



AMERICANS
for the ARTS

Arts & Economic Prosperity

The Economic Impact of Nonprofit Arts Organizations and Their Audiences



Funded by the American Express Company,
the National Endowment for the Arts, and
the 91 Community Partners



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National Report

Arts & Economic Prosperity
was conducted by Americans
for the Arts, the nation's leading
nonprofit organization for
advancing the arts in America.
With a 40-year record of service,
it is dedicated to representing and
serving local communities and
creating opportunities for every
American to participate in and
appreciate all forms of the arts.

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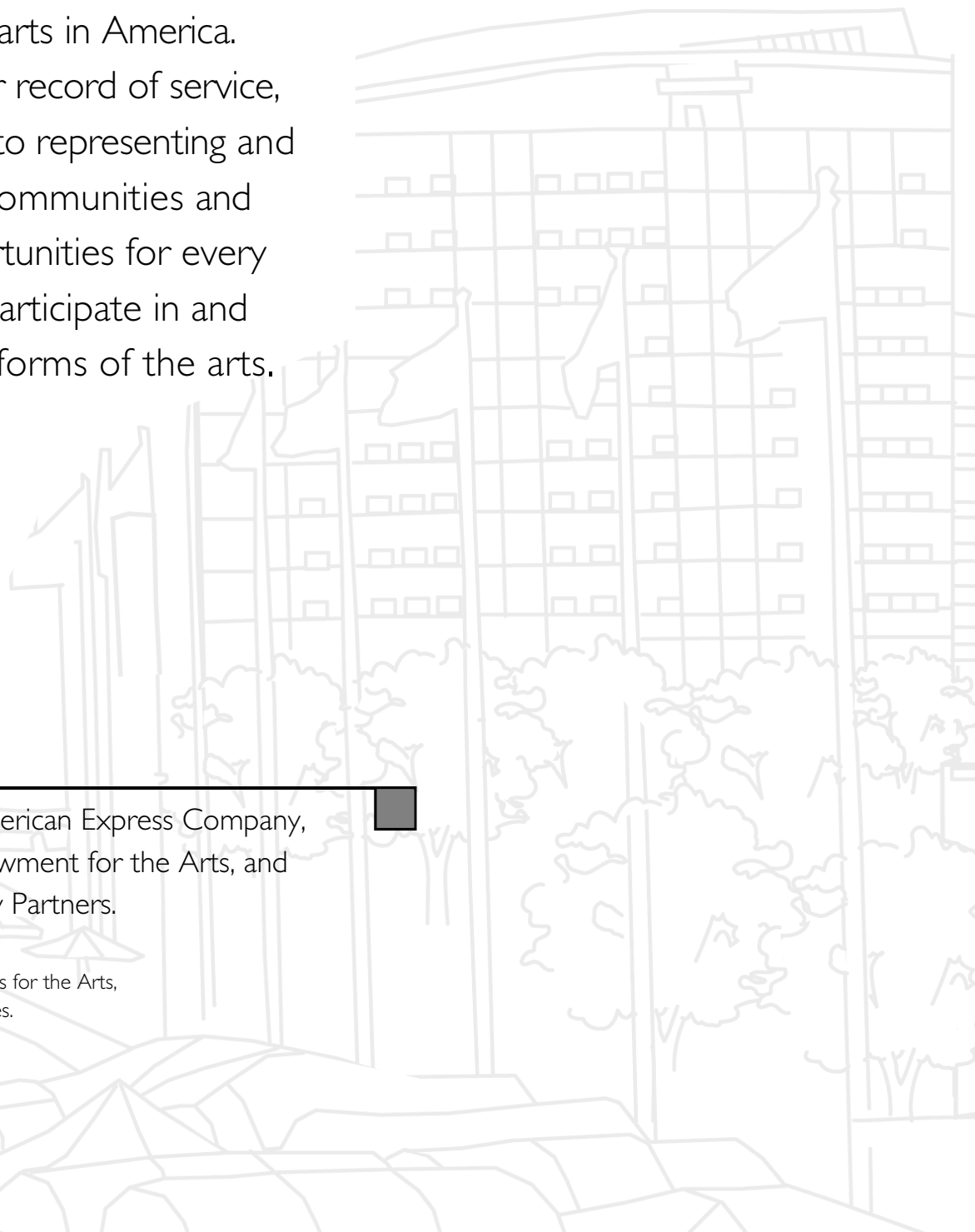


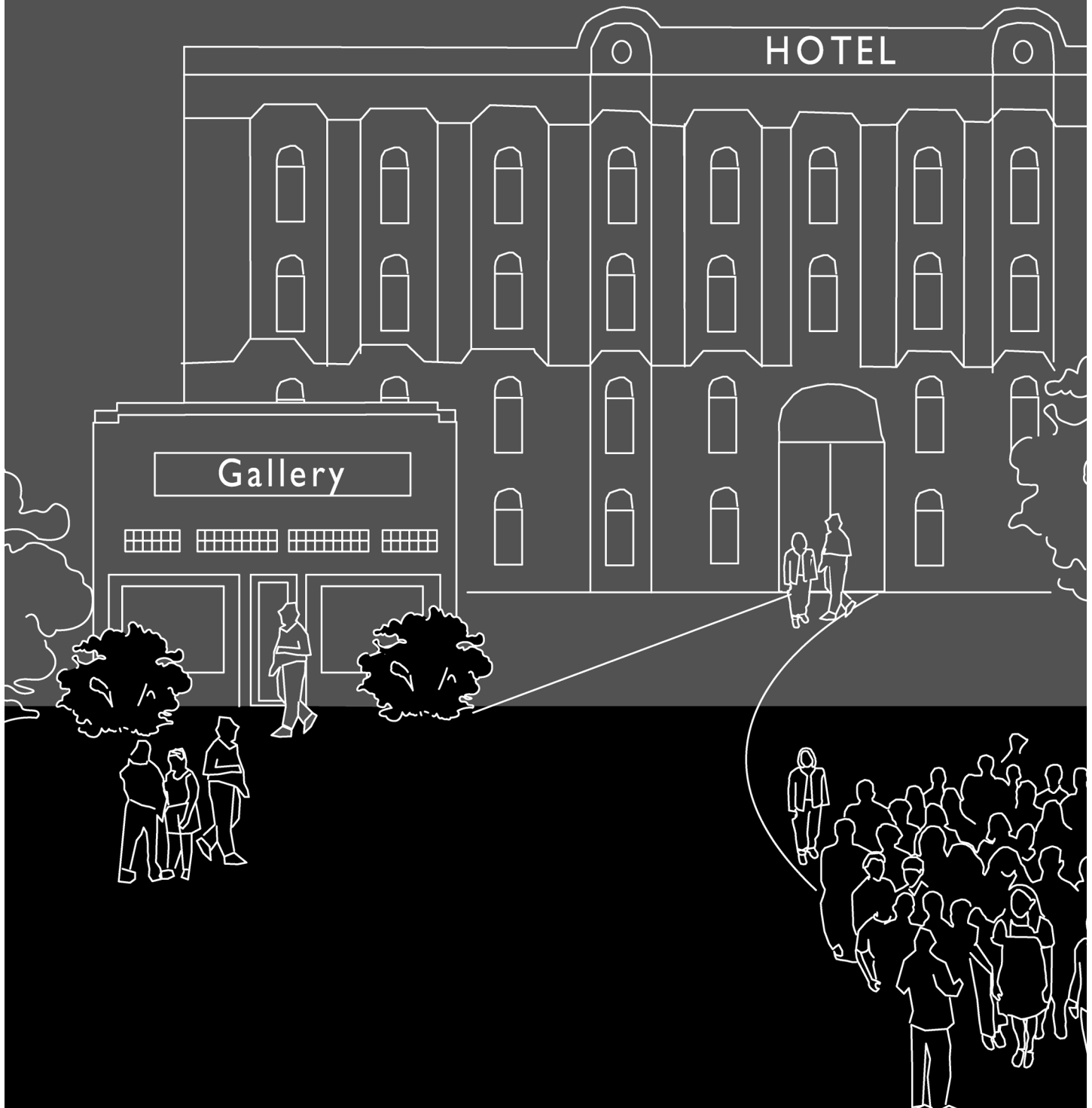
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“Understanding and acknowledging the incredible economic impact of the nonprofit arts, we must always remember the fundamental value of the arts. They foster beauty, creativity, originality, and vitality. The arts inspire us, sooth us, provoke us, involve us, and connect us...but they also create jobs and contribute to the economy.”

—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 Arts & Economic Prosperity study documents in unprecedented scope and detail the key role played by the nonprofit arts industry in strengthening our nation's economy. It dramatically alters the perception that the arts are luxuries—worth supporting in prosperous times but hard to justify when the economy is struggling. At a time when governments at all levels are making tough budget choices, this study sends an important message—that support for the arts does not come at the expense of economic development.

In 1994, Americans for the Arts published its first economic impact study. Those results became the most frequently used statistics in Congress and other arenas to demonstrate the value of the arts to our communities, our states, and our nation.

In 2000, we set out to update those numbers with a new and larger study. Not only did we want to measure the impact of spending by nonprofit arts organizations, but also to quantify the economic impact of event-related spending by their audiences.

By all measures, the results are impressive! The nonprofit arts industry generates \$134 billion in total economic activity by arts organizations and their audiences. That's more than the gross domestic product of most nations in the world. This spending supports 4.9 million full-time equivalent jobs—a greater percentage of the U.S. workforce than is employed as accountants, lawyers, physicians, or computer programmers.

Our industry also generates \$24.4 billion in federal, state, and local government revenues annually. By comparison, federal, state, and local governments collectively spend less than \$3 billion on support for the arts each year—a financial return of more than 8-to-1.

When governments reduce their support for the arts, they need to understand that they are not cutting frills. They are undercutting a nonprofit industry that is a cornerstone of tourism and downtown revitalization. When governments increase their support for the arts, they are generating tax revenues, jobs, and the creative energies that underlie much of what makes America so extraordinary.

This message is equally important for the private sector to hear. The nonprofit arts, unlike most industries, leverage significant event-related spending by their audiences, with non-local audiences spending 75 percent more than their local counterparts. The arts attract visitors downtown and extend the business day: restaurants add dinner service, garages stay open until midnight, and stores draw more customers.

When we hear talk about reducing support for the arts, we should ask: Who will make up for the lost economic activity? Who will attract tourists to our community? Who will vitalize our downtowns seven nights per week? Who will provide the 8-to-1 return on investment that the arts provide to federal, state, and local treasuries? Who will replace the jobs that the arts support? The expression, “the arts mean business,” is not just a slogan; it's an economic reality that can no longer be dismissed.

“Our involvement in funding the arts has shown what an important role the arts play in the quality of the community. We also have seen how the arts are central to the economic growth and vitality of communities around the world. This study adds to the prior research and we hope it will be a tool that can continue to build the case that investing in the arts is good policy and good business.”

—Mary Beth Salerno, President, American Express Foundation



National Economic Impact of the Nonprofit Arts Industry

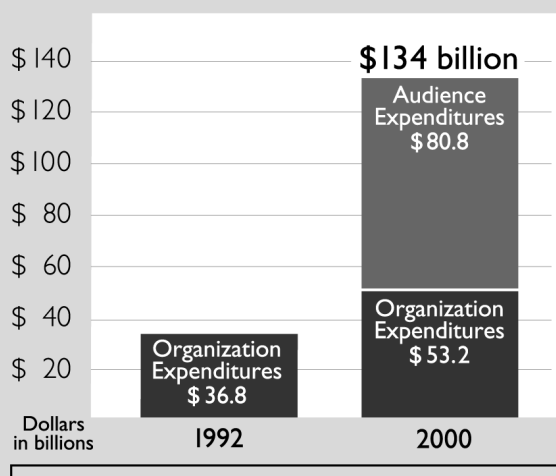
Arts & Economic Prosperity is an economic impact study of the nation's nonprofit arts organizations and their audiences. It provides compelling new evidence that the nonprofit arts are a significant industry in the United States—one that generates \$134 billion in total economic activity. This spending—\$53.2 billion by nonprofit arts organizations and an additional \$80.8 billion in event-related spending by their audiences—supports 4.9 million jobs and delivers more than \$24 billion in total government revenue. This economic impact study sends a strong signal to communities that when they support the arts, they not only enhance the quality of community life but also invest in their economic well-being.

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

Total Expenditures	\$ 134.0 billion
Full-Time Equivalent Jobs	4.85 million
Resident Household Income	\$ 89.4 billion
Local Government Revenue	\$ 6.6 billion
State Government Revenue	\$ 7.3 billion
Federal Income Tax Revenue ¹	\$ 10.5 billion

Arts & Economic Prosperity is the most comprehensive study of its kind ever conducted. Ninety-one communities across 34 states participated. Detailed expenditure data were collected from 3,000 arts organizations and 40,000 arts attendees. Project economists customized input/output models for each of the 91 communities to provide specific and reliable data about each community's impact. The study focused solely on the economic impact of

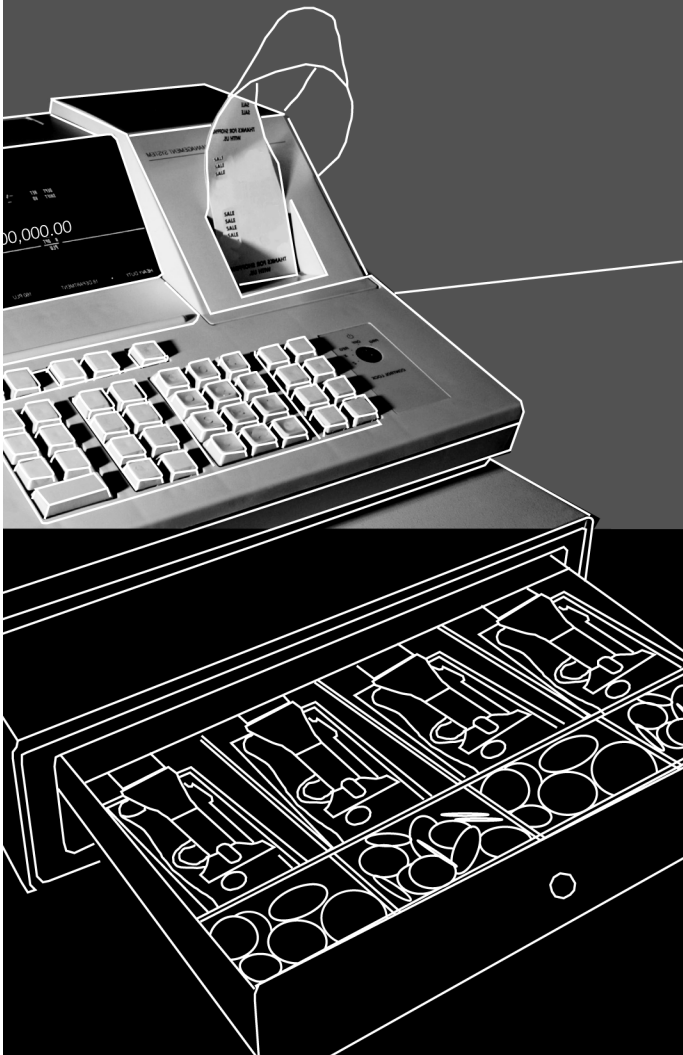
Growth of the Nonprofit Arts Industry



nonprofit arts organizations and their audiences, and excluded spending by individual artists, the for-profit arts and entertainment sector (e.g., Broadway or the motion picture industry), and arts produced by non-arts organizations (schools or community centers).

“As chairman of the Oklahoma Chamber of Commerce, I have 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, and President-Elect, American Bankers Association



This study has striking national implications. Because of the variety of communities surveyed and the rigor with which the study was conducted, national estimates of the impact of the nonprofit arts industry can be extrapolated.

Defining Economic Impact

In this study, economic impact is defined as the employment, resident household income, and government revenue generated by the dollars spent in the community by nonprofit arts organizations and their audiences.

Full-Time Equivalent (FTE) Jobs describes 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 all funds to city and county government, schools, and special districts. It's not exclusively taxes (e.g., income, property, or sales); it also includes license fees, utility fees, filing fees, etc.

Economic Impact of Nonprofit Arts Organizations

Arts organizations are employers, producers, consumers, members of the chamber of commerce, and key participants in the marketing

and promotion of their cities and regions. Spending by nonprofit arts organizations—a fraction of the total arts and entertainment industry—was an estimated \$53.2 billion in fiscal 2000. The impact of this spending is far reaching: arts organizations pay their employees, purchase supplies, contract for services, and acquire assets within the local community. These actions, in turn, support local jobs, create household income, and generate revenue to the local, state, and federal governments.

The study's responding organizations ranged from opera companies, public radio stations, and historical museums to weaving societies and choral groups. Also included are public arts councils, public presenting facilities or museums, and embedded organizations that have their own budget and play a significant role in the cultural life of the community. Each organization provided detailed information about more than 40 expenditure categories for fiscal 2000 (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition) as well as their total attendance figures. Responding organizations had annual budgets ranging from \$0 to \$76.6 million.

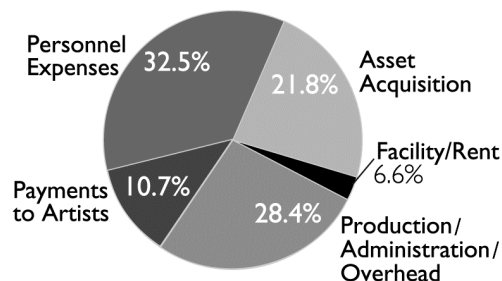
The Nonprofit Arts— A Growth Industry

Total spending by the nation's nonprofit arts organizations (not including audience spending) grew 45 percent between 1992 and 2000—from \$36.8 billion to \$53.2 billion.² When adjusted for inflation, this growth still represents a healthy 25 percent increase. The 45 percent rate of growth is relatively consistent with other arts and economic indicators.

Impact of Nonprofit Arts Organizations

Total Expenditures	\$ 53.2 billion
Full-Time Equivalent Jobs	2.09 million
Resident Household Income	\$ 47.4 billion
Local Government Revenue	\$ 2.4 billion
State Government Revenue	\$ 3.0 billion
Federal Income Tax Revenue	\$ 5.6 billion

Average Fiscal 2000 Expenditures for Nonprofit Arts Organizations



- The Gross Domestic Product³ (GDP) grew 55 percent between 1992 and 2000.
- Corporate support to the arts increased from \$875 million to \$1.6 billion between 1994 and 2000—an 83 percent increase.⁴
- State arts agency budgets increased from \$213.4 million to \$399.9 million from 1992 to 2000—an 87 percent increase.⁵
- Foundation giving to the arts doubled from \$1.8 billion in 1996 to \$3.7 billion in 2000.⁶
- Private sector giving to the arts increased from \$9.32 billion in 1992 to \$11.5 billion in 2000—a 23.4 percent increase.⁷
- Local government support increased from an estimated \$600 million to \$775 million between 1992 and 2000—a 30 percent increase.⁸

“Nonprofit arts organizations in the United States support millions of jobs and generate billions in government revenue. We now know this is only part of the story. Arts audiences pump an additional \$80 billion in event-related spending to local businesses each year.”

—Mayor Bart Peterson, Indianapolis, and Chair, Arts, Parks, Entertainment & Sports Committee, United States Conference of Mayors



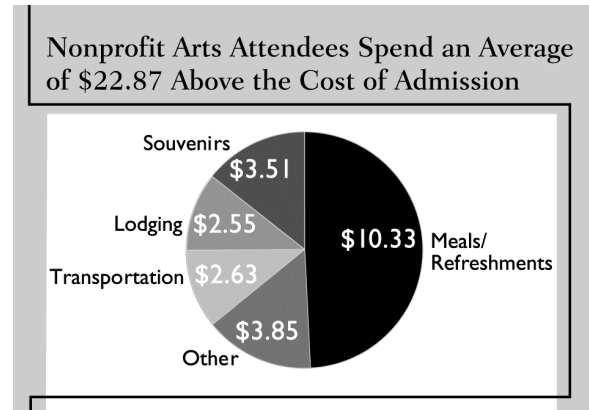
“**Whereas**, findings from the *Arts & Economic Prosperity* study reveal that America’s nonprofit arts industry generates \$134 billion in economic activity every year—\$53.2 billion in spending by arts organizations and an additional \$80.8 billion in event-related spending by arts audiences. This economic activity results in a significant impact on the nation’s economy.

Now, therefore be it resolved that the United States Conference of Mayors endorses the *Arts & Economic Prosperity* study and urges mayors across the country to invest in nonprofit arts organizations through their local arts agencies as a catalyst to generate economic impact, stimulate business development, spur urban renewal, attract tourists and area residents to community activities, and to improve the overall quality of life in America’s cities.”

—U.S. Conference of Mayors Official Policy Resolution (abridged), adopted unanimously June 17, 2002, at the 70th annual meeting of the U.S. Conference of Mayors

Economic Impact of Nonprofit Arts Audiences

The nonprofit arts, unlike most industries, leverage significant amounts of event-related spending by their audiences. Attendance at arts events generates related commerce for local businesses such as hotels, restaurants, and retail stores. For example, when patrons attend a performing arts event, they may park their car in a toll garage, purchase dinner at a restaurant, eat dessert after the show, and return home and pay the babysitter. This spending generated an estimated \$80.8 billion of valuable revenue for local merchants and their communities in 2000—an average of \$22.87 per person, per event, not including the price of admission.



Out-of-Towners Spend More

In addition to spending data, survey respondents were asked to provide their home zip codes, enabling researchers to determine which attendees were local (i.e., reside within the county in which the event occurred) and which were non-local (reside outside the county). Local attendees spent an average of \$21.75 per event, while non-local attendees spent \$38.05 per event (74.9 percent more). As would be expected from a traveler, significantly higher spending can be found in the categories of lodging, meals, retail, and transportation. These data demonstrate that when a community attracts cultural tourists, it stands to harness significant economic rewards. The two charts immediately following on page 7 provide further information on resident versus non-resident spending.

Impact of Nonprofit Arts Audiences

Total Expenditures	\$ 80.8 billion
Full-Time Equivalent Jobs	2.76 million
Resident Household Income	\$ 42.0 billion
Local Government Revenue	\$ 4.2 billion
State Government Revenue	\$ 4.3 billion
Federal Income Tax Revenue	\$ 4.9 billion

“What’s good for the arts is good for the economy. The mayors of cities with strong economies tell us that the arts have helped their communities thrive. Federal support for our nation’s cultural organizations is sound public policy”

—Representative Louise M. Slaughter (D-NY), and Co-chair, Congressional Arts Caucus



Cultural Tourism

As communities compete for the tourist’s dollar, the arts have proven to be a magnet for travelers and their money. Local businesses are able to grow because travelers extend the length of their trips to attend cultural events. Research by the Travel Industry Association of America and Partners in Tourism indicate that 65 percent of all adult travelers included a cultural event while on a trip of 50 miles or more away from home in 2000, 32 percent of which extended the duration of their trip because of that event.⁹ Of the group that extended their trip because of arts and culture, 57 percent extended their trip one or more nights.

Travelers who include cultural events on their trips differ from other U.S. travelers in a number of ways. Compared to all U.S. travelers in 2001, cultural travelers:

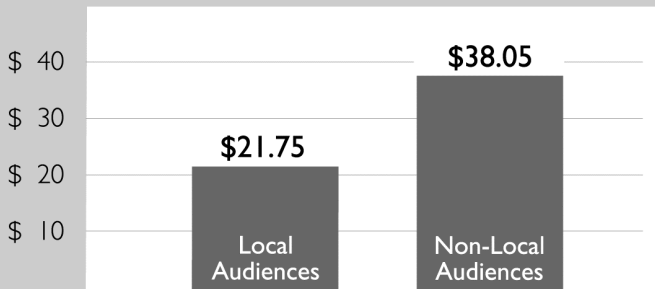
- Spend more: \$631 vs. \$457
- Are older: 48 vs. 46
- More likely to be retired: 20% vs. 16%
- More likely to have a graduate degree: 23% vs. 20%
- Use hotel, motel, or B & B: 62% vs. 56%
- More likely to spend \$1,000+: 18% vs. 12%
- Travel longer: 5.2 nights vs. 4.1 nights
- Travel by air: 22% vs. 18%
- More likely to shop: 44% vs. 33%

Nonprofit Arts Attendees Spend an Average of \$22.87 Per Person (Not Including the Cost of Admission)

Category of Expense	Resident* Attendees	Non-Resident* Attendees	All Arts Attendees
Meals and Refreshments	\$9.99	\$15.12	\$10.33
Souvenirs and Gifts	\$3.49	\$4.01	\$3.51
Transportation	\$2.39	\$5.74	\$2.63
Overnight Lodging one night only	\$2.13	\$7.80	\$2.55
Other	\$3.75	\$5.38	\$3.85
Total Per Person Spending	\$21.75	\$38.05	\$22.87

* Residents are attendees who live within the county in which the event took place; non-residents live outside the county.

Spending by Nonprofit Arts Attendees Local vs. Non-Local

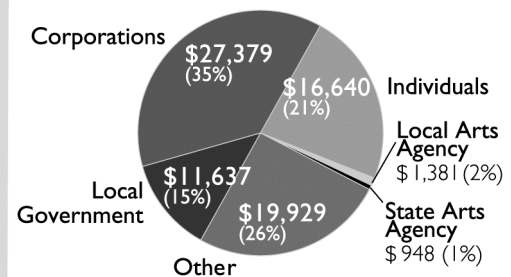


Arts Volunteerism and In-Kind Contributions: An Economic Impact Beyond Dollars

Arts & Economic Prosperity reveals a significant contribution to nonprofit arts organizations as a result of volunteerism. In the 91 communities, an average of 4,689 arts volunteers donated 142,083 hours to nonprofit arts organizations. This represents a donation of time valued at \$2.2 million (Independent Sector values the average 2000 volunteer hour at \$15.40).¹⁰ 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 assisting in keeping arts organizations functioning as a viable industry.

The nonprofit arts organizations surveyed for this study were also asked about the sources and value of their in-kind support (i.e., donated assets, office space, airfare, or advertising space). Seventy-three percent of the responding organizations indicated having received in-kind support during fiscal 2000. Of those with in-kind revenue, the per organization average was \$77,915. The 91 communities averaged \$1,584,944 each.

**73% of Nonprofit Arts Organizations Report In Kind Contributions (Fiscal 2000)
Average Per Organization: \$77.915**

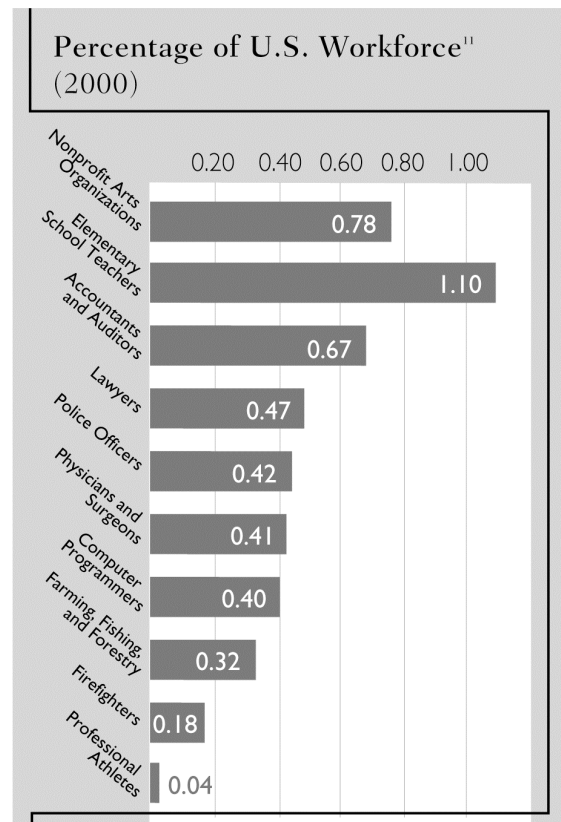




Industry Comparisons

Nonprofit arts organizations provide rewarding employment for more than just artists, curators, and musicians. They also directly support builders, plumbers, accountants, educators, printers, and an array of occupations spanning many industries.

In 2000, nonprofit arts organizations alone supported 2.1 million full-time equivalent jobs. Of this total, 1.14 million jobs were a result of the direct expenditures by nonprofit arts organizations—representing nearly one percent of the U.S. workforce (0.78 percent). This number gains significance when compared to the size of other U.S. workforces.

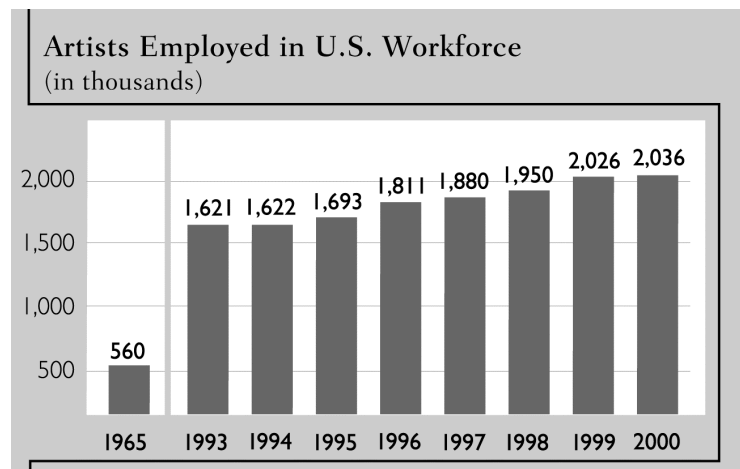


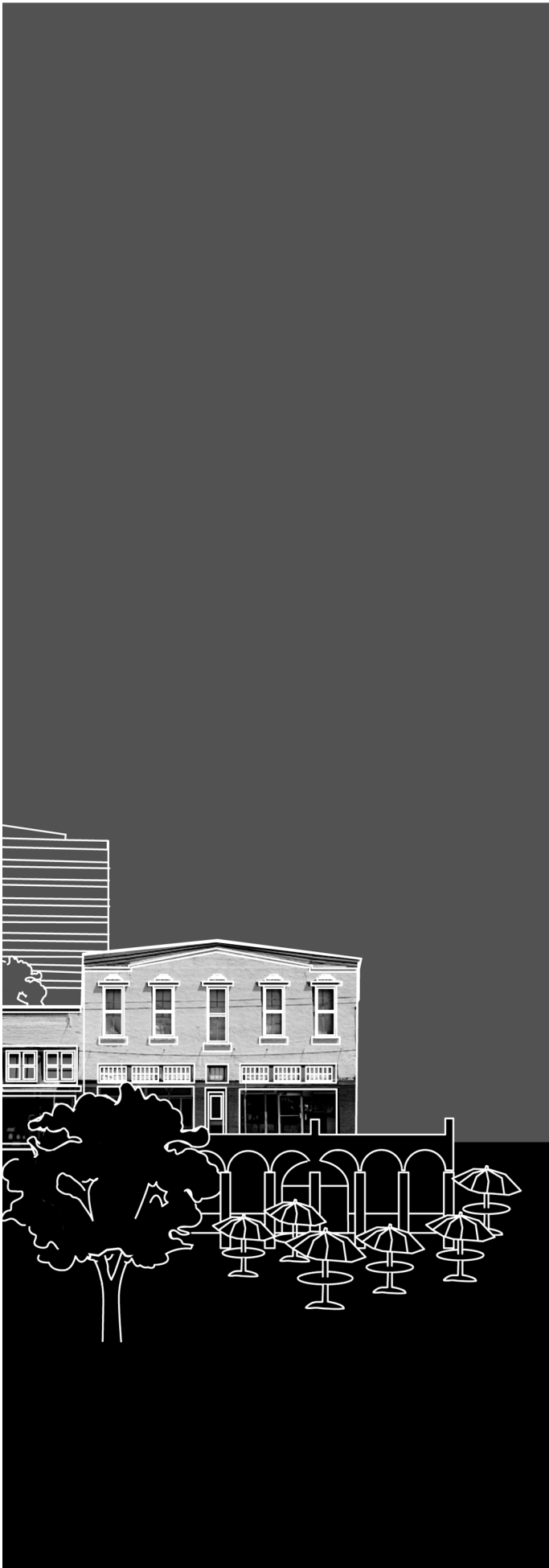
“Cultural activities attract tourists and spur the creation of ancillary facilities such as restaurants, hotels, and the services needed to support them. Cultural facilities and events enhance property values, tax resources, and overall profitability for communities. In doing so, the arts become a direct contributor to urban and rural revitalization.”

—National Governors Association
“The Role of the Arts in Economic Development.” 2001

Artists in the Workplace

According to data from the U.S. Bureau of Labor Statistics, more than two million Americans were employed as artists in 2000 (1.4 percent of the U.S. workforce). Unlike the *Arts & Economic Prosperity* data, these employment statistics also include the for-profit, entertainment, and unincorporated arts sectors.





We invite you to visit the economic impact section of our website at www.AmericansForTheArts.org/EconomicImpact to view these materials and to learn more about this exciting project. Call 800.321.4510 to purchase materials.

This report presents the results of *Arts & Economic Prosperity*, the most comprehensive economic impact study of the nonprofit arts industry ever conducted. The project findings are available for download on our website along with many other materials that you can use to help make the case for increased public and private sector arts funding in your community.

These materials include:

- The *Arts & Economic Prosperity* Calculator, a handy tool that allows organizations (and entire communities) that did not participate in our national study to estimate the economic impact of their expenditures
- A downloadable PowerPoint presentation that effectively communicates the economic benefits of the arts to both public and private sector leaders
- The *Arts & Economic Prosperity* pamphlet with study highlights
- The *Arts & Economic Prosperity* summary report
- This final report, complete with national and local findings, background, scope, and methodology
- Summary of the findings for the 91 Community Partners
- Detailed data tables and survey instruments
- A list of the 91 Community Partners grouped by population category
- A press release announcing the study results
- Details from the Congressional Arts Briefing on June 12, 2002
- Video streaming of our June 10, 2002 study release event in Nashville

Conclusion

The nonprofit arts are a \$134 billion industry in the United States—one that supports nearly five million full-time jobs and generates \$89.4 billion in household income and \$24.4 billion in government revenue. Nonprofit arts organizations, which spend more than \$53.2 billion in their communities annually, leverage a remarkable \$80.8 billion in additional spending by arts audiences—spending that pumps vital revenue into restaurants, hotels, retail stores, parking garages, and other local businesses. By demonstrating that investing in the arts yields significant economic benefits, *Arts & Economic Prosperity* lays to rest a common misconception: that communities support the arts at the expense of local economic development. This report shows conclusively that locally as well as nationally, the arts mean business!

How a Dollar is Re-Spent in a Community

A theater company purchases a gallon of paint from the local hardware store for \$10 (this generates the “direct economic impact”). The hardware store then uses a portion of the \$10 to pay the sales clerk’s salary; the sales clerk re-spends some of the money for groceries; the grocery store in turn uses some of the money to pay its cashier; the cashier then spends some for the utility bill; and so on (these are the “indirect economic impacts”).

Arts Audiences

91 Communities FTE Jobs

Growth



Background and Scope of Study

About This Study

The objective of the *Arts & Economic Prosperity* study is to document the experience of a cross-section of American communities to quantify what they gain economically from investing in the arts.

91 Participating Communities/ Local Research Partners

Americans for the Arts published a Call for Participants in June 2000, seeking communities interested in participating in the *Arts & Economic Prosperity* study. The original goal of the study was for 35-40 communities to participate. However, the scope of the study was broadened when more than 140 expressed interest. Ultimately, 105 agreed to participate and complete four participation criteria: (1) identify their local universe of nonprofit arts organizations and code them using the Urban Institute’s National Taxonomy of Exempt Entities coding system; (2) disseminate, collect, and review expenditure surveys from each of those organizations; (3) conduct audience-intercept surveys with arts attendees at a minimum of 15 diverse arts events; and (4) pay a modest participation fee (no community was refused participation for an inability to pay). Of the 105 communities who originally agreed to participate, nine dropped out due to the data collection burden, and five fell behind the timeline and will complete their studies in 2003. This report summarizes the findings from the remaining 91 communities.

These communities are diverse in population (4,000 to 3 million), geography (Anchorage to

Miami), and type (rural to large urban). For purposes of analysis and national extrapolations, the communities were stratified into six groups based upon their population.

Group	Population of Community	Communities Studied
I	Less than 50,000	15
II	50,000 to 99,999	19
III	100,000 to 249,999	23
IV	250,000 to 499,999	13
V	500,000 to 999,999	14
VI	1,000,000 or More	7

In most communities the local arts agency served as local research partner. Local arts agencies are public and private organizations working to increase community access to and participation in the arts.

Surveys of Arts Organizations

In each of the 91 communities, an effort was made to identify the universe of nonprofit arts organizations using the Urban Institute’s National Taxonomy of Exempt Entity codes as a guideline.¹² Eligible nonprofit arts organizations—those whose primary purpose is to promote appreciation for and understanding of the visual, performing, folk, and media arts—received a survey designed to collect detailed information about their fiscal 2000 expenditures (labor, local and non-local artists, operations, materials, facilities, and asset acquisition). Public arts councils, public presenting facilities or institutions, and embedded organizations that have their own budget also were included where they play a substantial role in the cultural life of the community. The responding organizations ranged from opera companies, public radio stations, and historical museums to weaving societies, choral groups, and arts service

organizations, with annual budgets ranging from \$0 to \$76.6 million. Response rates for the 91 communities averaged 47.4 percent and ranged from below 20 percent to a full 100 percent.

Each community’s results are based solely on the actual survey data, not on fiscal projections. The sub-100 percent response rates in 87 of the 91 communities strongly indicate an understatement of the economic impact findings in most of the communities documented in this report.

The following categories of nonprofit arts, culture, and humanities organizations were included in this study:

NTEE Codes of Nonprofit Arts Organizations

- A02 Management and Technical Assistance Organizations
- A03 Professional Societies and Associations
- A05 Research Institutes and Policy Analysis Organizations
- A11 Single Support Organizations
- A12 Fund Raising and Fund Distributing Organizations
- A23 Cultural and Ethnic Awareness Organizations
- A24 Folk Arts and Traditional Arts Organizations
- A25 Arts Education Organizations
- A26 Arts Councils and City Presenting Facilities
- A31 Film and Video Organizations
- A32 Public Access Television Studios
- A45 Architectural Organizations
- A46 Drawing Organizations
- A47 Ceramic Arts Organizations
- A48 Art Conservation Organizations
- A51 Art Museums
- A52 Children’s Museums
- A53 Folk Arts and Ethnic Museums
- A54 History Museums
- A55 Marine and Maritime Museums
- A56 Natural History and Natural Science Museums
- A57 Science and Technology Museums
- A58 Sports and Hobby Museums
- A59 Specialized Museums
- A61 Performing Arts Centers
- A62 Dance Organizations
- A63 Ballet Organizations
- A64 Choreography Organizations
- A65 Theaters
- A66 Playwriting Organizations
- A67 Musical Theaters
- A68 Music Organizations

continued on next page

NTEE Codes Continued

A69	Symphony Orchestras
A6A	Theaters
A6B	Singing or Choral Organizations
A6C	Music Groups, Bands, or Ensembles
A6D	Music Composition Organizations
A6E	Performing Arts Schools
A71	Art History Organizations
A76	Literary Service Organizations and Activities
A82	Historical Societies
A84	Fairs, Festivals, and other Commemorative Events
A91	Artist Service Organizations

Surveys of Arts Audiences

Audience-intercept surveying, a common and accepted research method, was completed in 75 of the 91 partner communities to measure spending by audiences at nonprofit arts events during 2001 (patrons at nonprofit arts events were asked to complete a survey while attending the event). In total, 39,518 audience surveys were gathered at events ranging from museum exhibitions and arts festivals to opera performances and theater productions—an average of 527 surveys per community. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging. Using total attendance data for 2000 (collected from the nonprofit arts organization surveys distributed by our community partners), standard statistical methods were then used to derive a reliable estimate of total expenditures by attendees in each community.

The nearly 40,000 audience survey respondents were asked to provide information about the entire party with whom they were attending the event. With an average travel party size of more than three people, these data actually represent the spending patterns of more than 100,000 attendees to nonprofit arts events—significantly increasing the reliability of the data.

All data for this study were collected during calendar year 2001. This means that while fiscal 2000 data were used for arts organizations, the event-related spending by arts audiences was collected throughout 2001. Thus, more than one-third of the audience surveys were collected post-September 11. While it is unclear what, if any, pre-September 11 versus post-September 11 variation there is in the data, the results themselves are composed, in part, of post-September 11 spending data.

The Choice of Economic Analysis

A common theory of community growth is that an area must export goods and services if it is to prosper economically. This 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, etc.—and becomes income to local residents. Much of it is re-spent locally; some, however, is spent for goods imported from outside of the community. The dollars re-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.

Input/Output Analysis

To derive the most reliable economic impact data, input/output analysis is used to measure the impact of expenditures by local nonprofit arts organizations and their audiences. This method is appropriate for two reasons: it permits tracing a number of categories of purchases through a local

economy, and it can be customized specifically to each community.

An input/output analysis traces how many times a dollar is re-spent within the local economy before it leaks out, and the economic impact of each round of spending. The analysis is a system of mathematical equations that combines statistical methods and economic theory in an area of economic study called econometrics. While input/output analysis requires more research, relies on trained economists, and is more expensive than many other types of analysis, the process yields current and reliable data.

The sidebar on page 16 gives a somewhat simplified description of the input/output modeling process. If it sounds complicated, take heart that one generally doesn't study this type of analysis before entering a graduate school program in economics and being well versed in calculus.

National Estimates

To derive the national estimates, the 91 communities were first stratified into six population groups and an economic impact average was calculated for each group. Second, the nation's 19,372 cities were each assigned to one of the six groups based upon their population (supplied by the U.S. Census Bureau). Third, each city was then assigned the economic impact average for its population group. Finally, the values of these 19,372 cities were added together to determine the national economic impact of the nonprofit arts industry.

The three largest U.S. cities (New York, Los Angeles, and Chicago), each with more than \$1 billion in organizational expenditures alone, were excluded from this study to avoid inflating the national estimates. Additionally, three outliers

were removed when calculating the national estimates. Santa Fe, New Mexico, and Rockland, Maine, two communities that are major cultural tourism destinations, had very high levels of economic activity for their size. Juneau, Alaska, home of the state museum, also had a very high level of economic activity compared to similarly populated communities. Also excluded from this study was spending by individual artists, the for-profit arts sector (Broadway or the motion picture industry, for example) and arts produced by non-arts organizations (such as schools or community centers).

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 1992 (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 inter-industry 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 (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 in the economy.

The economic impact figures for the study 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 A^2X , 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. The same process is also used to show the direct impact on incomes and revenues associated with the column of direct local expenditures.

Frequently Used Terms

Cultural Tourism

Cultural tourism is travel directed toward experiencing the arts, heritage, and special character of a place.

Direct Economic Impact

Direct economic impact is 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

Direct expenditures are 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

Econometrics is 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 econometrician is an economist who designs, builds, and maintains econometric models.

Full-Time Equivalent (FTE) Jobs

Full-time equivalent (FTE) is 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 industry.

Indirect Impact

Each time a dollar changes hands, there is a measurable economic impact. When people and businesses receive money, they re-spend much of that money locally. Indirect impact measures the effect of this re-spending 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 non-locally, 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. (For an example of how a dollar is re-spent in a community, see the sidebar on page 12.)

Input/Output Analysis

Input/output analysis—the method of economic analysis used in the *Arts & Economic Prosperity* study—is a system of mathematical equations that combines statistical methods and economic theory in an area of economic study called econometrics. Economists use this input/output model (occasionally called an inter-industry model) to measure how many times a dollar is re-spent in, or "ripples" through, a community before it leaks out (see *Leakage* on page 18). The model is based on a matrix that tracks the dollar flow between 533 finely detailed industries

within each community. It allows researchers to determine the economic impact of local spending by nonprofit arts organizations on jobs, household income, and government revenue. (See the sidebar on page 16 for more detailed information about input/output analysis.)

Leakage

Leakage describes the money expended outside of a community by community members. When money is spent outside of the community, or non-locally, it has no economic impact within the community. A ballet company purchasing shoes from a non-local manufacturer is an example of leakage. If the shoe company were local, the ballet's expenditure would remain within the community and create another round of spending by the shoe company.

Multiplier (often called Economic Activity Multiplier)

The multiplier is an estimate of the number of times that a dollar changes hands within the community before it leaks out of the community (e.g., 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 and does not allow 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 this study 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)

Household income includes salaries, wages, and entrepreneurial income—the money 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 exclusively taxes (e.g., income, property, or sales); it also includes license fees, utility fees, user fees, filing fees, etc. Revenue to local government includes funds to city and county government, schools, and special districts.

Frequently Asked Questions

How were the 91 participating communities selected?

In June 2002, Americans for the Arts published a Call for Participants for communities interested in participating in the *Arts & Economic Prosperity* study. Of the more than 140 communities that expressed interest, 105 agreed to participate and complete four participation criteria: (1) identify and code their local universe of nonprofit arts organizations; (2) disseminate, collect, and review expenditure surveys from those organizations; (3) conduct audience-intercept surveys at a minimum of 15 diverse arts events; and (4) pay a modest participation fee (no community was refused participation for an inability to pay). Nine dropped out due to the data collection burden, and five fell behind the timeline and will complete their studies in 2003. This report summarizes the findings from the remaining 91 communities.

How were the eligible nonprofit arts organizations in each community selected?

Local partners in each of the 91 communities attempted to identify their universe of nonprofit arts organizations using the Urban Institute's National Taxonomy of Exempt Entity codes as a guideline. Eligible nonprofit arts 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 where 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 91 participating communities to determine the local economic impact of each community's nonprofit arts 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. (See page 16 for more details about input/output analysis.)

What other information is collected in addition to the arts surveys?

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

Where is the “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., the theater pays the 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. 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 a multiplier usually results in an overestimation of the economic impact and therefore lacks reliability. For more information, refer to page 18.

How is the economic impact of the arts different from other industries?

Any time money changes hands there is a measurable economic impact. Social service organizations, libraries, and all other funded entities have a local economic impact. What makes the economic impact of arts 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 baby-sitter. All of these expenditures have a positive impact on the economy. This study quantifies the effect of these ancillary expenditures by arts audiences on local economies.

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 an input/output model was created by economists for each community 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 in economics of mayors, city managers, and others whose influence these studies are meant to impact. Today, most decisionmakers 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

measure in the field of economics. However, as in any field of professionals, 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 in the field of economics. You will occasionally meet an economist who believes that these studies should be done differently (e.g., a cost-benefit analysis of the arts).

How can a community not participating in the *Arts and Economic Prosperity* study apply these results to their community?

Because of the variety of communities studied and the rigor with which *the Arts & Economic Prosperity* study was conducted, nonprofit arts organizations located in communities that were not part of the study can estimate their local economic impact. Estimates can be derived for spending by nonprofit arts organizations and for event-related spending generated by their audiences. Researchers developed a calculator that provides an estimated economic impact per \$100,000 of spending. (See *Arts & Economic Prosperity Calculator* on page 21 for more details or use the *Arts & Economic Prosperity Calculator* found at www.AmericansForTheArt.org.)

How do the events of September 11, 2001, affect these data?

The data on arts organization expenditures, collected in 2001, refer to fiscal 2000 results and thus were in no way affected by the events of September 11, 2001. However, the event-related spending by arts audiences was collected throughout 2001, with more than one-third of the surveys collected post-September 11. It is unclear what, if any, pre- versus post-September 11 variation there is in the data.

Arts & Economic Prosperity Calculator

Because of the variety of communities studied and the rigor with which the *Arts & Economic Prosperity* study was conducted, nonprofit arts organizations located in communities that were not part of the 91-community study can estimate their local economic impact. Estimates can be derived for spending by nonprofit arts organizations and for event-related spending generated by their audiences. Researchers have developed a calculator that provides an estimated economic impact per \$100,000 of spending.



Estimating Organizational Impact

An administrator from an arts organization with an annual budget of \$1 million wants to determine the organization's economic impact on full-time equivalent employment on its community of 300,000 people. The administrator would:

1. Identify the appropriate population group in the table below:
Group: 250,000 to 499,999
2. Determine the amount spent.
\$1,000,000
3. Divide the expenditure by 100,000.
 $\$1,000,000 / 100,000 = 10$
4. Multiply the result by the FTE Jobs figure from the "250,000 to 499,999" population grouping in the table below.
 $10 \times 3.19 = 31.9$ FTE Jobs

Economic Impact Per \$100,000 of Spending by Nonprofit Arts Organizations

	Population Groups						Average	Standard Deviation	% Error of Mean
	Less than 50,000	50,000–99,999	100,000–249,999	250,000–499,999	500,000–999,999	1,000,000 and Above			
FTE Jobs	2.99	3.36	3.13	3.19	2.87	3.12	3.12	0.55	17.7%
Resident Household Income	\$69,325	\$75,726	\$76,766	\$82,949	\$77,887	\$82,802	\$76,842	\$11,916	15.5%
Local Government Revenue	\$3,120	\$2,841	\$3,024	\$3,003	\$3,791	\$3,682	\$3,167	\$1,155	36.5%
State Government Revenue	\$4,941	\$5,168	\$4,584	\$4,740	\$4,897	\$3,580	\$4,758	\$1,485	31.2%

Using the four steps above, our administrator finds that his arts organization's expenditures support 31.9 FTE jobs in the community. The same estimate can be made for household income and revenues to local and state government.

Estimating Arts Audience Impact

Our administrator wants to determine the economic impact of the expenditures made by the 25,000 attendees at his organization's arts events on full-time equivalent (FTE) employment in his community of 300,000 people. The administrator would:

1. Find the appropriate population group in the table below.
Group: 250,000 to 499,999
2. Determine the total arts event attendance.
25,000
3. Use the table below to find the average per attendee spending for that group.
\$21.15
4. Determine the total audience spending by multiplying the average per person expenditure by the total attendance (25,000).
 $\$21.15 \times 25,000 = \$528,750$
5. Divide the total audience spending amount by 100,000.
 $\$528,750 / 100,000 = 5.2875$
6. Multiply that figure by the FTE Jobs figure in the table below.
 $5.2875 \times 3.26 = 17.24$ FTE Jobs

Total Economic Impact Per \$100,000 of Event-Related Spending by Arts Audiences

	Population Groups						Average	Standard Deviation	% Error of Mean
	Less than 50,000	50,000–99,999	100,000–249,999	250,000–499,999	500,000–999,999	1,000,000 and Above			
Avg. Per Person Event-Related Spending	\$23.21	\$22.10	\$18.55	\$21.15	\$23.61	\$30.54	\$22.87	n/a	n/a
FTE Jobs	3.38	3.38	3.52	3.26	3.24	3.36	3.38	0.32	9.6%
Resident Household Income	\$50,751	\$51,266	\$56,817	\$58,983	\$60,709	\$60,311	\$55,795	\$6,695	12.0%
Local Government Revenue	\$4,507	\$3,215	\$4,251	\$3,701	\$3,991	\$4,546	\$3,997	\$1,545	38.7%
State Government Revenue	\$6,231	\$7,827	\$7,414	\$7,370	\$8,014	\$7,169	\$7,334	\$1,664	22.7%

Thus, 17.24 full-time equivalent jobs are supported within the community due to expenditures made by attendees to our hypothetical organization's arts events. The same estimates can be made for resident household income and revenue to local and state governments.

Caveats

When using estimates derived from this calculator, always keep the following caveats in mind:

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

End Notes

1. This figure includes only income tax paid on the \$89.4 billion in resident household income at the rate of 11.76 percent, the average percentage of adjustable gross income paid to the Internal Revenue Service in 1999 (latest data available).
2. *Jobs, Arts & the Economy*, Americans for the Arts, 1994.
3. U.S. Department of Commerce.
4. Business Committee for the Arts, 2001.
5. National Assembly of State Arts Agencies, 2002.
6. Foundation Center, 2002.
7. *Giving USA 2001*, *American Association of Fund Raising Counsel*, 2001.
8. Americans for the Arts, 2002.
9. *The Historic/Cultural Traveler 2001* (TravelScope Survey). Travel Industry Association of America, 2001.
10. *Giving and Volunteering in the United States 2000*, Independent Sector, 2001.
11. The U.S. Department of Labor's Bureau of Labor Statistics reports that there were 145,594,000 non-self-employed individuals in the U.S. workforce during 2000.
12. *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 at tax exempt by the Internal Revenue Code. This system divides the entire universe of nonprofit organizations in ten broad categories, including “Arts, Culture, and Humanities.”

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Alaska

Alaska State Council on the Arts
(Anchorage and Fairbanks)
Homer Arts Council
Juneau Arts and Humanities Council
Ketchikan Arts and Humanities Council

Arizona

Chandler Center for the Arts
Flagstaff Cultural Partners
City of Mesa Arts and Cultural Division
Phoenix Arts Commission
Scottsdale Cultural Council
City of Tempe Department of Cultural Services
West Valley Fine Arts Council (Western Maricopa Co.)

