



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 4

THE ARTS: A DRIVING FORCE IN THE LAKE REGION'S ECONOMY

The Arts: A Driving Force in the Lake Region's Economy provides compelling new evidence that the nonprofit arts and culture are a \$13.5 million industry in the Lake region—one that attracts audiences, spurs business development, supports jobs, and generates government revenue.

Nonprofit arts and culture organizations, which spend \$5.3 million each year, leverage a remarkable \$8.2 million in additional spending by arts and culture audiences—spending that pumps vital revenue into local restaurants, hotels, retail stores, and other businesses.

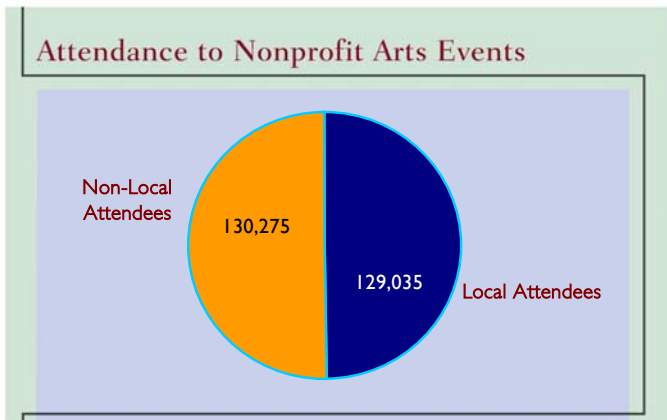
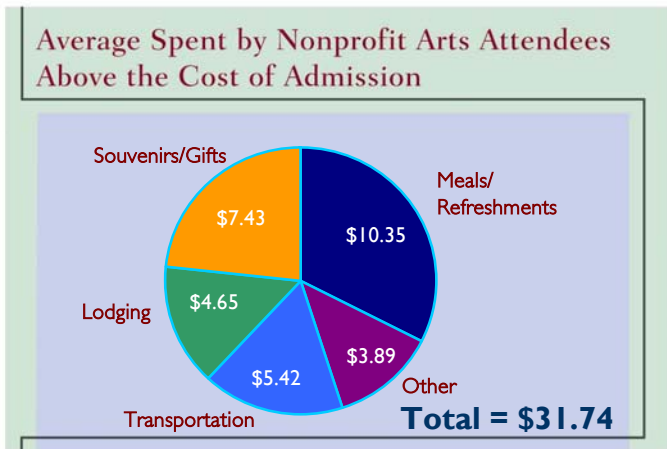
The Arts: A Driving Force in the Lake Region's Economy demonstrates that investing in arts and culture yields significant economic benefits and lays to rest a common misconception: that communities support the arts and culture at the expense of local economic development. This report shows conclusively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

Impact of Nonprofit Arts Organizations

Total Expenditures	\$5,315,425
Full-Time Equivalent Jobs	222
Resident Household Income	\$4,189,000
Local Government Revenue	\$181,000
State Government Revenue	\$356,000

Impact of Nonprofit Arts Audiences

Total Expenditures	\$8,231,472
Full-Time Equivalent Jobs	211
Resident Household Income	\$3,885,000
Local Government Revenue	\$198,000
State Government Revenue	\$881,000



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

Total Expenditures	\$13,546,897
Full-Time Equivalent Jobs	433
Resident Household Income	\$8,074,000
Local Government Revenue	\$379,000
State Government Revenue	\$1,237,000