachua County, FL	\$2.36	\$7.84	\$2.50	\$0.65	\$2.51	\$0.35	\$1.91	\$0.12	\$18.24
Chandler, AZ	\$1.30	\$7.49	\$1.08	\$1.23	\$1.29	\$0.23	\$0.94	\$0.40	\$13.96
Lincoln, NE	\$0.72	\$5.35	\$1.48	\$0.19	\$1.16	\$0.07	\$2.55	\$0.52	\$12.04
Kalamazoo County, MI	\$2.15	\$9.53	\$4.25	\$2.12	\$1.78	\$0.46	\$1.02	\$0.68	\$21.99
Santa Cruz County, CA	\$3.79	\$9.61	\$2.81	\$1.70	\$2.78	\$0.33	\$7.13	\$2.14	\$30.29
Group C Average	\$2.85	\$9.26	\$3.42	\$1.31	\$2.18	\$0.31	\$4.17	\$1.09	\$24.59
Percent of Group C Total	11.6%	37.7%	13.9%	5.3%	8.9%	1.3%	17.0%	4.4%	100.0%
Group C Median	\$2.51	\$9.53	\$2.81	\$1.12	\$2.02	\$0.29	\$3.12	\$0.76	\$24.45

**Table 20:
Average per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group D Population 250,000 to 499,999 Sample Size = 19	ALL Arts Event Attendees (Both Resident and Non-Resident)								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Saint Joseph County, IN	\$1.99	\$11.91	\$1.73	\$1.90	\$3.05	\$0.41	\$5.13	\$0.29	\$26.41
Anchorage, AK	\$2.32	\$13.00	\$0.93	\$2.02	\$2.45	\$0.64	\$2.31	\$1.51	\$25.18
Saint Paul, MN ²	\$2.34	\$8.05	\$5.55	\$0.46	\$3.16	\$0.32	\$2.73	\$0.23	\$22.84
Erie County, PA	\$1.95	\$7.88	\$0.64	\$1.08	\$1.93	\$0.27	\$1.38	\$0.12	\$15.25
Newark, NJ	\$6.86	\$10.00	\$5.26	\$3.47	\$3.10	\$0.48	\$3.16	\$1.18	\$33.51
Luzerne County, PA	\$2.11	\$10.56	\$1.10	\$2.71	\$2.05	\$0.55	\$1.39	\$0.57	\$21.04
Forsyth County, NC	\$5.69	\$7.50	\$2.19	\$1.98	\$2.89	\$0.25	\$2.54	\$1.50	\$24.54
Colorado Springs, CO	\$3.36	\$12.79	\$10.29	\$2.01	\$2.79	\$0.57	\$6.02	\$3.07	\$40.90
Minneapolis, MN ²	\$2.31	\$11.55	\$0.69	\$0.66	\$3.67	\$0.38	\$0.44	\$0.70	\$20.40
Orange County, NY	\$1.84	\$7.46	\$0.69	\$1.23	\$1.06	\$0.03	\$2.73	\$0.08	\$15.12
Tulsa, OK	\$2.58	\$10.11	\$2.91	\$2.93	\$2.59	\$0.61	\$3.81	\$1.93	\$27.47
Miami, FL ²	\$4.92	\$11.32	\$4.93	\$1.80	\$6.21	\$0.32	\$14.39	\$0.62	\$44.51
Santa Barbara County, CA	\$0.97	\$12.53	\$1.11	\$1.90	\$2.90	\$0.66	\$6.26	\$2.38	\$28.71
Mesa, AZ	\$2.79	\$8.34	\$3.80	\$1.52	\$2.26	\$0.38	\$2.72	\$0.44	\$22.25
Guilford County, NC	\$1.62	\$7.81	\$3.50	\$1.50	\$0.93	\$0.27	\$1.15	\$0.40	\$17.18
Dane County, WI	\$1.52	\$10.30	\$2.22	\$1.64	\$1.68	\$0.23	\$2.10	\$3.69	\$23.38
Sedgwick County, KS	\$1.73	\$8.32	\$1.69	\$1.73	\$2.02	\$0.19	\$1.30	\$0.40	\$17.38
Sonoma County, CA	\$2.46	\$9.76	\$5.22	\$0.73	\$2.57	\$0.41	\$5.81	\$1.83	\$28.79
Atlanta, GA	\$2.36	\$10.67	\$5.87	\$2.29	\$2.95	\$0.99	\$4.82	\$0.98	\$30.93
Group D Average	\$2.72	\$9.99	\$3.17	\$1.77	\$2.65	\$0.42	\$3.69	\$1.15	\$25.56
Percent of Group D Total	10.6%	39.1%	12.4%	6.9%	10.4%	1.6%	14.4%	4.5%	100.0%
Group D Median	\$2.32	\$10.11	\$2.22	\$1.80	\$2.59	\$0.38	\$2.73	\$0.70	\$24.54

**Table 20:
Average per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	ALL Arts Event Attendees (Both Resident and Non-Resident)								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Nashville-Davidson County, TN	\$3.88	\$10.48	\$3.45	\$2.85	\$3.99	\$0.57	\$6.57	\$0.81	\$32.60
District of Columbia	\$2.33	\$11.60	\$3.33	\$1.11	\$3.27	\$0.22	\$8.95	\$1.35	\$32.16
Seattle, WA	\$2.29	\$9.42	\$3.40	\$0.82	\$2.84	\$0.41	\$3.92	\$2.10	\$25.20
Baltimore, MD	\$4.59	\$6.80	\$7.32	\$1.39	\$2.01	\$0.28	\$7.38	\$0.77	\$30.54
Jefferson County, AL	\$2.93	\$8.95	\$1.93	\$2.17	\$2.78	\$0.46	\$3.98	\$0.27	\$23.47
Austin, TX	\$4.39	\$11.96	\$2.79	\$2.18	\$4.74	\$0.54	\$7.12	\$1.23	\$34.95
Louisville-Jefferson County, KY ³	\$3.44	\$10.55	\$4.40	\$1.74	\$2.89	\$0.39	\$5.14	\$1.10	\$29.65
Monroe County, NY	\$2.23	\$6.70	\$4.07	\$0.87	\$1.89	\$0.18	\$1.64	\$0.88	\$18.46
San Francisco, CA	\$3.96	\$12.12	\$4.80	\$2.40	\$3.79	\$0.36	\$8.70	\$1.16	\$37.29
Wake County, NC	\$3.03	\$11.68	\$2.42	\$2.97	\$2.30	\$0.30	\$1.08	\$0.37	\$24.15
Indianapolis, IN	\$5.02	\$12.05	\$8.53	\$2.53	\$3.32	\$0.17	\$9.33	\$1.51	\$42.46
Mecklenburg County, NC	\$2.48	\$11.33	\$2.25	\$1.78	\$2.07	\$0.68	\$3.97	\$0.60	\$25.16
Prince George's County, MD ⁴	\$2.76	\$11.59	\$6.53	\$1.75	\$3.15	\$0.23	\$7.48	\$1.71	\$35.20
Greater Hartford, CT ²	\$3.70	\$10.68	\$1.63	\$1.05	\$1.94	\$0.59	\$1.16	\$0.10	\$20.85
Milwaukee County, WI	\$2.48	\$12.71	\$1.65	\$0.42	\$2.44	\$0.27	\$7.59	\$1.43	\$28.99
Pima County, AZ	\$3.09	\$11.70	\$7.94	\$1.43	\$2.78	\$0.17	\$2.30	\$2.31	\$31.72
Montgomery County, MD ⁴	\$2.76	\$11.59	\$6.53	\$1.75	\$3.15	\$0.23	\$7.48	\$1.71	\$35.20
Pinellas County, FL	\$6.04	\$11.04	\$10.27	\$2.66	\$3.89	\$0.36	\$7.00	\$1.22	\$42.48
Westchester County, NY	\$2.66	\$9.59	\$4.69	\$1.25	\$2.19	\$0.66	\$1.55	\$1.51	\$24.10
Group E Average	\$3.44	\$10.55	\$4.40	\$1.74	\$2.89	\$0.39	\$5.14	\$1.10	\$29.65
Percent of Group E Total	11.6%	35.6%	14.8%	5.9%	9.7%	1.3%	17.3%	3.7%	100.0%
Group E Median	\$3.06	\$11.19	\$3.43	\$1.61	\$2.78	\$0.36	\$5.28	\$1.19	\$29.77

**Table 20:
Average per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group F Population 1,000,000 or More Sample Size = 16	ALL Arts Event Attendees (Both Resident and Non-Resident)								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Fairfax County, VA	\$1.60	\$8.54	\$8.63	\$1.09	\$1.78	\$0.15	\$1.85	\$0.63	\$24.27
Orange County, FL	\$3.91	\$9.59	\$3.34	\$2.55	\$4.41	\$0.59	\$5.63	\$0.79	\$30.81
Greater Columbus, OH	\$4.15	\$8.89	\$7.34	\$0.96	\$1.93	\$0.42	\$4.47	\$0.37	\$28.53
Allegheny County, PA	\$1.48	\$11.78	\$1.87	\$1.18	\$2.51	\$0.26	\$2.46	\$0.33	\$21.87
Palm Beach County, FL	\$3.84	\$8.30	\$2.97	\$1.41	\$1.72	\$0.08	\$1.92	\$0.84	\$21.08
City and County of St. Louis, MO	\$4.45	\$7.65	\$4.30	\$2.26	\$2.19	\$0.52	\$3.05	\$0.84	\$25.26
Phoenix, AZ	\$3.01	\$12.10	\$6.36	\$1.44	\$5.82	\$0.23	\$8.17	\$0.27	\$37.40
Philadelphia County, PA	\$4.83	\$14.01	\$3.65	\$1.27	\$4.88	\$0.43	\$10.98	\$2.79	\$42.84
Suffolk County, NY	\$2.56	\$11.82	\$1.95	\$1.92	\$2.32	\$0.24	\$1.66	\$0.05	\$22.52
Santa Clara County, CA	\$2.32	\$7.98	\$2.46	\$0.87	\$2.11	\$0.27	\$3.56	\$1.46	\$21.03
Clark County, NV	\$3.05	\$7.77	\$4.06	\$1.18	\$2.83	\$0.12	\$7.43	\$1.13	\$27.57
Broward County, FL	\$3.66	\$9.02	\$2.23	\$2.14	\$2.37	\$0.07	\$5.30	\$0.85	\$25.64
Riverside County, CA	\$4.19	\$14.67	\$2.09	\$1.44	\$3.07	\$0.33	\$4.92	\$2.31	\$33.02
Houston, TX ^{2,5}	\$0.00	\$12.76	\$7.16	\$3.34	\$4.35	\$0.54	\$5.34	\$0.00	\$33.49
Miami-Dade County, FL ²	\$3.01	\$13.48	\$3.66	\$2.43	\$4.63	\$0.44	\$10.92	\$0.77	\$39.34
Chicago, IL	\$2.79	\$13.72	\$4.54	\$1.65	\$5.18	\$0.36	\$8.39	\$1.49	\$38.12
Group F Average	\$3.26	\$10.62	\$3.96	\$1.59	\$3.18	\$0.30	\$5.38	\$0.99	29.28
Percent of Group F Total	11.1%	36.3%	13.5%	5.4%	10.9%	1.0%	18.4%	3.4%	100.0%
Group F Median	\$3.03	\$10.69	\$3.66	\$1.44	\$2.67	\$0.30	\$5.11	\$0.82	\$28.05
Average (Groups A - F)	\$2.83	\$9.91	\$3.75	\$1.57	\$2.64	\$0.33	\$4.74	\$1.14	\$26.91
Percent of Total (Groups A - F)	10.5%	36.8%	13.9%	5.8%	9.8%	1.2%	17.6%	4.2%	100.0%
Median (Groups A - F)	\$2.49	\$9.84	\$3.15	\$1.46	\$2.45	\$0.30	\$3.69	\$0.83	\$25.23
Average (71,601 Group A - F Respondents)	\$2.94	\$10.06	\$3.90	\$1.62	\$2.72	\$0.34	\$5.01	\$1.20	\$27.79
Percent of Total (All Respondents)	10.6%	36.2%	14.0%	5.8%	9.8%	1.2%	18.0%	4.3%	100.0%

**Table 20:
Average per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	ALL Arts Event Attendees (Both Resident and Non-Resident)								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Wood River Valley, ID	\$4.91	\$11.67	\$6.24	\$3.32	\$2.04	\$0.34	\$5.14	\$0.57	\$34.23
Portsmouth Seacoast Area (NH,ME)	\$3.31	\$11.08	\$4.62	\$0.76	\$2.19	\$0.37	\$4.68	\$0.67	\$27.68
Greater Minot, ND	\$3.12	\$6.47	\$3.51	\$1.87	\$1.64	\$0.42	\$2.63	\$0.37	\$20.03
North Central Minnesota ²	\$3.21	\$4.85	\$7.82	\$1.25	\$3.78	\$0.14	\$2.75	\$0.17	\$23.97
Northwest Minnesota ²	\$1.50	\$4.81	\$2.19	\$2.99	\$4.45	\$0.95	\$2.65	\$1.42	\$20.96
East Central Minnesota ²	\$2.06	\$7.54	\$10.41	\$1.33	\$4.56	\$0.24	\$4.45	\$2.56	\$33.15
Minnesota Brainerd Lakes Region ²	\$1.94	\$6.03	\$3.81	\$1.07	\$2.69	\$0.27	\$1.63	\$0.71	\$18.15
Black Hills Region, SD	\$2.14	\$6.43	\$6.80	\$1.66	\$1.47	\$0.56	\$0.87	\$0.75	\$20.68
Fargo-Moorhead Region (ND,MN)	\$4.05	\$7.59	\$6.73	\$1.38	\$1.81	\$0.19	\$3.91	\$1.60	\$27.26
Minnesota Lake Region ²	\$3.29	\$7.06	\$7.43	\$1.85	\$5.42	\$0.90	\$4.65	\$1.14	\$31.74
South Central Minnesota ²	\$1.14	\$4.26	\$1.19	\$0.83	\$2.31	\$0.11	\$0.70	\$0.29	\$10.83
Southwest Minnesota ²	\$1.22	\$3.22	\$2.78	\$0.50	\$2.64	\$0.22	\$0.43	\$0.16	\$11.17
Minnesota Arrowhead Region ²	\$1.24	\$7.94	\$4.13	\$0.99	\$3.52	\$0.15	\$8.19	\$1.69	\$27.85
Washington and Chisago Counties, MN	\$3.01	\$6.43	\$4.78	\$0.92	\$2.42	\$0.02	\$3.97	\$1.01	\$22.56
Northwest Arkansas	\$4.03	\$6.86	\$4.21	\$2.05	\$1.49	\$0.42	\$5.11	\$0.17	\$24.34
Central Minnesota ²	\$2.08	\$3.89	\$1.60	\$0.96	\$2.34	\$0.43	\$0.57	\$0.34	\$12.21
Northeast Wisconsin	\$1.45	\$9.61	\$3.29	\$1.61	\$2.32	\$0.36	\$2.50	\$1.08	\$22.22
Southeast Minnesota ²	\$1.64	\$9.80	\$3.90	\$2.79	\$5.37	\$0.16	\$5.61	\$0.51	\$29.78
Cedar Rapids/Iowa City Cultural Corridor, IA	\$2.78	\$6.62	\$2.31	\$1.27	\$2.42	\$0.12	\$2.55	\$0.37	\$18.44
St. Croix Valley Region (WI,MN)	\$2.52	\$5.20	\$4.31	\$0.74	\$2.71	\$0.24	\$2.09	\$1.36	\$19.17
Northwest Louisiana	\$1.77	\$9.14	\$1.77	\$0.99	\$2.49	\$0.05	\$2.68	\$1.42	\$20.31
Greater Columbia, SC	\$2.66	\$7.59	\$1.54	\$0.50	\$1.02	\$0.74	\$2.15	\$0.27	\$16.47
Lehigh Valley, PA	\$4.06	\$11.17	\$4.46	\$1.61	\$2.43	\$0.42	\$2.04	\$0.37	\$26.56
East Maricopa County, AZ	\$1.60	\$10.33	\$1.89	\$1.12	\$1.50	\$0.22	\$2.31	\$0.45	\$19.42
Greater Buffalo, NY	\$2.22	\$9.59	\$2.14	\$1.22	\$1.50	\$0.26	\$1.30	\$0.82	\$19.05
Greater Portland, OR	\$1.88	\$11.44	\$2.99	\$1.75	\$2.51	\$0.46	\$2.67	\$0.54	\$24.24
Greater Harrisburg, PA	\$2.42	\$11.60	\$8.73	\$1.65	\$1.71	\$0.24	\$3.11	\$2.19	\$31.65
Kansas City Metro Region (MO,KS) ²	\$2.29	\$10.00	\$1.18	\$0.98	\$2.88	\$0.28	\$0.91	\$0.81	\$19.33
Greater Birmingham, AL	\$2.25	\$9.82	\$1.55	\$1.39	\$2.09	\$0.29	\$4.19	\$0.35	\$21.93

**Table 20:
Average per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	ALL Arts Event Attendees (Both Resident and Non-Resident)								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Greater Cincinnati Region (OH,KY,IN)	\$3.15	\$10.01	\$1.51	\$1.55	\$2.17	\$0.21	\$1.90	\$2.15	\$22.65
Greater Milwaukee, WI	\$2.06	\$11.32	\$1.19	\$0.39	\$2.59	\$0.27	\$7.25	\$0.90	\$25.97
Minnesota Twin Cities' Metro Region ²	\$2.23	\$10.59	\$2.30	\$2.55	\$3.38	\$0.34	\$0.62	\$0.57	\$22.58
Central Florida Region	\$3.11	\$7.65	\$2.48	\$1.96	\$2.90	\$0.42	\$2.90	\$0.52	\$21.94
Greater Washington Metro Region (DC,VA,MD)	\$2.76	\$11.59	\$6.53	\$1.75	\$3.15	\$0.23	\$7.48	\$1.71	\$35.20
Greater Philadelphia, PA	\$3.42	\$13.54	\$3.36	\$1.03	\$3.46	\$0.37	\$9.98	\$2.16	\$37.32
Regional Average	\$2.53	\$8.36	\$3.88	\$1.45	\$2.67	\$0.33	\$3.33	\$0.92	\$23.47
Percent of Regional Total	10.8%	35.6%	16.5%	6.2%	11.4%	1.4%	14.2%	3.9%	100.0%
Regional Median	\$2.29	\$7.94	\$3.36	\$1.33	\$2.43	\$0.27	\$2.67	\$0.71	\$22.56

**Table 20:
Average per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	ALL Arts Event Attendees (Both Resident and Non-Resident)								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
State of North Dakota	\$3.39	\$6.83	\$5.89	\$1.60	\$1.92	\$0.26	\$3.08	\$2.01	\$24.98
State of Delaware ²	\$3.35	\$11.18	\$2.31	\$1.51	\$2.69	\$0.38	\$2.89	\$2.26	\$26.57
State of Minnesota ²	\$2.34	\$6.53	\$4.64	\$1.60	\$4.20	\$0.35	\$3.18	\$1.51	\$24.35
State of Wisconsin	\$1.74	\$9.47	\$2.49	\$1.13	\$2.30	\$0.29	\$3.82	\$1.27	\$22.51
State of Pennsylvania	\$3.49	\$11.53	\$3.76	\$1.41	\$2.60	\$0.33	\$6.29	\$1.28	\$30.69
Statewide Average	\$2.86	\$9.11	\$3.82	\$1.45	\$2.74	\$0.32	\$3.85	\$1.67	\$25.82
Percent of Statewide Total	11.1%	35.3%	14.8%	5.6%	10.6%	1.2%	14.9%	6.5%	100.0%
Statewide Median	\$3.35	\$9.47	\$3.76	\$1.51	\$2.60	\$0.33	\$3.18	\$1.51	\$24.98

Table Notes:

- ¹ Zero audience-intercept surveys were collected from attendees to arts and culture events in the City of Fairfax (VA). To calculate the estimated audience spending in the City of Fairfax, the average per person audience expenditures for Fairfax County were used. The City of Fairfax has been excluded from the calculation of summary statistics where applicable.
- ² Audience-intercept surveys were collected throughout 2005 rather than 2006 in these study regions.
- ³ Zero audience-intercept surveys were collected from attendees to arts and culture events in Louisville-Jefferson County (KY). To calculate the estimated audience spending in Louisville-Jefferson County, the average per person audience expenditures for Population Group E were used. Louisville-Jefferson County has been excluded from the calculation of summary statistics where applicable.
- ⁴ Zero audience-intercept surveys were collected from attendees to arts and culture events in Montgomery and Prince George's Counties (MD). To calculate the estimated audience spending in Montgomery and Prince George's Counties, the average per person audience expenditures for the Greater Washington DC Metropolitan Region were used. Montgomery and Prince George's Counties have been excluded from the calculation of summary statistics where applicable.
- ⁵ The audience-intercept survey instrument used in the City of Houston (TX) was slightly different than the audience-intercept survey instrument used to collect audience expenditure information in all other study regions. Refreshments and meals were combined into one category; therefore, "\$0" is listed under Refreshments on this table. The City of Houston has been excluded from the calculation of summary statistics where applicable.

Explanation of Table 21: Itemized Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

This table presents the total dollars spent by study region residents as a direct result of their attendance to nonprofit arts and culture events in each participating study region during fiscal 2005. Residents are attendees who reside within the study region in which the nonprofit arts and culture events took place. Residency is determined based on the ZIP code provided by each audience-intercept respondent. Summary statistics are calculated for each population group.

Column Two:

The total dollars spent by resident audience members to purchase refreshments (e.g., snacks, drinks) while attending nonprofit arts and culture events.

Column Three:

The total dollars spent by resident audience members to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and culture events.

Column Four:

The total dollars spent by resident audience members to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and culture events.

Column Five:

The total dollars spent by resident audience members to purchase clothing or accessories for the purpose of attending nonprofit arts and culture events.

Column Six:

The total dollars spent by resident audience members on transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and culture events.

Column Seven:

The total dollars spent by resident audience members on child care for the purpose of attending nonprofit arts and culture events.

Column Eight:

The total dollars spent by resident audience members on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and culture events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

Column Nine:

The total dollars spent by resident audience members on miscellaneous products and services for the purpose of or as a result of attending nonprofit arts and culture events.

Column Ten:

The total expenditures made by resident audience members for the purpose of or as a result of attending nonprofit arts and culture events. This figure is the sum of Column Two through Column Nine.

**Table 21:
Itemized Resident Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	RESIDENT Arts Event Attendees								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Homer, AK	\$126,214	\$408,494	\$37,707	\$16,759	\$67,559	\$37,183	\$66,511	\$20,948	\$781,375
Gunnison County, CO	\$138,852	\$776,074	\$133,091	\$82,389	\$113,502	\$23,046	\$298,446	\$17,285	\$1,582,685
Teton County, WY	\$1,559,814	\$5,931,467	\$3,771,725	\$3,803,025	\$1,262,458	\$130,419	\$745,998	\$62,601	\$17,267,507
Bainbridge Island, WA	\$125,028	\$483,280	\$430,384	\$189,145	\$45,683	\$32,058	\$43,279	\$214,791	\$1,563,648
Fairfax, VA ¹	\$209,672	\$878,452	\$1,218,265	\$60,251	\$149,421	\$4,820	\$0	\$72,301	\$2,593,182
Laguna Beach, CA	\$1,182,230	\$2,538,468	\$2,070,182	\$1,333,208	\$222,628	\$89,563	\$811,184	\$1,315,295	\$9,562,758
Winter Park, FL	\$161,345	\$1,281,596	\$421,698	\$179,680	\$106,341	\$5,500	\$443,700	\$0	\$2,599,860
Wheeling, WV	\$151,606	\$356,685	\$141,029	\$75,215	\$65,813	\$21,742	\$167,472	\$64,051	\$1,043,613
Dover, DE ²	\$47,344	\$385,008	\$45,558	\$108,981	\$69,677	\$5,360	\$0	\$0	\$661,928
Iron County, UT	\$83,280	\$197,719	\$40,790	\$567	\$12,464	\$9,064	\$0	\$36,824	\$380,708
Pierce County, WI	\$126,003	\$177,229	\$104,806	\$8,243	\$65,357	\$1,178	\$3,533	\$149,555	\$635,904
Pittsfield, MA	\$115,622	\$880,391	\$634,032	\$114,866	\$68,013	\$36,274	\$0	\$64,235	\$1,913,433
Windham County, VT	\$74,761	\$592,105	\$83,732	\$32,895	\$109,649	\$1,994	\$51,834	\$4,984	\$951,954
Polk County, WI	\$110,278	\$137,986	\$181,210	\$12,192	\$70,378	\$27,154	\$22,721	\$3,879	\$565,798
Salina, KS	\$1,746,619	\$1,563,966	\$2,332,631	\$114,158	\$300,616	\$53,274	\$224,511	\$350,085	\$6,685,860
Group A Average	\$397,245	\$1,105,928	\$776,456	\$408,772	\$181,971	\$31,909	\$191,946	\$158,456	\$3,252,683
Percent of Group A Total	12.2%	34.0%	23.9%	12.6%	5.6%	1.0%	5.9%	4.9%	100.0%
Group A Median	\$126,109	\$537,693	\$161,120	\$95,685	\$70,028	\$25,100	\$59,173	\$49,713	\$1,303,631

**Table 21:
Itemized Resident Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group B Population 50,000 to 99,999 Sample Size = 18	RESIDENT Arts Event Attendees								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
New Brunswick, NJ	\$450,755	\$1,592,901	\$224,203	\$0	\$231,246	\$0	\$136,165	\$2,348	\$2,637,618
La Crosse, WI	\$34,836	\$265,094	\$19,117	\$15,719	\$62,025	\$10,621	\$5,948	\$11,470	\$424,830
Mansfield, OH	\$97,666	\$497,109	\$43,895	\$83,400	\$58,161	\$14,266	\$103,153	\$21,947	\$919,597
Lancaster, PA	\$551,040	\$2,893,576	\$2,663,770	\$536,214	\$252,045	\$59,305	\$103,783	\$168,030	\$7,227,763
Loveland, CO	\$124,430	\$560,375	\$381,231	\$37,064	\$57,361	\$1,765	\$8,825	\$0	\$1,171,051
Bradford County, PA	\$436,543	\$436,543	\$76,335	\$20,277	\$112,118	\$25,048	\$15,506	\$19,084	\$1,141,454
Missoula, MT	\$1,376,860	\$3,891,406	\$1,027,797	\$782,160	\$2,760,184	\$168,067	\$620,556	\$219,780	\$10,846,810
Oshkosh, WI	\$67,781	\$165,579	\$230,940	\$10,167	\$40,669	\$3,389	\$40,669	\$63,424	\$622,618
Portland, ME	\$655,907	\$2,897,649	\$2,335,027	\$177,824	\$206,975	\$139,927	\$84,539	\$49,557	\$6,547,405
Walnut Creek, CA	\$545,260	\$6,019,799	\$112,812	\$282,031	\$470,052	\$43,872	\$401,111	\$50,139	\$7,925,076
Saint Cloud, MN ²	\$35,293	\$271,021	\$81,906	\$92,560	\$45,947	\$12,652	\$0	\$0	\$539,379
Wilmington, DE ²	\$614,195	\$4,457,714	\$110,363	\$446,251	\$618,994	\$182,339	\$244,718	\$143,952	\$6,818,526
St. Croix County, WI	\$199,060	\$514,570	\$320,487	\$80,619	\$87,586	\$40,807	\$65,690	\$19,906	\$1,328,725
Lauderdale County, MS	\$181,783	\$470,009	\$300,668	\$170,033	\$271,638	\$47,692	\$0	\$2,765	\$1,444,588
Somerset County, PA	\$113,523	\$216,941	\$82,616	\$100,447	\$56,464	\$4,161	\$1,783	\$15,453	\$591,388
Josephine County, OR	\$141,489	\$510,483	\$264,903	\$82,899	\$114,687	\$13,713	\$34,282	\$153,955	\$1,316,411
Miami Beach, FL ²	\$880,163	\$4,601,555	\$324,271	\$683,285	\$424,640	\$0	\$0	\$34,743	\$6,948,657
Boulder, CO	\$740,732	\$2,756,782	\$510,127	\$590,489	\$709,286	\$230,605	\$744,226	\$1,617,731	\$7,899,978
Group B Average	\$402,629	\$1,834,395	\$506,137	\$232,858	\$365,560	\$55,457	\$145,053	\$144,127	\$3,686,216
Percent of Group B Total	10.9%	49.8%	13.7%	6.3%	9.9%	1.5%	3.9%	3.9%	100.0%
Group B Median	\$317,802	\$537,473	\$247,922	\$96,504	\$160,831	\$19,657	\$53,180	\$28,345	\$1,386,657

**Table 21:
Itemized Resident Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group C Population 100,000 to 249,999 Sample Size = 29	RESIDENT Arts Event Attendees								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Abilene, TX	\$844,495	\$1,571,782	\$691,224	\$483,857	\$634,123	\$42,074	\$192,340	\$66,117	\$4,526,012
Fort Collins, CO	\$963,236	\$3,447,890	\$1,397,927	\$479,148	\$316,139	\$158,069	\$83,974	\$39,517	\$6,885,900
Humboldt County, CA	\$845,861	\$1,267,773	\$1,828,283	\$446,370	\$446,370	\$57,070	\$470,829	\$415,797	\$5,778,353
Savannah, GA	\$1,223,909	\$3,520,125	\$1,663,925	\$199,671	\$399,342	\$88,743	\$1,161,050	\$229,252	\$8,486,017
Marathon County, WI	\$541,191	\$986,741	\$363,904	\$156,292	\$193,616	\$53,653	\$27,993	\$18,662	\$2,342,052
Fullerton, CA	\$680,233	\$1,331,116	\$1,329,390	\$86,324	\$67,333	\$53,521	\$60,427	\$165,742	\$3,774,086
Alexandria, VA	\$1,970,913	\$8,253,199	\$8,314,790	\$1,108,639	\$977,758	\$123,182	\$1,231,821	\$2,155,686	\$24,135,988
Island of Maui, HI	\$1,432,498	\$1,298,076	\$760,388	\$331,040	\$160,504	\$36,113	\$0	\$48,151	\$4,066,770
Pasadena, CA	\$1,396,371	\$5,039,324	\$867,102	\$140,763	\$686,925	\$5,631	\$1,300,652	\$225,221	\$9,661,989
Greater Burlington, VT	\$712,216	\$3,905,577	\$584,482	\$61,932	\$228,374	\$131,605	\$0	\$119,993	\$5,744,179
Tempe, AZ	\$19,002	\$283,882	\$15,961	\$23,942	\$18,621	\$3,420	\$3,040	\$18,621	\$386,489
Bay County, FL	\$126,516	\$286,113	\$179,328	\$57,455	\$73,124	\$13,928	\$16,830	\$229,238	\$982,532
Providence, RI	\$2,294,442	\$8,316,054	\$757,893	\$1,422,346	\$1,214,705	\$228,406	\$0	\$716,364	\$14,950,210
Ulster County, NY	\$18,938	\$165,497	\$22,471	\$0	\$23,461	\$9,045	\$0	\$7,914	\$247,326
Whatcom County, WA	\$449,316	\$1,659,012	\$904,392	\$256,340	\$299,544	\$74,886	\$391,711	\$37,443	\$4,072,644
Champaign County, IL	\$680,384	\$2,385,491	\$302,854	\$165,947	\$443,909	\$74,676	\$53,933	\$186,691	\$4,293,885
Doña Ana County, NM	\$70,043	\$468,648	\$217,769	\$118,436	\$105,701	\$19,103	\$34,385	\$257,247	\$1,291,332
Boise, ID	\$1,576,165	\$5,442,787	\$743,808	\$1,776,875	\$537,195	\$501,775	\$366,001	\$903,196	\$11,847,802
Tacoma, WA	\$1,084,854	\$4,596,492	\$1,074,571	\$498,725	\$601,554	\$66,839	\$205,660	\$586,130	\$8,714,825
Arlington County, VA	\$60,620	\$340,403	\$25,802	\$1,554	\$16,787	\$933	\$107,872	\$10,880	\$564,851
Glendale, CA	\$487,953	\$607,230	\$498,796	\$181,085	\$90,000	\$5,422	\$5,422	\$22,771	\$1,898,679
Lackawanna County, PA	\$576,356	\$1,906,740	\$751,862	\$370,514	\$305,512	\$91,004	\$227,509	\$121,338	\$4,350,835
Orlando, FL	\$2,677,841	\$5,949,383	\$519,489	\$779,233	\$2,238,749	\$1,577,019	\$470,014	\$210,269	\$14,421,997
Buncombe County, NC	\$2,319,803	\$9,835,074	\$3,453,764	\$1,245,134	\$1,141,373	\$0	\$1,200,665	\$415,045	\$19,610,858
Alachua County, FL	\$1,840,345	\$5,201,313	\$2,284,835	\$553,663	\$842,192	\$319,721	\$101,375	\$15,596	\$11,159,040
Chandler, AZ	\$173,446	\$818,600	\$176,688	\$218,834	\$119,953	\$35,662	\$0	\$68,082	\$1,611,265
Lincoln, NE	\$798,786	\$5,093,560	\$1,089,254	\$145,234	\$1,016,637	\$93,365	\$82,991	\$331,963	\$8,651,790
Kalamazoo County, MI	\$910,846	\$4,584,259	\$1,731,609	\$490,456	\$405,377	\$295,274	\$25,023	\$410,381	\$8,853,225
Santa Cruz County, CA	\$1,133,726	\$2,766,742	\$732,042	\$608,158	\$548,093	\$120,130	\$563,109	\$762,074	\$7,234,074
Group C Average	\$962,424	\$3,149,272	\$1,147,745	\$427,861	\$488,033	\$147,595	\$289,125	\$303,289	\$6,915,344
Percent of Group C Total	13.9%	45.5%	16.6%	6.2%	7.1%	2.1%	4.2%	4.4%	100.0%
Group C Median	\$844,495	\$2,385,491	\$751,862	\$256,340	\$399,342	\$66,839	\$83,974	\$186,691	\$5,744,179