California

Arts Council of Placer County
Central Sierra Arts Council
Glendale Parks, Recreation, and Community Services
Lodi Arts Commission
City of Pasadena Cultural Affairs Division
City of San Diego Commission for Arts and Culture
City of Santa Clarita Cultural Arts Program
City of Walnut Creek Cultural Services Department

Colorado

Arts Alive Fort Collins
City of Boulder Arts Commission

Delaware

The Schwartz Center for the Arts (Dover)

District of Columbia

Cultural Alliance of Greater Washington

Florida

Broward County Cultural Affairs Division
Cultural Council of Indian River County
Miami-Dade County Dept. of Cultural Affairs
City of St. Petersburg Dept. of Cultural Affairs

Georgia

Fulton County Arts Council

Hawai'i

Hawai'i Community Foundation

Idaho

Boise City Arts Commission

Illinois

Oak Park Area Arts Council

Indiana

Arts Council of Indianapolis
Bloomington Area Arts Council
Tippecanoe Arts Federation

Kansas

Lawrence Arts Center

Louisiana

Arts Council of Greater Baton Rouge
Arts Council of New Orleans
(Jefferson Parish and New Orleans)
St. Tammany Arts Commission

Maine

Farnsworth Art Museum and Wyeth Center (Rockland)

Maryland

Arts and Humanities Council of Montgomery County
Arts Council of Prince George's County

Massachusetts

Gloucester Community Development Corporation
New Bedford Economic Development Council
Worcester Cultural Coalition

Michigan

Arts Council of Greater Lansing
City of Detroit Cultural Affairs Department
City of Grand Haven Dept. of Community Services

Minnesota

City of Minneapolis Office of Cultural Affairs
St. Cloud Arts Commission

Missouri

Allied Arts Council of St. Joseph
St. Louis Regional Arts Commission

Montana

Missoula Cultural Council

New Hampshire

City of Portsmouth Community Development Dept.

New Jersey

Monmouth County Arts Council
The New Jersey Historical Society (Newark)
Union County Department of Economic Development

New Mexico

City of Santa Fe Arts Commission

New York

The ARTS of the Southern Finger Lakes
(Chemung, Schuyler, and Steuben Counties)
Niagara Arts Council
Westchester Arts Council

North Carolina

Asheville Area Arts Council
Council of Winston-Salem and Forsyth County

North Dakota

Minot Area Council of the Arts

Ohio

Culture Works (Dayton)
Dublin Arts Council
Greater Columbus Arts Council
Springfield Arts Council

Pennsylvania

Arts Council of Erie
Berks Arts Council
Lehigh Valley Arts Council (Lehigh and Northampton Counties)

Tennessee

Greater Memphis Arts Council

Texas

Arts Council of Northeast Tarrant County
Cultural Arts Council of Houston and Harris County

Virginia

Arlington Cultural Affairs Division
Arts Council of Alexandria
Arts Council of Fairfax County

Washington

Downtown Renaissance Network (Bellingham)

Wisconsin

Arts Alliance of Waukesha County
Beloit Arts Council
Forward Janesville
Fox Valley Arts Alliance
Greater Milwaukee Foundation
Mabel Tainter Memorial Theater (Chippewa Valley)
Madison CitiARTS
Northeastern Wisconsin Arts Council (Green Bay)
Peninsula Arts Association (Door County)
Wausau Performing Arts Foundation

A study of this magnitude is a total organization effort, so a special note of thanks to the entire Americans for the Arts staff. The research and information department was primarily responsible for the production of this study: Randy Cohen, vice president of research and information; Benjamin Davidson, director of research; Michelle Brown, research coordinator; Rebecca Costanzo, research assistant; and Anne Canzonetti, communications coordinator.

Appendix A: Data Tables

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A3	1: Population of the 91 Participating Communities
A7	2: Total Expenditures Made by Nonprofit Arts Organizations and Their Audiences during Fiscal 2000
A12	3: Total Economic Impact of Spending by Nonprofit Arts Organizations and Their Audiences during Fiscal 2000
A17	4: Direct Economic Impact of Spending by Nonprofit Arts Organizations and Their Audiences during Fiscal 2000
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A126	25: Demographics of Nonprofit Arts Audiences

Introduction to the Data Tables and Their Explanations

Each data table in this report has an accompanying explanation describing its results.

Tables I through 25 summarize the collected data and the analyzed results for each of the participating communities. Detailed nonprofit arts organization expenditure data were collected from 91 communities; audience expenditure data were collected from 75 communities. Each community is listed in the far left column of the tables. The data are presented in six community groupings that are stratified by population.

Group	Population of Community	Communities Studied
I	Less than 50,000	15
II	50,000 to 99,999	19
III	100,000 to 249,999	23
IV	250,000 to 499,999	13
V	500,000 to 999,999	14
VI	1,000,000 or More	7

"N/A" indicates that audience surveys were not collected, so audience data are not available for those communities; "n" refers to the number of communities within each population group. Where appropriate, averages and totals have been calculated for each population group (under each population grouping) and for all participating communities (at the bottom or far right of the table).

Explanation of Table 1:

Population of the 91 Participating Communities

This table presents the local sponsoring organization and the year 2000 population of each community studied. An average population is calculated for each population group and for all 91 communities.

Column One:

The name of the sponsoring organization in each community surveyed.

Column Two:

The year 2000 population of each community surveyed as reported by the U.S. Census Bureau, based upon findings from the Bureau's most recent decennial census, Census 2000.

Column Three:

The type of community that was studied.

Table 1: Population of the 91 Participating Communities

Population Group I Pop. < 50,000 (n=15)	Community Project Sponsor	Population	Community Study Area
Homer, AK	Homer Arts Council	3,946	City
Sonora, CA	Central Sierra Arts Council	4,423	City
Rockland, ME	Farnsworth Art Museum and Wyeth Center	7,609	City
Ketchikan, AK	Ketchikan Arts and Humanities Council	7,922	City
Grand Haven, MI	City of Grand Haven Dept. of Community Services	11,168	City
Portsmouth, NH	City of Portsmouth Community Development Dept.	20,784	City
Door County, WI	Peninsula Arts Association	27,961	County
Fairbanks, AK	Alaska State Council on the Arts	30,224	City
Gloucester, MA	Gloucester Community Development Corporation	30,273	City
Juneau, AK	Juneau Arts and Humanities Council	30,711	City
Dublin, OH	Dublin Arts Council	31,392	City
Dover, DE	The Schwartz Center for the Arts	32,135	City
Beloit, WI	Beloit Arts Council	35,775	City
Minot, ND	Minot Area Council of the Arts	36,567	City
Wausau, WI	Wausau Performing Arts Foundation	38,426	City
Group I Average		23,288	

Population Group II Pop. 50,000–99,000 (n=19)	Community Project Sponsor	Population	Community Study Area
Oak Park, IL	Oak Park Area Arts Council	52,524	City
Flagstaff, AZ	Flagstaff Cultural Partners	52,894	City
Niagara Falls, NY	Niagara Arts Council	55,593	City
Lodi, CA	Lodi Arts Commission	56,999	City
Missoula, MT	Missoula Cultural Council	57,053	City
St. Cloud, MN	St. Cloud Arts Commission	59,107	City
Janesville, WI	Forward Janesville	59,498	City
Santa Fe, NM	City of Santa Fe Arts Commission	62,203	City
Walnut Creek, CA	City of Walnut Creek Cultural Services Department	64,296	City
Springfield, OH	Springfield Arts Council	65,358	City
Bellingham, WA	Downtown Renaissance Network	67,171	City
Asheville, NC	Asheville Area Arts Council	68,889	City
Bloomington, IN	Bloomington Area Arts Council	69,291	City
St. Joseph, MO	Allied Arts Council of St. Joseph	73,990	City
Lawrence, KS	Lawrence Arts Center	80,098	City
Chemung County, NY	The ARTS of the Southern Finger Lakes	91,070	County
New Bedford, MA	New Bedford Economic Development Council	93,768	City
Boulder, CO	City of Boulder Arts Commission	94,673	City
Steuben County, NY	The ARTS of the Southern Finger Lakes	98,726	County
Group II Average		69,642	

Table 1 Continued on Page A5

Continued

Table 1: Population of the 91 Participating Communities

Population Group III Pop. 100,000–249,999 (n=23)	Community Project Sponsor	Population	Community Study Area
Green Bay, WI	Northeastern Wisconsin Arts Council	102,313	City
Erie, PA	Arts Council of Erie	103,717	City
Indian River Co., FL	Cultural Council of Indian River County	112,947	County
Fort Collins, CO	Arts Alive Fort Collins	118,652	City
Lansing, MI	Arts Council of Greater Lansing	119,128	City
Alexandria, VA	Arts Council of Alexandria	128,283	City
Pasadena, CA	City of Pasadena Cultural Affairs Division	133,936	City
Tippecanoe Co., IN	Tippecanoe Arts Federation	148,955	County
Santa Clarita, CA	City of Santa Clarita Cultural Arts Program	151,088	City
Tempe, AZ	City of Tempe Department of Cultural Services	158,625	City
Dayton, OH	Culture Works	166,179	City
Worcester, MA	Worcester Cultural Coalition	172,648	City
Chandler, AZ	Chandler Center for the Arts	176,581	City
Boise, ID	Boise City Arts Commission	185,787	City
Chippewa Valley, WI	Mabel Tainter Memorial Theater	188,195	Chippewa, Dunn, & Eau Claire Co.
Arlington Co., VA	Arlington Cultural Affairs Division	189,453	County
St. Tammany Parish, LA	St. Tammany Arts Commission	191,268	Parish
Glendale, CA	Glendale Parks, Recreation, and Community Services	194,973	City
Scottsdale, AZ	Scottsdale Cultural Council	202,705	City
Madison, WI	Madison CitiARTS	208,054	City
Baton Rouge, LA	Arts Council of Greater Baton Rouge	227,818	City
St. Petersburg, FL	City of St. Petersburg Office of Cultural Affairs	248,232	City
Placer Co., CA	Arts Council of Placer County	248,399	County
Group III Average		168,606	
Population Group IV Pop. 250,000–499,999 (n=13)	Community Project Sponsor	Population	Community Study Area
Anchorage, AK	Alaska State Council on the Arts	260,283	City
Northampton Co., PA	Lehigh Valley Arts Council	267,066	County
Newark, NJ	The New Jersey Historical Society	273,546	City
Forsyth Co., NC	Arts Council of Winston-Salem and Forsyth County	306,067	County
Lehigh Co., PA	Lehigh Valley Arts Council	312,090	County
Fox Valley, WI	Fox Valley Arts Alliance	317,734	Outagamie & Winnebago Co.
Western Maricopa Co., AZ	West Valley Fine Arts Council	327,175	Cities of Glendale & Peoria
Waukesha Co., WI	Arts Alliance of Waukesha County	360,767	County
Berks Co., PA	Berks Arts Council	373,638	County
Minneapolis, MN	City of Minneapolis Office of Cultural Affairs	382,618	City
Mesa, AZ	City of Mesa Arts and Cultural Division	396,375	City

Table 1 Continued on Page A6

Table 1: Population of the 91 Participating Communities

<i>Continued</i>			
Population Group IV Pop. 250,000–499,999 (n=13)	Community Project Sponsor	Population	Community Study Area
Jefferson Parish, LA	Arts Council of New Orleans	455,466	Parish
New Orleans, LA	Arts Council of New Orleans	484,674	City
Group IV Average		347,500	
Population Group V Pop. 500,000–999,999 (n=14)	Community Project Sponsor	Population	Community Study Area
Union Co., NJ	Union County Department of Economic Development	522,541	County
Washington, DC	Cultural Alliance of Greater Washington	572,059	City
Milwaukee, WI	Greater Milwaukee Foundation	596,974	City
Monmouth Co., NJ	Monmouth County Arts Council	615,301	County
Memphis, TN	Greater Memphis Arts Council	650,100	City
Columbus, OH	Greater Columbus Arts Council	711,470	City
Indianapolis, IN	Arts Council of Indianapolis	791,926	City
Prince George's Co., MD	Arts Council of Prince George's County	801,515	County
Fulton Co., GA	Fulton County Arts Council	816,006	County
Montgomery Co., MD	Arts and Humanities Council of Montgomery County	873,341	County
Honolulu Co., HI	Hawai'i Community Foundation	876,156	County
Westchester Co., NY	Westchester Arts Council	923,459	County
Detroit, MI	City of Detroit Cultural Affairs Department	951,270	City
Fairfax Co., VA	Arts Council of Fairfax County	969,749	County
Group V Average		762,276	
Population Group VI Pop. > 1,000,000 (n=7)	Community Project Sponsor	Population	Community Study Area
Phoenix, AZ	Phoenix Arts Commission	1,321,045	City
St. Louis, MO	St. Louis Regional Arts Commission	1,364,504	City and County
Northeast Tarrant Co., TX	Arts Council of Northeast Tarrant County	1,446,219	County
Broward Co., FL	Broward County Cultural Affairs Division	1,623,018	County
Miami-Dade Co., FL	Miami-Dade County Department of Cultural Affairs	2,253,362	County
San Diego Co., CA	City of San Diego Commission for Arts and Culture	2,813,833	County
Harris Co., TX	Cultural Arts Council of Houston and Harris County	3,400,578	County
Group VI Average		2,031,794	
Average of All Communities		384,202	
Total # of Communities		91	

Explanation of Table 2:

Total Expenditures Made by Nonprofit Arts Organizations and Their Audiences during Fiscal 2000

This table presents the total spending by the nonprofit arts industry—both nonprofit arts organizations and their audiences—in each participating community during fiscal 2000. Averages are calculated for each population group and for all 91 communities.

Column One:

The operating expenditures made by responding nonprofit arts organizations in each participating community during fiscal 2000. Operating expenditure categories include payroll and payroll taxes, facility expenses, overhead and administrative expenses, and event production costs including payments to artists. (See the organizational survey instrument in Appendix B for a detailed breakdown of expenditure categories.)

Column Two:

The asset acquisition of responding nonprofit arts organizations in each participating community during fiscal 2000. Asset acquisition includes purchases of equipment, real estate, and art.

Column Three:

The total organizational expenditures of responding nonprofit arts organizations in each participating community during fiscal 2000. This figure is the sum of operating expenditures (column one) and asset acquisition (Column Two).

Column Four:

The total expenditures made by arts audiences as a direct result of their attendance to nonprofit arts events in each participating community during fiscal 2000. For example, when patrons attend an arts event they may purchase dinner at a restaurant, pay a valet to park their car, eat dessert after the show, or pay a babysitter upon returning home.

Column Five:

The total spending by the nonprofit arts industry in each participating community during fiscal 2000. This figure is the sum of total expenditures by responding nonprofit arts organizations (Column Three) and total event-related spending by arts audiences (Column Four).

Table 2: Total Expenditures Made by Nonprofit Arts Organizations and Their Audiences during Fiscal 2000

Population Group I Pop. < 50,000 (n=15)	Operating Expenditures	Asset Acquisition	Organizational Expenditures	Audience Spending (Arts Event-Related)	Total Spending (Nonprofits and Audiences)
Homer, AK	\$771,175	\$328,894	\$1,100,069	\$1,567,214	\$2,667,283
Sonora, CA	\$1,589,473	\$13,494	\$1,602,967	\$3,042,370	\$4,645,337
Rockland, ME	\$5,419,748	\$3,083,935	\$8,503,683	\$13,300,970	\$21,804,653
Ketchikan, AK	\$892,846	\$3,436	\$896,282	\$745,071	\$1,641,353
Grand Haven, MI	\$2,023,069	\$2,707,379	\$4,730,448	\$790,171	\$5,520,619
Portsmouth, NH	\$7,943,114	\$642,439	\$8,585,553	\$17,509,400	\$26,094,953
Door Co., WI	\$4,905,276	\$155,046	\$5,060,322	\$7,465,347	\$12,525,669
Fairbanks, AK	\$2,344,737	\$0	\$2,344,737	n/a	n/a
Gloucester, MA	\$499,349	\$16,590	\$515,939	n/a	n/a
Juneau, AK	\$6,044,533	\$67,171	\$6,111,704	\$995,797	\$7,107,501
Dublin, OH	\$483,487	\$5,761	\$489,248	\$422,386	\$911,634
Dover, DE	\$4,272,262	\$114,362	\$4,386,624	\$1,920,210	\$6,306,834
Beloit, WI	\$2,083,807	\$9,088	\$2,092,895	\$994,669	\$3,087,564
Minot, ND	\$3,669,198	\$307,619	\$3,976,817	\$4,757,590	\$8,734,407
Wausau, WI	\$4,496,024	\$267,641	\$4,763,665	\$5,094,229	\$9,857,894
Group I Average	\$3,162,540	\$514,857	\$3,677,397	\$4,508,109	\$8,531,208
% of Group I Total	40.2%	6.9%	47.2%	52.8%	100.0%

Population Group II Pop. 50,000–99,000 (n=19)	Operating Expenditures	Asset Acquisition	Organizational Expenditures	Audience Spending (Arts Event-Related)	Total Spending (Nonprofits and Audiences)
Oak Park, IL	\$9,665,507	\$927,941	\$10,593,448	n/a	n/a
Flagstaff, AZ	\$1,755,976	\$20,554	\$1,776,530	n/a	n/a
Niagara Falls, NY	\$6,444,442	\$233,973	\$6,678,415	\$40,524,820	\$47,203,235
Lodi, CA	\$728,572	\$9,402	\$737,974	\$3,063,300	\$3,801,274
Missoula, MT	\$1,969,788	\$72,031	\$2,041,819	n/a	n/a
St. Cloud, MN	\$3,969,636	\$48,920	\$4,018,556	\$5,806,231	\$9,824,787
Janesville, WI	\$565,697	\$18,403	\$584,100	\$583,751	\$1,167,851
Santa Fe, NM	\$43,860,413	\$27,781,085	\$71,641,498	\$150,966,573	\$222,608,071
Walnut Creek, CA	\$12,649,476	\$182,159	\$12,831,635	\$21,335,564	\$34,167,199
Springfield, OH	\$5,511,402	\$413,696	\$5,925,098	\$4,741,666	\$10,666,764
Bellingham, WA	\$4,118,113	\$674,933	\$4,793,046	\$6,000,903	\$10,793,949
Asheville, NC	\$14,185,348	\$484,321	\$14,669,669	\$46,313,975	\$60,983,644
Bloomington, IN	\$35,150,109	\$439,369	\$35,589,478	\$8,933,752	\$44,523,230
St. Joseph, MO	\$2,083,439	\$288,919	\$2,372,358	n/a	n/a
Lawrence, KS	\$8,818,443	\$8,126,069	\$16,944,512	\$16,521,503	\$33,466,015
Chemung Co., NY	\$3,841,350	\$67,810	\$3,909,160	\$1,663,381	\$5,572,541

Table 2 Continued on Page A9

Continued

Table 2: Total Expenditures Made by Nonprofit Arts Organizations and Their Audiences during Fiscal 2000

<i>Continued</i>					
Population Group II Pop. 50,000–99,000 (n=19)	Operating Expenditures	Asset Acquisition	Organizational Expenditures	Audience Spending (Arts Event-Related)	Total Spending (Nonprofits and Audiences)
New Bedford, MA	\$8,026,297	\$653,867	\$8,680,164	\$10,329,270	\$19,009,434
Boulder, CO	\$6,496,951	\$1,367,351	\$7,864,302	\$11,276,838	\$19,141,140
Steuben Co., NY	\$1,384,786	\$2,979	\$1,387,765	\$971,651	\$2,359,416
Group II Average	\$9,011,881	\$2,200,725	\$11,212,607	\$21,935,545	\$35,019,237
% of Group II Total	29.7%	7.7%	37.4%	62.6%	100.0%
Population Group III Pop. 100,000–249,999 (n=23)	Operating Expenditures	Asset Acquisition	Organizational Expenditures	Audience Spending (Arts Event-Related)	Total Spending (Nonprofits and Audiences)
Green Bay, WI	\$19,583,597	\$389,358	\$19,972,955	\$25,499,237	\$45,472,192
Erie, PA	\$6,127,596	\$677,882	\$6,805,478	\$4,316,072	\$11,121,550
Indian River Co., FL	\$8,860,245	\$10,150	\$8,870,395	\$7,213,459	\$16,083,854
Fort Collins, CO	\$3,763,365	\$94,613	\$3,857,978	\$5,406,169	\$9,264,147
Lansing, MI	\$27,505,513	\$390,697	\$27,896,210	n/a	n/a
Alexandria, VA	\$8,963,756	\$52,196	\$9,015,952	n/a	n/a
Pasadena, CA	\$5,827,678	\$187,510	\$6,015,188	\$8,879,223	\$14,894,411
Tippecanoe Co., IN	\$3,244,138	\$32,161	\$3,276,299	\$7,283,325	\$10,559,624
Santa Clarita, CA	\$930,411	\$409,838	\$1,340,249	\$638,851	\$1,979,100
Tempe, AZ	\$1,931,642	\$4,434	\$1,936,076	\$2,782,930	\$4,719,006
Dayton, OH	\$19,757,215	\$4,748,037	\$24,505,252	n/a	n/a
Worcester, MA	\$21,105,884	\$9,161,997	\$30,267,881	\$17,961,688	\$48,229,569
Chandler, AZ	\$1,188,041	\$96,437	\$1,284,478	\$2,632,282	\$3,916,760
Boise, ID	\$9,385,391	\$406,107	\$9,791,498	\$8,190,962	\$17,982,460
Chippewa Valley, WI	\$3,230,370	\$107,769	\$3,338,139	\$1,467,932	\$4,806,071
Arlington Co., VA	\$34,088,118	\$513,093	\$34,601,211	n/a	n/a
St. Tammany Parish, LA	\$8,383,528	\$422,817	\$8,806,345	\$9,620,992	\$18,427,337
Glendale, CA	\$3,784,116	\$12,450	\$3,796,566	\$6,660,711	\$10,457,277
Scottsdale, AZ	\$15,734,731	\$962,127	\$16,696,858	\$13,715,225	\$30,412,083
Madison, WI	\$10,018,070	\$534,925	\$10,552,995	\$15,062,139	\$25,615,134
Baton Rouge, LA	\$13,329,564	\$1,571,217	\$14,900,781	\$10,215,034	\$25,115,815
St. Petersburg, FL	\$29,102,985	\$2,472,536	\$31,575,521	\$61,024,700	\$92,600,221
Placer Co., CA	\$1,279,285	\$138,425	\$1,417,710	\$4,222,431	\$5,640,141
Group III Average	\$11,179,358	\$1,017,251	\$12,196,609	\$11,199,651	\$20,910,356
% of Group III Total	42.0%	4.5%	46.4%	53.6%	100.0%

Table 2 Continued on Page A10

Continued

Table 2: Total Expenditures Made by Nonprofit Arts Organizations and Their Audiences during Fiscal 2000

Population Group IV Pop. 250,000–499,999 (n=13)	Operating Expenditures	Asset Acquisition	Organizational Expenditures	Audience Spending (Arts Event-Related)	Total Spending (Nonprofits and Audiences)
Anchorage, AK	\$10,148,467	\$174,457	\$10,322,924	\$19,292,736	\$29,615,660
Northampton Co., PA	\$19,487,862	\$1,403,190	\$20,891,052	\$48,501,776	\$69,392,828
Newark, NJ	\$41,158,212	\$3,345,662	\$44,503,874	\$29,714,722	\$74,218,596
Forsyth Co., NC	\$46,223,247	\$3,374,693	\$49,597,940	\$27,010,352	\$76,608,292
Lehigh Co., PA	\$11,006,411	\$876,280	\$11,882,691	\$31,731,235	\$43,613,926
Fox Valley, WI	\$5,788,720	\$270,461	\$6,059,181	n/a	n/a
Western Maricopa Co., AZ	\$1,751,185	\$365,795	\$2,116,980	\$1,332,870	\$3,449,850
Waukesha County, WI	\$8,201,203	\$336,445	\$8,537,648	\$2,458,908	\$10,996,556
Berks Co., PA	\$9,938,451	\$494,808	\$10,433,259	\$7,656,013	\$18,089,272
Minneapolis, MN	\$155,461,285	\$15,792,515	\$171,253,800	\$98,179,235	\$269,433,035
Mesa, AZ	\$7,479,634	\$2,686,201	\$10,165,835	\$7,898,949	\$18,064,784
Jefferson Parish, LA	\$3,045,317	\$129,472	\$3,174,789	\$13,104,890	\$16,279,679
New Orleans, LA	\$40,666,160	\$860,779	\$41,526,939	\$258,987,777	\$300,514,716
Group IV Average	\$27,719,704	\$2,316,212	\$30,035,916	\$45,489,122	\$77,523,099
% of Group IV Total	38.1%	3.2%	41.3%	58.7%	100.0%

Population Group V Pop. 500,000–999,999 (n=14)	Operating Expenditures	Asset Acquisition	Organizational Expenditures	Audience Spending (Arts Event-Related)	Total Spending (Nonprofits and Audiences)
Union Co., NJ	\$19,020,009	\$266,965	\$19,286,974	\$2,511,517	\$21,798,491
Washington, DC	\$375,068,844	\$16,980,167	\$392,049,011	n/a	n/a
Milwaukee, WI	\$66,480,615	\$55,952,076	\$122,432,691	n/a	n/a
Monmouth County, NJ	\$5,265,196	\$32,959	\$5,298,155	\$8,023,911	\$13,322,066
Memphis, TN	\$43,540,392	\$4,029,260	\$47,569,652	\$54,159,505	\$101,729,157
Columbus, OH	\$100,545,768	\$6,003,653	\$106,549,421	\$159,003,298	\$265,552,719
Indianapolis, IN	\$123,955,687	\$24,374,856	\$148,330,543	\$146,083,931	\$294,414,474
Prince George's Co., MD	\$7,306,116	\$164,654	\$7,470,770	n/a	n/a
Fulton Co., GA	\$130,933,322	\$6,152,617	\$137,085,939	\$193,899,104	\$330,985,043
Montgomery County, MD	\$16,834,073	\$355,350	\$17,189,423	n/a	n/a
Honolulu Co., HI	\$63,495,235	\$3,736,372	\$67,231,607	\$113,462,333	\$180,693,940
Westchester Co., NY	\$44,997,449	\$10,446,663	\$55,444,112	\$37,398,560	\$92,842,672
Detroit, MI	\$209,901,344	\$38,949,740	\$248,851,084	\$181,758,164	\$430,609,248
Fairfax County, VA	\$30,690,033	\$708,831	\$31,398,864	n/a	n/a
Group V Average	\$88,431,006	\$12,011,012	\$100,442,018	\$99,588,925	\$192,438,645
% of Group V Total	42.8%	5.4%	48.2%	51.8%	100.0%

Table 2 Continued on Page A11

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Table 2: Total Expenditures Made by Nonprofit Arts Organizations and Their Audiences during Fiscal 2000

Population Group VI Pop. > 1,000,000 (n=7)	Operating Expenditures	Asset Acquisition	Organizational Expenditures	Audience Spending (Arts Event-Related)	Total Spending (Nonprofits and Audiences)
Phoenix, AZ	\$81,933,432	\$5,116,718	\$87,050,150	\$173,066,769	\$260,116,919
St. Louis, MO	\$196,836,012	\$60,755,354	\$257,591,366	\$191,764,056	\$449,355,422
Northeast Tarrant Co., TX	\$9,862,520	\$58,679	\$9,921,199	\$50,171,915	\$60,093,114
Broward Co., FL	\$63,219,244	\$346,045	\$63,565,289	\$47,130,162	\$110,695,451
Miami-Dade Co., FL	\$129,216,099	\$0	\$129,216,099	\$272,357,450	\$401,573,549
San Diego Co., CA	\$112,906,074	\$9,954,954	\$122,861,028	\$203,264,339	\$326,125,367
Harris Co., TX	\$158,054,294	\$45,064,427	\$203,118,721	\$124,954,714	\$328,073,435
Group VI Average	\$107,432,525	\$17,328,025	\$124,760,550	\$151,815,629	\$276,576,180
Percentage of Group VI Total	38.8%	6.3%	45.1%	54.9%	100.0%
Average of All Communities	\$31,057,220	\$4,313,126	\$35,370,346	\$41,404,149	\$75,089,990
% of Total Industry Expenditures	39.3%	5.5%	44.9%	55.1%	100.0%

Explanation of Table 3:

Total Economic Impact of Spending by Nonprofit Arts Organizations and Their Audiences during Fiscal 2000

This table presents the total economic impact of the expenditures made by the nonprofit arts industry in each of the participating communities during fiscal 2000.

Total industry expenditures are the sum of total expenditures by responding nonprofit arts organizations and event-related spending by their audiences. The total impact is a measure of the effect each expended dollar has on the local economy as it is spent and re-spent within the community. It is derived from input/output models that are customized for each participating community. See *Background and Scope of Study* and *Frequently Used Terms* for more information about direct and total economic impacts. Averages are calculated for each population group and for all 75 communities from which both organizational and audience data were collected.

Column One:

The total spending by the nonprofit arts industry in each participating community during fiscal 2000. This figure is the sum of expenditures by responding nonprofit arts organizations and arts event-related audience spending.

Column Two:

The total number of full-time equivalent (FTE) jobs supported by the expenditures generated by each participating community's nonprofit arts industry. An FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

Column Three:

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

Column Four:

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 community's nonprofit arts industry.

Column Five:

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 community's nonprofit arts industry.

Table 3: Total Economic Impact of Spending by Nonprofit Arts Organizations and Their Audiences during Fiscal 2000

Population Group I Pop. < 50,000 (n=15)	Total Spending (Nonprofits and Audiences)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Homer, AK	\$2,667,283	85	1,471,000	98,000	178,000
Sonora, CA	\$4,645,337	147	2,414,000	151,000	319,000
Rockland, ME	\$21,804,653	637	10,456,000	785,000	1,041,000
Ketchikan, AK	\$1,641,353	48	1,031,000	78,000	78,000
Grand Haven, MI	\$5,520,619	154	3,353,000	98,000	324,000
Portsmouth, NH	\$26,094,953	870	16,185,000	1,656,000	597,000
Door Co., WI	\$12,525,669	427	6,490,000	614,000	813,000
Fairbanks, AK	n/a	n/a	n/a	n/a	n/a
Gloucester, MA	n/a	n/a	n/a	n/a	n/a
Juneau, AK	\$7,107,501	208	5,074,000	286,000	422,000
Dublin, OH	\$911,634	31	741,000	28,000	62,000
Dover, DE	\$6,306,834	262	4,954,000	87,000	309,000
Beloit, WI	\$3,087,564	109	2,071,000	75,000	183,000
Minot, ND	\$8,734,407	273	4,523,000	381,000	429,000
Wausau, WI	\$9,857,894	309	5,946,000	507,000	600,000
Group I Average	\$8,531,208	274	\$4,977,615	\$372,615	\$411,923

Population Group II Pop. 50,000–99,000 (n=19)	Total Spending (Nonprofits and Audiences)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Oak Park, IL	n/a	n/a	n/a	n/a	n/a
Flagstaff, AZ	n/a	n/a	n/a	n/a	n/a
Niagara Falls, NY	\$47,203,235	1,637	23,716,000	1,161,000	5,273,000
Lodi, CA	\$3,801,274	127	2,286,000	149,000	323,000
Missoula, MT	n/a	n/a	n/a	n/a	n/a
St. Cloud, MN	\$9,824,787	370	6,514,000	259,000	731,000
Janesville, WI	\$1,167,851	39	708,000	34,000	74,000
Santa Fe, NM	\$222,608,071	6,545	120,397,000	8,194,000	11,432,000
Walnut Creek, CA	\$34,167,199	960	20,050,000	1,428,000	2,385,000
Springfield, OH	\$10,666,764	352	5,887,000	213,000	535,000
Bellingham, WA	\$10,793,949	354	6,617,000	255,000	528,000
Asheville, NC	\$60,983,644	2,100	37,647,000	1,692,000	3,868,000
Bloomington, IN	\$44,523,230	1,567	32,242,000	1,099,000	2,432,000
St. Joseph, MO	n/a	n/a	n/a	n/a	n/a
Lawrence, KS	\$33,466,015	1,163	19,282,000	1,062,000	1,540,000
Chemung Co., NY	\$5,572,541	214	4,052,000	180,000	495,000

| Table 3 Continued on Page A14

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Table 3: Total Economic Impact of Spending by Nonprofit Arts Organizations and Their Audiences during Fiscal 2000

Continued

Population Group II Pop. 50,000–99,000 (n=19)	Total Spending (Nonprofits and Audiences)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
New Bedford, MA	\$19,009,434	671	12,591,000	612,000	1,530,000
Boulder, CO	\$19,141,140	594	11,870,000	530,000	663,000
Steuben County, NY	\$2,359,416	77	1,537,000	75,000	224,000
Group II Average	\$35,019,237	1,118	\$20,359,733	\$1,129,533	\$2,135,533

Population Group III Pop. 100,000–249,999 (n=23)	Total Spending (Nonprofits and Audiences)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Green Bay, WI	\$45,472,192	1,312	22,751,000	1,002,000	2,480,000
Erie, PA	\$11,121,550	408	7,103,000	289,000	658,000
Indian River Co., FL	\$16,083,854	442	9,079,000	436,000	706,000
Fort Collins, CO	\$9,264,147	299	5,004,000	426,000	312,000
Lansing, MI	n/a	n/a	n/a	n/a	n/a
Alexandria, VA	n/a	n/a	n/a	n/a	n/a
Pasadena, CA	\$14,894,411	493	11,646,000	747,000	1,122,000
Tippecanoe Co., IN	\$10,559,624	338	6,063,000	252,000	673,000
Santa Clarita, CA	\$1,979,100	51	1,379,000	77,000	114,000
Tempe, AZ	\$4,719,006	179	3,745,000	154,000	312,000
Dayton, OH	n/a	n/a	n/a	n/a	n/a
Worcester, MA	\$48,229,569	1,445	30,648,000	1,195,000	3,052,000
Chandler, AZ	\$3,916,760	133	2,533,000	121,000	267,000
Boise, ID	\$17,982,460	612	12,632,000	538,000	1,118,000
Chippewa Valley, WI	\$4,806,071	191	3,347,000	204,000	318,000
Arlington Co., VA	n/a	n/a	n/a	n/a	n/a
St. Tammany Parish, LA	\$18,427,337	615	11,381,000	269,000	855,000
Glendale, CA	\$10,457,277	308	7,394,000	473,000	766,000
Scottsdale, AZ	\$30,412,083	1,102	24,293,000	1,100,000	1,936,000
Madison, WI	\$25,615,134	991	18,287,000	1,762,000	1,804,000
Baton Rouge, LA	\$25,115,815	997	20,700,000	1,118,000	1,100,000
St. Petersburg, FL	\$92,600,221	3,089	59,288,000	3,825,000	4,953,000
Placer Co., CA	\$5,640,141	175	3,207,000	214,000	433,000
Group III Average	\$20,910,356	694	\$13,709,474	\$747,474	\$1,209,421

Table 3 Continued on Page A15

Continued

Table 3: Total Economic Impact of Spending by Nonprofit Arts Organizations and Their Audiences during Fiscal 2000

Population Group IV Pop. 250,000–499,999 (n=13)	Total Spending (Nonprofits and Audiences)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Anchorage, AK	\$29,615,660	728	18,261,000	1,039,000	1,608,000
Northampton Co., PA	\$69,392,828	2,219	37,862,000	1,606,000	4,794,000
Newark, NJ	\$74,218,596	2,018	58,458,000	2,878,000	3,994,000
Forsyth Co., NC	\$76,608,292	2,765	61,808,000	2,203,000	4,632,000
Lehigh Co., PA	\$43,613,926	1,433	28,594,000	1,138,000	2,847,000
Fox Valley, WI	n/a	n/a	n/a	n/a	n/a
Western Maricopa Co., AZ	\$3,449,850	112	2,645,000	114,000	209,000
Waukesha Co., WI	\$10,996,556	351	8,007,000	503,000	622,000
Berks Co., PA	\$18,089,272	562	12,039,000	496,000	1,141,000
Minneapolis, MN	\$269,433,035	8,504	214,038,000	8,309,000	19,577,000
Mesa, AZ	\$18,064,784	606	13,748,000	578,000	1,128,000
Jefferson Parish, LA	\$16,279,679	564	10,386,000	316,000	812,000
New Orleans, LA	\$300,514,716	9,959	187,680,000	17,017,000	15,459,000
Group IV Average	\$77,523,099	2,485	\$54,460,500	\$3,016,417	\$4,735,250

Population Group V Pop. 500,000–999,999 (n=14)	Total Spending (Nonprofits and Audiences)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Union Co., NJ	\$21,798,491	530	14,731,000	765,000	832,000
Washington, DC	n/a	n/a	n/a	n/a	n/a
Milwaukee, WI	n/a	n/a	n/a	n/a	n/a
Monmouth Co., NJ	\$13,322,066	374	8,034,000	563,000	797,000
Memphis, TN	\$101,729,157	3,616	74,706,000	2,838,000	6,119,000
Columbus, OH	\$265,552,719	8,964	186,420,000	8,045,000	17,485,000
Indianapolis, IN	\$294,414,474	10,412	230,769,000	10,724,000	21,312,000
Prince George's Co., MD	n/a	n/a	n/a	n/a	n/a
Fulton Co., GA	\$330,985,043	10,285	261,211,000	12,824,000	19,047,000
Montgomery Co., MD	n/a	n/a	n/a	n/a	n/a
Honolulu Co., HI	\$180,693,940	4,978	119,770,000	5,067,000	10,770,000
Westchester Co., NY	\$92,842,672	2,859	67,768,000	6,039,000	8,006,000
Detroit, MI	\$430,609,248	11,755	270,506,000	13,199,000	29,424,000
Fairfax Co., VA	n/a	n/a	n/a	n/a	n/a
Group V Average	\$192,438,645	5,975	\$137,101,667	\$6,673,778	\$12,643,556

Table 3 Continued on Page A16

Continued

Table 3: Total Economic Impact of Spending by Nonprofit Arts Organizations and Their Audiences during Fiscal 2000

Population Group VI Pop. > 1,000,000 (n=7)	Total Spending (Nonprofits and Audiences)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Phoenix, AZ	\$260,116,919	8,467	179,084,000	9,290,000	17,231,000
St. Louis, MO	\$449,355,422	14,690	320,962,000	14,470,000	24,061,000
Northeast Tarrant Co., TX	\$60,093,114	2,117	37,355,000	2,439,000	3,827,000
Broward Co., FL	\$110,695,451	3,376	76,266,000	4,270,000	4,931,000
Miami-Dade Co., FL	\$401,573,549	13,645	318,758,000	19,048,000	21,188,000
San Diego Co., CA	\$326,125,367	9,956	213,538,000	17,221,000	24,900,000
Harris County, TX	\$328,073,435	9,647	229,611,000	13,655,000	12,964,000
Group VI Average	\$276,576,180	8,843	\$196,510,571	\$11,484,714	\$15,586,000
Average of All Communities	\$75,089,990	2,387	\$51,914,667	\$2,835,240	\$4,534,453

Explanation of Table 4:

Direct Economic Impact of Spending by Nonprofit Arts Organizations and Their Audiences during Fiscal 2000

This table presents the direct economic impact of the expenditures made by the nonprofit arts industry in each of the participating communities during fiscal 2000.

Total industry expenditures are the sum of expenditures by responding nonprofit arts organizations and 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 community. It is derived from input/output models that are customized for each participating community. See *Background and Scope of Study* and *Frequently Used Terms* for more information about direct and total economic impacts. Averages are calculated for each population group and for all 75 communities from which both organizational and audience data were collected.

Column One:

The total spending generated by the nonprofit arts industry in each participating community during fiscal 2000. This figure is the sum of expenditures by responding nonprofit arts organizations and arts event-related audience spending.

Column Two:

The number of full-time equivalent (FTE) jobs *directly* supported by the expenditures generated by each participating community's nonprofit arts industry. An FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

Column Three:

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

Column Four:

The amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a *direct* result of the expenditures generated by each participating community's nonprofit arts industry.

Column Five:

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

Table 4: Direct Economic Impact of Spending by Nonprofit Arts Organizations and Their Audiences during Fiscal 2000

Population Group I Pop. < 50,000 (n=15)	Total Spending (Nonprofits and Audiences)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Homer, AK	\$2,667,283	68	\$1,183,000	\$53,000	\$83,000
Sonora, CA	\$4,645,337	110	\$1,831,000	\$89,000	\$176,000
Rockland, ME	\$21,804,653	429	\$7,651,000	\$418,000	\$537,000
Ketchikan, AK	\$1,641,353	37	\$826,000	\$44,000	\$37,000
Grand Haven, MI	\$5,520,619	79	\$2,438,000	\$21,000	\$123,000
Portsmouth, NH	\$26,094,953	628	\$11,148,000	\$580,000	\$248,000
Door Co., WI	\$12,525,669	299	\$4,986,000	\$308,000	\$417,000
Fairbanks, AK	n/a	n/a	n/a	n/a	n/a
Gloucester, MA	n/a	n/a	n/a	n/a	n/a
Juneau, AK	\$7,107,501	108	\$3,901,000	\$108,000	\$210,000
Dublin, OH	\$911,634	18	\$442,000	\$7,000	\$26,000
Dover, DE	\$6,306,834	184	\$3,775,000	\$28,000	\$148,000
Beloit, WI	\$3,087,564	82	\$1,623,000	\$18,000	\$98,000
Minot, ND	\$8,734,407	161	\$3,104,000	\$218,000	\$237,000
Wausau, WI	\$9,857,894	198	\$4,058,000	\$270,000	\$292,000
Group I Average	\$8,531,208	185	\$3,612,769	\$166,308	\$202,462

Population Group II Pop. 50,000–99,000 (n=19)	Total Spending (Nonprofits and Audiences)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Oak Park, IL	n/a	n/a	n/a	n/a	n/a
Flagstaff, AZ	n/a	n/a	n/a	n/a	n/a
Niagara Falls, NY	\$47,203,235	1,269	\$17,386,000	\$518,000	\$3,010,000
Lodi, CA	\$3,801,274	92	\$1,547,000	\$76,000	\$179,000
Missoula, MT	n/a	n/a	n/a	n/a	n/a
St. Cloud, MN	\$9,824,787	234	\$4,332,000	\$85,000	\$353,000
Janesville, WI	\$1,167,851	27	\$537,000	\$13,000	\$39,000
Santa Fe, NM	\$222,608,071	4,432	\$81,274,000	\$4,961,000	\$5,752,000
Walnut Creek, CA	\$34,167,199	720	\$14,115,000	\$749,000	\$1,318,000
Springfield, OH	\$10,666,764	252	\$4,610,000	\$93,000	\$294,000
Bellingham, WA	\$10,793,949	242	\$4,650,000	\$83,000	\$334,000
Asheville, NC	\$60,983,644	1,461	\$24,580,000	\$789,000	\$1,805,000
Bloomington, IN	\$44,523,230	961	\$24,185,000	\$244,000	\$1,105,000
St. Joseph, MO	n/a	n/a	n/a	n/a	n/a
Lawrence, KS	\$33,466,015	725	\$13,629,000	\$431,000	\$728,000
Chemung Co., NY	\$5,572,541	137	\$3,022,000	\$80,000	\$242,000

Table 4 Continued on Page A19

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Table 4: Direct Economic Impact of Spending by Nonprofit Arts Organizations and Their Audiences during Fiscal 2000

Continued

Population Group II Pop. 50,000–99,000 (n=19)	Total Spending (Nonprofits and Audiences)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
New Bedford, MA	\$19,009,434	458	\$8,807,000	\$254,000	\$742,000
Boulder, CO	\$19,141,140	409	\$8,003,000	\$170,000	\$272,000
Steuben Co., NY	\$2,359,416	57	\$1,263,000	\$37,000	\$124,000
Group II Average	\$35,019,237	765	\$14,129,333	\$572,200	\$1,086,467

Population Group III Pop. 100,000–249,999 (n=23)	Total Spending (Nonprofits and Audiences)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Green Bay, WI	\$45,472,192	879	\$14,117,000	\$239,000	\$1,195,000
Erie, PA	\$11,121,550	235	\$5,023,000	\$108,000	\$321,000
Indian River Co., FL	\$16,083,854	316	\$7,032,000	\$143,000	\$434,000
Fort Collins, CO	\$9,264,147	206	\$3,545,000	\$228,000	\$144,000
Lansing, MI	n/a	n/a	n/a	n/a	n/a
Alexandria, VA	n/a	n/a	n/a	n/a	n/a
Pasadena, CA	\$14,894,411	328	\$7,097,000	\$346,000	\$548,000
Tippecanoe Co., IN	\$10,559,624	224	\$4,227,000	\$91,000	\$356,000
Santa Clarita, CA	\$1,979,100	30	\$858,000	\$31,000	\$49,000
Tempe, AZ	\$4,719,006	125	\$2,413,000	\$26,000	\$159,000
Dayton, OH	n/a	n/a	n/a	n/a	n/a
Worcester, MA	\$48,229,569	944	\$21,254,000	\$308,000	\$1,426,000
Chandler, AZ	\$3,916,760	84	\$1,472,000	\$21,000	\$145,000
Boise, ID	\$17,982,460	386	\$8,540,000	\$182,000	\$502,000
Chippewa Valley, WI	\$4,806,071	137	\$2,722,000	\$90,000	\$163,000
Arlington Co., VA	n/a	n/a	n/a	n/a	n/a
St. Tammany Parish, LA	\$18,427,337	460	\$8,831,000	\$111,000	\$487,000
Glendale, CA	\$10,457,277	185	\$4,287,000	\$207,000	\$364,000
Scottsdale, AZ	\$30,412,083	633	\$15,168,000	\$236,000	\$890,000
Madison, WI	\$25,615,134	624	\$11,204,000	\$836,000	\$798,000
Baton Rouge, LA	\$25,115,815	634	\$13,767,000	\$485,000	\$467,000
St. Petersburg, FL	\$92,600,221	1,947	\$37,699,000	\$1,641,000	\$3,041,000
Placer Co., CA	\$5,640,141	131	\$2,281,000	\$97,000	\$238,000
Group III Average	\$20,910,356	448	\$9,028,263	\$285,579	\$617,211

| Table 4 Continued on Page A20

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Table 4: Direct Economic Impact of Spending by Nonprofit Arts Organizations and Their Audiences during Fiscal 2000

Population Group IV Pop. 250,000–499,999 (n=13)	Total Spending (Nonprofits and Audiences)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Anchorage, AK	\$29,615,660	479	\$11,954,000	\$480,000	\$659,000
Northampton Co., PA	\$69,392,828	1,642	\$25,987,000	\$496,000	\$2,758,000
Newark, NJ	\$74,218,596	1,287	\$38,644,000	\$850,000	\$2,001,000
Forsyth Co., NC	\$76,608,292	1,673	\$41,706,000	\$871,000	\$2,041,000
Lehigh Co., PA	\$43,613,926	955	\$18,500,000	\$305,000	\$1,435,000
Fox Valley, WI	n/a	n/a	n/a	n/a	n/a
Western Maricopa Co., AZ	\$3,449,850	62	\$1,646,000	\$22,000	\$95,000
Waukesha Co., WI	\$10,996,556	206	\$5,623,000	\$183,000	\$281,000
Berks Co., PA	\$18,089,272	342	\$8,446,000	\$166,000	\$570,000
Minneapolis, MN	\$269,433,035	4,228	\$122,223,000	\$2,113,000	\$7,767,000
Mesa, AZ	\$18,064,784	346	\$8,449,000	\$90,000	\$521,000
Jefferson Parish, LA	\$16,279,679	375	\$6,395,000	\$94,000	\$404,000
New Orleans, LA	\$300,514,716	7,046	\$118,730,000	\$11,080,000	\$8,327,000
Group IV Average	\$77,523,099	1,553	\$34,025,250	\$1,395,833	\$2,238,250

Population Group V Pop. 500,000–999,999 (n=14)	Total Spending (Nonprofits and Audiences)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Union Co., NJ	\$21,798,491	363	\$11,092,000	\$230,000	\$382,000
Washington, DC	n/a	n/a	n/a	n/a	n/a
Milwaukee, WI	n/a	n/a	n/a	n/a	n/a
Monmouth Co., NJ	\$13,322,066	272	\$5,689,000	\$219,000	\$458,000
Memphis, TN	\$101,729,157	2,033	\$45,973,000	\$970,000	\$3,486,000
Columbus, OH	\$265,552,719	5,366	\$105,891,000	\$2,074,000	\$7,579,000
Indianapolis, IN	\$294,414,474	5,938	\$129,839,000	\$1,887,000	\$8,513,000
Prince George's Co., MD	n/a	n/a	n/a	n/a	n/a
Fulton Co., GA	\$330,985,043	6,072	\$147,932,000	\$4,127,000	\$7,611,000
Montgomery Co., MD	n/a	n/a	n/a	n/a	n/a
Honolulu Co., HI	\$180,693,940	3,024	\$76,833,000	\$2,295,000	\$4,836,000
Westchester Co., NY	\$92,842,672	1,858	\$47,283,000	\$1,948,000	\$3,923,000
Detroit, MI	\$430,609,248	7,673	\$184,758,000	\$5,626,000	\$14,969,000
Fairfax Co., VA	n/a	n/a	n/a	n/a	n/a
Group V Average	\$192,438,645	3,622	\$83,921,111	\$2,152,889	\$5,750,778

Table 4 Continued on Page A21

Continued

Table 4: Direct Economic Impact of Spending by Nonprofit Arts Organizations and Their Audiences during Fiscal 2000

Population Group VI Pop. > 1,000,000 (n=7)	Total Spending (Nonprofits and Audiences)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Phoenix, AZ	\$260,116,919	5,107	\$104,666,000	\$2,355,000	\$8,758,000
St. Louis, MO	\$449,355,422	8,725	\$202,365,000	\$5,232,000	\$10,308,000
Northeast Tarrant Co., TX	\$60,093,114	1,420	\$22,231,000	\$844,000	\$2,688,000
Broward Co., FL	\$110,695,451	2,032	\$50,052,000	\$1,272,000	\$2,614,000
Miami-Dade Co., FL	\$401,573,549	8,314	\$188,428,000	\$5,124,000	\$11,818,000
San Diego Co., CA	\$326,125,367	6,462	\$135,164,000	\$9,021,000	\$12,447,000
Harris Co., TX	\$328,073,435	5,843	\$150,480,000	\$4,215,000	\$7,305,000
Group VI Average	\$276,576,180	5,415	\$121,912,286	\$4,009,000	\$7,991,143
Average of All Communities	\$75,089,990	1,487	\$32,632,293	\$1,071,467	\$2,202,800

Explanation of Table 5:

Organizational Expenditure Survey Participation in Participating Communities

This table presents the total number of nonprofit arts organizations eligible to be surveyed in each participating community, as well as the number of organizations from which data were collected. Averages and totals are calculated for each population group and for all 91 communities.

Column One:

The number of nonprofit arts organizations eligible to be surveyed. The local sponsor in each participating community identified the universe of nonprofit arts organizations in their community. (A list of 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 Two:

The number of nonprofit arts organizations from which detailed expenditure and event attendance data were collected.

Column Three:

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

Column Four:

The total organizational expenditures of responding nonprofit arts organizations in each participating community during fiscal 2000. This figure is the sum of operating costs and asset acquisition.

Column Five:

The total local organizational expenditures of responding nonprofit arts organizations in each participating community during fiscal 2000. This figure is calculated by an input/output model that is customized for each community by using detailed commerce data to estimate the dollars spent on imported good and services. Additionally, it subtracts payments to non-local artists and state and federal taxes. Dollars that are spent outside of the community are considered to have “leaked” from the local economy and have no local impact.

Column Six:

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 five) by the total organizational expenditures (column four) for each participating community.

