



The impact of spending by arts and culture organizations is far reaching: they pay their employees, purchase supplies, and acquire assets within the local community. Additionally, unlike most other industries, the nonprofit arts and culture leverage significant amounts of event-related spending by their audiences.

REGION 11

THE ARTS: A DRIVING FORCE IN THE SEVEN COUNTY METRO AREA'S ECONOMY

The Arts: A Driving Force in the Seven County Metro Area's Economy provides compelling new evidence that the nonprofit arts and culture are a \$719.5 million industry in the Seven County Metro Area—one that attracts audiences, spurs business development, supports jobs, and generates government revenue.

Nonprofit arts and culture organizations, which spend \$452.4 million each year, leverage a remarkable \$267.1 million in additional spending by arts and culture audiences—spending that pumps vital revenue into local restaurants, hotels, retail stores, and other businesses.

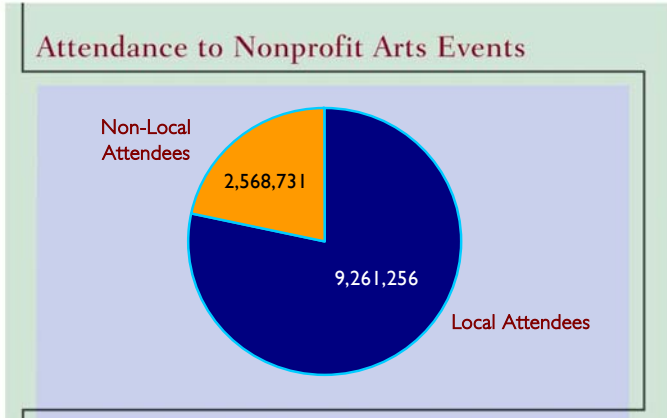
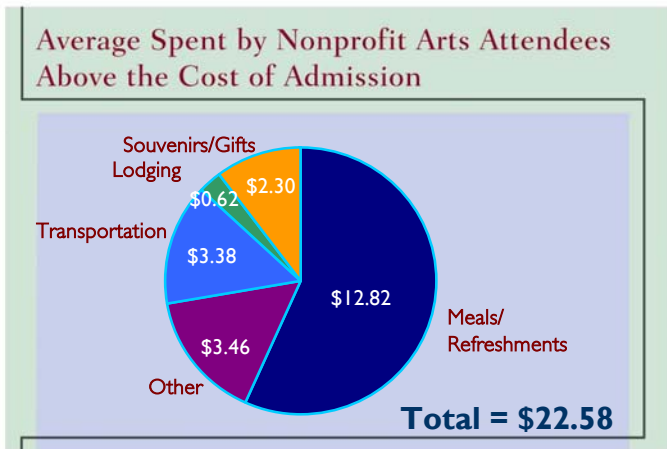
The Arts: A Driving Force in the Seven County Metro Area's Economy demonstrates that investing in arts and culture yields significant economic benefits and lays to rest a common misconception: that communities support the arts and culture at the expense of local economic development. This report shows conclusively that the arts are a driving force in the Seven County Metro Area's economy.

Impact of Nonprofit Arts Organizations

Total Expenditures	\$452,368,049
Full-Time Equivalent Jobs	12,004
Resident Household Income	\$395,370,000
Local Government Revenue	\$10,857,000
State Government Revenue	\$32,118,000

Impact of Nonprofit Arts Audiences

Total Expenditures	\$267,136,805
Full-Time Equivalent Jobs	7,065
Resident Household Income	\$173,372,000
Local Government Revenue	\$6,411,000
State Government Revenue	\$30,721,000



Total Impact of the Nonprofit Arts Industry Includes organization and audience expenditures

Total Expenditures	\$719,504,854
Full-Time Equivalent Jobs	19,069
Resident Household Income	\$568,742,000
Local Government Revenue	\$17,268,000
State Government Revenue	\$62,839,000