**Table 21:
Itemized Resident Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group D Population 250,000 to 499,999 Sample Size = 19	RESIDENT Arts Event Attendees								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Saint Joseph County, IN	\$594,379	\$3,003,012	\$429,446	\$721,968	\$488,573	\$168,044	\$258,290	\$28,007	\$5,691,719
Anchorage, AK	\$1,225,099	\$5,922,161	\$406,672	\$1,220,016	\$950,596	\$279,587	\$655,759	\$716,759	\$11,376,649
Saint Paul, MN ²	\$4,139,467	\$13,453,266	\$5,312,316	\$2,575,668	\$3,794,511	\$0	\$0	\$0	\$29,275,228
Erie County, PA	\$581,939	\$2,872,865	\$217,306	\$316,752	\$644,553	\$117,861	\$139,960	\$51,564	\$4,942,800
Newark, NJ	\$3,934,864	\$4,782,083	\$2,271,803	\$3,275,915	\$1,562,649	\$43,930	\$0	\$753,084	\$16,624,328
Luzerne County, PA	\$602,712	\$3,217,418	\$339,764	\$830,206	\$440,216	\$180,223	\$94,543	\$135,906	\$5,840,988
Forsyth County, NC	\$8,039,117	\$8,302,694	\$2,006,118	\$2,782,208	\$2,225,766	\$336,794	\$322,150	\$2,782,208	\$26,797,055
Colorado Springs, CO	\$2,880,858	\$12,827,178	\$9,725,524	\$2,102,816	\$1,913,563	\$441,591	\$1,945,105	\$3,522,217	\$35,358,852
Minneapolis, MN ²	\$3,805,262	\$21,708,707	\$977,308	\$1,351,596	\$6,550,041	\$519,845	\$249,525	\$1,705,090	\$36,867,374
Orange County, NY	\$685,412	\$2,591,831	\$213,489	\$558,068	\$288,397	\$0	\$0	\$37,454	\$4,374,651
Tulsa, OK	\$1,458,207	\$4,652,625	\$1,510,661	\$1,788,664	\$839,256	\$398,647	\$199,323	\$199,323	\$11,046,706
Miami, FL ²	\$18,957,950	\$46,812,629	\$14,998,673	\$8,104,873	\$15,883,688	\$1,770,030	\$12,902,585	\$3,866,118	\$123,296,546
Santa Barbara County, CA	\$1,118,177	\$11,304,867	\$441,116	\$2,441,523	\$2,451,782	\$266,721	\$4,000,815	\$2,769,795	\$24,794,796
Mesa, AZ	\$1,171,616	\$2,626,174	\$1,641,857	\$705,361	\$537,987	\$187,299	\$0	\$0	\$6,870,294
Guilford County, NC	\$1,053,952	\$4,140,527	\$3,018,820	\$278,545	\$474,278	\$143,036	\$82,811	\$293,601	\$9,485,570
Dane County, WI	\$2,784,265	\$17,258,871	\$4,087,158	\$3,301,852	\$2,570,090	\$499,740	\$53,544	\$8,120,772	\$38,676,292
Sedgwick County, KS	\$1,381,222	\$5,248,644	\$1,434,689	\$1,844,600	\$1,363,400	\$98,022	\$686,155	\$169,311	\$12,226,043
Sonoma County, CA	\$1,618,910	\$6,973,157	\$3,427,350	\$529,107	\$1,160,877	\$458,033	\$923,963	\$1,176,671	\$16,268,068
Atlanta, GA	\$5,593,048	\$22,566,733	\$18,773,187	\$4,352,850	\$4,498,756	\$1,677,914	\$2,820,842	\$4,717,614	\$65,000,944
Group D Average	\$3,243,498	\$10,540,286	\$3,749,119	\$2,056,978	\$2,559,946	\$399,332	\$1,333,441	\$1,633,973	\$25,516,573
Percent of Group D Total	12.7%	41.3%	14.7%	8.1%	10.0%	1.6%	5.2%	6.4%	100.0%
Group D Median	\$1,458,207	\$5,922,161	\$1,641,857	\$1,788,664	\$1,363,400	\$266,721	\$249,525	\$716,759	\$16,268,068

**Table 21:
Itemized Resident Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	RESIDENT Arts Event Attendees								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Nashville-Davidson County, TN	\$3,830,605	\$11,989,003	\$3,231,720	\$2,904,028	\$2,711,933	\$768,381	\$2,463,339	\$146,896	\$28,045,905
District of Columbia	\$2,814,870	\$14,020,219	\$3,342,658	\$2,463,011	\$2,882,535	\$175,929	\$6,184,595	\$175,929	\$32,059,746
Seattle, WA	\$5,414,892	\$18,359,505	\$10,016,388	\$1,952,150	\$5,136,013	\$1,115,514	\$2,207,789	\$5,228,973	\$49,431,224
Baltimore, MD	\$7,241,030	\$7,886,851	\$12,446,743	\$2,896,412	\$2,270,161	\$606,681	\$2,935,553	\$215,274	\$36,498,705
Jefferson County, AL	\$3,893,532	\$10,447,349	\$2,078,899	\$3,118,349	\$2,959,789	\$986,596	\$0	\$563,769	\$24,048,283
Austin, TX	\$12,422,285	\$29,916,054	\$5,099,975	\$6,011,702	\$11,282,626	\$1,624,014	\$12,621,726	\$2,307,810	\$81,286,192
Louisville-Jefferson County, KY ³	\$9,817,304	\$28,467,004	\$12,295,458	\$5,559,962	\$6,036,530	\$1,366,162	\$4,511,512	\$2,287,527	\$70,341,459
Monroe County, NY	\$5,276,014	\$14,671,270	\$11,200,950	\$3,047,110	\$2,228,904	\$536,066	\$338,568	\$2,369,974	\$39,668,856
San Francisco, CA	\$26,363,880	\$68,190,445	\$22,420,895	\$11,365,074	\$17,008,955	\$1,623,582	\$24,585,671	\$9,818,806	\$181,377,308
Wake County, NC	\$5,526,922	\$16,440,844	\$4,092,721	\$6,716,260	\$4,110,211	\$367,295	\$0	\$664,630	\$37,918,883
Indianapolis, IN	\$12,778,923	\$27,894,732	\$22,718,085	\$5,117,485	\$5,945,749	\$798,683	\$6,004,911	\$177,485	\$81,436,053
Mecklenburg County, NC	\$6,575,629	\$27,327,612	\$4,175,399	\$5,400,516	\$3,250,311	\$1,850,177	\$2,175,208	\$325,031	\$51,079,883
Prince George's County, MD ⁴	\$1,355,282	\$5,896,355	\$3,379,404	\$745,112	\$897,654	\$129,074	\$698,175	\$340,287	\$13,441,343
Greater Hartford, CT ²	\$11,143,527	\$34,160,781	\$4,730,443	\$3,492,273	\$4,920,931	\$2,285,852	\$761,951	\$253,984	\$61,749,742
Milwaukee County, WI	\$3,389,779	\$14,496,129	\$1,681,110	\$854,335	\$2,135,836	\$482,286	\$1,391,739	\$0	\$24,431,214
Pima County, AZ	\$2,314,669	\$8,891,994	\$6,203,006	\$1,199,350	\$1,268,102	\$152,783	\$771,556	\$2,093,133	\$22,894,593
Montgomery County, MD ⁴	\$3,552,311	\$15,454,860	\$8,857,711	\$1,953,002	\$2,352,829	\$338,315	\$1,829,978	\$891,922	\$35,230,928
Pinellas County, FL	\$6,394,732	\$11,472,901	\$13,071,584	\$3,466,052	\$2,807,771	\$738,887	\$779,190	\$1,047,876	\$39,778,993
Westchester County, NY	\$3,438,954	\$13,771,448	\$5,924,380	\$1,891,425	\$2,110,267	\$1,062,949	\$0	\$2,297,847	\$30,497,270
Group E Average	\$7,028,692	\$19,987,124	\$8,261,449	\$3,692,295	\$4,332,479	\$895,222	\$3,697,972	\$1,642,482	\$49,537,715
Percent of Group E Total	14.2%	40.3%	16.7%	7.5%	8.7%	1.8%	7.5%	3.3%	100.0%
Group E Median	\$5,470,907	\$14,583,700	\$5,512,178	\$3,082,730	\$2,921,162	\$783,532	\$1,783,474	\$614,200	\$38,793,870

**Table 21:
Itemized Resident Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group F Population 1,000,000 or More Sample Size = 16	RESIDENT Arts Event Attendees								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Fairfax County, VA	\$1,669,619	\$6,995,127	\$9,701,061	\$479,776	\$1,189,843	\$38,382	\$0	\$575,731	\$20,649,539
Orange County, FL	\$5,390,131	\$11,454,029	\$3,102,133	\$3,663,605	\$3,410,942	\$1,375,606	\$856,245	\$421,104	\$29,673,795
Greater Columbus, OH	\$16,322,052	\$31,245,071	\$28,870,954	\$1,738,193	\$5,808,107	\$1,780,587	\$1,059,874	\$1,102,268	\$87,927,106
Allegheny County, PA	\$5,621,957	\$42,239,633	\$5,809,355	\$3,073,336	\$6,596,429	\$712,114	\$936,993	\$412,277	\$65,402,094
Palm Beach County, FL	\$6,674,024	\$12,742,985	\$4,455,461	\$3,080,319	\$2,420,250	\$238,358	\$2,108,551	\$953,432	\$32,673,380
City and County of St. Louis, MO	\$39,982,202	\$62,103,874	\$37,080,999	\$22,665,648	\$17,588,542	\$4,170,479	\$5,439,755	\$3,173,191	\$192,204,690
Phoenix, AZ	\$6,844,593	\$26,519,730	\$14,498,761	\$2,674,052	\$6,721,930	\$588,782	\$5,985,952	\$0	\$63,833,800
Philadelphia County, PA	\$13,456,750	\$52,548,303	\$12,969,628	\$6,210,808	\$14,187,433	\$1,278,696	\$1,765,818	\$15,648,799	\$118,066,235
Suffolk County, NY	\$1,786,467	\$8,242,438	\$1,387,053	\$1,307,171	\$1,692,060	\$210,600	\$450,248	\$29,048	\$15,105,085
Santa Clara County, CA	\$4,222,853	\$12,885,115	\$3,735,601	\$1,209,107	\$3,194,209	\$415,067	\$1,930,963	\$1,876,824	\$29,469,739
Clark County, NV	\$10,456,569	\$21,917,862	\$13,173,044	\$4,353,803	\$5,693,434	\$558,180	\$9,154,150	\$4,167,743	\$69,474,785
Broward County, FL	\$10,941,791	\$20,786,852	\$6,223,303	\$6,146,787	\$5,330,616	\$127,527	\$4,871,520	\$1,530,320	\$55,958,716
Riverside County, CA	\$2,179,293	\$8,117,255	\$1,034,552	\$740,715	\$1,591,619	\$153,040	\$1,224,322	\$777,444	\$15,818,240
Houston, TX ^{2,5}	n/a	\$105,562,485	\$43,110,707	\$23,860,014	\$31,632,594	\$5,513,109	\$14,641,372	n/a	\$224,320,281
Miami-Dade County, FL ²	\$26,874,672	\$92,863,365	\$33,526,976	\$17,155,011	\$22,329,662	\$4,325,596	\$13,147,640	\$5,231,156	\$215,454,078
Chicago, IL	\$16,710,038	\$73,709,835	\$27,293,062	\$5,322,457	\$28,159,509	\$2,351,783	\$35,152,969	\$5,136,789	\$193,836,442
Group F Average	\$11,275,534	\$32,291,432	\$13,524,130	\$5,321,386	\$8,394,306	\$1,221,653	\$5,605,667	\$2,735,742	\$80,369,850
Percent of Group F Total	14.0%	40.2%	16.8%	6.6%	10.4%	1.5%	7.0%	3.4%	100.0%
Group F Median	\$6,844,593	\$21,917,862	\$9,701,061	\$3,080,319	\$5,693,434	\$588,782	\$1,930,963	\$1,102,268	\$63,833,800

Average (Groups A - F)	\$3,525,399	\$10,481,123	\$4,218,301	\$1,841,634	\$2,437,681	\$423,291	\$1,683,101	\$1,017,872	\$25,628,402
Percent of Total (Groups A - F)	13.8%	40.9%	16.5%	7.2%	9.5%	1.7%	6.6%	4.0%	100.0%
Median (Groups A - F)	\$1,223,909	\$4,601,555	\$1,329,390	\$608,158	\$644,553	\$129,074	\$227,509	\$210,269	\$9,485,570

**Table 21:
Itemized Resident Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	RESIDENT Arts Event Attendees								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Wood River Valley, ID	\$173,217	\$533,551	\$301,526	\$182,305	\$49,720	\$18,712	\$94,628	\$39,562	\$1,393,221
Portsmouth Seacoast Area (NH,ME)	\$1,130,729	\$2,946,843	\$802,249	\$429,551	\$486,403	\$167,398	\$129,497	\$391,649	\$6,484,319
Greater Minot, ND	\$505,172	\$1,109,472	\$594,769	\$335,511	\$152,505	\$89,597	\$116,285	\$74,346	\$2,977,657
North Central Minnesota ²	\$54,671	\$158,379	\$237,903	\$28,704	\$57,308	\$6,777	\$7,637	\$1,450	\$552,829
Northwest Minnesota ²	\$41,115	\$105,630	\$58,724	\$86,838	\$74,917	\$33,411	\$1,499	\$50,575	\$452,709
East Central Minnesota ²	\$177,752	\$395,773	\$668,697	\$70,143	\$266,949	\$25,937	\$177,181	\$13,212	\$1,795,644
Minnesota Brainerd Lakes Region ²	\$27,207	\$86,839	\$46,859	\$18,708	\$35,571	\$4,412	\$23,480	\$7,930	\$251,006
Black Hills Region, SD	\$13,642,477	\$39,763,618	\$44,806,809	\$11,250,194	\$9,375,162	\$3,750,065	\$2,392,283	\$4,913,878	\$129,894,486
Fargo-Moorhead Region (ND,MN)	\$2,701,379	\$3,812,487	\$4,805,539	\$993,052	\$680,553	\$152,777	\$1,069,441	\$1,041,663	\$15,256,891
Minnesota Lake Region ²	\$375,262	\$585,626	\$742,003	\$181,958	\$300,560	\$87,884	\$20,679	\$8,271	\$2,302,243
South Central Minnesota ²	\$504,920	\$1,742,549	\$438,779	\$210,219	\$852,709	\$47,463	\$179,091	\$158,855	\$4,134,585
Southwest Minnesota ²	\$72,321	\$177,875	\$193,197	\$26,781	\$135,513	\$9,961	\$0	\$13,063	\$628,711
Minnesota Arrowhead Region ²	\$390,904	\$3,525,603	\$863,156	\$604,069	\$1,501,760	\$86,417	\$3,091,679	\$1,172,906	\$11,236,494
Washington and Chisago Counties, MN	\$120,409	\$199,649	\$204,518	\$26,118	\$32,316	\$2,213	\$22,577	\$35,414	\$643,214
Northwest Arkansas	\$705,088	\$1,224,959	\$694,564	\$395,691	\$178,903	\$107,342	\$660,888	\$39,990	\$4,007,425
Central Minnesota ²	\$373,649	\$572,062	\$291,006	\$172,436	\$277,137	\$86,297	\$18,031	\$60,168	\$1,850,786
Northeast Wisconsin	\$196,695	\$1,114,605	\$253,518	\$227,292	\$158,813	\$53,909	\$37,882	\$103,447	\$2,146,161
Southeast Minnesota ²	\$337,426	\$2,347,066	\$813,807	\$727,478	\$1,000,836	\$47,810	\$768,719	\$107,492	\$6,150,634
Cedar Rapids/Iowa City Cultural Corridor, IA	\$3,452,595	\$6,837,493	\$2,044,478	\$880,073	\$1,760,147	\$203,094	\$108,317	\$230,173	\$15,516,370
St. Croix Valley Region (WI,MN)	\$896,097	\$1,647,907	\$1,370,724	\$193,648	\$542,974	\$98,723	\$212,633	\$208,836	\$5,171,542
Northwest Louisiana	\$2,598,191	\$16,758,331	\$1,580,566	\$2,078,553	\$3,052,874	\$108,258	\$129,910	\$1,688,824	\$27,995,507
Greater Columbia, SC	\$4,007,630	\$9,765,887	\$1,736,158	\$897,015	\$520,847	\$1,331,054	\$0	\$390,635	\$18,649,226
Lehigh Valley, PA	\$11,109,727	\$28,150,009	\$10,626,696	\$4,696,141	\$3,408,056	\$966,063	\$831,888	\$1,207,579	\$60,996,159
East Maricopa County, AZ	\$1,184,778	\$6,459,476	\$1,485,030	\$965,675	\$722,228	\$194,758	\$16,230	\$324,597	\$11,352,772
Greater Buffalo, NY	\$6,922,708	\$26,579,780	\$4,672,116	\$2,706,408	\$3,646,529	\$854,655	\$1,338,960	\$1,680,822	\$48,401,978
Greater Portland, OR	\$9,122,554	\$49,677,743	\$9,595,225	\$8,649,883	\$8,555,349	\$2,552,424	\$2,883,294	\$1,654,349	\$92,690,821
Greater Harrisburg, PA	\$1,552,441	\$7,960,858	\$6,599,713	\$1,007,983	\$897,620	\$154,508	\$456,167	\$1,258,139	\$19,887,429
Kansas City Metro Region (MO,KS) ²	\$8,377,928	\$34,383,623	\$3,828,827	\$3,525,553	\$9,287,748	\$1,099,366	\$303,273	\$2,198,732	\$63,005,050
Greater Birmingham, AL	\$4,318,513	\$23,125,764	\$2,708,653	\$2,810,866	\$3,270,826	\$766,600	\$4,114,086	\$408,853	\$41,524,161

**Table 21:
Itemized Resident Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	RESIDENT Arts Event Attendees								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Greater Cincinnati Region (OH,KY,IN)	\$12,260,134	\$37,429,945	\$4,181,436	\$5,845,892	\$7,591,540	\$974,315	\$1,380,280	\$8,850,030	\$78,513,572
Greater Milwaukee, WI	\$5,855,998	\$29,499,935	\$2,171,943	\$1,044,732	\$4,371,379	\$714,817	\$6,158,421	\$494,873	\$50,312,098
Minnesota Twin Cities' Metro Region ²	\$16,281,189	\$90,883,340	\$16,974,581	\$28,765,184	\$28,591,924	\$3,708,150	\$921,518	\$5,341,925	\$191,467,811
Central Florida Region	\$10,021,453	\$24,899,718	\$7,319,423	\$6,943,191	\$9,303,192	\$1,675,943	\$4,172,755	\$1,026,087	\$65,361,762
Greater Washington Metro Region (DC,VA,MD)	\$50,800,312	\$221,014,344	\$126,670,908	\$27,929,176	\$33,646,960	\$4,838,125	\$26,169,858	\$12,755,057	\$503,824,738
Greater Philadelphia, PA	\$31,152,553	\$156,025,654	\$35,621,695	\$9,989,848	\$32,598,452	\$3,286,134	\$32,598,452	\$28,392,200	\$329,664,988
Regional Average	\$5,755,577	\$23,757,211	\$8,457,308	\$3,568,482	\$4,782,465	\$808,725	\$2,588,786	\$2,181,302	\$51,899,856
Percent of Regional Total	11.1%	45.8%	16.3%	6.9%	9.2%	1.6%	5.0%	4.2%	100.0%
Regional Median	\$1,184,778	\$3,812,487	\$1,485,030	\$880,073	\$852,709	\$152,777	\$212,633	\$390,635	\$11,352,772

**Table 21:
Itemized Resident Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	RESIDENT Arts Event Attendees								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
State of North Dakota	\$5,237,619	\$10,256,303	\$10,239,462	\$1,650,440	\$2,576,707	\$471,554	\$3,182,991	\$3,452,450	\$37,067,526
State of Delaware ²	\$3,035,153	\$10,960,957	\$1,413,128	\$1,548,297	\$1,929,227	\$552,963	\$872,453	\$897,028	\$21,209,206
State of Minnesota ²	\$29,473,803	\$77,703,664	\$51,292,074	\$19,904,387	\$47,719,491	\$4,210,543	\$26,028,813	\$18,883,649	\$275,216,424
State of Wisconsin	\$10,427,780	\$57,417,157	\$11,908,267	\$6,887,484	\$12,294,481	\$2,124,177	\$6,758,746	\$6,501,270	\$114,319,362
State of Pennsylvania	\$66,254,995	\$271,926,870	\$87,743,101	\$33,767,024	\$48,859,861	\$7,162,702	\$73,929,318	\$26,860,133	\$616,504,004
Statewide Average	\$22,885,870	\$85,652,990	\$32,519,206	\$12,751,526	\$22,675,953	\$2,904,388	\$22,154,464	\$11,318,906	\$212,863,303
Percent of Statewide Total	10.8%	40.2%	15.3%	6.0%	10.7%	1.4%	10.4%	5.3%	100.0%
Statewide Median	\$10,427,780	\$57,417,157	\$11,908,267	\$6,887,484	\$12,294,481	\$2,124,177	\$6,758,746	\$6,501,270	\$114,319,362

Table Notes:

¹ Zero audience-intercept surveys were collected from attendees to arts and culture events in the City of Fairfax (VA). To calculate the estimated audience spending in the City of Fairfax, the average per person audience expenditures for Fairfax County were used.

² Audience-intercept surveys were collected throughout 2005 rather than 2006 in these study regions.

³ Zero audience-intercept surveys were collected from attendees to arts and culture events in Louisville-Jefferson County (KY). To calculate the estimated audience spending in Louisville-Jefferson County, the average per person audience expenditures for Population Group E were used.

⁴ Zero audience-intercept surveys were collected from attendees to arts and culture events in Montgomery and Prince George's Counties (MD). To calculate the estimated audience spending in Montgomery and Prince George's Counties, the average per person audience expenditures for the Greater Washington DC Metropolitan Region were used.

⁵ The audience-intercept survey instrument used in the City of Houston (TX) was slightly different than the audience-intercept survey instrument used to collect audience expenditure information in all other study regions. Refreshments and meals were combined into one category; therefore, "\$0" is listed under Refreshments on this table. The City of Houston has been excluded from the calculation of summary statistics where applicable.

Explanation of Table 22: Average Resident per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

This table presents the average dollars spent per person by study region residents as a direct result of their attendance to nonprofit arts and culture events in each participating study region during fiscal 2005. Residents are attendees who reside within the study region in which the nonprofit arts and culture events took place. Residency is determined based on the ZIP code provided by each audience-intercept respondent. Summary statistics are calculated for each population group.

Column Two:

The average dollars spent per person by resident audience members to purchase refreshments (e.g., snacks, drinks) while attending nonprofit arts and culture events.

Column Three:

The average dollars spent per person by resident audience members to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and culture events.

Column Four:

The average dollars spent per person by resident audience members to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and culture events.

Column Five:

The average dollars spent per person by resident audience members to purchase clothing or accessories for the purpose of attending nonprofit arts and culture events.

Column Six:

The average dollars spent per person by resident audience members on transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and culture events.

Column Seven:

The average dollars spent per person by resident audience members on child care for the purpose of attending nonprofit arts and culture events.

Column Eight:

The average dollars spent per person by resident audience members on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and culture events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

Column Nine:

The average dollars spent per person by resident audience members on miscellaneous products and services for the purpose of or as a result of attending nonprofit arts and culture events.

Column Ten:

The average total dollars spent per person by resident audience members for the purpose of or as a result of attending nonprofit arts and culture events. This figure is the sum of Column Two through Column Nine.

**Table 22:
Average Resident per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	RESIDENT Arts Event Attendees								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Homer, AK	\$2.41	\$7.80	\$0.72	\$0.32	\$1.29	\$0.71	\$1.27	\$0.40	\$14.92
Gunnison County, CO	\$2.41	\$13.47	\$2.31	\$1.43	\$1.97	\$0.40	\$5.18	\$0.30	\$27.47
Teton County, WY	\$2.99	\$11.37	\$7.23	\$7.29	\$2.42	\$0.25	\$1.43	\$0.12	\$33.10
Bainbridge Island, WA	\$1.56	\$6.03	\$5.37	\$2.36	\$0.57	\$0.40	\$0.54	\$2.68	\$19.51
Fairfax, VA ¹	\$1.74	\$7.29	\$10.11	\$0.50	\$1.24	\$0.04	\$0.00	\$0.60	\$21.52
Laguna Beach, CA	\$4.62	\$9.92	\$8.09	\$5.21	\$0.87	\$0.35	\$3.17	\$5.14	\$37.37
Winter Park, FL	\$0.88	\$6.99	\$2.30	\$0.98	\$0.58	\$0.03	\$2.42	\$0.00	\$14.18
Wheeling, WV	\$2.58	\$6.07	\$2.40	\$1.28	\$1.12	\$0.37	\$2.85	\$1.09	\$17.76
Dover, DE ²	\$0.53	\$4.31	\$0.51	\$1.22	\$0.78	\$0.06	\$0.00	\$0.00	\$7.41
Iron County, UT	\$1.47	\$3.49	\$0.72	\$0.01	\$0.22	\$0.16	\$0.00	\$0.65	\$6.72
Pierce County, WI	\$2.14	\$3.01	\$1.78	\$0.14	\$1.11	\$0.02	\$0.06	\$2.54	\$10.80
Pittsfield, MA	\$1.53	\$11.65	\$8.39	\$1.52	\$0.90	\$0.48	\$0.00	\$0.85	\$25.32
Windham County, VT	\$0.75	\$5.94	\$0.84	\$0.33	\$1.10	\$0.02	\$0.52	\$0.05	\$9.55
Polk County, WI	\$1.99	\$2.49	\$3.27	\$0.22	\$1.27	\$0.49	\$0.41	\$0.07	\$10.21
Salina, KS	\$4.59	\$4.11	\$6.13	\$0.30	\$0.79	\$0.14	\$0.59	\$0.92	\$17.57
Group A Average	\$2.18	\$6.90	\$3.58	\$1.62	\$1.07	\$0.28	\$1.32	\$1.06	\$18.01
Percent of Group A Total	12.1%	38.3%	19.9%	9.0%	5.9%	1.6%	7.3%	5.9%	100.0%
Group A Median	\$2.07	\$6.05	\$2.36	\$1.10	\$1.00	\$0.30	\$0.57	\$0.53	\$16.25

**Table 22:
Average Resident per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group B Population 50,000 to 99,999 Sample Size = 18	RESIDENT Arts Event Attendees								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
New Brunswick, NJ	\$3.84	\$13.57	\$1.91	\$0.00	\$1.97	\$0.00	\$1.16	\$0.02	\$22.47
La Crosse, WI	\$0.82	\$6.24	\$0.45	\$0.37	\$1.46	\$0.25	\$0.14	\$0.27	\$10.00
Mansfield, OH	\$0.89	\$4.53	\$0.40	\$0.76	\$0.53	\$0.13	\$0.94	\$0.20	\$8.38
Lancaster, PA	\$2.23	\$11.71	\$10.78	\$2.17	\$1.02	\$0.24	\$0.42	\$0.68	\$29.25
Loveland, CO	\$1.41	\$6.35	\$4.32	\$0.42	\$0.65	\$0.02	\$0.10	\$0.00	\$13.27
Bradford County, PA	\$3.66	\$3.66	\$0.64	\$0.17	\$0.94	\$0.21	\$0.13	\$0.16	\$9.57
Missoula, MT	\$2.13	\$6.02	\$1.59	\$1.21	\$4.27	\$0.26	\$0.96	\$0.34	\$16.78
Oshkosh, WI	\$1.40	\$3.42	\$4.77	\$0.21	\$0.84	\$0.07	\$0.84	\$1.31	\$12.86
Portland, ME	\$2.25	\$9.94	\$8.01	\$0.61	\$0.71	\$0.48	\$0.29	\$0.17	\$22.46
Walnut Creek, CA	\$1.74	\$19.21	\$0.36	\$0.90	\$1.50	\$0.14	\$1.28	\$0.16	\$25.29
Saint Cloud, MN ²	\$0.53	\$4.07	\$1.23	\$1.39	\$0.69	\$0.19	\$0.00	\$0.00	\$8.10
Wilmington, DE ²	\$1.28	\$9.29	\$0.23	\$0.93	\$1.29	\$0.38	\$0.51	\$0.30	\$14.21
St. Croix County, WI	\$2.00	\$5.17	\$3.22	\$0.81	\$0.88	\$0.41	\$0.66	\$0.20	\$13.35
Lauderdale County, MS	\$2.63	\$6.80	\$4.35	\$2.46	\$3.93	\$0.69	\$0.00	\$0.04	\$20.90
Somerset County, PA	\$1.91	\$3.65	\$1.39	\$1.69	\$0.95	\$0.07	\$0.03	\$0.26	\$9.95
Josephine County, OR	\$2.27	\$8.19	\$4.25	\$1.33	\$1.84	\$0.22	\$0.55	\$2.47	\$21.12
Miami Beach, FL ²	\$2.28	\$11.92	\$0.84	\$1.77	\$1.10	\$0.00	\$0.00	\$0.09	\$18.00
Boulder, CO	\$2.12	\$7.89	\$1.46	\$1.69	\$2.03	\$0.66	\$2.13	\$4.63	\$22.61
Group B Average	\$1.97	\$7.87	\$2.79	\$1.05	\$1.48	\$0.25	\$0.56	\$0.63	\$16.60
Percent of Group B Total	11.9%	47.4%	16.8%	6.3%	8.9%	1.5%	3.4%	3.8%	100.0%
Group B Median	\$2.06	\$6.58	\$1.53	\$0.92	\$1.06	\$0.22	\$0.47	\$0.20	\$15.50