Table 5: Organizational Expenditure Survey Participation in Participating Communities

Population Group I Pop. < 50,000 (n=15)	Eligible Organizations	Responding Organizations	Rate of Compliance	Total Expenditures	Total Local Expenditures	Local as a % of Total
Homer, AK	50	4	8.0%	\$1,100,069	\$837,000	76.1%
Sonora, CA	21	5	23.8%	\$1,602,967	\$1,216,000	75.9%
Rockland, ME	8	6	75.0%	\$8,503,683	\$6,560,000	77.1%
Ketchikan, AK	16	3	18.8%	\$896,282	\$744,000	83.0%
Grand Haven, MI	20	8	40.0%	\$4,730,448	\$3,759,000	79.5%
Portsmouth, NH	39	24	61.5%	\$8,585,553	\$7,213,000	84.0%
Door Co., WI	37	21	56.8%	\$5,060,322	\$3,827,000	75.6%
Fairbanks, AK	23	11	47.8%	\$2,344,737	\$1,406,000	60.0%
Gloucester, MA	24	6	25.0%	\$515,939	\$460,000	89.2%
Juneau, AK	16	9	56.3%	\$6,111,704	\$5,647,000	92.4%
Dublin, OH	9	4	44.4%	\$489,248	\$436,000	89.1%
Dover, DE	25	25	100.0%	\$4,386,624	\$3,954,000	90.1%
Beloit, WI	22	8	36.4%	\$2,092,895	\$1,568,000	74.9%
Minot, ND	50	24	48.0%	\$3,976,817	\$3,018,000	75.9%
Wausau, WI	19	13	68.4%	\$4,763,665	\$3,517,000	73.8%
Group I Average	25.3	11.4	47.3%	\$3,677,397	\$2,944,133	79.8%
Group I Total	379	171				
Population Group II Pop. 50,000–99,000 (n=19)	Eligible Organizations	Responding Organizations	Rate of Compliance	Total Expenditures	Total Local Expenditures	Local as a % of Total
Oak Park, IL	27	27	100.0%	\$10,593,448	\$8,521,000	80.4%
Flagstaff, AZ	33	9	27.3%	\$1,776,530	\$1,459,000	82.1%
Niagara Falls, NY	25	22	88.0%	\$6,678,415	\$5,910,000	88.5%
Lodi, CA	25	15	60.0%	\$737,974	\$613,000	83.1%
Missoula, MT	80	24	30.0%	\$2,041,819	\$1,836,000	89.9%
St. Cloud, MN	46	29	63.0%	\$4,018,556	\$3,465,000	86.2%
Janesville, WI	30	12	40.0%	\$584,100	\$489,000	83.7%
Santa Fe, NM	97	57	58.8%	\$71,641,498	\$50,320,000	70.2%
Walnut Creek, CA	54	18	33.3%	\$12,831,635	\$10,325,000	80.5%
Springfield, OH	28	22	78.6%	\$5,925,098	\$4,209,000	71.0%
Bellingham, WA	12	10	83.3%	\$4,793,046	\$3,897,000	81.3%
Asheville, NC	67	41	61.2%	\$14,669,669	\$12,724,000	86.7%
Bloomington, IN	56	27	48.2%	\$35,589,478	\$27,815,000	78.2%
St. Joseph, MO	22	18	81.8%	\$2,372,358	\$2,020,000	85.1%
Lawrence, KS	25	15	60.0%	\$16,944,512	\$12,533,000	74.0%
Chemung Co., NY	25	9	36.0%	\$3,909,160	\$3,425,000	87.6%
New Bedford, MA	54	24	44.4%	\$8,680,164	\$7,382,000	85.0%
Boulder, CO	175	46	26.3%	\$7,864,302	\$5,989,000	76.2%

Table 5 Continued on Page A24

Continued

Table 5: Organizational Expenditure Survey Participation in Participating Communities

<i>Continued</i>						
Population Group II Pop. 50,000–99,000 (n=19)	Eligible Organizations	Responding Organizations	Rate of Compliance	Total Expenditures	Total Local Expenditures	Local as a % of Total
Steuben Co., NY	30	9	30.0%	\$1,387,765	\$1,279,000	92.2%
Group II Average	48	23	55.3%	\$11,212,607	\$8,642,684	82.2%
Group II Total	911	434				
Population Group III Pop. 100,000–249,999 (n=23)	Eligible Organizations	Responding Organizations	Rate of Compliance	Total Expenditures	Total Local Expenditures	Local as a % of Total
Green Bay, WI	82	28	34.1%	\$19,972,955	\$8,430,000	42.2%
Erie, PA	45	18	40.0%	\$6,805,478	\$5,711,000	83.9%
Indian River Co., FL	81	8	9.9%	\$8,870,395	\$6,464,000	72.9%
Fort Collins, CO	28	20	71.4%	\$3,857,978	\$2,611,000	67.7%
Lansing, MI	87	47	54.0%	\$27,896,210	\$21,194,000	76.0%
Alexandria, VA	239	45	18.8%	\$9,015,952	\$7,632,000	84.6%
Pasadena, CA	15	9	60.0%	\$6,015,188	\$5,387,000	89.6%
Tippecanoe Co., IN	93	28	30.1%	\$3,276,299	\$2,814,000	85.9%
Santa Clarita, CA	18	5	27.8%	\$1,340,249	\$963,000	71.9%
Tempe, AZ	21	8	38.1%	\$1,936,076	\$1,618,000	83.6%
Dayton, OH	85	35	41.2%	\$24,505,252	\$19,614,000	80.0%
Worcester, MA	43	26	60.5%	\$30,267,881	\$21,878,000	72.3%
Chandler, AZ	6	3	50.0%	\$1,284,478	\$924,000	71.9%
Boise, ID	83	33	39.8%	\$9,791,498	\$8,073,000	82.4%
Chippewa Valley, WI	40	18	45.0%	\$3,338,139	\$2,751,000	82.4%
Arlington Co., VA	57	40	70.2%	\$34,601,211	\$27,206,000	78.6%
St. Tammany Parish, LA	63	24	38.1%	\$8,806,345	\$7,410,000	84.1%
Glendale, CA	100	20	20.0%	\$3,796,566	\$3,357,000	88.4%
Scottsdale, AZ	47	11	23.4%	\$16,696,858	\$15,263,000	91.4%
Madison, WI	29	29	100.0%	\$10,552,995	\$9,224,000	87.4%
Baton Rouge, LA	115	40	34.8%	\$14,900,781	\$13,466,000	90.4%
St. Petersburg, FL	37	35	94.6%	\$31,575,521	\$25,314,000	80.2%
Placer Co., CA	69	24	34.8%	\$1,417,710	\$1,244,000	87.7%
Group III Average	64	24	45.1%	\$12,196,609	\$9,502,087	79.8%
Group III Total	1,483	554				

Table 5 Continued on Page A25

Continued

Table 5: Organizational Expenditure Survey Participation in Participating Communities

Population Group IV Pop. 250,000–499,999 (n=13)	Eligible Organizations	Responding Organizations	Rate of Compliance	Total Expenditures	Total Local Expenditures	Local as a % of Total
Anchorage, AK	35	21	60.0%	\$10,322,924	\$8,564,000	83.0%
Northampton Co., PA	48	31	64.6%	\$20,891,052	\$15,288,000	73.2%
Newark, NJ	38	13	34.2%	\$44,503,874	\$37,935,000	85.2%
Forsyth Co., NC	88	36	40.9%	\$49,597,940	\$42,194,000	85.1%
Lehigh Co., PA	64	45	70.3%	\$11,882,691	\$10,124,000	85.2%
Fox Valley, WI	27	15	55.6%	\$6,059,181	\$5,384,000	88.9%
Western Maricopa Co., AZ	20	8	40.0%	\$2,116,980	\$1,738,000	82.1%
Waukesha Co., WI	147	19	12.9%	\$8,537,648	\$7,083,000	83.0%
Berks Co., PA	77	22	28.6%	\$10,433,259	\$9,132,000	87.5%
Minneapolis, MN	300	71	23.7%	\$171,253,800	\$142,815,000	83.4%
Mesa, AZ	25	8	32.0%	\$10,165,835	\$8,644,000	85.0%
Jefferson Parish, LA	45	18	40.0%	\$3,174,789	\$2,841,000	89.5%
New Orleans, LA	129	68	52.7%	\$41,526,939	\$35,626,000	85.8%
Group IV Average	80	29	42.7%	\$30,035,916	\$25,182,154	84.4%
Group IV Total	1,043	375				

Population Group V Pop. 500,000–999,999 (n=14)	Eligible Organizations	Responding Organizations	Rate of Compliance	Total Expenditures	Total Local Expenditures	Local as a % of Total
Union Co., NJ	301	58	19.3%	\$19,286,974	\$13,278,000	68.8%
Washington, DC	349	88	25.2%	\$392,049,011	\$323,316,000	82.5%
Milwaukee, WI	56	56	100.0%	\$122,432,691	\$80,716,000	65.9%
Monmouth Co., NJ	124	31	25.0%	\$5,298,155	\$4,347,000	82.0%
Memphis, TN	52	32	61.5%	\$47,569,652	\$42,077,000	88.5%
Columbus, OH	143	66	46.2%	\$106,549,421	\$83,326,000	78.2%
Indianapolis, IN	128	49	38.3%	\$148,330,543	\$124,216,000	83.7%
Prince George's Co., MD	60	24	40.0%	\$7,470,770	\$6,369,000	85.3%
Fulton Co., GA	329	96	29.2%	\$137,085,939	\$117,001,000	85.3%
Montgomery Co., MD	94	53	56.4%	\$17,189,423	\$16,139,000	93.9%
Honolulu Co., HI	200	78	39.0%	\$67,231,607	\$56,415,000	83.9%
Westchester Co., NY	150	87	58.0%	\$55,444,112	\$43,050,000	77.6%
Detroit, MI	255	50	19.6%	\$248,851,084	\$197,977,000	79.6%
Fairfax Co., VA	118	42	35.6%	\$31,398,864	\$20,349,000	64.8%
Group V Average	169	58	42.4%	\$100,442,018	\$80,612,571	80.0%
Group V Total	2,359	810				

Table 5 Continued on Page A26

Continued

Table 5: Organizational Expenditure Survey Participation in Participating Communities

Population Group VI Pop. > 1,000,000 (n=7)	Eligible Organizations	Responding Organizations	Rate of Compliance	Total Expenditures	Total Local Expenditures	Local as a % of Total
Phoenix, AZ	176	65	36.9%	\$87,050,150	\$71,045,000	81.6%
St. Louis, MO	79	77	97.5%	\$257,591,366	\$216,242,000	83.9%
Northeast Tarrant Co., TX	62	27	43.5%	\$9,921,199	\$8,847,000	89.2%
Broward Co., FL	115	53	46.1%	\$63,565,289	\$50,552,000	79.5%
Miami-Dade Co., FL	295	281	95.3%	\$129,216,099	\$121,615,000	94.1%
San Diego Co., CA	154	90	58.4%	\$122,861,028	\$101,808,000	82.9%
Harris Co., TX	500	51	10.2%	\$203,118,721	\$164,426,000	81.0%
Group VI Average	197	92	55.4%	\$124,760,550	\$104,933,571	84.6%
Group VI Total	1,381	644				
Average of All Communities	83	33	47.6%	\$35,370,346	\$28,762,637	81.4%
Total of All Communities	7,556	2,988				

Explanation of Table 6:

Total Economic Impact of Expenditures by Nonprofit Arts Organizations during Fiscal 2000

This table presents the total economic impact of the expenditures made by responding nonprofit arts organizations during fiscal 2000.

The total impact is a measure of the effect each expended dollar has on the local economy as it is spent and re-spent within the community. It is derived from input/output models that are customized for each participating community. See *Background and Scope of Study* and *Frequently Used Terms* for more information about direct and total economic impacts. Averages are calculated for each population group and for all 91 communities.

Column One:

The total organizational expenditures made by responding nonprofit arts organizations in each participating community during fiscal 2000. This figure is the sum of operating costs and asset acquisition.

Column Two:

The total number of full-time equivalent (FTE) jobs supported by the expenditures made by responding nonprofit arts organizations in each participating community. An FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

Column Three:

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

Column Four:

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

Column Five:

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

Table 6: Total Economic Impact of Expenditures by Nonprofit Arts Organizations during Fiscal 2000

Population Group I Pop. < 50,000 (n=15)	Total Expenditures (Organizations)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Homer, AK	\$1,100,069	32	\$724,000	\$25,000	\$64,000
Sonora, CA	\$1,602,967	47	\$1,033,000	\$45,000	\$88,000
Rockland, ME	\$8,503,683	200	\$4,171,000	\$185,000	\$262,000
Ketchikan, AK	\$896,282	24	\$649,000	\$33,000	\$47,000
Grand Haven, MI	\$4,730,448	128	\$2,960,000	\$77,000	\$252,000
Portsmouth, NH	\$8,585,553	274	\$6,647,000	\$607,000	\$186,000
Door Co., WI	\$5,060,322	170	\$3,096,000	\$190,000	\$268,000
Fairbanks, AK	\$2,344,737	50	\$1,191,000	\$51,000	\$111,000
Gloucester, MA	\$515,939	16	\$412,000	\$22,000	\$33,000
Juneau, AK	\$6,111,704	182	\$4,590,000	\$221,000	\$378,000
Dublin, OH	\$489,248	16	\$453,000	\$15,000	\$28,000
Dover, DE	\$4,386,624	189	\$3,994,000	\$66,000	\$236,000
Beloit, WI	\$2,092,895	73	\$1,591,000	\$49,000	\$108,000
Minot, ND	\$3,976,817	103	\$2,151,000	\$132,000	\$139,000
Wausau, WI	\$4,763,665	134	\$3,215,000	\$149,000	\$220,000
Group I Average	\$3,677,397	109	\$2,458,467	\$124,467	\$161,333

Population Group II Pop. 50,000–99,000 (n=19)	Total Expenditures (Organizations)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Oak Park, IL	\$10,593,448	298	\$9,392,000	\$426,000	\$502,000
Flagstaff, AZ	\$1,776,530	62	\$1,471,000	\$59,000	\$74,000
Niagara Falls, NY	\$6,678,415	251	\$4,691,000	\$184,000	\$595,000
Lodi, CA	\$737,974	21	\$488,000	\$22,000	\$43,000
Missoula, MT	\$2,041,819	85	\$1,684,000	\$91,000	\$73,000
St. Cloud, MN	\$4,018,556	146	\$3,226,000	\$110,000	\$242,000
Janesville, WI	\$584,100	20	\$424,000	\$19,000	\$32,000
Santa Fe, NM	\$71,641,498	1,956	\$44,389,000	\$1,246,000	\$2,444,000
Walnut Creek, CA	\$12,831,635	308	\$9,268,000	\$376,000	\$643,000
Springfield, OH	\$5,925,098	187	\$3,655,000	\$114,000	\$231,000
Bellingham, WA	\$4,793,046	160	\$3,496,000	\$113,000	\$111,000
Asheville, NC	\$14,669,669	547	\$13,298,000	\$336,000	\$827,000
Bloomington, IN	\$35,589,478	1,249	\$27,640,000	\$861,000	\$1,785,000
St. Joseph, MO	\$2,372,358	89	\$1,912,000	\$64,000	\$99,000
Lawrence, KS	\$16,944,512	583	\$10,741,000	\$359,000	\$573,000
Chemung Co., NY	\$3,909,160	153	\$3,212,000	\$133,000	\$321,000

Table 6 Continued on Page A29

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Table 6: Total Economic Impact of Expenditures by Nonprofit Arts Organizations during Fiscal 2000

Continued

Population Group II Pop. 50,000–99,000 (n=19)	Total Expenditures (Organizations)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
New Bedford, MA	\$8,680,164	308	\$7,012,000	\$264,000	\$589,000
Boulder, CO	\$7,864,302	214	\$5,471,000	\$214,000	\$224,000
Steuben Co., NY	\$1,387,765	49	\$1,138,000	\$39,000	\$122,000
Group II Average	\$11,212,607	352	\$8,032,000	\$264,737	\$501,579

Population Group III Pop. 100,000–249,999 (n=23)	Total Expenditures (Organizations)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Green Bay, WI	\$19,972,955	331	\$7,908,000	\$290,000	\$519,000
Erie, PA	\$6,805,478	241	\$4,878,000	\$186,000	\$332,000
Indian River Co., FL	\$8,870,395	231	\$5,880,000	\$207,000	\$279,000
Fort Collins, CO	\$3,857,978	108	\$2,283,000	\$124,000	\$103,000
Lansing, MI	\$27,896,210	888	\$21,036,000	\$692,000	\$1,429,000
Alexandria, VA	\$9,015,952	331	\$7,223,000	\$307,000	\$533,000
Pasadena, CA	\$6,015,188	196	\$5,922,000	\$206,000	\$343,000
Tippecanoe Co., IN	\$3,276,299	115	\$2,531,000	\$86,000	\$171,000
Santa Clarita, CA	\$1,340,249	31	\$950,000	\$41,000	\$60,000
Tempe, AZ	\$1,936,076	74	\$1,978,000	\$60,000	\$90,000
Dayton, OH	\$24,505,252	769	\$19,331,000	\$578,000	\$1,165,000
Worcester, MA	\$30,267,881	804	\$20,609,000	\$734,000	\$1,546,000
Chandler, AZ	\$1,284,478	35	\$917,000	\$35,000	\$49,000
Boise, ID	\$9,791,498	319	\$7,893,000	\$266,000	\$508,000
Chippewa Valley, WI	\$3,338,139	127	\$2,534,000	\$100,000	\$186,000
Arlington Co., VA	\$34,601,211	819	\$19,705,000	\$1,797,000	\$1,657,000
St. Tammany Parish, LA	\$8,806,345	318	\$7,076,000	\$126,000	\$304,000
Glendale, CA	\$3,796,566	102	\$3,158,000	\$124,000	\$203,000
Scottsdale, AZ	\$16,696,858	596	\$15,716,000	\$632,000	\$811,000
Madison, WI	\$10,552,995	375	\$9,055,000	\$549,000	\$616,000
Baton Rouge, LA	\$14,900,781	620	\$14,549,000	\$459,000	\$546,000
St. Petersburg, FL	\$31,575,521	960	\$23,657,000	\$1,018,000	\$910,000
Placer Co., CA	\$1,417,710	44	\$1,088,000	\$47,000	\$82,000
Group III Average	\$12,196,609	367	\$8,951,174	\$376,696	\$540,957

| Table 6 Continued on Page A30

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Table 6: Total Economic Impact of Expenditures by Nonprofit Arts Organizations during Fiscal 2000

Population Group IV Pop. 250,000–499,999 (n=13)	Total Expenditures (Organizations)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Anchorage, AK	\$10,322,924	241	\$7,995,000	\$428,000	\$500,000
Northampton Co., PA	\$20,891,052	538	\$12,324,000	\$548,000	\$921,000
Newark, NJ	\$44,503,874	1,206	\$40,460,000	\$1,565,000	\$1,826,000
Forsyth Co., NC	\$49,597,940	1,749	\$45,298,000	\$1,069,000	\$2,685,000
Lehigh Co., PA	\$11,882,691	391	\$9,858,000	\$333,000	\$569,000
Fox Valley, WI	\$6,059,181	256	\$5,771,000	\$194,000	\$359,000
Western Maricopa Co., AZ	\$2,116,980	67	\$1,792,000	\$68,000	\$93,000
Waukesha Co., WI	\$8,537,648	270	\$6,578,000	\$328,000	\$432,000
Berks Co., PA	\$10,433,259	318	\$7,950,000	\$278,000	\$529,000
Minneapolis, MN	\$171,253,800	5,279	\$148,998,000	\$5,333,000	\$10,275,000
Mesa, AZ	\$10,165,835	331	\$8,847,000	\$309,000	\$465,000
Jefferson Parish, LA	\$3,174,789	122	\$2,776,000	\$63,000	\$116,000
New Orleans, LA	\$41,526,939	1,355	\$34,084,000	\$1,135,000	\$1,409,000
Group IV Average	\$30,035,916	933	\$25,594,692	\$896,231	\$1,552,231

Population Group V Pop. 500,000–999,999 (n=14)	Total Expenditures (Organizations)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Union Co., NJ	\$19,286,974	456	\$13,370,000	\$655,000	\$647,000
Washington, DC*	\$392,049,011	7,943	\$285,412,000	\$38,029,000	\$0
Milwaukee, WI	\$122,432,691	2,866	\$79,473,000	\$3,895,000	\$5,411,000
Monmouth Co., NJ	\$5,298,155	135	\$3,855,000	\$273,000	\$218,000
Memphis, TN	\$47,569,652	1,668	\$40,061,000	\$1,227,000	\$1,678,000
Columbus, OH	\$106,549,421	3,291	\$85,082,000	\$3,190,000	\$5,444,000
Indianapolis, IN	\$148,330,543	4,694	\$131,560,000	\$5,499,000	\$8,794,000
Prince George's Co., MD	\$7,470,770	203	\$6,489,000	\$212,000	\$581,000
Fulton Co., GA	\$137,085,939	4,094	\$127,393,000	\$4,492,000	\$6,523,000
Montgomery Co., MD	\$17,189,423	816	\$15,847,000	\$549,000	\$1,480,000
Honolulu Co., HI	\$67,231,607	1,918	\$55,218,000	\$1,344,000	\$3,268,000
Westchester Co., NY	\$55,444,112	1,697	\$43,461,000	\$3,172,000	\$3,813,000
Detroit, MI	\$248,851,084	6,072	\$173,099,000	\$7,614,000	\$13,210,000
Fairfax Co., VA	\$31,398,864	713	\$17,524,000	\$714,000	\$1,228,000
Group V Average	\$100,442,018	2,612	\$76,988,857	\$5,061,786	\$3,735,357

*The District of Columbia is subject to local government taxes and fees only; therefore, state taxes do not apply.

Table 6 Continued on Page A31

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Table 6: Total Economic Impact of Expenditures by Nonprofit Arts Organizations during Fiscal 2000

Population Group VI Pop. > 1,000,000 (n=7)	Total Spending (Nonprofits and Audiences)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Phoenix, AZ	\$87,050,150	2,735	\$71,787,000	\$2,950,000	\$3,842,000
St. Louis, MO	\$257,591,366	7,859	\$205,986,000	\$6,610,000	\$11,307,000
Northeast Tarrant Co., TX	\$9,921,199	366	\$8,248,000	\$407,000	\$251,000
Broward Co., FL	\$63,565,289	1,845	\$49,882,000	\$2,499,000	\$1,837,000
Miami-Dade Co., FL	\$129,216,099	4,613	\$130,629,000	\$6,242,000	\$4,118,000
San Diego Co., CA	\$122,861,028	3,463	\$95,594,000	\$4,159,000	\$6,789,000
Harris Co., TX	\$203,118,721	5,396	\$155,732,000	\$7,255,000	\$4,310,000
Group VI Average	\$124,760,550	3,754	\$102,551,143	\$4,303,143	\$4,636,286
Average of All Communities	\$35,370,346	1,008	\$27,734,011	\$1,408,780	\$1,421,099

Explanation of Table 7:

Direct Economic Impact of Expenditures by Nonprofit Arts Organizations during Fiscal 2000

This table presents the direct economic impact of the total expenditures made by responding nonprofit arts organizations in each participating community during fiscal 2000.

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 community. It is derived from input/output models that are customized for each participating community. See *Background and Scope of Study* and *Frequently Used Terms* for more information about direct and total economic impacts. Averages are calculated for each population group and for all 91 communities.

Column One:

The total organizational expenditures made by responding nonprofit arts organizations in each participating community during fiscal 2000. This figure is the sum of operating costs and asset acquisition.

Column Two:

The number of full-time equivalent (FTE) jobs *directly* supported by the expenditures made by responding nonprofit arts organizations in each participating community. An FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

Column Three:

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

Column Four:

The amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a *direct* result of the expenditures made by responding nonprofit arts organizations in each participating community.

Column Five:

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

Table 7: Direct Economic Impact of Expenditures by Nonprofit Arts Organizations during Fiscal 2000

Population Group I Pop. < 50,000 (n=15)	Total Expenditures (Organizations)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Homer, AK	\$1,100,069	22	\$606,000	\$5,000	\$24,000
Sonora, CA	\$1,602,967	28	\$839,000	\$23,000	\$47,000
Rockland, ME	\$8,503,683	83	\$3,203,000	\$62,000	\$98,000
Ketchikan, AK	\$896,282	16	\$537,000	\$13,000	\$25,000
Grand Haven, MI	\$4,730,448	58	\$2,169,000	\$12,000	\$81,000
Portsmouth, NH	\$8,585,553	164	\$5,059,000	\$234,000	\$75,000
Door Co., WI	\$5,060,322	93	\$2,500,000	\$63,000	\$133,000
Fairbanks, AK	\$2,344,737	21	\$895,000	\$17,000	\$49,000
Gloucester, MA	\$515,939	10	\$318,000	\$12,000	\$16,000
Juneau, AK	\$6,111,704	87	\$3,562,000	\$63,000	\$192,000
Dublin, OH	\$489,248	7	\$291,000	\$4,000	\$9,000
Dover, DE	\$4,386,624	126	\$3,130,000	\$22,000	\$130,000
Beloit, WI	\$2,092,895	52	\$1,294,000	\$10,000	\$56,000
Minot, ND	\$3,976,817	33	\$1,569,000	\$63,000	\$64,000
Wausau, WI	\$4,763,665	63	\$2,358,000	\$35,000	\$92,000
Group I Average	\$3,677,397	58	\$1,888,667	\$42,533	\$72,733

Population Group II Pop. 50,000–99,000 (n=19)	Total Expenditures (Organizations)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Oak Park, IL	\$10,593,448	162	\$6,156,000	\$86,000	\$147,000
Flagstaff, AZ	\$1,776,530	40	\$1,182,000	\$12,000	\$29,000
Niagara Falls, NY	\$6,678,415	140	\$3,787,000	\$79,000	\$300,000
Lodi, CA	\$737,974	9	\$363,000	\$8,000	\$19,000
Missoula, MT	\$2,041,819	39	\$1,200,000	\$32,000	\$34,000
St. Cloud, MN	\$4,018,556	68	\$2,335,000	\$36,000	\$99,000
Janesville, WI	\$584,100	11	\$339,000	\$8,000	\$16,000
Santa Fe, NM	\$71,641,498	977	\$32,270,000	\$208,000	\$839,000
Walnut Creek, CA	\$12,831,635	175	\$7,039,000	\$112,000	\$274,000
Springfield, OH	\$5,925,098	117	\$2,992,000	\$47,000	\$122,000
Bellingham, WA	\$4,793,046	95	\$2,636,000	\$34,000	\$21,000
Asheville, NC	\$14,669,669	323	\$9,931,000	\$95,000	\$371,000
Bloomington, IN	\$35,589,478	719	\$21,165,000	\$170,000	\$761,000
St. Joseph, MO	\$2,372,358	54	\$1,477,000	\$14,000	\$45,000
Lawrence, KS	\$16,944,512	297	\$7,959,000	\$41,000	\$198,000
Chemung Co., NY	\$3,909,160	89	\$2,469,000	\$59,000	\$148,000

Table 7 Continued on Page A34

Continued

Table 7: Direct Economic Impact of Expenditures by Nonprofit Arts Organizations during Fiscal 2000

Continued

Population Group II Pop. 50,000–99,000 (n=19)	Total Expenditures (Organizations)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
New Bedford, MA	\$8,680,164	184	\$5,363,000	\$93,000	\$270,000
Boulder, CO	\$7,864,302	118	\$4,027,000	\$74,000	\$95,000
Steuben Co., NY	\$1,387,765	33	\$963,000	\$14,000	\$64,000
Group II Average	\$11,212,607	192	\$5,981,737	\$64,316	\$202,737

Population Group III Pop. 100,000–249,999 (n=23)	Total Expenditures (Organizations)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Green Bay, WI	\$19,972,955	146	\$5,516,000	\$75,000	\$187,000
Erie, PA	\$6,805,478	103	\$3,596,000	\$70,000	\$131,000
Indian River Co., FL	\$8,870,395	145	\$4,801,000	\$50,000	\$130,000
Fort Collins, CO	\$3,857,978	57	\$1,750,000	\$45,000	\$49,000
Lansing, MI	\$27,896,210	436	\$14,890,000	\$149,000	\$527,000
Alexandria, VA	\$9,015,952	277	\$5,581,000	\$98,000	\$253,000
Pasadena, CA	\$6,015,188	116	\$4,055,000	\$32,000	\$124,000
Tippecanoe Co., IN	\$3,276,299	55	\$1,904,000	\$28,000	\$73,000
Santa Clarita, CA	\$1,340,249	16	\$624,000	\$11,000	\$21,000
Tempe, AZ	\$1,936,076	49	\$1,429,000	\$5,000	\$28,000
Dayton, OH	\$24,505,252	378	\$13,421,000	\$119,000	\$444,000
Worcester, MA	\$30,267,881	436	\$14,885,000	\$183,000	\$616,000
Chandler, AZ	\$1,284,478	14	\$604,000	\$5,000	\$14,000
Boise, ID	\$9,791,498	166	\$5,702,000	\$72,000	\$194,000
Chippewa Valley, WI	\$3,338,139	82	\$2,123,000	\$19,000	\$90,000
Arlington Co., VA	\$34,601,211	694	\$15,730,000	\$1,173,000	\$957,000
St. Tammany Parish, LA	\$8,806,345	222	\$5,821,000	\$44,000	\$137,000
Glendale, CA	\$3,796,566	43	\$2,065,000	\$25,000	\$66,000
Scottsdale, AZ	\$16,696,858	274	\$10,598,000	\$141,000	\$228,000
Madison, WI	\$10,552,995	163	\$6,091,000	\$139,000	\$222,000
Baton Rouge, LA	\$14,900,781	362	\$10,248,000	\$46,000	\$169,000
St. Petersburg, FL	\$31,575,521	398	\$16,564,000	\$293,000	\$272,000
Placer Co., CA	\$1,417,710	25	\$846,000	\$15,000	\$34,000
Group III Average	\$12,196,609	202	\$6,471,478	\$123,348	\$215,913

Table 7 Continued on Page A35

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Table 7: Direct Economic Impact of Expenditures by Nonprofit Arts Organizations during Fiscal 2000

Population Group IV Pop. 250,000–499,999 (n=13)	Total Expenditures (Organizations)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Anchorage, AK	\$10,322,924	121	\$5,833,000	\$232,000	\$190,000
Northampton Co., PA	\$20,891,052	301	\$9,399,000	\$239,000	\$441,000
Newark, NJ	\$44,503,874	698	\$28,564,000	\$306,000	\$694,000
Forsyth Co., NC	\$49,597,940	930	\$32,162,000	\$167,000	\$1,095,000
Lehigh Co., PA	\$11,882,691	194	\$7,075,000	\$92,000	\$214,000
Fox Valley, WI	\$6,059,181	151	\$4,188,000	\$44,000	\$153,000
Western Maricopa Co., AZ	\$2,116,980	32	\$1,198,000	\$13,000	\$25,000
Waukesha Co., WI	\$8,537,648	145	\$4,775,000	\$76,000	\$181,000
Berks Co., PA	\$10,433,259	157	\$5,926,000	\$84,000	\$214,000
Minneapolis, MN	\$171,253,800	1,997	\$89,038,000	\$1,277,000	\$2,861,000
Mesa, AZ	\$10,165,835	155	\$5,847,000	\$34,000	\$123,000
Jefferson Parish, LA	\$3,174,789	66	\$1,981,000	\$18,000	\$40,000
New Orleans, LA	\$41,526,939	722	\$24,697,000	\$263,000	\$543,000
Group IV Average	\$30,035,916	436	\$16,975,615	\$218,846	\$521,077

Population Group V Pop. 500,000–999,999 (n=14)	Total Expenditures (Organizations)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Union Co., NJ	\$19,286,974	305	\$10,268,000	\$189,000	\$270,000
Washington, DC*	\$392,049,011	5,822	\$205,826,000	\$13,721,000	\$0
Milwaukee, WI	\$122,432,691	1,148	\$49,650,000	\$608,000	\$1,611,000
Monmouth Co., NJ	\$5,298,155	79	\$2,948,000	\$129,000	\$95,000
Memphis, TN	\$47,569,652	663	\$26,740,000	\$337,000	\$417,000
Columbus, OH	\$106,549,421	1,451	\$54,149,000	\$853,000	\$1,903,000
Indianapolis, IN	\$148,330,543	1,968	\$80,648,000	\$1,059,000	\$2,601,000
Prince George's Co., MD	\$7,470,770	151	\$5,151,000	\$53,000	\$288,000
Fulton Co., GA	\$137,085,939	1,841	\$79,581,000	\$806,000	\$2,009,000
Montgomery Co., MD	\$17,189,423	702	\$12,366,000	\$122,000	\$723,000
Honolulu Co., HI	\$67,231,607	917	\$39,210,000	\$307,000	\$1,286,000
Westchester Co., NY	\$55,444,112	990	\$32,239,000	\$916,000	\$1,597,000
Detroit, MI	\$248,851,084	3,249	\$125,235,000	\$3,209,000	\$5,452,000
Fairfax Co., VA	\$31,398,864	587	\$13,526,000	\$210,000	\$504,000
Group V Average	\$100,442,018	1,420	\$52,681,214	\$1,608,500	\$1,339,714

*The District of Columbia is subject to local government taxes and fees only; therefore, state taxes do not apply.

Table 7 Continued on Page A36

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Table 7: Direct Economic Impact of Expenditures by Nonprofit Arts Organizations during Fiscal 2000

Population Group VI Pop. > 1,000,000 (n=7)	Total Spending (Organizations)	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Phoenix, AZ	\$87,050,150	1,231	\$47,994,000	\$662,000	\$1,135,000
St. Louis, MO	\$257,591,366	3,650	\$137,055,000	\$1,188,000	\$3,696,000
Northeast Tarrant Co., TX	\$9,921,199	157	\$5,777,000	\$123,000	\$53,000
Broward Co., FL	\$63,565,289	902	\$34,765,000	\$738,000	\$476,000
Miami-Dade Co., FL	\$129,216,099	2,353	\$87,604,000	\$1,515,000	\$834,000
San Diego Co., CA	\$122,861,028	1,670	\$66,945,000	\$1,096,000	\$2,430,000
Harris Co., TX	\$203,118,721	2,585	\$107,337,000	\$1,497,000	\$808,000
Group VI Average	\$124,760,550	1,793	\$69,639,571	\$974,143	\$1,347,429
Average of All Communities	\$35,370,346	519	\$19,082,681	\$405,275	\$493,088

Explanation of Table 8:

Economic Impact Per \$100,000 of Spending by Nonprofit Arts Organizations during Fiscal 2000

This table summarizes the total and direct economic impacts of expenditures made by nonprofit arts organizations in the form of ratios.

Using this chart, a determination can be made of the economic impacts per \$100,000 of spending by nonprofit arts organizations. These ratios are derived by dividing the total and direct economic impact of expenditures by nonprofit arts organizations (found on Tables 6 and 7) by the total expenditures made by responding nonprofit arts 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 impacts. Averages are calculated for each population group and for all 91 communities.

Column One:

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

Column Two:

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

Column Three:

The economic impact ratio for the total amount of revenue that the local government receives per \$100,000.

Column Four:

The economic impact ratio for the total amount of revenue that the state government receives per \$100,000.

Column Five:

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

Column Six:

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

Column Seven:

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

Column Eight:

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

Table 8: Economic Impact Per \$100,000 of Spending by Nonprofit Arts Organizations during Fiscal 2000

Population Group I Pop. < 50,000 (n=15)	Total Impact (per \$100,000 of spending)				Direct Impact (per \$100,000 of spending)			
	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Homer, AK	2.91	\$65,814	\$2,273	\$5,818	2.00	\$55,087	\$455	\$2,182
Sonora, CA	2.93	\$64,443	\$2,807	\$5,490	1.75	\$52,340	\$1,435	\$2,932
Rockland, ME	2.35	\$49,049	\$2,176	\$3,081	0.98	\$37,666	\$729	\$1,152
Ketchikan, AK	2.68	\$72,410	\$3,682	\$5,244	1.79	\$59,914	\$1,450	\$2,789
Grand Haven, MI	2.71	\$62,573	\$1,628	\$5,327	1.23	\$45,852	\$254	\$1,712
Portsmouth, NH	3.19	\$77,421	\$7,070	\$2,166	1.91	\$58,925	\$2,726	\$874
Door Co., WI	3.36	\$61,182	\$3,755	\$5,296	1.84	\$49,404	\$1,245	\$2,628
Fairbanks, AK	2.13	\$50,795	\$2,175	\$4,734	0.90	\$38,171	\$725	\$2,090
Gloucester, MA	3.10	\$79,854	\$4,264	\$6,396	1.94	\$61,635	\$2,326	\$3,101
Juneau, AK	2.98	\$75,102	\$3,616	\$6,185	1.42	\$58,282	\$1,031	\$3,142
Dublin, OH	3.27	\$92,591	\$3,066	\$5,723	1.43	\$59,479	\$818	\$1,840
Dover, DE	4.31	\$91,050	\$1,505	\$5,380	2.87	\$71,353	\$502	\$2,964
Beloit, WI	3.49	\$76,019	\$2,341	\$5,160	2.48	\$61,828	\$478	\$2,676
Minot, ND	2.59	\$54,088	\$3,319	\$3,495	0.83	\$39,454	\$1,584	\$1,609
Wausau, WI	2.81	\$67,490	\$3,128	\$4,618	1.32	\$49,500	\$735	\$1,931
Group I Average	2.99	\$69,325	\$3,120	\$4,941	1.65	\$53,259	\$1,099	\$2,241
Group I Standard Deviation	0.52	\$13,135	\$1,362	\$1,176	0.57	\$9,859	\$708	\$717
Group I % Error of Mean	17.4%	18.9%	43.6%	23.8%	34.9%	18.5%	64.4%	32.0%

Population Group II Pop. 50,000–99,000 (n=19)	Total Impact (per \$100,000 of spending)				Direct Impact (per \$100,000 of spending)			
	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Oak Park, IL	2.81	\$88,659	\$4,021	\$4,739	1.53	\$58,111	\$812	\$1,388
Flagstaff, AZ	3.49	\$82,802	\$3,321	\$4,165	2.25	\$66,534	\$675	\$1,632
Niagara Falls, NY	3.76	\$70,241	\$2,755	\$8,909	2.10	\$56,705	\$1,183	\$4,492
Lodi, CA	2.85	\$66,127	\$2,981	\$5,827	1.22	\$49,189	\$1,084	\$2,575
Missoula, MT	4.16	\$82,475	\$4,457	\$3,575	1.91	\$58,771	\$1,567	\$1,665
St. Cloud, MN	3.63	\$80,278	\$2,737	\$6,022	1.69	\$58,105	\$896	\$2,464
Janesville, WI	3.42	\$72,590	\$3,253	\$5,479	1.88	\$58,038	\$1,370	\$2,739
Santa Fe, NM	2.73	\$61,960	\$1,739	\$3,411	1.36	\$45,044	\$290	\$1,171
Walnut Creek, CA	2.40	\$72,228	\$2,930	\$5,011	1.36	\$54,857	\$873	\$2,135
Springfield, OH	3.16	\$61,687	\$1,924	\$3,899	1.97	\$50,497	\$793	\$2,059
Bellingham, WA	3.34	\$72,939	\$2,358	\$2,316	1.98	\$54,996	\$709	\$438
Asheville, NC	3.73	\$90,650	\$2,290	\$5,637	2.20	\$67,698	\$648	\$2,529
Bloomington, IN	3.51	\$77,663	\$2,419	\$5,016	2.02	\$59,470	\$478	\$2,138

Table 8 Continued on Page A39

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Table 8: Economic Impact Per \$100,000 of Spending by Nonprofit Arts Organizations during Fiscal 2000

Continued Population Group II Pop. 50,000–99,000 (n=19)	Total Impact (per \$100,000 of spending)				Direct Impact (per \$100,000 of spending)			
	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
St. Joseph, MO	3.75	\$80,595	\$2,698	\$4,173	2.28	\$62,259	\$590	\$1,897
Lawrence, KS	3.44	\$63,389	\$2,119	\$3,382	1.75	\$46,971	\$242	\$1,169
Chemung Co., NY	3.91	\$82,166	\$3,402	\$8,211	2.28	\$63,159	\$1,509	\$3,786
New Bedford, MA	3.55	\$80,782	\$3,041	\$6,786	2.12	\$61,785	\$1,071	\$3,111
Boulder, CO	2.72	\$69,568	\$2,721	\$2,848	1.50	\$51,206	\$941	\$1,208
Steuben Co., NY	3.53	\$82,002	\$2,810	\$8,791	2.38	\$69,392	\$1,009	\$4,612
Group II Average	3.36	\$75,726	\$2,841	\$5,168	1.88	\$57,515	\$881	\$2,274
Group II Standard Deviation	0.47	\$8,721	\$672	\$1,924	0.35	\$6,848	\$368	\$1,118
Group II % Error of Mean	13.9%	11.5%	23.7%	37.2%	18.7%	11.9%	41.8%	49.2%

Population Group III Pop. 100,000–249,999 (n=23)	Total Impact (per \$100,000 of spending)				Direct Impact (per \$100,000 of spending)			
	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Green Bay, WI	1.66	\$39,594	\$1,452	\$2,599	0.73	\$27,617	\$376	\$936
Erie, PA	3.54	\$71,678	\$2,733	\$4,878	1.51	\$52,840	\$1,029	\$1,925
Indian River Co., FL	2.60	\$66,288	\$2,334	\$3,145	1.63	\$54,124	\$564	\$1,466
Fort Collins, CO	2.80	\$59,176	\$3,214	\$2,670	1.48	\$45,361	\$1,166	\$1,270
Lansing, MI	3.18	\$75,408	\$2,481	\$5,123	1.56	\$53,376	\$534	\$1,889
Alexandria, VA	3.67	\$80,114	\$3,405	\$5,912	3.07	\$61,901	\$1,087	\$2,806
Pasadena, CA	3.26	\$98,451	\$3,425	\$5,702	1.93	\$67,413	\$532	\$2,061
Tiptecanoe Co., IN	3.51	\$77,252	\$2,625	\$5,219	1.68	\$58,114	\$855	\$2,228
Santa Clarita, CA	2.31	\$70,882	\$3,059	\$4,477	1.19	\$46,559	\$821	\$1,567
Tempe, AZ	3.82	\$102,165	\$3,099	\$4,649	2.53	\$73,809	\$258	\$1,446
Dayton, OH	3.14	\$78,885	\$2,359	\$4,754	1.54	\$54,768	\$486	\$1,812
Worcester, MA	2.66	\$68,089	\$2,425	\$5,108	1.44	\$49,178	\$605	\$2,035
Chandler, AZ	2.72	\$71,391	\$2,725	\$3,815	1.09	\$47,023	\$389	\$1,090
Boise, ID	3.26	\$80,611	\$2,717	\$5,188	1.70	\$58,234	\$735	\$1,981
Chippewa Valley, WI	3.80	\$75,911	\$2,996	\$5,572	2.46	\$63,598	\$569	\$2,696
Arlington Co., VA	2.37	\$56,949	\$5,193	\$4,789	2.01	\$45,461	\$3,390	\$2,766
St. Tammany Parish, LA	3.61	\$80,351	\$1,431	\$3,452	2.52	\$66,100	\$500	\$1,556
Glendale, CA	2.69	\$83,180	\$3,266	\$5,347	1.13	\$54,391	\$658	\$1,738
Scottsdale, AZ	3.57	\$94,125	\$3,785	\$4,857	1.64	\$63,473	\$844	\$1,366

Table 8 Continued on Page A40

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Table 8: Economic Impact Per \$100,000 of Spending by Nonprofit Arts Organizations during Fiscal 2000

Continued Population Group III Pop. 100,000–249,999 (n=23)	Total Impact (per \$100,000 of spending)				Direct Impact (per \$100,000 of spending)			
	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Madison, WI	3.55	\$85,805	\$5,202	\$5,837	1.54	\$57,718	\$1,317	\$2,104
Baton Rouge, LA	4.16	\$97,639	\$3,080	\$3,664	2.43	\$68,775	\$309	\$1,134
St. Petersburg, FL	3.04	\$74,922	\$3,224	\$2,882	1.26	\$52,458	\$928	\$861
Placer Co., CA	3.10	\$76,743	\$3,315	\$5,784	1.76	\$59,674	\$1,058	\$2,398
Group III Average	3.13	\$76,766	\$3,024	\$4,584	1.73	\$55,738	\$826	\$1,788
Group III Standard Deviation	0.59	\$14,115	\$894	\$1,054	0.56	\$9,928	\$629	\$562
Group III % Error of Mean	18.8%	18.4%	29.6%	23.0%	32.1%	17.8%	76.1%	31.4%

Population Group IV Pop. 250,000–499,999 (n=13)	Total Impact (per \$100,000 of spending)				Direct Impact (per \$100,000 of spending)			
	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Anchorage, AK	2.33	\$77,449	\$4,146	\$4,844	1.17	\$56,505	\$2,247	\$1,841
Northampton Co., PA	2.58	\$58,992	\$2,623	\$4,409	1.44	\$44,991	\$1,144	\$2,111
Newark, NJ	2.71	\$90,913	\$3,517	\$4,103	1.57	\$64,183	\$688	\$1,559
Forsyth Co., NC	3.53	\$91,330	\$2,155	\$5,414	1.88	\$64,845	\$337	\$2,208
Lehigh Co., PA	3.29	\$82,961	\$2,802	\$4,788	1.63	\$59,540	\$774	\$1,801
Fox Valley, WI	4.22	\$95,244	\$3,202	\$5,925	2.49	\$69,118	\$726	\$2,525
Western Maricopa Co., AZ	3.16	\$84,649	\$3,212	\$4,393	1.51	\$56,590	\$614	\$1,181
Waukesha Co., WI	3.16	\$77,047	\$3,842	\$5,060	1.70	\$55,929	\$890	\$2,120
Berks Co., PA	3.05	\$76,199	\$2,665	\$5,070	1.50	\$56,799	\$805	\$2,051
Minneapolis, MN	3.08	\$87,004	\$3,114	\$6,000	1.17	\$51,992	\$746	\$1,671
Mesa, AZ	3.26	\$87,027	\$3,040	\$4,574	1.52	\$57,516	\$334	\$1,210
Jefferson Parish, LA	3.84	\$87,439	\$1,984	\$3,654	2.08	\$62,398	\$567	\$1,260
New Orleans, LA	3.26	\$82,077	\$2,733	\$3,393	1.74	\$59,472	\$633	\$1,308
Group IV Average	3.19	\$82,949	\$3,003	\$4,740	1.65	\$58,452	\$808	\$1,757
Group IV Standard Deviation	0.50	\$9,248	\$612	\$781	0.36	\$6,093	\$482	\$435
Group IV % Error of Mean	15.7%	11.1%	20.4%	16.5%	21.6%	10.4%	59.7%	24.8%

Population Group V Pop. 500,000–999,999 (n=14)	Total Impact (per \$100,000 of spending)				Direct Impact (per \$100,000 of spending)			
	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Union Co., NJ	2.36	\$69,321	\$3,396	\$3,355	1.58	\$53,238	\$980	\$1,400
Washington, DC	2.03	\$72,800	\$9,700	\$0	1.49	\$52,500	\$3,500	\$0
Milwaukee, WI	2.34	\$64,912	\$3,181	\$4,420	0.94	\$40,553	\$497	\$1,316
Monmouth County, NJ	2.55	\$72,761	\$5,153	\$4,115	1.49	\$55,642	\$2,435	\$1,793
Memphis, TN	3.51	\$84,215	\$2,579	\$3,527	1.39	\$56,212	\$708	\$877

Table 8 Continued on Page A41

Continued

Table 8: Economic Impact Per \$100,000 of Spending by Nonprofit Arts Organizations during Fiscal 2000

<i>Continued</i> Population Group V Pop. 500,000–999,999 (n=14)	Total Impact (per \$100,000 of spending)				Direct Impact (per \$100,000 of spending)			
	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Columbus, OH	3.09	\$79,852	\$2,994	\$5,109	1.36	\$50,821	\$801	\$1,786
Indianapolis, IN	3.16	\$88,694	\$3,707	\$5,929	1.33	\$54,370	\$714	\$1,754
Prince George's Co., MD	2.72	\$86,859	\$2,838	\$7,777	2.02	\$68,949	\$709	\$3,855
Fulton Co., GA	2.99	\$92,929	\$3,277	\$4,758	1.34	\$58,052	\$588	\$1,466
Montgomery Co., MD	4.75	\$92,190	\$3,194	\$8,610	4.08	\$71,940	\$710	\$4,206
Honolulu Co., HI	2.85	\$82,131	\$1,999	\$4,861	1.36	\$58,321	\$457	\$1,913
Westchester Co., NY	3.06	\$78,387	\$5,721	\$6,877	1.79	\$58,147	\$1,652	\$2,880
Detroit, MI	2.44	\$69,559	\$3,060	\$5,308	1.31	\$50,325	\$1,290	\$2,191
Fairfax Co., VA	2.27	\$55,811	\$2,274	\$3,911	1.87	\$43,078	\$669	\$1,605
Group V Average	2.87	\$77,887	\$3,791	\$4,897	1.67	\$55,153	\$1,122	\$1,931
Group V Standard Deviation	0.68	\$10,887	\$1,975	\$2,100	0.75	\$8,381	\$869	\$1,100
Group V % Error of Mean	23.8%	14.0%	52.1%	42.9%	44.7%	15.2%	77.4%	57.0%

Population Group VI Pop. > 1,000,000 (n=7)	Total Impact (per \$100,000 of spending)				Direct Impact (per \$100,000 of spending)			
	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Phoenix, AZ	3.14	\$82,466	\$3,389	\$4,414	1.41	\$55,134	\$760	\$1,304
St. Louis, MO	3.05	\$79,966	\$2,566	\$4,390	1.42	\$53,206	\$461	\$1,435
Northeast Tarrant Co., TX	3.69	\$83,135	\$4,102	\$2,530	1.58	\$58,229	\$1,240	\$534
Broward Co., FL	2.90	\$78,474	\$3,931	\$2,890	1.42	\$54,692	\$1,161	\$749
Miami-Dade Co., FL	3.57	\$101,093	\$4,831	\$3,187	1.82	\$67,797	\$1,172	\$645
San Diego Co., CA	2.82	\$77,807	\$3,385	\$5,526	1.36	\$54,488	\$892	\$1,978
Harris Co., TX	2.66	\$76,670	\$3,572	\$2,122	1.27	\$52,844	\$737	\$398
Group VI Average	3.12	\$82,802	\$3,682	\$3,580	1.47	\$56,627	\$918	\$1,006
Group VI Standard Deviation	0.38	\$8,408	\$706	\$1,224	0.18	\$5,226	\$287	\$578
Group VI % Error of Mean	12.3%	10.2%	19.2%	34.2%	12.3%	9.2%	31.3%	57.5%

Average of All Communities	3.12	\$76,842	\$3,167	\$4,758	1.71	\$56,067	\$933	\$1,922
Standard Deviation	0.55	\$11,916	\$1,155	\$1,485	0.51	\$8,263	\$603	\$864
% Error of Mean	17.7%	15.5%	36.5%	31.2%	30.1%	14.7%	64.6%	45.0%

Explanation of Table 9:

Total Itemized Nonprofit Arts Organization Expenditures Per Community during Fiscal 2000

This table presents the total itemized expenditures made by responding nonprofit arts organizations in each participating community during fiscal 2000. Averages are calculated for each population group and for all 91 communities. Additionally, each expenditure category is represented as a percentage of the total organizational expenditures.

Column One:

The total staff/employee expenses paid by responding nonprofit arts organizations during fiscal 2000, including payroll, payroll taxes, fringe benefits, and costs for full-time contractors.

Column Two:

The total overhead/administrative expenses paid by responding nonprofit arts organizations during fiscal 2000, including marketing and advertising costs, supplies purchases, and travel.

Column Three:

The total facility expenses paid by responding nonprofit arts organizations during fiscal 2000, including rental or lease costs, mortgage expenses, property taxes, and utilities.

Column Four:

The total fees paid to/for artists from within the community by responding nonprofit arts organizations during fiscal 2000, including wages, taxes, and fringe benefits.

Column Five:

The total fees paid to/for artists from outside the community by responding nonprofit arts organizations during fiscal 2000, including wages, taxes, and fringe benefits.

Column Six:

The total operating expenditures made by responding nonprofit arts organizations during fiscal 2000. This figure is the sum of columns one through five.

Column Seven:

The total asset acquisition of responding nonprofit arts organizations during fiscal 2000. Asset acquisition includes purchases of equipment, real estate, and art.

Column Eight:

The total organizational expenditures made by responding nonprofit arts organizations during fiscal 2000. This figure is the sum of operating costs (column six) and asset acquisition (column seven).

Table 9: Total Itemized Nonprofit Arts Organization Expenditures Per Community during Fiscal 2000

Population Group I Pop. < 50,000 (n=15)	Staff/Employee Expenses	Ovehead/ Administrative Expenses	Facility Expenses	Payments to Local Artists	Payments to Non-Local Artists	Operating Expenditures	Asset Acquisition	Organizational Expenditures
Homer, AK	\$565,348	\$132,348	\$37,172	\$15,527	\$20,780	\$771,175	\$328,894	\$1,100,069
Sonora, CA	\$618,792	\$456,810	\$142,906	\$181,136	\$189,829	\$1,589,473	\$13,494	\$1,602,967
Rockland, ME	\$1,890,120	\$2,785,522	\$478,203	\$0	\$265,903	\$5,419,748	\$3,083,935	\$8,503,683
Ketchikan, AK	\$552,411	\$179,442	\$124,459	\$16,567	\$19,967	\$892,846	\$3,436	\$896,282
Grand Haven, MI	\$1,343,552	\$490,476	\$177,656	\$4,345	\$7,040	\$2,023,069	\$2,707,379	\$4,730,448
Portsmouth, NH	\$4,074,803	\$2,353,155	\$780,276	\$383,915	\$350,965	\$7,943,114	\$642,439	\$8,585,553
Door Co., WI	\$1,774,357	\$1,740,386	\$324,561	\$259,405	\$806,567	\$4,905,276	\$155,046	\$5,060,322
Fairbanks, AK	\$518,429	\$902,052	\$60,051	\$208,195	\$656,010	\$2,344,737	\$0	\$2,344,737
Gloucester, MA	\$174,275	\$134,094	\$81,130	\$91,150	\$18,700	\$499,349	\$16,590	\$515,939
Juneau, AK	\$2,313,689	\$3,165,685	\$308,345	\$170,829	\$85,985	\$6,044,533	\$67,171	\$6,111,704
Dublin, OH	\$137,236	\$240,400	\$18,102	\$65,676	\$22,073	\$483,487	\$5,761	\$489,248
Dover, DE	\$2,859,719	\$884,452	\$366,521	\$113,141	\$48,429	\$4,272,262	\$114,362	\$4,386,624
Beloit, WI	\$1,421,781	\$486,866	\$83,984	\$86,607	\$4,569	\$2,083,807	\$9,088	\$2,092,895
Minot, ND	\$447,053	\$1,805,096	\$529,013	\$499,500	\$388,536	\$3,669,198	\$307,619	\$3,976,817
Wausau, WI	\$1,891,594	\$1,351,888	\$477,338	\$59,257	\$715,947	\$4,496,024	\$267,641	\$4,763,665
Group I Average	\$1,372,211	\$1,140,578	\$265,981	\$143,683	\$240,087	\$3,162,540	\$514,857	\$3,677,397
% of Group I Total	37.3%	31.0%	7.2%	3.9%	6.5%	86.0%	14.0%	100.0%

Population Group II Pop. 50,000–99,000 (n=19)	Staff/Employee Expenses	Ovehead/ Administrative Expenses	Facility Expenses	Payments to Local Artists	Payments to Non-Local Artists	Operating Expenditures	Asset Acquisition	Organizational Expenditures
Oak Park, IL	\$5,259,994	\$2,692,633	\$915,147	\$320,669	\$477,064	\$9,665,507	\$927,941	\$10,593,448
Flagstaff, AZ	\$1,177,191	\$461,815	\$69,078	\$18,910	\$28,982	\$1,755,976	\$20,554	\$1,776,530
Niagara Falls, NY	\$2,972,787	\$2,886,824	\$418,345	\$106,006	\$60,480	\$6,444,442	\$233,973	\$6,678,415
Lodi, CA	\$223,588	\$353,925	\$62,719	\$23,001	\$65,339	\$728,572	\$9,402	\$737,974
Missoula, MT	\$763,974	\$764,351	\$235,709	\$171,508	\$34,246	\$1,969,788	\$72,031	\$2,041,819
St. Cloud, MN	\$1,462,640	\$1,282,680	\$566,756	\$451,283	\$206,277	\$3,969,636	\$48,920	\$4,018,556
Janesville, WI	\$273,804	\$196,458	\$41,365	\$9,993	\$44,077	\$565,697	\$18,403	\$584,100
Santa Fe, NM	\$22,746,033	\$14,152,887	\$2,489,105	\$3,417,620	\$1,054,768	\$43,860,413	\$27,781,085	\$71,641,498
Walnut Creek, CA	\$5,214,286	\$4,262,407	\$957,707	\$953,603	\$1,261,473	\$12,649,476	\$182,159	\$12,831,635
Springfield, OH	\$2,609,661	\$1,441,460	\$520,955	\$187,210	\$752,116	\$5,511,402	\$413,696	\$5,925,098
Bellingham, WA	\$1,845,910	\$1,293,160	\$231,771	\$182,000	\$565,272	\$4,118,113	\$674,933	\$4,793,046
Asheville, NC	\$5,443,893	\$3,188,753	\$1,127,211	\$3,569,915	\$855,576	\$14,185,348	\$484,321	\$14,669,669
Bloomington, IN	\$22,734,396	\$9,703,396	\$1,168,506	\$384,530	\$1,159,281	\$35,150,109	\$439,369	\$35,589,478
St. Joseph, MO	\$1,203,487	\$551,759	\$112,210	\$120,798	\$95,185	\$2,083,439	\$288,919	\$2,372,358
Lawrence, KS	\$5,217,821	\$1,937,722	\$501,781	\$1,154,819	\$6,300	\$8,818,443	\$8,126,069	\$16,944,512
Chemung Co., NY	\$2,208,829	\$1,006,760	\$430,411	\$174,566	\$20,784	\$3,841,350	\$67,810	\$3,909,160

Table 9 Continued on Page A44

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Table 9: Total Itemized Nonprofit Arts Organization Expenditures Per Community during Fiscal 2000

Continued

Population Group II Pop. 50,000–99,000 (n=19)	Staff/Employee Expenses	Ovehead/ Administrative Expenses	Facility Expenses	Payments to Local Artists	Payments to Non-Local Artists	Operating Expenditures	Asset Acquisition	Organizational Expenditures
New Bedford, MA	\$4,522,679	\$2,450,562	\$613,592	\$208,161	\$231,303	\$8,026,297	\$653,867	\$8,680,164
Boulder, CO	\$2,599,796	\$2,043,677	\$465,903	\$692,392	\$695,183	\$6,496,951	\$1,367,351	\$7,864,302
Steuben Co., NY	\$430,900	\$383,688	\$105,991	\$424,453	\$39,754	\$1,384,786	\$2,979	\$1,387,765
Group II Average	\$4,679,562	\$2,687,101	\$580,751	\$661,655	\$402,814	\$9,011,881	\$2,200,725	\$11,212,607
% of Group II Total	41.7%	24.0%	5.2%	5.9%	3.6%	80.4%	19.6%	100.0%

Population Group III Pop. 100,000–249,999 (n=23)	Staff/Employee Expenses	Ovehead/ Administrative Expenses	Facility Expenses	Payments to Local Artists	Payments to Non-Local Artists	Operating Expenditures	Asset Acquisition	Organizational Expenditures
Green Bay, WI	\$3,512,526	\$4,626,476	\$498,415	\$443,991	\$10,502,189	\$19,583,597	\$389,358	\$19,972,955
Erie, PA	\$1,876,026	\$2,520,949	\$577,757	\$885,275	\$267,589	\$6,127,596	\$677,882	\$6,805,478
Indian River Co., FL	\$4,535,065	\$2,848,449	\$1,047,543	\$407,570	\$21,618	\$8,860,245	\$10,150	\$8,870,395
Fort Collins, CO	\$1,223,920	\$1,127,769	\$266,556	\$279,633	\$865,487	\$3,763,365	\$94,613	\$3,857,978
Lansing, MI	\$11,375,464	\$9,033,372	\$2,161,921	\$1,446,844	\$3,487,912	\$27,505,513	\$390,697	\$27,896,210
Alexandria, VA	\$4,292,339	\$2,998,203	\$749,957	\$895,483	\$27,774	\$8,963,756	\$52,196	\$9,015,952
Pasadena, CA	\$2,329,028	\$1,874,960	\$226,254	\$1,363,250	\$34,186	\$5,827,678	\$187,510	\$6,015,188
Tippecanoe Co., IN	\$1,187,282	\$1,370,149	\$305,286	\$271,390	\$110,031	\$3,244,138	\$32,161	\$3,276,299
Santa Clarita, CA	\$551,371	\$224,694	\$138,023	\$15,323	\$1,000	\$930,411	\$409,838	\$1,340,249
Tempe, AZ	\$1,086,429	\$347,584	\$22,175	\$365,318	\$110,136	\$1,931,642	\$4,434	\$1,936,076
Dayton, OH	\$8,084,225	\$5,871,969	\$1,260,326	\$3,571,775	\$968,920	\$19,757,215	\$4,748,037	\$24,505,252
Worcester, MA	\$12,196,294	\$6,320,268	\$1,442,444	\$521,830	\$625,048	\$21,105,884	\$9,161,997	\$30,267,881
Chandler, AZ	\$412,556	\$496,179	\$1,005	\$28,318	\$249,983	\$1,188,041	\$96,437	\$1,284,478
Boise, ID	\$3,308,544	\$3,049,240	\$783,126	\$1,670,288	\$574,193	\$9,385,391	\$406,107	\$9,791,498
Chippewa Valley, WI	\$1,665,396	\$601,398	\$532,509	\$328,671	\$102,396	\$3,230,370	\$107,769	\$3,338,139
Arlington Co., VA	\$12,072,376	\$14,195,337	\$5,770,432	\$1,267,250	\$782,723	\$34,088,118	\$513,093	\$34,601,211
St. Tammany Parish, LA	\$5,923,609	\$1,774,228	\$566,674	\$73,718	\$45,299	\$8,383,528	\$422,817	\$8,806,345
Glendale, CA	\$497,725	\$2,216,223	\$116,972	\$953,196	\$0	\$3,784,116	\$12,450	\$3,796,566
Scottsdale, AZ	\$5,650,987	\$6,845,894	\$763,832	\$2,473,768	\$250	\$15,734,731	\$962,127	\$16,696,858
Madison, WI	\$4,065,491	\$3,869,342	\$813,871	\$1,011,246	\$258,120	\$10,018,070	\$534,925	\$10,552,995
Baton Rouge, LA	\$5,386,920	\$3,751,605	\$533,107	\$3,482,977	\$174,955	\$13,329,564	\$1,571,217	\$14,900,781
St. Petersburg, FL	\$8,112,525	\$13,251,339	\$1,524,692	\$4,050,678	\$2,163,751	\$29,102,985	\$2,472,536	\$31,575,521
Placer Co., CA	\$420,710	\$419,073	\$107,120	\$242,564	\$89,818	\$1,279,285	\$138,425	\$1,417,710
Group III Average	\$4,337,687	\$3,897,161	\$878,696	\$1,132,624	\$933,190	\$11,179,358	\$1,017,251	\$12,196,609
% of Group III Total	35.6%	32.0%	7.2%	9.3%	7.7%	91.7%	8.3%	100.0%

Table 9 Continued on Page A45

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Table 9: Total Itemized Nonprofit Arts Organization Expenditures Per Community during Fiscal 2000

Population Group IV Pop. 250,000–499,999 (n=13)	Staff/Employee Expenses	Overhead/ Administrative Expenses	Facility Expenses	Payments to Local Artists	Payments to Non-Local Artists	Operating Expenditures	Asset Acquisition	Organizational Expenditures
Anchorage, AK	\$4,578,176	\$3,488,160	\$1,191,797	\$536,170	\$354,164	\$10,148,467	\$174,457	\$10,322,924
Northampton Co., PA	\$6,749,794	\$7,426,389	\$1,268,064	\$809,493	\$3,234,122	\$19,487,862	\$1,403,190	\$20,891,052
Newark, NJ	\$20,480,544	\$10,212,183	\$4,923,401	\$5,467,045	\$75,039	\$41,158,212	\$3,345,662	\$44,503,874
Forsyth Co., NC	\$27,074,943	\$12,576,722	\$3,029,551	\$3,272,849	\$269,182	\$46,223,247	\$3,374,693	\$49,597,940
Lehigh Co., PA	\$4,436,564	\$3,876,982	\$804,523	\$1,418,948	\$469,394	\$11,006,411	\$876,280	\$11,882,691
Fox Valley, WI	\$3,481,428	\$1,655,600	\$199,072	\$185,264	\$267,356	\$5,788,720	\$270,461	\$6,059,181
Western Maricopa Co., AZ	\$550,050	\$482,612	\$132,839	\$378,968	\$206,716	\$1,751,185	\$365,795	\$2,116,980
Waukesha Co., WI	\$4,064,233	\$3,461,132	\$238,847	\$408,942	\$28,049	\$8,201,203	\$336,445	\$8,537,648
Berks Co., PA	\$4,093,495	\$3,403,059	\$1,843,877	\$65,638	\$532,382	\$9,938,451	\$494,808	\$10,433,259
Minneapolis, MN	\$47,970,509	\$73,725,661	\$6,694,230	\$17,014,864	\$10,056,021	\$155,461,285	\$15,792,515	\$171,253,800
Mesa, AZ	\$4,034,131	\$2,105,156	\$397,941	\$806,413	\$135,993	\$7,479,634	\$2,686,201	\$10,165,835
Jefferson Parish, LA	\$1,180,421	\$1,281,855	\$100,712	\$454,596	\$27,733	\$3,045,317	\$129,472	\$3,174,789
New Orleans, LA	\$16,367,821	\$16,523,522	\$2,929,995	\$4,287,287	\$557,535	\$40,666,160	\$860,779	\$41,526,939
Group IV Average	\$11,158,624	\$10,786,079	\$1,827,296	\$2,700,498	\$1,247,207	\$27,719,704	\$2,316,212	\$30,035,916
% of Group IV Total	37.2%	35.9%	6.1%	9.0%	4.2%	92.3%	7.7%	100.0%

Population Group V Pop. 500,000–999,999 (n=14)	Staff/Employee Expenses	Overhead/ Administrative Expenses	Facility Expenses	Payments to Local Artists	Payments to Non-Local Artists	Operating Expenditures	Asset Acquisition	Organizational Expenditures
Union Co., NJ	\$12,469,081	\$3,328,316	\$1,661,228	\$1,260,027	\$301,357	\$19,020,009	\$266,965	\$19,286,974
Washington, DC	\$138,044,808	\$147,177,512	\$38,188,224	\$31,796,508	\$19,861,792	\$375,068,844	\$16,980,167	\$392,049,011
Milwaukee, WI	\$32,711,034	\$22,212,162	\$4,229,046	\$4,046,524	\$3,281,849	\$66,480,615	\$55,952,076	\$122,432,691
Monmouth Co., NJ	\$2,274,266	\$1,605,840	\$598,521	\$210,024	\$576,545	\$5,265,196	\$32,959	\$5,298,155
Memphis, TN	\$13,032,931	\$20,221,246	\$2,167,954	\$7,382,826	\$735,435	\$43,540,392	\$4,029,260	\$47,569,652
Columbus, OH	\$34,619,710	\$37,788,598	\$7,676,126	\$11,343,575	\$9,117,759	\$100,545,768	\$6,003,653	\$106,549,421
Indianapolis, IN	\$53,933,470	\$40,835,560	\$14,692,207	\$10,852,218	\$3,642,232	\$123,955,687	\$24,374,856	\$148,330,543
Prince George's Co., MD	\$3,447,476	\$2,085,963	\$122,992	\$1,139,035	\$510,650	\$7,306,116	\$164,654	\$7,470,770
Fulton Co., GA	\$54,359,412	\$52,684,487	\$11,585,201	\$8,213,306	\$4,090,916	\$130,933,322	\$6,152,617	\$137,085,939
Montgomery Co., MD	\$6,348,968	\$5,526,824	\$799,128	\$4,138,103	\$21,050	\$16,834,073	\$355,350	\$17,189,423
Honolulu Co., HI	\$32,353,949	\$23,200,973	\$4,890,192	\$1,613,182	\$1,436,939	\$63,495,235	\$3,736,372	\$67,231,607
Westchester Co., NY	\$19,053,202	\$14,793,539	\$2,682,252	\$6,298,316	\$2,170,140	\$44,997,449	\$10,446,663	\$55,444,112
Detroit, MI	\$95,930,408	\$60,866,495	\$36,121,599	\$10,330,547	\$6,652,295	\$209,901,344	\$38,949,740	\$248,851,084
Fairfax Co., VA	\$9,167,622	\$10,208,072	\$1,429,331	\$1,132,491	\$8,752,517	\$30,690,033	\$708,831	\$31,398,864
Group V Average	\$36,267,596	\$31,609,685	\$9,060,286	\$7,125,477	\$4,367,963	\$88,431,006	\$12,011,012	\$100,442,018
% of Group V Total	36.1%	31.5%	9.0%	7.1%	4.3%	88.0%	12.0%	100.0%

Table 9 Continued on Page A46

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Table 9: Total Itemized Nonprofit Arts Organization Expenditures Per Community during Fiscal 2000

Population Group VI Pop. > 1,000,000 (n=7)	Staff/Employee Expenses	Overhead/ Administrative Expenses	Facility Expenses	Payments to Local Artists	Payments to Non-Local Artists	Operating Expenditures	Asset Acquisition	Organizational Expenditures
Phoenix, AZ	\$39,648,070	\$33,425,192	\$3,797,940	\$2,193,720	\$2,868,510	\$81,933,432	\$5,116,718	\$87,050,150
St. Louis, MO	\$81,327,530	\$64,377,798	\$19,267,062	\$25,876,254	\$5,987,368	\$196,836,012	\$60,755,354	\$257,591,366
Northeast Tarrant Co., TX	\$2,461,874	\$4,870,185	\$377,408	\$1,665,618	\$487,435	\$9,862,520	\$58,679	\$9,921,199
Broward Co., FL	\$25,061,651	\$24,218,710	\$2,400,910	\$3,263,472	\$8,274,501	\$63,219,244	\$346,045	\$63,565,289
Miami-Dade Co., FL	\$56,789,365	\$53,164,933	\$8,449,155	\$10,812,646	\$0	\$129,216,099	\$0	\$129,216,099
San Diego Co., CA	\$41,384,407	\$46,336,841	\$8,413,661	\$10,130,402	\$6,640,763	\$112,906,074	\$9,954,954	\$122,861,028
Harris Co., TX	\$66,766,487	\$59,424,084	\$8,260,493	\$15,032,486	\$8,570,744	\$158,054,294	\$45,064,427	\$203,118,721
Group VI Average	\$44,777,055	\$40,831,106	\$7,280,947	\$9,853,514	\$4,689,903	\$107,432,525	\$17,328,025	\$124,760,550
% of Group VI Total	35.9%	32.7%	5.8%	7.9%	3.8%	86.1%	13.9%	100.0%
Average of All Communities	\$12,917,686	\$11,278,798	\$2,602,192	\$2,688,075	\$1,570,468	\$31,057,220	\$4,313,126	\$35,370,346
% of Total Expenditures	36.5%	31.9%	7.4%	7.6%	4.4%	87.8%	12.2%	100.0%

Explanation of Table 10:

Average Itemized Nonprofit Arts Organization Expenditures Per Community during Fiscal 2000

This table presents the average itemized expenditures made by responding nonprofit arts organizations in each participating community during fiscal 2000.

Averages are calculated for each population group and for all 91 communities. The averages on this table are calculated per participating community. The averages for Table 11, on the other hand, are calculated per responding nonprofit arts organization. Additionally, each expenditure category in Table 10 is represented as a percentage of the average total organizational expenditures.

Column One:

The average staff/employee expenses paid by responding nonprofit arts organizations during fiscal 2000, including payroll, payroll taxes, fringe benefits, and costs for full-time contractors.

Column Two:

The average overhead/administrative expenses paid by responding nonprofit arts organizations during fiscal 2000, including marketing and advertising costs, supplies purchases, and travel.

Column Three:

The average facility expenses paid by responding nonprofit arts organizations during fiscal 2000, including rental or lease costs, mortgage expenses, property taxes, and utilities.

Column Four:

The average fees paid to/for artists from within the community by responding nonprofit arts organizations during fiscal 2000, including wages, taxes, and fringe benefits.

Column Five:

The average fees paid to/for artists from outside the community by responding nonprofit arts organizations during fiscal 2000, including wages, taxes, and fringe benefits.

Column Six:

The average operating expenditures made by responding nonprofit arts organizations during fiscal 2000. This figure is the sum of columns one through five.

Column Seven:

The average asset acquisition of responding nonprofit arts organizations during fiscal 2000. Asset acquisition includes purchases of equipment, real estate, and art.

Column Eight:

The average organizational expenditures made by responding nonprofit arts organizations during fiscal 2000. This figure is the sum of average operating costs (column six) and average asset acquisition (column seven).

Table 10: Average Itemized Nonprofit Arts Organization Expenditures Per Community during Fiscal 2000

Population Group I Pop. < 50,000 (n=15)	Staff/Employee Expenses	Ovehead/ Administrative Expenses	Facility Expenses	Payments to Local Artists	Payments to Non-Local Artists	Operating Expenditures	Asset Acquisition	Organizational Expenditures
Homer, AK	\$141,337	\$33,087	\$9,293	\$3,882	\$5,195	\$192,794	\$82,224	\$275,017
Sonora, CA	\$123,758	\$91,362	\$28,581	\$36,227	\$37,966	\$317,895	\$2,699	\$320,593
Rockland, ME	\$315,020	\$464,254	\$79,701	\$0	\$44,317	\$903,291	\$513,989	\$1,417,281
Ketchikan, AK	\$184,137	\$59,814	\$41,486	\$5,522	\$6,656	\$297,615	\$1,145	\$298,761
Grand Haven, MI	\$167,944	\$61,310	\$22,207	\$543	\$880	\$252,884	\$338,422	\$591,306
Portsmouth, NH	\$169,783	\$98,048	\$32,512	\$15,996	\$14,624	\$330,963	\$26,768	\$357,731
Door Co., WI	\$84,493	\$82,876	\$15,455	\$12,353	\$38,408	\$233,585	\$7,383	\$240,968
Fairbanks, AK	\$47,130	\$82,005	\$5,459	\$18,927	\$59,637	\$213,158	\$0	\$213,158
Gloucester, MA	\$29,046	\$22,349	\$13,522	\$15,192	\$3,117	\$83,225	\$2,765	\$85,990
Juneau, AK	\$257,077	\$351,743	\$34,261	\$18,981	\$9,554	\$671,615	\$7,463	\$679,078
Dublin, OH	\$34,309	\$60,100	\$4,526	\$16,419	\$5,518	\$120,872	\$1,440	\$122,312
Dover, DE	\$114,389	\$35,378	\$14,661	\$4,526	\$1,937	\$170,890	\$4,574	\$175,465
Beloit, WI	\$177,723	\$60,858	\$10,498	\$10,826	\$571	\$260,476	\$1,136	\$261,612
Minot, ND	\$18,627	\$75,212	\$22,042	\$20,813	\$16,189	\$152,883	\$12,817	\$165,701
Wausau, WI	\$145,507	\$103,991	\$36,718	\$4,558	\$55,073	\$345,848	\$20,588	\$366,436
Group I Average	\$134,019	\$112,159	\$24,728	\$12,318	\$19,976	\$303,200	\$68,228	\$371,427
% of Group I Total	36.1%	30.2%	6.7%	3.3%	5.4%	81.6%	18.4%	100.0%

Population Group II Pop. 50,000–99,000 (n=19)	Staff/Employee Expenses	Ovehead/ Administrative Expenses	Facility Expenses	Payments to Local Artists	Payments to Non-Local Artists	Operating Expenditures	Asset Acquisition	Organizational Expenditures
Oak Park, IL	\$194,815	\$99,727	\$33,894	\$11,877	\$17,669	\$357,982	\$34,368	\$392,350
Flagstaff, AZ	\$130,799	\$51,313	\$7,675	\$2,101	\$3,220	\$195,108	\$2,284	\$197,392
Niagara Falls, NY	\$135,127	\$131,219	\$19,016	\$4,818	\$2,749	\$292,929	\$10,635	\$303,564
Lodi, CA	\$14,906	\$23,595	\$4,181	\$1,533	\$4,356	\$48,571	\$627	\$49,198
Missoula, MT	\$31,832	\$31,848	\$9,821	\$7,146	\$1,427	\$82,075	\$3,001	\$85,076
St. Cloud, MN	\$50,436	\$44,230	\$19,543	\$15,561	\$7,113	\$136,884	\$1,687	\$138,571
Janesville, WI	\$22,817	\$16,372	\$3,447	\$833	\$3,673	\$47,141	\$1,534	\$48,675
Santa Fe, NM	\$399,053	\$248,296	\$43,669	\$59,958	\$18,505	\$769,481	\$487,387	\$1,256,868
Walnut Creek, CA	\$289,683	\$236,800	\$53,206	\$52,978	\$70,082	\$702,749	\$10,120	\$712,869
Springfield, OH	\$118,621	\$65,521	\$23,680	\$8,510	\$34,187	\$250,518	\$18,804	\$269,323
Bellingham, WA	\$184,591	\$129,316	\$23,177	\$18,200	\$56,527	\$411,811	\$67,493	\$479,305
Asheville, NC	\$132,778	\$77,774	\$27,493	\$87,071	\$20,868	\$345,984	\$11,813	\$357,797
Bloomington, IN	\$842,015	\$359,385	\$43,278	\$14,242	\$42,936	\$1,301,856	\$16,273	\$1,318,129
St. Joseph, MO	\$66,860	\$30,653	\$6,234	\$6,711	\$5,288	\$115,747	\$16,051	\$131,798
Lawrence, KS	\$347,855	\$129,181	\$33,452	\$76,988	\$420	\$587,896	\$541,738	\$1,129,634

Table 10 Continued on Page A49

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Table 10: Average Itemized Nonprofit Arts Organization Expenditures Per Community during Fiscal 2000

<i>Continued</i>								
Population Group II Pop. 50,000–99,000 (n=19)	Staff/Employee Expenses	Ovehead/ Administrative Expenses	Facility Expenses	Payments to Local Artists	Payments to Non-Local Artists	Operating Expenditures	Asset Acquisition	Organizational Expenditures
Chemung Co., NY	\$245,425	\$111,862	\$47,823	\$19,396	\$2,309	\$426,817	\$7,534	\$434,351
New Bedford, MA	\$188,445	\$102,107	\$25,566	\$8,673	\$9,638	\$334,429	\$27,244	\$361,674
Boulder, CO	\$56,517	\$44,428	\$10,128	\$15,052	\$15,113	\$141,238	\$29,725	\$170,963
Steuben Co., NY	\$47,878	\$42,632	\$11,777	\$47,161	\$4,417	\$153,865	\$331	\$154,196
Group II Average	\$184,234	\$104,014	\$23,530	\$24,148	\$16,868	\$352,794	\$67,824	\$420,617
% of Group II Total	43.8%	24.7%	5.6%	5.7%	4.0%	83.9%	16.1%	100.0%

Population Group III Pop. 100,000–249,999 (n=23)	Staff/Employee Expenses	Ovehead/ Administrative Expenses	Facility Expenses	Payments to Local Artists	Payments to Non-Local Artists	Operating Expenditures	Asset Acquisition	Organizational Expenditures
Green Bay, WI	\$125,447	\$165,231	\$17,801	\$15,857	\$375,078	\$699,414	\$13,906	\$713,320
Erie, PA	\$104,224	\$140,053	\$32,098	\$49,182	\$14,866	\$340,422	\$37,660	\$378,082
Indian River Co., FL	\$566,883	\$356,056	\$130,943	\$50,946	\$2,702	\$1,107,531	\$1,269	\$1,108,799
Fort Collins, CO	\$61,196	\$56,388	\$13,328	\$13,982	\$43,274	\$188,168	\$4,731	\$192,899
Lansing, MI	\$242,031	\$192,199	\$45,998	\$30,784	\$74,211	\$585,224	\$8,313	\$593,536
Alexandria, VA	\$95,385	\$66,627	\$16,666	\$19,900	\$617	\$199,195	\$1,160	\$200,354
Pasadena, CA	\$258,781	\$208,329	\$25,139	\$151,472	\$3,798	\$647,520	\$20,834	\$668,354
Tippecanoe Co., IN	\$42,403	\$48,934	\$10,903	\$9,693	\$3,930	\$115,862	\$1,149	\$117,011
Santa Clarita, CA	\$110,274	\$44,939	\$27,605	\$3,065	\$200	\$186,082	\$81,968	\$268,050
Tempe, AZ	\$135,804	\$43,448	\$2,772	\$45,665	\$13,767	\$241,455	\$554	\$242,010
Dayton, OH	\$230,978	\$167,771	\$36,009	\$102,051	\$27,683	\$564,492	\$135,658	\$700,150
Worcester, MA	\$469,088	\$243,087	\$55,479	\$20,070	\$24,040	\$811,765	\$352,385	\$1,164,149
Chandler, AZ	\$137,519	\$165,393	\$335	\$9,439	\$83,328	\$396,014	\$32,146	\$428,159
Boise, ID	\$100,259	\$92,401	\$23,731	\$50,615	\$17,400	\$284,406	\$12,306	\$296,712
Chippewa Valley, WI	\$92,522	\$33,411	\$29,584	\$18,260	\$5,689	\$179,465	\$5,987	\$185,452
Arlington Co., VA	\$301,809	\$354,883	\$144,261	\$31,681	\$19,568	\$852,203	\$12,827	\$865,030
St. Tammany Parish, LA	\$246,817	\$73,926	\$23,611	\$3,072	\$1,887	\$349,314	\$17,617	\$366,931
Glendale, CA	\$24,886	\$110,811	\$5,849	\$47,660	\$0	\$189,206	\$623	\$189,828
Scottsdale, AZ	\$513,726	\$622,354	\$69,439	\$224,888	\$23	\$1,430,430	\$87,466	\$1,517,896
Madison, WI	\$140,189	\$133,426	\$28,065	\$34,871	\$8,901	\$345,451	\$18,446	\$363,896
Baton Rouge, LA	\$134,673	\$93,790	\$13,328	\$87,074	\$4,374	\$333,239	\$39,280	\$372,520
St. Petersburg, FL	\$231,786	\$378,610	\$43,563	\$115,734	\$61,821	\$831,514	\$70,644	\$902,158
Placer Co., CA	\$17,530	\$17,461	\$4,463	\$10,107	\$3,742	\$53,304	\$5,768	\$59,071
Group III Average	\$190,618	\$165,632	\$34,825	\$49,829	\$34,387	\$475,290	\$41,856	\$517,146
% of Group III Total	36.9%	32.0%	6.7%	9.6%	6.6%	91.9%	8.1%	100.0%

Table 10 Continued on Page A50

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Table 10: Average Itemized Nonprofit Arts Organization Expenditures Per Community during Fiscal 2000

Population Group IV Pop. 250,000–499,999 (n=13)	Staff/Employee Expenses	Ovehead/ Administrative Expenses	Facility Expenses	Payments to Local Artists	Payments to Non-Local Artists	Operating Expenditures	Asset Acquisition	Organizational Expenditures
Anchorage, AK	\$218,008	\$166,103	\$56,752	\$25,532	\$16,865	\$483,260	\$8,307	\$491,568
Northampton Co., PA	\$217,735	\$239,561	\$40,905	\$26,113	\$104,327	\$628,641	\$45,264	\$673,905
Newark, NJ	\$1,575,426	\$785,553	\$378,723	\$420,542	\$5,772	\$3,166,016	\$257,359	\$3,423,375
Forsyth Co., NC	\$752,082	\$349,353	\$84,154	\$90,912	\$7,477	\$1,283,979	\$93,741	\$1,377,721
Lehigh Co., PA	\$98,590	\$86,155	\$17,878	\$31,532	\$10,431	\$244,587	\$19,473	\$264,060
Fox Valley, WI	\$232,095	\$110,373	\$13,271	\$12,351	\$17,824	\$385,915	\$18,031	\$403,945
Western Maricopa Co., AZ	\$68,756	\$60,327	\$16,605	\$47,371	\$25,840	\$218,898	\$45,724	\$264,623
Waukesha Co., WI	\$213,907	\$182,165	\$12,571	\$21,523	\$1,476	\$431,642	\$17,708	\$449,350
Berks Co., PA	\$186,068	\$154,685	\$83,813	\$2,984	\$24,199	\$451,748	\$22,491	\$474,239
Minneapolis, MN	\$675,641	\$1,038,390	\$94,285	\$239,646	\$141,634	\$2,189,596	\$222,430	\$2,412,025
Mesa, AZ	\$504,266	\$263,145	\$49,743	\$100,802	\$16,999	\$934,954	\$335,775	\$1,270,729
Jefferson Parish, LA	\$65,579	\$71,214	\$5,595	\$25,255	\$1,541	\$169,184	\$7,193	\$176,377
New Orleans, LA	\$240,703	\$242,993	\$43,088	\$63,048	\$8,199	\$598,032	\$12,659	\$610,690
Group IV Average	\$388,374	\$288,463	\$69,030	\$85,201	\$29,430	\$860,496	\$85,089	\$945,585
% of Group IV Total	41.1%	30.5%	7.3%	9.0%	3.1%	91.0%	9.0%	100.0%

Population Group V Pop. 500,000–999,999 (n=14)	Staff/Employee Expenses	Ovehead/ Administrative Expenses	Facility Expenses	Payments to Local Artists	Payments to Non-Local Artists	Operating Expenditures	Asset Acquisition	Organizational Expenditures
Union Co., NJ	\$214,984	\$57,385	\$28,642	\$21,725	\$5,196	\$327,931	\$4,603	\$332,534
Washington, DC	\$1,568,691	\$1,672,472	\$433,957	\$361,324	\$225,702	\$4,262,146	\$192,956	\$4,455,102
Milwaukee, WI	\$584,126	\$396,646	\$75,519	\$72,259	\$58,604	\$1,187,154	\$999,144	\$2,186,298
Monmouth Co., NJ	\$73,363	\$51,801	\$19,307	\$6,775	\$18,598	\$169,845	\$1,063	\$170,908
Memphis, TN	\$407,279	\$631,914	\$67,749	\$230,713	\$22,982	\$1,360,637	\$125,914	\$1,486,552
Columbus, OH	\$524,541	\$572,555	\$116,305	\$171,872	\$138,148	\$1,523,421	\$90,964	\$1,614,385
Indianapolis, IN	\$1,100,683	\$833,379	\$299,841	\$221,474	\$74,331	\$2,529,708	\$497,446	\$3,027,154
Prince George's Co., MD	\$143,645	\$86,915	\$5,125	\$47,460	\$21,277	\$304,422	\$6,861	\$311,282
Fulton Co., GA	\$566,244	\$548,797	\$120,679	\$85,555	\$42,614	\$1,363,889	\$64,090	\$1,427,979
Montgomery Co., MD	\$119,792	\$104,280	\$15,078	\$78,077	\$397	\$317,624	\$6,705	\$324,329
Honolulu Co., HI	\$414,794	\$297,448	\$62,695	\$20,682	\$18,422	\$814,041	\$47,902	\$861,944
Westchester Co., NY	\$219,002	\$170,041	\$30,830	\$72,394	\$24,944	\$517,212	\$120,077	\$637,289
Detroit, MI	\$1,918,608	\$1,217,330	\$722,432	\$206,611	\$133,046	\$4,198,027	\$778,995	\$4,977,022
Fairfax Co., VA	\$218,277	\$243,049	\$34,032	\$26,964	\$208,393	\$730,715	\$16,877	\$747,592
Group V Average	\$576,716	\$491,715	\$145,156	\$115,992	\$70,904	\$1,400,484	\$210,971	\$1,611,455
% of Group V Total	35.8%	30.5%	9.0%	7.2%	4.4%	86.9%	13.1%	100.0%

Table 10 Continued on Page A51

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Table 10: Average Itemized Nonprofit Arts Organization Expenditures Per Community during Fiscal 2000

Population Group VI Pop. > 1,000,000 (n=7)	Staff/Employee Expenses	Ovehead/ Administrative Expenses	Facility Expenses	Payments to Local Artists	Payments to Non-Local Artists	Operating Expenditures	Asset Acquisition	Organizational Expenditures
Phoenix, AZ	\$609,970	\$514,234	\$58,430	\$33,750	\$44,131	\$1,260,514	\$78,719	\$1,339,233
St. Louis, MO	\$1,056,202	\$836,075	\$250,222	\$336,055	\$77,758	\$2,556,312	\$789,031	\$3,345,342
Northeast Tarrant Co., TX	\$91,181	\$180,377	\$13,978	\$61,690	\$18,053	\$365,279	\$2,173	\$367,452
Broward Co., FL	\$472,861	\$456,957	\$45,300	\$61,575	\$156,123	\$1,192,816	\$6,529	\$1,199,345
Miami-Dade Co., FL	\$202,097	\$189,199	\$30,068	\$38,479	\$0	\$459,844	\$0	\$459,844
San Diego Co., CA	\$459,827	\$514,854	\$93,485	\$112,560	\$73,786	\$1,254,512	\$110,611	\$1,365,123
Harris Co., TX	\$1,309,147	\$1,165,178	\$161,970	\$294,755	\$168,054	\$3,099,104	\$883,616	\$3,982,720
Group VI Average	\$600,184	\$550,982	\$93,350	\$134,123	\$76,844	\$1,455,483	\$267,240	\$1,722,723
% of Group VI Total	34.8%	32.0%	5.4%	7.8%	4.5%	84.5%	15.5%	100.0%
Average of All Communities	\$299,111	\$241,309	\$57,165	\$60,000	\$36,529	\$694,114	\$101,156	\$795,270
% of Total Expenditures	37.6%	30.3%	7.2%	7.5%	4.6%	87.3%	12.7%	100.0%

Explanation of Table 11:

Comparative Itemized Nonprofit Arts Organization Spending Per Responding Organization by Population Category during Fiscal 2000

This table summarizes in each of the six population groups the average expenditures for the 2,988 nonprofit arts organizations from which detailed data were collected during fiscal 2000.

Averages are calculated for each of the six population groups per responding nonprofit arts organization. They differ from the averages on Table 10; in that case, the averages are calculated per participating community.

Column One:

The average itemized expenditures for nonprofit arts organizations that reported from Population Group I during fiscal 2000 (communities having a population of less than 50,000).

Column Two:

The average itemized expenditures for nonprofit arts organizations that reported from Population Group II during fiscal 2000 (communities having a population of 50,000 to 99,999).

Column Three:

The average itemized expenditures for nonprofit arts organizations that reported from Population Group III during fiscal 2000 (communities having a population of 100,000 to 249,999).

Column Four:

The average itemized expenditures for nonprofit arts organizations that reported from Population Group IV during fiscal 2000 (communities having a population of 250,000 to 499,999).

Column Five:

The average itemized expenditures for nonprofit arts organizations that reported from Population Group V during fiscal 2000 (communities having a population of 500,000 to 999,999).

Column Six:

The average itemized expenditures for nonprofit arts organizations that reported from Population Group VI during fiscal 2000 (communities having a population of 1,000,000 or more).

Column Seven:

The average itemized expenditures for all 2,998 reporting nonprofit arts organizations during fiscal 2000.

Table 11: Comparative Itemized Nonprofit Arts Organization Spending Per Responding Organization by Population Category during Fiscal 2000

Personal Expenses	Group I (Pop. < 50,000) n=171	Group II (50,000–99,000) n=434	Group III (100,00–249,000) n=554	Group IV (250,000–499,999) n=375	Group V (500,000–999,999) n=810	Group VI (500,000–999,999) n=644	Avg. of All Organizations n=2,988
Payroll	\$100,894	\$99,588	\$185,779	\$252,401	\$460,225	\$435,777	\$313,292
Taxes and Fringe Benefits	\$14,561	\$16,602	\$36,019	\$43,031	\$84,992	\$69,646	\$54,073
Fees for Contract Staff	\$969	\$4,195	\$8,962	\$6,233	\$34,020	\$14,971	\$14,418
Other Personnel Expenses	\$2,428	\$3,729	\$2,396	\$4,916	\$27,808	\$8,452	\$9,832
Total Personnel Expenses	\$118,852	\$124,114	\$233,156	\$306,581	\$607,045	\$528,846	\$391,615

Payments for Artists	Group I (Pop. < 50,000) n=171	Group II (50,000–99,000) n=434	Group III (100,00–249,000) n=554	Group IV (250,000–499,999) n=375	Group V (500,000–999,999) n=810	Group VI (500,000–999,999) n=644	Avg. of All Organizations n=2,988
Payments (Local Artists)	\$13,638	\$17,700	\$41,605	\$71,631	\$102,141	\$103,547	\$73,707
Taxes/Benefits (Local Artists)	\$438	\$563	\$2,656	\$6,452	\$13,246	\$11,578	\$7,759
Payments (Non-Local Artists)	\$19,909	\$14,036	\$35,409	\$37,564	\$69,117	\$53,066	\$44,992
Taxes/Benefits (Non-Local Artists)	\$772	\$708	\$433	\$1,301	\$4,594	\$4,405	\$2,608
Total Payments for Artists	\$34,757	\$33,007	\$80,103	\$116,948	\$189,098	\$172,596	\$129,066

Overhead and Admin. Expenses	Group I (Pop. < 50,000) n=171	Group II (50,000–99,000) n=434	Group III (100,00–249,000) n=554	Group IV (250,000–499,999) n=375	Group V (500,000–999,999) n=810	Group VI (500,000–999,999) n=644	Avg. of All Organizations n=2,988
Advertising Costs	\$11,346	\$10,729	\$26,516	\$33,102	\$70,928	\$71,748	\$47,496
Contract Services ¹	\$7,040	\$6,150	\$10,970	\$22,349	\$61,449	\$48,154	\$33,266
Insurance Costs	\$4,455	\$3,510	\$8,109	\$6,432	\$13,122	\$14,004	\$9,904
Office Machinery Expenses	\$1,715	\$1,777	\$3,180	\$4,327	\$8,092	\$11,068	\$6,445
Postage/Shipping Costs	\$3,594	\$3,634	\$8,742	\$6,254	\$14,580	\$14,069	\$10,277
Production Costs ²	\$27,586	\$25,362	\$31,651	\$122,881	\$170,492	\$125,357	\$102,721
Publications ³	\$4,016	\$5,553	\$10,433	\$11,231	\$22,565	\$22,381	\$15,709
Supplies/Materials	\$10,229	\$5,898	\$18,323	\$19,786	\$33,910	\$41,405	\$26,831
Telephone Costs	\$2,414	\$2,747	\$8,482	\$5,789	\$10,137	\$9,628	\$7,846
Travel Costs	\$3,448	\$3,025	\$8,020	\$11,214	\$18,097	\$19,450	\$13,254
Other Expenses	\$36,777	\$11,615	\$37,881	\$47,688	\$94,476	\$106,206	\$68,147
Total Overhead/Admin. Expenses	\$112,620	\$80,000	\$172,307	\$291,053	\$517,848	\$483,470	\$341,896

| Table 11 Continued on Page A54

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Table 11: Comparative Itemized Nonprofit Arts Organization Spending Per Responding Organization by Population Category during Fiscal 2000

Facility Expenses	Group I (Pop. < 50,000) n=171	Group II (50,000–99,000) n=434	Group III (100,00–249,000) n=554	Group IV (250,000–499,999) n=375	Group V (500,000–999,999) n=810	Group VI (500,000–999,999) n=644	Avg. of All Organizations n=2,988
Rental and Lease Costs	\$6,047	\$6,697	\$17,394	\$12,364	\$28,953	\$29,483	\$20,751
Mortgage Payments	\$1,433	\$1,051	\$1,264	\$949	\$42,727	\$3,384	\$10,130
Property Taxes	\$600	\$183	\$289	\$514	\$642	\$260	\$397
Contributions ⁴	\$7	\$45	\$203	\$230	\$39	\$946	\$365
Utilities ⁵	\$7,514	\$8,540	\$9,043	\$15,445	\$24,257	\$26,696	\$18,237
Other Facility Expenses	\$7,859	\$5,092	\$8,983	\$21,906	\$57,942	\$37,942	\$29,119
Total Facility Expenses	\$23,460	\$21,608	\$37,176	\$51,408	\$154,560	\$98,711	\$78,999
Total Operating Expenses	\$289,689	\$258,729	\$522,742	\$765,990	\$1,468,551	\$1,283,623	\$941,576
Total Asset Acquisition	\$69,126	\$42,687	\$94,483	\$64,477	\$238,448	\$709,588	\$262,500
Total Organizational Expenses	\$358,815	\$301,416	\$617,225	\$830,467	\$1,706,999	\$1,993,211	\$1,204,076

¹e.g., accounting, legal

²e.g., programs, events

³e.g., newsletters

⁴e.g., water, electric, sewer

⁵in lieu of property taxes

Explanation of Table 12:

Arts Volunteerism to Responding Nonprofit Arts Organizations during Fiscal 2000

This table summarizes the number of volunteers, number of volunteer hours, and dollar value of volunteer time in each participating community during fiscal 2000. Averages are calculated for each population group and for all 91 communities.

Column One:

The total number of people who volunteered at responding nonprofit arts organizations in each participating community during fiscal 2000. Volunteers include members of boards of directors, docents, ticket takers, and others.

Column Two:

The total number of volunteer hours donated to responding nonprofit arts organizations in each participating community during fiscal 2000.

Column Three:

The estimated dollar value of volunteer hours donated to responding nonprofit arts organizations in each participating community during fiscal 2000. This figure is calculated by multiplying the total number of volunteer hours by \$15.40 (the dollar value of the average volunteer hour during fiscal 2000 based on *Giving and Volunteering in the United States 2000*, by the Independent Sector).

Column Four:

The average number of volunteer hours donated, per volunteer, to responding nonprofit arts organizations in each participating community during fiscal 2000. This figure is calculated by dividing the total number of donated volunteer hours (column two) by the total number of volunteers (column one).

Column Five:

The average number of volunteers, per organization, who donated their time to a nonprofit arts organization during fiscal 2000. This figure is calculated by dividing the number of volunteers in each community (column one) by the number of responding nonprofit arts organizations.

Column Six:

The average number of volunteer hours, per organization, that were donated to nonprofit arts organizations in each participating community during fiscal 2000. This figure is calculated by dividing the number of volunteer hours donated in each community (column two) by the number of responding nonprofit arts organizations.

Table 12: Arts Volunteerism to Responding Nonprofit Arts Organizations during Fiscal 2000

Population Group I Pop. < 50,000 (n=15)	# of Volunteers	# of Hours	Estimated Value of Volunteer Hours	Avg. Hours Per Volunteer	Avg. Volunteers Per Organization	Avg. Hours Per Organization
Homer, AK	63	5,631	\$86,717	89.4	15.8	1,407.8
Sonora, CA	317	33,949	\$522,815	107.1	63.4	6,789.8
Rockland, ME	355	8,707	\$134,088	24.5	59.2	1,451.2
Ketchikan, AK	392	1,732	\$26,673	4.4	130.7	577.3
Grand Haven, MI	1,021	26,659	\$410,549	26.1	127.6	3,332.4
Portsmouth, NH	3,197	60,798	\$936,289	19.0	133.2	2,533.3
Door Co., WI	1,945	44,885	\$691,229	23.1	92.6	2,137.4
Fairbanks, AK	279	10,924	\$168,230	39.2	25.4	993.1
Gloucester, MA	259	10,878	\$167,521	42.0	43.2	1,813.0
Juneau, AK	863	18,621	\$286,763	21.6	95.9	2,069.0
Dublin, OH	153	9,864	\$151,906	64.5	38.3	2,466.0
Dover, DE	1,438	110,849	\$1,707,075	77.1	57.5	4,434.0
Beloit, WI	292	11,008	\$169,523	37.7	36.5	1,376.0
Minot, ND	651	19,181	\$295,387	29.5	27.1	799.2
Wausau, WI	1,914	33,768	\$520,027	17.6	147.2	2,597.5
Group I Average	875.9	27,163.6	\$418,319	41.5	72.9	2,318.5

Population Group II Pop. 50,000–99,000 (n=19)	# of Volunteers	# of Hours	Estimated Value of Volunteer Hours	Avg. Hours Per Volunteer	Avg. Volunteers Per Organization	Avg. Hours Per Organization
Oak Park, IL	3,209	93,183	\$1,435,018	29.0	118.9	3,451.2
Flagstaff, AZ	875	8,634	\$132,964	9.9	97.2	959.3
Niagara Falls, NY	7,017	125,733	\$1,936,288	17.9	319.0	5,715.1
Lodi, CA	845	36,334	\$559,544	43.0	56.3	2,422.3
Missoula, MT	1,729	58,771	\$905,073	34.0	72.0	2,448.8
St. Cloud, MN	2,472	65,150	\$1,003,310	26.4	85.2	2,246.6
Janesville, WI	570	7,151	\$110,125	12.5	47.5	595.9
Santa Fe, NM	5,610	282,228	\$4,346,311	50.3	98.4	4,951.4
Walnut Creek, CA	1,860	91,302	\$1,406,051	49.1	103.3	5,072.3
Springfield, OH	5,383	61,448	\$946,299	11.4	244.7	2,793.1
Bellingham, WA	714	24,404	\$375,822	34.2	71.4	2,440.4
Asheville, NC	5,329	162,152	\$2,497,141	30.4	130.0	3,954.9
Bloomington, IN	2,304	73,712	\$1,135,165	32.0	85.3	2,730.1
St. Joseph, MO	1,007	29,374	\$452,360	29.2	55.9	1,631.9
Lawrence, KS	1,448	43,684	\$672,734	30.2	96.5	2,912.3
Chemung Co., NY	192	10,823	\$166,674	56.4	21.3	1,202.6

Table 12 Continued on Page A57

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Table 12: Arts Volunteerism to Responding Nonprofit Arts Organizations during Fiscal 2000

<i>Continued</i>						
Population Group II Pop. 50,000–99,000 (n=19)	# of Volunteers	# of Hours	Estimated Value of Volunteer Hours	Avg. Hours Per Volunteer	Avg. Volunteers Per Organization	Avg. Hours Per Organization
New Bedford, MA	3,290	119,421	\$1,839,083	36.3	137.1	4,975.9
Boulder, CO	3,491	106,450	\$1,639,330	30.5	75.9	2,314.1
Steuben Co., NY	125	10,853	\$167,136	86.8	13.9	1,205.9
Group II Average	2,498.4	74,253.0	\$1,143,496	34.2	101.6	2,843.4

Population Group III Pop. 100,000–249,999 (n=23)	# of Volunteers	# of Hours	Estimated Value of Volunteer Hours	Avg. Hours Per Volunteer	Avg. Volunteers Per Organization	Avg. Hours Per Organization
Green Bay, WI	2,068	119,506	\$1,840,392	57.8	73.9	4,268.1
Erie, PA	2,073	98,405	\$1,515,437	47.5	115.2	5,466.9
Indian River Co., FL	255	44,826	\$690,320	175.8	31.9	5,603.3
Fort Collins, CO	2,126	140,029	\$2,156,447	65.9	106.3	7,001.5
Lansing, MI	7,808	147,010	\$2,263,954	18.8	166.1	3,127.9
Alexandria, VA	n/a	150,235	\$2,313,619	n/a	n/a	3,338.6
Pasadena, CA	2,037	33,710	\$519,134	16.5	226.3	3,745.6
Tippecanoe Co., IN	1,793	53,487	\$823,700	29.8	64.0	1,910.3
Santa Clarita, CA	2,241	29,490	\$454,146	13.2	448.2	5,898.0
Tempe, AZ	908	32,646	\$502,748	36.0	113.5	4,080.8
Dayton, OH	6,684	183,755	\$2,829,827	27.5	191.0	5,250.1
Worcester, MA	4,553	102,975	\$1,585,815	22.6	175.1	3,960.6
Chandler, AZ	289	11,300	\$174,020	39.1	96.3	3,766.7
Boise, ID	2,780	64,180	\$988,372	23.1	84.2	1,944.8
Chippewa Valley, WI	356	17,904	\$275,722	50.3	19.8	994.7
Arlington Co., VA	n/a	64,541	\$993,931	n/a	n/a	1,613.5
St. Tammany Parish, LA	1,196	61,265	\$943,481	51.2	49.8	2,552.7
Glendale, CA	1,313	19,417	\$299,022	14.8	65.7	970.9
Scottsdale, AZ	1,059	106,094	\$1,633,848	100.2	96.3	9,644.9
Madison, WI	3,771	120,114	\$1,849,756	31.9	130.0	4,141.9
Baton Rouge, LA	2,147	115,154	\$1,773,372	53.6	53.7	2,878.9
St. Petersburg, FL	5,911	242,570	\$3,735,578	41.0	168.9	6,930.6
Placer Co., CA	2,652	99,999	\$1,539,985	37.7	110.5	4,166.6
Group III Average	2,572.4	89,504.9	\$1,378,375	45.4	123.2	4,054.7

Table 12 Continued on Page A58

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Table 12: Arts Volunteerism to Responding Nonprofit Arts Organizations during Fiscal 2000

Population Group IV Pop. 250,000–499,999 (n=13)	# of Volunteers	# of Hours	Estimated Value of Volunteer Hours	Avg. Hours Per Volunteer	Avg. Volunteers Per Organization	Avg. Hours Per Organization
Anchorage, AK	1,585	52,297	\$805,374	33.0	75.5	2,490.3
Northampton Co., PA	5,158	196,398	\$3,024,529	38.1	166.4	6,335.4
Newark, NJ	1,170	52,127	\$802,756	44.6	90.0	4,009.8
Forsyth Co., NC	3,067	163,155	\$2,512,587	53.2	85.2	4,532.1
Lehigh Co., PA	3,422	202,097	\$3,112,294	59.1	76.0	4,491.0
Fox Valley, WI	1,125	44,584	\$686,594	39.6	75.0	2,972.3
Western Maricopa Co., AZ	185	8,532	\$131,393	46.1	23.1	1,066.5
Waukesha Co., WI	2,329	73,829	\$1,136,967	31.7	122.6	3,885.7
Berks Co., PA	1,982	58,694	\$903,888	29.6	90.1	2,667.9
Minneapolis, MN	8,009	397,535	\$6,122,039	49.6	112.8	5,599.1
Mesa, AZ	2,472	69,703	\$1,073,426	28.2	309.0	8,712.9
Jefferson Parish, LA	1,001	21,673	\$333,764	21.7	55.6	1,204.1
New Orleans, LA	7,656	166,458	\$2,563,453	21.7	112.6	2,447.9
Group IV Average	3,012.4	115,929.4	\$1,785,313	38.2	107.2	3,878.1

Population Group V Pop. 500,000–999,999 (n=14)	# of Volunteers	# of Hours	Estimated Value of Volunteer Hours	Avg. Hours Per Volunteer	Avg. Volunteers Per Organization	Avg. Hours Per Organization
Union Co., NJ	2,995	104,020	\$1,601,908	34.7	51.6	1,793.4
Washington, DC	n/a	1,123,809	\$17,306,659	n/a	n/a	12,770.6
Milwaukee, WI	5,659	152,451	\$2,347,745	26.9	101.1	2,722.3
Monmouth Co., NJ	3,894	92,105	\$1,418,417	23.7	125.6	2,971.1
Memphis, TN	4,424	140,093	\$2,157,432	31.7	138.3	4,377.9
Columbus, OH	21,266	376,057	\$5,791,278	17.7	322.2	5,697.8
Indianapolis, IN	13,476	452,201	\$6,963,895	33.6	275.0	9,228.6
Prince George's Co., MD	n/a	45,826	\$705,720	n/a	n/a	1,909.4
Fulton Co., GA	15,071	563,319	\$8,675,113	37.4	157.0	5,867.9
Montgomery Co., MD	n/a	343,952	\$5,296,861	n/a	n/a	6,489.7
Honolulu Co., HI	7,288	251,425	\$3,871,945	34.5	93.4	3,223.4
Westchester Co., NY	5,786	194,408	\$2,993,883	33.6	66.5	2,234.6
Detroit, MI	14,759	400,020	\$6,160,308	27.1	295.2	8,000.4
Fairfax Co., VA	n/a	249,333	\$3,839,728	n/a	n/a	5,936.5
Group V Average	9,461.8	320,644.2	\$4,937,921	30.1	162.6	5,230.3

Table 12 Continued on Page A59

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Table 12: Arts Volunteerism to Responding Nonprofit Arts Organizations during Fiscal 2000

Population Group VI Pop. > 1,000,000 (n=7)	# of Volunteers	# of Hours	Estimated Value of Volunteer Hours	Avg. Hours Per Volunteer	Avg. Volunteers Per Organization	Avg. Hours Per Organization
Phoenix, AZ	10,592	556,202	\$8,565,511	52.5	163.0	8,557.0
St. Louis, MO	72,161	553,881	\$8,529,767	7.7	937.2	7,193.3
Northeast Tarrant Co., TX	2,990	79,372	\$1,222,329	26.5	110.7	2,939.7
Broward Co., FL	3,953	246,925	\$3,802,645	62.5	74.6	4,659.0
Miami-Dade Co., FL	n/a	n/a	n/a	n/a	n/a	n/a
San Diego Co., CA	15,440	865,021	\$13,321,323	56.0	171.6	9,611.3
Harris Co., TX	17,019	410,010	\$6,314,154	24.1	333.7	8,039.4
Group VI Average	20,359.2	451,901.8	\$6,959,288	38.2	298.4	6,833.3
Average of All Communities	4,411.5	139,826.5	\$2,153,328	38.7	124.1	3,852.2

Explanation of Table 13:

Value of In-Kind Contributions to Responding Nonprofit Arts Organizations during Fiscal 2000

This table summarizes the value of the in-kind contributions received by responding nonprofit arts organizations in each participating community during fiscal 2000. In-kind contributions are donated assets and/or services (e.g., office space, airfare, marketing/advertising space). Averages are calculated for each population group and for all 91 communities.