**Table 22:
Average Resident per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group C Population 100,000 to 249,999 Sample Size = 29	RESIDENT Arts Event Attendees								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Abilene, TX	\$2.81	\$5.23	\$2.30	\$1.61	\$2.11	\$0.14	\$0.64	\$0.22	\$15.06
Fort Collins, CO	\$1.95	\$6.98	\$2.83	\$0.97	\$0.64	\$0.32	\$0.17	\$0.08	\$13.94
Humboldt County, CA	\$4.15	\$6.22	\$8.97	\$2.19	\$2.19	\$0.28	\$2.31	\$2.04	\$28.35
Savannah, GA	\$3.31	\$9.52	\$4.50	\$0.54	\$1.08	\$0.24	\$3.14	\$0.62	\$22.95
Marathon County, WI	\$2.32	\$4.23	\$1.56	\$0.67	\$0.83	\$0.23	\$0.12	\$0.08	\$10.04
Fullerton, CA	\$3.94	\$7.71	\$7.70	\$0.50	\$0.39	\$0.31	\$0.35	\$0.96	\$21.86
Alexandria, VA	\$2.56	\$10.72	\$10.80	\$1.44	\$1.27	\$0.16	\$1.60	\$2.80	\$31.35
Island of Maui, HI	\$7.14	\$6.47	\$3.79	\$1.65	\$0.80	\$0.18	\$0.00	\$0.24	\$20.27
Pasadena, CA	\$2.48	\$8.95	\$1.54	\$0.25	\$1.22	\$0.01	\$2.31	\$0.40	\$17.16
Greater Burlington, VT	\$1.84	\$10.09	\$1.51	\$0.16	\$0.59	\$0.34	\$0.00	\$0.31	\$14.84
Tempe, AZ	\$0.50	\$7.47	\$0.42	\$0.63	\$0.49	\$0.09	\$0.08	\$0.49	\$10.17
Bay County, FL	\$2.18	\$4.93	\$3.09	\$0.99	\$1.26	\$0.24	\$0.29	\$3.95	\$16.93
Providence, RI	\$2.21	\$8.01	\$0.73	\$1.37	\$1.17	\$0.22	\$0.00	\$0.69	\$14.40
Ulster County, NY	\$1.34	\$11.71	\$1.59	\$0.00	\$1.66	\$0.64	\$0.00	\$0.56	\$17.50
Whatcom County, WA	\$1.56	\$5.76	\$3.14	\$0.89	\$1.04	\$0.26	\$1.36	\$0.13	\$14.14
Champaign County, IL	\$1.64	\$5.75	\$0.73	\$0.40	\$1.07	\$0.18	\$0.13	\$0.45	\$10.35
Doña Ana County, NM	\$0.55	\$3.68	\$1.71	\$0.93	\$0.83	\$0.15	\$0.27	\$2.02	\$10.14
Boise, ID	\$2.67	\$9.22	\$1.26	\$3.01	\$0.91	\$0.85	\$0.62	\$1.53	\$20.07
Tacoma, WA	\$2.11	\$8.94	\$2.09	\$0.97	\$1.17	\$0.13	\$0.40	\$1.14	\$16.95
Arlington County, VA	\$1.95	\$10.95	\$0.83	\$0.05	\$0.54	\$0.03	\$3.47	\$0.35	\$18.17
Glendale, CA	\$4.50	\$5.60	\$4.60	\$1.67	\$0.83	\$0.05	\$0.05	\$0.21	\$17.51
Lackawanna County, PA	\$2.66	\$8.80	\$3.47	\$1.71	\$1.41	\$0.42	\$1.05	\$0.56	\$20.08
Orlando, FL	\$4.33	\$9.62	\$0.84	\$1.26	\$3.62	\$2.55	\$0.76	\$0.34	\$23.32
Buncombe County, NC	\$3.13	\$13.27	\$4.66	\$1.68	\$1.54	\$0.00	\$1.62	\$0.56	\$26.46
Alachua County, FL	\$2.36	\$6.67	\$2.93	\$0.71	\$1.08	\$0.41	\$0.13	\$0.02	\$14.31
Chandler, AZ	\$1.07	\$5.05	\$1.09	\$1.35	\$0.74	\$0.22	\$0.00	\$0.42	\$9.94
Lincoln, NE	\$0.77	\$4.91	\$1.05	\$0.14	\$0.98	\$0.09	\$0.08	\$0.32	\$8.34
Kalamazoo County, MI	\$1.82	\$9.16	\$3.46	\$0.98	\$0.81	\$0.59	\$0.05	\$0.82	\$17.69
Santa Cruz County, CA	\$3.02	\$7.37	\$1.95	\$1.62	\$1.46	\$0.32	\$1.50	\$2.03	\$19.27
Group C Average	\$2.51	\$7.69	\$2.94	\$1.05	\$1.16	\$0.33	\$0.78	\$0.84	\$17.30
Percent of Group C Total	14.5%	44.5%	17.0%	6.1%	6.7%	1.9%	4.5%	4.9%	100.0%
Group C Median	\$2.32	\$7.47	\$2.09	\$0.97	\$1.07	\$0.23	\$0.29	\$0.49	\$17.16

**Table 22:
Average Resident per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group D Population 250,000 to 499,999 Sample Size = 19	RESIDENT Arts Event Attendees								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Saint Joseph County, IN	\$1.91	\$9.65	\$1.38	\$2.32	\$1.57	\$0.54	\$0.83	\$0.09	\$18.29
Anchorage, AK	\$2.41	\$11.65	\$0.80	\$2.40	\$1.87	\$0.55	\$1.29	\$1.41	\$22.38
Saint Paul, MN ²	\$1.80	\$5.85	\$2.31	\$1.12	\$1.65	\$0.00	\$0.00	\$0.00	\$12.73
Erie County, PA	\$1.58	\$7.80	\$0.59	\$0.86	\$1.75	\$0.32	\$0.38	\$0.14	\$13.42
Newark, NJ	\$6.27	\$7.62	\$3.62	\$5.22	\$2.49	\$0.07	\$0.00	\$1.20	\$26.49
Luzerne County, PA	\$2.04	\$10.89	\$1.15	\$2.81	\$1.49	\$0.61	\$0.32	\$0.46	\$19.77
Forsyth County, NC	\$5.49	\$5.67	\$1.37	\$1.90	\$1.52	\$0.23	\$0.22	\$1.90	\$18.30
Colorado Springs, CO	\$2.74	\$12.20	\$9.25	\$2.00	\$1.82	\$0.42	\$1.85	\$3.35	\$33.63
Minneapolis, MN ²	\$1.83	\$10.44	\$0.47	\$0.65	\$3.15	\$0.25	\$0.12	\$0.82	\$17.73
Orange County, NY	\$1.83	\$6.92	\$0.57	\$1.49	\$0.77	\$0.00	\$0.00	\$0.10	\$11.68
Tulsa, OK	\$2.78	\$8.87	\$2.88	\$3.41	\$1.60	\$0.76	\$0.38	\$0.38	\$21.06
Miami, FL ²	\$4.07	\$10.05	\$3.22	\$1.74	\$3.41	\$0.38	\$2.77	\$0.83	\$26.47
Santa Barbara County, CA	\$1.09	\$11.02	\$0.43	\$2.38	\$2.39	\$0.26	\$3.90	\$2.70	\$24.17
Mesa, AZ	\$2.94	\$6.59	\$4.12	\$1.77	\$1.35	\$0.47	\$0.00	\$0.00	\$17.24
Guilford County, NC	\$1.40	\$5.50	\$4.01	\$0.37	\$0.63	\$0.19	\$0.11	\$0.39	\$12.60
Dane County, WI	\$1.56	\$9.67	\$2.29	\$1.85	\$1.44	\$0.28	\$0.03	\$4.55	\$21.67
Sedgwick County, KS	\$1.55	\$5.89	\$1.61	\$2.07	\$1.53	\$0.11	\$0.77	\$0.19	\$13.72
Sonoma County, CA	\$2.05	\$8.83	\$4.34	\$0.67	\$1.47	\$0.58	\$1.17	\$1.49	\$20.60
Atlanta, GA	\$2.30	\$9.28	\$7.72	\$1.79	\$1.85	\$0.69	\$1.16	\$1.94	\$26.73
Group D Average	\$2.51	\$8.65	\$2.74	\$1.94	\$1.78	\$0.35	\$0.81	\$1.15	\$19.93
Percent of Group D Total	12.6%	43.4%	13.7%	9.7%	8.9%	1.8%	4.1%	5.8%	100.0%
Group D Median	\$2.04	\$8.87	\$2.29	\$1.85	\$1.60	\$0.32	\$0.38	\$0.82	\$19.77

**Table 22:
Average Resident per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	RESIDENT Arts Event Attendees								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Nashville-Davidson County, TN	\$3.39	\$10.61	\$2.86	\$2.57	\$2.40	\$0.68	\$2.18	\$0.13	\$24.82
District of Columbia	\$2.08	\$10.36	\$2.47	\$1.82	\$2.13	\$0.13	\$4.57	\$0.13	\$23.69
Seattle, WA	\$2.33	\$7.90	\$4.31	\$0.84	\$2.21	\$0.48	\$0.95	\$2.25	\$21.27
Baltimore, MD	\$3.70	\$4.03	\$6.36	\$1.48	\$1.16	\$0.31	\$1.50	\$0.11	\$18.65
Jefferson County, AL	\$2.21	\$5.93	\$1.18	\$1.77	\$1.68	\$0.56	\$0.00	\$0.32	\$13.65
Austin, TX	\$4.36	\$10.50	\$1.79	\$2.11	\$3.96	\$0.57	\$4.43	\$0.81	\$28.53
Louisville-Jefferson County, KY ³	\$3.09	\$8.96	\$3.87	\$1.75	\$1.90	\$0.43	\$1.42	\$0.72	\$22.14
Monroe County, NY	\$1.87	\$5.20	\$3.97	\$1.08	\$0.79	\$0.19	\$0.12	\$0.84	\$14.06
San Francisco, CA	\$3.41	\$8.82	\$2.90	\$1.47	\$2.20	\$0.21	\$3.18	\$1.27	\$23.46
Wake County, NC	\$3.16	\$9.40	\$2.34	\$3.84	\$2.35	\$0.21	\$0.00	\$0.38	\$21.68
Indianapolis, IN	\$4.32	\$9.43	\$7.68	\$1.73	\$2.01	\$0.27	\$2.03	\$0.06	\$27.53
Mecklenburg County, NC	\$2.63	\$10.93	\$1.67	\$2.16	\$1.30	\$0.74	\$0.87	\$0.13	\$20.43
Prince George's County, MD ⁴	\$2.31	\$10.05	\$5.76	\$1.27	\$1.53	\$0.22	\$1.19	\$0.58	\$22.91
Greater Hartford, CT ²	\$3.51	\$10.76	\$1.49	\$1.10	\$1.55	\$0.72	\$0.24	\$0.08	\$19.45
Milwaukee County, WI	\$2.46	\$10.52	\$1.22	\$0.62	\$1.55	\$0.35	\$1.01	\$0.00	\$17.73
Pima County, AZ	\$3.03	\$11.64	\$8.12	\$1.57	\$1.66	\$0.20	\$1.01	\$2.74	\$29.97
Montgomery County, MD ⁴	\$2.31	\$10.05	\$5.76	\$1.27	\$1.53	\$0.22	\$1.19	\$0.58	\$22.91
Pinellas County, FL	\$4.76	\$8.54	\$9.73	\$2.58	\$2.09	\$0.55	\$0.58	\$0.78	\$29.61
Westchester County, NY	\$2.20	\$8.81	\$3.79	\$1.21	\$1.35	\$0.68	\$0.00	\$1.47	\$19.51
Group E Average	\$3.09	\$8.96	\$3.87	\$1.75	\$1.90	\$0.43	\$1.42	\$0.72	\$22.14
Percent of Group E Total	14.0%	40.5%	17.5%	7.9%	8.6%	1.9%	6.4%	3.3%	100.0%
Group E Median	\$3.10	\$9.42	\$2.88	\$1.65	\$1.85	\$0.42	\$0.98	\$0.35	\$21.48

Table 22:
Average Resident per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

Group F Population 1,000,000 or More Sample Size = 16	RESIDENT Arts Event Attendees								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Fairfax County, VA	\$1.74	\$7.29	\$10.11	\$0.50	\$1.24	\$0.04	\$0.00	\$0.60	\$21.52
Orange County, FL	\$3.84	\$8.16	\$2.21	\$2.61	\$2.43	\$0.98	\$0.61	\$0.30	\$21.14
Greater Columbus, OH	\$3.85	\$7.37	\$6.81	\$0.41	\$1.37	\$0.42	\$0.25	\$0.26	\$20.74
Allegheny County, PA	\$1.50	\$11.27	\$1.55	\$0.82	\$1.76	\$0.19	\$0.25	\$0.11	\$17.45
Palm Beach County, FL	\$3.64	\$6.95	\$2.43	\$1.68	\$1.32	\$0.13	\$1.15	\$0.52	\$17.82
City and County of St. Louis, MO	\$4.41	\$6.85	\$4.09	\$2.50	\$1.94	\$0.46	\$0.60	\$0.35	\$21.20
Phoenix, AZ	\$2.79	\$10.81	\$5.91	\$1.09	\$2.74	\$0.24	\$2.44	\$0.00	\$26.02
Philadelphia County, PA	\$2.21	\$8.63	\$2.13	\$1.02	\$2.33	\$0.21	\$0.29	\$2.57	\$19.39
Suffolk County, NY	\$2.46	\$11.35	\$1.91	\$1.80	\$2.33	\$0.29	\$0.62	\$0.04	\$20.80
Santa Clara County, CA	\$2.34	\$7.14	\$2.07	\$0.67	\$1.77	\$0.23	\$1.07	\$1.04	\$16.33
Clark County, NV	\$2.81	\$5.89	\$3.54	\$1.17	\$1.53	\$0.15	\$2.46	\$1.12	\$18.67
Broward County, FL	\$4.29	\$8.15	\$2.44	\$2.41	\$2.09	\$0.05	\$1.91	\$0.60	\$21.94
Riverside County, CA	\$3.56	\$13.26	\$1.69	\$1.21	\$2.60	\$0.25	\$2.00	\$1.27	\$25.84
Houston, TX ^{2,5}	\$0.00	\$11.68	\$4.77	\$2.64	\$3.50	\$0.61	\$1.62	\$0.00	\$24.82
Miami-Dade County, FL ²	\$2.50	\$11.13	\$3.27	\$2.31	\$2.50	\$0.47	\$3.28	\$0.71	\$26.17
Chicago, IL	\$2.70	\$11.91	\$4.41	\$0.86	\$4.55	\$0.38	\$5.68	\$0.83	\$31.32
Group F Average	\$2.98	\$9.08	\$3.64	\$1.40	\$2.17	\$0.30	\$1.51	\$0.69	\$21.77
Percent of Group F Total	13.7%	41.7%	16.7%	6.4%	10.0%	1.4%	6.9%	3.2%	100.0%
Group F Median	\$2.79	\$8.16	\$2.44	\$1.17	\$2.09	\$0.24	\$1.07	\$0.60	\$21.14
Average (Groups A - F)	\$2.53	\$8.15	\$3.19	\$1.42	\$1.55	\$0.32	\$1.01	\$0.85	\$19.02
Percent of Total (Groups A - F)	13.30%	42.85%	16.77%	7.47%	8.15%	1.68%	5.31%	4.47%	100.00%
Median (Groups A - F)	\$2.30	\$8.01	\$2.31	\$1.26	\$1.41	\$0.25	\$0.58	\$0.40	\$18.67
Average (43,014 Group A-F Respondents)	\$2.57	\$8.20	\$3.32	\$1.44	\$1.62	\$0.34	\$1.08	\$0.96	\$19.53
Percent of Total	13.2%	42.0%	17.0%	7.4%	8.3%	1.7%	5.5%	4.9%	100.0%

**Table 22:
Average Resident per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	RESIDENT Arts Event Attendees								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Wood River Valley, ID	\$3.24	\$9.98	\$5.64	\$3.41	\$0.93	\$0.35	\$1.77	\$0.74	\$26.06
Portsmouth Seacoast Area (NH,ME)	\$3.58	\$9.33	\$2.54	\$1.36	\$1.54	\$0.53	\$0.41	\$1.24	\$20.53
Greater Minot, ND	\$2.65	\$5.82	\$3.12	\$1.76	\$0.80	\$0.47	\$0.61	\$0.39	\$15.62
North Central Minnesota ²	\$1.48	\$4.29	\$6.45	\$0.78	\$1.55	\$0.18	\$0.21	\$0.04	\$14.99
Northwest Minnesota ²	\$1.45	\$3.72	\$2.07	\$3.06	\$2.64	\$1.18	\$0.05	\$1.78	\$15.95
East Central Minnesota ²	\$1.72	\$3.82	\$6.45	\$0.68	\$2.58	\$0.25	\$1.71	\$0.13	\$17.33
Minnesota Brainerd Lakes Region ²	\$1.77	\$5.64	\$3.04	\$1.22	\$2.31	\$0.29	\$1.53	\$0.52	\$16.31
Black Hills Region, SD	\$2.11	\$6.15	\$6.93	\$1.74	\$1.45	\$0.58	\$0.37	\$0.76	\$20.09
Fargo-Moorhead Region (ND,MN)	\$3.89	\$5.49	\$6.92	\$1.43	\$0.98	\$0.22	\$1.54	\$1.50	\$21.97
Minnesota Lake Region ²	\$2.91	\$4.54	\$5.75	\$1.41	\$2.33	\$0.68	\$0.16	\$0.06	\$17.84
South Central Minnesota ²	\$1.08	\$3.72	\$0.94	\$0.45	\$1.82	\$0.10	\$0.38	\$0.34	\$8.84
Southwest Minnesota ²	\$1.13	\$2.79	\$3.03	\$0.42	\$2.13	\$0.16	\$0.00	\$0.20	\$9.86
Minnesota Arrowhead Region ²	\$0.68	\$6.11	\$1.50	\$1.05	\$2.60	\$0.15	\$5.36	\$2.03	\$19.48
Washington and Chisago Counties, MN	\$2.72	\$4.51	\$4.62	\$0.59	\$0.73	\$0.05	\$0.51	\$0.80	\$14.53
Northwest Arkansas	\$3.35	\$5.82	\$3.30	\$1.88	\$0.85	\$0.51	\$3.14	\$0.19	\$19.04
Central Minnesota ²	\$2.31	\$3.53	\$1.80	\$1.06	\$1.71	\$0.53	\$0.11	\$0.37	\$11.42
Northeast Wisconsin	\$1.35	\$7.65	\$1.74	\$1.56	\$1.09	\$0.37	\$0.26	\$0.71	\$14.73
Southeast Minnesota ²	\$1.30	\$9.07	\$3.14	\$2.81	\$3.87	\$0.18	\$2.97	\$0.42	\$23.76
Cedar Rapids/Iowa City Cultural Corridor, IA	\$2.55	\$5.05	\$1.51	\$0.65	\$1.30	\$0.15	\$0.08	\$0.17	\$11.46
St. Croix Valley Region (WI,MN)	\$2.36	\$4.34	\$3.61	\$0.51	\$1.43	\$0.26	\$0.56	\$0.55	\$13.62
Northwest Louisiana	\$1.20	\$7.74	\$0.73	\$0.96	\$1.41	\$0.05	\$0.06	\$0.78	\$12.93
Greater Columbia, SC	\$2.77	\$6.75	\$1.20	\$0.62	\$0.36	\$0.92	\$0.00	\$0.27	\$12.89
Lehigh Valley, PA	\$4.14	\$10.49	\$3.96	\$1.75	\$1.27	\$0.36	\$0.31	\$0.45	\$22.73
East Maricopa County, AZ	\$1.46	\$7.96	\$1.83	\$1.19	\$0.89	\$0.24	\$0.02	\$0.40	\$13.99
Greater Buffalo, NY	\$2.43	\$9.33	\$1.64	\$0.95	\$1.28	\$0.30	\$0.47	\$0.59	\$16.99
Greater Portland, OR	\$1.93	\$10.51	\$2.03	\$1.83	\$1.81	\$0.54	\$0.61	\$0.35	\$19.61
Greater Harrisburg, PA	\$2.11	\$10.82	\$8.97	\$1.37	\$1.22	\$0.21	\$0.62	\$1.71	\$27.03
Kansas City Metro Region (MO,KS) ²	\$2.21	\$9.07	\$1.01	\$0.93	\$2.45	\$0.29	\$0.08	\$0.58	\$16.62
Greater Birmingham, AL	\$1.69	\$9.05	\$1.06	\$1.10	\$1.28	\$0.30	\$1.61	\$0.16	\$16.25

**Table 22:
Average Resident per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	RESIDENT Arts Event Attendees								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Greater Cincinnati Region (OH,KY,IN)	\$3.02	\$9.22	\$1.03	\$1.44	\$1.87	\$0.24	\$0.34	\$2.18	\$19.34
Greater Milwaukee, WI	\$2.13	\$10.73	\$0.79	\$0.38	\$1.59	\$0.26	\$2.24	\$0.18	\$18.30
Minnesota Twin Cities' Metro Region ²	\$1.76	\$9.81	\$1.83	\$3.11	\$3.09	\$0.40	\$0.10	\$0.58	\$20.67
Central Florida Region	\$2.93	\$7.28	\$2.14	\$2.03	\$2.72	\$0.49	\$1.22	\$0.30	\$19.11
Greater Washington Metro Region (DC,VA,MD)	\$2.31	\$10.05	\$5.76	\$1.27	\$1.53	\$0.22	\$1.19	\$0.58	\$22.91
Greater Philadelphia, PA	\$2.37	\$11.87	\$2.71	\$0.76	\$2.48	\$0.25	\$2.48	\$2.16	\$25.08
Regional Average	\$2.23	\$7.20	\$3.17	\$1.36	\$1.71	\$0.35	\$0.95	\$0.69	\$17.66
Percent of Regional Total	12.6%	40.8%	18.0%	7.7%	9.7%	2.0%	5.4%	3.9%	100.0%
Regional Median	\$2.21	\$7.28	\$2.54	\$1.22	\$1.54	\$0.29	\$0.47	\$0.52	\$17.33

**Table 22:
Average Resident per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	RESIDENT Arts Event Attendees								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
State of North Dakota	\$3.11	\$6.09	\$6.08	\$0.98	\$1.53	\$0.28	\$1.89	\$2.05	\$22.01
State of Delaware ²	\$2.47	\$8.92	\$1.15	\$1.26	\$1.57	\$0.45	\$0.71	\$0.73	\$17.26
State of Minnesota ²	\$2.31	\$6.09	\$4.02	\$1.56	\$3.74	\$0.33	\$2.04	\$1.48	\$21.57
State of Wisconsin	\$1.62	\$8.92	\$1.85	\$1.07	\$1.91	\$0.33	\$1.05	\$1.01	\$17.76
State of Pennsylvania	\$2.59	\$10.63	\$3.43	\$1.32	\$1.91	\$0.28	\$2.89	\$1.05	\$24.10
Statewide Average	\$2.42	\$8.13	\$3.31	\$1.24	\$2.13	\$0.33	\$1.72	\$1.26	\$20.54
Percent of Statewide Total	11.8%	39.6%	16.1%	6.0%	10.4%	1.6%	8.4%	6.1%	100.0%
Statewide Median	\$2.47	\$8.92	\$3.43	\$1.26	\$1.91	\$0.33	\$1.89	\$1.05	\$21.57

Table Notes:

- ¹ Zero audience-intercept surveys were collected from attendees to arts and culture events in the City of Fairfax (VA). To calculate the estimated audience spending in the City of Fairfax, the average per person audience expenditures for Fairfax County were used. The City of Fairfax has been excluded from the calculation of summary statistics where applicable.
- ² Audience-intercept surveys were collected throughout 2005 rather than 2006 in these study regions.
- ³ Zero audience-intercept surveys were collected from attendees to arts and culture events in Louisville-Jefferson County (KY). To calculate the estimated audience spending in Louisville-Jefferson County, the average per person audience expenditures for Population Group E were used. Louisville-Jefferson County has been excluded from the calculation of summary statistics where applicable.
- ⁴ Zero audience-intercept surveys were collected from attendees to arts and culture events in Montgomery and Prince George's Counties (MD). To calculate the estimated audience spending in Montgomery and Prince George's Counties, the average per person audience expenditures for the Greater Washington DC Metropolitan Region were used. Montgomery and Prince George's Counties have been excluded from the calculation of summary statistics where applicable.
- ⁵ The audience-intercept survey instrument used in the City of Houston (TX) was slightly different than the audience-intercept survey instrument used to collect audience expenditure information in all other study regions. Refreshments and meals were combined into one category; therefore, "\$0" is listed under Refreshments on this table. The City of Houston has been excluded from the calculation of summary statistics where applicable.

Explanation of Table 23: Itemized Non-Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

This table presents the total dollars spent by study region non-residents as a direct result of their attendance to nonprofit arts and culture events in each participating study region during fiscal 2005. Non-residents are attendees who reside outside the study region in which the nonprofit arts and culture events took place. Residency is determined based on the ZIP code provided by each audience-intercept respondent. Summary statistics are calculated for each population group.

Column Two:

The total dollars spent by non-resident audience members to purchase refreshments (e.g., snacks, drinks) while attending nonprofit arts and culture events.

Column Three:

The total dollars spent by non-resident audience members to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and culture events.

Column Four:

The total dollars spent by non-resident audience members to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and culture events.

Column Five:

The total dollars spent by non-resident audience members to purchase clothing or accessories for the purpose of attending nonprofit arts and culture events.

Column Six:

The total dollars spent by non-resident audience members on transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and culture events.

Column Seven:

The total dollars spent by non-resident audience members on child care for the purpose of attending nonprofit arts and culture events.

Column Eight:

The total dollars spent by non-resident audience members on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and culture events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

Column Nine:

The total dollars spent by non-resident audience members on miscellaneous products and services for the purpose of or as a result of attending nonprofit arts and culture events.

Column Ten:

The total expenditures made by non-resident audience members for the purpose of or as a result of attending nonprofit arts and culture events. This figure is the sum of Column Two through Column Nine.

**Table 23:
Itemized Non-Resident Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	NON-RESIDENT Arts Event Attendees								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Homer, AK	\$23,914	\$227,771	\$15,603	\$0	\$77,139	\$0	\$279,391	\$0	\$623,818
Gunnison County, CO	\$135,774	\$750,208	\$225,851	\$140,048	\$292,259	\$0	\$948,773	\$284,040	\$2,776,953
Teton County, WY	\$1,078,129	\$7,389,233	\$4,210,243	\$1,244,323	\$3,238,649	\$230,115	\$11,420,498	\$1,299,721	\$30,110,911
Bainbridge Island, WA	\$165,353	\$685,892	\$512,225	\$70,668	\$230,016	\$31,870	\$384,746	\$134,407	\$2,215,177
Fairfax, VA ¹	\$98,707	\$769,337	\$448,538	\$150,239	\$193,786	\$23,951	\$357,089	\$50,080	\$2,091,727
Laguna Beach, CA	\$1,746,785	\$6,312,101	\$3,221,635	\$2,085,904	\$1,871,555	\$287,932	\$5,381,122	\$1,433,260	\$22,340,294
Winter Park, FL	\$499,149	\$6,941,779	\$1,986,306	\$1,126,946	\$1,610,657	\$5,146	\$2,768,478	\$1,029,174	\$15,967,635
Wheeling, WV	\$152,082	\$757,803	\$343,271	\$159,903	\$213,784	\$10,428	\$1,415,666	\$189,451	\$3,242,388
Dover, DE ²	\$37,425	\$360,644	\$47,632	\$15,310	\$118,513	\$3,402	\$250,636	\$19,280	\$852,842
Iron County, UT	\$912,152	\$3,085,879	\$1,289,642	\$507,998	\$1,351,388	\$63,149	\$5,127,695	\$578,164	\$12,916,067
Pierce County, WI	\$284,178	\$354,166	\$190,659	\$150,234	\$431,395	\$19,307	\$188,849	\$10,257	\$1,629,045
Pittsfield, MA	\$340,986	\$3,471,446	\$346,994	\$411,586	\$434,118	\$73,605	\$1,303,858	\$4,506	\$6,387,099
Windham County, VT	\$38,411	\$369,702	\$137,905	\$123,234	\$33,876	\$11,470	\$200,855	\$5,602	\$921,055
Polk County, WI	\$114,019	\$220,579	\$195,005	\$17,760	\$256,810	\$8,525	\$224,842	\$17,050	\$1,054,590
Salina, KS	\$691,803	\$1,373,816	\$1,241,655	\$210,478	\$600,432	\$0	\$750,541	\$288,795	\$5,157,520
Group A Average	\$421,258	\$2,204,690	\$960,878	\$427,642	\$730,292	\$51,260	\$2,066,869	\$356,252	\$7,219,141
Percent of Group A Total	5.8%	30.5%	13.3%	5.9%	10.1%	0.7%	28.6%	4.9%	100.0%
Group A Median	\$224,766	\$754,006	\$345,133	\$155,069	\$361,827	\$10,949	\$849,657	\$161,929	\$3,009,671

**Table 23:
Itemized Non-Resident Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group B Population 50,000 to 99,999 Sample Size = 18	NON-RESIDENT Arts Event Attendees								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
New Brunswick, NJ	\$1,104,446	\$5,218,295	\$1,010,269	\$916,091	\$1,678,074	\$12,842	\$3,163,511	\$226,882	\$13,330,410
La Crosse, WI	\$38,398	\$365,996	\$33,051	\$50,549	\$177,894	\$17,498	\$137,066	\$33,051	\$853,503
Mansfield, OH	\$48,036	\$351,393	\$53,257	\$95,028	\$101,293	\$16,708	\$342,517	\$27,673	\$1,035,905
Lancaster, PA	\$634,205	\$2,578,070	\$3,939,291	\$402,179	\$435,694	\$82,498	\$1,845,898	\$897,168	\$10,815,003
Loveland, CO	\$400,481	\$1,150,922	\$1,219,928	\$205,786	\$152,799	\$16,019	\$369,675	\$8,626	\$3,524,236
Bradford County, PA	\$172,705	\$310,058	\$28,723	\$20,253	\$120,783	\$10,311	\$248,930	\$6,260	\$918,023
Missoula, MT	\$624,868	\$2,690,403	\$1,334,353	\$553,268	\$1,262,754	\$0	\$4,332,851	\$713,825	\$11,512,322
Oshkosh, WI	\$136,133	\$965,071	\$362,444	\$0	\$364,178	\$19,943	\$284,406	\$137,867	\$2,270,042
Portland, ME	\$267,472	\$2,360,391	\$2,135,871	\$101,522	\$693,084	\$60,523	\$2,633,720	\$554,467	\$8,807,050
Walnut Creek, CA	\$2,231,958	\$15,548,749	\$1,340,840	\$1,773,907	\$2,007,096	\$233,190	\$5,821,412	\$699,569	\$29,656,721
Saint Cloud, MN ²	\$98,405	\$288,999	\$87,011	\$3,108	\$146,571	\$0	\$205,614	\$69,919	\$899,627
Wilmington, DE ²	\$1,455,454	\$6,712,697	\$1,522,788	\$445,441	\$1,569,404	\$119,130	\$1,574,583	\$264,157	\$13,663,654
St. Croix County, WI	\$127,250	\$696,574	\$283,720	\$59,383	\$105,570	\$12,254	\$480,721	\$4,713	\$1,770,185
Lauderdale County, MS	\$57,017	\$213,087	\$80,557	\$51,820	\$37,909	\$0	\$62,061	\$0	\$502,451
Somerset County, PA	\$129,037	\$245,893	\$94,018	\$66,612	\$75,747	\$10,658	\$84,502	\$36,541	\$743,008
Josephine County, OR	\$34,943	\$240,917	\$83,746	\$13,270	\$67,233	\$0	\$137,267	\$885	\$578,261
Miami Beach, FL ²	\$4,263,057	\$21,302,288	\$3,145,304	\$4,029,109	\$8,929,025	\$454,899	\$28,008,804	\$2,105,534	\$72,238,020
Boulder, CO	\$569,128	\$4,324,283	\$471,096	\$258,695	\$846,884	\$81,693	\$2,222,050	\$533,728	\$9,307,557
Group B Average	\$688,500	\$3,642,449	\$957,015	\$502,557	\$1,042,888	\$63,787	\$2,886,422	\$351,159	\$10,134,777
Percent of Group B Total	6.8%	35.9%	9.4%	5.0%	10.3%	0.6%	28.5%	3.5%	100.0%
Group B Median	\$220,089	\$1,057,997	\$416,770	\$98,275	\$271,036	\$16,364	\$425,198	\$103,893	\$2,897,139