Column One:

Total value of in-kind contributions from corporations received by reporting nonprofit arts organizations in each participating community during fiscal 2000.

Column Two:

Total value of in-kind contributions from local government received by reporting nonprofit arts organizations in each participating community during fiscal 2000.

Column Three:

Total value of in-kind contributions from local arts agencies received by reporting nonprofit arts organizations in each participating community during fiscal 2000.

Column Four:

Total value of in-kind contributions from the state arts agency received by reporting nonprofit arts organizations in each participating community during fiscal 2000.

Column Five:

Total value of in-kind contributions from individual donors received by reporting nonprofit arts organizations in each participating community during fiscal 2000.

Column Six:

Total value of in-kind contributions from miscellaneous sources received by reporting nonprofit arts organizations in each participating community during fiscal 2000.

Column Seven:

Total value of all in-kind contributions received by reporting nonprofit arts organizations in each participating community during fiscal 2000. This figure is the sum of columns one through six.

Column Eight:

Average value of all in-kind contributions received by reporting nonprofit arts organizations in each participating community during fiscal 2000. This figure is calculated by dividing the total value of all in-kind contributions received (column seven) by the total number of reporting nonprofit arts organizations in each community.

Table 13: Value of In-Kind Contributions to Responding Nonprofits Arts Organizations during Fiscal 2000

Population Group I Pop. < 50,000 (n=15)	From Corporations	From Local Government	From Local Art Agencies	From State Art Agency	From Individuals	From Other	Total Value of In-Kind Contributions	Avg. Value Per Responding Organization
Homer, AK	\$5,407	\$0	\$5,000	\$0	\$26,760	\$0	\$37,167	\$9,292
Sonora, CA	\$3,500	\$2,000	\$0	\$0	\$203,500	\$0	\$209,000	\$41,800
Rockland, ME	\$82,289	\$0	\$0	\$0	\$179,297	\$235,907	\$497,493	\$82,916
Ketchikan, AK	\$0	\$0	\$0	\$0	\$0	\$4,800	\$4,800	\$1,600
Grand Haven, MI	\$0	\$0	\$0	\$0	\$600	\$4,400	\$5,000	\$625
Portsmouth, NH	\$526,298	\$1,113,004	\$4,766	\$13,800	\$95,532	\$33,512	\$1,786,912	\$74,455
Door Co., WI	\$41,932	\$62,100	\$5,700	\$0	\$25,915	\$16,877	\$152,524	\$7,263
Fairbanks, AK	\$80,000	\$0	\$0	\$0	\$177,265	\$58,000	\$315,265	\$28,660
Gloucester, MA	\$2,900	\$1,500	\$0	\$0	\$32,000	\$5,000	\$41,400	\$6,900
Juneau, AK	\$140,079	\$60,200	\$400	\$11,130	\$31,843	\$551,413	\$795,065	\$88,341
Dublin, OH	\$5,036	\$15,045	\$0	\$0	\$2,050	\$0	\$22,131	\$5,533
Dover, DE	\$122,400	\$94,100	\$41,000	\$30,441	\$242,143	\$25,696	\$555,780	\$22,231
Beloit, WI	\$7,925	\$0	\$0	\$0	\$1,650	\$34,710	\$44,285	\$5,536
Minot, ND	\$10,000	\$5,530	\$700	\$0	\$37,784	\$131,333	\$185,347	\$7,723
Wausau, WI	\$155,237	\$107,050	\$4,000	\$5,000	\$17,450	\$57,859	\$346,596	\$26,661
Group I Average	\$78,867	\$97,369	\$4,104	\$4,025	\$71,586	\$77,300	\$333,251	\$27,302
% of Group I Total Value	23.7%	29.2%	1.2%	1.2%	21.5%	23.2%	100.0%	

Population Group II Pop. 50,000–99,000 (n=19)	From Corporations	From Local Government	From Local Art Agencies	From State Art Agency	From Individuals	From Other	Total Value of In-Kind Contributions	Avg. Value Per Responding Organization
Oak Park, IL	\$312,669	\$10,280	\$12,847	\$6,326	\$209,209	\$144,350	\$695,681	\$25,766
Flagstaff, AZ	\$12,681	\$0	\$1,000	\$7,200	\$28,724	\$1,000	\$50,605	\$5,623
Niagara Falls, NY	\$105,578	\$433,480	\$0	\$700	\$906,151	\$151,504	\$1,597,413	\$72,610
Lodi, CA	\$9,000	\$14,035	\$12,800	\$3,940	\$3,330	\$1,800	\$44,905	\$2,994
Missoula, MT	\$116,130	\$27,000	\$1,050	\$2,500	\$78,018	\$61,143	\$285,841	\$11,910
St. Cloud, MN	\$39,121	\$89,074	\$3,500	\$0	\$61,755	\$120,500	\$313,950	\$10,826
Janesville, WI	\$2,680	\$1,000	\$1,000	\$0	\$700	\$111,669	\$117,049	\$9,754
Santa Fe, NM	\$395,505	\$194,929	\$32,000	\$11,330	\$3,002,464	\$707,478	\$4,343,706	\$76,205
Walnut Creek, CA	\$159,000	\$866,310	\$68,500	\$4,000	\$308,737	\$10,200	\$1,416,747	\$78,708
Springfield, OH	\$76,422	\$85,802	\$14,200	\$19,260	\$351,380	\$53,370	\$600,434	\$27,292
Bellingham, WA	\$118,972	\$110,900	\$5,000	\$0	\$107,833	\$73,099	\$415,804	\$41,580
Asheville, NC	\$224,846	\$343,869	\$5,000	\$1,000	\$321,119	\$60,265	\$956,099	\$23,319
Bloomington, IN	\$98,967	\$600	\$2,700	\$0	\$113,032	\$367,597	\$582,896	\$21,589
St. Joseph, MO	\$11,200	\$14,132	\$98,025	\$35,175	\$71,765	\$11,790	\$242,087	\$13,449
Lawrence, KS	\$63,500	\$53,000	\$6,400	\$1,300	\$44,925	\$36,576	\$205,701	\$13,713
Chemung Co., NY	\$22,140	\$259,160	\$700	\$0	\$40,703	\$3,043	\$325,746	\$36,194

Table 13 Continued on Page A62

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Table 13: Value of In-Kind Contributions to Responding Nonprofits Arts Organizations during Fiscal 2000

Continued

Population Group II Pop. 50,000-99,000 (n=19)	From Corporations	From Local Government	From Local Art Agencies	From State Art Agency	From Individuals	From Other	Total Value of In-Kind Contributions	Avg. Value Per Responding Organization
New Bedford, MA	\$326,350	\$115,185	\$3,000	\$0	\$179,000	\$322,500	\$946,035	\$39,418
Boulder, CO	\$139,650	\$134,550	\$30,800	\$7,000	\$308,431	\$287,209	\$907,640	\$19,731
Steuben County, NY	\$7,100	\$1,000	\$0	\$0	\$1,550	\$0	\$9,650	\$1,072
Group II Average	\$117,974	\$144,963	\$15,712	\$5,249	\$323,096	\$132,900	\$739,894	\$27,987
% of Group II Total Value	15.9%	19.6%	2.1%	0.7%	43.7%	18.0%	100.0%	

Population Group III Pop. 100,000-249,999 (n=23)	From Corporations	From Local Government	From Local Art Agencies	From State Art Agency	From Individuals	From Other	Total Value of In-Kind Contributions	Avg. Value Per Responding Organization
Green Bay, WI	\$33,550	\$376,800	\$0	\$400	\$543,226	\$103,918	\$1,057,894	\$37,782
Erie, PA	\$133,616	\$35,021	\$1,459	\$776,419	\$82,888	\$158,335	\$1,187,738	\$65,985
Indian River Co., FL	\$0	\$0	\$465	\$0	\$20,000	\$0	\$20,465	\$2,558
Fort Collins, CO	\$47,321	\$1,338,353	\$800	\$23,800	\$90,447	\$49,296	\$1,550,017	\$77,501
Lansing, MI	\$358,975	\$136,356	\$2,150	\$0	\$144,551	\$1,436,609	\$2,078,641	\$44,226
Alexandria, VA	n/a	n/a	n/a	n/a	n/a	n/a	\$1,484,122	\$32,980
Pasadena, CA	\$252,212	\$42,620	\$10,495	\$13,391	\$13,043	\$4,293	\$336,054	\$37,339
Tippecanoe Co., IN	\$49,110	\$102,750	\$4,200	\$500	\$72,840	\$31,250	\$260,650	\$9,309
Santa Clarita, CA	\$80,000	\$25,000	\$25,000	\$0	\$50,000	\$76,200	\$256,200	\$51,240
Tempe, AZ	\$44,195	\$8,000	\$2,600	\$800	\$6,484	\$7,390	\$69,469	\$8,684
Dayton, OH	\$1,126,560	\$2,205,645	\$9,425	\$305,038	\$468,847	\$108,664	\$4,224,179	\$120,691
Worcester, MA	\$516,452	\$405,974	\$113,600	\$200,500	\$257,652	\$85,887	\$1,580,065	\$60,772
Chandler, AZ	\$0	\$0	\$100	\$0	\$3,500	\$35,000	\$38,600	\$12,867
Boise, ID	\$388,442	\$95,704	\$750	\$0	\$282,150	\$139,327	\$906,373	\$27,466
Chippewa Valley, WI	\$2,675	\$85,000	\$0	\$0	\$1,100	\$1,000	\$89,775	\$4,988
Arlington Co., VA	n/a	n/a	n/a	n/a	n/a	n/a	\$595,461	\$14,887
St. Tammany Parish, LA	\$159,612	\$65,312	\$1,700	\$1,500	\$26,420	\$21,000	\$275,544	\$11,481
Glendale, CA	\$76,568	\$20,000	\$22,000	\$0	\$42,800	\$15,000	\$176,368	\$8,818
Scottsdale, AZ	\$278,869	\$10,000	\$2,000	\$0	\$100,485	\$50,500	\$441,854	\$40,169
Madison, WI	\$260,356	\$114,160	\$1,700	\$0	\$31,358	\$18,758	\$426,332	\$14,701
Baton Rouge, LA	\$608,779	\$845,500	\$20,507	\$13,541	\$116,999	\$436,315	\$2,041,641	\$51,041
St. Petersburg, FL	\$1,045,046	\$617,708	\$20,300	\$17,000	\$469,441	\$767,362	\$2,936,857	\$83,910
Placer Co., CA	\$69,356	\$146,121	\$10,100	\$2,500	\$53,217	\$5,000	\$286,294	\$11,929
Group III Average	\$263,414	\$317,906	\$11,874	\$64,542	\$137,021	\$169,100	\$963,858	\$36,144
% of Group II Total Value	27.3%	33.0%	1.2%	6.7%	14.2%	17.5%	100.0%	

Table 13 Continued on Page A63

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Table 13: Value of In-Kind Contributions to Responding Nonprofits Arts Organizations during Fiscal 2000

Population Group IV Pop. 250,000–499,999 (n=13)	From Corporations	From Local Government	From Local Art Agencies	From State Art Agency	From Individuals	From Other	Total Value of In-Kind Contributions	Avg. Value Per Responding Organization
Anchorage, AK	\$226,402	\$44,473	\$200	\$1,500	\$40,572	\$4,749	\$317,896	\$15,138
Northampton Co., PA	\$1,194,134	\$125,605	\$500	\$24,230	\$114,933	\$1,183,628	\$2,643,030	\$85,259
Newark, NJ	\$876,479	\$46,650	\$14,500	\$73,563	\$62,426	\$339,850	\$1,413,468	\$108,728
Forsyth Co., NC	\$334,531	\$3,800	\$38,347	\$306	\$36,576	\$71,179	\$484,739	\$13,465
Lehigh Co., PA	\$779,907	\$140,667	\$5,300	\$13,222	\$622,925	\$238,622	\$1,800,643	\$40,014
Fox Valley, WI	\$97,984	\$11,000	\$0	\$0	\$14,894	\$900	\$124,778	\$8,319
Western Maricopa Co., AZ	\$62,088	\$200,000	\$4,500	\$0	\$3,948	\$0	\$270,536	\$33,817
Waukesha Co., WI	\$51,845	\$2,735,601	\$0	\$0	\$65,324	\$7,344	\$2,860,114	\$150,532
Berks Co., PA	\$309,562	\$13,300	\$0	\$0	\$5,332	\$131,877	\$460,071	\$20,912
Minneapolis, MN	\$1,927,555	\$37,865	\$28,147	\$14,200	\$742,306	\$1,372,654	\$4,122,727	\$58,067
Mesa, AZ	\$10,000	\$1,700	\$500	\$250	\$14,500	\$15,000	\$41,950	\$5,244
Jefferson Parish, LA	\$43,810	\$37,154	\$3,776	\$0	\$25,025	\$7,800	\$117,565	\$6,531
New Orleans, LA	\$533,775	\$34,800	\$22,750	\$33,000	\$453,882	\$1,301,857	\$2,380,064	\$35,001
Group IV Average	\$496,006	\$264,047	\$9,117	\$12,329	\$169,434	\$359,651	\$1,310,583	\$44,694
% of Group IV Total Value	37.8%	20.1%	0.7%	0.9%	12.9%	27.4%	100.0%	

Population Group V Pop. 500,000–999,999 (n=14)	From Corporations	From Local Government	From Local Art Agencies	From State Art Agency	From Individuals	From Other	Total Value of In-Kind Contributions	Avg. Value Per Responding Organization
Union Co., NJ	\$533,185	\$179,288	\$7,950	\$0	\$426,000	\$52,450	\$1,198,873	\$20,670
Washington, DC	n/a	n/a	n/a	n/a	n/a	n/a	\$8,185,860	\$93,021
Milwaukee, WI	\$1,054,037	\$430,855	\$19,869	\$4,240	\$267,475	\$44,451	\$1,820,927	\$32,517
Monmouth Co., NJ	\$138,275	\$24,000	\$5,520	\$1,400	\$193,031	\$8,660	\$370,886	\$11,964
Memphis, TN	\$592,383	\$28,000	\$15,900	\$13,200	\$144,633	\$275,836	\$1,069,952	\$33,436
Columbus, OH	\$3,487,195	\$203,500	\$6,600	\$11,461	\$137,613	\$665,372	\$4,511,741	\$68,360
Indianapolis, IN	\$2,002,693	\$0	\$21,138	\$2,878	\$2,657,972	\$4,805,548	\$9,490,229	\$193,678
Prince George's Co., MD	n/a	n/a	n/a	n/a	n/a	n/a	\$852,397	\$35,517
Fulton Co., GA	\$4,447,067	\$743,242	\$265,200	\$8,300	\$1,735,397	\$566,659	\$7,765,865	\$80,894
Montgomery Co., MD	n/a	n/a	n/a	n/a	n/a	n/a	\$1,616,391	\$30,498
Honolulu Co., HI	\$2,461,298	\$213,834	\$20,100	\$57,200	\$554,878	\$275,334	\$3,582,644	\$45,931
Westchester Co., NY	\$574,714	\$343,900	\$13,860	\$36,841	\$4,995,951	\$574,214	\$6,539,480	\$75,166
Detroit, MI	\$3,680,911	\$174,360	\$17,450	\$200,650	\$1,069,524	\$6,668,745	\$11,811,640	\$236,233
Fairfax Co., VA	n/a	n/a	n/a	n/a	n/a	n/a	\$1,163,815	\$27,710
Group V Average	\$1,897,176	\$234,098	\$39,359	\$33,617	\$1,218,247	\$1,393,727	\$4,816,224	\$79,885
% of Group V Total Value	39.4%	4.9%	0.8%	0.7%	25.3%	28.9%	100.0%	

Table 13 Continued on Page A64

Continued

Table 13: Value of In-Kind Contributions to Responding Nonprofits Arts Organizations during Fiscal 2000

Population Group VI Pop. > 1,000,000 (n=7)	From Corporations	From Local Government	From Local Art Agencies	From State Art Agency	From Individuals	From Other	Total Value of In-Kind Contributions	Avg. Value Per Responding Organization
Phoenix, AZ	\$2,689,782	\$1,946,460	\$63,174	\$8,417	\$1,887,284	\$1,611,338	\$8,206,455	\$106,577
St. Louis, MO	\$934,953	\$154,600	\$104,400	\$50,978	\$779,295	\$528,399	\$2,552,625	\$39,271
Northeast Tarrant Co., TX	\$314,565	\$18,990	\$10,018	\$2,600	\$76,698	\$141,650	\$564,521	\$20,908
Broward Co., FL	\$1,824,046	\$198,748	\$105,029	\$27,000	\$1,306,890	\$57,106	\$3,518,819	\$66,393
Miami-Dade Co., FL	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
San Diego Co., CA	\$3,128,958	\$1,489,625	\$380,529	\$311,919	\$3,066,929	\$308,274	\$8,686,234	\$96,514
Harris Co., TX	\$2,532,014	\$140,460	\$588,775	\$2,000	\$888,384	\$957,467	\$5,109,100	\$100,178
Group VI Average	\$1,904,053	\$658,147	\$208,654	\$67,152	\$1,334,247	\$600,706	\$4,772,959	\$71,640
% of Group VI Total	39.9%	13.8%	4.4%	1.4%	28.0%	12.6%	100.0%	
Average of All Communities	\$545,242	\$245,397	\$28,256	\$28,748	\$386,675	\$350,627	\$1,584,944	\$42,077
% of Total In-Kind Contributions	34.4%	15.5%	1.8%	1.8%	24.4%	22.1%	100.0%	

Explanation of Table 14:

Total Attendance to Nonprofit Arts Events during Fiscal 2000

This table presents the total attendance to arts events in each participating community during fiscal 2000 as reported by responding nonprofit arts organizations. Averages are calculated for each population group and for the 75 communities that collected audience data.

Column One:

The number of audience-intercept surveys that were collected from arts event attendees in each participating community (the audience-intercept survey instrument is included in Appendix B).

Column Two:

The total attendance to arts events in each participating community during fiscal 2000 as reported by responding nonprofit arts organizations.

Column Three:

The percentage of arts event attendees who are residents. Residents are attendees who reside within the county in which the nonprofit arts events took place.

Column Four:

The total number of arts event attendees who are residents. This figure was calculated by multiplying the percentage of arts event attendees who are residents (column three) by the total fiscal 2000 arts event attendance for each participating community (column two).

Column Five:

The percentage of arts event attendees who are non-residents. Non-residents are attendees who reside outside the county in which the nonprofit arts events took place.

Column Six:

The total number of arts event attendees who are non-residents. This figure was calculated by multiplying the percentage of arts event attendees who are non-residents (column five) by the total fiscal 2000 arts event attendance for each participating community (column two).

Table 14: Total Attendance to Nonprofit Arts Events during Fiscal 2000

Population Group I Pop. < 50,000 (n=15)	# of Audience Surveys Collected	Total Attendance to Nonprofit Arts Events	Resident Attendees		Non-Resident Attendees	
			% of Arts Event Attendees	Arts Event Attendance	% of Arts Event Attendees	Arts Event Attendance
Homer, AK	129	86,257	98.4%	84,877	1.6%	1,380
Sonora, CA	781	120,377	42.8%	51,521	57.2%	68,856
Rockland, ME	370	208,618	14.9%	31,084	85.1%	177,534
Ketchikan, AK	79	59,707	98.7%	58,931	1.3%	776
Grand Haven, MI	531	29,487	62.7%	18,488	37.3%	10,999
Portsmouth, NH	607	698,309	61.6%	430,158	38.4%	268,151
Door Co., WI	179	267,172	28.5%	76,144	71.5%	191,028
Fairbanks, AK	n/a	n/a	n/a	n/a	n/a	n/a
Gloucester, MA	n/a	n/a	n/a	n/a	n/a	n/a
Juneau, AK	337	105,445	95.2%	100,384	4.8%	5,061
Dublin, OH	168	29,120	91.7%	26,703	8.3%	2,417
Dover, DE	687	157,342	90.5%	142,395	9.5%	14,947
Beloit, WI	283	55,350	60.1%	33,265	39.9%	22,085
Minot, ND	896	179,707	64.7%	116,270	35.3%	63,437
Wausau, WI	397	298,001	88.7%	264,327	11.3%	33,674
Group I Average	418.8	176,530.2	69.1%	110,349.8	30.9%	66,180.3

Population Group II Pop. 50,000–99,000 (n=19)	# of Audience Surveys Collected	Total Attendance to Nonprofit Arts Events	Resident Attendees		Non-Resident Attendees	
			% of Arts Event Attendees	Arts Event Attendance	% of Arts Event Attendees	Arts Event Attendance
Oak Park, IL	n/a	n/a	n/a	n/a	n/a	n/a
Flagstaff, AZ	n/a	n/a	n/a	n/a	n/a	n/a
Niagara Falls, NY	431	1,091,341	70.5%	769,395	29.5%	321,946
Lodi, CA	887	350,500	78.0%	273,390	22.0%	77,110
Missoula, MT	n/a	n/a	n/a	n/a	n/a	n/a
St. Cloud, MN	532	376,127	82.1%	308,800	17.9%	67,327
Janesville, WI	381	56,241	88.5%	49,773	11.5%	6,468
Santa Fe, NM	659	3,547,507	52.8%	1,873,084	47.2%	1,674,423
Walnut Creek, CA	896	1,011,848	90.3%	913,699	9.7%	98,149
Springfield, OH	716	352,421	94.7%	333,743	5.3%	18,678
Bellingham, WA	862	296,339	91.3%	270,558	8.7%	25,781
Asheville, NC	773	1,643,441	81.5%	1,339,404	18.5%	304,037
Bloomington, IN	590	447,806	82.7%	370,336	17.3%	77,470
St. Joseph, MO	n/a	n/a	n/a	n/a	n/a	n/a
Lawrence, KS	786	548,230	64.3%	352,512	35.7%	195,718
Chemung Co., NY	431	77,488	71.7%	55,559	28.3%	21,929

Table 14 Continued on Page A67

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Table 14: Total Attendance to Nonprofit Arts Events during Fiscal 2000

<i>Continued</i>			Resident Attendees		Non-Resident Attendees	
Population Group II Pop. 50,000–99,000 (n=19)	# of Audience Surveys Collected	Total Attendance to Nonprofit Arts Events	% of Arts Event Attendees	Arts Event Attendance	% of Arts Event Attendees	Arts Event Attendance
New Bedford, MA	688	482,549	69.9%	337,302	30.1%	145,247
Boulder, CO	236	575,103	86.9%	499,765	13.1%	75,338
Steuben Co., NY	242	45,000	74.8%	33,660	25.2%	11,340
Group II Average	607.3	726,796.1	78.7%	518,731.9	21.3%	208,064.2

			Resident Attendees		Non-Resident Attendees	
Population Group III Pop. 100,000–249,999 (n=23)	# of Audience Surveys Collected	Total Attendance to Nonprofit Arts Events	% of Arts Event Attendees	Arts Event Attendance	% of Arts Event Attendees	Arts Event Attendance
Green Bay, WI	196	1,516,025	76.5%	1,159,759	23.5%	356,266
Erie, PA	741	277,436	86.0%	238,595	14.0%	38,841
Indian River Co., FL	989	355,078	48.7%	172,923	51.3%	182,155
Fort Collins, CO	442	416,585	88.5%	368,678	11.5%	47,907
Lansing, MI	n/a	n/a	n/a	n/a	n/a	n/a
Alexandria, VA	n/a	n/a	n/a	n/a	n/a	n/a
Pasadena, CA	387	245,636	90.7%	222,792	9.3%	22,844
Tippecanoe Co., IN	503	347,298	75.8%	263,252	24.2%	84,046
Santa Clarita, CA	580	29,114	90.9%	26,465	9.1%	2,649
Tempe, AZ	115	372,939	95.6%	356,530	4.4%	16,409
Dayton, OH	n/a	n/a	n/a	n/a	n/a	n/a
Worcester, MA	770	900,579	89.0%	801,515	11.0%	99,064
Chandler, AZ	75	257,300	92.0%	236,716	8.0%	20,584
Boise, ID	1,030	423,662	87.8%	371,975	12.2%	51,687
Chippewa Valley, WI	283	97,141	60.1%	58,382	39.9%	38,759
Arlington Co., VA	n/a	n/a	n/a	n/a	n/a	n/a
St. Tammany Parish, LA	668	435,882	75.9%	330,834	24.1%	105,048
Glendale, CA	595	333,851	94.1%	314,154	5.9%	19,697
Scottsdale, AZ	173	816,538	83.2%	679,360	16.8%	137,178
Madison, WI	239	896,191	78.7%	705,302	21.3%	190,889
Baton Rouge, LA	444	786,027	90.3%	709,782	9.7%	76,245
St. Petersburg, FL	510	2,339,949	56.5%	1,322,071	43.5%	1,017,878
Placer Co., CA	394	198,754	76.1%	151,252	23.9%	47,502
Group III Average	480.7	581,367.6	80.9%	446,859.8	19.1%	134,507.8

| Table 14 Continued on Page A68

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Table 14: Total Attendance to Nonprofit Arts Events during Fiscal 2000

Population Group IV Pop. 250,000–499,999 (n=13)	# of Audience Surveys Collected	Total Attendance to Nonprofit Arts Events	Resident Attendees		Non-Resident Attendees	
			% of Arts Event Attendees	Arts Event Attendance	% of Arts Event Attendees	Arts Event Attendance
Anchorage, AK	336	679,409	94.1%	639,324	5.9%	40,085
Northampton Co., PA	275	2,233,201	62.2%	1,389,051	37.8%	844,150
Newark, NJ	473	1,421,451	60.5%	859,978	39.5%	561,473
Forsyth Co., NC	398	1,640,428	76.9%	1,261,489	23.1%	378,939
Lehigh Co., PA	391	1,218,651	70.8%	862,805	29.2%	355,846
Fox Valley, WI	n/a	n/a	n/a	n/a	n/a	n/a
Western Maricopa Co., AZ	185	81,788	90.8%	74,264	9.2%	7,524
Waukesha Co., WI	387	223,101	79.8%	178,035	20.2%	45,066
Berks Co., PA	703	448,983	78.2%	351,105	21.8%	97,878
Minneapolis, MN	630	5,141,717	77.8%	4,000,256	22.2%	1,141,461
Mesa, AZ	206	658,164	94.7%	623,281	5.3%	34,883
Jefferson Parish, LA	433	631,963	88.0%	556,127	12.0%	75,836
New Orleans, LA	793	6,020,345	70.6%	4,250,364	29.4%	1,769,981
Group IV Average	434.2	1,699,933.4	78.7%	1,253,839.8	21.3%	446,093.6

Population Group V Pop. 500,000–999,999 (n=14)	# of Audience Surveys Collected	Total Attendance to Nonprofit Arts Events	Resident Attendees		Non-Resident Attendees	
			% of Arts Event Attendees	Arts Event Attendance	% of Arts Event Attendees	Arts Event Attendance
Union Co., NJ	595	207,864	79.7%	165,668	20.3%	42,196
Washington, DC	n/a	n/a	n/a	n/a	n/a	n/a
Milwaukee, WI	n/a	n/a	n/a	n/a	n/a	n/a
Monmouth Co., NJ	793	413,015	83.5%	344,868	16.5%	68,147
Memphis, TN	569	1,990,526	81.6%	1,624,269	18.4%	366,257
Columbus, OH	891	6,228,228	89.9%	5,599,177	10.1%	629,051
Indianapolis, IN	579	4,622,172	60.6%	2,801,036	39.4%	1,821,136
Prince George's Co., MD	n/a	n/a	n/a	n/a	n/a	n/a
Fulton Co., GA	1,099	7,226,111	89.2%	6,445,691	10.8%	780,420
Montgomery Co., MD	n/a	n/a	n/a	n/a	n/a	n/a
Honolulu Co., HI	557	4,602,098	86.4%	3,976,213	13.6%	625,885
Westchester Co., NY	660	1,707,891	62.7%	1,070,848	37.3%	637,043
Detroit, MI	885	7,832,351	47.1%	3,689,037	52.9%	4,143,314
Fairfax Co., VA	n/a	n/a	n/a	n/a	n/a	n/a
Group V Average	736.4	3,870,028.4	75.6%	2,857,422.9	24.4%	1,012,605.5

Table 14 Continued on Page A69

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Table 14: Total Attendance to Nonprofit Arts Events during Fiscal 2000

Population Group VI Pop. 1,000,000 or more (n=7)	# of Audience Surveys Collected	Total Attendance to Nonprofit Arts Events	Resident Attendees		Non-Resident Attendees	
			% of Arts Event Attendees	Arts Event Attendance	% of Arts Event Attendees	Arts Event Attendance
Phoenix, AZ	160	5,379,173	81.9%	4,405,543	18.1%	973,630
St. Louis, MO	458	6,096,961	74.0%	4,511,751	26.0%	1,585,210
Northeast Tarrant Co., TX	472	2,804,467	75.0%	2,103,350	25.0%	701,117
Broward Co., FL	1,132	2,217,531	83.2%	1,844,986	16.8%	372,545
Miami-Dade Co., FL	436	5,000,000	69.9%	3,495,000	30.1%	1,505,000
San Diego Co., CA	709	5,533,404	69.1%	3,823,582	30.9%	1,709,822
Harris Co., TX	625	6,295,192	90.1%	5,671,968	9.9%	623,224
Group VI Average	570.3	4,760,961.1	77.6%	3,693,740.0	22.4%	1,067,221.1
Average of 75 Communities	526.9	1,503,986.7	77.1%	1,124,332.4	22.9%	379,654.3
Total of All 75 Communities	39,518					

Explanation of Table 15:

Total Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

This table presents the total expenditures made by arts audiences in each participating community as a direct result of their attendance to nonprofit arts events during fiscal 2000. Averages are calculated for each population group and for the 75 communities that collected audience data.

Column One:

The percentage of arts event attendees who are residents. Residents are attendees who reside within the county in which the nonprofit arts events took place.

Column Two:

The total number of arts event attendees who are residents.

Column Three:

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

Column Four:

The total arts event-related dollars spent by residents during fiscal 2000. This figure is calculated by multiplying the total number of resident arts event attendees (column two) by the average arts event-related dollars spent per person by residents (column three).

Column Five:

The percentage of arts event attendees who are non-residents. Non-residents are attendees who reside outside the county in which the nonprofit art events took place.

Column Six:

The total number of arts event attendees who are non-residents.

Column Seven:

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

Column Eight:

The total arts event-related dollars spent by non-residents during fiscal 2000. This figure is calculated by multiplying the total number of non-resident arts event attendees (column six) by the average arts event-related dollars spent per person by non-residents (column seven).

Column Nine:

The total expenditures made by arts audiences in each participating community as a direct result of their attendance to nonprofit arts events during fiscal 2000. For example, when patrons attend an arts event, they may purchase dinner at a restaurant, pay a valet to park their car, eat dessert after the show, and/or pay a babysitter upon returning home. This figure is the sum of the total arts event-related spending by residents (column four) and non-residents (column eight).

Table 15: Total Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Table 15: Total Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Population Group I Pop. < 50,000 (n=15)	Resident Attendees					Non-Resident Attendees				
	% of Arts Event Attendees	Arts Event Attendance	Avg. Per Resident Spending	Total Resident Spending	% of Arts Events Attendees	Arts Event Attendance	Avg. Per Non-Resident Spending	Total Non-Resident Spending	Total Audience Spending	
Homer, AK	98.4%	84,877	\$17.94	\$1,522,691	1.6%	1,380	\$32.26	\$44,522	\$1,567,214	
Sonora, CA	42.8%	51,521	\$21.59	\$1,112,346	57.2%	68,856	\$28.03	\$1,930,024	\$3,042,370	
Rockland, ME	14.9%	31,084	\$22.45	\$697,838	85.1%	177,534	\$70.99	\$12,603,133	\$13,300,970	
Ketchikan, AK	98.7%	58,931	\$12.27	\$723,081	1.3%	776	\$28.33	\$21,989	\$745,071	
Grand Haven, MI	62.7%	18,488	\$16.73	\$309,310	37.3%	10,999	\$43.72	\$480,861	\$790,171	
Portsmouth, NH	61.6%	430,158	\$21.33	\$9,175,277	38.4%	268,151	\$31.08	\$8,334,122	\$17,509,400	
Door Co., WI	28.5%	76,144	\$15.83	\$1,205,360	71.5%	191,028	\$32.77	\$6,259,987	\$7,465,347	
Fairbanks, AK	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
Gloucester, MA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
Juneau, AK	95.2%	100,384	\$8.73	\$876,349	4.8%	5,061	\$23.60	\$119,448	\$995,797	
Dublin, OH	91.7%	26,703	\$14.09	\$376,246	8.3%	2,417	\$19.09	\$46,140	\$422,386	
Dover, DE	90.5%	142,395	\$10.59	\$1,507,958	9.5%	14,947	\$27.58	\$412,252	\$1,920,210	
Beloit, WI	60.1%	33,265	\$14.99	\$498,648	39.9%	22,085	\$22.46	\$496,021	\$994,669	
Minot, ND	64.7%	116,270	\$15.69	\$1,824,283	35.3%	63,437	\$46.24	\$2,933,307	\$4,757,590	
Wausau, WI	88.7%	264,327	\$14.09	\$3,724,366	11.3%	33,674	\$40.68	\$1,369,863	\$5,094,229	
Group I Average	69.1%	110,350	\$15.87	\$1,811,827	30.9%	66,180	\$34.37	\$2,696,282	\$4,508,109	
% of Group I Total				40.2%				59.8%	100.0%	

Table 15 Continued on Page A72

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Table 15: Total Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Population Group II Pop. 50,000-99,000 (n=19)	Resident Attendees				Non-Resident Attendees				Total Audience Spending
	% of Arts Event Attendees	Arts Event Attendance	Avg. Per Resident Spending	Total Resident Spending	% of Arts Event Attendees	Arts Event Attendance	Avg. Per Non-Resident Spending	Non-Total Resident Spending	
Oak Park, IL	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Flagstaff, AZ	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Niagara Falls, NY	70.5%	769,395	\$22.15	\$17,042,108	29.5%	321,946	\$72.94	\$23,482,712	\$40,524,820
Lodi, CA	78.0%	273,390	\$8.17	\$2,233,596	22.0%	77,110	\$10.76	\$829,704	\$3,063,300
Missoula, MT	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
St. Cloud, MN	82.1%	308,800	\$14.20	\$4,384,964	17.9%	67,327	\$21.11	\$1,421,267	\$5,806,231
Janesville, WI	88.5%	49,773	\$8.26	\$411,127	11.5%	6,468	\$26.69	\$172,623	\$583,751
Santa Fe, NM	52.8%	1,873,084	\$21.58	\$40,421,146	47.2%	1,674,423	\$66.02	\$110,545,427	\$150,966,573
Walnut Creek, CA	90.3%	913,699	\$18.62	\$17,013,071	9.7%	98,149	\$44.04	\$4,322,493	\$21,335,564
Springfield, OH	94.7%	333,743	\$11.21	\$3,741,256	5.3%	18,678	\$53.56	\$1,000,410	\$4,741,666
Bellingham, WA	91.3%	270,558	\$19.12	\$5,173,060	8.7%	25,781	\$32.11	\$827,844	\$6,000,903
Asheville, NC	81.5%	1,339,404	\$22.99	\$30,792,908	18.5%	304,037	\$51.05	\$15,521,068	\$46,313,975
Bloomington, IN	82.7%	370,336	\$16.17	\$5,988,326	17.3%	77,470	\$38.02	\$2,945,426	\$8,933,752
St. Joseph, MO	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Lawrence, KS	64.3%	352,512	\$20.34	\$7,170,092	35.7%	195,718	\$47.78	\$9,351,411	\$16,521,503
Chemung Co., NY	71.7%	55,559	\$14.23	\$790,603	28.3%	21,929	\$39.80	\$872,778	\$1,663,381
New Bedford, MA	69.9%	337,302	\$17.30	\$5,835,320	30.1%	145,247	\$30.94	\$4,493,950	\$10,329,270
Boulder, CO	86.9%	499,765	\$16.86	\$8,426,030	13.1%	75,338	\$37.84	\$2,850,809	\$11,276,838
Steuben Co., NY	74.8%	33,660	\$15.64	\$526,442	25.2%	11,340	\$39.26	\$445,208	\$971,651
Group II Average	78.7%	518,732	\$16.46	\$9,996,670	21.3%	208,064	\$40.79	\$11,938,875	\$21,935,545
% of Group II Total				45.6%				54.4%	100.0%

Table 15 Continued on Page A73

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Table 15: Total Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Table 15: Total Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Population Group III Pop. 100,000-249,999 (n=23)	Resident Attendees					Non-Resident Attendees					Total Audience Spending
	% of Arts Event Attendees	Arts Event Attendance	Avg. Per Resident Spending	Total Resident Spending	% of Arts Event Attendees	Arts Event Attendance	Avg. Per Non-Resident Spending	Total Non-Resident Spending			
Green Bay, WI	76.5%	1,159,759	\$13.84	\$16,051,066	23.5%	356,266	\$26.52	\$9,448,171	\$25,499,237		
Erie, PA	86.0%	238,595	\$13.45	\$3,209,102	14.0%	38,841	\$28.50	\$1,106,970	\$4,316,072		
Indian River County, FL	48.7%	172,923	\$17.35	\$3,000,214	51.3%	182,155	\$23.13	\$4,213,245	\$7,213,459		
Fort Collins, CO	88.5%	368,678	\$10.00	\$3,686,777	11.5%	47,907	\$35.89	\$1,719,392	\$5,406,169		
Lansing, MI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
Alexandria, VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
Pasadena, CA	90.7%	222,792	\$32.36	\$7,209,544	9.3%	22,844	\$73.09	\$1,669,679	\$8,879,223		
Tippecanoe Co., IN	75.8%	263,252	\$20.56	\$5,412,459	24.2%	84,046	\$22.26	\$1,870,867	\$7,283,325		
Santa Clarita, CA	90.9%	26,465	\$21.57	\$570,842	9.1%	2,649	\$25.67	\$68,009	\$638,851		
Tempe, AZ	95.6%	356,530	\$7.06	\$2,517,100	4.4%	16,409	\$16.20	\$265,831	\$2,782,930		
Dayton, OH	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
Worcester, MA	89.0%	801,515	\$16.99	\$13,617,745	11.0%	99,064	\$43.85	\$4,343,943	\$17,961,688		
Chandler, AZ	92.0%	236,716	\$10.04	\$2,376,629	8.0%	20,584	\$12.42	\$255,653	\$2,632,282		
Boise, ID	87.8%	371,975	\$16.13	\$5,999,961	12.2%	51,687	\$42.39	\$2,191,002	\$8,190,962		
Chippewa Valley, WI	60.1%	58,382	\$11.66	\$680,731	39.9%	38,759	\$20.31	\$787,201	\$1,467,932		
Arlington Co., VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
St. Tammany Parish, LA	75.9%	330,834	\$21.67	\$7,169,182	24.1%	105,048	\$23.34	\$2,451,810	\$9,620,992		
Glendale, CA	94.1%	314,154	\$19.96	\$6,270,510	5.9%	19,697	\$19.81	\$390,202	\$6,660,711		
Scottsdale, AZ	83.2%	679,360	\$12.37	\$8,403,678	16.8%	137,178	\$38.72	\$5,311,547	\$13,715,225		
Madison, WI	78.7%	705,302	\$13.68	\$9,648,536	21.3%	190,889	\$28.36	\$5,413,603	\$15,062,139		
Baton Rouge, LA	90.3%	709,782	\$12.73	\$9,035,530	9.7%	76,245	\$15.47	\$1,179,504	\$10,215,034		
St. Petersburg, FL	56.5%	1,322,071	\$22.73	\$30,050,678	43.5%	1,017,878	\$30.43	\$30,974,022	\$61,024,700		
Placer Co., CA	76.1%	151,252	\$19.55	\$2,956,973	23.9%	47,502	\$26.64	\$1,265,459	\$4,222,431		
Group III Average	80.9%	446,860	\$16.51	\$7,256,171	19.1%	134,508	\$29.11	\$3,943,479	\$11,199,651		
% of Group III Total				64.8%				35.2%	100.0%		

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Table 15: Total Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Table 15: Total Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Population Group IV Pop. 250,000–499,999 (n=13)	Resident Attendees				Non-Resident Attendees				Total Audience Spending
	% of Arts Event Attendees	Arts Event Attendance	Avg. Per Resident Spending	Total Resident Spending	% of Arts Event Attendees	Arts Event Attendance	Avg. Per Non-Resident Spending	Total Non-Resident Spending	
Anchorage, AK	94.1%	639,324	\$28.24	\$18,054,506	5.9%	40,085	\$30.89	\$1,238,230	\$19,292,736
Northampton Co., PA	62.2%	1,389,051	\$12.93	\$17,960,430	37.8%	844,150	\$36.18	\$30,541,346	\$48,501,776
Newark, NJ	60.5%	859,978	\$21.26	\$18,283,129	39.5%	561,473	\$20.36	\$11,431,593	\$29,714,722
Forsyth Co., NC	76.9%	1,261,489	\$11.03	\$13,914,225	23.1%	378,939	\$34.56	\$13,096,127	\$27,010,352
Lehigh Co., PA	70.8%	862,805	\$23.41	\$20,198,263	29.2%	355,846	\$32.41	\$11,532,972	\$31,731,235
Fox Valley, WI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Western Maricopa Co., AZ	90.8%	74,264	\$14.97	\$1,111,725	9.2%	7,524	\$29.39	\$221,145	\$1,332,870
Waukesha Co., WI	79.8%	178,035	\$8.85	\$1,575,606	20.2%	45,066	\$19.60	\$883,301	\$2,458,908
Berks Co., PA	78.2%	351,105	\$14.97	\$5,256,037	21.8%	97,878	\$24.52	\$2,399,976	\$7,656,013
Minneapolis, MN	77.8%	4,000,256	\$14.85	\$59,403,799	22.2%	1,141,461	\$33.97	\$38,775,436	\$98,179,235
Mesa, AZ	94.7%	623,281	\$10.50	\$6,544,454	5.3%	34,883	\$38.83	\$1,354,495	\$7,898,949
Jefferson Parish, LA	88.0%	556,127	\$14.48	\$8,052,725	12.0%	75,836	\$66.62	\$5,052,165	\$13,104,890
New Orleans, LA	70.6%	4,250,364	\$23.75	\$100,946,135	29.4%	1,769,981	\$89.29	\$158,041,642	\$258,987,777
Group IV Average	78.7%	1,253,840	\$16.60	\$22,608,420	21.3%	446,094	\$38.05	\$22,880,702	\$45,489,122
% of Group IV Total				49.7%				50.3%	100.0%

Population Group V Pop. 500,000–999,999 (n=14)	Resident Attendees				Non-Resident Attendees				Total Audience Spending
	% of Arts Event Attendees	Arts Event Attendance	Avg. Per Resident Spending	Total Resident Spending	% of Arts Event Attendees	Arts Event Attendance	Avg. Per Non-Resident Spending	Total Non-Resident Spending	
Union Co., NJ	79.7%	165,668	\$10.56	\$1,749,450	20.3%	42,196	\$18.06	\$762,067	\$2,511,517
Washington, DC	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Milwaukee, WI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Monmouth Co., NJ	83.5%	344,868	\$18.70	\$6,449,023	16.5%	68,147	\$23.11	\$1,574,888	\$8,023,911
Memphis, TN	81.6%	1,624,269	\$22.34	\$36,286,174	18.4%	366,257	\$48.80	\$17,873,331	\$54,159,505
Columbus, OH	89.9%	5,599,177	\$21.14	\$118,366,601	10.1%	629,051	\$64.60	\$40,636,696	\$159,003,298

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Table 15: Total Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Continued
Table 15: Total Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Population Group V Pop. 500,000-999,999 (n=14)	Resident Attendees					Non-Resident Attendees					Total Audience Spending
	% of Arts Event Attendees	Arts Event Attendance	Avg. Per Resident Spending	Total Resident Spending	% of Arts Event Attendees	Arts Event Attendance	Avg. Per Non-Resident Spending	Total Non-Resident Spending			
Indianapolis, IN	60.6%	2,801,036	\$26.42	\$74,003,377	39.4%	1,821,136	\$39.58	\$72,080,554	\$146,083,931		
Prince George's Co., MD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
Fulton Co., GA	89.2%	6,445,691	\$21.31	\$137,357,675	10.8%	780,420	\$72.45	\$56,541,428	\$193,899,104		
Montgomery Co., MD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
Honolulu Co., HI	86.4%	3,976,213	\$20.04	\$79,683,302	13.6%	625,885	\$53.97	\$33,779,031	\$113,462,333		
Westchester Co., NY	62.7%	1,070,848	\$17.47	\$18,707,709	37.3%	637,043	\$29.34	\$18,690,852	\$37,398,560		
Detroit, MI	47.1%	3,689,037	\$18.17	\$67,029,808	52.9%	4,143,314	\$27.69	\$114,728,356	\$181,758,164		
Fairfax Co., VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
Group V Average	75.6%	2,857,423	\$19.57	\$59,959,235	24.4%	1,012,606	\$41.96	\$39,629,689	\$99,588,925		
% of Group V Total				60.2%				39.8%	100.0%		

Population Group VI Pop. 1,000,000 or more (n=7)	Resident Attendees					Non-Resident Attendees					Total Audience Spending
	% of Arts Event Attendees	Arts Event Attendance	Avg. Per Resident Spending	Total Resident Spending	% of Arts Event Attendees	Arts Event Attendance	Avg. Per Non-Resident Spending	Total Non-Resident Spending			
Phoenix, AZ	81.9%	4,405,543	\$26.51	\$116,790,937	18.1%	973,630	\$57.80	\$56,275,832	\$173,066,769		
St. Louis City, MO	74.0%	4,511,751	\$24.50	\$110,537,903	26.0%	1,585,210	\$51.24	\$81,226,153	\$191,764,056		
Northeast Tarrant Co., TX	75.0%	2,103,350	\$13.61	\$28,626,597	25.0%	701,117	\$30.73	\$21,545,318	\$50,171,915		
Broward Co., FL	83.2%	1,844,986	\$18.09	\$33,375,793	16.8%	372,545	\$36.92	\$13,754,369	\$47,130,162		
Miami-Dade Co., FL	69.9%	3,495,000	\$38.07	\$133,054,650	30.1%	1,505,000	\$92.56	\$139,302,800	\$272,357,450		
San Diego Co., CA	69.1%	3,823,582	\$25.78	\$98,571,948	30.9%	1,709,822	\$61.23	\$104,692,391	\$203,264,339		
Harris Co., TX	90.1%	5,671,968	\$16.11	\$91,375,404	9.9%	623,224	\$53.88	\$33,579,310	\$124,954,714		
Group VI Average	77.6%	3,693,740	\$23.24	\$87,476,176	22.4%	1,067,221	\$54.91	\$64,339,453	\$151,815,629		
% of Group VI Total				57.6%				42.4%	100.0%		

Average of All 75 Communities	77.1%	1,124,332	\$17.40	\$23,128,513	22.9%	379,654	\$37.74	\$18,275,636	\$41,404,149
% of Total Spending				55.9%				44.1%	100.0%

Explanation of Table 16:

Total Economic Impact of Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

This table presents the total economic impact of the expenditures made by arts audiences in each participating community as a direct result of their attendance to nonprofit arts events during fiscal 2000.

The total impact is a measure of the effect each expended dollar has on the local economy as it is spent and re-spent within the community. It is derived from input/output models that are customized for each participating community. See *Background and Scope of Study* and *Frequently Used Terms* for more information about direct and total economic impacts. Averages are calculated for each population group and for the 75 communities that collected audience data.

Column One:

The total expenditures made by arts audiences in each participating community as a result of their attendance to nonprofit arts events during fiscal 2000. For example, when patrons attend an arts event, they may purchase dinner at a restaurant, pay a valet to park their car, eat dessert after the show, or pay a babysitter upon returning home.

Column Two:

The total number of full-time equivalent (FTE) jobs supported by the expenditures made by nonprofit arts audiences in each participating community. An FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

Column Three:

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

Column Four:

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 audiences in each participating community.

Column Five:

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 audiences in each participating community.

Table 16: Total Economic Impact of Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Population Group I Pop. < 50,000 (n=15)	Total Audience Spending	Total Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Homer, AK	\$1,567,214	53	\$747,000	\$73,000	\$114,000
Sonora, CA	\$3,042,370	100	\$1,381,000	\$106,000	\$231,000
Rockland, ME	\$13,300,970	437	\$6,285,000	\$600,000	\$779,000
Ketchikan, AK	\$745,071	24	\$382,000	\$45,000	\$31,000
Grand Haven, MI	\$790,171	26	\$393,000	\$21,000	\$72,000
Portsmouth, NH	\$17,509,400	596	\$9,538,000	\$1,049,000	\$411,000
Door Co., WI	\$7,465,347	257	\$3,394,000	\$424,000	\$545,000
Fairbanks, AK	n/a	n/a	n/a	n/a	n/a
Gloucester, MA	n/a	n/a	n/a	n/a	n/a
Juneau, AK	\$995,797	26	\$484,000	\$65,000	\$44,000
Dublin, OH	\$422,386	15	\$288,000	\$13,000	\$34,000
Dover, DE	\$1,920,210	73	\$960,000	\$21,000	\$73,000
Beloit, WI	\$994,669	36	\$480,000	\$26,000	\$75,000
Minot, ND	\$4,757,590	170	\$2,372,000	\$249,000	\$290,000
Wausau, WI	\$5,094,229	175	\$2,731,000	\$358,000	\$380,000
Group I Average	\$4,508,109	153	\$2,264,231	\$234,615	\$236,846

Population Group II Pop. 50,000–99,000 (n=19)	Total Audience Spending	Total Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Oak Park, IL	n/a	n/a	n/a	n/a	n/a
Flagstaff, AZ	n/a	n/a	n/a	n/a	n/a
Niagara Falls, NY	\$40,524,820	1,386	\$19,025,000	\$977,000	\$4,678,000
Lodi, CA	\$3,063,300	106	\$1,798,000	\$127,000	\$280,000
Missoula, MT	n/a	n/a	n/a	n/a	n/a
St. Cloud, MN	\$5,806,231	224	\$3,288,000	\$149,000	\$489,000
Janesville, WI	\$583,751	19	\$284,000	\$15,000	\$42,000
Santa Fe, NM	\$150,966,573	4,589	\$76,008,000	\$6,948,000	\$8,988,000
Walnut Creek, CA	\$21,335,564	652	\$10,782,000	\$1,052,000	\$1,742,000
Springfield, OH	\$4,741,666	165	\$2,232,000	\$99,000	\$304,000
Bellingham, WA	\$6,000,903	194	\$3,121,000	\$142,000	\$417,000
Asheville, NC	\$46,313,975	1,553	\$24,349,000	\$1,356,000	\$3,041,000
Bloomington, IN	\$8,933,752	318	\$4,602,000	\$238,000	\$647,000
St. Joseph, MO	n/a	n/a	n/a	n/a	n/a
Lawrence, KS	\$16,521,503	580	\$8,541,000	\$703,000	\$967,000
Chemung Co., NY	\$1,663,381	61	\$840,000	\$47,000	\$174,000

Table 16 Continued on Page A78

Continued

Table 16: Total Economic Impact of Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Continued Population Group II Pop. 50,000–99,000 (n=19)	Total Audience Spending	Total Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
New Bedford, MA	\$10,329,270	363	\$5,579,000	\$348,000	\$941,000
Boulder, CO	\$11,276,838	380	\$6,399,000	\$316,000	\$439,000
Steuben Co., NY	\$971,651	28	\$399,000	\$36,000	\$102,000
Group II Average	\$21,935,545	708	\$11,149,800	\$836,867	\$1,550,067

Population Group III Pop. 100,000–249,999 (n=23)	Total Audience Spending	Total Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Green Bay, WI	\$25,499,237	981	\$14,843,000	\$712,000	\$1,961,000
Erie, PA	\$4,316,072	167	\$2,225,000	\$103,000	\$326,000
Indian River Co., FL	\$7,213,459	211	\$3,199,000	\$229,000	\$427,000
Fort Collins, CO	\$5,406,169	191	\$2,721,000	\$302,000	\$209,000
Lansing, MI	n/a	n/a	n/a	n/a	n/a
Alexandria, VA	n/a	n/a	n/a	n/a	n/a
Pasadena, CA	\$8,879,223	297	\$5,724,000	\$541,000	\$779,000
Tippecanoe Co., IN	\$7,283,325	223	\$3,532,000	\$166,000	\$502,000
Santa Clarita, CA	\$638,851	20	\$429,000	\$36,000	\$54,000
Tempe, AZ	\$2,782,930	105	\$1,767,000	\$94,000	\$222,000
Dayton, OH	n/a	n/a	n/a	n/a	n/a
Worcester, MA	\$17,961,688	641	\$10,039,000	\$461,000	\$1,506,000
Chandler, AZ	\$2,632,282	98	\$1,616,000	\$86,000	\$218,000
Boise, ID	\$8,190,962	293	\$4,739,000	\$272,000	\$610,000
Chippewa Valley, WI	\$1,467,932	64	\$813,000	\$104,000	\$132,000
Arlington Co., VA	n/a	n/a	n/a	n/a	n/a
St. Tammany Parish, LA	\$9,620,992	297	\$4,305,000	\$143,000	\$551,000
Glendale, CA	\$6,660,711	206	\$4,236,000	\$349,000	\$563,000
Scottsdale, AZ	\$13,715,225	506	\$8,577,000	\$468,000	\$1,125,000
Madison, WI	\$15,062,139	616	\$9,232,000	\$1,213,000	\$1,188,000
Baton Rouge, LA	\$10,215,034	377	\$6,151,000	\$659,000	\$554,000
St. Petersburg, FL	\$61,024,700	2,129	\$35,631,000	\$2,807,000	\$4,043,000
Placer Co., CA	\$4,222,431	131	\$2,119,000	\$167,000	\$351,000
Group III Average	\$11,199,651	398	\$6,415,684	\$469,053	\$806,368

| Table 16 Continued on Page A79

Continued

Table 16: Total Economic Impact of Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Population Group IV Pop. 250,000–499,999 (n=13)	Total Audience Spending	Total Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Anchorage, AK	\$19,292,736	487	\$10,266,000	\$611,000	\$1,108,000
Northampton Co., PA	\$48,501,776	1,681	\$25,538,000	\$1,058,000	\$3,873,000
Newark, NJ	\$29,714,722	812	\$17,998,000	\$1,313,000	\$2,168,000
Forsyth Co., NC	\$27,010,352	1,016	\$16,510,000	\$1,134,000	\$1,947,000
Lehigh Co., PA	\$31,731,235	1,042	\$18,736,000	\$805,000	\$2,278,000
Fox Valley, WI	n/a	n/a	n/a	n/a	n/a
Western Maricopa Co., AZ	\$1,332,870	45	\$853,000	\$46,000	\$116,000
Waukesha Co., WI	\$2,458,908	81	\$1,429,000	\$175,000	\$190,000
Berks Co., PA	\$7,656,013	244	\$4,089,000	\$218,000	\$612,000
Minneapolis, MN	\$98,179,235	3,225	\$65,040,000	\$2,976,000	\$9,302,000
Mesa, AZ	\$7,898,949	275	\$4,901,000	\$269,000	\$663,000
Jefferson Parish, LA	\$13,104,890	442	\$7,610,000	\$253,000	\$696,000
New Orleans, LA	\$258,987,777	8,604	\$153,596,000	\$15,882,000	\$14,050,000
Group IV Average	\$45,489,122	1,496	\$27,213,833	\$2,061,667	\$3,083,583

Population Group V Pop. 500,000–999,999 (n=14)	Total Audience Spending	Total Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Union Co., NJ	\$2,511,517	74	\$1,361,000	\$110,000	\$185,000
Washington, DC	n/a	n/a	n/a	n/a	n/a
Milwaukee, WI	n/a	n/a	n/a	n/a	n/a
Monmouth Co., NJ	\$8,023,911	239	\$4,179,000	\$290,000	\$579,000
Memphis, TN	\$54,159,505	1,948	\$34,645,000	\$1,611,000	\$4,441,000
Columbus, OH	\$159,003,298	5,673	\$101,338,000	\$4,855,000	\$12,041,000
Indianapolis, IN	\$146,083,931	5,718	\$99,209,000	\$5,225,000	\$12,518,000
Prince George's Co., MD	n/a	n/a	n/a	n/a	n/a
Fulton Co., GA	\$193,899,104	6,191	\$133,818,000	\$8,332,000	\$12,524,000
Montgomery Co., MD	n/a	n/a	n/a	n/a	n/a
Honolulu Co., HI	\$113,462,333	3,060	\$64,552,000	\$3,723,000	\$7,502,000
Westchester Co., NY	\$37,398,560	1,162	\$24,307,000	\$2,867,000	\$4,193,000
Detroit, MI	\$181,758,164	5,683	\$97,407,000	\$5,585,000	\$16,214,000
Fairfax Co., VA	n/a	n/a	n/a	n/a	n/a
Group V Average	\$99,588,925	3,305	\$62,312,889	\$3,622,000	\$7,799,667

Table 16 Continued on Page A80

Continued

Table 16: Total Economic Impact of Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Population Group VI Pop. > 1,000,000 (n=7)	Total Audience Spending	Total Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Phoenix, AZ	\$173,066,769	5,732	\$107,297,000	\$6,340,000	\$13,389,000
St. Louis, MO	\$191,764,056	6,831	\$114,976,000	\$7,860,000	\$12,754,000
Northeast Tarrant Co., TX	\$50,171,915	1,751	\$29,107,000	\$2,032,000	\$3,576,000
Broward Co., FL	\$47,130,162	1,531	\$26,384,000	\$1,771,000	\$3,094,000
Miami-Dade Co., FL	\$272,357,450	9,032	\$188,129,000	\$12,806,000	\$17,070,000
San Diego Co., CA	\$203,264,339	6,493	\$117,944,000	\$13,062,000	\$18,111,000
Harris Co., TX	\$124,954,714	4,251	\$73,879,000	\$6,400,000	\$8,654,000
Group VI Average	\$151,815,629	5,089	\$93,959,429	\$7,181,571	\$10,949,714
Average of All Communities	\$41,404,149	1,380	\$24,849,040	\$1,761,653	\$3,006,653

Explanation of Table 17:

Direct Economic Impact of Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

This table presents the direct economic impact of the expenditures made by arts audiences in each participating community as a direct result of their attendance to nonprofit arts events during fiscal 2000.

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 community. It is derived from input/output models that are customized for each participating community. See *Background and Scope of Study* and *Frequently Used Terms* for more information about direct and total economic impacts. Averages are calculated for each population group and for the 75 communities that collected audience data.

Column One:

The total expenditures made by arts audiences in each participating community as a result of their attendance to nonprofit arts events during fiscal 2000. For example, when patrons attend an arts event, they may purchase dinner at a restaurant, pay a valet to park their car, eat dessert after the show, or pay a babysitter upon returning home.

Column Two:

The number of full-time equivalent (FTE) jobs *directly* supported by the expenditures made by nonprofit arts audiences in each participating community. An FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

Column Three:

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

Column Four:

The amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a *direct* result of the expenditures made by nonprofit arts audiences in each participating community.

Column Five:

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

Table 17: Direct Economic Impact of Audience Spending Induced By Attendance to Nonprofit Arts Events during Fiscal 2000

Population Group I Pop. < 50,000 (n=15)	Total Audience Spending	Direct Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Homer, AK	\$1,567,214	46	\$577,000	\$48,000	\$59,000
Sonora, CA	\$3,042,370	82	\$992,000	\$66,000	\$129,000
Rockland, ME	\$13,300,970	346	\$4,448,000	\$356,000	\$439,000
Ketchikan, AK	\$745,071	21	\$289,000	\$31,000	\$12,000
Grand Haven, MI	\$790,171	21	\$269,000	\$9,000	\$42,000
Portsmouth, NH	\$17,509,400	464	\$6,089,000	\$346,000	\$173,000
Door Co., WI	\$7,465,347	206	\$2,486,000	\$245,000	\$284,000
Fairbanks, AK	n/a	n/a	n/a	n/a	n/a
Gloucester, MA	n/a	n/a	n/a	n/a	n/a
Juneau, AK	\$995,797	21	\$339,000	\$45,000	\$18,000
Dublin, OH	\$422,386	11	\$151,000	\$3,000	\$17,000
Dover, DE	\$1,920,210	58	\$645,000	\$6,000	\$18,000
Beloit, WI	\$994,669	30	\$329,000	\$8,000	\$42,000
Minot, ND	\$4,757,590	128	\$1,535,000	\$155,000	\$173,000
Wausau, WI	\$5,094,229	135	\$1,700,000	\$235,000	\$200,000
Group I Average	\$4,508,109	121	\$1,526,846	\$119,462	\$123,538

Population Group II Pop. 50,000-99,000 (n=19)	Total Audience Spending	Direct Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Oak Park, IL	n/a	n/a	n/a	n/a	n/a
Flagstaff, AZ	n/a	n/a	n/a	n/a	n/a
Niagara Falls, NY	\$40,524,820	1,129	\$13,599,000	\$439,000	\$2,710,000
Lodi, CA	\$3,063,300	83	\$1,184,000	\$68,000	\$160,000
Missoula, MT	n/a	n/a	n/a	n/a	n/a
St. Cloud, MN	\$5,806,231	166	\$1,997,000	\$49,000	\$254,000
Janesville, WI	\$583,751	16	\$198,000	\$5,000	\$23,000
Santa Fe, NM	\$150,966,573	3,455	\$49,004,000	\$4,753,000	\$4,913,000
Walnut Creek, CA	\$21,335,564	545	\$7,076,000	\$637,000	\$1,044,000
Springfield, OH	\$4,741,666	135	\$1,618,000	\$46,000	\$172,000
Bellingham, WA	\$6,000,903	147	\$2,014,000	\$49,000	\$313,000
Asheville, NC	\$46,313,975	1,138	\$14,649,000	\$694,000	\$1,434,000
Bloomington, IN	\$8,933,752	242	\$3,020,000	\$74,000	\$344,000
St. Joseph, MO	n/a	n/a	n/a	n/a	n/a
Lawrence, KS	\$16,521,503	428	\$5,670,000	\$390,000	\$530,000
Chemung Co., NY	\$1,663,381	48	\$553,000	\$21,000	\$94,000

Table 17 Continued on Page A83

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Table 17: Direct Economic Impact of Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

<i>Continued</i>		Direct Economic Impact			
Population Group II Pop. 50,000–99,000 (n=19)	Total Audience Spending	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
New Bedford, MA	\$10,329,270	274	\$3,444,000	\$161,000	\$472,000
Boulder, CO	\$11,276,838	291	\$3,976,000	\$96,000	\$177,000
Steuben Co., NY	\$971,651	24	\$300,000	\$23,000	\$60,000
Group II Average	\$21,935,545	541	\$7,220,133	\$500,333	\$846,667

		Direct Economic Impact			
Population Group III Pop. 100,000–249,999 (n=23)	Total Audience Spending	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Green Bay, WI	\$25,499,237	733	\$8,601,000	\$164,000	\$1,008,000
Erie, PA	\$4,316,072	132	\$1,427,000	\$38,000	\$190,000
Indian River Co., FL	\$7,213,459	171	\$2,231,000	\$93,000	\$304,000
Fort Collins, CO	\$5,406,169	149	\$1,795,000	\$183,000	\$95,000
Lansing, MI	n/a	n/a	n/a	n/a	n/a
Alexandria, VA	n/a	n/a	n/a	n/a	n/a
Pasadena, CA	\$8,879,223	212	\$3,042,000	\$314,000	\$424,000
Tippecanoe Co., IN	\$7,283,325	169	\$2,323,000	\$63,000	\$283,000
Santa Clarita, CA	\$638,851	14	\$234,000	\$20,000	\$28,000
Tempe, AZ	\$2,782,930	76	\$984,000	\$21,000	\$131,000
Dayton, OH	n/a	n/a	n/a	n/a	n/a
Worcester, MA	\$17,961,688	508	\$6,369,000	\$125,000	\$810,000
Chandler, AZ	\$2,632,282	70	\$868,000	\$16,000	\$131,000
Boise, ID	\$8,190,962	220	\$2,838,000	\$110,000	\$308,000
Chippewa Valley, WI	\$1,467,932	55	\$599,000	\$71,000	\$73,000
Arlington Co., VA	n/a	n/a	n/a	n/a	n/a
St. Tammany Parish, LA	\$9,620,992	238	\$3,010,000	\$67,000	\$350,000
Glendale, CA	\$6,660,711	142	\$2,222,000	\$182,000	\$298,000
Scottsdale, AZ	\$13,715,225	359	\$4,570,000	\$95,000	\$662,000
Madison, WI	\$15,062,139	461	\$5,113,000	\$697,000	\$576,000
Baton Rouge, LA	\$10,215,034	272	\$3,519,000	\$439,000	\$298,000
St. Petersburg, FL	\$61,024,700	1,549	\$21,135,000	\$1,348,000	\$2,769,000
Placer Co., CA	\$4,222,431	106	\$1,435,000	\$82,000	\$204,000
Group III Average	\$11,199,651	297	\$3,806,053	\$217,263	\$470,632

| Table 17 Continued on Page A84

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Table 17: Direct Economic Impact of Audience Spending Induced by Attendance To Nonprofit Arts Events during Fiscal 2000

Population Group IV Pop. 250,000–499,999 (n=13)	Total Audience Spending	Direct Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Anchorage, AK	\$19,292,736	358	\$6,121,000	\$248,000	\$469,000
Northampton Co., PA	\$48,501,776	1,341	\$16,588,000	\$257,000	\$2,317,000
Newark, NJ	\$29,714,722	589	\$10,080,000	\$544,000	\$1,307,000
Forsyth Co., NC	\$27,010,352	743	\$9,544,000	\$704,000	\$946,000
Lehigh Co., PA	\$31,731,235	761	\$11,425,000	\$213,000	\$1,221,000
Fox Valley, WI	n/a	n/a	n/a	n/a	n/a
Western Maricopa Co., AZ	\$1,332,870	30	\$448,000	\$9,000	\$70,000
Waukesha Co., WI	\$2,458,908	61	\$848,000	\$107,000	\$100,000
Berks Co., PA	\$7,656,013	185	\$2,520,000	\$82,000	\$356,000
Minneapolis, MN	\$98,179,235	2,231	\$33,185,000	\$836,000	\$4,906,000
Mesa, AZ	\$7,898,949	191	\$2,602,000	\$56,000	\$398,000
Jefferson Parish, LA	\$13,104,890	309	\$4,414,000	\$76,000	\$364,000
New Orleans, LA	\$258,987,777	6,324	\$94,033,000	\$10,817,000	\$7,784,000
Group IV Average	\$45,489,122	1,094	\$15,984,000	\$1,162,417	\$1,686,500

Population Group V Pop. 500,000–999,999 (n=14)	Total Audience Spending	Direct Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Union Co., NJ	\$2,511,517	58	\$824,000	\$41,000	\$112,000
Washington, DC	n/a	n/a	n/a	n/a	n/a
Milwaukee, WI	n/a	n/a	n/a	n/a	n/a
Monmouth Co., NJ	\$8,023,911	193	\$2,741,000	\$90,000	\$363,000
Memphis, TN	\$54,159,505	1,370	\$19,233,000	\$633,000	\$3,069,000
Columbus, OH	\$159,003,298	3,915	\$51,742,000	\$1,221,000	\$5,676,000
Indianapolis, IN	\$146,083,931	3,970	\$49,191,000	\$828,000	\$5,912,000
Prince George's Co., MD	n/a	n/a	n/a	n/a	n/a
Fulton Co., GA	\$193,899,104	4,231	\$68,351,000	\$3,321,000	\$5,602,000
Montgomery Co., MD	n/a	n/a	n/a	n/a	n/a
Honolulu Co., HI	\$113,462,333	2,107	\$37,623,000	\$1,988,000	\$3,550,000
Westchester Co., NY	\$37,398,560	868	\$15,044,000	\$1,032,000	\$2,326,000
Detroit, MI	\$181,758,164	4,424	\$59,523,000	\$2,417,000	\$9,517,000
Fairfax Co., VA	n/a	n/a	n/a	n/a	n/a
Group V Average	\$99,588,925	2,348	\$33,808,000	\$1,285,667	\$4,014,111

Table 17 Continued on Page A85

Continued

Table 17: Direct Economic Impact of Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Population Group VI Pop. > 1,000,000 (n=7)	Total Audience Spending	Total Economic Impact			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Phoenix, AZ	\$173,066,769	3,876	\$56,672,000	\$1,693,000	\$7,623,000
St. Louis, MO	\$191,764,056	5,075	\$65,310,000	\$4,044,000	\$6,612,000
Northeast Tarrant Co., TX	\$50,171,915	1,263	\$16,454,000	\$721,000	\$2,635,000
Broward Co., FL	\$47,130,162	1,130	\$15,287,000	\$534,000	\$2,138,000
Miami-Dade Co., FL	\$272,357,450	5,961	\$100,824,000	\$3,609,000	\$10,984,000
San Diego Co., CA	\$203,264,339	4,792	\$68,219,000	\$7,925,000	\$10,017,000
Harris Co., TX	\$124,954,714	3,258	\$43,143,000	\$2,718,000	\$6,497,000
Group VI Average	\$151,815,629	3,622	\$52,272,714	\$3,034,857	\$6,643,714
Average of All Communities	\$41,404,149	999	\$14,166,067	\$799,333	\$1,681,587

Explanation of Table 18:

Economic Impact Per \$100,000 of Spending by Nonprofit Arts Audiences during Fiscal 2000

This table summarizes in the form of ratios the total and direct economic impacts of the audience expenditures that were induced by attendance to nonprofit arts events in each participating community during fiscal 2000.

Using this chart, a determination can be made of the economic impact per \$100,000 of spending by nonprofit arts audiences. These ratios are derived by dividing the total and direct economic impact of audience expenditures (found in Tables 16 and 17) by the total event-related audience spending, and then multiplying by 100,000. See *Background and Scope of Study* and *Frequently Used Terms* for more information about direct and total economic impacts. Averages are calculated for each population group and for the 75 communities that collected audience data.

Column One:

The average per person expenditure made by arts audiences as a result of their attendance to nonprofit arts events in each participating community during fiscal 2000.

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 audiences in each participating community.

Column Three:

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

Column Four:

The economic impact ratio for the total amount of revenue that the local government receives per \$100,000.

Column Five:

The economic impact ratio for the total amount of revenue that the state government receives per \$100,000.

Column Six:

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

Column Seven:

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

Column Eight:

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

Column Nine:

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

Table 18: Economic Impact Per \$100,000 of Spending by Nonprofit Arts Audiences during Fiscal 2000

Table 18: Economic Impact Per \$100,000 of Spending by Nonprofit Arts Audiences during Fiscal 2000

Population Group I Pop. < 50,000 (n=15)	Avg. Per Person Audience Spending	Total Impact (Per 100,000 of Spending)				Direct Impact (Per 100,000 of Spending)			
		Full Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Homer, AK	\$18.15	3.38	\$47,664	\$4,658	\$7,274	2.94	\$36,817	\$3,063	\$3,765
Sonora, CA	\$25.28	3.29	\$45,392	\$3,484	\$7,593	2.70	\$32,606	\$2,169	\$4,240
Rockland, ME	\$63.77	3.29	\$47,252	\$4,511	\$5,857	2.60	\$33,441	\$2,676	\$3,301
Ketchikan, AK	\$12.46	3.22	\$51,270	\$6,040	\$4,161	2.82	\$38,788	\$4,161	\$1,611
Grand Haven, MI	\$26.80	3.29	\$49,736	\$2,658	\$9,112	2.66	\$34,043	\$1,139	\$5,315
Portsmouth, NH	\$25.07	3.40	\$54,474	\$5,991	\$2,347	2.65	\$34,776	\$1,976	\$988
Door Co., WI	\$32.52	3.44	\$45,463	\$5,680	\$7,300	2.76	\$33,301	\$3,282	\$3,804
Fairbanks, AK	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Gloucester, MA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Juneau, AK	\$9.44	2.61	\$48,604	\$6,527	\$4,419	2.11	\$34,043	\$4,519	\$1,808
Dublin, OH	\$14.50	3.55	\$68,184	\$3,078	\$8,050	2.60	\$35,749	\$710	\$4,025
Dover, DE	\$12.22	3.80	\$49,995	\$1,094	\$3,802	3.02	\$33,590	\$312	\$937
Beloit, WI	\$17.98	3.62	\$48,257	\$2,614	\$7,540	3.02	\$33,076	\$804	\$4,223
Minot, ND	\$26.45	3.57	\$49,857	\$5,234	\$6,096	2.69	\$32,264	\$3,258	\$3,636
Wausau, WI	\$17.12	3.44	\$53,610	\$7,028	\$7,459	2.65	\$33,371	\$4,613	\$3,976
Group I Average	\$23.21	3.38	\$50,751	\$4,507	\$6,231	2.71	\$34,297	\$2,514	\$3,198
Group I Standard Deviation		0.28	\$5,901	\$1,795	\$1,992	0.23	\$1,838	\$1,470	\$1,390
Group I % Error of Mean		8.3%	11.6%	39.8%	32.0%	8.6%	5.4%	58.5%	43.4%

Population Group II Pop. 50,000-99,000 (n=19)	Avg. Per Person Audience Spending	Total Impact (Per 100,000 of Spending)				Direct Impact (Per 100,000 of Spending)			
		Full Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Oak Park, IL	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Flagstaff, AZ	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Niagara Falls, NY	\$37.12	3.42	\$46,947	\$2,411	\$11,544	2.79	\$33,557	\$1,083	\$6,687
Lodi, CA	\$8.74	3.46	\$58,695	\$4,146	\$9,140	2.71	\$38,651	\$2,220	\$5,223

Table 18 Continued on Page A88

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Table 18: Economic Impact Per \$100,000 of Spending by Nonprofit Arts Audiences during Fiscal 2000

Table 18: Economic Impact Per \$100,000 of Spending by Nonprofit Arts Audiences during Fiscal 2000

Population Group II Pop. 50,000-99,000 (n=9)	Avg. Per Person Audience Spending	Total Impact (Per 100,000 of Spending)				Direct Impact (Per 100,000 of Spending)			
		Full Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Missoula, MT	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
St. Cloud, MN	\$15.45	3.86	\$56,629	\$2,566	\$8,422	\$34,394	\$844	\$4,375	
Janesville, WI	\$10.40	3.25	\$48,651	\$2,570	\$7,195	\$33,919	\$857	\$3,940	
Santa Fe, NM	\$42.56	3.04	\$50,348	\$4,602	\$5,954	\$32,460	\$3,148	\$3,254	
Walnut Creek, CA	\$21.10	3.06	\$50,535	\$4,931	\$8,165	\$33,165	\$2,986	\$4,893	
Springfield, OH	\$13.46	3.48	\$47,072	\$2,088	\$6,411	\$34,123	\$970	\$3,627	
Bellingham, WA	\$20.25	3.23	\$52,009	\$2,366	\$6,949	\$33,562	\$817	\$5,216	
Asheville, NC	\$28.18	3.35	\$52,574	\$2,928	\$6,566	\$31,630	\$1,498	\$3,096	
Bloomington, IN	\$19.95	3.56	\$51,513	\$2,664	\$7,242	\$33,804	\$828	\$3,851	
St. Joseph, MO	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
Lawrence, KS	\$30.15	3.51	\$51,696	\$4,255	\$5,853	\$34,319	\$2,361	\$3,208	
Chemung County, NY	\$21.48	3.67	\$50,500	\$2,826	\$10,461	\$33,246	\$1,262	\$5,651	
New Bedford, MA	\$21.42	3.51	\$54,012	\$3,369	\$9,110	\$33,342	\$1,559	\$4,570	
Boulder, CO	\$19.61	3.37	\$56,745	\$2,802	\$3,893	\$35,258	\$851	\$1,570	
Steuben County, NY	\$21.59	2.88	\$41,064	\$3,705	\$10,498	\$30,875	\$2,367	\$6,175	
Group II Average	\$22.10	3.38	\$51,266	\$3,215	\$7,827	\$33,754	\$1,577	\$4,356	
Group II Standard Deviation		0.25	\$4,417	\$897	\$2,065	\$1,742	\$826	\$1,339	
Group II % Error of Mean		7.5%	8.6%	27.9%	26.4%	5.2%	52.4%	30.7%	

Table 18 Continued on Page A89

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Table 18: Economic Impact Per \$100,000 of Spending by Nonprofit Arts Audiences during Fiscal 2000

Table 18: Economic Impact Per \$100,000 of Spending by Nonprofit Arts Audiences during Fiscal 2000

Population Group III Pop. 100,000-249,999 (n=23)	Avg. Per Person-Audience Spending	Total Impact (Per 100,000 of Spending)				Direct Impact (Per 100,000 of Spending)			
		Full Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Green Bay, WI	\$16.81	3.85	\$58,210	\$2,792	\$7,690	2.87	\$33,730	\$643	\$3,953
Erie, PA	\$15.55	3.87	\$51,552	\$2,386	\$7,553	3.06	\$33,062	\$880	\$4,402
Indian River Co., FL	\$20.33	2.93	\$44,348	\$3,175	\$5,919	2.37	\$30,928	\$1,289	\$4,214
Fort Collins, CO	\$12.96	3.53	\$50,331	\$5,586	\$3,866	2.76	\$33,203	\$3,385	\$1,757
Lansing, MI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Alexandria, VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Pasadena, CA	\$36.15	3.34	\$64,465	\$6,093	\$8,773	2.39	\$34,260	\$3,536	\$4,775
Tippecanoe Co., IN	\$20.99	3.06	\$48,494	\$2,279	\$6,892	2.32	\$31,895	\$865	\$3,886
Santa Clarita, CA	\$21.94	3.13	\$67,152	\$5,635	\$8,453	2.19	\$36,628	\$3,131	\$4,383
Tempe, AZ	\$7.45	3.77	\$63,494	\$3,378	\$7,977	2.73	\$35,358	\$755	\$4,707
Dayton, OH	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Worcester, MA	\$19.97	3.57	\$55,891	\$2,567	\$8,385	2.83	\$35,459	\$696	\$4,510
Chandler, AZ	\$10.23	3.72	\$61,392	\$3,267	\$8,282	2.66	\$32,975	\$608	\$4,977
Boise, ID	\$19.33	3.58	\$57,856	\$3,321	\$7,447	2.69	\$34,648	\$1,343	\$3,760
Chippewa Valley, WI	\$14.78	4.36	\$55,384	\$7,085	\$8,992	3.75	\$40,806	\$4,837	\$4,973
Arlington Co., VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
St. Tammany Parish, LA	\$22.08	3.09	\$44,746	\$1,486	\$5,727	2.47	\$31,286	\$696	\$3,638
Glendale, CA	\$19.96	3.09	\$63,597	\$5,240	\$8,453	2.13	\$33,360	\$2,732	\$4,474
Scottsdale, AZ	\$16.78	3.69	\$62,536	\$3,412	\$8,203	2.62	\$33,321	\$693	\$4,827
Madison, WI	\$16.81	4.09	\$61,293	\$8,053	\$7,887	3.06	\$33,946	\$4,627	\$3,824
Baton Rouge, LA	\$12.96	3.69	\$60,215	\$6,451	\$5,423	2.66	\$34,449	\$4,298	\$2,917
St. Petersburg, FL	\$26.08	3.49	\$58,388	\$4,600	\$6,625	2.54	\$34,634	\$2,209	\$4,538
Placer Co., CA	\$21.24	3.10	\$50,184	\$3,955	\$8,313	2.51	\$33,985	\$1,942	\$4,831
Group III Average	\$18.55	3.52	\$56,817	\$4,251	\$7,414	2.66	\$34,102	\$2,061	\$4,176
Group III Standard Deviation		0.39	\$6,806	\$1,826	\$1,350	0.37	\$2,145	\$1,495	\$794
Group III % Error of Mean		11.0%	12.0%	43.0%	18.2%	13.8%	6.3%	72.5%	19.0%

Table 18 Continued on Page A90

Table 18: Economic Impact Per \$100,000 of Spending by Nonprofit Arts Audiences during Fiscal 2000

Continued

Table 18: Economic Impact Per \$100,000 of Spending by Nonprofit Arts Audiences during Fiscal 2000

Population Group IV Pop. 250,000-499,999 (n=13)	Avg. Per Person Audience Spending	Total Impact (Per 100,000 of Spending)				Direct Impact (Per 100,000 of Spending)			
		Full Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Anchorage, AK	\$28.39	2.52	\$53,212	\$3,167	\$5,743	1.86	\$31,727	\$1,285	\$2,431
Northampton Co., PA	\$21.73	3.47	\$52,654	\$2,181	\$7,985	2.76	\$34,201	\$530	\$4,777
Newark, NJ	\$20.91	2.73	\$60,569	\$4,419	\$7,296	1.98	\$33,923	\$1,831	\$4,398
Forsyth Co., NC	\$16.47	3.76	\$61,125	\$4,198	\$7,208	2.75	\$35,335	\$2,606	\$3,502
Lehigh Co., PA	\$26.03	3.28	\$59,046	\$2,537	\$7,179	2.40	\$36,006	\$671	\$3,848
Fox Valley, WI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Western Maricopa Co., AZ	\$16.31	3.38	\$63,997	\$3,451	\$8,703	2.25	\$33,612	\$675	\$5,252
Waukesha Co., WI	\$11.01	3.29	\$58,115	\$7,117	\$7,727	2.48	\$34,487	\$4,352	\$4,067
Berks Co., PA	\$17.05	3.19	\$53,409	\$2,847	\$7,994	2.42	\$32,915	\$1,071	\$4,650
Minneapolis, MN	\$19.09	3.28	\$66,246	\$3,031	\$9,475	2.27	\$33,800	\$852	\$4,997
Mesa, AZ	\$13.03	3.48	\$62,046	\$3,406	\$8,394	2.42	\$32,941	\$709	\$5,039
Jefferson Parish, LA	\$20.73	3.37	\$58,070	\$1,931	\$5,311	2.36	\$33,682	\$580	\$2,778
New Orleans, LA	\$43.01	3.32	\$59,306	\$6,132	\$5,425	2.44	\$36,308	\$4,177	\$3,006
Group IV Average	\$21.15	3.26	\$58,983	\$3,701	\$7,370	2.37	\$34,078	\$1,612	\$4,062
Group IV Standard Deviation		0.33	\$4,270	\$1,560	\$1,310	0.26	\$1,318	\$1,379	\$953
Group IV % Error of Mean		10.1%	7.2%	42.1%	17.8%	11.1%	3.9%	85.6%	23.5%

Population Group V Pop. 500,000-999,000 (n=14)	Avg. Per Person Audience Spending	Total Impact (Per 100,000 of Spending)				Direct Impact (Per 100,000 of Spending)			
		Full Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Union Co., NJ	\$12.09	2.95	\$54,190	\$4,380	\$7,366	2.31	\$32,809	\$1,632	\$4,459
Washington, DC	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Milwaukee, WI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Monmouth Co., NJ	\$19.43	2.98	\$52,082	\$3,614	\$7,216	2.41	\$34,160	\$1,122	\$4,524
Memphis, TN	\$27.24	3.60	\$63,968	\$2,975	\$8,200	2.53	\$35,512	\$1,169	\$5,667

Table 18 Continued on Page A91

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Table 18: Economic Impact Per \$100,000 of Spending by Nonprofit Arts Audiences during Fiscal 2000

Table 18: Economic Impact Per \$100,000 of Spending by Nonprofit Arts Audiences during Fiscal 2000

		Total Impact (Per 100,000 of Spending)					Direct Impact (Per 100,000 of Spending)				
Population Group V 500,000-999,999 (n=14)	Avg. Per Person Audience Spending	Full Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue		
Columbus, OH	\$25.53	3.57	\$63,733	\$3,053	\$7,573	2.46	\$32,541	\$768	\$3,570		
Indianapolis, IN	\$31.59	3.91	\$67,912	\$3,577	\$8,569	2.72	\$33,673	\$567	\$4,047		
Prince George's Co., MD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
Fulton Co., GA	\$26.86	3.19	\$69,014	\$4,297	\$6,459	2.18	\$35,251	\$1,713	\$2,889		
Montgomery Co., MD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
Honolulu Co., HI	\$24.68	2.70	\$56,893	\$3,281	\$6,612	1.86	\$33,159	\$1,752	\$3,129		
Westchester Co., NY	\$21.90	3.11	\$64,994	\$7,666	\$11,212	2.32	\$40,226	\$2,759	\$6,219		
Detroit, MI	\$23.21	3.13	\$53,592	\$3,073	\$8,921	2.43	\$32,748	\$1,330	\$5,236		
Fairfax Co., VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
Group V Average	\$23.61	3.24	\$60,709	\$3,991	\$8,014	2.36	\$34,453	\$1,424	\$4,416		
Group V Standard Deviation		0.38	\$6,530	\$1,472	\$1,459	0.24	\$2,417	\$647	\$1,137		
Group V % Error of Mean		11.8%	10.8%	36.9%	18.2%	10.2%	7.0%	45.4%	25.8%		

		Total Impact (Per 100,000 of Spending)					Direct Impact (Per 100,000 of Spending)				
Population Group VI Pop. > 1,000,000 (n=7)	Avg. Per Person Audience Spending	Full Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue		
Phoenix, AZ	\$32.17	3.31	\$61,997	\$3,663	\$7,736	2.24	\$32,746	\$978	\$4,405		
St. Louis, MO	\$31.44	3.56	\$59,957	\$4,099	\$6,651	2.65	\$34,057	\$2,109	\$3,448		
Northeast Tarrant Co., TX	\$17.88	3.49	\$80,015	\$4,050	\$7,127	2.52	\$32,795	\$1,437	\$5,252		
Broward Co., FL	\$21.25	3.25	\$55,981	\$3,758	\$6,565	2.40	\$32,436	\$1,133	\$4,536		
Miami-Dade Co., FL	\$54.44	3.32	\$69,074	\$4,702	\$6,267	2.19	\$37,019	\$1,325	\$4,033		
San Diego Co., CA	\$36.73	3.19	\$80,025	\$6,426	\$8,910	2.36	\$33,562	\$3,899	\$4,928		
Harris Co., TX	\$19.87	3.40	\$59,125	\$5,122	\$6,926	2.61	\$34,527	\$2,175	\$5,199		
Group VI Average	\$30.54	3.36	\$60,311	\$4,546	\$7,169	2.42	\$33,877	\$1,865	\$4,543		
Group VI Standard Deviation		0.13	\$4,290	\$978	\$900	0.18	\$1,579	\$1,007	\$653		
Group VI % Error of Mean		3.9%	7.1%	21.5%	12.6%	7.3%	4.7%	54.0%	14.4%		

Table 18 Continued on Page A92

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Table 18: Economic Impact Per \$100,000 of Spending by Nonprofit Arts Audiences during Fiscal 2000

	Avg. Per Person Audience Spending	Total Impact (Per 100,000 of Spending)				Direct Impact (Per 100,000 of Spending)			
		Full Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue	Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Average of 75 Communities	\$22.87	3.38	\$55,795	\$3,997	\$7,334	2.56	\$34,083	\$1,876	\$4,087
Standard Deviation		0.32	\$6,695	\$1,545	\$1,664	0.30	\$1,839	\$1,252	\$1,142
% Error of Mean		9.6%	12.0%	38.7%	22.7%	11.5%	5.4%	66.7%	27.9%

Table 18: Economic Impact Per \$100,000 of Spending by Nonprofit Arts Audiences during Fiscal 2000

Explanation of Table 19:

Total Itemized Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

This table presents the total dollars spent by arts audiences as a result of their attendance to nonprofit arts events during fiscal 2000. Averages are calculated for each population group and for the 75 communities that collected audience data. To calculate these figures, the dollars spent by resident attendees and non-resident attendees are summed. The results do not equal the average per person spending by all attendees multiplied by total attendance to arts events.

Column One:

The total dollars spent by audience members to purchase refreshments (e.g., snacks, drinks) for the purpose of attending nonprofit arts events.

Column Two:

The total dollars spent by audience members to purchase meals (e.g., dinner at a restaurant, coffee at a café) before or after attending nonprofit arts events.

Column Three:

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

Column Four:

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

Column Five:

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

Column Six:

The total dollars spent by audience members on childcare (e.g., babysitter fees) for the purpose of attending nonprofit arts events.

Column Seven:

The total dollars spent by audience members on overnight lodging (e.g., hotel, motel, bed and breakfast) for the purpose of attending nonprofit arts events. (*The audience survey instrument requested that respondents provide the cost of one night only.*)

Column Eight:

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

Column Nine:

The total expenditures made by arts audiences as a result of their attendance to nonprofit arts events in each participating community during fiscal 2001.

Table 19: Total Itemized Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Table 19: Total Itemized Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

All Arts Event Attendees (Resident and Non-Resident)											
Population Group I Pop. < 50,000 (n=15)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending		
Homer, AK	\$345,270	\$375,880	\$403,007	\$36,545	\$155,138	\$89,121	\$75,678	\$86,574	\$1,567,214		
Sonora, CA	\$253,292	\$1,002,321	\$327,267	\$303,735	\$386,834	\$9,630	\$442,323	\$316,967	\$3,042,370		
Rockland, ME	\$548,175	\$3,363,204	\$1,353,432	\$858,645	\$1,568,100	\$143,145	\$4,630,085	\$836,185	\$13,300,970		
Ketchikan, AK	\$19,203	\$381,413	\$47,364	\$172,801	\$44,891	\$74,253	\$3,796	\$1,351	\$745,071		
Grand Haven, MI	\$69,383	\$221,965	\$120,209	\$91,608	\$103,492	\$13,279	\$135,031	\$35,204	\$790,171		
Portsmouth, NH	\$2,478,159	\$6,892,422	\$1,332,374	\$1,235,113	\$1,511,532	\$158,432	\$1,605,831	\$2,295,537	\$17,509,400		
Door Co., WI	\$434,822	\$960,243	\$1,469,994	\$556,292	\$1,268,706	\$50,041	\$2,269,680	\$455,568	\$7,465,347		
Fairbanks, AK	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
Gloucester, MA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
Juneau, AK	\$70,285	\$505,284	\$115,357	\$56,333	\$132,000	\$24,092	\$50,521	\$41,925	\$995,797		
Dublin, OH	\$58,163	\$137,757	\$151,551	\$10,681	\$31,607	\$7,744	\$13,134	\$11,749	\$422,386		
Dover, DE	\$176,955	\$779,158	\$169,921	\$158,058	\$276,497	\$41,279	\$301,412	\$16,930	\$1,920,210		
Beloit, WI	\$217,459	\$282,791	\$98,627	\$88,624	\$123,737	\$15,523	\$164,364	\$3,545	\$994,669		
Minot, ND	\$526,998	\$1,336,143	\$624,448	\$630,161	\$720,161	\$39,537	\$548,919	\$331,223	\$4,757,590		
Wausau, WI	\$673,655	\$1,601,302	\$1,440,716	\$452,747	\$474,453	\$29,076	\$256,087	\$166,192	\$5,094,229		
Group I Average	\$451,678	\$1,372,299	\$588,790	\$357,796	\$522,858	\$53,473	\$807,451	\$353,765	\$4,508,109		
% of Group I Total	10.0%	30.4%	13.1%	7.9%	11.6%	1.2%	17.9%	7.8%	100.0%		

All Arts Event Attendees (Resident and Non-Resident)											
Population Group II Pop. 50,000-99,000 (n=19)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending		
Oak Park, IL	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
Flagstaff, AZ	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
Niagara Falls, NY	\$4,020,337	\$10,595,393	\$9,608,876	\$2,381,306	\$5,954,738	\$302,629	\$5,622,971	\$2,038,570	\$40,524,820		
Lodi, CA	\$195,930	\$838,256	\$1,139,756	\$118,749	\$485,232	\$233,924	\$277,760	\$23,694	\$3,063,300		
Missoula, MT	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		

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Table 19: Total Itemized Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Table 19: Total Itemized Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

All Arts Event Attendees (Resident and Non-Resident)											
Population Group II Pop. 50,000-99,000 (n=19)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending		
St. Cloud, MN	\$478,885	\$2,313,704	\$693,089	\$700,386	\$549,830	\$86,788	\$168,317	\$815,233	\$5,806,231		
Janesville, WI	\$79,688	\$180,626	\$41,810	\$60,723	\$84,241	\$4,977	\$44,110	\$87,576	\$583,751		
Santa Fe, NM	\$8,917,865	\$55,566,447	\$19,033,368	\$15,160,342	\$21,207,281	\$424,849	\$21,358,546	\$9,297,874	\$150,966,573		
Walnut Creek, CA	\$1,816,561	\$10,885,056	\$2,083,314	\$2,395,742	\$2,217,940	\$384,573	\$1,021,046	\$531,332	\$21,335,564		
Springfield, OH	\$884,002	\$1,381,691	\$766,628	\$312,805	\$507,599	\$23,362	\$401,675	\$463,902	\$4,741,666		
Bellingham, WA	\$708,511	\$1,823,724	\$1,963,948	\$384,725	\$393,648	\$25,260	\$222,453	\$478,635	\$6,000,903		
Asheville, NC	\$3,947,299	\$17,059,493	\$5,478,493	\$10,081,360	\$4,234,326	\$506,919	\$3,753,455	\$1,252,631	\$46,313,975		
Bloomington, IN	\$496,348	\$3,410,835	\$2,107,984	\$609,903	\$905,997	\$101,710	\$599,621	\$701,354	\$8,933,752		
St. Joseph, MO	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
Lawrence, KS	\$1,441,044	\$4,885,272	\$5,182,040	\$1,571,386	\$1,205,031	\$117,497	\$1,129,792	\$989,440	\$16,521,503		
Chemung County, NY	\$190,397	\$540,521	\$221,599	\$158,788	\$231,099	\$10,059	\$242,632	\$68,288	\$1,663,381		
New Bedford, MA	\$1,679,801	\$3,069,817	\$1,924,077	\$1,002,148	\$921,746	\$6,746	\$1,008,001	\$716,933	\$10,329,270		
Boulder, CO	\$85,788	\$6,042,210	\$408,869	\$812,022	\$890,748	\$29,986	\$607,228	\$2,399,985	\$11,276,838		
Steuben County, NY	\$124,772	\$260,161	\$116,681	\$133,475	\$144,754	\$3,958	\$175,736	\$12,112	\$971,651		
Group II Average	\$1,671,148	\$7,923,547	\$3,384,702	\$2,392,258	\$2,662,281	\$150,882	\$2,425,556	\$1,325,171	\$21,935,545		
% of Group II Total	7.6%	36.1%	15.4%	10.9%	12.1%	0.7%	11.1%	6.0%	100.0%		

All Arts Event Attendees (Resident and Non-Resident)											
Population Group III Pop. 100,000-249,999 (n=23)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending		
Green Bay, WI	\$5,467,165	\$8,456,842	\$5,319,732	\$891,726	\$2,642,128	\$57,003	\$2,263,501	\$401,140	\$25,499,237		
Erie, PA	\$516,697	\$1,976,177	\$277,436	\$435,297	\$472,085	\$96,714	\$258,404	\$283,262	\$4,316,072		
Indian River Co., FL	\$432,851	\$3,027,388	\$264,235	\$1,625,586	\$727,683	\$51,994	\$973,926	\$109,797	\$7,213,459		
Fort Collins, CO	\$304,607	\$2,541,564	\$290,151	\$742,271	\$626,481	\$51,615	\$385,174	\$464,305	\$5,406,169		
Lansing, MI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
Alexandria, VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		

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Table 19: Total Itemized Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Table 19: Total Itemized Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

All Arts Event Attendees (Resident and Non-Resident)												
Population Group III Pop. 100,000-249,999 (n=23)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending			
Pasadena, CA	\$368,513	\$4,331,351	\$583,958	\$694,514	\$1,530,899	\$91,345	\$889,522	\$389,122	\$8,879,223			
Tippecanoe Co., IN	\$988,549	\$1,718,910	\$2,443,672	\$921,111	\$378,423	\$55,568	\$1,106,739	\$670,355	\$7,283,325			
Santa Clarita, CA	\$92,024	\$180,199	\$103,852	\$71,484	\$62,676	\$30,330	\$44,983	\$53,303	\$638,851			
Tempe, AZ	\$144,760	\$1,543,535	\$150,817	\$249,571	\$435,354	\$160,438	\$98,456	\$0	\$2,782,930			
Dayton, OH	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			
Worcester, MA	\$1,898,330	\$6,621,237	\$3,429,585	\$853,209	\$3,052,422	\$886,620	\$48,091	\$1,172,194	\$17,961,688			
Chandler, AZ	\$219,323	\$1,468,360	\$312,465	\$59,179	\$384,200	\$0	\$68,648	\$120,108	\$2,632,282			
Boise, ID	\$790,096	\$3,234,566	\$1,033,947	\$955,231	\$671,436	\$195,317	\$493,126	\$817,244	\$8,190,962			
Chippewa Valley, WI	\$209,793	\$379,612	\$553,113	\$5,838	\$71,434	\$4,671	\$313,280	\$130,191	\$1,467,932			
Arlington Co., VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			
St. Tammany Parish, LA	\$1,657,947	\$2,555,537	\$1,914,956	\$1,622,662	\$913,761	\$51,569	\$444,360	\$460,200	\$9,620,992			
Glendale, CA	\$580,851	\$2,483,100	\$1,231,122	\$962,349	\$749,215	\$62,831	\$122,306	\$468,937	\$6,660,711			
Scottsdale, AZ	\$1,295,291	\$6,715,731	\$1,656,396	\$799,031	\$1,439,263	\$61,142	\$1,395,104	\$353,267	\$13,715,225			
Madison, WI	\$1,169,126	\$831,268	\$1,197,410	\$1,318,279	\$1,595,265	\$413,252	\$627,827	\$428,299	\$15,062,139			
Baton Rouge, LA	\$939,766	\$4,083,316	\$1,850,591	\$1,180,054	\$809,120	\$200,791	\$248,628	\$902,768	\$10,215,034			
St. Petersburg, FL	\$10,704,214	\$17,219,100	\$8,742,985	\$4,060,513	\$6,318,213	\$836,415	\$8,686,476	\$4,456,784	\$61,024,700			
Placer Co., CA	\$805,266	\$1,117,049	\$1,089,446	\$225,904	\$493,439	\$39,325	\$199,483	\$252,519	\$4,222,431			
Group III Average	\$1,504,482	\$4,103,487	\$1,697,151	\$930,200	\$1,230,184	\$176,155	\$929,896	\$628,094	\$11,199,651			
% of Group III Total	13.4%	36.6%	15.2%	8.3%	11.0%	1.6%	8.3%	5.6%	100.0%			
All Arts Event Attendees (Resident and Non-Resident)												
Population Group IV 250,000-499,999 (n=13)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending			
Anchorage, AK	\$2,153,183	\$7,841,637	\$822,927	\$4,978,641	\$1,785,507	\$446,732	\$872,395	\$391,713	\$19,292,736			
Northampton Co., PA	\$2,972,748	\$20,742,016	\$9,872,803	\$1,205,839	\$5,373,439	\$827,982	\$6,550,604	\$956,346	\$48,501,776			
Newark, NJ	\$7,806,182	\$7,969,365	\$4,182,264	\$2,079,796	\$3,385,186	\$233,758	\$3,103,880	\$954,291	\$29,714,722			

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Continued

Table 19: Total Itemized Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Table 19: Total Itemized Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

All Arts Event Attendees (Resident and Non-Resident)											
	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending		
Population Group IV 250,000–499,999 (n=13)											
Forsyth Co., NC	\$2,752,080	\$9,793,142	\$5,441,103	\$1,536,556	\$5,578,999	\$445,360	\$3,675,707	\$787,405	\$27,010,352		
Lehigh Co., PA	\$3,910,895	\$8,049,336	\$5,156,112	\$1,283,873	\$2,889,129	\$294,426	\$1,897,001	\$8,250,462	\$31,731,235		
Fox Valley, WI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Western Maricopa Co., AZ	\$232,219	\$321,518	\$535,309	\$18,739	\$113,819	\$0	\$111,264	\$0	\$1,332,870		
Waukesha Co., WI	\$179,204	\$842,362	\$787,404	\$73,940	\$192,585	\$16,112	\$204,128	\$163,172	\$2,458,908		
Berks Co., PA	\$797,466	\$2,150,072	\$2,248,022	\$787,408	\$609,459	\$79,156	\$409,544	\$574,887	\$7,656,013		
Minneapolis, MN	\$12,500,337	\$32,329,265	\$19,801,781	\$9,111,431	\$10,942,396	\$1,810,707	\$8,546,151	\$3,137,167	\$98,179,235		
Mesa, AZ	\$593,835	\$3,181,914	\$1,485,147	\$366,683	\$1,151,043	\$31,164	\$1,026,835	\$62,328	\$7,898,949		
Jefferson Parish, LA	\$1,095,824	\$4,245,780	\$1,345,323	\$1,537,440	\$1,141,831	\$16,684	\$1,593,052	\$2,128,957	\$13,104,890		
New Orleans, LA	\$23,267,791	\$83,205,021	\$40,358,346	\$13,852,453	\$16,890,198	\$7,753,362	\$65,289,799	\$8,370,808	\$258,987,777		
Group III Average	\$4,855,147	\$15,055,952	\$7,669,712	\$3,069,400	\$3,921,133	\$996,287	\$7,773,363	\$2,148,128	\$45,489,122		
% of Group III Total	10.7%	33.1%	16.9%	6.7%	8.6%	2.2%	17.1%	4.7%	100.0%		
All Arts Event Attendees (Resident and Non-Resident)											
	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending		
Population Group V Pop. 500,000–999,000 (n=14)											
Union Co., NJ	\$181,029	\$1,436,261	\$1,929,954	\$237,840	\$215,549	\$13,253	\$183,664	\$50,966	\$2,511,517		
Washington, DC	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Milwaukee, WI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Monmouth Co., NJ	\$863,883	\$3,312,649	\$1,560,144	\$755,755	\$760,010	\$220,777	\$314,304	\$236,389	\$8,023,911		
Memphis, TN	\$3,055,059	\$16,794,307	\$14,138,308	\$4,774,078	\$5,729,052	\$823,122	\$5,158,010	\$3,687,569	\$54,159,505		
Columbus, OH	\$22,115,815	\$52,806,218	\$24,876,165	\$19,540,816	\$17,575,623	\$1,255,673	\$13,910,374	\$6,922,613	\$159,003,298		
Indianapolis, IN	\$21,987,118	\$57,032,148	\$18,109,300	\$4,041,073	\$19,147,532	\$1,229,775	\$20,545,924	\$3,991,061	\$146,083,931		
Prince George's Co., MD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Fulton Co., GA	\$18,826,910	\$66,470,105	\$21,817,941	\$17,061,715	\$25,685,645	\$4,491,751	\$17,311,739	\$22,233,298	\$193,899,104		

Table 19 Continued on Page A98

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Table 19: Total Itemized Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

		All Arts Event Attendees (Resident and Non-Resident)										Total Arts Event-Related Spending
		Refreshments or Snacks During Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending			
<i>Continued</i>												
Population Group V Pop. 500,000-999,000 (n=14)												
Montgomery Co., MD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Honolulu Co., HI	\$14,667,439	\$31,276,226	\$15,397,147	\$10,967,352	\$17,133,427	\$596,432	\$22,239,915	\$1,184,396	\$113,462,333			
Westchester Co., NY	\$4,802,658	\$10,262,751	\$13,257,231	\$3,684,280	\$3,054,478	\$222,572	\$1,528,904	\$585,687	\$37,398,560			
Detroit, MI	\$26,926,213	\$58,485,261	\$28,896,284	\$15,132,964	\$28,529,887	\$934,791	\$10,694,840	\$12,157,923	\$181,758,164			
Fairfax Co., VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			
Group V Average	\$12,602,902	\$33,097,325	\$15,360,608	\$8,466,208	\$13,092,356	\$1,087,572	\$10,209,742	\$5,672,211	\$99,588,925			
% of Group V Total	12.7%	33.2%	15.4%	8.5%	13.1%	1.1%	10.3%	5.7%	\$99,588,925	100.0%		
Population Group VI Pop. > 1,000,000 (n=7)												
Phoenix, AZ	\$16,664,947	\$57,381,306	\$26,227,126	\$28,206,393	\$18,411,457	\$1,365,718	\$15,345,490	\$9,464,332	\$173,066,769			
St. Louis, MO	\$18,904,237	\$66,421,513	\$27,926,520	\$10,305,083	\$29,209,321	\$1,916,885	\$32,427,297	\$4,653,201	\$191,764,056			
Northeast Tarrant Co., TX	\$6,674,631	\$21,769,675	\$5,742,146	\$5,896,392	\$5,636,979	\$343,547	\$2,524,020	\$1,584,524	\$50,171,915			
Broward Co., FL	\$7,636,467	\$20,350,193	\$20,399,596	\$4,340,684	\$7,615,001	\$288,279	\$3,685,891	\$1,174,050	\$47,130,162			
Miami-Dade Co., FL	\$13,056,000	\$69,587,500	\$17,477,850	\$29,118,900	\$39,357,150	\$10,990,700	\$78,732,700	\$14,036,650	\$272,357,450			
San Diego Co., CA	\$18,214,859	\$64,359,852	\$17,955,232	\$11,194,298	\$34,826,138	\$1,663,120	\$46,529,675	\$8,521,165	\$203,264,339			
Harris Co., TX	\$15,663,256	\$54,806,256	\$11,512,836	\$12,358,595	\$12,632,310	\$5,802,216	\$10,572,397	\$1,606,848	\$124,954,714			
Group VI Average	\$13,830,628	\$50,668,042	\$15,554,472	\$14,488,621	\$21,098,337	\$3,195,781	\$27,116,781	\$5,862,967	\$151,815,629			
% of Group VI Total	9.1%	33.4%	10.2%	9.5%	13.9%	2.1%	17.9%	3.9%	\$151,815,629	100.0%		
Average of 75 Communities		\$4,373,687	\$13,971,773	\$5,731,120	\$3,635,440	\$5,102,373	\$672,258	\$5,860,450	\$2,057,047	\$41,404,149		
% of Total	10.6%	33.7%	13.8%	8.8%	12.3%	1.6%	14.2%	5.0%	\$41,404,149	100.0%		

Explanation of Table 20:

Average Per Person Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

This table presents the average dollars spent per person by arts audiences as a result of their attendance at nonprofit arts events during fiscal 2000. Averages are calculated for each population group and for the 75 communities that collected audience data.