**Table 23:
Itemized Non-Resident Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group C Population 100,000 to 249,999 Sample Size = 29	NON-RESIDENT Arts Event Attendees								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Abilene, TX	\$431,341	\$2,567,597	\$715,804	\$661,886	\$641,434	\$14,874	\$2,461,621	\$343,958	\$7,838,515
Fort Collins, CO	\$389,208	\$1,133,027	\$145,593	\$99,464	\$399,298	\$27,389	\$1,558,272	\$10,091	\$3,762,342
Humboldt County, CA	\$369,296	\$527,566	\$339,737	\$98,404	\$243,578	\$5,612	\$755,429	\$124,595	\$2,464,217
Savannah, GA	\$1,160,231	\$4,270,430	\$2,366,774	\$282,745	\$1,299,166	\$226,684	\$5,442,848	\$1,208,980	\$16,257,858
Marathon County, WI	\$242,824	\$532,163	\$227,845	\$142,699	\$283,820	\$72,532	\$150,582	\$35,478	\$1,687,943
Fullerton, CA	\$638,184	\$1,848,409	\$1,186,986	\$73,293	\$232,392	\$1,788	\$1,283,518	\$46,478	\$5,311,048
Alexandria, VA	\$3,889,389	\$10,537,530	\$6,557,690	\$2,876,339	\$4,992,890	\$244,217	\$11,387,768	\$1,745,702	\$42,231,525
Island of Maui, HI	\$475,637	\$1,877,635	\$944,480	\$240,084	\$759,887	\$71,346	\$1,466,549	\$670,422	\$6,506,040
Pasadena, CA	\$4,141,804	\$13,939,865	\$3,246,899	\$1,720,971	\$3,132,167	\$160,624	\$4,268,008	\$1,491,508	\$32,101,846
Greater Burlington, VT	\$231,574	\$1,662,796	\$213,669	\$70,427	\$367,653	\$23,874	\$806,928	\$44,166	\$3,421,087
Tempe, AZ	\$32,577	\$644,774	\$34,269	\$24,539	\$54,154	\$2,115	\$55,000	\$22,846	\$870,274
Bay County, FL	\$125,020	\$215,330	\$88,120	\$53,917	\$97,050	\$3,201	\$282,389	\$9,098	\$874,125
Providence, RI	\$3,081,258	\$18,241,703	\$1,983,150	\$770,314	\$6,260,854	\$721,145	\$24,502,557	\$671,976	\$56,232,957
Ulster County, NY	\$9,022	\$218,773	\$87,828	\$24,146	\$75,224	\$3,449	\$172,604	\$133	\$591,179
Whatcom County, WA	\$145,634	\$365,899	\$174,139	\$52,864	\$86,033	\$0	\$498,057	\$67,893	\$1,390,519
Champaign County, IL	\$254,107	\$1,401,217	\$143,129	\$126,535	\$602,596	\$58,082	\$1,436,480	\$338,117	\$4,360,263
Doña Ana County, NM	\$10,474	\$126,978	\$203,239	\$6,983	\$65,786	\$0	\$115,401	\$10,658	\$539,519
Boise, ID	\$766,653	\$2,663,197	\$340,735	\$694,328	\$636,467	\$125,365	\$1,105,781	\$196,083	\$6,528,609
Tacoma, WA	\$1,108,972	\$4,189,053	\$565,218	\$482,940	\$894,333	\$100,165	\$1,731,428	\$75,124	\$9,147,233
Arlington County, VA	\$388,392	\$2,254,783	\$530,744	\$253,070	\$594,011	\$59,753	\$2,281,144	\$558,863	\$6,920,760
Glendale, CA	\$1,014,659	\$1,705,927	\$740,889	\$313,124	\$403,810	\$22,244	\$865,796	\$119,774	\$5,186,223
Lackawanna County, PA	\$224,477	\$735,821	\$451,526	\$59,818	\$129,283	\$20,582	\$196,819	\$77,827	\$1,896,153
Orlando, FL	\$4,519,099	\$11,526,493	\$2,231,654	\$2,599,877	\$6,795,386	\$256,640	\$15,242,197	\$1,126,985	\$44,298,331
Buncombe County, NC	\$5,362,830	\$8,051,434	\$4,159,907	\$1,020,807	\$2,841,964	\$397,779	\$6,182,351	\$742,841	\$28,759,913
Alachua County, FL	\$590,116	\$2,873,063	\$295,058	\$112,522	\$1,735,340	\$42,508	\$1,862,865	\$105,021	\$7,616,493
Chandler, AZ	\$311,265	\$1,979,816	\$226,567	\$241,389	\$364,201	\$48,701	\$351,497	\$80,463	\$3,603,899
Lincoln, NE	\$126,611	\$1,782,485	\$819,248	\$96,820	\$476,653	\$0	\$3,192,585	\$337,630	\$6,832,032
Kalamazoo County, MI	\$785,315	\$2,941,308	\$1,622,790	\$1,185,217	\$1,002,653	\$66,650	\$779,519	\$124,607	\$8,508,059
Santa Cruz County, CA	\$905,472	\$2,401,611	\$782,146	\$305,069	\$949,285	\$58,418	\$3,271,383	\$384,582	\$9,057,966
Group C Average	\$1,094,188	\$3,559,196	\$1,083,649	\$506,572	\$1,255,771	\$97,784	\$3,231,289	\$371,445	\$11,199,894
Percent of Group C Total	9.8%	31.8%	9.7%	4.5%	11.2%	0.9%	28.9%	3.3%	100.0%
Group C Median	\$431,341	\$1,877,635	\$530,744	\$240,084	\$594,011	\$48,701	\$1,436,480	\$124,595	\$6,506,040

**Table 23:
Itemized Non-Resident Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group D Population 250,000 to 499,999 Sample Size = 19	NON-RESIDENT Arts Event Attendees								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Saint Joseph County, IN	\$400,906	\$2,965,947	\$437,007	\$231,804	\$1,043,116	\$36,101	\$2,314,237	\$115,902	\$7,545,020
Anchorage, AK	\$367,842	\$2,985,177	\$228,133	\$160,931	\$728,610	\$160,931	\$923,141	\$314,788	\$5,869,553
Saint Paul, MN ²	\$8,745,271	\$30,929,968	\$25,271,262	\$0	\$13,632,335	\$1,800,497	\$15,047,011	\$1,286,069	\$96,712,413
Erie County, PA	\$271,807	\$586,083	\$62,289	\$158,554	\$203,855	\$0	\$462,921	\$0	\$1,745,509
Newark, NJ	\$17,229,388	\$26,077,576	\$13,985,053	\$7,422,647	\$7,987,948	\$1,450,120	\$9,757,585	\$2,875,661	\$86,785,978
Luzerne County, PA	\$210,985	\$841,279	\$80,671	\$212,758	\$347,504	\$31,027	\$439,699	\$83,330	\$2,247,253
Forsyth County, NC	\$3,124,444	\$6,403,121	\$2,278,655	\$1,099,526	\$3,447,834	\$159,207	\$4,661,791	\$159,207	\$21,333,785
Colorado Springs, CO	\$2,013,993	\$5,818,654	\$5,270,490	\$828,336	\$2,160,170	\$397,926	\$6,817,529	\$954,210	\$24,261,308
Minneapolis, MN ²	\$6,943,266	\$31,898,030	\$2,203,398	\$1,690,980	\$10,504,573	\$1,255,425	\$1,767,843	\$1,537,255	\$57,800,770
Orange County, NY	\$171,528	\$872,905	\$106,868	\$12,573	\$203,857	\$12,573	\$1,267,149	\$0	\$2,647,453
Tulsa, OK	\$414,333	\$2,674,151	\$602,485	\$334,269	\$1,036,834	\$40,032	\$2,564,062	\$1,200,966	\$8,867,132
Miami, FL ²	\$13,936,441	\$28,910,486	\$17,985,130	\$3,926,618	\$25,655,259	\$406,903	\$83,394,850	\$264,487	\$174,480,174
Santa Barbara County, CA	\$283,130	\$6,761,816	\$1,157,503	\$299,785	\$1,736,255	\$678,680	\$5,029,725	\$662,025	\$16,608,919
Mesa, AZ	\$1,118,484	\$4,232,443	\$1,482,838	\$550,768	\$1,317,607	\$122,864	\$2,236,967	\$364,354	\$11,426,325
Guilford County, NC	\$541,448	\$3,542,550	\$423,440	\$1,200,904	\$441,951	\$122,636	\$1,041,246	\$97,183	\$7,411,358
Dane County, WI	\$604,248	\$5,733,641	\$881,754	\$353,597	\$1,177,164	\$17,904	\$4,641,519	\$116,374	\$13,526,201
Sedgwick County, KS	\$764,112	\$5,082,395	\$662,464	\$294,428	\$1,135,652	\$143,709	\$921,841	\$325,974	\$9,330,575
Sonoma County, CA	\$1,106,278	\$3,848,061	\$2,362,397	\$280,555	\$1,689,704	\$0	\$5,515,448	\$854,416	\$15,656,859
Atlanta, GA	\$6,675,377	\$32,933,707	\$11,744,232	\$7,534,036	\$10,885,573	\$3,490,031	\$22,242,024	\$360,083	\$95,865,063
Group D Average	\$3,417,015	\$10,689,368	\$4,590,846	\$1,399,635	\$4,491,358	\$543,503	\$9,002,452	\$609,068	\$34,743,245
Percent of Group D Total	9.8%	30.8%	13.2%	4.0%	12.9%	1.6%	25.9%	1.8%	100.0%
Group D Median	\$764,112	\$5,082,395	\$1,157,503	\$334,269	\$1,317,607	\$143,709	\$2,564,062	\$325,974	\$13,526,201

**Table 23:
Itemized Non-Resident Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	NON-RESIDENT Arts Event Attendees								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Nashville-Davidson County, TN	\$4,313,846	\$10,001,158	\$3,994,660	\$3,066,119	\$5,648,623	\$415,909	\$11,326,263	\$1,557,240	\$40,323,818
District of Columbia	\$5,811,228	\$28,868,680	\$8,974,598	\$1,663,698	\$9,208,921	\$656,106	\$26,876,928	\$4,803,636	\$86,863,795
Seattle, WA	\$3,013,173	\$16,328,139	\$2,497,404	\$1,045,109	\$5,334,130	\$407,186	\$12,201,992	\$2,497,404	\$43,324,537
Baltimore, MD	\$10,135,060	\$17,841,358	\$15,266,505	\$2,355,717	\$5,332,320	\$456,534	\$24,999,816	\$2,684,421	\$79,071,731
Jefferson County, AL	\$4,107,996	\$13,940,249	\$3,184,419	\$2,789,974	\$4,627,509	\$269,377	\$10,852,037	\$173,171	\$39,944,732
Austin, TX	\$4,935,586	\$17,368,405	\$5,918,287	\$2,594,771	\$7,464,108	\$518,954	\$15,513,420	\$2,550,605	\$56,864,136
Louisville-Jefferson County, KY ³	\$8,063,256	\$26,235,668	\$10,410,024	\$3,249,372	\$9,547,537	\$641,851	\$21,221,205	\$2,788,041	\$82,156,954
Monroe County, NY	\$2,605,173	\$9,007,475	\$3,183,307	\$42,825	\$4,439,500	\$99,924	\$5,460,157	\$763,708	\$25,602,069
San Francisco, CA	\$34,577,540	\$118,006,350	\$51,370,164	\$25,417,927	\$41,218,259	\$3,969,166	\$108,999,397	\$8,014,662	\$391,573,465
Wake County, NC	\$2,257,211	\$13,559,682	\$2,125,882	\$902,884	\$1,797,561	\$418,610	\$2,774,318	\$270,865	\$24,107,013
Indianapolis, IN	\$21,158,297	\$53,484,527	\$34,909,290	\$11,965,644	\$16,485,998	\$341,876	\$57,055,227	\$10,066,335	\$205,467,194
Mecklenburg County, NC	\$2,887,885	\$15,929,522	\$4,417,541	\$1,410,976	\$4,641,715	\$725,268	\$12,962,516	\$1,964,817	\$44,940,240
Prince George's County, MD ⁴	\$653,444	\$2,532,445	\$1,367,184	\$527,242	\$1,396,631	\$36,458	\$4,733,962	\$262,219	\$11,509,585
Greater Hartford, CT ²	\$6,482,720	\$16,642,679	\$3,027,383	\$1,505,766	\$4,327,096	\$523,056	\$4,770,901	\$237,753	\$37,517,354
Milwaukee County, WI	\$4,312,319	\$25,025,305	\$3,446,391	\$432,964	\$5,455,343	\$346,371	\$22,202,381	\$4,450,867	\$65,671,941
Pima County, AZ	\$487,875	\$1,702,613	\$991,305	\$96,161	\$1,255,747	\$0	\$1,312,313	\$0	\$5,846,014
Montgomery County, MD ⁴	\$1,712,732	\$6,637,754	\$3,583,505	\$1,381,947	\$3,660,688	\$95,560	\$12,408,117	\$687,298	\$30,167,601
Pinellas County, FL	\$7,840,485	\$14,555,105	\$11,136,937	\$2,799,449	\$6,359,617	\$101,429	\$15,721,542	\$1,835,870	\$60,350,434
Westchester County, NY	\$1,852,835	\$5,267,284	\$3,393,346	\$586,661	\$2,236,907	\$253,235	\$3,068,362	\$700,616	\$17,359,246
Group E Average	\$6,695,193	\$21,733,389	\$9,115,691	\$3,359,748	\$7,391,485	\$540,888	\$19,708,466	\$2,437,344	\$70,982,204
Percent of Group E Total	9.4%	30.6%	12.8%	4.7%	10.4%	0.8%	27.8%	3.4%	100.0%
Group E Median	\$4,313,083	\$16,128,831	\$3,720,526	\$1,584,732	\$5,333,225	\$411,548	\$12,582,254	\$1,900,344	\$44,132,389

**Table 23:
Itemized Non-Resident Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group F Population 1,000,000 or More Sample Size = 16	NON-RESIDENT Arts Event Attendees								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Fairfax County, VA	\$786,004	\$6,126,206	\$3,571,694	\$1,196,344	\$1,543,110	\$190,722	\$2,843,484	\$398,781	\$16,656,345
Orange County, FL	\$4,990,120	\$14,042,549	\$5,780,013	\$3,109,422	\$8,312,687	\$188,070	\$14,117,777	\$1,680,091	\$52,220,729
Greater Columbus, OH	\$9,954,452	\$25,106,175	\$17,624,618	\$4,338,045	\$6,412,762	\$901,140	\$27,243,762	\$1,236,448	\$92,817,402
Allegheny County, PA	\$1,885,060	\$17,479,650	\$3,691,027	\$2,913,275	\$6,129,742	\$593,201	\$11,508,096	\$1,265,495	\$45,465,546
Palm Beach County, FL	\$4,656,368	\$11,758,167	\$4,287,878	\$1,083,136	\$2,657,591	\$0	\$3,550,899	\$1,529,790	\$29,523,829
City and County of St. Louis, MO	\$10,116,518	\$23,947,523	\$11,361,964	\$2,796,791	\$6,970,128	\$1,747,994	\$28,841,908	\$6,270,930	\$92,053,756
Phoenix, AZ	\$11,554,095	\$47,236,932	\$24,274,535	\$6,123,306	\$28,721,221	\$801,862	\$43,847,245	\$1,640,171	\$164,199,367
Philadelphia County, PA	\$63,665,127	\$176,860,139	\$46,476,673	\$15,266,061	\$63,778,209	\$5,654,097	\$160,689,423	\$32,228,350	\$564,618,079
Suffolk County, NY	\$581,888	\$2,674,710	\$416,198	\$465,510	\$457,620	\$7,890	\$1,080,930	\$23,670	\$5,708,416
Santa Clara County, CA	\$1,650,556	\$7,311,673	\$2,483,073	\$984,542	\$2,142,827	\$275,093	\$7,065,537	\$1,809,820	\$23,723,121
Clark County, NV	\$4,474,716	\$16,039,243	\$6,659,773	\$1,371,472	\$8,112,603	\$34,868	\$27,115,619	\$1,371,472	\$65,179,766
Broward County, FL	\$1,520,590	\$9,909,462	\$1,375,365	\$1,144,714	\$2,733,645	\$119,597	\$13,189,836	\$1,366,822	\$31,360,031
Riverside County, CA	\$1,220,287	\$3,792,891	\$658,155	\$426,100	\$898,211	\$112,026	\$2,770,651	\$1,104,259	\$10,982,580
Houston, TX ^{2,5}	\$0	\$30,219,966	\$33,016,920	\$11,734,349	\$14,659,898	\$321,489	\$42,018,612	\$0	\$131,971,234
Miami-Dade County, FL ²	\$19,291,654	\$64,377,948	\$22,436,094	\$10,115,402	\$40,833,384	\$1,239,541	\$125,544,194	\$2,616,372	\$286,454,589
Chicago, IL	\$14,938,315	\$82,186,575	\$24,294,145	\$13,387,625	\$30,703,664	\$1,809,138	\$60,115,086	\$11,681,865	\$239,116,413
Group F Average	\$10,085,717	\$33,923,323	\$11,692,747	\$4,314,783	\$14,027,160	\$911,683	\$35,301,630	\$4,414,956	\$114,671,999
Percent of Group F Total	8.8%	29.6%	10.2%	3.8%	12.2%	0.8%	30.8%	3.9%	100.0%
Group F Median	\$4,656,368	\$16,039,243	\$5,780,013	\$2,796,791	\$6,412,762	\$275,093	\$14,117,777	\$1,529,790	\$52,220,729
Average (Groups A - F)	\$3,424,878	\$11,536,812	\$4,338,093	\$1,611,315	\$4,368,045	\$339,404	\$10,884,329	\$1,274,284	\$37,777,160
Percent of Total (Groups A - F)	9.1%	30.5%	11.5%	4.3%	11.6%	0.9%	28.8%	3.4%	100.0%
Median (Groups A - F)	\$766,653	\$3,792,891	\$1,241,655	\$426,100	\$1,255,747	\$72,532	\$2,633,720	\$338,117	\$10,982,580

**Table 23:
Itemized Non-Resident Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	NON-RESIDENT Arts Event Attendees								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Wood River Valley, ID	\$200,249	\$353,766	\$173,158	\$70,211	\$105,430	\$7,450	\$296,649	\$4,289	\$1,211,202
Portsmouth Seacoast Area (NH,ME)	\$1,920,367	\$7,269,528	\$3,459,084	\$272,607	\$1,532,659	\$175,680	\$4,186,037	\$224,144	\$19,040,106
Greater Minot, ND	\$201,396	\$355,216	\$199,965	\$89,788	\$218,925	\$6,081	\$480,060	\$10,374	\$1,561,805
North Central Minnesota ²	\$134,059	\$126,960	\$222,218	\$45,040	\$165,174	\$1,740	\$154,136	\$8,266	\$857,593
Northwest Minnesota ²	\$12,321	\$65,198	\$18,965	\$19,293	\$83,160	\$500	\$92,582	\$0	\$292,019
East Central Minnesota ²	\$201,221	\$990,558	\$1,244,019	\$173,477	\$571,318	\$17,499	\$639,755	\$456,878	\$4,294,725
Minnesota Brainerd Lakes Region ²	\$8,638	\$24,575	\$23,429	\$1,056	\$14,088	\$543	\$6,561	\$5,131	\$84,021
Black Hills Region, SD	\$813,319	\$3,537,382	\$1,061,215	\$0	\$515,288	\$0	\$3,439,895	\$150,408	\$9,517,507
Fargo-Moorhead Region (ND,MN)	\$857,569	\$2,864,726	\$1,107,078	\$219,937	\$907,471	\$18,482	\$2,369,405	\$367,794	\$8,712,462
Minnesota Lake Region ²	\$477,223	\$1,245,078	\$1,184,682	\$296,523	\$1,105,254	\$146,336	\$1,186,194	\$287,938	\$5,929,228
South Central Minnesota ²	\$145,926	\$697,867	\$239,599	\$266,610	\$470,060	\$17,688	\$220,069	\$4,422	\$2,062,241
Southwest Minnesota ²	\$27,340	\$85,187	\$33,895	\$14,417	\$80,366	\$7,626	\$35,264	\$135	\$284,230
Minnesota Arrowhead Region ²	\$674,393	\$3,305,165	\$2,691,947	\$251,133	\$1,524,994	\$45,683	\$3,955,371	\$281,246	\$12,729,932
Washington and Chisago Counties, MN	\$171,451	\$424,924	\$259,822	\$62,971	\$202,672	\$0	\$363,540	\$62,442	\$1,547,822
Northwest Arkansas	\$312,387	\$508,312	\$368,726	\$122,348	\$196,345	\$0	\$629,819	\$2,943	\$2,140,880
Central Minnesota ²	\$81,343	\$280,612	\$59,630	\$37,012	\$236,109	\$8,338	\$106,290	\$14,750	\$824,084
Northeast Wisconsin	\$130,362	\$1,043,682	\$486,683	\$134,312	\$363,432	\$26,862	\$525,397	\$139,842	\$2,850,572
Southeast Minnesota ²	\$267,095	\$1,269,662	\$626,615	\$303,131	\$981,968	\$10,177	\$1,302,529	\$80,805	\$4,841,982
Cedar Rapids/Iowa City Cultural Corridor, IA	\$1,263,109	\$4,398,632	\$1,875,837	\$1,283,648	\$2,337,950	\$0	\$4,224,056	\$403,921	\$15,787,153
St. Croix Valley Region (WI,MN)	\$367,912	\$960,456	\$786,821	\$176,063	\$814,748	\$23,070	\$836,604	\$472,335	\$4,438,009
Northwest Louisiana	\$2,230,112	\$8,173,332	\$3,263,715	\$617,915	\$3,713,108	\$28,087	\$7,179,050	\$2,179,555	\$27,384,874
Greater Columbia, SC	\$758,308	\$3,794,954	\$1,014,493	\$0	\$1,308,251	\$0	\$3,839,359	\$88,811	\$10,804,176
Lehigh Valley, PA	\$4,247,332	\$14,117,426	\$6,249,960	\$1,386,435	\$5,798,818	\$627,197	\$6,888,160	\$198,062	\$39,513,390
East Maricopa County, AZ	\$850,657	\$6,726,235	\$925,032	\$460,192	\$1,189,990	\$88,320	\$2,928,492	\$251,014	\$13,419,932
Greater Buffalo, NY	\$324,887	\$4,788,917	\$2,337,498	\$1,286,890	\$1,278,451	\$0	\$2,911,324	\$995,757	\$13,923,724
Greater Portland, OR	\$2,611,524	\$21,839,060	\$9,102,154	\$2,336,627	\$7,162,601	\$274,897	\$13,805,951	\$1,710,472	\$58,843,286
Greater Harrisburg, PA	\$561,257	\$2,184,052	\$1,036,593	\$430,990	\$600,060	\$54,047	\$2,263,044	\$652,721	\$7,782,764
Kansas City Metro Region (MO,KS) ²	\$1,772,874	\$9,884,728	\$1,428,503	\$784,401	\$3,469,221	\$146,677	\$3,743,443	\$1,390,239	\$22,620,086
Greater Birmingham, AL	\$2,675,439	\$7,464,250	\$2,124,613	\$1,517,581	\$3,254,368	\$118,034	\$8,931,245	\$696,963	\$26,782,493

**Table 23:
Itemized Non-Resident Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	NON-RESIDENT Arts Event Attendees								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Greater Cincinnati Region (OH,KY,IN)	\$2,784,645	\$10,372,623	\$3,013,716	\$1,531,913	\$2,748,852	\$50,109	\$7,681,038	\$1,417,377	\$29,600,273
Greater Milwaukee, WI	\$1,678,150	\$11,956,818	\$2,198,012	\$392,176	\$5,107,413	\$264,491	\$20,393,170	\$2,809,077	\$44,799,307
Minnesota Twin Cities' Metro Region ²	\$10,089,903	\$34,338,285	\$10,231,262	\$1,439,872	\$11,357,846	\$305,253	\$6,467,450	\$1,439,123	\$75,668,994
Central Florida Region	\$2,406,916	\$5,686,986	\$2,584,994	\$878,898	\$2,292,028	\$17,233	\$7,410,315	\$1,039,742	\$22,317,112
Greater Washington Metro Region (DC,VA,MD)	\$24,493,179	\$94,924,209	\$51,246,458	\$19,762,737	\$52,350,228	\$1,366,572	\$177,444,147	\$9,828,808	\$431,416,338
Greater Philadelphia, PA	\$32,161,381	\$94,760,250	\$26,666,472	\$9,158,182	\$31,514,921	\$3,447,786	\$152,349,054	\$11,528,535	\$361,586,581
Regional Average	\$2,797,550	\$10,309,132	\$3,987,053	\$1,309,268	\$4,159,245	\$208,642	\$12,836,727	\$1,120,123	\$36,727,740
Percent of Regional Total	7.6%	28.1%	10.9%	3.6%	11.3%	0.6%	35.0%	3.0%	100.0%
Regional Median	\$674,393	\$3,305,165	\$1,107,078	\$272,607	\$1,105,254	\$18,482	\$2,911,324	\$281,246	\$9,517,507

**Table 23:
Itemized Non-Resident Audience Expenditures Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	NON-RESIDENT Arts Event Attendees								Total Event-Related Spending
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
State of North Dakota	\$2,222,599	\$4,799,148	\$2,743,114	\$1,868,649	\$1,655,238	\$98,898	\$3,601,964	\$978,568	\$17,968,178
State of Delaware ²	\$2,250,029	\$6,711,295	\$2,235,922	\$835,826	\$2,317,036	\$42,320	\$3,685,393	\$2,683,812	\$20,761,633
State of Minnesota ²	\$4,372,775	\$16,851,605	\$16,004,704	\$3,266,619	\$13,187,461	\$898,752	\$19,928,103	\$2,955,512	\$77,465,531
State of Wisconsin	\$2,787,093	\$14,502,134	\$7,008,208	\$1,688,446	\$5,146,292	\$138,776	\$22,181,095	\$3,157,163	\$56,609,207
State of Pennsylvania	\$24,478,270	\$86,596,242	\$29,463,661	\$9,721,512	\$35,396,276	\$3,140,796	\$141,934,082	\$13,759,679	\$344,490,518
Statewide Average	\$7,222,153	\$25,892,085	\$11,491,122	\$3,476,210	\$11,540,461	\$863,908	\$38,266,127	\$4,706,947	\$103,459,013
Percent of Statewide Total	7.0%	25.0%	11.1%	3.4%	11.2%	0.8%	37.0%	4.5%	100.0%
Statewide Median	\$2,787,093	\$14,502,134	\$7,008,208	\$1,868,649	\$5,146,292	\$138,776	\$19,928,103	\$2,955,512	\$56,609,207

Table Notes:

¹ Zero audience-intercept surveys were collected from attendees to arts and culture events in the City of Fairfax (VA). To calculate the estimated audience spending in the City of Fairfax, the average per person audience expenditures for Fairfax County were used.

² Audience-intercept surveys were collected throughout 2005 rather than 2006 in these study regions.

³ Zero audience-intercept surveys were collected from attendees to arts and culture events in Louisville-Jefferson County (KY). To calculate the estimated audience spending in Louisville-Jefferson County, the average per person audience expenditures for Population Group E were used.

⁴ Zero audience-intercept surveys were collected from attendees to arts and culture events in Montgomery and Prince George's Counties (MD). To calculate the estimated audience spending in Montgomery and Prince George's Counties, the average per person audience expenditures for the Greater Washington DC Metropolitan Region were used.

⁵ The audience-intercept survey instrument used in the City of Houston (TX) was slightly different than the audience-intercept survey instrument used to collect audience expenditure information in all other study regions. Refreshments and meals were combined into one category; therefore, "\$0" is listed under Refreshments on this table. The City of Houston has been excluded from the calculation of summary statistics where applicable.

Explanation of Table 24:

Average Non-Resident per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

This table presents the average dollars spent per person by study region non-residents as a direct result of their attendance to nonprofit arts and culture events in each participating study region during fiscal 2005. Non-residents are attendees who reside outside the study region in which the nonprofit arts and culture events took place. Residency is determined based on the ZIP code provided by each audience-intercept respondent. Summary statistics are calculated for each population group.

Column Two:

The average dollars spent per person by non-resident audience members to purchase refreshments (e.g., snacks, drinks) while attending nonprofit arts and culture events.

Column Three:

The average dollars spent per person by non-resident audience members to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and culture events.

Column Four:

The average dollars spent per person by non-resident audience members to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and culture events.

Column Five:

The average dollars spent per person by non-resident audience members to purchase clothing or accessories for the purpose of attending nonprofit arts and culture events.

Column Six:

The average dollars spent per person by non-resident audience members on transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and culture events.

Column Seven:

The average dollars spent per person by non-resident audience members on child care for the purpose of attending nonprofit arts and culture events.

Column Eight:

The average dollars spent per person by non-resident audience members on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and culture events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

Column Nine:

The average dollars spent per person by non-resident audience members on miscellaneous products and services for the purpose of or as a result of attending events.

Column Ten:

The average total dollars spent per person by non-resident audience members for the purpose of or as a result of attending nonprofit arts and culture events. This figure is the sum of Column Two through Column Nine.

**Table 24:
Average Non-Resident per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	NON-RESIDENT Arts Event Attendees								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Homer, AK	\$1.64	\$15.62	\$1.07	\$0.00	\$5.29	\$0.00	\$19.16	\$0.00	\$42.78
Gunnison County, CO	\$4.13	\$22.82	\$6.87	\$4.26	\$8.89	\$0.00	\$28.86	\$8.64	\$84.47
Teton County, WY	\$2.53	\$17.34	\$9.88	\$2.92	\$7.60	\$0.54	\$26.80	\$3.05	\$70.66
Bainbridge Island, WA	\$3.58	\$14.85	\$11.09	\$1.53	\$4.98	\$0.69	\$8.33	\$2.91	\$47.96
Fairfax, VA ¹	\$1.36	\$10.60	\$6.18	\$2.07	\$2.67	\$0.33	\$4.92	\$0.69	\$28.82
Laguna Beach, CA	\$5.46	\$19.73	\$10.07	\$6.52	\$5.85	\$0.90	\$16.82	\$4.48	\$69.83
Winter Park, FL	\$0.97	\$13.49	\$3.86	\$2.19	\$3.13	\$0.01	\$5.38	\$2.00	\$31.03
Wheeling, WV	\$1.75	\$8.72	\$3.95	\$1.84	\$2.46	\$0.12	\$16.29	\$2.18	\$37.31
Dover, DE ²	\$0.66	\$6.36	\$0.84	\$0.27	\$2.09	\$0.06	\$4.42	\$0.34	\$15.04
Iron County, UT	\$6.50	\$21.99	\$9.19	\$3.62	\$9.63	\$0.45	\$36.54	\$4.12	\$92.04
Pierce County, WI	\$4.71	\$5.87	\$3.16	\$2.49	\$7.15	\$0.32	\$3.13	\$0.17	\$27.00
Pittsfield, MA	\$2.27	\$23.11	\$2.31	\$2.74	\$2.89	\$0.49	\$8.68	\$0.03	\$42.52
Windham County, VT	\$1.44	\$13.86	\$5.17	\$4.62	\$1.27	\$0.43	\$7.53	\$0.21	\$34.53
Polk County, WI	\$3.21	\$6.21	\$5.49	\$0.50	\$7.23	\$0.24	\$6.33	\$0.48	\$29.69
Salina, KS	\$4.24	\$8.42	\$7.61	\$1.29	\$3.68	\$0.00	\$4.60	\$1.77	\$31.61
Group A Average	\$3.08	\$14.17	\$5.75	\$2.49	\$5.15	\$0.30	\$13.78	\$2.17	\$46.89
Percent of Group A Total	6.6%	30.2%	12.3%	5.3%	11.0%	0.6%	29.4%	4.6%	100.0%
Group A Median	\$2.87	\$14.36	\$5.33	\$2.34	\$5.14	\$0.28	\$8.51	\$1.89	\$39.92

**Table 24:
Average Non-Resident per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group B Population 50,000 to 99,999 Sample Size = 18	NON-RESIDENT Arts Event Attendees								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
New Brunswick, NJ	\$2.58	\$12.19	\$2.36	\$2.14	\$3.92	\$0.03	\$7.39	\$0.53	\$31.14
La Crosse, WI	\$0.79	\$7.53	\$0.68	\$1.04	\$3.66	\$0.36	\$2.82	\$0.68	\$17.56
Mansfield, OH	\$0.92	\$6.73	\$1.02	\$1.82	\$1.94	\$0.32	\$6.56	\$0.53	\$19.84
Lancaster, PA	\$2.46	\$10.00	\$15.28	\$1.56	\$1.69	\$0.32	\$7.16	\$3.48	\$41.95
Loveland, CO	\$3.25	\$9.34	\$9.90	\$1.67	\$1.24	\$0.13	\$3.00	\$0.07	\$28.60
Bradford County, PA	\$4.69	\$8.42	\$0.78	\$0.55	\$3.28	\$0.28	\$6.76	\$0.17	\$24.93
Missoula, MT	\$2.88	\$12.40	\$6.15	\$2.55	\$5.82	\$0.00	\$19.97	\$3.29	\$53.06
Oshkosh, WI	\$1.57	\$11.13	\$4.18	\$0.00	\$4.20	\$0.23	\$3.28	\$1.59	\$26.18
Portland, ME	\$1.37	\$12.09	\$10.94	\$0.52	\$3.55	\$0.31	\$13.49	\$2.84	\$45.11
Walnut Creek, CA	\$2.68	\$18.67	\$1.61	\$2.13	\$2.41	\$0.28	\$6.99	\$0.84	\$35.61
Saint Cloud, MN ²	\$1.90	\$5.58	\$1.68	\$0.06	\$2.83	\$0.00	\$3.97	\$1.35	\$17.37
Wilmington, DE ²	\$2.81	\$12.96	\$2.94	\$0.86	\$3.03	\$0.23	\$3.04	\$0.51	\$26.38
St. Croix County, WI	\$1.35	\$7.39	\$3.01	\$0.63	\$1.12	\$0.13	\$5.10	\$0.05	\$18.78
Lauderdale County, MS	\$3.73	\$13.94	\$5.27	\$3.39	\$2.48	\$0.00	\$4.06	\$0.00	\$32.87
Somerset County, PA	\$3.39	\$6.46	\$2.47	\$1.75	\$1.99	\$0.28	\$2.22	\$0.96	\$19.52
Josephine County, OR	\$2.37	\$16.34	\$5.68	\$0.90	\$4.56	\$0.00	\$9.31	\$0.06	\$39.22
Miami Beach, FL ²	\$3.28	\$16.39	\$2.42	\$3.10	\$6.87	\$0.35	\$21.55	\$1.62	\$55.58
Boulder, CO	\$2.09	\$15.88	\$1.73	\$0.95	\$3.11	\$0.30	\$8.16	\$1.96	\$34.18
Group B Average	\$2.45	\$11.30	\$4.34	\$1.42	\$3.21	\$0.20	\$7.49	\$1.14	\$31.55
Percent of Group B Total	7.8%	35.8%	13.8%	4.5%	10.2%	0.6%	23.7%	3.6%	100.0%
Group B Median	\$2.52	\$11.61	\$2.71	\$1.30	\$3.07	\$0.26	\$6.66	\$0.76	\$29.87

**Table 24:
Average Non-Resident per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group C Population 100,000 to 249,999 Sample Size = 29	NON-RESIDENT Arts Event Attendees								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Abilene, TX	\$2.32	\$13.81	\$3.85	\$3.56	\$3.45	\$0.08	\$13.24	\$1.85	\$42.16
Fort Collins, CO	\$2.70	\$7.86	\$1.01	\$0.69	\$2.77	\$0.19	\$10.81	\$0.07	\$26.10
Humboldt County, CA	\$9.87	\$14.10	\$9.08	\$2.63	\$6.51	\$0.15	\$20.19	\$3.33	\$65.86
Savannah, GA	\$4.76	\$17.52	\$9.71	\$1.16	\$5.33	\$0.93	\$22.33	\$4.96	\$66.70
Marathon County, WI	\$3.08	\$6.75	\$2.89	\$1.81	\$3.60	\$0.92	\$1.91	\$0.45	\$21.41
Fullerton, CA	\$3.57	\$10.34	\$6.64	\$0.41	\$1.30	\$0.01	\$7.18	\$0.26	\$29.71
Alexandria, VA	\$4.30	\$11.65	\$7.25	\$3.18	\$5.52	\$0.27	\$12.59	\$1.93	\$46.69
Island of Maui, HI	\$4.20	\$16.58	\$8.34	\$2.12	\$6.71	\$0.63	\$12.95	\$5.92	\$57.45
Pasadena, CA	\$3.61	\$12.15	\$2.83	\$1.50	\$2.73	\$0.14	\$3.72	\$1.30	\$27.98
Greater Burlington, VT	\$1.94	\$13.93	\$1.79	\$0.59	\$3.08	\$0.20	\$6.76	\$0.37	\$28.66
Tempe, AZ	\$0.77	\$15.24	\$0.81	\$0.58	\$1.28	\$0.05	\$1.30	\$0.54	\$20.57
Bay County, FL	\$7.42	\$12.78	\$5.23	\$3.20	\$5.76	\$0.19	\$16.76	\$0.54	\$51.88
Providence, RI	\$1.88	\$11.13	\$1.21	\$0.47	\$3.82	\$0.44	\$14.95	\$0.41	\$34.31
Ulster County, NY	\$0.68	\$16.49	\$6.62	\$1.82	\$5.67	\$0.26	\$13.01	\$0.01	\$44.56
Whatcom County, WA	\$2.81	\$7.06	\$3.36	\$1.02	\$1.66	\$0.00	\$9.61	\$1.31	\$26.83
Champaign County, IL	\$2.45	\$13.51	\$1.38	\$1.22	\$5.81	\$0.56	\$13.85	\$3.26	\$42.04
Doña Ana County, NM	\$0.57	\$6.91	\$11.06	\$0.38	\$3.58	\$0.00	\$6.28	\$0.58	\$29.36
Boise, ID	\$4.77	\$16.57	\$2.12	\$4.32	\$3.96	\$0.78	\$6.88	\$1.22	\$40.62
Tacoma, WA	\$3.10	\$11.71	\$1.58	\$1.35	\$2.50	\$0.28	\$4.84	\$0.21	\$25.57
Arlington County, VA	\$2.21	\$12.83	\$3.02	\$1.44	\$3.38	\$0.34	\$12.98	\$3.18	\$39.38
Glendale, CA	\$5.93	\$9.97	\$4.33	\$1.83	\$2.36	\$0.13	\$5.06	\$0.70	\$30.31
Lackawanna County, PA	\$3.49	\$11.44	\$7.02	\$0.93	\$2.01	\$0.32	\$3.06	\$1.21	\$29.48
Orlando, FL	\$4.05	\$10.33	\$2.00	\$2.33	\$6.09	\$0.23	\$13.66	\$1.01	\$39.70
Buncombe County, NC	\$11.19	\$16.80	\$8.68	\$2.13	\$5.93	\$0.83	\$12.90	\$1.55	\$60.01
Alachua County, FL	\$2.36	\$11.49	\$1.18	\$0.45	\$6.94	\$0.17	\$7.45	\$0.42	\$30.46
Chandler, AZ	\$1.47	\$9.35	\$1.07	\$1.14	\$1.72	\$0.23	\$1.66	\$0.38	\$17.02
Lincoln, NE	\$0.51	\$7.18	\$3.30	\$0.39	\$1.92	\$0.00	\$12.86	\$1.36	\$27.52
Kalamazoo County, MI	\$2.71	\$10.15	\$5.60	\$4.09	\$3.46	\$0.23	\$2.69	\$0.43	\$29.36
Santa Cruz County, CA	\$5.58	\$14.80	\$4.82	\$1.88	\$5.85	\$0.36	\$20.16	\$2.37	\$55.82
Group C Average	\$3.60	\$12.08	\$4.41	\$1.68	\$3.96	\$0.31	\$10.06	\$1.42	\$37.52
Percent of Group C Total	9.6%	32.2%	11.8%	4.5%	10.6%	0.8%	26.8%	3.8%	100.0%
Group C Median	\$3.08	\$11.71	\$3.36	\$1.44	\$3.58	\$0.23	\$10.81	\$1.01	\$30.46

**Table 24:
Average Non-Resident per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group D Population 250,000 to 499,999 Sample Size = 19	NON-RESIDENT Arts Event Attendees								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Saint Joseph County, IN	\$2.11	\$15.61	\$2.30	\$1.22	\$5.49	\$0.19	\$12.18	\$0.61	\$39.71
Anchorage, AK	\$2.08	\$16.88	\$1.29	\$0.91	\$4.12	\$0.91	\$5.22	\$1.78	\$33.19
Saint Paul, MN ²	\$2.72	\$9.62	\$7.86	\$0.00	\$4.24	\$0.56	\$4.68	\$0.40	\$30.08
Erie County, PA	\$3.84	\$8.28	\$0.88	\$2.24	\$2.88	\$0.00	\$6.54	\$0.00	\$24.66
Newark, NJ	\$7.01	\$10.61	\$5.69	\$3.02	\$3.25	\$0.59	\$3.97	\$1.17	\$35.31
Luzerne County, PA	\$2.38	\$9.49	\$0.91	\$2.40	\$3.92	\$0.35	\$4.96	\$0.94	\$25.35
Forsyth County, NC	\$6.28	\$12.87	\$4.58	\$2.21	\$6.93	\$0.32	\$9.37	\$0.32	\$42.88
Colorado Springs, CO	\$4.96	\$14.33	\$12.98	\$2.04	\$5.32	\$0.98	\$16.79	\$2.35	\$59.75
Minneapolis, MN ²	\$2.71	\$12.45	\$0.86	\$0.66	\$4.10	\$0.49	\$0.69	\$0.60	\$22.56
Orange County, NY	\$1.91	\$9.72	\$1.19	\$0.14	\$2.27	\$0.14	\$14.11	\$0.00	\$29.48
Tulsa, OK	\$2.07	\$13.36	\$3.01	\$1.67	\$5.18	\$0.20	\$12.81	\$6.00	\$44.30
Miami, FL ²	\$6.85	\$14.21	\$8.84	\$1.93	\$12.61	\$0.20	\$40.99	\$0.13	\$85.76
Santa Barbara County, CA	\$0.68	\$16.24	\$2.78	\$0.72	\$4.17	\$1.63	\$12.08	\$1.59	\$39.89
Mesa, AZ	\$2.64	\$9.99	\$3.50	\$1.30	\$3.11	\$0.29	\$5.28	\$0.86	\$26.97
Guilford County, NC	\$2.34	\$15.31	\$1.83	\$5.19	\$1.91	\$0.53	\$4.50	\$0.42	\$32.03
Dane County, WI	\$1.35	\$12.81	\$1.97	\$0.79	\$2.63	\$0.04	\$10.37	\$0.26	\$30.22
Sedgwick County, KS	\$2.18	\$14.50	\$1.89	\$0.84	\$3.24	\$0.41	\$2.63	\$0.93	\$26.62
Sonoma County, CA	\$3.47	\$12.07	\$7.41	\$0.88	\$5.30	\$0.00	\$17.30	\$2.68	\$49.11
Atlanta, GA	\$2.41	\$11.89	\$4.24	\$2.72	\$3.93	\$1.26	\$8.03	\$0.13	\$34.61
Group D Average	\$3.16	\$12.64	\$3.90	\$1.63	\$4.45	\$0.48	\$10.13	\$1.11	\$37.50
Percent of Group D Total	8.4%	33.7%	10.4%	4.3%	11.9%	1.3%	27.0%	3.0%	100.0%
Group D Median	\$2.41	\$12.81	\$2.78	\$1.30	\$4.10	\$0.35	\$8.03	\$0.61	\$33.19

**Table 24:
Average Non-Resident per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	NON-RESIDENT Arts Event Attendees								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Nashville-Davidson County, TN	\$4.46	\$10.34	\$4.13	\$3.17	\$5.84	\$0.43	\$11.71	\$1.61	\$41.69
District of Columbia	\$2.48	\$12.32	\$3.83	\$0.71	\$3.93	\$0.28	\$11.47	\$2.05	\$37.07
Seattle, WA	\$2.22	\$12.03	\$1.84	\$0.77	\$3.93	\$0.30	\$8.99	\$1.84	\$31.92
Baltimore, MD	\$5.55	\$9.77	\$8.36	\$1.29	\$2.92	\$0.25	\$13.69	\$1.47	\$43.30
Jefferson County, AL	\$4.27	\$14.49	\$3.31	\$2.90	\$4.81	\$0.28	\$11.28	\$0.18	\$41.52
Austin, TX	\$4.47	\$15.73	\$5.36	\$2.35	\$6.76	\$0.47	\$14.05	\$2.31	\$51.50
Louisville-Jefferson County, KY ³	\$4.02	\$13.08	\$5.19	\$1.62	\$4.76	\$0.32	\$10.58	\$1.39	\$40.96
Monroe County, NY	\$3.65	\$12.62	\$4.46	\$0.06	\$6.22	\$0.14	\$7.65	\$1.07	\$35.87
San Francisco, CA	\$4.53	\$15.46	\$6.73	\$3.33	\$5.40	\$0.52	\$14.28	\$1.05	\$51.30
Wake County, NC	\$2.75	\$16.52	\$2.59	\$1.10	\$2.19	\$0.51	\$3.38	\$0.33	\$29.37
Indianapolis, IN	\$5.57	\$14.08	\$9.19	\$3.15	\$4.34	\$0.09	\$15.02	\$2.65	\$54.09
Mecklenburg County, NC	\$2.19	\$12.08	\$3.35	\$1.07	\$3.52	\$0.55	\$9.83	\$1.49	\$34.08
Prince George's County, MD ⁴	\$4.66	\$18.06	\$9.75	\$3.76	\$9.96	\$0.26	\$33.76	\$1.87	\$82.08
Greater Hartford, CT ²	\$4.09	\$10.50	\$1.91	\$0.95	\$2.73	\$0.33	\$3.01	\$0.15	\$23.67
Milwaukee County, WI	\$2.49	\$14.45	\$1.99	\$0.25	\$3.15	\$0.20	\$12.82	\$2.57	\$37.92
Pima County, AZ	\$3.45	\$12.04	\$7.01	\$0.68	\$8.88	\$0.00	\$9.28	\$0.00	\$41.34
Montgomery County, MD ⁴	\$4.66	\$18.06	\$9.75	\$3.76	\$9.96	\$0.26	\$33.76	\$1.87	\$82.08
Pinellas County, FL	\$7.73	\$14.35	\$10.98	\$2.76	\$6.27	\$0.10	\$15.50	\$1.81	\$59.50
Westchester County, NY	\$4.39	\$12.48	\$8.04	\$1.39	\$5.30	\$0.60	\$7.27	\$1.66	\$41.13
Group E Average	\$4.02	\$13.08	\$5.19	\$1.62	\$4.76	\$0.32	\$10.58	\$1.39	\$40.96
Percent of Group E Total	9.8%	31.9%	12.7%	4.0%	11.6%	0.8%	25.8%	3.4%	100.0%
Group E Median	\$4.18	\$12.55	\$4.30	\$1.20	\$4.58	\$0.29	\$11.38	\$1.55	\$41.24

**Table 24:
Average Non-Resident per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group F Population 1,000,000 or More Sample Size = 16	NON-RESIDENT Arts Event Attendees								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Fairfax County, VA	\$1.36	\$10.60	\$6.18	\$2.07	\$2.67	\$0.33	\$4.92	\$0.69	\$28.82
Orange County, FL	\$3.98	\$11.20	\$4.61	\$2.48	\$6.63	\$0.15	\$11.26	\$1.34	\$41.65
Greater Columbus, OH	\$4.75	\$11.98	\$8.41	\$2.07	\$3.06	\$0.43	\$13.00	\$0.59	\$44.29
Allegheny County, PA	\$1.43	\$13.26	\$2.80	\$2.21	\$4.65	\$0.45	\$8.73	\$0.96	\$34.49
Palm Beach County, FL	\$4.17	\$10.53	\$3.84	\$0.97	\$2.38	\$0.00	\$3.18	\$1.37	\$26.44
City and County of St. Louis, MO	\$4.63	\$10.96	\$5.20	\$1.28	\$3.19	\$0.80	\$13.20	\$2.87	\$42.13
Phoenix, AZ	\$3.17	\$12.96	\$6.66	\$1.68	\$7.88	\$0.22	\$12.03	\$0.45	\$45.05
Philadelphia County, PA	\$5.63	\$15.64	\$4.11	\$1.35	\$5.64	\$0.50	\$14.21	\$2.85	\$49.93
Suffolk County, NY	\$2.95	\$13.56	\$2.11	\$2.36	\$2.32	\$0.04	\$5.48	\$0.12	\$28.94
Santa Clara County, CA	\$2.28	\$10.10	\$3.43	\$1.36	\$2.96	\$0.38	\$9.76	\$2.50	\$32.77
Clark County, NV	\$3.85	\$13.80	\$5.73	\$1.18	\$6.98	\$0.03	\$23.33	\$1.18	\$56.08
Broward County, FL	\$1.78	\$11.60	\$1.61	\$1.34	\$3.20	\$0.14	\$15.44	\$1.60	\$36.71
Riverside County, CA	\$6.10	\$18.96	\$3.29	\$2.13	\$4.49	\$0.56	\$13.85	\$5.52	\$54.90
Houston, TX ^{2,5}	\$0.00	\$18.80	\$20.54	\$7.30	\$9.12	\$0.20	\$26.14	\$0.00	\$82.10
Miami-Dade County, FL ²	\$4.52	\$20.41	\$4.81	\$2.78	\$10.92	\$0.35	\$33.43	\$0.95	\$78.17
Chicago, IL	\$2.89	\$15.90	\$4.70	\$2.59	\$5.94	\$0.35	\$11.63	\$2.26	\$46.26
Group F Average	\$3.57	\$13.43	\$4.50	\$1.86	\$4.86	\$0.32	\$12.90	\$1.68	\$43.12
Percent of Group F Total	8.3%	31.1%	10.4%	4.3%	11.3%	0.7%	29.9%	3.9%	100.0%
Group F Median	\$3.51	\$13.11	\$4.66	\$2.07	\$4.57	\$0.34	\$12.52	\$1.26	\$43.21

Average (Groups A - F)	\$3.33	\$12.64	\$4.60	\$1.74	\$4.31	\$0.32	\$10.58	\$1.45	\$38.97
Percent of Total (Groups A - F)	8.5%	32.4%	11.8%	4.5%	11.1%	0.8%	27.1%	3.7%	100.0%
Median (Groups A - F)	\$2.85	\$12.47	\$3.86	\$1.55	\$3.92	\$0.28	\$9.34	\$1.03	\$35.74

Average (28,587 Group A-F Respondents)	\$3.49	\$12.86	\$4.78	\$1.88	\$4.37	\$0.33	\$10.91	\$1.57	\$40.19
Percent of Total	8.7%	32.0%	11.9%	4.7%	10.9%	0.8%	27.1%	3.9%	100.0%

**Table 24:
Average Non-Resident per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	NON-RESIDENT Arts Event Attendees								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Wood River Valley, ID	\$8.87	\$15.67	\$7.67	\$3.11	\$4.67	\$0.33	\$13.14	\$0.19	\$53.65
Portsmouth Seacoast Area (NH,ME)	\$3.17	\$12.00	\$5.71	\$0.45	\$2.53	\$0.29	\$6.91	\$0.37	\$31.43
Greater Minot, ND	\$5.63	\$9.93	\$5.59	\$2.51	\$6.12	\$0.17	\$13.42	\$0.29	\$43.66
North Central Minnesota ²	\$6.11	\$5.79	\$10.14	\$2.05	\$7.53	\$0.08	\$7.03	\$0.38	\$39.11
Northwest Minnesota ²	\$1.73	\$9.15	\$2.66	\$2.71	\$11.67	\$0.07	\$12.99	\$0.00	\$40.97
East Central Minnesota ²	\$2.51	\$12.36	\$15.52	\$2.16	\$7.13	\$0.22	\$7.98	\$5.70	\$53.59
Minnesota Brainerd Lakes Region ²	\$2.81	\$7.98	\$7.61	\$0.34	\$4.58	\$0.18	\$2.13	\$1.67	\$27.29
Black Hills Region, SD	\$2.92	\$12.70	\$3.81	\$0.00	\$1.85	\$0.00	\$12.35	\$0.54	\$34.17
Fargo-Moorhead Region (ND,MN)	\$4.64	\$15.50	\$5.99	\$1.19	\$4.91	\$0.10	\$12.82	\$1.99	\$47.14
Minnesota Lake Region ²	\$3.66	\$9.56	\$9.09	\$2.28	\$8.48	\$1.12	\$9.11	\$2.21	\$45.51
South Central Minnesota ²	\$1.40	\$6.69	\$2.30	\$2.55	\$4.50	\$0.17	\$2.11	\$0.04	\$19.76
Southwest Minnesota ²	\$1.53	\$4.77	\$1.90	\$0.81	\$4.50	\$0.43	\$1.97	\$0.01	\$15.91
Minnesota Arrowhead Region ²	\$2.38	\$11.67	\$9.50	\$0.89	\$5.38	\$0.16	\$13.97	\$0.99	\$44.95
Washington and Chisago Counties, MN	\$3.24	\$8.03	\$4.91	\$1.19	\$3.83	\$0.00	\$6.87	\$1.18	\$29.25
Northwest Arkansas	\$7.43	\$12.09	\$8.77	\$2.91	\$4.67	\$0.00	\$14.98	\$0.07	\$50.92
Central Minnesota ²	\$1.43	\$4.93	\$1.05	\$0.65	\$4.15	\$0.15	\$1.87	\$0.26	\$14.47
Northeast Wisconsin	\$1.65	\$13.21	\$6.16	\$1.70	\$4.60	\$0.34	\$6.65	\$1.77	\$36.08
Southeast Minnesota ²	\$2.43	\$11.54	\$5.69	\$2.75	\$8.92	\$0.09	\$11.84	\$0.73	\$44.00
Cedar Rapids/Iowa City Cultural Corridor, IA	\$3.69	\$12.85	\$5.48	\$3.75	\$6.83	\$0.00	\$12.34	\$1.18	\$46.12
St. Croix Valley Region (WI,MN)	\$3.03	\$7.91	\$6.48	\$1.45	\$6.71	\$0.19	\$6.89	\$3.89	\$36.55
Northwest Louisiana	\$3.97	\$14.55	\$5.81	\$1.10	\$6.61	\$0.05	\$12.78	\$3.88	\$48.75
Greater Columbia, SC	\$2.22	\$11.11	\$2.97	\$0.00	\$3.83	\$0.00	\$11.24	\$0.26	\$31.63
Lehigh Valley, PA	\$3.86	\$12.83	\$5.68	\$1.26	\$5.27	\$0.57	\$6.26	\$0.18	\$35.91
East Maricopa County, AZ	\$1.83	\$14.47	\$1.99	\$0.99	\$2.56	\$0.19	\$6.30	\$0.54	\$28.87
Greater Buffalo, NY	\$0.77	\$11.35	\$5.54	\$3.05	\$3.03	\$0.00	\$6.90	\$2.36	\$33.00
Greater Portland, OR	\$1.71	\$14.30	\$5.96	\$1.53	\$4.69	\$0.18	\$9.04	\$1.12	\$38.53
Greater Harrisburg, PA	\$4.05	\$15.76	\$7.48	\$3.11	\$4.33	\$0.39	\$16.33	\$4.71	\$56.16
Kansas City Metro Region (MO,KS) ²	\$2.78	\$15.50	\$2.24	\$1.23	\$5.44	\$0.23	\$5.87	\$2.18	\$35.47
Greater Birmingham, AL	\$4.76	\$13.28	\$3.78	\$2.70	\$5.79	\$0.21	\$15.89	\$1.24	\$47.65

**Table 24:
Average Non-Resident per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	NON-RESIDENT Arts Event Attendees								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
Greater Cincinnati Region (OH,KY,IN)	\$3.89	\$14.49	\$4.21	\$2.14	\$3.84	\$0.07	\$10.73	\$1.98	\$41.35
Greater Milwaukee, WI	\$1.84	\$13.11	\$2.41	\$0.43	\$5.60	\$0.29	\$22.36	\$3.08	\$49.12
Minnesota Twin Cities' Metro Region ²	\$3.93	\$13.37	\$3.98	\$0.56	\$4.42	\$0.12	\$2.52	\$0.56	\$29.46
Central Florida Region	\$4.19	\$9.90	\$4.50	\$1.53	\$3.99	\$0.03	\$12.90	\$1.81	\$38.85
Greater Washington Metro Region (DC,VA,MD)	\$4.66	\$18.06	\$9.75	\$3.76	\$9.96	\$0.26	\$33.76	\$1.87	\$82.08
Greater Philadelphia, PA	\$5.97	\$17.59	\$4.95	\$1.70	\$5.85	\$0.64	\$28.28	\$2.14	\$67.12
Regional Average	\$3.45	\$11.83	\$5.64	\$1.73	\$5.39	\$0.21	\$10.82	\$1.47	\$40.54
Percent of Regional Total	8.5%	29.2%	13.9%	4.3%	13.3%	0.5%	26.7%	3.6%	100.0%
Regional Median	\$3.17	\$12.36	\$5.59	\$1.53	\$4.69	\$0.17	\$10.73	\$1.18	\$39.11

**Table 24:
Average Non-Resident per Person Audience Spending Induced by Attendance to
Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	NON-RESIDENT Arts Event Attendees								Average per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing or Accessories	Transportation	Child Care	Overnight Lodging	Miscellaneous Spending	
State of North Dakota	\$4.27	\$9.22	\$5.27	\$3.59	\$3.18	\$0.19	\$6.92	\$1.88	\$34.52
State of Delaware ²	\$6.38	\$19.03	\$6.34	\$2.37	\$6.57	\$0.12	\$10.45	\$7.61	\$58.87
State of Minnesota ²	\$2.53	\$9.75	\$9.26	\$1.89	\$7.63	\$0.52	\$11.53	\$1.71	\$44.82
State of Wisconsin	\$2.41	\$12.54	\$6.06	\$1.46	\$4.45	\$0.12	\$19.18	\$2.73	\$48.95
State of Pennsylvania	\$4.91	\$17.37	\$5.91	\$1.95	\$7.10	\$0.63	\$28.47	\$2.76	\$69.10
Statewide Average	\$4.10	\$13.58	\$6.57	\$2.25	\$5.79	\$0.32	\$15.31	\$3.34	\$51.26
Percent of Statewide Total	8.0%	26.5%	12.8%	4.4%	11.3%	0.6%	29.9%	6.5%	100.0%
Statewide Median	\$4.27	\$12.54	\$6.06	\$1.95	\$6.57	\$0.19	\$11.53	\$2.73	\$48.95

Table Notes:

¹ Zero audience-intercept surveys were collected from attendees to arts and culture events in the City of Fairfax (VA). To calculate the estimated audience spending in the City of Fairfax, the average per person audience expenditures for Fairfax County were used. The City of Fairfax has been excluded from the calculation of summary statistics where applicable.

² Audience-intercept surveys were collected throughout 2005 rather than 2006 in these study regions.

³ Zero audience-intercept surveys were collected from attendees to arts and culture events in Louisville-Jefferson County (KY). To calculate the estimated audience spending in Louisville-Jefferson County, the average per person audience expenditures for Population Group E were used. Louisville-Jefferson County has been excluded from the calculation of summary statistics where applicable.

⁴ Zero audience-intercept surveys were collected from attendees to arts and culture events in Montgomery and Prince George's Counties (MD). To calculate the estimated audience spending in Montgomery and Prince George's Counties, the average per person audience expenditures for the Greater Washington DC Metropolitan Region were used. Montgomery and Prince George's Counties have been excluded from the calculation of summary statistics where applicable.

⁵ The audience-intercept survey instrument used in the City of Houston (TX) was slightly different than the audience-intercept survey instrument used to collect audience expenditure information in all other study regions. Refreshments and meals were combined into one category; therefore, "\$0" is listed under Refreshments on this table. The City of Houston has been excluded from the calculation of summary statistics where applicable.

Explanation of Table 25: Demographic Characteristics of All Audiences at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

This table presents a demographic description of all respondents to the audience-intercept survey in each participating study region during fiscal 2005. Summary statistics are calculated for each population group. (Note: the percentages may not add up to 100 percent due to rounding.)

Column Two:

The percentage of all nonprofit arts and culture event attendees in each participating study region—both residents and non-residents—who are male.

Column Three:

The percentage of all nonprofit arts and culture event attendees—both residents and non-residents—who are female.

Column Four:

The percentage of all nonprofit arts and culture event attendees in each participating study region—both residents and non-residents—who are 18 to 34 years of age. Audience-intercept survey respondents were required to be at least 18 years old.

Column Five:

The percentage of all nonprofit arts and culture event attendees—both residents and non-residents—who are 35 to 54 years of age.

Column Six:

The percentage of all nonprofit arts and culture event attendees—both residents and non-residents—who are 55 years of age or older.

Column Seven:

The percentage of all nonprofit arts and culture event attendees in each participating study region—both residents and non-residents—whose highest completed level of education is a high school degree or less.

Column Eight:

The percentage of all nonprofit arts and culture event attendees—both residents and non-residents—whose highest completed level of education is a two-year or four-year college degree.

Column Nine:

The percentage of all nonprofit arts and culture event attendees—both residents and non-residents—whose highest completed level of education is a master's or doctoral degree.

Column Ten:

The percentage of all nonprofit arts and culture event attendees in each participating study region—both residents and non-residents—whose annual household income is less than \$60,000.

Column Eleven:

The percentage of all nonprofit arts and culture event attendees—both residents and non-residents—whose annual household income is between \$60,000 and \$99,999.

Column Twelve:

The percentage of all nonprofit arts and culture event attendees—both residents and non-residents—whose annual household income is \$120,000 or more.