Column One:

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

Column Two:

The average dollars spent per person by audience members to purchase meals (e.g., dinner at a restaurant, coffee at a café) before or after attending nonprofit arts events.

Column Three:

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

Column Four:

The average dollars spent per person by audience members to purchase clothing or accessories for the purpose of attending nonprofit arts events.

Column Five:

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

Column Six:

The average dollars spent per person by audience members on childcare (e.g., babysitter fees) for the purpose of attending nonprofit arts events.

Column Seven:

The average dollars spent per person by audience members on overnight lodging (e.g., hotel, motel, bed and breakfast) for the purpose of attending nonprofit arts events. (*The audience survey instrument requested that respondents provide the cost of one night only.*)

Column Eight:

The average dollars spent per person by audience members for miscellaneous products and services for the purpose or as a result of attending nonprofit arts events.

Column Nine:

The average per person expenditure made by all responding arts audience members as a result of their attendance to nonprofit arts events during fiscal 2000.

Table 20: Average Per Person Audience Spending Induced by Attendance to Nonprofit Art Events during Fiscal 2000

All Arts Event Attendees (Resident and Non-Resident)

Population Group I Pop. < 50,000 (n=15)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event- Related Spending	Avg. Event- Related Spending
Homer, AK	\$4.00	\$4.35	\$4.67	\$0.43	\$1.80	\$1.03	\$0.87	\$1.00	\$18.15
Sonora, CA	\$2.11	\$8.33	\$2.72	\$2.53	\$3.21	\$0.08	\$3.67	\$2.63	\$25.28
Rockland, ME	\$2.63	\$16.12	\$6.49	\$4.12	\$7.52	\$0.68	\$22.20	\$4.01	\$63.77
Ketchikan, AK	\$0.32	\$6.38	\$0.79	\$2.89	\$0.75	\$1.25	\$0.06	\$0.02	\$12.46
Grand Haven, MI	\$2.35	\$7.53	\$4.08	\$3.11	\$3.51	\$0.45	\$4.58	\$1.19	\$26.80
Portsmouth, NH	\$3.55	\$9.87	\$1.91	\$1.77	\$2.16	\$0.22	\$2.30	\$3.29	\$25.07
Door Co., WI	\$1.63	\$11.81	\$1.87	\$2.08	\$4.75	\$0.19	\$8.49	\$1.70	\$32.52
Fairbanks, AK	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Gloucester, MA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Juneau, AK	\$0.67	\$4.79	\$1.09	\$0.53	\$1.25	\$0.23	\$0.48	\$0.40	\$9.44
Dublin, OH	\$2.00	\$4.73	\$5.20	\$0.36	\$1.09	\$0.26	\$0.45	\$0.41	\$14.50
Dover, DE	\$1.13	\$4.95	\$1.08	\$1.01	\$1.76	\$0.26	\$1.92	\$0.11	\$12.22
Beloit, WI	\$3.93	\$5.11	\$1.78	\$1.60	\$2.24	\$0.28	\$2.97	\$0.07	\$17.98
Minot, ND	\$2.93	\$7.43	\$3.47	\$3.51	\$4.00	\$0.22	\$3.05	\$1.84	\$26.45
Wausau, WI	\$2.26	\$5.38	\$4.84	\$1.52	\$1.59	\$0.10	\$0.87	\$0.56	\$17.12
Group I Average	\$2.27	\$7.44	\$3.08	\$1.96	\$2.74	\$0.40	\$3.99	\$1.33	\$23.21
% of Group I Total Value	9.8%	32.1%	13.3%	8.4%	11.8%	1.7%	17.2%	5.7%	100.0%

All Arts Event Attendees (Resident and Non-Resident)

Population Group II Pop. 50,000-99,000 (n=19)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event- Related Spending	Avg. Event- Related Spending
Oak Park, IL	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Flagstaff, AZ	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Niagara Falls, NY	\$3.69	\$9.70	\$8.80	\$2.18	\$5.45	\$0.28	\$5.15	\$1.87	\$37.12
Lodi, CA	\$0.56	\$2.39	\$3.25	\$0.34	\$1.38	\$0.67	\$0.08	\$0.07	\$8.74
Missoula, MT	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
St. Cloud, MN	\$1.28	\$6.15	\$1.84	\$1.87	\$1.46	\$0.23	\$0.45	\$2.17	\$15.45
Janesville, WI	\$1.42	\$3.22	\$0.74	\$1.08	\$1.50	\$0.09	\$0.79	\$1.56	\$10.40
Santa Fe, NM	\$2.52	\$15.66	\$5.36	\$4.28	\$5.98	\$0.12	\$6.02	\$2.62	\$42.56
Walnut Creek, CA	\$1.79	\$10.76	\$2.06	\$2.37	\$2.20	\$0.38	\$1.01	\$0.53	\$21.10
Springfield, OH	\$2.50	\$3.93	\$2.17	\$0.89	\$1.44	\$0.07	\$1.14	\$1.32	\$13.46
Bellingham, WA	\$2.39	\$6.15	\$6.63	\$1.30	\$1.33	\$0.09	\$0.75	\$1.61	\$20.25
Asheville, NC	\$2.40	\$10.38	\$3.33	\$6.13	\$2.58	\$0.31	\$2.29	\$0.76	\$28.18
Bloomington, IN	\$1.11	\$7.62	\$4.71	\$1.36	\$2.02	\$0.22	\$1.34	\$1.57	\$19.95
St. Joseph, MO	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Lawrence, KS	\$2.63	\$8.92	\$9.45	\$2.87	\$2.20	\$0.21	\$2.06	\$1.81	\$30.15

Table 20 Continued on Page A101

Continued

Table 20: Average Per Person Audience Spending Induced by Attendance to Nonprofit Art Events during Fiscal 2000

All Arts Event Attendees (Resident and Non-Resident)									
<i>Continued</i> Population Group II Pop. 50,000–99,000 (n=19)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event- Related Spending	Avg. Event- Related Spending
Chemung County, NY	\$2.46	\$6.98	\$2.86	\$2.05	\$2.99	\$0.13	\$3.13	\$0.88	\$21.48
New Bedford, MA	\$3.48	\$6.36	\$3.99	\$2.08	\$1.91	\$0.02	\$2.09	\$1.49	\$21.42
Boulder, CO	\$0.15	\$10.51	\$0.71	\$1.41	\$1.55	\$0.05	\$1.06	\$4.17	\$19.61
Steuben County, NY	\$2.77	\$5.78	\$2.59	\$2.97	\$3.22	\$0.09	\$3.90	\$0.27	\$21.59
Group II Average	\$2.08	\$7.63	\$3.90	\$2.21	\$2.48	\$0.20	\$2.08	\$1.51	\$22.10
% of Group II Total Value	9.4%	34.5%	17.6%	10.0%	11.2%	0.9%	9.4%	6.8%	100.0%

All Arts Event Attendees (Resident and Non-Resident)									
Population Group III Pop. 100,000–249,999 (n=23)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event- Related Spending	Avg. Event- Related Spending
Green Bay, WI	\$3.60	\$5.58	\$3.51	\$0.59	\$1.74	\$0.04	\$1.49	\$0.26	\$16.81
Erie, PA	\$1.86	\$7.12	\$1.00	\$1.57	\$1.70	\$0.35	\$0.93	\$1.02	\$15.55
Indian River Co., FL	\$1.22	\$8.53	\$0.75	\$4.58	\$2.05	\$0.15	\$2.74	\$0.31	\$20.33
Fort Collins, CO	\$0.73	\$6.10	\$0.69	\$1.78	\$1.50	\$0.12	\$0.93	\$1.11	\$12.96
Lansing, MI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Alexandria, VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Pasadena, CA	\$1.50	\$17.64	\$2.38	\$2.83	\$6.23	\$0.37	\$3.62	\$1.58	\$36.15
Tipppecanoe Co., IN	\$2.85	\$4.96	\$7.04	\$2.65	\$1.09	\$0.16	\$0.31	\$1.93	\$20.99
Santa Clarita, CA	\$3.16	\$6.19	\$3.56	\$2.46	\$2.15	\$1.04	\$1.55	\$1.83	\$21.94
Tempe, AZ	\$0.39	\$4.14	\$0.40	\$0.67	\$1.16	\$0.43	\$0.26	\$0.00	\$7.45
Dayton, OH	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Worcester, MA	\$2.11	\$7.36	\$3.81	\$0.95	\$3.39	\$0.99	\$0.06	\$1.30	\$19.97
Chandler, AZ	\$0.85	\$5.70	\$1.22	\$0.23	\$1.49	\$0.00	\$0.27	\$0.47	\$10.23
Boise, ID	\$1.86	\$7.64	\$2.44	\$2.26	\$1.58	\$0.46	\$1.16	\$1.93	\$19.33
Chippewa Valley, WI	\$1.65	\$4.17	\$3.66	\$0.09	\$0.56	\$0.07	\$2.56	\$2.02	\$14.78
Arlington Co., VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
St. Tammany Parish, LA	\$3.81	\$5.86	\$4.40	\$3.72	\$2.10	\$0.12	\$1.02	\$1.05	\$22.08
Glendale, CA	\$1.74	\$7.44	\$3.69	\$2.88	\$2.25	\$0.19	\$0.37	\$1.40	\$19.96
Scottsdale, AZ	\$1.59	\$8.22	\$2.02	\$0.98	\$1.76	\$0.07	\$1.71	\$0.43	\$16.78
Madison, WI	\$1.31	\$9.28	\$1.33	\$1.47	\$1.78	\$0.46	\$0.70	\$0.48	\$16.81
Baton Rouge, LA	\$1.19	\$5.19	\$2.35	\$1.50	\$1.03	\$0.25	\$0.31	\$1.14	\$12.96
St. Petersburg, FL	\$4.57	\$7.36	\$3.74	\$1.73	\$2.70	\$0.36	\$3.71	\$1.91	\$26.08
Placer Co., CA	\$4.05	\$5.62	\$5.48	\$1.14	\$2.48	\$0.20	\$1.00	\$1.27	\$21.24
Group III Average	\$2.11	\$7.06	\$2.81	\$1.79	\$2.04	\$0.31	\$1.30	\$1.13	\$18.55
% of Group III Total Value	11.4%	38.1%	15.2%	9.7%	11.0%	1.7%	7.0%	6.1%	100.0%

Table 20 Continued on Page A102

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Table 20: Average Per Person Audience Spending Induced by Attendance to Nonprofit Art Events during Fiscal 2000

All Arts Event Attendees (Resident and Non-Resident)									
Population Group IV Pop. 250,000–499,999 (n=13)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event- Related Spending	Avg. Event- Related Spending
Anchorage, AK	\$3.17	\$11.54	\$1.21	\$7.32	\$2.63	\$0.66	\$1.29	\$0.57	\$28.39
Northampton Co., PA	\$1.33	\$9.29	\$4.42	\$0.54	\$2.41	\$0.37	\$2.94	\$0.43	\$21.73
Newark, NJ	\$5.49	\$5.61	\$2.94	\$1.46	\$2.38	\$0.17	\$2.19	\$0.67	\$20.91
Forsyth Co., NC	\$1.68	\$5.97	\$3.32	\$0.94	\$1.57	\$0.27	\$2.24	\$0.48	\$16.47
Lehigh Co., PA	\$3.21	\$6.61	\$4.23	\$1.05	\$2.37	\$0.24	\$1.55	\$6.77	\$26.03
Fox Valley, WI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Western Maricopa Co., AZ	\$2.84	\$3.94	\$6.54	\$0.23	\$1.40	\$0.00	\$1.36	\$0.00	\$16.31
Waukesha Co., WI	\$0.80	\$3.78	\$3.52	\$0.33	\$0.87	\$0.07	\$0.91	\$0.73	\$11.01
Berks Co., PA	\$1.78	\$4.79	\$5.00	\$1.75	\$1.36	\$0.18	\$0.91	\$1.28	\$17.05
Minneapolis, MN	\$2.43	\$6.29	\$3.85	\$1.77	\$2.13	\$0.35	\$1.66	\$0.61	\$19.09
Mesa, AZ	\$1.16	\$5.81	\$2.28	\$0.48	\$1.57	\$0.04	\$1.46	\$0.23	\$13.03
Jefferson Parish, LA	\$1.73	\$6.72	\$2.13	\$2.43	\$1.80	\$0.03	\$2.52	\$3.37	\$20.73
New Orleans, LA	\$3.86	\$13.82	\$6.70	\$2.30	\$2.81	\$1.29	\$10.84	\$1.39	\$43.01
Group IV Average	\$2.46	\$7.01	\$3.85	\$1.72	\$1.94	\$0.31	\$2.49	\$1.38	\$21.15
% of Group IV Total Value	11.6%	33.2%	18.2%	8.1%	9.2%	1.4%	11.8%	6.5%	100.0%

All Arts Event Attendees (Resident and Non-Resident)									
Population Group V Pop. 500,000–999,999 (n=14)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event- Related Spending	Avg. Event- Related Spending
Union Co., NJ	\$0.87	\$6.91	\$0.92	\$1.15	\$1.04	\$0.06	\$0.89	\$0.25	\$12.09
Washington, DC	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Milwaukee, WI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Monmouth Co., NJ	\$2.09	\$8.02	\$3.78	\$1.83	\$1.84	\$0.54	\$0.76	\$0.57	\$19.43
Memphis, TN	\$1.54	\$8.44	\$7.11	\$2.40	\$2.88	\$0.42	\$2.59	\$1.86	\$27.24
Columbus, OH	\$3.55	\$8.47	\$4.00	\$3.14	\$2.82	\$0.20	\$2.24	\$1.11	\$25.53
Indianapolis, IN	\$4.75	\$12.34	\$3.92	\$0.87	\$4.14	\$0.26	\$4.45	\$0.86	\$31.59
Prince George's Co., MD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Fulton Co., GA	\$2.61	\$9.20	\$3.02	\$2.36	\$3.56	\$0.62	\$2.41	\$3.08	\$26.86
Montgomery Co., MD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Honolulu Co., HI	\$3.19	\$6.80	\$3.34	\$2.39	\$3.73	\$0.13	\$4.84	\$0.26	\$24.68
Westchester Co., NY	\$2.81	\$6.01	\$7.77	\$2.16	\$1.79	\$0.13	\$0.89	\$0.34	\$21.90
Detroit, MI	\$3.44	\$7.47	\$3.69	\$1.94	\$3.64	\$0.12	\$1.36	\$1.55	\$23.21
Fairfax Co., VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Group V Average	\$2.76	\$8.18	\$4.17	\$2.03	\$2.83	\$0.28	\$2.27	\$1.10	\$23.61
% of Group V Total Value	11.7%	34.7%	17.7%	8.6%	12.0%	1.2%	9.6%	4.6%	100.0%

Table 20 Continued on Page A103

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Table 20: Average Per Person Audience Spending Induced by Attendance to Nonprofit Art Events during Fiscal 2000

All Arts Event Attendees (Resident and Non-Resident)									
Population Group VI Pop. > 1,000,000 (n=7)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event- Related Spending	Avg. Event- Related Spending
Phoenix, AZ	\$3.09	\$10.67	\$4.88	\$5.24	\$3.42	\$0.26	\$2.85	\$1.76	\$32.17
St. Louis, MO	\$3.10	\$10.89	\$4.58	\$1.69	\$4.79	\$0.31	\$5.32	\$0.76	\$31.44
Northeast Tarrant Co., TX	\$2.38	\$7.76	\$2.05	\$2.10	\$2.01	\$0.12	\$0.90	\$0.56	\$17.88
Broward Co., FL	\$3.45	\$9.17	\$0.92	\$1.96	\$3.43	\$0.13	\$1.66	\$0.53	\$21.25
Miami-Dade Co., FL	\$2.61	\$13.91	\$3.50	\$5.82	\$7.86	\$2.19	\$15.74	\$2.81	\$54.44
San Diego Co., CA	\$3.29	\$11.63	\$3.24	\$2.03	\$6.29	\$0.30	\$8.41	\$1.54	\$36.73
Harris Co., TX	\$2.49	\$8.71	\$1.83	\$1.97	\$2.01	\$0.92	\$1.69	\$0.25	\$19.87
Group VI Average	\$2.92	\$10.39	\$3.00	\$2.97	\$4.26	\$0.60	\$5.22	\$1.17	\$30.54
% of Group VI Total	9.5%	34.0%	9.8%	9.7%	13.9%	2.0%	17.1%	3.8%	100.0%
Average of 75 Responding Attendees	\$2.44	\$7.89	\$3.51	\$2.19	\$2.63	\$0.33	\$2.55	\$1.33	\$22.87
% of Total	10.7%	34.5%	15.3%	9.6%	11.5%	1.4%	11.1%	5.8%	100.0%

Explanation of Table 21:

Itemized Resident Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

This table presents the total audience expenditures made by residents as a result of their attendance at nonprofit arts events in each participating community during fiscal 2000. Residents are attendees who reside within the county in which the nonprofit arts events took place. Averages are calculated for each population group and for the 75 communities that collected audience data.

Column One:

The total dollars spent by resident audience members to purchase refreshments (e.g., snacks, drinks) for the purpose of attending nonprofit arts events.

Column Two:

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

Column Three:

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

Column Four:

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

Column Five:

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 events.

Column Six:

The total dollars spent by resident audience members on childcare (e.g., babysitter fees) for the purpose of attending nonprofit arts events.

Column Seven:

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 events. (*The audience survey instrument requested that respondents provide the cost of one night only.*)

Column Eight:

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

Column Nine:

The total expenditures made by resident audience members as a result of their attendance to nonprofit arts events in each participating community during fiscal 2000.

Table 21: Itemized Resident Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Table 21: Itemized Resident Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Population Group I Pop. < 50,000 (n=15)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Events-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending
Homer, AK	\$335,264	\$365,819	\$395,526	\$33,951	\$149,383	\$89,121	\$67,053	\$86,574	\$1,522,691
Sonora, CA	\$114,893	\$387,441	\$134,471	\$185,992	\$131,379	\$4,122	\$105,619	\$48,430	\$1,112,346
Rockland, ME	\$77,710	\$267,012	\$92,941	\$91,698	\$151,379	\$17,096	\$0	\$0	\$697,838
Ketchikan, AK	\$15,322	\$374,800	\$45,377	\$170,899	\$42,430	\$74,253	\$0	\$0	\$723,081
Grand Haven, MI	\$36,607	\$83,382	\$51,028	\$41,784	\$20,892	\$9,429	\$43,633	\$22,556	\$309,310
Portsmouth, NH	\$1,410,919	\$3,669,251	\$696,857	\$417,254	\$709,761	\$86,032	\$55,921	\$2,129,284	\$9,175,277
Door Co., WI	\$96,703	\$505,596	\$44,925	\$103,556	\$137,821	\$2,284	\$141,628	\$172,847	\$1,205,360
Fairbanks, AK	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Gloucester, MA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Juneau, AK	\$68,261	\$462,769	\$101,387	\$54,207	\$102,391	\$24,092	\$23,088	\$40,153	\$876,349
Dublin, OH	\$52,338	\$119,630	\$140,191	\$10,681	\$26,169	\$7,744	\$7,744	\$11,749	\$376,246
Dover, DE	\$153,786	\$629,384	\$123,883	\$103,948	\$205,048	\$35,599	\$242,071	\$14,239	\$1,507,958
Beloit, WI	\$114,765	\$158,676	\$57,549	\$68,527	\$41,582	\$15,302	\$39,586	\$2,661	\$498,648
Minot, ND	\$210,449	\$575,539	\$331,371	\$317,418	\$213,938	\$18,603	\$74,413	\$82,552	\$1,824,283
Wausau, WI	\$518,081	\$1,242,336	\$1,152,465	\$325,122	\$264,327	\$29,076	\$79,298	\$113,661	\$3,724,366
Group I Average	\$246,546	\$680,126	\$259,075	\$148,080	\$168,962	\$31,750	\$67,696	\$209,593	\$1,811,827
% of Group I Total	13.6%	37.5%	14.3%	8.2%	9.3%	1.8%	3.7%	11.6%	100.0%

Population Group II Pop. 50,000-99,000 (n=19)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Events-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending
Oak Park, IL	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Flagstaff, AZ	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Niagara Falls, NY	\$2,146,613	\$4,500,963	\$6,486,003	\$1,315,666	\$1,354,136	\$0	\$484,719	\$754,007	\$17,042,108
Lodi, CA	\$1,558,832	\$636,999	\$877,582	\$90,219	\$256,987	\$202,309	\$0	\$13,670	\$2,233,596
Missoula, MT	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Table 21 Continued on Page A106

Continued

Table 21: Itemized Resident Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Table 21: Itemized Resident Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

<i>Continued</i>												
Population Group II												
Pop. 50,000-99,000 (n=19)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending			
St. Cloud, MN	\$348,944	\$1,766,338	\$497,168	\$580,545	\$308,800	\$67,936	\$0	\$815,233	\$4,384,964			
Janesville, WI	\$70,180	\$132,895	\$30,362	\$60,723	\$48,280	\$4,977	\$0	\$63,710	\$411,127			
Santa Fe, NM	\$3,409,012	\$17,925,411	\$3,427,743	\$6,537,062	\$4,663,978	\$374,617	\$3,090,588	\$992,734	\$40,421,146			
Walnut Creek, CA	\$1,589,836	\$8,872,015	\$1,672,069	\$2,183,740	\$1,736,028	\$319,795	\$392,890	\$246,699	\$17,013,071			
Springfield, OH	\$814,332	\$1,154,750	\$647,461	\$260,319	\$313,718	\$23,362	\$63,411	\$463,902	\$3,741,256			
Bellingham, WA	\$641,221	\$1,520,533	\$1,804,619	\$351,725	\$300,319	\$10,822	\$75,756	\$468,064	\$5,173,060			
Asheville, NC	\$2,718,991	\$11,893,911	\$3,763,726	\$8,023,032	\$2,236,805	\$321,457	\$1,339,404	\$495,580	\$30,792,908			
Bloomington, IN	\$359,225	\$2,533,095	\$1,466,529	\$551,800	\$362,929	\$96,287	\$0	\$618,460	\$5,988,326			
St. Joseph, MO	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			
Lawrence, KS	\$898,905	\$2,125,647	\$2,220,825	\$888,330	\$306,685	\$105,754	\$172,731	\$451,215	\$7,170,092			
Chemung County, NY	\$86,672	\$295,573	\$132,786	\$67,782	\$105,006	\$6,111	\$90,005	\$6,667	\$790,603			
New Bedford, MA	\$1,062,501	\$2,077,779	\$1,210,913	\$418,254	\$425,000	\$6,746	\$104,564	\$529,564	\$5,835,320			
Boulder, CO	\$69,967	\$4,922,680	\$194,908	\$629,703	\$554,739	\$29,986	\$0	\$2,024,046	\$8,426,030			
Steuben County, NY	\$60,588	\$125,215	\$85,496	\$84,487	\$69,003	\$1,010	\$98,624	\$2,020	\$526,442			
Group II Average	\$962,188	\$4,032,254	\$1,634,546	\$1,469,559	\$869,494	\$104,745	\$394,180	\$529,705	\$9,996,670			
% of Group II Total	9.6%	40.3%	16.4%	14.7%	8.7%	1.0%	3.9%	5.3%	100.0%			
Population Group III												
Pop. 100,000-249,999 (n=23)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending			
Green Bay, WI	\$3,977,974	\$5,984,357	\$3,688,034	\$649,465	\$1,345,321	\$0	\$197,159	\$208,757	\$16,051,066			
Erie, PA	\$422,313	\$1,567,569	\$255,297	\$412,769	\$307,787	\$66,807	\$4,772	\$171,788	\$3,209,102			
Indian River Co., FL	\$183,298	\$1,433,532	\$100,295	\$838,676	\$290,511	\$15,563	\$79,545	\$58,794	\$3,000,214			
Fort Collins, CO	\$147,471	\$2,057,222	\$125,350	\$685,741	\$342,870	\$51,615	\$0	\$276,508	\$3,686,777			
Lansing, MI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			
Alexandria, VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			

Table 21 Continued on Page A107

Continued

Table 21: Itemized Resident Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending
Population Group III Pop. 100,000-249,999 (n=23)									
Pasadena, CA	\$340,872	\$3,680,521	\$429,988	\$601,538	\$1,228,723	\$91,345	\$514,649	\$311,909	\$7,209,544
Tippecanoe Co., IN	\$800,286	\$1,118,821	\$1,742,727	\$895,056	\$184,276	\$42,120	\$0	\$629,172	\$5,412,459
Santa Clara, CA	\$86,275	\$154,553	\$99,772	\$68,543	\$55,576	\$28,582	\$26,994	\$50,547	\$570,842
Tempe, AZ	\$128,351	\$1,458,206	\$142,612	\$249,571	\$377,921	\$160,438	\$0	\$0	\$2,517,100
Dayton, OH	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Worcester, MA	\$1,434,712	\$4,921,304	\$2,468,667	\$641,212	\$2,140,046	\$793,500	\$48,091	\$1,170,212	\$13,617,745
Chandler, AZ	\$210,677	\$1,370,586	\$312,465	\$59,179	\$286,426	\$0	\$68,648	\$68,648	\$2,376,629
Boise, ID	\$654,676	\$2,477,355	\$896,460	\$777,428	\$398,014	\$130,191	\$152,510	\$513,326	\$5,999,961
Chippewa Valley, WI	\$71,810	\$178,064	\$190,324	\$5,838	\$28,023	\$4,671	\$71,810	\$130,191	\$680,731
Arlington Co., VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
St. Tammany Parish, LA	\$1,157,921	\$1,898,990	\$1,637,630	\$1,366,346	\$506,177	\$46,317	\$221,659	\$334,143	\$7,169,182
Glendale, CA	\$562,335	\$2,387,569	\$1,159,227	\$882,772	\$700,563	\$62,831	\$65,972	\$449,240	\$6,270,510
Scottsdale, AZ	\$1,107,356	\$4,904,976	\$930,723	\$502,726	\$543,488	\$61,142	\$0	\$353,267	\$8,403,678
Madison, WI	\$867,522	\$6,107,918	\$571,295	\$818,151	\$677,090	\$289,174	\$141,060	\$176,326	\$9,648,536
Baton Rouge, LA	\$816,250	\$3,477,934	\$1,817,043	\$1,164,043	\$624,608	\$191,641	\$70,978	\$873,032	\$9,035,530
St. Petersburg, FL	\$5,513,037	\$10,735,218	\$4,111,641	\$3,222,854	\$3,172,971	\$317,297	\$2,406,170	\$568,491	\$30,050,678
Placer Co., CA	\$626,182	\$801,635	\$850,035	\$193,602	\$269,228	\$39,325	\$24,200	\$152,764	\$2,956,973
Group III Average	\$1,005,754	\$2,985,070	\$1,133,136	\$738,869	\$709,980	\$125,924	\$215,485	\$341,953	\$7,256,171
% of Group III Total	13.9%	41.1%	15.6%	10.2%	9.8%	1.7%	3.0%	4.7%	100.0%
Population Group IV 250,000-499,999 (n=13)									
Anchorage, AK	\$2,071,409	\$7,486,483	\$760,795	\$4,756,570	\$1,598,310	\$319,662	\$709,649	\$351,628	\$18,054,506
Northampton Co., PA	\$1,208,474	\$8,653,788	\$5,542,314	\$319,482	\$1,389,051	\$819,540	\$0	\$27,781	\$17,960,430
Newark, NJ	\$5,925,247	\$4,583,682	\$3,362,513	\$1,608,159	\$1,470,562	\$171,996	\$627,784	\$533,186	\$18,283,129

Table 21 Continued on Page A108

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Table 21: Itemized Resident Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

<i>Continued</i>												
Population Group IV 250,000-499,999 (n=13)												
	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending			
Forsyth Co., NC	\$2,157,146	\$6,723,737	\$2,295,910	\$517,211	\$1,211,030	\$403,677	\$0	\$605,515	\$13,914,225			
Lehigh Co., PA	\$2,743,720	\$4,978,384	\$3,839,482	\$767,896	\$1,156,159	\$258,841	\$103,537	\$6,350,244	\$20,198,263			
Fox Valley, WI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			
Western Maricopa Co., AZ	\$198,284	\$279,231	\$465,632	\$1,140	\$64,609	\$0	\$92,829	\$0	\$1,111,725			
Waukesha Co., WI	\$156,670	\$569,711	\$567,930	\$69,433	\$131,746	\$8,902	\$1,780	\$69,433	\$1,575,606			
Berks Co., PA	\$614,433	\$1,618,593	\$1,379,841	\$744,342	\$308,972	\$35,110	\$157,997	\$396,748	\$5,256,037			
Minneapolis, MN	\$9920,634	\$20,161,289	\$11,320,724	\$6,440,412	\$5,600,358	\$1,160,074	\$1,800,115	\$3,000,192	\$59,403,799			
Mesa, AZ	\$548,488	\$2,748,671	\$1,389,917	\$274,244	\$1,096,975	\$31,164	\$392,667	\$62,328	\$6,544,454			
Jefferson Parish, LA	\$633,985	\$3,231,100	\$633,985	\$1,090,010	\$578,373	\$16,684	\$344,799	\$1,523,789	\$8,052,725			
New Orleans, LA	\$11,816,011	\$34,300,434	\$23,632,021	\$7,268,122	\$8,075,691	\$7,735,662	\$3,995,342	\$4,122,853	\$100,946,135			
Group III Average	\$3,166,209	\$7,944,592	\$4,599,256	\$1,988,918	\$1,890,153	\$913,443	\$685,542	\$1,420,308	\$22,608,420			
% of Group III Total	14.0%	35.1%	20.3%	8.8%	8.4%	4.0%	3.0%	6.3%	100.0%			
Population Group V Pop. 500,000-999,000 (n=14)												
	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending			
Union Co., NJ	\$134,191	\$1,126,540	\$150,758	\$187,204	\$71,237	\$13,253	\$16,567	\$49,700	\$1,749,450			
Washington, DC	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			
Milwaukee, WI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			
Monmouth Co., NJ	\$720,773	\$2,731,351	\$1,386,367	\$682,838	\$469,020	\$168,985	\$68,974	\$220,715	\$6,449,023			
Memphis, TN	\$2,209,006	\$11,483,583	\$11,402,370	\$3,118,597	\$3,557,150	\$812,135	\$1,543,056	\$2,160,278	\$36,286,174			
Columbus, OH	\$19,373,152	\$44,345,482	\$20,045,054	\$16,741,539	\$10,750,420	\$783,885	\$1,511,778	\$4,815,292	\$118,366,601			
Indianapolis, IN	\$14,957,533	\$33,976,569	\$10,223,782	\$1,764,653	\$9,495,513	\$756,280	\$2,717,005	\$112,041	\$74,003,377			
Prince George's Co., MD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			
Fulton Co., GA	\$15,018,460	\$50,276,390	\$15,082,917	\$15,469,658	\$17,467,823	\$3,867,415	\$3,545,130	\$16,629,883	\$137,357,675			

Table 21 Continued on Page A109

Table 21: Itemized Resident Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Continued

Table 21: Itemized Resident Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

<i>Continued</i>										
Population Group V										
Pop. 500,000-999,000 (n=14)										
	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending	
Montgomery Co., MD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Honolulu Co., HI	\$11,769,590	\$23,897,038	\$11,610,541	\$9,383,862	\$12,445,546	\$596,432	\$9,503,148	\$477,146	\$79,683,302	
Westchester Co., NY	\$2,420,116	\$5,739,743	\$7,281,764	\$2,002,485	\$856,678	\$203,461	\$0	\$203,461	\$18,707,709	
Detroit, MI	\$13,501,877	\$22,355,566	\$13,317,425	\$5,976,240	\$8,890,580	\$147,561	\$295,123	\$2,545,436	\$67,029,808	
Fairfax Co., VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Group V Average	\$8,900,522	\$21,770,251	\$10,055,664	\$6,147,453	\$7,111,552	\$816,601	\$2,133,420	\$3,023,772	\$59,959,235	
% of Group V Total	14.8%	36.3%	16.8%	10.3%	11.9%	1.4%	3.6%	5.0%	100.0%	
Population Group VI										
Pop. > 1,000,000 (n=7)										
	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending	
Phoenix, AZ	\$14,406,125	\$42,601,598	\$17,269,727	\$21,322,827	\$12,423,630	\$1,365,718	\$4,625,820	\$2,775,492	\$116,790,937	
St. Louis, MO	\$14,798,544	\$40,741,113	\$19,445,647	\$3,203,343	\$16,242,304	\$1,488,878	\$12,723,138	\$1,894,935	\$110,537,903	
Northeast Tarrant Co., TX	\$4,417,036	\$15,291,356	\$3,512,595	\$1,556,479	\$2,776,422	\$126,201	\$42,067	\$904,441	\$28,626,597	
Broward Co., FL	\$6,272,952	\$15,700,829	\$1,365,289	\$3,431,674	\$4,243,467	\$239,848	\$1,014,742	\$1,106,991	\$33,375,793	
Miami-Dade Co., FL	\$7,863,750	\$40,751,700	\$7,409,400	\$20,585,550	\$14,434,350	\$1,223,250	\$29,218,200	\$11,568,450	\$133,054,650	
San Diego Co., CA	\$12,350,170	\$35,788,729	\$7,303,042	\$7,073,627	\$14,376,669	\$1,338,254	\$15,103,150	\$5,238,308	\$98,571,948	
Harris Co., TX	\$14,747,117	\$44,354,790	\$5,785,407	\$11,797,693	\$7,260,119	\$5,615,248	\$22,6879	\$1,588,151	\$91,375,404	
Group VI Average	\$10,693,670	\$33,604,302	\$8,870,158	\$9,853,028	\$10,250,995	\$1,628,200	\$8,993,428	\$3,582,395	\$87,476,176	
% of Group VI Total	12.2%	38.4%	10.1%	11.3%	11.7%	1.9%	10.3%	4.1%	100.0%	
Average of All Communities	\$3,062,695	\$8,700,523	\$3,429,319	\$2,482,296	\$2,495,617	\$454,461	\$1,350,243	\$1,153,357	\$23,128,513	
% of Total	13.2%	37.6%	14.8%	10.7%	10.8%	2.0%	5.8%	5.0%	100.0%	

Explanation of Table 22:

Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

This table presents the average dollars spent per person by residents as a result of their attendance at nonprofit arts events in each participating community during fiscal 2000. Residents are attendees who reside within the county in which the nonprofit arts events took place. Averages are calculated for each population group and for the 75 communities that collected audience data.

Column One:

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

Column Two:

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

Column Three:

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

Column Four:

The average dollars spent per person by resident audience members to purchase clothing or accessories for the purpose of attending nonprofit arts events.

Column Five:

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 events.

Column Six:

The average dollars spent per person by resident audience members on childcare (e.g., babysitter fees) for the purpose of attending nonprofit arts events.

Column Seven:

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 events. *(The audience survey instrument requested that respondents provide the cost of one night only.)*

Column Eight:

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

Column Nine:

The average per person expenditure made by all responding resident audience members as a result of their attendance to nonprofit arts events during fiscal 2000.

Table 22: Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Art Events during Fiscal 2000

Population Group I Pop. < 50,000 (n=15)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event- Related Spending	Avg. Event- Related Spending
Homer, AK	\$3.95	\$4.31	\$4.66	\$0.40	\$1.76	\$1.05	\$0.79	\$1.02	\$17.94
Sonora, CA	\$2.23	\$7.52	\$2.61	\$3.61	\$2.55	\$0.08	\$2.05	\$0.94	\$21.59
Rockland, ME	\$2.50	\$8.59	\$2.99	\$2.95	\$4.87	\$0.55	\$0.00	\$0.00	\$22.45
Ketchikan, AK	\$0.26	\$6.36	\$0.77	\$2.90	\$0.72	\$1.26	\$0.00	\$0.00	\$12.27
Grand Haven, MI	\$1.98	\$4.51	\$2.76	\$2.26	\$1.13	\$0.51	\$2.36	\$1.22	\$16.73
Portsmouth, NH	\$3.28	\$8.53	\$1.62	\$0.97	\$1.65	\$0.20	\$0.13	\$4.95	\$21.33
Door Co., WI	\$1.27	\$6.64	\$0.59	\$1.36	\$1.81	\$0.03	\$1.86	\$2.27	\$15.83
Fairbanks, AK	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Gloucester, MA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Juneau, AK	\$0.68	\$4.61	\$1.01	\$0.54	\$1.02	\$0.24	\$0.23	\$0.40	\$8.73
Dublin, OH	\$1.96	\$4.48	\$5.25	\$0.40	\$0.98	\$0.29	\$0.29	\$0.44	\$14.09
Dover, DE	\$1.08	\$4.42	\$0.87	\$0.73	\$1.44	\$0.25	\$1.70	\$0.10	\$10.59
Beloit, WI	\$3.45	\$4.77	\$1.73	\$2.06	\$1.25	\$0.46	\$1.19	\$0.08	\$14.99
Minot, ND	\$1.81	\$4.95	\$2.85	\$2.73	\$1.84	\$0.16	\$0.64	\$0.71	\$15.69
Wausau, WI	\$1.96	\$4.70	\$4.36	\$1.23	\$1.00	\$0.11	\$0.30	\$0.43	\$14.09
Group I Average	\$2.03	\$5.72	\$2.47	\$1.70	\$1.69	\$0.40	\$0.89	\$0.97	\$15.87
% of Group I Total Value	12.8%	36.1%	15.5%	10.7%	10.7%	2.5%	5.6%	6.1%	100.0%

Population Group II Pop. 50,000–99,000 (n=19)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event- Related Spending	Avg. Event- Related Spending
Oak Park, IL	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Flagstaff, AZ	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Niagara Falls, NY	\$2.79	\$5.85	\$8.43	\$1.71	\$1.76	\$0.00	\$0.63	\$0.98	\$22.15
Lodi, CA	\$0.57	\$2.33	\$3.21	\$0.33	\$0.94	\$0.74	\$0.00	\$0.05	\$8.17
Missoula, MT	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
St. Cloud, MN	\$1.13	\$5.72	\$1.61	\$1.88	\$1.00	\$0.22	\$0.00	\$2.64	\$14.20
Janesville, WI	\$1.41	\$2.67	\$0.61	\$1.22	\$0.97	\$0.10	\$0.00	\$1.28	\$8.26
Santa Fe, NM	\$1.82	\$9.57	\$1.83	\$3.49	\$2.49	\$0.20	\$1.65	\$0.53	\$21.58
Walnut Creek, CA	\$1.74	\$9.71	\$1.83	\$2.39	\$1.90	\$0.35	\$0.43	\$0.27	\$18.62
Springfield, OH	\$2.44	\$3.46	\$1.94	\$0.78	\$0.94	\$0.07	\$0.19	\$1.39	\$11.21
Bellingham, WA	\$2.37	\$5.62	\$6.67	\$1.30	\$1.11	\$0.04	\$0.28	\$1.73	\$19.12
Asheville, NC	\$2.03	\$8.88	\$2.81	\$5.99	\$1.67	\$0.24	\$1.00	\$0.37	\$22.99
Bloomington, IN	\$0.97	\$6.84	\$3.96	\$1.49	\$0.98	\$0.26	\$0.00	\$1.67	\$16.17
St. Joseph, MO	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Lawrence, KS	\$2.55	\$6.03	\$6.30	\$2.52	\$0.87	\$0.30	\$0.49	\$1.28	\$20.34

Table 22 Continued on Page A112

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Table 22: Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Art Events during Fiscal 2000

<i>Continued</i>									
Population Group II Pop. 50,000–99,000 (n=19)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event- Related Spending	Avg. Event- Related Spending
Chemung County, NY	\$1.56	\$5.32	\$2.39	\$1.22	\$1.89	\$0.11	\$1.62	\$0.12	\$14.23
New Bedford, MA	\$3.15	\$6.16	\$3.59	\$1.24	\$1.26	\$0.02	\$0.31	\$1.57	\$17.30
Boulder, CO	\$0.14	\$9.85	\$0.39	\$1.26	\$1.11	\$0.06	\$0.00	\$4.05	\$16.86
Steuben County, NY	\$1.80	\$3.72	\$2.54	\$2.51	\$2.05	\$0.03	\$2.93	\$0.06	\$15.64
Group II Average	\$1.76	\$6.12	\$3.21	\$1.96	\$1.40	\$0.18	\$0.64	\$1.20	\$16.46
% of Group II Total Value	10.7%	37.2%	19.5%	11.9%	8.5%	1.1%	3.9%	7.3%	100.0%
Population Group III Pop. 100,000–249,999 (n=23)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event- Related Spending	Avg. Event- Related Spending
Green Bay, WI	\$3.43	\$5.16	\$3.18	\$0.56	\$1.16	\$0.00	\$0.17	\$0.18	\$13.84
Erie, PA	\$1.77	\$6.57	\$1.07	\$1.73	\$1.29	\$0.28	\$0.02	\$0.72	\$13.45
Indian River Co., FL	\$1.06	\$8.29	\$0.58	\$4.85	\$1.68	\$0.09	\$0.46	\$0.34	\$17.35
Fort Collins, CO	\$0.40	\$5.58	\$0.34	\$1.86	\$0.93	\$0.14	\$0.00	\$0.75	\$10.00
Lansing, MI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Alexandria, VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Pasadena, CA	\$1.53	\$16.52	\$1.93	\$2.70	\$5.56	\$0.41	\$2.31	\$1.40	\$32.36
Tiptecanoe Co., IN	\$3.04	\$4.25	\$6.62	\$3.40	\$0.70	\$0.16	\$0.00	\$2.39	\$20.56
Santa Clarita, CA	\$3.26	\$5.84	\$3.77	\$2.59	\$2.10	\$1.08	\$1.02	\$1.91	\$21.57
Tempe, AZ	\$0.36	\$4.09	\$0.40	\$0.70	\$1.06	\$0.45	\$0.00	\$0.00	\$7.06
Dayton, OH	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Worcester, MA	\$1.79	\$6.14	\$3.08	\$0.80	\$2.67	\$0.99	\$0.06	\$1.46	\$16.99
Chandler, AZ	\$0.89	\$5.79	\$1.32	\$0.25	\$1.21	\$0.00	\$0.29	\$0.29	\$10.04
Boise, ID	\$1.76	\$6.66	\$2.41	\$2.09	\$1.07	\$0.35	\$0.41	\$1.38	\$16.13
Chippewa Valley, WI	\$1.23	\$3.05	\$3.26	\$0.10	\$0.48	\$0.08	\$1.23	\$2.23	\$11.66
Arlington Co., VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
St. Tammany Parish, LA	\$3.50	\$5.74	\$4.95	\$4.13	\$1.53	\$0.14	\$0.67	\$1.01	\$21.67
Glendale, CA	\$1.79	\$7.60	\$3.69	\$2.81	\$2.23	\$0.20	\$0.21	\$1.43	\$19.96
Scottsdale, AZ	\$1.63	\$7.22	\$1.37	\$0.74	\$0.80	\$0.09	\$0.00	\$0.52	\$12.37
Madison, WI	\$1.23	\$8.66	\$0.81	\$1.16	\$0.96	\$0.41	\$0.20	\$0.25	\$13.68
Baton Rouge, LA	\$1.15	\$4.90	\$2.56	\$1.64	\$0.88	\$0.27	\$0.10	\$1.23	\$12.73
St. Petersburg, FL	\$4.17	\$8.12	\$3.11	\$2.44	\$2.40	\$0.24	\$1.82	\$0.43	\$22.73
Placer Co., CA	\$4.14	\$5.30	\$5.62	\$1.28	\$1.78	\$0.26	\$0.16	\$1.01	\$19.55
Group III Average	\$2.01	\$6.60	\$2.64	\$1.89	\$1.60	\$0.30	\$0.48	\$1.00	\$16.51
% of Group III Total Value	12.2%	40.0%	16.0%	11.4%	9.7%	1.8%	2.9%	6.0%	100.0%

Table 22 Continued on Page A113

Continued

Table 22: Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Art Events during Fiscal 2000

Population Group IV Pop. 250,000–499,999 (n=13)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event- Related Spending	Avg. Event- Related Spending
Anchorage, AK	\$3.24	\$11.71	\$1.19	\$7.44	\$2.50	\$0.50	\$1.11	\$0.55	\$28.24
Northampton Co., PA	\$0.87	\$6.23	\$3.99	\$0.23	\$1.00	\$0.59	\$0.00	\$0.02	\$12.93
Newark, NJ	\$6.89	\$5.33	\$3.91	\$1.87	\$1.71	\$0.20	\$0.73	\$0.62	\$21.26
Forsyth Co., NC	\$1.71	\$5.33	\$1.82	\$0.41	\$0.96	\$0.32	\$0.00	\$0.48	\$11.03
Lehigh Co., PA	\$3.18	\$5.77	\$4.45	\$0.89	\$1.34	\$0.30	\$0.12	\$7.36	\$23.41
Fox Valley, WI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Western Maricopa Co., AZ	\$2.67	\$3.76	\$6.27	\$0.15	\$0.87	\$0.00	\$1.25	\$0.00	\$14.97
Waukesha Co., WI	\$0.88	\$3.20	\$3.19	\$0.39	\$0.74	\$0.05	\$0.01	\$0.39	\$8.85
Berks Co., PA	\$1.75	\$4.61	\$3.93	\$2.12	\$0.88	\$0.10	\$0.45	\$1.13	\$14.97
Minneapolis, MN	\$2.48	\$5.04	\$2.83	\$1.61	\$1.40	\$0.29	\$0.45	\$0.75	\$14.85
Mesa, AZ	\$0.88	\$4.41	\$2.23	\$0.44	\$1.76	\$0.05	\$0.63	\$0.10	\$10.50
Jefferson Parish, LA	\$1.14	\$5.81	\$1.14	\$1.96	\$1.04	\$0.03	\$0.62	\$2.74	\$14.48
New Orleans, LA	\$2.78	\$8.07	\$5.56	\$1.71	\$1.90	\$1.82	\$0.94	\$0.97	\$23.75
Group IV Average	\$2.37	\$5.77	\$3.38	\$1.60	\$1.34	\$0.35	\$0.53	\$1.26	\$16.60
% of Group IV Total Value	14.3%	34.8%	20.3%	9.6%	8.1%	2.1%	3.2%	7.6%	100.0%

Population Group V Pop. 500,000–999,999 (n=14)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event- Related Spending	Avg. Event- Related Spending
Union Co., NJ	\$0.81	\$6.80	\$0.91	\$1.13	\$0.43	\$0.08	\$0.10	\$0.30	\$10.56
Washington, DC	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Milwaukee, WI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Monmouth Co., NJ	\$2.09	\$7.92	\$4.02	\$1.98	\$1.36	\$0.49	\$0.20	\$0.64	\$18.70
Memphis, TN	\$1.36	\$7.07	\$7.02	\$1.92	\$2.19	\$0.50	\$0.95	\$1.33	\$22.34
Columbus, OH	\$3.46	\$7.92	\$3.58	\$2.99	\$1.92	\$0.14	\$0.27	\$0.86	\$21.14
Indianapolis, IN	\$5.34	\$12.13	\$3.65	\$0.63	\$3.39	\$0.27	\$0.97	\$0.04	\$26.42
Prince George's Co., MD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Fulton Co., GA	\$2.33	\$7.80	\$2.34	\$2.40	\$2.71	\$0.60	\$0.55	\$2.58	\$21.31
Montgomery Co., MD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Honolulu Co., HI	\$2.96	\$6.01	\$2.92	\$2.36	\$3.13	\$0.15	\$2.39	\$0.12	\$20.04
Westchester Co., NY	\$2.26	\$5.36	\$6.80	\$1.87	\$0.80	\$0.19	\$0.00	\$0.19	\$17.47
Detroit, MI	\$3.66	\$6.06	\$3.61	\$1.62	\$2.41	\$0.04	\$0.08	\$0.69	\$18.17
Fairfax Co., VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Group V Average	\$2.70	\$7.45	\$3.87	\$1.88	\$2.04	\$0.27	\$0.61	\$0.75	\$19.57
% of Group V Total Value	13.8%	38.1%	19.8%	9.6%	10.4%	1.4%	3.1%	3.8%	100.0%

Table 22 Continued on Page A114

Continued

Table 22: Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Art Events during Fiscal 2000

Population Group VI Pop. > 1,000,000 (n=7)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event- Related Spending	Avg. Event- Related Spending
Phoenix, AZ	\$3.27	\$9.67	\$3.92	\$4.84	\$2.82	\$0.31	\$1.05	\$0.63	\$26.51
St. Louis, MO	\$3.28	\$9.03	\$4.31	\$0.71	\$3.60	\$0.33	\$2.82	\$0.42	\$24.50
Northeast Tarrant Co., TX	\$2.10	\$7.27	\$1.67	\$0.74	\$1.32	\$0.06	\$0.02	\$0.43	\$13.61
Broward Co., FL	\$3.40	\$8.51	\$0.74	\$1.86	\$2.30	\$0.13	\$0.55	\$0.60	\$18.09
Miami-Dade Co., FL	\$2.25	\$11.66	\$2.12	\$5.89	\$4.13	\$0.35	\$8.36	\$3.31	\$38.07
San Diego Co., CA	\$3.23	\$9.36	\$1.91	\$1.85	\$3.76	\$0.35	\$3.95	\$1.37	\$25.78
Harris Co., TX	\$2.60	\$7.82	\$1.02	\$2.08	\$1.28	\$0.99	\$0.04	\$0.28	\$16.11
Group VI Average	\$2.88	\$9.05	\$2.24	\$2.57	\$2.74	\$0.36	\$2.40	\$1.01	\$23.24
% of Group VI Total	12.4%	38.9%	9.6%	11.0%	11.8%	1.5%	10.3%	4.3%	100.0%
Average of All Responding Attendees	\$2.40	\$7.59	\$3.49	\$2.13	\$2.39	\$0.33	\$2.13	\$1.29	\$21.75
% of Total	11.0%	34.9%	16.0%	9.8%	11.0%	1.5%	9.8%	5.9%	100.0%

Explanation of Table 23:

Itemized Non-Resident Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

This table presents the total audience expenditures made by non-residents as a result of their attendance at nonprofit arts events in each participating community during fiscal 2000. Non-residents are attendees who reside outside the county in which the nonprofit arts events took place. Averages are calculated for each population group and for the 75 communities that collected audience data.