**Table 25:
Demographic Characteristics of All Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
Homer, AK	40.2%	59.8%	11.1%	59.6%	29.3%	10.5%	65.3%	24.2%	42.1%	38.9%	18.9%
Gunnison County, CO	35.1%	64.9%	29.8%	29.8%	40.3%	14.6%	55.4%	30.0%	46.0%	26.5%	27.6%
Teton County, WY	42.1%	57.9%	20.0%	37.3%	42.7%	14.5%	47.8%	37.6%	28.9%	24.7%	46.4%
Bainbridge Island, WA	34.1%	65.9%	5.4%	38.1%	56.6%	5.5%	49.7%	44.8%	25.6%	31.5%	42.9%
Fairfax, VA ¹	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Laguna Beach, CA	32.5%	67.5%	8.7%	33.0%	58.2%	10.6%	54.7%	34.7%	17.3%	23.9%	58.8%
Winter Park, FL	30.6%	69.4%	6.5%	28.0%	65.5%	10.8%	52.2%	37.1%	39.9%	27.8%	32.3%
Wheeling, WV	33.4%	66.6%	14.2%	40.2%	45.6%	22.7%	51.1%	26.3%	46.9%	32.8%	20.3%
Dover, DE ²	32.3%	67.7%	7.6%	36.9%	55.5%	24.1%	45.7%	30.2%	51.2%	33.7%	15.0%
Iron County, UT	33.0%	67.0%	18.4%	30.9%	50.7%	17.8%	49.4%	32.8%	44.6%	26.7%	28.7%
Pierce County, WI	32.2%	67.8%	13.1%	46.6%	40.3%	29.0%	50.2%	20.7%	29.4%	46.7%	23.8%
Pittsfield, MA	33.5%	66.5%	5.0%	47.3%	47.7%	8.3%	56.0%	35.7%	22.5%	43.7%	33.8%
Windham County, VT	32.6%	67.4%	11.5%	37.5%	51.0%	13.3%	36.4%	50.2%	49.7%	28.6%	21.6%
Polk County, WI	33.2%	66.8%	18.8%	39.7%	41.5%	36.5%	46.5%	17.0%	50.2%	30.0%	19.8%
Salina, KS	34.2%	65.8%	17.9%	36.8%	45.3%	25.5%	52.1%	22.5%	50.7%	32.7%	16.6%
Group A Average	34.2%	65.8%	13.4%	38.7%	47.9%	17.4%	50.9%	31.7%	38.9%	32.0%	29.0%
Group A Median	33.3%	66.7%	12.3%	37.4%	46.7%	14.6%	50.7%	31.5%	43.4%	30.8%	25.7%

**Table 25:
Demographic Characteristics of All Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group B Population 50,000 to 99,999 Sample Size = 18	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
New Brunswick, NJ	36.5%	63.5%	9.8%	31.8%	58.4%	12.6%	45.7%	41.7%	25.4%	34.8%	39.8%
La Crosse, WI	28.8%	71.2%	23.6%	32.3%	44.1%	27.2%	49.5%	23.3%	53.4%	30.8%	15.8%
Mansfield, OH	28.7%	71.3%	11.6%	35.7%	52.7%	31.9%	45.7%	22.4%	52.2%	28.7%	19.1%
Lancaster, PA	32.5%	67.5%	15.9%	37.3%	46.8%	16.0%	53.5%	30.5%	33.1%	37.3%	29.6%
Loveland, CO	26.4%	73.6%	10.6%	39.2%	50.2%	16.0%	55.6%	28.4%	38.4%	34.3%	27.3%
Bradford County, PA	22.3%	77.7%	13.3%	37.0%	49.7%	39.3%	38.1%	22.6%	58.1%	26.0%	16.0%
Missoula, MT	42.4%	57.6%	14.6%	33.8%	51.6%	14.9%	50.4%	34.7%	54.9%	27.1%	18.1%
Oshkosh, WI	33.0%	67.0%	14.1%	45.2%	40.7%	27.3%	51.7%	20.9%	42.3%	39.5%	18.2%
Portland, ME	39.9%	60.1%	32.5%	51.3%	16.2%	8.6%	60.5%	30.8%	49.6%	30.1%	20.4%
Walnut Creek, CA	35.8%	64.2%	10.6%	43.3%	46.1%	8.6%	59.4%	32.0%	19.2%	29.5%	51.3%
Saint Cloud, MN ²	35.6%	64.4%	17.8%	32.6%	49.6%	16.9%	47.8%	35.3%	55.8%	25.6%	18.6%
Wilmington, DE ²	38.1%	61.9%	9.7%	24.8%	65.5%	13.7%	44.6%	41.8%	29.7%	33.0%	37.3%
St. Croix County, WI	39.3%	60.7%	10.6%	41.0%	48.5%	23.3%	55.4%	21.3%	39.4%	31.4%	29.1%
Lauderdale County, MS	32.8%	67.2%	23.0%	38.7%	38.3%	12.6%	55.9%	31.4%	30.3%	31.6%	38.1%
Somerset County, PA	29.5%	70.5%	16.7%	42.2%	41.2%	40.6%	43.5%	15.9%	52.1%	33.8%	14.1%
Josephine County, OR	28.0%	72.0%	9.4%	37.0%	53.6%	22.3%	59.7%	18.1%	63.1%	25.1%	11.7%
Miami Beach, FL ²	38.7%	61.3%	21.2%	34.9%	43.9%	8.0%	53.7%	38.3%	39.2%	26.7%	34.1%
Boulder, CO	33.5%	66.5%	30.2%	41.3%	28.5%	11.2%	47.0%	41.8%	49.0%	24.7%	26.3%
Group B Average	33.4%	66.6%	16.4%	37.7%	45.9%	19.5%	51.0%	29.5%	43.6%	30.6%	25.8%
Group B Median	33.3%	66.8%	14.4%	37.2%	47.7%	16.0%	51.1%	30.7%	45.7%	30.5%	23.4%

**Table 25:
Demographic Characteristics of All Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group C Population 100,000 to 249,999 Sample Size = 29	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
Abilene, TX	34.3%	65.7%	24.3%	36.3%	39.4%	25.7%	53.6%	20.7%	46.7%	31.8%	21.5%
Fort Collins, CO	36.5%	63.5%	25.0%	40.0%	34.9%	12.1%	53.8%	34.0%	40.1%	31.3%	28.5%
Humboldt County, CA	39.7%	60.3%	42.5%	35.7%	21.7%	21.5%	62.2%	16.3%	68.8%	21.0%	10.1%
Savannah, GA	39.4%	60.6%	24.6%	44.2%	31.2%	12.6%	56.9%	30.5%	36.2%	34.1%	29.7%
Marathon County, WI	27.5%	72.5%	12.5%	41.6%	45.9%	25.1%	52.1%	22.7%	44.5%	34.2%	21.2%
Fullerton, CA	44.1%	55.9%	22.2%	45.8%	32.0%	15.4%	62.5%	22.0%	30.8%	36.3%	32.9%
Alexandria, VA	33.7%	66.3%	14.2%	38.7%	47.1%	7.1%	47.8%	45.1%	20.5%	31.0%	48.5%
Island of Maui, HI	35.3%	64.7%	12.9%	41.7%	45.4%	17.7%	54.7%	27.6%	32.0%	37.6%	30.4%
Pasadena, CA	39.6%	60.4%	29.5%	35.8%	34.7%	8.8%	53.4%	37.9%	35.0%	27.1%	37.9%
Greater Burlington, VT	40.0%	60.0%	14.9%	47.7%	37.4%	11.1%	45.6%	43.3%	29.5%	35.4%	35.1%
Tempe, AZ	26.7%	73.3%	28.3%	35.5%	36.1%	18.7%	53.6%	27.7%	53.8%	28.1%	18.1%
Bay County, FL	28.2%	71.8%	10.2%	28.1%	61.7%	28.5%	53.4%	18.1%	46.9%	31.2%	21.9%
Providence, RI	34.1%	65.9%	19.1%	37.8%	43.2%	13.7%	43.1%	43.1%	37.4%	27.9%	34.7%
Ulster County, NY	47.5%	52.5%	3.6%	65.7%	30.8%	9.7%	38.9%	51.4%	27.3%	36.9%	35.8%
Whatcom County, WA	37.7%	62.3%	25.9%	34.4%	39.7%	17.0%	57.9%	25.1%	54.5%	30.3%	15.2%
Champaign County, IL	44.3%	55.7%	18.7%	37.3%	44.0%	14.4%	41.8%	43.8%	46.3%	31.9%	21.7%
Doña Ana County, NM	34.5%	65.5%	19.9%	28.8%	51.3%	16.3%	52.4%	31.3%	66.2%	21.8%	11.9%
Boise, ID	29.8%	70.2%	17.5%	44.2%	38.3%	11.9%	52.0%	36.0%	34.0%	28.6%	37.3%
Tacoma, WA	37.8%	62.2%	15.2%	31.0%	53.8%	11.9%	55.0%	33.1%	39.3%	36.7%	24.1%
Arlington County, VA	39.9%	60.1%	19.2%	38.2%	42.6%	11.3%	44.1%	44.5%	22.4%	29.5%	48.1%
Glendale, CA	40.7%	59.3%	20.9%	45.6%	33.5%	13.2%	60.9%	25.9%	37.1%	37.6%	25.3%
Lackawanna County, PA	26.9%	73.1%	17.1%	33.5%	49.4%	22.8%	46.3%	30.9%	52.4%	31.2%	16.4%
Orlando, FL	34.5%	65.5%	17.1%	37.3%	45.6%	12.6%	58.0%	29.4%	38.1%	34.0%	27.9%
Buncombe County, NC	39.6%	60.4%	20.4%	48.9%	30.6%	9.7%	53.0%	37.3%	44.9%	24.3%	30.8%
Alachua County, FL	37.7%	62.3%	28.7%	34.5%	36.8%	12.7%	55.4%	31.9%	50.4%	26.8%	22.8%
Chandler, AZ	28.5%	71.5%	8.9%	28.1%	63.0%	21.9%	56.4%	21.7%	37.2%	36.6%	26.2%
Lincoln, NE	38.5%	61.5%	13.9%	31.2%	54.9%	14.3%	41.1%	44.6%	49.0%	26.8%	24.2%
Kalamazoo County, MI	63.5%	36.5%	14.6%	41.3%	44.2%	12.5%	52.0%	35.5%	40.5%	32.8%	26.7%
Santa Cruz County, CA	36.0%	64.0%	18.3%	40.6%	41.0%	14.0%	49.1%	37.0%	35.6%	29.2%	35.3%
Group C Average	37.1%	62.9%	19.3%	38.9%	41.7%	15.3%	52.0%	32.7%	41.3%	31.1%	27.6%
Group C Median	37.7%	62.3%	18.7%	37.8%	41.0%	13.7%	53.4%	31.9%	39.3%	31.2%	26.7%

**Table 25:
Demographic Characteristics of All Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group D Population 250,000 to 499,999 Sample Size = 19	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
Saint Joseph County, IN	36.5%	63.5%	20.5%	41.9%	37.6%	22.6%	45.1%	32.3%	39.7%	32.0%	28.3%
Anchorage, AK	29.9%	70.1%	23.2%	44.4%	32.5%	18.2%	50.9%	30.8%	29.0%	31.2%	39.8%
Saint Paul, MN ²	29.4%	70.6%	20.6%	29.4%	50.0%	18.3%	43.3%	38.5%	42.7%	25.0%	32.3%
Erie County, PA	36.0%	64.0%	23.6%	37.7%	38.8%	27.6%	44.5%	27.8%	50.6%	32.1%	17.3%
Newark, NJ	27.3%	72.7%	18.3%	31.8%	49.9%	12.0%	48.7%	39.3%	33.5%	29.9%	36.6%
Luzerne County, PA	37.3%	62.7%	14.4%	53.2%	32.4%	20.8%	53.7%	25.6%	36.7%	38.8%	24.5%
Forsyth County, NC	32.4%	67.6%	13.1%	31.9%	55.0%	11.1%	47.3%	41.6%	38.3%	27.8%	33.9%
Colorado Springs, CO	33.9%	66.1%	16.1%	47.6%	36.3%	9.4%	54.8%	35.7%	35.8%	34.2%	30.0%
Minneapolis, MN ²	33.2%	66.8%	20.5%	37.8%	41.7%	11.7%	53.2%	35.1%	37.6%	29.5%	32.8%
Orange County, NY	29.9%	70.1%	9.7%	38.3%	52.0%	20.0%	49.7%	30.3%	40.0%	34.7%	25.3%
Tulsa, OK	35.8%	64.2%	28.7%	43.1%	28.2%	11.7%	52.8%	35.6%	48.9%	30.5%	20.7%
Miami, FL ²	40.2%	59.8%	21.9%	40.9%	37.2%	9.3%	57.6%	33.1%	37.6%	28.7%	33.7%
Santa Barbara County, CA	41.1%	58.9%	26.9%	23.1%	50.1%	21.9%	43.3%	34.8%	29.0%	23.0%	48.0%
Mesa, AZ	29.4%	70.6%	13.8%	33.7%	52.5%	17.7%	52.4%	29.9%	38.0%	33.3%	28.7%
Guilford County, NC	31.3%	68.8%	16.1%	40.7%	43.2%	15.5%	56.0%	28.5%	38.1%	31.1%	30.8%
Dane County, WI	33.1%	66.9%	19.1%	37.6%	43.3%	12.9%	50.2%	36.9%	34.9%	31.8%	33.3%
Sedgwick County, KS	31.1%	68.9%	16.8%	41.5%	41.7%	20.5%	49.3%	30.2%	42.8%	35.8%	21.4%
Sonoma County, CA	35.7%	64.3%	8.3%	34.8%	56.9%	7.3%	54.0%	38.6%	31.8%	34.7%	33.5%
Atlanta, GA	34.1%	65.9%	33.3%	38.3%	28.3%	14.1%	60.4%	25.5%	40.8%	25.0%	34.2%
Group D Average	33.6%	66.4%	19.2%	38.3%	42.5%	15.9%	50.9%	33.2%	38.2%	31.0%	30.8%
Group D Median	33.2%	66.8%	19.1%	38.3%	41.7%	15.5%	50.9%	33.1%	38.0%	31.2%	32.3%

**Table 25:
Demographic Characteristics of All Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
Nashville-Davidson County, TN	35.2%	64.8%	20.9%	47.3%	31.8%	12.7%	51.3%	36.0%	36.6%	28.8%	34.6%
District of Columbia	39.3%	60.7%	26.6%	33.2%	40.2%	8.0%	42.4%	49.5%	28.4%	28.4%	43.1%
Seattle, WA	33.0%	67.0%	19.6%	37.3%	43.1%	12.0%	49.0%	39.0%	36.4%	29.1%	34.5%
Baltimore, MD	42.1%	57.9%	37.6%	46.8%	15.6%	20.4%	54.7%	24.8%	33.8%	38.5%	27.7%
Jefferson County, AL	38.6%	61.4%	23.3%	46.3%	30.5%	19.3%	46.4%	34.3%	31.6%	33.3%	35.0%
Austin, TX	38.6%	61.4%	38.2%	41.4%	20.4%	13.0%	52.0%	35.0%	41.2%	28.6%	30.3%
Louisville-Jefferson County, KY ¹	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Monroe County, NY	31.6%	68.4%	13.3%	32.5%	54.2%	14.8%	49.4%	35.7%	40.0%	33.9%	26.1%
San Francisco, CA	37.8%	62.2%	40.4%	35.6%	24.0%	11.8%	50.2%	38.0%	44.1%	26.4%	29.5%
Wake County, NC	39.7%	60.3%	20.8%	43.6%	35.6%	10.6%	49.6%	39.8%	27.9%	30.6%	41.5%
Indianapolis, IN	38.1%	61.9%	19.0%	45.7%	35.3%	13.4%	48.0%	38.6%	34.1%	32.1%	33.7%
Mecklenburg County, NC	34.6%	65.4%	21.3%	46.1%	32.6%	14.6%	58.8%	26.6%	31.8%	30.1%	38.1%
Prince George's County, MD ¹	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Greater Hartford, CT ²	39.9%	60.1%	24.4%	45.2%	30.5%	11.8%	48.1%	40.1%	31.5%	31.8%	36.7%
Milwaukee County, WI	33.3%	66.7%	16.6%	39.6%	43.8%	20.3%	46.3%	33.3%	37.6%	28.0%	34.4%
Pima County, AZ	35.5%	64.5%	14.4%	30.6%	55.1%	9.5%	46.4%	44.1%	51.3%	28.2%	20.5%
Montgomery County, MD ¹	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Pinellas County, FL	32.9%	67.1%	13.9%	36.8%	49.3%	14.2%	57.3%	28.6%	38.2%	32.9%	28.9%
Westchester County, NY	36.4%	63.6%	7.4%	32.3%	60.3%	9.8%	41.9%	48.3%	18.6%	27.1%	54.3%
Group E Average	36.7%	63.3%	22.4%	40.0%	37.6%	13.5%	49.5%	37.0%	35.2%	30.5%	34.3%
Group E Median	37.1%	62.9%	20.9%	40.5%	35.5%	12.9%	49.2%	37.0%	35.3%	29.6%	34.5%

**Table 25:
Demographic Characteristics of All Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group F Population 1,000,000 or More Sample Size = 16	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
Fairfax County, VA	34.7%	65.3%	8.1%	33.5%	58.4%	8.1%	46.1%	45.8%	15.2%	26.0%	58.8%
Orange County, FL	32.9%	67.1%	19.8%	38.1%	42.2%	12.9%	58.2%	29.0%	39.5%	31.1%	29.4%
Greater Columbus, OH	46.2%	53.8%	31.8%	40.0%	28.2%	17.7%	50.6%	31.7%	39.1%	30.6%	30.3%
Allegheny County, PA	36.4%	63.6%	22.2%	32.4%	45.4%	11.1%	41.9%	47.1%	40.0%	30.3%	29.7%
Palm Beach County, FL	32.7%	67.3%	17.4%	27.8%	54.9%	10.7%	53.3%	36.0%	29.4%	31.8%	38.8%
City and County of St. Louis, MO	32.7%	67.3%	23.8%	45.9%	30.3%	10.9%	49.3%	39.8%	31.0%	33.6%	35.4%
Phoenix, AZ	41.2%	58.8%	17.3%	40.1%	42.5%	8.8%	54.4%	36.9%	29.0%	34.6%	36.4%
Philadelphia County, PA	43.7%	56.3%	30.9%	43.0%	26.1%	11.7%	48.4%	40.0%	30.2%	28.9%	40.8%
Suffolk County, NY	36.5%	63.5%	7.6%	37.6%	54.9%	15.2%	45.5%	39.3%	22.7%	32.7%	44.5%
Santa Clara County, CA	33.6%	66.4%	20.5%	47.4%	32.1%	8.9%	49.0%	42.1%	22.7%	29.4%	47.9%
Clark County, NV	38.1%	61.9%	21.6%	41.4%	36.9%	14.2%	60.6%	25.2%	36.8%	36.4%	26.8%
Broward County, FL	31.6%	68.4%	18.7%	32.2%	49.1%	13.6%	52.5%	33.9%	35.9%	30.0%	34.1%
Riverside County, CA	43.6%	56.4%	18.6%	48.5%	32.9%	14.3%	59.4%	26.3%	32.8%	35.9%	31.3%
Houston, TX ³	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Miami-Dade County, FL ²	38.5%	61.5%	18.7%	36.7%	44.7%	9.0%	53.4%	37.7%	37.1%	28.1%	34.8%
Chicago, IL	38.3%	61.7%	29.7%	32.5%	37.7%	13.2%	41.9%	44.9%	35.9%	25.3%	38.8%
Group F Average	37.4%	62.6%	20.4%	38.5%	41.1%	12.0%	51.0%	37.0%	31.8%	31.0%	37.2%
Group F Median	36.5%	63.5%	19.8%	38.1%	42.2%	11.7%	50.6%	37.7%	32.8%	30.6%	35.4%

Average (Groups A - F)	35.5%	64.5%	18.7%	38.7%	42.6%	15.7%	51.0%	33.3%	38.7%	31.0%	30.3%
Median (Groups A - F)	35.1%	64.9%	18.4%	37.8%	43.1%	13.7%	51.3%	34.0%	38.0%	31.0%	30.0%

**Table 25:
Demographic Characteristics of All Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
Wood River Valley, ID	31.9%	68.1%	10.2%	35.9%	53.9%	7.3%	59.5%	33.2%	26.3%	23.5%	50.2%
Portsmouth Seacoast Area (NH,ME)	38.0%	62.0%	16.2%	46.0%	37.8%	11.4%	53.0%	35.6%	33.9%	27.2%	38.9%
Greater Minot, ND	31.7%	68.3%	11.0%	34.2%	54.8%	26.0%	56.0%	18.0%	53.5%	33.3%	13.1%
North Central Minnesota ²	33.5%	66.5%	13.1%	39.3%	47.6%	21.9%	51.9%	26.2%	54.2%	27.4%	18.4%
Northwest Minnesota ²	25.2%	74.8%	23.3%	48.0%	28.7%	23.3%	65.4%	11.3%	45.4%	47.1%	7.6%
East Central Minnesota ²	28.6%	71.4%	14.3%	45.8%	39.8%	22.0%	56.4%	21.6%	49.3%	32.8%	17.9%
Minnesota Brainerd Lakes Region ²	31.7%	68.3%	8.4%	67.3%	24.2%	25.7%	64.7%	9.6%	44.3%	47.6%	8.1%
Black Hills Region, SD	42.9%	57.1%	31.8%	38.3%	30.0%	22.8%	49.6%	27.6%	50.2%	29.8%	20.0%
Fargo-Moorhead Region (ND,MN)	28.3%	71.7%	17.7%	36.0%	46.3%	15.4%	52.6%	32.0%	46.1%	33.1%	20.8%
Minnesota Lake Region ²	26.0%	74.0%	12.3%	46.6%	41.1%	19.5%	58.9%	21.6%	44.1%	34.9%	21.0%
South Central Minnesota ²	34.0%	66.0%	10.4%	35.7%	53.9%	18.3%	52.0%	29.6%	47.8%	33.9%	18.3%
Southwest Minnesota ²	25.4%	74.6%	8.0%	33.8%	58.1%	27.7%	56.2%	16.1%	58.0%	28.7%	13.4%
Minnesota Arrowhead Region ²	30.4%	69.6%	5.9%	34.3%	59.8%	21.8%	56.9%	21.3%	49.7%	34.2%	16.1%
Washington and Chisago Counties, MN	26.9%	73.1%	18.8%	34.7%	46.6%	16.0%	58.4%	25.6%	47.4%	31.1%	21.5%
Northwest Arkansas	36.6%	63.4%	33.2%	42.5%	24.2%	16.7%	65.0%	18.3%	40.3%	39.6%	20.1%
Central Minnesota ²	36.7%	63.3%	22.4%	36.5%	41.2%	24.9%	48.4%	26.7%	54.4%	32.9%	12.7%
Northeast Wisconsin	32.6%	67.4%	14.5%	39.8%	45.7%	23.6%	51.2%	25.3%	35.8%	35.6%	28.7%
Southeast Minnesota ²	35.1%	64.9%	11.1%	38.1%	50.8%	15.6%	55.2%	29.1%	43.1%	30.0%	26.9%
Cedar Rapids/Iowa City Cultural Corridor, IA	29.4%	70.6%	18.7%	44.0%	37.4%	22.9%	50.0%	27.1%	40.8%	34.7%	24.5%
St. Croix Valley Region (WI,MN)	33.6%	66.4%	15.4%	40.2%	44.3%	27.2%	52.1%	20.6%	43.0%	33.5%	23.5%
Northwest Louisiana	35.6%	64.4%	15.7%	38.3%	46.0%	27.3%	50.8%	21.9%	46.9%	34.8%	18.2%
Greater Columbia, SC	35.4%	64.6%	29.5%	43.0%	27.5%	19.3%	60.9%	19.8%	42.9%	33.5%	23.6%
Lehigh Valley, PA	34.3%	65.7%	23.7%	38.7%	37.6%	20.2%	49.2%	30.6%	33.6%	32.5%	33.9%
East Maricopa County, AZ	28.2%	71.8%	17.5%	32.7%	49.8%	19.3%	54.0%	26.7%	43.8%	32.2%	23.9%
Greater Buffalo, NY	42.0%	58.0%	29.0%	34.9%	36.1%	17.8%	52.2%	30.0%	47.1%	31.7%	21.3%
Greater Portland, OR	30.5%	69.5%	12.3%	33.4%	54.3%	11.6%	50.8%	37.6%	33.4%	31.5%	35.1%
Greater Harrisburg, PA	35.2%	64.8%	16.8%	40.5%	42.7%	16.2%	54.1%	29.7%	33.3%	37.3%	29.3%
Kansas City Metro Region (MO,KS) ²	34.4%	65.6%	17.5%	37.0%	45.5%	14.2%	47.1%	38.7%	34.4%	32.2%	33.4%
Greater Birmingham, AL	38.0%	62.0%	22.4%	43.5%	34.1%	20.8%	50.0%	29.2%	36.0%	35.9%	28.1%

**Table 25:
Demographic Characteristics of All Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
Greater Cincinnati Region (OH,KY,IN)	38.4%	61.6%	21.1%	36.7%	42.2%	13.0%	48.4%	38.6%	28.4%	29.0%	42.6%
Greater Milwaukee, WI	32.1%	67.9%	12.5%	36.4%	51.1%	19.1%	48.7%	32.2%	35.2%	29.7%	35.2%
Minnesota Twin Cities' Metro Region ²	32.0%	68.0%	18.5%	37.3%	44.2%	13.3%	52.9%	33.8%	38.3%	30.7%	31.1%
Central Florida Region	31.2%	68.8%	15.6%	33.2%	51.2%	16.9%	57.2%	25.9%	43.0%	31.6%	25.4%
Greater Washington Metro Region (DC,VA,MD)	33.7%	66.3%	16.6%	35.6%	47.8%	12.2%	50.7%	37.1%	31.2%	30.4%	38.4%
Greater Philadelphia, PA	40.4%	59.6%	22.7%	42.0%	35.3%	11.5%	49.0%	39.5%	28.8%	28.8%	42.4%
Regional Average	33.1%	66.9%	17.4%	39.4%	43.2%	18.9%	54.0%	27.1%	41.8%	32.9%	25.2%
Regional Median	33.5%	66.5%	16.6%	38.1%	44.3%	19.3%	52.6%	27.1%	43.0%	32.5%	23.6%

**Table 25:
Demographic Characteristics of All Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
State of North Dakota	29.6%	70.4%	16.9%	34.0%	49.0%	20.0%	53.3%	26.7%	50.0%	32.4%	17.6%
State of Delaware ²	36.7%	63.3%	9.8%	28.8%	61.5%	15.6%	46.7%	37.7%	36.0%	33.6%	30.4%
State of Minnesota ²	30.8%	69.2%	13.3%	41.4%	45.3%	20.7%	56.1%	23.2%	47.1%	34.5%	18.4%
State of Wisconsin	31.4%	68.6%	15.4%	37.5%	47.1%	24.1%	50.7%	25.3%	41.9%	33.1%	25.1%
State of Pennsylvania	34.9%	65.1%	19.5%	40.4%	40.1%	20.2%	47.6%	32.2%	38.7%	32.1%	29.2%
Statewide Average	32.7%	67.3%	15.0%	36.4%	48.6%	20.1%	50.9%	29.0%	42.7%	33.1%	24.1%
Statewide Median	31.4%	68.6%	15.4%	37.5%	47.1%	20.2%	50.7%	26.7%	41.9%	33.1%	25.1%

Table Notes:

¹ Zero audience-intercept surveys were collected in the City of Fairfax (VA), Louisville-Jefferson County (KY), or Montgomery or Prince George's Counties (MD).

² Audience-intercept surveys were collected throughout 2005 rather than 2006 in these study regions.

³ Audience demographic information was not collected on the audience-intercept survey that was distributed to audiences in the City of Houston (TX).

Explanation of Table 26: Demographic Characteristics of Resident Audiences at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

This table presents a demographic description of the study region residents who responded to the audience-intercept survey in each participating study region during fiscal 2005. Residents are attendees who reside within the study region in which the nonprofit arts and culture events took place. Residency is determined based on the ZIP code provided by each audience-intercept respondent. Summary statistics are calculated for each population group. (Note: the percentages may not up add to 100 percent due to rounding.)

Column Two:

The percentage of resident nonprofit arts and culture event attendees in each participating study region who are male.

Column Three:

The percentage of resident nonprofit arts and culture event attendees who are female.

Column Four:

The percentage of resident nonprofit arts and culture event attendees in each participating study region who are 18 to 34 years of age. Audience-intercept survey respondents were required to be at least 18 years old.

Column Five:

The percentage of resident nonprofit arts and culture event attendees who are 35 to 54 years of age.

Column Six:

The percentage of resident nonprofit arts and culture event attendees who are 55 years of age or older.

Column Seven:

The percentage of resident nonprofit arts and culture event attendees in each participating study region whose highest completed level of education is a high school degree or less.

Column Eight:

The percentage of resident nonprofit arts and culture event attendees whose highest completed level of education is a two-year or four-year college degree.

Column Nine:

The percentage of resident nonprofit arts and culture event attendees whose highest completed level of education is a master's or doctoral degree.

Column Ten:

The percentage of resident nonprofit arts and culture event attendees in each participating study region whose annual household income is less than \$60,000.

Column Eleven:

The percentage of resident nonprofit arts and culture event attendees whose annual household income is between \$60,000 and \$99,999.

Column Twelve:

The percentage of resident nonprofit arts and culture event attendees whose annual household income is \$120,000 or more.

**Table 26:
Demographic Characteristics of Resident Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
Homer, AK	38.2%	61.8%	7.8%	67.5%	24.7%	9.3%	70.7%	20.0%	42.5%	39.7%	17.8%
Gunnison County, CO	33.5%	66.5%	35.1%	32.6%	32.3%	14.5%	59.4%	26.1%	53.4%	26.5%	20.1%
Teton County, WY	45.7%	54.3%	22.1%	33.6%	44.3%	15.0%	46.4%	38.6%	30.8%	26.2%	43.1%
Bainbridge Island, WA	37.1%	62.9%	4.5%	34.7%	60.9%	4.8%	45.2%	49.9%	22.9%	31.1%	46.1%
Fairfax, VA ¹	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Laguna Beach, CA	35.0%	65.0%	4.1%	31.5%	64.4%	9.8%	56.6%	33.6%	19.1%	20.2%	60.7%
Winter Park, FL	35.6%	64.4%	4.9%	18.0%	77.0%	9.7%	38.7%	51.6%	31.3%	27.1%	41.7%
Wheeling, WV	30.2%	69.8%	10.5%	37.5%	52.0%	21.0%	46.4%	32.6%	44.2%	30.7%	25.1%
Dover, DE ²	32.0%	68.0%	6.2%	39.9%	53.9%	20.2%	45.8%	33.9%	51.7%	33.3%	15.0%
Iron County, UT	37.6%	62.4%	21.0%	35.2%	43.8%	20.2%	52.9%	26.9%	52.0%	33.0%	15.0%
Pierce County, WI	31.7%	68.3%	15.5%	50.0%	34.5%	20.3%	56.8%	22.9%	28.4%	50.5%	21.1%
Pittsfield, MA	30.9%	69.1%	0.0%	43.9%	56.1%	14.6%	61.0%	24.4%	25.7%	42.9%	31.4%
Windham County, VT	30.0%	70.0%	10.9%	38.7%	50.4%	13.2%	37.6%	49.1%	53.4%	28.5%	18.0%
Polk County, WI	32.1%	67.9%	18.8%	39.0%	42.2%	39.6%	42.5%	17.9%	54.2%	33.6%	12.3%
Salina, KS	33.9%	66.1%	18.0%	36.0%	46.0%	26.4%	52.0%	21.5%	48.1%	33.8%	18.1%
Group A Average	34.5%	65.5%	12.8%	38.4%	48.8%	17.0%	50.9%	32.1%	39.8%	32.7%	27.5%
Group A Median	33.7%	66.3%	10.7%	36.8%	48.2%	14.8%	49.2%	29.8%	43.4%	32.1%	20.6%

Table 26:
Demographic Characteristics of Resident Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

Group B Population 50,000 to 99,999 Sample Size = 18	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
New Brunswick, NJ	36.9%	63.1%	9.6%	20.5%	69.9%	10.8%	34.9%	54.2%	31.1%	40.5%	28.4%
La Crosse, WI	24.2%	75.8%	22.4%	31.8%	45.8%	26.4%	48.5%	25.1%	59.1%	24.7%	16.2%
Mansfield, OH	30.9%	69.1%	12.1%	37.0%	50.8%	32.5%	46.6%	21.0%	51.9%	26.1%	22.0%
Lancaster, PA	34.6%	65.4%	14.6%	37.4%	48.0%	12.7%	58.0%	29.3%	39.1%	35.6%	25.3%
Loveland, CO	28.3%	71.7%	7.8%	35.5%	56.6%	20.5%	61.0%	18.5%	42.6%	33.6%	23.8%
Bradford County, PA	21.0%	79.0%	12.0%	36.1%	51.9%	41.1%	36.4%	22.4%	59.3%	27.6%	13.2%
Missoula, MT	42.9%	57.1%	14.3%	34.9%	50.8%	13.3%	50.5%	36.2%	55.5%	28.1%	16.3%
Oshkosh, WI	29.1%	70.9%	19.7%	40.9%	39.4%	34.8%	45.7%	19.6%	48.8%	39.2%	12.0%
Portland, ME	42.8%	57.2%	40.8%	48.1%	11.2%	8.7%	63.0%	28.4%	60.4%	25.2%	14.4%
Walnut Creek, CA	38.4%	61.6%	11.1%	31.6%	57.3%	10.4%	59.1%	30.4%	18.3%	34.6%	47.1%
Saint Cloud, MN ²	35.1%	64.9%	14.5%	28.9%	56.6%	9.2%	48.7%	42.1%	57.5%	24.7%	17.8%
Wilmington, DE ²	34.7%	65.3%	7.3%	20.2%	72.5%	8.8%	48.6%	42.6%	30.6%	33.6%	35.8%
St. Croix County, WI	37.0%	63.0%	9.8%	38.7%	51.5%	29.6%	54.7%	15.8%	42.6%	32.2%	25.1%
Lauderdale County, MS	35.5%	64.5%	21.6%	41.3%	37.1%	12.1%	59.8%	28.0%	26.8%	31.8%	41.4%
Somerset County, PA	26.5%	73.5%	18.9%	44.0%	37.1%	42.3%	43.3%	14.3%	54.5%	34.7%	10.8%
Josephine County, OR	26.8%	73.2%	10.2%	34.5%	55.4%	23.2%	59.8%	17.1%	68.1%	21.7%	10.2%
Miami Beach, FL ²	37.8%	62.2%	13.5%	34.1%	52.4%	4.4%	51.4%	44.3%	36.6%	30.2%	33.1%
Boulder, CO	33.1%	66.9%	30.5%	38.1%	31.4%	10.3%	46.0%	43.6%	53.4%	23.2%	23.4%
Group B Average	33.1%	66.9%	16.2%	35.2%	48.7%	19.5%	50.9%	29.6%	46.5%	30.4%	23.1%
Group B Median	34.7%	65.4%	13.9%	35.8%	51.2%	13.0%	49.6%	28.2%	50.4%	31.0%	22.7%

**Table 26:
Demographic Characteristics of Resident Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group C Population 100,000 to 249,999 Sample Size = 29	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
Abilene, TX	32.7%	67.3%	27.3%	32.1%	40.6%	25.2%	51.5%	23.3%	52.8%	30.7%	16.4%
Fort Collins, CO	36.3%	63.7%	23.8%	38.5%	37.7%	10.4%	52.7%	36.9%	40.7%	29.5%	29.7%
Humboldt County, CA	39.9%	60.1%	44.9%	34.7%	20.4%	22.2%	61.5%	16.3%	73.0%	18.7%	8.3%
Savannah, GA	40.7%	59.3%	28.1%	46.2%	25.7%	11.9%	57.7%	30.4%	40.8%	31.5%	27.7%
Marathon County, WI	27.2%	72.8%	10.0%	44.1%	45.9%	23.9%	53.9%	22.1%	43.1%	34.8%	22.1%
Fullerton, CA	42.4%	57.6%	19.2%	49.6%	31.3%	13.6%	60.9%	25.5%	27.0%	35.7%	37.3%
Alexandria, VA	31.9%	68.1%	10.7%	40.4%	48.9%	6.6%	45.0%	48.3%	19.7%	29.6%	50.8%
Island of Maui, HI	36.7%	63.3%	15.1%	44.6%	40.3%	20.9%	55.8%	23.3%	36.7%	40.1%	23.2%
Pasadena, CA	40.2%	59.8%	21.0%	35.5%	43.5%	7.1%	48.1%	44.8%	31.4%	24.9%	43.8%
Greater Burlington, VT	39.5%	60.5%	12.2%	48.7%	39.1%	10.7%	42.7%	46.6%	24.7%	34.5%	40.9%
Tempe, AZ	26.3%	73.7%	25.0%	35.9%	39.1%	14.9%	49.5%	35.6%	52.9%	28.7%	18.4%
Bay County, FL	28.4%	71.6%	9.6%	27.0%	63.3%	31.4%	51.0%	17.7%	48.6%	29.2%	22.2%
Providence, RI	33.9%	66.1%	22.6%	37.4%	40.0%	11.7%	41.1%	47.2%	40.5%	26.5%	33.0%
Ulster County, NY	40.2%	59.8%	5.9%	58.8%	35.3%	15.8%	46.3%	37.9%	42.5%	35.6%	21.8%
Whatcom County, WA	38.6%	61.4%	25.3%	34.4%	40.3%	16.9%	58.7%	24.4%	55.9%	29.7%	14.4%
Champaign County, IL	45.1%	54.9%	19.0%	36.9%	44.2%	14.4%	39.6%	46.1%	46.9%	30.9%	22.2%
Doña Ana County, NM	31.6%	68.4%	19.0%	27.9%	53.1%	16.3%	49.8%	33.9%	66.8%	21.7%	11.5%
Boise, ID	28.1%	71.9%	15.1%	45.6%	39.4%	10.6%	51.1%	38.3%	34.6%	27.8%	37.6%
Tacoma, WA	39.3%	60.7%	16.6%	29.9%	53.5%	12.3%	51.0%	36.7%	40.9%	37.5%	21.6%
Arlington County, VA	39.8%	60.2%	14.3%	32.1%	53.6%	15.2%	39.3%	45.5%	24.5%	32.4%	43.1%
Glendale, CA	37.4%	62.6%	16.7%	43.6%	39.7%	14.1%	60.6%	25.3%	33.2%	37.5%	29.3%
Lackawanna County, PA	24.3%	75.7%	15.5%	34.4%	50.1%	23.5%	44.1%	32.4%	56.0%	31.1%	12.9%
Orlando, FL	37.2%	62.8%	22.5%	44.1%	33.5%	11.4%	60.1%	28.5%	41.3%	35.1%	23.6%
Buncombe County, NC	37.3%	62.7%	21.1%	42.1%	36.8%	10.8%	56.8%	32.4%	46.8%	26.1%	27.0%
Alachua County, FL	38.3%	61.7%	28.2%	34.6%	37.2%	10.2%	56.9%	32.9%	50.4%	28.2%	21.4%
Chandler, AZ	28.2%	71.8%	5.0%	24.0%	71.0%	22.2%	57.6%	20.2%	30.8%	38.4%	30.8%
Lincoln, NE	37.6%	62.4%	12.7%	30.5%	56.9%	14.0%	40.9%	45.1%	46.3%	27.9%	25.8%
Kalamazoo County, MI	37.6%	62.4%	15.1%	37.0%	47.9%	11.1%	50.5%	38.4%	41.0%	31.3%	27.7%
Santa Cruz County, CA	34.9%	65.1%	16.6%	42.0%	41.3%	13.9%	50.1%	36.0%	36.5%	29.4%	34.1%
Group C Average	35.6%	64.4%	18.6%	38.4%	43.1%	15.3%	51.2%	33.5%	42.3%	30.9%	26.8%
Group C Median	37.3%	62.7%	16.7%	37.0%	40.3%	14.0%	51.0%	33.9%	41.0%	30.7%	25.8%

Table 26:
Demographic Characteristics of Resident Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

Group D Population 250,000 to 499,999 Sample Size = 19	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
Saint Joseph County, IN	36.5%	63.5%	16.4%	39.3%	44.3%	16.4%	47.5%	36.1%	40.4%	31.7%	27.9%
Anchorage, AK	30.9%	69.1%	24.5%	42.9%	32.6%	17.6%	49.4%	33.0%	27.7%	30.3%	42.0%
Saint Paul, MN ²	26.8%	73.2%	18.6%	30.2%	51.2%	16.3%	41.9%	41.9%	41.5%	26.8%	31.7%
Erie County, PA	37.5%	62.5%	19.7%	39.2%	41.0%	26.7%	45.4%	27.9%	49.7%	31.6%	18.6%
Newark, NJ	31.4%	68.6%	21.2%	42.3%	36.5%	14.7%	62.7%	22.5%	51.0%	29.0%	20.0%
Luzerne County, PA	35.4%	64.6%	13.0%	53.9%	33.1%	19.8%	55.4%	24.8%	37.9%	37.9%	24.1%
Forsyth County, NC	32.9%	67.1%	9.2%	30.6%	60.2%	10.3%	45.9%	43.7%	36.9%	26.5%	36.6%
Colorado Springs, CO	33.8%	66.2%	15.6%	47.0%	37.3%	8.6%	51.3%	40.2%	35.9%	32.1%	32.1%
Minneapolis, MN ²	33.2%	66.8%	22.3%	32.5%	45.3%	10.3%	55.7%	33.9%	43.6%	27.0%	29.3%
Orange County, NY	29.8%	70.2%	9.2%	37.6%	53.2%	19.9%	53.9%	26.2%	41.2%	35.3%	23.5%
Tulsa, OK	40.2%	59.8%	30.5%	40.5%	29.0%	10.8%	50.8%	38.5%	52.3%	29.7%	18.0%
Miami, FL ²	37.7%	62.3%	22.9%	43.3%	33.8%	9.7%	58.6%	31.7%	40.6%	30.0%	29.4%
Santa Barbara County, CA	39.1%	60.9%	21.2%	24.6%	54.3%	17.2%	45.5%	37.2%	27.1%	24.6%	48.3%
Mesa, AZ	30.0%	70.0%	10.3%	30.8%	58.9%	20.6%	54.7%	24.6%	42.7%	33.9%	23.4%
Guilford County, NC	30.9%	69.1%	15.4%	38.2%	46.3%	14.8%	55.3%	29.8%	38.7%	30.0%	31.3%
Dane County, WI	33.3%	66.7%	19.1%	36.7%	44.2%	11.8%	49.5%	38.7%	34.4%	31.7%	33.9%
Sedgwick County, KS	29.6%	70.4%	17.4%	37.6%	44.9%	19.9%	51.0%	29.1%	41.5%	36.2%	22.3%
Sonoma County, CA	33.2%	66.8%	6.6%	32.3%	61.1%	6.6%	53.7%	39.7%	33.2%	35.5%	31.2%
Atlanta, GA	35.3%	64.7%	34.3%	32.1%	33.6%	9.4%	64.0%	26.6%	40.6%	21.8%	37.6%
Group D Average	33.6%	66.4%	18.3%	37.5%	44.3%	14.8%	52.2%	33.0%	39.8%	30.6%	29.5%
Group D Median	33.2%	66.8%	18.6%	37.6%	44.3%	14.8%	51.3%	33.0%	40.6%	30.3%	29.4%

Table 26:
Demographic Characteristics of Resident Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

Group E Population 500,000 to 999,999 Sample Size = 19	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
Nashville-Davidson County, TN	35.6%	64.4%	24.4%	49.6%	26.0%	7.5%	54.1%	38.4%	41.9%	25.8%	32.2%
District of Columbia	38.6%	61.4%	30.8%	33.3%	35.8%	3.8%	44.2%	51.9%	28.7%	28.7%	42.7%
Seattle, WA	32.4%	67.6%	22.6%	35.8%	41.6%	12.4%	49.6%	38.0%	39.9%	30.0%	30.0%
Baltimore, MD	40.2%	59.8%	49.0%	35.9%	15.1%	25.4%	53.0%	21.7%	46.2%	35.3%	18.4%
Jefferson County, AL	34.3%	65.7%	21.3%	45.0%	33.7%	17.8%	45.2%	37.1%	31.2%	32.6%	36.2%
Austin, TX	36.3%	63.7%	36.2%	42.9%	20.9%	12.0%	49.7%	38.4%	38.7%	30.6%	30.7%
Louisville-Jefferson County, KY ¹	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Monroe County, NY	32.7%	67.3%	11.6%	31.5%	56.9%	15.2%	49.5%	35.3%	41.2%	31.8%	27.0%
San Francisco, CA	40.2%	59.8%	46.3%	33.7%	20.1%	12.5%	51.7%	35.8%	48.9%	26.8%	24.3%
Wake County, NC	38.4%	61.6%	23.3%	43.8%	32.9%	10.5%	53.7%	35.8%	27.8%	31.1%	41.0%
Indianapolis, IN	34.4%	65.6%	18.4%	41.1%	40.5%	9.5%	50.3%	40.2%	40.9%	31.8%	27.4%
Mecklenburg County, NC	33.9%	66.1%	20.4%	46.4%	33.3%	14.6%	59.7%	25.7%	30.4%	30.9%	38.6%
Prince George's County, MD ¹	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Greater Hartford, CT ²	39.9%	60.1%	23.1%	46.1%	30.8%	11.6%	48.7%	39.7%	32.0%	31.1%	36.9%
Milwaukee County, WI	32.7%	67.3%	19.9%	33.3%	46.8%	19.4%	46.3%	34.3%	47.2%	27.9%	24.9%
Pima County, AZ	35.1%	64.9%	14.9%	30.7%	54.4%	8.2%	47.0%	44.8%	53.3%	27.7%	19.0%
Montgomery County, MD ¹	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Pinellas County, FL	29.1%	70.9%	12.6%	36.3%	51.0%	14.0%	58.5%	27.6%	42.1%	31.6%	26.3%
Westchester County, NY	34.1%	65.9%	5.3%	31.6%	63.1%	9.9%	40.7%	49.4%	16.5%	28.0%	55.5%
Group E Average	35.5%	64.5%	23.8%	38.6%	37.7%	12.8%	50.1%	37.1%	37.9%	30.1%	31.9%
Group E Median	34.8%	65.3%	22.0%	36.1%	34.8%	12.2%	49.7%	37.6%	40.4%	30.8%	30.4%

**Table 26:
Demographic Characteristics of Resident Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group F Population 1,000,000 or More Sample Size = 16	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
Fairfax County, VA	35.7%	64.3%	6.5%	36.8%	56.7%	6.1%	42.9%	51.0%	14.3%	23.2%	62.5%
Orange County, FL	34.3%	65.7%	21.3%	40.4%	38.3%	10.1%	58.1%	31.8%	38.4%	30.9%	30.7%
Greater Columbus, OH	43.7%	56.3%	31.4%	39.3%	29.3%	14.2%	51.5%	34.3%	39.6%	30.8%	29.6%
Allegheny County, PA	35.8%	64.2%	21.8%	31.4%	46.8%	9.1%	40.7%	50.2%	41.5%	27.6%	31.0%
Palm Beach County, FL	30.3%	69.7%	16.3%	21.9%	61.7%	11.2%	56.6%	32.1%	32.4%	28.9%	38.7%
City and County of St. Louis, MO	32.2%	67.8%	23.5%	43.8%	32.8%	9.9%	48.0%	42.1%	31.0%	33.2%	35.7%
Phoenix, AZ	40.5%	59.5%	16.4%	42.7%	40.8%	10.1%	52.5%	37.4%	30.8%	37.2%	31.9%
Philadelphia County, PA	40.6%	59.4%	38.3%	38.3%	23.4%	12.0%	42.5%	45.5%	43.1%	26.0%	30.9%
Suffolk County, NY	34.6%	65.4%	7.7%	37.5%	54.8%	17.1%	44.6%	38.3%	24.9%	34.9%	40.2%
Santa Clara County, CA	34.0%	66.0%	19.0%	48.7%	32.3%	8.3%	49.4%	42.4%	22.3%	30.3%	47.4%
Clark County, NV	37.3%	62.7%	22.8%	41.1%	36.0%	14.9%	61.8%	23.3%	38.8%	37.7%	23.5%
Broward County, FL	30.2%	69.8%	18.0%	35.1%	46.9%	13.8%	52.5%	33.7%	35.9%	33.0%	31.1%
Riverside County, CA	44.3%	55.7%	17.4%	52.1%	30.5%	15.2%	59.4%	25.4%	32.0%	38.4%	29.6%
Houston, TX ³	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Miami-Dade County, FL ²	37.9%	62.1%	18.4%	37.5%	44.1%	8.2%	54.6%	37.2%	38.1%	28.5%	33.4%
Chicago, IL	38.9%	61.1%	28.2%	32.0%	39.8%	9.6%	44.1%	46.3%	40.5%	23.2%	36.4%
Group F Average	36.7%	63.3%	20.5%	38.6%	40.9%	11.3%	50.6%	38.1%	33.6%	30.9%	35.5%
Group F Median	35.8%	64.2%	19.0%	38.3%	39.8%	10.1%	51.5%	37.4%	35.9%	30.8%	31.9%

Average (Groups A - F)	34.8%	65.2%	18.4%	37.8%	43.8%	15.2%	51.0%	33.7%	40.4%	30.9%	28.7%
Median (Groups A - F)	35.0%	65.0%	18.0%	37.4%	43.8%	13.6%	51.0%	33.9%	40.7%	30.8%	27.9%

**Table 26:
Demographic Characteristics of Resident Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
Wood River Valley, ID	29.7%	70.3%	8.8%	39.3%	51.8%	6.7%	64.9%	28.4%	29.9%	25.4%	44.7%
Portsmouth Seacoast Area (NH,ME)	35.8%	64.2%	11.8%	44.4%	43.8%	7.3%	54.5%	38.2%	33.3%	27.9%	38.8%
Greater Minot, ND	31.9%	68.1%	11.4%	35.1%	53.6%	27.0%	55.3%	17.8%	52.7%	34.7%	12.6%
North Central Minnesota ²	25.9%	74.1%	13.2%	40.1%	46.7%	20.7%	54.9%	24.4%	55.6%	26.8%	17.6%
Northwest Minnesota ²	25.8%	74.2%	25.8%	50.4%	23.8%	22.0%	69.9%	8.1%	42.5%	49.7%	7.8%
East Central Minnesota ²	25.0%	75.0%	9.4%	44.1%	46.5%	30.4%	51.5%	18.1%	49.8%	36.2%	14.0%
Minnesota Brainerd Lakes Region ²	31.2%	68.8%	9.4%	67.1%	23.5%	25.8%	65.3%	8.9%	46.4%	46.7%	6.9%
Black Hills Region, SD	41.9%	58.1%	32.2%	37.5%	30.3%	22.9%	49.5%	27.6%	51.0%	29.5%	19.5%
Fargo-Moorhead Region (ND,MN)	28.5%	71.5%	18.1%	35.9%	46.0%	15.5%	52.8%	31.7%	45.9%	32.2%	21.9%
Minnesota Lake Region ²	28.3%	71.7%	12.5%	45.9%	41.6%	21.2%	61.3%	17.5%	47.4%	36.1%	16.5%
South Central Minnesota ²	33.7%	66.3%	10.7%	35.7%	53.6%	19.5%	52.0%	28.5%	48.7%	34.5%	16.7%
Southwest Minnesota ²	25.7%	74.3%	6.9%	34.7%	58.4%	27.9%	58.4%	13.7%	56.2%	30.2%	13.6%
Minnesota Arrowhead Region ²	28.5%	71.5%	5.4%	34.4%	60.2%	22.0%	57.2%	20.8%	49.9%	36.1%	14.0%
Washington and Chisago Counties, MN	29.0%	71.0%	18.3%	31.0%	50.8%	21.1%	53.1%	25.8%	49.6%	25.7%	24.8%
Northwest Arkansas	36.2%	63.8%	34.9%	39.2%	25.9%	16.7%	65.2%	18.2%	40.5%	39.9%	19.5%
Central Minnesota ²	36.7%	63.3%	23.6%	36.9%	39.4%	22.3%	50.0%	27.7%	53.7%	33.2%	13.0%
Northeast Wisconsin	30.8%	69.2%	16.2%	40.0%	43.8%	23.7%	51.0%	25.3%	36.4%	33.9%	29.7%
Southeast Minnesota ²	32.8%	67.2%	11.7%	44.1%	44.1%	14.0%	57.6%	28.4%	40.7%	29.3%	30.1%
Cedar Rapids/Iowa City Cultural Corridor, IA	30.4%	69.6%	18.2%	42.2%	39.6%	23.7%	50.3%	26.0%	40.2%	34.7%	25.1%
St. Croix Valley Region (WI,MN)	34.0%	66.0%	15.7%	40.7%	43.6%	28.6%	51.4%	20.0%	42.7%	34.4%	22.8%
Northwest Louisiana	35.3%	64.7%	16.0%	36.9%	47.1%	25.6%	51.4%	23.0%	46.1%	35.4%	18.5%
Greater Columbia, SC	34.4%	65.6%	28.2%	44.2%	27.6%	17.6%	61.6%	20.8%	41.5%	35.4%	23.1%
Lehigh Valley, PA	34.9%	65.1%	22.8%	36.9%	40.3%	19.5%	49.2%	31.3%	36.5%	31.6%	32.0%
East Maricopa County, AZ	28.6%	71.4%	16.1%	31.0%	52.9%	18.5%	54.6%	26.9%	45.3%	32.0%	22.7%
Greater Buffalo, NY	41.6%	58.4%	28.2%	34.0%	37.8%	17.9%	52.4%	29.7%	48.4%	31.1%	20.5%
Greater Portland, OR	30.7%	69.3%	13.2%	33.0%	53.8%	11.3%	52.9%	35.8%	35.8%	29.6%	34.5%
Greater Harrisburg, PA	36.4%	63.6%	16.8%	40.9%	42.3%	15.6%	54.6%	29.8%	34.2%	38.4%	27.4%
Kansas City Metro Region (MO,KS) ²	33.8%	66.2%	16.4%	36.8%	46.8%	14.5%	47.2%	38.3%	33.9%	31.7%	34.4%
Greater Birmingham, AL	36.5%	63.5%	22.4%	43.0%	34.6%	20.2%	50.2%	29.7%	34.6%	36.2%	29.2%

**Table 26:
Demographic Characteristics of Resident Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
Greater Cincinnati Region (OH,KY,IN)	38.1%	61.9%	19.6%	36.1%	44.3%	11.9%	49.2%	38.8%	26.5%	29.9%	43.6%
Greater Milwaukee, WI	31.8%	68.2%	11.6%	37.2%	51.2%	19.7%	49.6%	30.8%	35.5%	28.6%	35.9%
Minnesota Twin Cities' Metro Region ²	31.1%	68.9%	18.1%	38.8%	43.1%	12.7%	52.8%	34.5%	36.2%	31.5%	32.3%
Central Florida Region	30.7%	69.3%	16.2%	34.6%	49.2%	15.9%	58.0%	26.1%	42.5%	32.1%	25.4%
Greater Washington Metro Region (DC,VA,MD)	31.4%	68.6%	18.8%	37.7%	43.5%	12.1%	53.0%	34.8%	37.3%	31.6%	31.1%
Greater Philadelphia, PA	38.6%	61.4%	20.1%	41.3%	38.6%	11.2%	46.5%	42.3%	28.4%	28.9%	42.7%
Regional Average	32.4%	67.6%	17.1%	39.5%	43.4%	18.9%	54.6%	26.5%	42.2%	33.2%	24.7%
Regional Median	31.8%	68.2%	16.2%	37.7%	43.8%	19.5%	52.9%	27.6%	42.5%	32.1%	23.1%

**Table 26:
Demographic Characteristics of Resident Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
State of North Dakota	29.8%	70.2%	15.9%	33.5%	50.6%	21.3%	53.8%	24.9%	51.6%	30.5%	17.9%
State of Delaware ²	35.7%	64.3%	8.8%	27.2%	64.0%	16.1%	47.4%	36.5%	38.2%	34.2%	27.6%
State of Minnesota ²	30.6%	69.4%	13.5%	42.7%	43.8%	20.7%	56.9%	22.5%	47.1%	34.5%	18.3%
State of Wisconsin	31.0%	69.0%	15.4%	37.2%	47.4%	24.8%	50.6%	24.5%	42.5%	33.7%	23.8%
State of Pennsylvania	34.4%	65.6%	18.3%	40.4%	41.3%	20.5%	47.0%	32.4%	39.8%	32.8%	27.4%
Statewide Average	32.3%	67.7%	14.4%	36.2%	49.4%	20.7%	51.1%	28.2%	43.8%	33.1%	23.0%
Statewide Median	31.0%	69.0%	15.4%	37.2%	47.4%	20.7%	50.6%	24.9%	42.5%	33.7%	23.8%

Table Notes:

¹ Zero audience-intercept surveys were collected in the City of Fairfax (VA), Louisville-Jefferson County (KY), or Montgomery or Prince George's Counties (MD).

² Audience-intercept surveys were collected throughout 2005 rather than 2006 in these study regions.

³ Audience demographic information was not collected on the audience-intercept survey that was distributed to audiences in the City of Houston (TX).

Explanation of Table 27: Demographic Characteristics of Non-Resident Audiences at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

This table presents a demographic description of the study region non-residents who responded to the audience-intercept survey in each participating study region during fiscal 2005. Non-residents are attendees who reside outside the study region in which the nonprofit arts and culture events took place. Residency is determined based on the ZIP code provided by each audience-intercept respondent. Summary statistics are calculated for each population group. (Note: the percentages may not add up to 100 percent due to rounding.)

Column Two:

The percentage of non-resident nonprofit arts and culture event attendees in each participating study region who are male.

Column Three:

The percentage of non-resident nonprofit arts and culture event attendees who are female.

Column Four:

The percentage of non-resident nonprofit arts and culture event attendees in each participating study region who are 18 to 34 years of age. Audience-intercept survey respondents were required to be at least 18 years old.

Column Five:

The percentage of non-resident nonprofit arts and culture event attendees who are 35 to 54 years of age.

Column Six:

The percentage of non-resident nonprofit arts and culture event attendees who are 55 years of age or older.

Column Seven:

The percentage of non-resident nonprofit arts and culture event attendees in each participating study region whose highest completed level of education is a high school degree or less.

Column Eight:

The percentage of non-resident nonprofit arts and culture event attendees whose highest completed level of education is a two-year or four-year college degree.

Column Nine:

The percentage of non-resident nonprofit arts and culture event attendees whose highest completed level of education is a master's or doctoral degree.

Column Ten:

The percentage of non-resident nonprofit arts and culture event attendees in each participating study region whose annual household income is less than \$60,000.

Column Eleven:

The percentage of non-resident nonprofit arts and culture event attendees whose annual household income is between \$60,000 and \$99,999.

Column Twelve:

The percentage of non-resident nonprofit arts and culture event attendees whose annual household income is \$120,000 or more.

**Table 27:
Demographic Characteristics of Non-Resident Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group A Population Fewer than 50,000 Sample Size = 15	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
Homer, AK	47.6%	52.4%	22.7%	31.8%	45.5%	15.0%	45.0%	40.0%	40.9%	36.4%	22.7%
Gunnison County, CO	37.7%	62.3%	20.6%	25.0%	54.4%	14.8%	48.4%	36.8%	32.5%	26.4%	41.1%
Teton County, WY	37.7%	62.3%	17.4%	41.7%	40.9%	13.9%	49.6%	36.5%	26.6%	22.9%	50.5%
Bainbridge Island, WA	29.0%	71.0%	6.9%	44.0%	49.1%	6.6%	57.3%	36.0%	30.3%	32.2%	37.5%
Fairfax, VA ¹	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Laguna Beach, CA	30.5%	69.5%	12.4%	34.2%	53.4%	11.2%	53.2%	35.6%	15.9%	26.7%	57.4%
Winter Park, FL	28.8%	71.2%	7.0%	31.6%	61.4%	11.2%	57.1%	31.8%	42.7%	28.0%	29.3%
Wheeling, WV	35.7%	64.3%	16.8%	42.0%	41.3%	23.8%	54.2%	22.0%	48.8%	34.1%	17.1%
Dover, DE ²	32.7%	67.3%	9.8%	32.1%	58.0%	30.0%	45.5%	24.5%	50.5%	34.3%	15.2%
Iron County, UT	31.1%	68.9%	17.3%	29.1%	53.5%	16.8%	48.0%	35.2%	41.5%	24.1%	34.4%
Pierce County, WI	32.8%	67.2%	10.8%	43.3%	45.8%	37.4%	43.9%	18.7%	30.5%	42.9%	26.7%
Pittsfield, MA	34.8%	65.2%	7.5%	49.1%	43.4%	5.0%	53.5%	41.5%	21.1%	44.1%	34.9%
Windham County, VT	42.4%	57.6%	13.8%	33.0%	53.2%	13.8%	31.9%	54.3%	35.4%	29.1%	35.4%
Polk County, WI	34.8%	65.2%	18.8%	40.9%	40.3%	31.7%	52.8%	15.6%	44.3%	24.6%	31.1%
Salina, KS	35.0%	65.0%	17.6%	38.6%	43.8%	23.2%	52.2%	24.6%	56.8%	30.0%	13.2%
Group A Average	35.0%	65.0%	14.2%	36.9%	48.9%	18.2%	49.5%	32.4%	37.0%	31.1%	31.9%
Group A Median	34.8%	65.2%	15.3%	36.4%	47.5%	14.9%	50.9%	35.4%	38.2%	29.6%	32.8%

Table 27:
Demographic Characteristics of Non-Resident Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

Group B Population 50,000 to 99,999 Sample Size = 18	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
New Brunswick, NJ	36.3%	63.7%	9.9%	34.9%	55.3%	13.1%	48.7%	38.3%	23.9%	33.2%	42.9%
La Crosse, WI	32.8%	67.2%	24.6%	32.8%	42.6%	27.8%	50.4%	21.7%	48.9%	35.7%	15.4%
Mansfield, OH	23.9%	76.1%	10.5%	32.9%	56.6%	30.8%	43.8%	25.3%	52.8%	34.1%	13.0%
Lancaster, PA	30.5%	69.5%	17.2%	37.1%	45.7%	19.2%	49.1%	31.7%	27.4%	39.0%	33.6%
Loveland, CO	25.0%	75.0%	12.6%	41.9%	45.5%	12.8%	51.7%	35.5%	35.2%	34.9%	29.9%
Bradford County, PA	26.3%	73.7%	17.2%	40.1%	42.7%	33.3%	43.6%	23.1%	54.6%	21.3%	24.1%
Missoula, MT	41.0%	59.0%	15.5%	30.5%	54.0%	19.7%	50.0%	30.3%	52.8%	23.9%	23.3%
Oshkosh, WI	35.0%	65.0%	11.2%	47.4%	41.4%	23.5%	54.9%	21.6%	38.8%	39.7%	21.6%
Portland, ME	35.7%	64.3%	20.1%	56.1%	23.7%	8.6%	56.8%	34.5%	33.6%	37.2%	29.2%
Walnut Creek, CA	34.9%	65.1%	10.4%	47.7%	41.9%	7.9%	59.5%	32.6%	19.6%	27.6%	52.8%
Saint Cloud, MN ²	36.4%	63.6%	22.0%	37.3%	40.7%	26.7%	46.7%	26.7%	53.6%	26.8%	19.6%
Wilmington, DE ²	41.3%	58.7%	12.0%	29.2%	58.8%	18.4%	40.7%	40.9%	28.9%	32.5%	38.6%
St. Croix County, WI	41.8%	58.2%	11.3%	43.3%	45.4%	16.7%	56.3%	27.1%	35.9%	30.5%	33.5%
Lauderdale County, MS	20.8%	79.2%	29.2%	27.1%	43.8%	14.9%	38.3%	46.8%	45.7%	30.4%	23.9%
Somerset County, PA	34.4%	65.6%	13.2%	39.3%	47.5%	37.8%	43.8%	18.4%	48.4%	32.4%	19.3%
Josephine County, OR	32.9%	67.1%	6.4%	47.4%	46.2%	18.4%	59.2%	22.4%	42.3%	39.4%	18.3%
Miami Beach, FL ²	39.0%	61.0%	23.5%	35.1%	41.4%	9.1%	54.4%	36.6%	39.9%	25.6%	34.5%
Boulder, CO	34.0%	66.0%	29.7%	45.5%	24.7%	12.3%	48.2%	39.5%	43.4%	26.6%	30.0%
Group B Average	33.4%	66.6%	16.5%	39.2%	44.3%	19.5%	49.8%	30.7%	40.3%	31.7%	28.0%
Group B Median	34.7%	65.4%	14.4%	38.3%	44.6%	18.4%	49.6%	31.0%	41.1%	32.5%	26.7%

**Table 27:
Demographic Characteristics of Non-Resident Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group C Population 100,000 to 249,999 Sample Size = 29	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
Abilene, TX	36.8%	63.2%	19.5%	43.0%	37.5%	26.4%	57.1%	16.5%	37.0%	33.6%	29.4%
Fort Collins, CO	37.3%	62.7%	29.2%	45.1%	25.7%	18.1%	57.6%	24.3%	38.1%	37.3%	24.6%
Humboldt County, CA	39.2%	60.8%	30.0%	41.0%	29.0%	17.3%	66.3%	16.3%	45.7%	34.0%	20.2%
Savannah, GA	37.4%	62.6%	19.4%	41.1%	39.5%	13.5%	55.7%	30.8%	28.9%	38.2%	32.9%
Marathon County, WI	28.4%	71.6%	19.8%	34.4%	45.8%	28.7%	46.8%	24.5%	48.8%	32.6%	18.6%
Fullerton, CA	45.7%	54.3%	25.1%	42.2%	32.7%	17.2%	64.2%	18.7%	34.6%	36.8%	28.7%
Alexandria, VA	35.2%	64.8%	17.2%	37.3%	45.6%	7.6%	50.1%	42.3%	21.2%	32.2%	46.5%
Island of Maui, HI	32.9%	67.1%	9.0%	36.6%	54.5%	11.8%	52.8%	35.4%	23.7%	33.3%	43.0%
Pasadena, CA	39.3%	60.7%	33.8%	35.9%	30.3%	9.5%	56.0%	34.5%	36.8%	28.2%	35.0%
Greater Burlington, VT	41.7%	58.3%	23.6%	44.4%	31.9%	12.3%	54.8%	32.9%	45.2%	38.4%	16.4%
Tempe, AZ	27.0%	73.0%	31.4%	35.2%	33.4%	22.2%	57.2%	20.6%	54.5%	27.6%	17.9%
Bay County, FL	27.5%	72.5%	12.0%	31.6%	56.3%	18.8%	61.7%	19.5%	41.1%	37.6%	21.3%
Providence, RI	34.2%	65.8%	16.8%	38.0%	45.2%	15.0%	44.4%	40.6%	35.5%	28.7%	35.8%
Ulster County, NY	55.2%	44.8%	1.2%	72.6%	26.2%	3.3%	31.1%	65.6%	12.4%	38.2%	49.4%
Whatcom County, WA	32.5%	67.5%	29.3%	34.1%	36.6%	17.7%	53.2%	29.1%	45.9%	33.8%	20.3%
Champaign County, IL	41.3%	58.7%	17.4%	39.1%	43.5%	14.4%	51.1%	34.4%	43.8%	36.3%	20.0%
Doña Ana County, NM	54.8%	45.2%	25.6%	34.9%	39.5%	16.3%	69.8%	14.0%	62.5%	22.5%	15.0%
Boise, ID	36.1%	63.9%	26.6%	39.2%	34.3%	16.9%	55.4%	27.7%	31.8%	31.8%	36.4%
Tacoma, WA	35.7%	64.3%	13.2%	32.5%	54.3%	11.3%	60.6%	28.0%	36.8%	35.4%	27.8%
Arlington County, VA	39.9%	60.1%	20.0%	39.3%	40.7%	10.6%	45.0%	44.4%	22.0%	29.0%	49.0%
Glendale, CA	42.8%	57.2%	23.6%	47.0%	29.5%	12.6%	61.2%	26.2%	39.6%	37.6%	22.9%
Lackawanna County, PA	35.6%	64.4%	22.5%	30.4%	47.1%	20.4%	53.4%	26.2%	40.4%	31.5%	28.1%
Orlando, FL	33.0%	67.0%	14.1%	33.6%	52.3%	13.3%	56.8%	29.9%	36.2%	33.4%	30.4%
Buncombe County, NC	43.1%	56.9%	19.4%	59.7%	20.8%	8.1%	47.3%	44.6%	41.9%	21.6%	36.5%
Alachua County, FL	36.0%	64.0%	30.3%	34.3%	35.4%	20.7%	50.6%	28.7%	50.3%	22.6%	27.0%
Chandler, AZ	28.8%	71.2%	11.8%	31.2%	57.0%	21.6%	55.5%	22.9%	41.5%	35.4%	23.1%
Lincoln, NE	42.2%	57.8%	19.0%	34.1%	46.8%	15.8%	42.1%	42.1%	60.1%	22.3%	17.6%
Kalamazoo County, MI	34.4%	65.6%	13.6%	48.8%	37.5%	15.0%	54.6%	30.4%	39.6%	35.4%	25.0%
Santa Cruz County, CA	38.6%	61.4%	22.2%	37.4%	40.3%	14.2%	46.7%	39.2%	33.3%	28.6%	38.1%
Group C Average	37.7%	62.3%	20.6%	39.8%	39.6%	15.5%	53.8%	30.7%	38.9%	32.2%	28.9%
Group C Median	36.8%	63.2%	19.8%	37.4%	39.5%	15.0%	54.8%	29.1%	39.6%	33.4%	27.8%

**Table 27:
Demographic Characteristics of Non-Resident Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group D Population 250,000 to 499,999 Sample Size = 19	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
Saint Joseph County, IN	36.6%	63.4%	27.4%	46.3%	26.4%	32.7%	41.2%	26.1%	38.5%	32.4%	29.1%
Anchorage, AK	27.0%	73.0%	19.3%	48.6%	32.1%	20.0%	55.5%	24.5%	32.7%	33.6%	33.6%
Saint Paul, MN ²	31.1%	68.9%	22.0%	28.8%	49.2%	19.7%	44.3%	36.1%	43.6%	23.6%	32.7%
Erie County, PA	28.6%	71.4%	42.9%	29.9%	27.3%	32.5%	40.3%	27.3%	55.1%	34.8%	10.1%
Newark, NJ	26.3%	73.7%	17.6%	29.2%	53.3%	11.3%	45.3%	43.4%	28.8%	30.1%	41.1%
Luzerne County, PA	43.7%	56.3%	19.2%	51.0%	29.8%	23.7%	48.0%	28.3%	32.8%	41.7%	25.5%
Forsyth County, NC	30.9%	69.1%	24.5%	36.0%	39.6%	13.5%	51.1%	35.5%	42.4%	31.2%	26.4%
Colorado Springs, CO	34.3%	65.7%	17.3%	49.1%	33.6%	11.6%	64.2%	24.2%	35.7%	39.5%	24.8%
Minneapolis, MN ²	33.1%	66.9%	19.1%	41.9%	39.0%	12.6%	51.4%	36.0%	33.1%	31.4%	35.4%
Orange County, NY	30.3%	69.7%	11.8%	41.2%	47.1%	20.6%	32.4%	47.1%	35.5%	32.3%	32.3%
Tulsa, OK	24.5%	75.5%	24.0%	50.0%	26.0%	14.0%	58.0%	28.0%	39.1%	32.6%	28.3%
Miami, FL ²	46.0%	54.0%	19.7%	35.2%	45.1%	8.4%	55.2%	36.4%	30.2%	25.4%	44.4%
Santa Barbara County, CA	46.0%	54.0%	41.1%	19.3%	39.6%	33.7%	37.6%	28.7%	33.9%	18.9%	47.2%
Mesa, AZ	28.9%	71.1%	17.2%	36.4%	46.4%	15.0%	50.2%	34.8%	33.6%	32.8%	33.6%
Guilford County, NC	32.3%	67.7%	18.1%	48.7%	33.2%	17.6%	58.4%	24.0%	36.2%	34.6%	29.2%
Dane County, WI	32.2%	67.8%	19.2%	41.1%	39.7%	17.2%	53.0%	29.8%	36.8%	32.4%	30.9%
Sedgwick County, KS	35.0%	65.0%	15.2%	51.4%	33.3%	22.1%	45.0%	32.9%	46.2%	34.6%	19.2%
Sonoma County, CA	41.8%	58.2%	12.4%	41.2%	46.4%	9.0%	54.8%	36.1%	27.9%	32.6%	39.5%
Atlanta, GA	33.1%	66.9%	32.5%	43.8%	23.8%	18.2%	57.2%	24.5%	41.1%	27.8%	31.1%
Group D Average	33.8%	66.2%	22.1%	40.5%	37.4%	18.6%	49.6%	31.8%	37.0%	31.7%	31.3%
Group D Median	32.3%	67.7%	19.2%	41.2%	39.0%	17.6%	51.1%	29.8%	35.7%	32.4%	31.1%

**Table 27:
Demographic Characteristics of Non-Resident Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Group E Population 500,000 to 999,999 Sample Size = 19	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
Nashville-Davidson County, TN	34.7%	65.3%	16.7%	44.7%	38.6%	18.9%	47.9%	33.2%	30.3%	32.3%	37.3%
District of Columbia	39.6%	60.4%	24.2%	33.1%	42.7%	10.4%	41.4%	48.2%	28.3%	28.3%	43.4%
Seattle, WA	34.0%	66.0%	14.6%	39.7%	45.7%	11.3%	48.0%	40.7%	30.4%	27.5%	42.0%
Baltimore, MD	44.0%	56.0%	25.2%	58.7%	16.1%	15.2%	56.7%	28.2%	20.5%	41.9%	37.7%
Jefferson County, AL	46.4%	53.6%	26.8%	48.6%	24.6%	22.1%	48.6%	29.3%	32.3%	34.6%	33.1%
Austin, TX	44.6%	55.4%	43.1%	37.8%	19.1%	15.5%	58.0%	26.5%	47.5%	23.5%	29.0%
Louisville-Jefferson County, KY ¹	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Monroe County, NY	27.2%	72.8%	20.2%	36.3%	43.5%	13.5%	49.2%	37.3%	35.1%	42.3%	22.5%
San Francisco, CA	35.5%	64.5%	34.4%	37.5%	28.1%	11.1%	48.7%	40.2%	39.4%	25.9%	34.7%
Wake County, NC	42.4%	57.6%	15.5%	43.2%	41.3%	10.7%	41.0%	48.3%	27.9%	29.5%	42.6%
Indianapolis, IN	41.1%	58.9%	19.5%	49.3%	31.2%	16.4%	46.3%	37.3%	29.0%	32.4%	38.6%
Mecklenburg County, NC	36.0%	64.0%	23.0%	45.6%	31.3%	14.6%	57.1%	28.3%	34.3%	28.5%	37.2%
Prince George's County, MD ¹	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Greater Hartford, CT ²	39.9%	60.1%	26.8%	43.4%	29.8%	12.1%	46.9%	41.0%	30.4%	33.2%	36.4%
Milwaukee County, WI	33.8%	66.2%	14.1%	44.4%	41.5%	21.0%	46.4%	32.6%	29.8%	28.1%	42.1%
Pima County, AZ	37.3%	62.7%	11.7%	30.0%	58.3%	16.7%	43.3%	40.0%	41.4%	31.0%	27.6%
Montgomery County, MD ¹	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Pinellas County, FL	37.9%	62.1%	15.6%	37.4%	47.0%	14.4%	55.6%	30.0%	33.0%	34.6%	32.4%
Westchester County, NY	45.1%	54.9%	15.4%	35.2%	49.4%	9.4%	46.5%	44.0%	26.0%	24.0%	50.0%
Group E Average	38.7%	61.3%	21.7%	41.6%	36.8%	14.6%	48.9%	36.6%	32.2%	31.1%	36.7%
Group E Median	38.8%	61.3%	19.9%	41.5%	40.0%	14.5%	48.0%	37.3%	30.4%	30.3%	37.3%

Table 27:
Demographic Characteristics of Non-Resident Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005

Group F Population 1,000,000 or More Sample Size = 16	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
Fairfax County, VA	33.1%	66.9%	10.7%	28.0%	61.3%	11.3%	51.3%	37.3%	16.7%	30.4%	52.9%
Orange County, FL	31.3%	68.7%	18.0%	35.6%	46.4%	16.0%	58.2%	25.8%	40.7%	31.3%	28.0%
Greater Columbus, OH	51.1%	48.9%	32.6%	41.4%	26.1%	24.9%	48.7%	26.4%	38.1%	30.2%	31.7%
Allegheny County, PA	38.2%	61.8%	23.7%	35.1%	41.2%	16.7%	45.0%	38.3%	35.5%	38.4%	26.0%
Palm Beach County, FL	36.6%	63.4%	19.0%	37.2%	43.8%	9.9%	47.9%	42.1%	24.8%	36.3%	38.9%
City and County of St. Louis, MO	34.7%	65.3%	25.3%	54.5%	20.2%	15.2%	54.5%	30.3%	30.8%	35.2%	34.1%
Phoenix, AZ	41.6%	58.4%	18.0%	38.3%	43.7%	7.8%	55.7%	36.5%	27.7%	32.8%	39.5%
Philadelphia County, PA	44.7%	55.3%	28.6%	44.4%	27.0%	11.5%	50.1%	38.3%	26.3%	29.8%	43.9%
Suffolk County, NY	43.1%	56.9%	7.0%	38.0%	55.0%	8.3%	48.5%	43.2%	15.1%	25.2%	59.7%
Santa Clara County, CA	32.5%	67.5%	24.0%	44.4%	31.6%	10.5%	48.1%	41.3%	23.7%	27.1%	49.2%
Clark County, NV	40.7%	59.3%	17.8%	42.4%	39.8%	12.1%	56.9%	31.0%	30.0%	31.8%	38.2%
Broward County, FL	35.7%	64.3%	20.7%	23.6%	55.7%	12.9%	52.5%	34.5%	35.8%	20.8%	43.3%
Riverside County, CA	41.4%	58.6%	22.3%	37.9%	39.8%	12.0%	59.3%	28.7%	34.7%	29.6%	35.7%
Houston, TX ³	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Miami-Dade County, FL ²	40.2%	59.8%	19.5%	34.1%	46.3%	11.3%	49.7%	39.0%	34.2%	26.8%	38.9%
Chicago, IL	37.7%	62.3%	31.6%	33.1%	35.3%	17.6%	39.3%	43.1%	30.2%	28.0%	41.8%
Group F Average	38.8%	61.2%	21.3%	37.9%	40.9%	13.2%	51.0%	35.7%	29.6%	30.2%	40.1%
Group F Median	38.2%	61.8%	20.7%	37.9%	41.2%	12.0%	50.1%	37.3%	30.2%	30.2%	38.9%

Average (Groups A - F)	36.3%	63.7%	19.6%	39.4%	40.9%	16.6%	50.8%	32.6%	36.4%	31.5%	32.2%
Median (Groups A - F)	35.7%	64.3%	19.1%	38.3%	41.4%	15.0%	50.6%	32.6%	35.5%	32.2%	32.4%

**Table 27:
Demographic Characteristics of Non-Resident Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Regional Study Regions All Populations Sample Size = 35	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
Wood River Valley, ID	37.3%	62.7%	13.4%	27.9%	58.7%	8.8%	46.8%	44.4%	17.3%	18.7%	64.0%
Portsmouth Seacoast Area (NH,ME)	39.1%	60.9%	18.4%	46.8%	34.8%	13.5%	52.2%	34.3%	34.3%	26.9%	38.9%
Greater Minot, ND	30.4%	69.6%	8.8%	29.8%	61.4%	21.1%	59.6%	19.3%	58.0%	26.0%	16.0%
North Central Minnesota ²	46.5%	53.5%	12.9%	37.6%	49.4%	24.7%	45.2%	30.1%	50.8%	28.8%	20.3%
Northwest Minnesota ²	22.8%	77.2%	14.4%	39.2%	46.4%	27.8%	49.5%	22.7%	55.6%	37.8%	6.7%
East Central Minnesota ²	33.5%	66.5%	21.0%	48.1%	30.8%	10.9%	62.9%	26.2%	48.6%	28.4%	22.9%
Minnesota Brainerd Lakes Region ²	34.5%	65.5%	3.7%	68.3%	28.0%	25.3%	61.4%	13.3%	32.9%	52.6%	14.5%
Black Hills Region, SD	64.3%	35.7%	21.4%	57.1%	21.4%	21.4%	50.0%	28.6%	30.8%	38.5%	30.8%
Fargo-Moorhead Region (ND,MN)	27.4%	72.6%	16.2%	36.5%	47.3%	14.8%	52.1%	33.1%	47.0%	36.4%	16.6%
Minnesota Lake Region ²	23.7%	76.3%	12.1%	47.3%	40.6%	17.7%	56.5%	25.9%	40.7%	33.7%	25.6%
South Central Minnesota ²	35.4%	64.6%	8.7%	35.7%	55.7%	13.0%	52.2%	34.8%	43.4%	31.1%	25.5%
Southwest Minnesota ²	24.4%	75.6%	12.0%	30.8%	57.3%	27.1%	48.3%	24.6%	63.6%	23.6%	12.7%
Minnesota Arrowhead Region ²	34.2%	65.8%	7.0%	33.9%	59.1%	21.5%	56.2%	22.3%	49.3%	30.2%	20.5%
Washington and Chisago Counties, MN	25.2%	74.8%	19.2%	37.7%	43.0%	11.8%	62.7%	25.5%	45.7%	35.5%	18.8%
Northwest Arkansas	38.8%	61.2%	25.0%	59.1%	15.9%	16.7%	64.4%	18.9%	38.9%	38.2%	22.9%
Central Minnesota ²	36.7%	63.3%	18.7%	35.1%	46.3%	32.1%	43.8%	24.1%	56.8%	31.5%	11.7%
Northeast Wisconsin	35.9%	64.1%	11.4%	39.5%	49.1%	23.4%	51.4%	25.2%	34.6%	38.6%	26.9%
Southeast Minnesota ²	40.9%	59.1%	9.7%	23.6%	66.7%	19.5%	49.7%	30.8%	48.7%	31.6%	19.6%
Cedar Rapids/Iowa City Cultural Corridor, IA	25.2%	74.8%	20.5%	50.9%	28.6%	19.5%	48.7%	31.9%	43.3%	34.6%	22.1%
St. Croix Valley Region (WI,MN)	32.2%	67.8%	14.5%	38.8%	46.7%	23.0%	54.3%	22.7%	43.9%	30.6%	25.5%
Northwest Louisiana	36.7%	63.3%	14.6%	43.7%	41.8%	33.8%	48.4%	17.8%	50.0%	32.6%	17.4%
Greater Columbia, SC	39.5%	60.5%	35.1%	37.8%	27.0%	26.3%	57.9%	15.8%	48.6%	25.7%	25.7%
Lehigh Valley, PA	33.0%	67.0%	25.8%	43.2%	31.0%	21.7%	49.1%	29.1%	26.9%	34.7%	38.4%
East Maricopa County, AZ	27.5%	72.5%	19.9%	35.6%	44.4%	20.6%	52.9%	26.4%	41.3%	32.5%	26.2%
Greater Buffalo, NY	44.6%	55.4%	34.4%	40.6%	25.0%	16.9%	50.8%	32.3%	38.7%	35.5%	25.8%
Greater Portland, OR	29.8%	70.2%	9.4%	34.4%	56.1%	12.5%	44.4%	43.1%	26.1%	37.2%	36.7%
Greater Harrisburg, PA	28.6%	71.4%	16.8%	38.4%	44.7%	19.1%	51.6%	29.3%	28.7%	31.6%	39.8%
Kansas City Metro Region (MO,KS) ²	38.2%	61.8%	24.1%	38.2%	37.8%	12.7%	46.6%	40.6%	37.1%	35.4%	27.5%
Greater Birmingham, AL	44.8%	55.2%	22.2%	46.2%	31.6%	23.7%	49.1%	27.2%	41.8%	34.5%	23.6%

**Table 27:
Demographic Characteristics of Non-Resident Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Regional Study Regions (Cont.) All Populations Sample Size = 35	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
Greater Cincinnati Region (OH,KY,IN)	40.0%	60.0%	29.6%	40.1%	30.3%	19.2%	43.7%	37.1%	38.6%	24.3%	37.1%
Greater Milwaukee, WI	33.2%	66.8%	15.2%	33.8%	51.0%	17.6%	46.2%	36.2%	34.3%	32.6%	33.1%
Minnesota Twin Cities' Metro Region ²	35.8%	64.2%	19.9%	31.6%	48.5%	15.8%	53.1%	31.1%	46.1%	27.5%	26.3%
Central Florida Region	34.0%	66.0%	11.7%	25.1%	63.2%	23.2%	52.2%	24.6%	46.4%	28.3%	25.3%
Greater Washington Metro Region (DC,VA,MD)	34.0%	66.0%	16.3%	35.4%	48.3%	12.2%	50.7%	37.1%	31.2%	30.4%	38.4%
Greater Philadelphia, PA	44.7%	55.3%	29.0%	43.8%	27.2%	12.2%	55.2%	32.7%	29.8%	28.5%	41.8%
Regional Average	35.2%	64.8%	17.5%	39.8%	42.7%	19.5%	52.0%	28.5%	41.4%	32.1%	26.4%
Regional Median	34.5%	65.5%	16.3%	38.2%	44.7%	19.5%	51.4%	28.6%	41.8%	31.6%	25.5%

**Table 27:
Demographic Characteristics of Non-Resident Audiences
at Nonprofit Arts and Culture Events per Study Region during Fiscal 2005**

Statewide Study Regions All Populations Sample Size = 5	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School or Less	2- or 4- Yr. College	Master's or Doctoral	Less than \$60,000	\$60,000 to \$99,999	\$120,000 or More
State of North Dakota	29.0%	71.0%	20.2%	35.8%	43.9%	15.9%	51.7%	32.4%	44.9%	38.5%	16.6%
State of Delaware ²	40.2%	59.8%	13.0%	34.3%	52.6%	13.9%	44.1%	42.1%	28.0%	31.8%	40.2%
State of Minnesota ²	32.5%	67.5%	11.9%	31.6%	56.5%	20.8%	50.4%	28.7%	47.2%	34.2%	18.6%
State of Wisconsin	33.9%	66.1%	15.5%	39.1%	45.5%	19.8%	50.9%	29.3%	38.4%	29.7%	31.9%
State of Pennsylvania	38.6%	61.4%	27.3%	40.3%	32.4%	17.8%	51.3%	30.9%	31.3%	27.9%	40.9%
Statewide Average	34.8%	65.2%	17.6%	36.2%	46.2%	17.6%	49.7%	32.7%	38.0%	32.4%	29.6%
Statewide Median	33.9%	66.1%	15.5%	35.8%	45.5%	17.8%	50.9%	30.9%	38.4%	31.8%	31.9%

Table Notes:

¹ Zero audience-intercept surveys were collected in the City of Fairfax (VA), Louisville-Jefferson County (KY), or Montgomery or Prince George's Counties (MD).

² Audience-intercept surveys were collected throughout 2005 rather than 2006 in these study regions.

³ Audience demographic information was not collected on the audience-intercept survey that was distributed to audiences in the City of Houston (TX).

Appendix B:
***Arts and Economic Prosperity III* Survey Instruments**

Page	<u>Name of Survey Instrument</u>
A-268	Organizational Expenditure Survey Instrument
A-273	Audience Intercept Survey Instrument



Arts and Economic Prosperity III

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences

First, please provide contact information for your organization.

Organization Name: _____

Mailing Address: _____

City, State, Zip: _____

Telephone Number: _____

Website: _____

Name of Chief Staff Executive: _____

We request the name of the individual completing the survey so we know who to contact in case we have questions about your responses. We will only contact you if we have questions pertaining to the survey.

Your Name: _____

Your Job Title: _____

Your E-mail Address: _____

Please provide the following background information about your organization.

1. Which of the following best characterizes the legal status of your organization? (Check only one)

- | | |
|---|--|
| <input type="checkbox"/> Private, nonprofit | <input type="checkbox"/> Embedded arts program (e.g., church arts program) |
| <input type="checkbox"/> Public, government | <input type="checkbox"/> For-profit business |
| <input type="checkbox"/> Community organization (e.g., theater) | <input type="checkbox"/> Other (please specify): _____ |

2. during what month did your 2005 fiscal year end? (VERY IMPORTANT -- Americans for the Arts defines fiscal year 2005 as your fiscal year that ended between January 1, 2005 and December

Month: _____

Year: 2005

Financial Profile of Your Organization

3. Please provide your organization's itemized expenditures for your 2005 fiscal year (identified in Q.2). Exclude capital expenditures and asset acquisition (we ask about those on the next page). If exact figures are not available, please use your best estimates. Please round to the nearest whole number. *(If your organization is a municipality, college, university, or non-arts organization, remember to respond based only on the portion of your budget that pertains to your arts activities and events.)*

One important caveat: Do NOT include dollars that your organization granted to other organizations. (Grant dollars will be captured on the surveys that are completed by the organizations that received the grants).

personnel & Payroll Expenses (excluding payments to artists)

A. Total organizational payroll (including both full-time and part-time staff)	\$	
B. Total payroll taxes and fringe benefits (including FICA)	\$	
C. Contractors (i.e., full-time contract staff)	\$	
D. Other personnel expenses (<i>not classified above</i>): _____	\$	
E. Total 2005 personnel & Payroll Expenses (sum of lines A - D)	\$	

Payments to Artists (e.g., performances, commissions, etc.)

F. Payments to LOCAL artists (i.e., <u>within</u> your geographic region)	\$	
G. Payroll taxes and fringe benefits (including FICA) for LOCAL artists	\$	
H. Payments to NON-LOCAL artists (i.e., <u>outside</u> your geographic area)	\$	
I. Payroll taxes and fringe benefits (including FICA) for NON-LOCAL artists	\$	
J. Total 2005 Payments to Artists (sum of lines F - I)	\$	

Overhead & Programmatic Expenses

K. Advertising, marketing, and other promotional costs	\$	
L. Contract services (part-time or seasonal, including accounting and legal)	\$	
M. Insurance	\$	
N. Office machinery (excluding capital expenditures) and equipment rental	\$	
O. Postage	\$	
P. Programming and production expenses	\$	
Q. Publications, videos, CDs	\$	
R. Supplies and materials	\$	
S. Communication costs (e.g., phone, fax, Internet)	\$	
T. Travel costs	\$	
U. Other (<i>not classified above</i>): _____	\$	
V. Total 2005 Overhead & Programmatic Expenses (sum of lines K - U)	\$	

Facility Expenses

W. Rental and/or lease costs	\$	
X. Mortgage costs	\$	
Y. Property taxes	\$	
Z. Utilities (e.g., electric, water, and refuse)	\$	
AA. Other facility costs (<i>not classified above</i>): _____	\$	
BB. Total 2005 Facility Expenses (sum of lines W through AA)	\$	
TOTAL OPERATING EXPENDITURES (sum of lines E, J, V, & BB)	\$	

4. Please provide your organization's capital expenditures and asset acquisition for your 2005 fiscal year (identified in Q.2). If exact figures are not available, please use your best estimates. Please round to the nearest whole number. *(If your organization is a municipality, college, university, or non-arts organization, remember to respond based only on the portion of your budget that pertains to your arts activities and events.)*

Capital expenditures are payments to buy, build, replace, improve, or expand a facility or equipment which will last for more than one year and which, under generally accepted accounting principles, are not properly chargeable as an expense of operation or maintenance. In other words, they are capitalized and may be depreciated or amortized.

Capital Expenditures

A. Equipment purchases & improvements (i.e. computer equipment & upgrades, instruments, sound systems, lighting systems, easels)	\$	
B. Art purchases (i.e., additions to a collection)	\$	
C. Real estate purchases	\$	
D. Construction of new facilities	\$	
E. Renovation and/or improvement of existing facilities	\$	
F. Total 2005 Capital Expenditures (sum of lines A - E)	\$	

5. Please provide your organization's itemized sources of revenue for your 2005 fiscal year (identified in Q.2). If exact figures are not available, please use your best estimates. Please round to the nearest whole number. *(If your organization is a municipality, college, university, or non-arts organization, remember to respond based only on the portion of your budget that pertains to your arts activities and events.)*

Organizational Revenues

A. Earned Revenue (e.g., admissions, fees for services)	\$	
B. Corporate Support	\$	
C. Foundation Support	\$	
D. Individual Support	\$	
E. Local government grants and support (city and/or county)	\$	
F. State government grants and support	\$	
G. Federal government grants and support	\$	
H. Cash on hand (i.e., existing cash reserves used to pay for 2005 expenses)	\$	
I. Other revenues (not classified above): _____	\$	
J. Total 2005 Organizational Revenues (sum of lines A through I)	\$	

Value of In-Kind Contributions to Your Organization

6. Please provide the estimated dollar value of the in-kind contributions received by your organization during your **2005** fiscal year (identified in Q.2). If exact figures are not available, use your best estimates. Please round to the nearest whole number. *(If your organization is a municipality, college, university, or non-arts organization, remember to respond based only on the portion of your budget that pertains to your arts activities and events.)*

In-kind contributions are non-cash donations such as materials (e.g., office supplies from a local retailer), facilities (e.g., rent), and services (e.g., printing costs from a local printer).

	In-Kind Value
A. From arts organizations (e.g. arts agencies, arts councils, museums, etc.)	\$ <input type="text"/>
B. From corporations or private businesses	\$ <input type="text"/>
C. From individuals (exclude volunteer hours — we'll ask about those below)	\$ <input type="text"/>
D. From local government (city and/or county)	\$ <input type="text"/>
E. From state government	\$ <input type="text"/>
F. From other sources (<i>not classified above</i>): _____	\$ <input type="text"/>
G. Total Value of 2005 In-Kind Contributions (<i>sum of lines A - F</i>)	\$ <input type="text"/>

Number of Paid Staff

7. Please provide the total number of **paid** staff were employed by your organization on December 31, 2005.

	Number of Paid Staff
A. Full-time paid staff	# <input type="text"/>
B. Part-time paid staff	# <input type="text"/>
C. Contract staff/independent contractors	# <input type="text"/>
D. Other paid staff (<i>not classified above</i>): _____	# <input type="text"/>
E. Total Number of Paid Staff (<i>sum of lines A - D</i>)	# <input type="text"/>

Volunteers and Volunteer Hours Dedicated to Your Organization

8. Please provide the total number of volunteers who donated time to your organization, and the total number of hours they donated, during your **2005** fiscal year (identified in Q.2). Include time donated by board members, docents, ushers, etc. If exact figures are not available, please use your best estimates. *(If your organization is a municipality, college, university, or non-arts organization, remember to respond based only on the portion of your volunteerism that pertains to your arts activities)*

	Total Volunteers	Total Hours
A. Professional (e.g., executive & program staff, board members)	# <input type="text"/>	# <input type="text"/>
B. Artistic (e.g., artists, choreographers, designers)	# <input type="text"/>	# <input type="text"/>
C. Clerical (e.g., administrative support staff)	# <input type="text"/>	# <input type="text"/>
D. Service (e.g., ticket takers, docents, gift shop volunteers)	# <input type="text"/>	# <input type="text"/>
E. Other volunteers (<i>not classified above</i>): _____	# <input type="text"/>	# <input type="text"/>
F. Total 2005 Volunteers and Hours (<i>sum of lines A - E</i>)	# <input type="text"/>	# <input type="text"/>

Attendance Figures for Your Organization

9. Please provide the total attendance figures for your organization during your 2005 fiscal year (identified in Q.2). These figures should include attendance to all cultural events that your organization produces. If exact figures are not available, use your best estimates. *(If your organization is a municipality, college, university, or non-arts organization, remember to respond based only on the portion of your attendance that pertains to your arts activities and events.)*

	Total Attendance
A. performances	# <input type="text"/>
B. Exhibitions (including museum and gallery attendance)	# <input type="text"/>
C. Festivals and special events	# <input type="text"/>
D. Other events <i>(not classified above)</i> : _____	# <input type="text"/>
E. Total 2005 Attendance <i>(sum of lines A - D)</i>	# <input type="text"/>

10. Please estimate the percentage of the total attendance (that you provided in Q.9) that was represented by children younger than 18 years of age. *Give us your best estimate.*

A. percentage (%) of total attendance represented by children younger than 18 years of age %

THANK YOU FOR YOUR PARTICIPATION !!

Dear Arts Patron:

Please take a few minutes to answer the following questions. This survey is part of a study to measure the economic impact of the arts and culture in this area. The information that you provide will be kept strictly confidential. Please answer each question completely and return the survey to the person who gave it to you. Thank you!



1. What is the zip code of your primary residence (i.e., not a vacation or second home)? _____

2. Which of the following best describes your reason for being in this area today? (Please check only one)

A I am a full-time resident/I live here

F I am here for a combination of business & pleasure

B I am a part-time resident (e.g., I own a vacation home)

G I am here on personal business (e.g., wedding)

C I am here specifically to attend this arts event

H I am here to visit friends or relatives who live here

D I am here on a vacation/holiday

I Other (Please specify): _____

E I am here to conduct business (e.g., meeting)

3. Including yourself, how many people are attending this arts event with you?

Include only the people in your immediate travel party (e.g., not tour groups). Adults: _____ Children (<18): _____

4. How many nights away from your primary residence will you spend in this area *specifically because of your attendance to this arts event*? If you answered in Q. 2 that you are a resident (box A or B), and you will not spend any nights away from home, please respond with "0". # of Nights: _____

5. List below the estimated amount of money that you and the members of your immediate travel party have spent or plan to spend in this area *specifically as a result of your attendance to this arts event*. Remember to include money spent before, during, and after the event. If exact figures are not available, use your best estimates.

A. Admission/tickets to this event \$ _____

B. Refreshments and/or snacks purchased while at this event \$ _____

C. Food, drinks, or meals purchased before or after this event (i.e., at a local restaurant) \$ _____

D. Souvenirs, gifts, books, recordings, and/or art \$ _____

E. Clothing or accessories specifically for this event \$ _____

F. Local transportation (e.g., gas, parking, tolls, rental car, taxi or bus fare -- not airfare) \$ _____

G. Child-care specifically to attend this event \$ _____

H. Overnight accommodations because of this event (e.g., hotel, motel, bed & breakfast) \$ _____

I. Other (Please specify): _____ \$ _____

6. What is your gender? A Male B Female

7. Which of the following ranges includes your age?

A Younger than 18

C 25-34

E 40-44

G 50-54

I 65+

B 18-24

D 35-39

F 45-49

H 55-64

8. What is the highest level of education that you have completed?

A Less than high school

C 2-year college/technical/associates degree

E Masters degree

B High school

D 4-year college degree

F Doctoral degree

9. Which of the following ranges includes your annual household income?

A Less than \$40,000

C \$60,000 - \$79,999

E \$100,000 - \$119,999

B \$40,000 - \$59,999

D \$80,000 - \$99,999

F \$120,000 or More





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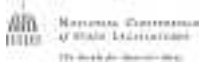
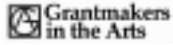
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