Column One:

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

Column Two:

The total dollars spent by non-resident audience members to purchase meals (e.g., dinner at a restaurant, coffee at a café) before or after attending nonprofit arts events.

Column Three:

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

Column Four:

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

Column Five:

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 events.

Column Six:

The total dollars spent by non-resident audience members on childcare (e.g., babysitter fees) for the purpose of attending nonprofit arts events.

Column Seven:

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 events. (*The audience survey instrument requested that respondents provide the cost of one night only.*)

Column Eight:

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

Column Nine:

The total expenditures made by non-resident audience members as a result of their attendance to nonprofit arts events in each participating community during fiscal 2000.

Table 23: Itemized Non-Resident Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Table 23: Itemized Non-Resident Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Population Group I Pop. < 50,000 (n=15)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending
Homer, AK	\$10,006	\$10,061	\$7,480	\$2,595	\$5,755	\$0	\$8,626	\$0	\$44,522
Sonora, CA	\$138,400	\$614,881	\$192,796	\$117,743	\$255,454	\$5,508	\$336,704	\$268,537	\$1,930,024
Rockland, ME	\$470,465	\$3,096,192	\$1,260,491	\$766,947	\$1,416,721	\$126,049	\$4,630,085	\$836,185	\$12,603,133
Ketchikan, AK	\$3,881	\$6,613	\$1,987	\$1,902	\$2,461	\$0	\$3,796	\$1,351	\$21,989
Grand Haven, MI	\$32,776	\$138,583	\$69,182	\$49,824	\$82,600	\$3,850	\$91,399	\$12,648	\$480,861
Portsmouth, NH	\$1,067,240	\$3,223,171	\$635,517	\$817,860	\$801,770	\$72,401	\$1,549,911	\$166,253	\$8,334,122
Door Co., WI	\$338,120	\$454,647	\$1,425,069	\$452,736	\$1,130,886	\$47,757	\$2,128,052	\$282,721	\$6,259,987
Fairbanks, AK	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Gloucester, MA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Juneau, AK	\$2,025	\$42,515	\$13,969	\$2,126	\$29,609	\$0	\$27,433	\$1,771	\$119,448
Dublin, OH	\$5,825	\$18,127	\$11,360	\$0	\$5,438	\$0	\$5,390	\$0	\$46,140
Dover, DE	\$23,169	\$149,774	\$46,038	\$54,110	\$71,449	\$5,680	\$59,342	\$2,691	\$412,252
Beloit, WI	\$102,694	\$124,116	\$41,077	\$20,097	\$82,155	\$221	\$124,778	\$883	\$496,021
Minot, ND	\$316,548	\$760,604	\$293,077	\$312,742	\$506,224	\$20,934	\$474,506	\$248,671	\$2,933,307
Wausau, WI	\$155,574	\$358,966	\$288,250	\$127,625	\$210,126	\$0	\$176,789	\$52,532	\$1,369,863
Group I Average	\$205,132	\$692,173	\$329,715	\$209,716	\$353,896	\$21,723	\$739,754	\$144,173	\$2,696,282
% of Group I Total	7.6%	25.7%	12.2%	7.8%	13.1%	0.8%	27.4%	5.3%	100.0%

Population Group II Pop. 50,000-99,000 (n=19)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending
Oak Park, IL	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Flagstaff, AZ	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Niagara Falls, NY	\$1,873,723	\$6,094,430	\$3,122,872	\$1,065,640	\$4,600,603	\$302,629	\$5,138,252	\$1,284,563	\$23,482,712
Lodi, CA	\$40,097	\$201,257	\$262,174	\$28,531	\$228,246	\$31,615	\$27,760	\$10,024	\$829,704
Missoula, MT	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Table 23 Continued on Page A117

Continued

Table 23: Itemized Non-Resident Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Table 23: Itemized Non-Resident Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Continued												
Population Group II Pop. 50,000-99,000 (n=19)												
	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending			
St. Cloud, MN	\$129,941	\$547,366	\$195,921	\$119,842	\$241,030	\$18,851	\$168,317	\$0	\$1,421,267			
Janesville, WI	\$9,508	\$47,732	\$11,448	\$0	\$35,960	\$0	\$44,110	\$23,866	\$172,623			
Santa Fe, NM	\$5,508,853	\$37,641,036	\$15,605,625	\$8,623,280	\$16,543,302	\$50,233	\$18,267,958	\$8,305,140	\$110,545,427			
Walnut Creek, CA	\$226,725	\$2,013,041	\$411,245	\$212,002	\$481,913	\$64,779	\$628,155	\$284,633	\$4,322,493			
Springfield, OH	\$69,670	\$226,942	\$119,168	\$52,486	\$193,881	\$0	\$338,264	\$0	\$1,000,410			
Bellingham, WA	\$67,290	\$303,190	\$159,330	\$33,000	\$93,329	\$14,438	\$146,697	\$10,570	\$827,844			
Asheville, NC	\$1,228,308	\$5,165,582	\$1,714,766	\$2,058,328	\$1,997,520	\$185,462	\$2,414,050	\$757,051	\$15,521,068			
Bloomington, IN	\$137,123	\$877,740	\$641,455	\$58,103	\$543,068	\$5,423	\$599,621	\$82,893	\$2,945,426			
St. Joseph, MO	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			
Lawrence, KS	\$542,139	\$2,759,625	\$2,961,215	\$683,056	\$898,346	\$11,743	\$957,062	\$538,225	\$9,351,411			
Chemung County, NY	\$103,725	\$244,948	\$88,813	\$91,006	\$126,092	\$3,947	\$152,627	\$61,621	\$872,778			
New Bedford, MA	\$617,301	\$992,039	\$713,164	\$583,894	\$496,746	\$0	\$903,438	\$187,369	\$4,493,950			
Boulder, CO	\$15,821	\$1,119,530	\$213,961	\$182,319	\$336,010	\$0	\$607,228	\$375,939	\$2,850,809			
Steuben County, NY	\$64,184	\$134,946	\$31,185	\$48,989	\$75,751	\$2,948	\$77,112	\$10,093	\$445,208			
Group II Average	\$708,960	\$3,891,294	\$1,750,156	\$922,698	\$1,792,786	\$46,138	\$2,031,377	\$795,466	\$11,938,875			
% of Group II Total	5.9%	32.6%	14.7%	7.7%	15.0%	0.4%	17.0%	6.7%	100.0%			
Population Group III Pop. 100,000-249,999 (n=23)												
	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending			
Green Bay, WI	\$1,489,191	\$2,472,485	\$1,631,698	\$242,261	\$1,296,808	\$57,003	\$2,066,342	\$192,384	\$9,448,171			
Erie, PA	\$94,384	\$408,608	\$22,139	\$22,528	\$164,298	\$29,908	\$253,632	\$111,474	\$1,106,970			
Indian River Co., FL	\$249,552	\$1,593,856	\$1,639,940	\$786,910	\$437,172	\$36,431	\$894,381	\$51,003	\$4,213,245			
Fort Collins, CO	\$157,136	\$484,343	\$1,648,011	\$56,531	\$283,611	\$0	\$385,174	\$187,797	\$1,719,392			
Lansing, MI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			
Alexandria, VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			

Table 23 Continued on Page A118

Continued

Table 23: Itemized Non-Resident Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Table 23: Itemized Non-Resident Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

<i>Continued</i>												
Population Group III												
Pop. 100,000-249,999 (n=23)												
	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending			
Pasadena, CA	\$27,641	\$650,830	\$153,970	\$92,976	\$292,177	\$0	\$374,872	\$77,213	\$1,669,679			
Tippecanoe Co., IN	\$188,263	\$600,089	\$700,945	\$26,054	\$194,147	\$13,447	\$106,739	\$41,183	\$1,870,867			
Santa Clarita, CA	\$5,749	\$25,646	\$4,080	\$2,941	\$7,100	\$1,749	\$17,989	\$2,755	\$68,009			
Tempe, AZ	\$16,409	\$85,328	\$8,205	\$0	\$57,433	\$0	\$98,456	\$0	\$265,831			
Dayton, OH	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			
Worcester, MA	\$463,618	\$1,699,933	\$960,918	\$211,996	\$912,377	\$93,120	\$0	\$1,981	\$4,343,943			
Chandler, AZ	\$8,645	\$97,774	\$0	\$0	\$97,774	\$0	\$0	\$51,460	\$255,653			
Boise, ID	\$135,419	\$757,211	\$137,487	\$177,802	\$273,423	\$65,125	\$340,616	\$303,918	\$2,191,002			
Chippewa Valley, WI	\$137,983	\$201,548	\$162,789	\$0	\$43,410	\$0	\$241,470	\$0	\$787,201			
Arlington County, VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			
St. Tammany Parish, LA	\$500,026	\$656,547	\$277,326	\$256,316	\$407,585	\$5,252	\$222,701	\$126,057	\$2,451,810			
Glendale, CA	\$18,515	\$95,531	\$71,895	\$79,577	\$48,652	\$0	\$56,334	\$19,697	\$390,202			
Scottsdale, AZ	\$187,934	\$1,810,755	\$725,674	\$296,305	\$895,775	\$0	\$1,395,104	\$0	\$5,311,547			
Madison, WI	\$301,604	\$2,204,764	\$626,115	\$500,128	\$918,175	\$124,078	\$486,766	\$251,973	\$5,413,603			
Baton Rouge, LA	\$123,516	\$605,382	\$33,548	\$16,011	\$184,512	\$9,149	\$177,650	\$29,735	\$1,179,504			
St. Petersburg, FL	\$5,191,177	\$6,483,882	\$4,631,344	\$834,660	\$3,145,242	\$519,118	\$6,280,306	\$3,888,293	\$30,974,022			
Placer County, CA	\$179,083	\$315,415	\$239,411	\$32,302	\$224,210	\$0	\$175,283	\$99,755	\$1,265,459			
Group III Average	\$498,729	\$1,118,417	\$564,015	\$191,331	\$520,204	\$50,230	\$714,411	\$286,141	\$3,943,479			
% of Group III Total	12.6%	28.4%	14.3%	4.9%	13.2%	1.3%	18.1%	7.3%	100%			
Population Group IV												
Pop. 250,000-499,999 (n=13)												
	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending			
Anchorage, AK	\$81,774	\$355,154	\$62,132	\$222,072	\$187,198	\$127,070	\$162,746	\$40,085	\$1,238,230			
Northampton County, PA	\$1,764,273	\$12,088,228	\$4,330,489	\$886,357	\$3,984,388	\$8,441	\$6,550,604	\$928,565	\$30,541,346			
Newark, NJ	\$1,880,935	\$3,385,683	\$819,751	\$471,637	\$1,914,623	\$61,762	\$2,476,097	\$421,105	\$11,431,593			

Table 23 Continued on Page A119

Continued

Table 23: Itemized Non-Resident Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Table 23: Itemized Non-Resident Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

Continued												
Population Group IV 250,000-499,999 (n=13)												
	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending			
Forsyth Co., NC	\$594,934	\$3,069,405	\$3,145,193	\$1,019,346	\$1,367,969	\$41,683	\$3,675,707	\$181,891	\$13,096,127			
Lehigh Co., PA	\$1,167,175	\$3,070,952	\$1,316,631	\$515,977	\$1,732,970	\$35,585	\$1,793,464	\$1,900,218	\$11,532,972			
Fox Valley, WI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			
Western Maricopa Co., AZ	\$33,935	\$42,288	\$69,677	\$7,600	\$49,210	\$0	\$18,435	\$0	\$221,145			
Waukesha Co., WI	\$22,533	\$272,652	\$219,473	\$4,507	\$60,840	\$7,211	\$202,348	\$93,738	\$883,301			
Berks Co., PA	\$183,032	\$531,479	\$868,180	\$43,066	\$300,486	\$44,045	\$251,547	\$178,138	\$2,399,976			
Minneapolis, MN	\$2,579,702	\$12,167,976	\$8,481,057	\$2,671,019	\$5,342,038	\$650,633	\$6,746,036	\$136,975	\$38,775,436			
Mesa, AZ	\$45,347	\$433,243	\$95,230	\$92,439	\$54,068	\$0	\$634,167	\$0	\$1,354,495			
Jefferson Parish, LA	\$461,839	\$1,014,680	\$711,338	\$447,430	\$563,458	\$0	\$1,248,253	\$605,168	\$5,052,165			
New Orleans, LA	\$11,451,780	\$48,904,587	\$16,726,325	\$6,584,331	\$8,814,508	\$17,700	\$61,294,457	\$4,247,955	\$158,041,642			
Group IV Average	\$1,688,938	\$7,111,361	\$3,070,456	\$1,080,482	\$2,030,980	\$82,844	\$7,087,822	\$727,820	\$22,880,702			
% of Group IV Total	7.4%	31.1%	13.4%	4.7%	8.9%	0.4%	31.0%	3.2%	100.0%			
Population Group V Pop. 500,000-999,000 (n=14)												
	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending			
Union Co., NJ	\$46,838	\$309,722	\$42,196	\$50,636	\$144,312	\$0	\$167,098	\$1,266	\$762,067			
Washington, DC	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			
Milwaukee, WI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			
Monmouth Co., NJ	\$143,110	\$581,298	\$173,776	\$72,918	\$290,990	\$51,792	\$245,331	\$15,674	\$1,574,888			
Memphis, TN	\$846,053	\$5,310,723	\$2,735,938	\$1,655,481	\$2,171,903	\$10,988	\$3,614,954	\$1,527,291	\$17,873,331			
Columbus, OH	\$2,742,662	\$8,460,736	\$4,831,112	\$2,799,277	\$6,825,204	\$471,788	\$12,398,596	\$2,107,321	\$40,636,696			
Indianapolis, IN	\$7,029,584	\$23,055,579	\$7,885,518	\$2,276,420	\$9,652,020	\$473,495	\$17,828,919	\$3,879,019	\$72,080,554			
Prince George's Co., MD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			
Fulton Co., GA	\$3,808,450	\$16,193,715	\$6,735,024	\$1,592,057	\$8,217,822	\$624,336	\$13,766,609	\$5,603,416	\$56,541,428			

Table 23 Continued on Page A120

Continued
Table 23: Itemized Non-Resident Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

<i>Continued</i>											
Population Group V Pop. 500,000-999,000 (n=14)											
	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending		
Montgomery Co., MD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		n/a
Honolulu Co., HI	\$2,897,849	\$7,379,188	\$3,786,606	\$1,583,490	\$4,687,881	\$0	\$12,736,766	\$707,250	\$33,779,031		
Westchester Co., NY	\$2,382,542	\$4,523,008	\$5,975,467	\$1,681,794	\$2,197,800	\$19,111	\$1,528,904	\$382,226	\$18,690,852		
Detroit, MI	\$13,424,336	\$36,129,695	\$15,578,859	\$9,156,723	\$19,639,307	\$787,230	\$10,399,717	\$9,612,488	\$114,728,356		
Fairfax Co., VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		n/a
Group V Average	\$3,702,380	\$11,327,074	\$5,304,944	\$2,318,755	\$5,980,804	\$270,971	\$8,076,322	\$2,648,439	\$39,629,689		
% of Group V Total	9.3%	28.6%	13.4%	5.9%	15.1%	0.7%	20.4%	6.7%	100.0%		
Population Group VI Pop. > 1,000,000 (n=7)											
	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event-Related Spending	Total Arts Event-Related Spending		
Phoenix, AZ	\$2,258,822	\$14,779,708	\$8,957,399	\$6,883,566	\$5,987,826	\$0	\$10,719,670	\$6,688,840	\$56,275,832		
St. Louis, MO	\$4,105,694	\$25,680,400	\$8,480,873	\$7,101,740	\$12,967,017	\$428,007	\$19,704,159	\$2,758,265	\$81,226,153		
Northeast Tarrant Co., TX	\$2,257,596	\$6,478,319	\$2,229,551	\$4,339,913	\$2,860,556	\$217,346	\$2,481,953	\$680,083	\$21,545,318		
Broward Co., FL	\$1,363,515	\$4,649,364	\$674,307	\$909,010	\$3,371,534	\$48,431	\$2,671,149	\$67,058	\$13,754,369		
Miami-Dade Co., FL	\$5,192,250	\$28,835,800	\$10,068,450	\$8,533,350	\$24,922,800	\$9,767,450	\$49,514,500	\$2,468,200	\$139,302,800		
San Diego Co., CA	\$5,864,689	\$28,571,123	\$10,652,190	\$4,120,671	\$20,449,469	\$324,866	\$31,426,525	\$3,282,858	\$104,692,391		
Harris Co., TX	\$916,139	\$10,451,467	\$5,727,429	\$560,902	\$5,372,191	\$186,967	\$10,345,519	\$18,697	\$33,579,310		
Group VI Average	\$3,136,958	\$17,063,740	\$6,684,314	\$4,635,593	\$10,847,342	\$1,567,581	\$18,123,354	\$2,280,572	\$64,339,453		
% of Group VI Total	4.9%	26.5%	10.4%	7.2%	16.9%	2.4%	28.2%	3.5%	100.0%		
Average of All 75 Communities	\$1,310,992	\$5,271,250	\$2,301,801	\$1,153,144	\$2,606,756	\$217,797	\$4,510,207	\$903,689	\$18,275,636		
% of Total	7.2%	28.8%	12.6%	6.3%	14.3%	1.2%	24.7%	4.9%	100.0%		

Explanation of Table 24:

Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts Events during Fiscal 2000

This table presents the average dollars spent per person by non-residents as a result of their attendance at nonprofit arts events in each participating community during fiscal 2000. Non-residents are attendees who reside outside the county in which the nonprofit arts events took place. Averages are calculated for each population group and for the 75 communities that collected audience data.

Column One:

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

Column Two:

The average dollars spent per person by non-resident audience members to purchase meals (e.g., dinner at a restaurant, coffee at a café) before or after attending nonprofit arts events.

Column Three:

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

Column Four:

The average dollars spent per person by non-resident audience members to purchase clothing or accessories for the purpose of attending nonprofit arts events.

Column Five:

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 events.

Column Six:

The average dollars spent per person by non-resident audience members on childcare (e.g., babysitter fees) for the purpose of attending nonprofit arts events.

Column Seven:

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 events. (*The audience survey instrument requested that respondents provide the cost of one night only.*)

Column Eight:

The average dollars spent per person by non-resident audience members for miscellaneous products and services for the purpose or as a result of attending nonprofit arts events.

Column Nine:

The average per person expenditure made by all responding non-resident audience members as a result of their attendance to nonprofit arts events during fiscal 2000.

Table 24: Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Art Events during Fiscal 2000

Population Group I Pop. < 50,000 (n=15)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event- Related Spending	Avg. Event- Related Spending
Homer, AK	\$7.25	\$7.29	\$5.42	\$1.88	\$4.17	\$0.00	\$6.25	\$0.00	\$32.26
Sonora, CA	\$2.01	\$8.93	\$2.80	\$1.71	\$3.71	\$0.08	\$4.89	\$3.90	\$28.03
Rockland, ME	\$2.65	\$17.44	\$7.10	\$4.32	\$7.98	\$0.71	\$26.08	\$4.71	\$70.99
Ketchikan, AK	\$5.00	\$8.52	\$2.56	\$2.45	\$3.17	\$0.00	\$4.89	\$1.74	\$28.33
Grand Haven, MI	\$2.98	\$12.60	\$6.29	\$4.53	\$7.51	\$0.35	\$8.31	\$1.15	\$43.72
Portsmouth, NH	\$3.98	\$12.02	\$2.37	\$3.05	\$2.99	\$0.27	\$5.78	\$0.62	\$31.08
Door Co., WI	\$1.77	\$2.38	\$7.46	\$2.37	\$5.92	\$0.25	\$11.14	\$1.48	\$32.77
Fairbanks, AK	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Gloucester, MA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Juneau, AK	\$0.40	\$8.40	\$2.76	\$0.42	\$5.85	\$0.00	\$5.42	\$0.35	\$23.60
Dublin, OH	\$2.41	\$7.50	\$4.70	\$0.00	\$2.25	\$0.00	\$2.23	\$0.00	\$19.09
Dover, DE	\$1.55	\$10.02	\$3.08	\$3.62	\$4.78	\$0.38	\$3.97	\$0.18	\$27.58
Beloit, WI	\$4.65	\$5.62	\$1.86	\$0.91	\$3.72	\$0.01	\$5.65	\$0.04	\$22.46
Minot, ND	\$4.99	\$11.99	\$4.62	\$4.93	\$7.98	\$0.33	\$7.48	\$3.92	\$46.24
Wausau, WI	\$4.62	\$10.66	\$8.56	\$3.79	\$6.24	\$0.00	\$5.25	\$1.56	\$40.68
Group I Average	\$3.40	\$9.49	\$4.58	\$2.61	\$5.10	\$0.18	\$7.49	\$1.51	\$34.37
% of Group I Total Value	9.9%	27.6%	13.3%	7.6%	14.8%	0.5%	21.8%	4.4%	100.0%

Population Group II Pop. 50,000-99,000 (n=19)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event- Related Spending	Avg. Event- Related Spending
Oak Park, IL	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Flagstaff, AZ	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Niagara Falls, NY	\$5.82	\$18.93	\$9.70	\$3.31	\$14.29	\$0.94	\$15.96	\$3.99	\$72.94
Lodi, CA	\$0.52	\$2.61	\$3.40	\$0.37	\$2.96	\$0.41	\$0.36	\$0.13	\$10.76
Missoula, MT	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
St. Cloud, MN	\$1.93	\$8.13	\$2.91	\$1.78	\$3.58	\$0.28	\$2.50	\$0.00	\$21.11
Janesville, WI	\$1.47	\$7.38	\$1.77	\$0.00	\$5.56	\$0.00	\$6.82	\$3.69	\$26.69
Santa Fe, NM	\$3.29	\$22.48	\$9.32	\$5.15	\$9.88	\$0.03	\$10.91	\$4.96	\$66.02
Walnut Creek, CA	\$2.31	\$20.51	\$4.19	\$2.16	\$4.91	\$0.66	\$6.40	\$2.90	\$44.04
Springfield, OH	\$3.73	\$12.15	\$6.38	\$2.81	\$10.38	\$0.00	\$18.11	\$0.00	\$53.56
Bellingham, WA	\$2.61	\$11.76	\$6.18	\$1.28	\$3.62	\$0.56	\$5.69	\$0.41	\$32.11
Asheville, NC	\$4.04	\$16.99	\$5.64	\$6.77	\$6.57	\$0.61	\$7.94	\$2.49	\$51.05
Bloomington, IN	\$1.77	\$11.33	\$8.28	\$0.75	\$7.01	\$0.07	\$7.74	\$1.07	\$38.02
St. Joseph, MO	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Lawrence, KS	\$2.77	\$14.10	\$15.13	\$3.49	\$4.59	\$0.06	\$4.89	\$2.75	\$47.78

Table 24 Continued on Page A123

Continued

Table 24: Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Art Events during Fiscal 2000

<i>Continued</i> Population Group II Pop. 50,000–99,000 (n=19)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event- Related Spending	Total Arts Event- Related Spending
Chemung County, NY	\$4.73	\$11.17	\$4.05	\$4.15	\$5.75	\$0.18	\$6.96	\$2.81	\$39.80
New Bedford, MA	\$4.25	\$6.83	\$4.91	\$4.02	\$3.42	\$0.00	\$6.22	\$1.29	\$30.94
Boulder, CO	\$0.21	\$14.86	\$2.84	\$2.42	\$4.46	\$0.00	\$8.06	\$4.99	\$37.84
Steuben County, NY	\$5.66	\$11.90	\$2.75	\$4.32	\$6.68	\$0.26	\$6.80	\$0.89	\$39.26
Group II Average	\$3.01	\$12.74	\$5.83	\$2.85	\$6.24	\$0.27	\$7.69	\$2.16	\$40.79
% of Group II Total Value	7.4%	31.2%	14.3%	7.0%	15.3%	0.7%	18.9%	5.3%	100.0%

Population Group III Pop. 100,000–249,999 (n=23)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event- Related Spending	Avg. Event- Related Spending
Green Bay, WI	\$4.18	\$6.94	\$4.58	\$0.68	\$3.64	\$0.16	\$5.80	\$0.54	\$26.52
Erie, PA	\$2.43	\$10.52	\$0.57	\$0.58	\$4.23	\$0.77	\$6.53	\$2.87	\$28.50
Indian River Co., FL	\$1.37	\$8.75	\$0.90	\$4.32	\$2.40	\$0.20	\$4.91	\$0.28	\$23.13
Fort Collins, CO	\$3.28	\$10.11	\$3.44	\$1.18	\$5.92	\$0.00	\$8.04	\$3.92	\$35.89
Lansing, MI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Alexandria, VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Pasadena, CA	\$1.21	\$28.49	\$6.74	\$4.07	\$12.79	\$0.00	\$16.41	\$3.38	\$73.09
Tippecanoe Co., IN	\$2.24	\$7.14	\$8.34	\$0.31	\$2.31	\$0.16	\$1.27	\$0.49	\$22.26
Santa Clarita, CA	\$2.17	\$9.68	\$1.54	\$1.11	\$2.68	\$0.66	\$6.79	\$1.04	\$25.67
Tempe, AZ	\$1.00	\$5.20	\$0.50	\$0.00	\$3.50	\$0.00	\$6.00	\$0.00	\$16.20
Dayton, OH	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Worcester, MA	\$4.68	\$17.16	\$9.70	\$2.14	\$9.21	\$0.94	\$0.00	\$0.02	\$43.85
Chandler, AZ	\$0.42	\$4.75	\$0.00	\$0.00	\$4.75	\$0.00	\$0.00	\$2.50	\$12.42
Boise, ID	\$2.62	\$14.65	\$2.66	\$3.44	\$5.29	\$1.26	\$6.59	\$5.88	\$42.39
Chippewa Valley, WI	\$3.56	\$5.20	\$4.20	\$0.00	\$1.12	\$0.00	\$6.23	\$0.00	\$20.31
Arlington Co., VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
St. Tammany Parish, LA	\$4.76	\$6.25	\$2.64	\$2.44	\$3.88	\$0.05	\$2.12	\$1.20	\$23.34
Glendale, CA	\$0.94	\$4.85	\$3.65	\$4.04	\$2.47	\$0.00	\$2.86	\$1.00	\$19.81
Scottsdale, AZ	\$1.37	\$13.20	\$5.29	\$2.16	\$6.53	\$0.00	\$10.17	\$0.00	\$38.72
Madison, WI	\$1.58	\$11.55	\$3.28	\$2.62	\$4.81	\$0.65	\$2.55	\$1.32	\$28.36
Baton Rouge, LA	\$1.62	\$7.94	\$0.44	\$0.21	\$2.42	\$0.12	\$2.33	\$0.39	\$15.47
St. Petersburg, FL	\$5.10	\$6.37	\$4.55	\$0.82	\$3.09	\$0.51	\$6.17	\$3.82	\$30.43
Placer Co., CA	\$3.77	\$6.64	\$5.04	\$0.68	\$4.72	\$0.00	\$3.69	\$2.10	\$26.64
Group III Average	\$2.54	\$9.76	\$3.58	\$1.62	\$4.51	\$0.29	\$5.18	\$1.62	\$29.11
% of Group III Total Value	8.7%	33.5%	12.3%	5.6%	15.5%	1.0%	17.8%	5.6%	100.0%

Table 24 Continued on Page A124

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Table 24: Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Art Events during Fiscal 2000

Population Group IV Pop. 250,000–499,999 (n=13)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event- Related Spending	Avg. Event- Related Spending
Anchorage, AK	\$2.04	\$8.86	\$1.55	\$5.54	\$4.67	\$3.17	\$4.06	\$1.00	\$30.89
Northampton Co., PA	\$2.09	\$14.32	\$5.13	\$1.05	\$4.72	\$0.01	\$7.76	\$1.10	\$36.18
Newark, NJ	\$3.35	\$6.03	\$1.46	\$0.84	\$3.41	\$0.11	\$4.41	\$0.75	\$20.36
Forsyth Co., NC	\$1.57	\$8.10	\$8.30	\$2.69	\$3.61	\$0.11	\$9.70	\$0.48	\$34.56
Lehigh Co., PA	\$3.28	\$8.63	\$3.70	\$1.45	\$4.87	\$0.10	\$5.04	\$5.34	\$32.41
Fox Valley, WI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Western Maricopa Co., AZ	\$4.51	\$5.62	\$9.26	\$1.01	\$6.54	\$0.00	\$2.45	\$0.00	\$29.39
Waukesha Co., WI	\$0.50	\$6.05	\$4.87	\$0.10	\$1.35	\$0.16	\$4.49	\$2.08	\$19.60
Berks Co., PA	\$1.87	\$5.43	\$8.87	\$0.44	\$3.07	\$0.45	\$2.57	\$1.82	\$24.52
Minneapolis, MN	\$2.26	\$10.66	\$7.43	\$2.34	\$4.68	\$0.57	\$5.91	\$0.12	\$33.97
Mesa, AZ	\$1.30	\$12.42	\$2.73	\$2.65	\$1.55	\$0.00	\$18.18	\$0.00	\$38.83
Jefferson Parish, LA	\$6.09	\$13.38	\$9.38	\$5.90	\$7.43	\$0.00	\$16.46	\$7.98	\$66.62
New Orleans, LA	\$6.47	\$27.63	\$9.45	\$3.72	\$4.98	\$0.01	\$34.63	\$2.40	\$89.29
Group IV Average	\$2.94	\$10.59	\$6.01	\$2.31	\$4.24	\$0.39	\$9.64	\$1.92	\$38.05
% of Group IV Total Value	7.7%	27.8%	15.8%	6.1%	11.1%	1.0%	25.3%	5.1%	100.0%

Population Group V Pop. 500,000–999,999 (n=14)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event- Related Spending	Avg. Event- Related Spending
Union Co., NJ	\$1.11	\$7.34	\$1.00	\$1.20	\$3.42	\$0.00	\$3.96	\$0.03	\$18.06
Washington, DC	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Milwaukee, WI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Monmouth Co., NJ	\$2.10	\$8.53	\$2.55	\$1.07	\$4.27	\$0.76	\$3.60	\$0.23	\$23.11
Memphis, TN	\$2.31	\$14.50	\$7.47	\$4.52	\$5.93	\$0.03	\$9.87	\$4.17	\$48.80
Columbus, OH	\$4.36	\$13.45	\$7.68	\$4.45	\$10.85	\$0.75	\$19.71	\$3.35	\$64.60
Indianapolis, IN	\$3.86	\$12.66	\$4.33	\$1.25	\$5.30	\$0.26	\$9.79	\$2.13	\$39.58
Prince George's Co., MD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Fulton Co., GA	\$4.88	\$20.75	\$8.63	\$2.04	\$10.53	\$0.80	\$17.64	\$7.18	\$72.45
Montgomery Co., MD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Honolulu Co., HI	\$4.63	\$11.79	\$6.05	\$2.53	\$7.49	\$0.00	\$20.35	\$1.13	\$53.97
Westchester Co., NY	\$3.74	\$7.10	\$9.38	\$2.64	\$3.45	\$0.03	\$2.40	\$0.60	\$29.34
Detroit, MI	\$3.24	\$8.72	\$3.76	\$2.21	\$4.74	\$0.19	\$2.51	\$2.32	\$27.69
Fairfax Co., VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Group V Average	\$3.36	\$11.65	\$5.65	\$2.43	\$6.22	\$0.31	\$9.98	\$2.35	\$41.96
% of Group V Total Value	8.0%	27.8%	13.5%	5.8%	14.8%	0.7%	23.8%	5.6%	100.0%

Table 24 Continued on Page A125

Continued

Table 24: Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Art Events during Fiscal 2000

Population Group VI Pop. > 1,000,000 (n=7)	Refreshments or Snacks during Events	Meals Before or After Events	Events, Gifts, or Souvenirs	Clothing or Accessories Purchased (for Events)	Transportation	Event-Related Child Care	Overnight Lodging	Other Event- Related Spending	Avg. Event- Related Spending
Phoenix, AZ	\$2.32	\$15.18	\$9.20	\$7.07	\$6.15	\$0.00	\$11.01	\$6.87	\$57.80
St. Louis, MO	\$2.59	\$16.20	\$5.35	\$4.48	\$8.18	\$0.27	\$12.43	\$1.74	\$51.24
Northeast Tarrant Co., TX	\$3.22	\$9.24	\$3.18	\$6.19	\$4.08	\$0.31	\$3.54	\$0.97	\$30.73
Broward Co., FL	\$3.66	\$12.48	\$1.81	\$2.44	\$9.05	\$0.13	\$7.17	\$0.18	\$36.92
Miami-Dade Co., FL	\$3.45	\$19.16	\$6.69	\$5.67	\$16.56	\$6.49	\$32.90	\$1.64	\$92.56
San Diego Co., CA	\$3.43	\$16.71	\$6.23	\$2.41	\$11.96	\$0.19	\$18.38	\$1.92	\$61.23
Harris Co., TX	\$1.47	\$16.77	\$9.19	\$0.90	\$8.62	\$0.30	\$16.60	\$0.03	\$53.88
Group VI Average	\$2.88	\$15.11	\$5.95	\$4.17	\$9.23	\$1.10	\$14.58	\$1.91	\$54.91
% of Group VI Total	5.2%	27.5%	10.8%	7.6%	16.8%	2.0%	26.5%	3.5%	100.0%
Average of All Responding Attendees	\$3.09	\$12.03	\$4.01	\$3.16	\$5.74	\$0.37	\$7.80	\$1.85	\$38.05
% of Total	8.1%	31.6%	10.5%	8.3%	15.1%	1.0%	20.5%	4.9%	100.0%

Explanation of Table 25:

Demographics of Nonprofit Arts Audiences

This table presents a demographic description of the audience survey respondents in each participating community. Averages are calculated for each population group and for the 75 communities that collected audience surveys. (Note: Due to rounding, the averages may not add to exactly 100 percent.)

Column One:

The percentage of attendees to nonprofit arts events who are male.

Column Two:

The percentage of attendees to nonprofit arts events who are female.

Column Three:

The percentage of attendees to nonprofit arts events in each participating community who are between 18 and 34 years of age. Survey respondents were required to be at least 18 years old.

Column Four:

The percentage of attendees who are between 35 and 54 years of age.

Column Five:

The percentage of attendees who are 55 years of age or older.

Column Six:

The percentage of attendees to nonprofit arts events in each participating community whose highest completed level of education is a high school degree or less.

Column Seven:

The percentage of attendees whose highest completed level of education is a two- or four-year college degree.

Column Eight:

The percentage of attendees whose highest completed level of education is a master's or doctoral degree.

Column Nine:

The percentage of attendees to nonprofit arts events in each participating community whose annual household income is less than \$60,000.

Column Ten:

The percentage of attendees whose annual household income is between \$60,000 and \$99,999.

Column Eleven:

The percentage of attendees whose annual household income is \$100,000 or more.

Table 25: Demographics of Nonprofit Arts Audiences

Population Group I Pop. < 50,000 (n=15)	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School Degree or Less	2 to 4 Year College Degree	Masters or Doctoral Degree	Less than \$60,000	\$60,000 to \$90,000	\$100,000 or More
Homer, AK	28.0%	72.0%	15.2%	72.0%	12.8%	6.5%	69.4%	24.2%	64.7%	27.6%	7.8%
Sonora, CA	43.3%	56.7%	13.1%	42.2%	44.7%	12.7%	59.9%	27.3%	41.2%	36.4%	22.5%
Rockland, ME	31.7%	68.3%	6.1%	33.3%	60.6%	6.7%	56.2%	37.1%	29.2%	33.9%	36.9%
Ketchikan, AK	20.5%	79.5%	11.3%	63.4%	25.4%	20.8%	61.1%	18.1%	53.7%	38.8%	7.5%
Grand Haven, MI	30.9%	69.1%	9.2%	49.8%	41.0%	23.4%	55.5%	21.1%	48.4%	36.2%	15.3%
Portsmouth, NH	38.9%	61.1%	14.6%	55.5%	30.0%	12.0%	51.4%	36.6%	37.1%	34.7%	28.2%
Door Co., WI	36.7%	63.3%	10.5%	38.6%	50.9%	12.3%	50.9%	36.8%	30.9%	27.5%	41.6%
Fairbanks, AK	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Gloucester, MA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Juneau, AK	40.7%	59.3%	17.9%	60.8%	21.3%	11.6%	55.3%	33.1%	37.5%	40.1%	22.5%
Dublin, OH	38.3%	61.7%	20.4%	57.3%	22.3%	12.8%	55.8%	31.4%	29.9%	38.7%	31.4%
Dover, DE	34.6%	65.4%	22.1%	52.0%	25.9%	29.0%	52.8%	18.3%	48.2%	37.3%	14.5%
Beloit, WI	38.1%	61.9%	18.8%	37.9%	43.4%	33.2%	47.7%	19.1%	51.4%	29.2%	19.4%
Minot, ND	35.9%	64.1%	19.3%	44.2%	36.5%	23.7%	50.7%	25.6%	55.6%	28.0%	16.4%
Wausau, WI	29.8%	70.2%	18.4%	51.6%	29.9%	24.8%	50.4%	24.8%	45.2%	32.6%	22.2%
Group I Average	34.4%	65.6%	15.1%	50.7%	34.2%	17.7%	55.2%	27.2%	44.1%	33.9%	22.0%

Population Group II Pop. 50,000–99,000 (n=19)	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School Degree or Less	2 to 4 Year College Degree	Masters or Doctoral Degree	Less than \$60,000	\$60,000 to \$90,000	\$100,000 or More
Oak Park, IL	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Flagstaff, AZ	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Niagara Falls, NY	35.6%	64.4%	20.1%	52.6%	27.3%	26.3%	48.6%	25.1%	56.5%	30.8%	12.7%
Lodi, CA	29.4%	70.6%	13.3%	43.4%	43.3%	25.4%	57.8%	16.8%	47.5%	34.8%	17.7%
Missoula, MT	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
St. Cloud, MN	28.3%	71.7%	15.0%	46.3%	38.8%	24.6%	49.7%	25.7%	48.6%	35.3%	16.1%
Janesville, WI	31.3%	68.7%	14.5%	38.4%	47.2%	32.5%	49.4%	18.1%	53.5%	33.1%	13.4%
Santa Fe, NM	39.4%	60.6%	15.5%	37.4%	47.1%	7.8%	42.0%	50.2%	34.3%	32.8%	32.8%
Walnut Creek, CA	37.0%	63.0%	13.0%	48.0%	39.0%	11.2%	58.6%	30.1%	22.7%	38.2%	39.1%
Springfield, OH	36.0%	64.0%	10.2%	45.1%	44.7%	38.7%	44.0%	17.4%	53.3%	33.8%	12.9%
Bellingham, WA	35.3%	64.7%	19.9%	55.0%	25.1%	14.4%	58.3%	27.3%	58.5%	28.7%	12.8%
Asheville, NC	38.5%	61.5%	23.7%	44.9%	31.4%	10.8%	55.8%	33.5%	50.6%	28.3%	21.1%
Bloomington, IN	33.6%	66.4%	33.7%	35.0%	31.3%	17.2%	39.6%	43.3%	51.8%	29.4%	18.8%
St. Joseph, MO	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Table 25 Continued on Page A128

Continued

Table 25: Demographics of Nonprofit Arts Audiences

Continued Population Group II Pop. 50,000–99,000 (n=19)	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School Degree or Less	2 to 4 Year College Degree	Masters or Doctoral Degree	Less than \$60,000	\$60,000 to \$90,000	\$100,000 or More
	Lawrence, KS	37.1%	62.9%	25.9%	40.8%	33.3%	13.9%	47.1%	39.0%	51.0%	29.7%
Chemung Co., NY	37.8%	62.2%	8.8%	42.2%	49.0%	24.6%	36.5%	38.9%	51.7%	27.3%	21.0%
New Bedford, MA	40.4%	59.6%	19.4%	53.0%	27.6%	25.2%	52.4%	22.5%	45.8%	36.5%	17.7%
Boulder, CO	42.0%	58.0%	21.7%	67.1%	11.1%	4.3%	62.2%	33.5%	33.5%	17.5%	49.0%
Steuben County, NY	33.0%	67.0%	12.6%	54.4%	33.0%	32.1%	42.5%	25.5%	56.9%	26.1%	17.0%
Group II Average	35.6%	64.4%	17.8%	46.9%	35.3%	20.6%	49.6%	29.8%	47.7%	30.8%	21.4%

Population Group III Pop. 100,000–249,999 (n=23)	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School Degree or Less	2 to 4 Year College Degree	Masters or Doctoral Degree	Less than \$60,000	\$60,000 to \$90,000	\$100,000 or More
	Green Bay, WI	38.4%	61.6%	19.2%	55.4%	25.4%	22.2%	62.5%	15.3%	47.7%	38.1%
Erie, PA	34.5%	65.5%	14.2%	45.5%	40.4%	23.2%	51.8%	25.1%	46.8%	37.1%	16.1%
Indian River Co., FL	30.1%	69.9%	6.3%	15.4%	78.3%	22.0%	53.4%	24.6%	42.0%	32.3%	25.6%
Fort Collins, CO	32.4%	67.6%	21.1%	39.3%	39.6%	14.2%	50.0%	35.8%	45.0%	30.5%	24.5%
Lansing, MI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Alexandria, VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Pasadena, CA	42.5%	57.5%	16.4%	40.4%	43.2%	8.2%	48.8%	43.0%	31.9%	27.7%	40.4%
Tippecanoe Co., IN	41.3%	58.7%	22.7%	47.5%	29.8%	10.9%	44.5%	44.7%	47.9%	29.7%	22.4%
Santa Clarita, CA	35.5%	64.5%	19.4%	63.6%	17.1%	17.4%	61.2%	21.4%	29.7%	38.0%	32.3%
Tempe, AZ	38.6%	61.4%	19.3%	47.4%	33.3%	9.6%	53.5%	36.8%	49.5%	22.4%	28.0%
Dayton, OH	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Worcester, MA	35.3%	64.7%	8.1%	86.6%	5.3%	7.3%	86.0%	6.7%	60.1%	38.1%	1.8%
Chandler, AZ	36.6%	63.4%	4.3%	27.5%	68.1%	21.1%	59.2%	19.7%	45.2%	45.2%	9.7%
Boise, ID	30.7%	69.3%	21.7%	47.6%	30.7%	10.4%	55.1%	34.5%	39.1%	32.5%	28.4%
Chippewa Valley, WI	24.1%	75.9%	8.8%	33.8%	57.5%	43.6%	43.6%	12.8%	62.5%	31.3%	6.3%
Arlington Co., VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
St. Tammany Parish, LA	39.2%	60.8%	17.3%	49.9%	32.8%	22.7%	54.0%	23.3%	49.5%	29.6%	20.9%
Glendale, CA	45.8%	54.2%	22.7%	49.2%	28.1%	11.9%	58.3%	29.7%	41.0%	30.6%	28.3%
Scottsdale, AZ	37.4%	62.6%	10.5%	38.6%	50.9%	6.4%	57.3%	36.3%	30.2%	42.0%	27.8%
Madison, WI	39.6%	60.4%	22.0%	41.3%	36.8%	12.1%	50.2%	37.7%	36.5%	34.6%	28.8%
Baton Rouge, LA	32.1%	67.9%	27.3%	51.3%	21.4%	15.0%	55.3%	29.7%	41.9%	32.0%	26.0%
St. Petersburg, FL	44.3%	55.7%	15.8%	45.5%	38.7%	15.1%	59.1%	25.9%	41.0%	34.3%	24.7%
Placer Co., CA	25.3%	74.7%	16.4%	54.0%	29.6%	14.6%	67.3%	18.1%	41.0%	34.3%	24.7%
Group III Average	36.0%	64.0%	16.5%	46.3%	37.2%	16.2%	56.4%	27.4%	43.6%	33.7%	22.7%

Table 25 Continued on Page A129

Continued

Table 25: Demographics of Nonprofit Arts Audiences

Population Group IV Pop. 250,000–499,999 (n=19)	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School Degree or Less	2 to 4 Year College Degree	Masters or Doctoral Degree	Less than \$60,000	\$60,000 to \$90,000	\$100,000 or More
Anchorage, AK	31.1%	68.9%	15.4%	50.2%	34.5%	13.5%	51.4%	35.1%	32.1%	31.4%	36.6%
Northampton Co., PA	35.0%	65.0%	12.0%	52.7%	35.3%	10.6%	46.3%	43.1%	32.7%	35.5%	31.8%
Newark, NJ	40.6%	59.4%	28.2%	42.5%	29.3%	22.2%	51.4%	26.4%	50.2%	32.4%	17.3%
Forsyth Co., NC	33.1%	66.9%	20.3%	47.7%	32.0%	13.1%	57.6%	29.3%	43.0%	32.7%	24.4%
Lehigh Co., PA	39.9%	60.1%	14.4%	49.3%	36.3%	13.4%	45.3%	41.3%	35.5%	35.2%	29.4%
Fox Valley, WI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Western Maricopa Co., AZ	37.5%	62.5%	6.7%	30.9%	62.4%	10.7%	65.5%	23.7%	37.7%	47.3%	15.1%
Waukesha Co., WI	29.6%	70.4%	14.1%	35.9%	50.0%	24.0%	53.7%	22.3%	48.3%	37.5%	14.2%
Berks Co., PA	37.7%	62.3%	15.8%	51.3%	32.9%	33.9%	48.3%	17.8%	51.2%	35.1%	13.7%
Minneapolis, MN	42.1%	57.9%	31.1%	49.9%	19.0%	14.8%	60.3%	25.0%	59.1%	25.5%	15.4%
Mesa, AZ	35.6%	64.4%	26.4%	47.2%	26.4%	25.4%	54.9%	19.7%	54.3%	33.1%	12.6%
Jefferson Parish, LA	35.8%	64.2%	18.3%	52.3%	29.3%	14.0%	62.0%	24.0%	40.2%	30.0%	29.8%
New Orleans, LA	40.7%	59.3%	28.5%	49.9%	21.6%	9.9%	56.0%	34.1%	41.1%	29.2%	29.7%
Group IV Average	36.6%	63.4%	19.3%	46.7%	34.1%	17.1%	54.4%	28.5%	43.8%	33.7%	22.5%

Population Group V Pop. 500,000–999,999 (n=14)	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School Degree or Less	2 to 4 Year College Degree	Masters or Doctoral Degree	Less than \$60,000	\$60,000 to \$90,000	\$100,000 or More
Union Co., NJ	38.0%	62.0%	7.0%	32.2%	60.8%	15.2%	51.4%	33.4%	37.2%	32.6%	30.1%
Washington, DC	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Milwaukee, WI	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Monmouth Co., NJ	34.6%	65.4%	10.3%	56.2%	33.5%	11.9%	62.5%	25.6%	24.5%	42.3%	33.3%
Memphis, TN	33.8%	66.2%	27.4%	45.7%	26.9%	13.5%	56.7%	29.8%	43.7%	31.8%	24.4%
Columbus, OH	39.7%	60.3%	30.1%	42.7%	27.3%	14.3%	51.0%	34.7%	47.5%	29.4%	23.1%
Indianapolis, IN	32.0%	68.0%	23.3%	55.2%	21.4%	22.1%	54.4%	23.5%	54.2%	25.9%	19.8%
Prince George's Co., MD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Fulton Co., GA	37.3%	62.7%	27.6%	51.5%	20.9%	13.3%	56.1%	30.5%	45.1%	28.0%	26.9%
Montgomery Co., MD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Honolulu Co., HI	33.4%	66.6%	21.9%	46.5%	31.6%	14.1%	60.3%	25.6%	53.9%	28.6%	17.5%
Westchester Co., NY	35.5%	64.5%	10.6%	45.7%	43.7%	8.6%	46.6%	44.8%	25.8%	29.4%	44.7%
Detroit, MI	34.9%	65.1%	24.0%	48.6%	27.4%	13.6%	55.0%	31.3%	46.1%	30.3%	23.7%
Fairfax Co., VA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Group V Average	35.5%	64.5%	20.2%	47.1%	32.6%	14.1%	54.9%	31.0%	42.0%	30.9%	27.1%

Table 25 Continued on Page A130

Continued

Table 25: Demographics of Nonprofit Arts Audiences

Population Group VI Pop. > 1,000,000 (n=7)	Gender		Age Range			Education Level Completed			Annual Household Income		
	Male	Female	18-34	35-54	55 or Older	High School Degree or Less	2 to 4 Year College Degree	Masters or Doctoral Degree	Less than \$60,000	\$60,000 to \$90,000	\$100,000 or More
Phoenix, AZ	36.2%	63.8%	19.0%	35.4%	45.6%	17.7%	43.5%	38.8%	43.2%	32.8%	24.0%
St. Louis, MO	37.9%	62.1%	14.6%	48.6%	36.8%	13.1%	47.8%	39.1%	38.7%	29.9%	31.4%
Northeast Tarrant Co., TX	32.1%	67.9%	23.4%	51.9%	24.6%	17.6%	63.7%	18.6%	40.1%	34.5%	25.5%
Broward Co., FL	26.9%	73.1%	15.2%	34.9%	49.9%	17.5%	55.2%	27.3%	37.4%	31.6%	31.1%
Miami-Dade Co., FL	40.6%	59.4%	17.8%	37.6%	44.6%	9.8%	47.7%	42.4%	29.2%	31.5%	39.3%
San Diego Co., CA	40.3%	59.7%	27.4%	42.7%	29.9%	15.9%	58.5%	25.6%	43.7%	33.3%	23.0%
Harris Co., TX	44.1%	55.9%	30.6%	48.9%	20.4%	9.8%	56.6%	33.6%	32.8%	29.2%	38.0%
Group VI Average	36.9%	63.1%	21.1%	42.9%	36.0%	14.5%	53.3%	32.2%	37.9%	31.8%	30.3%
Average of All 75 Communities	35.8%	64.2%	17.9%	47.0%	35.1%	17.1%	54.0%	28.9%	43.8%	32.7%	23.5%

Appendix B: Survey Instruments

Organizational Survey

Audience Survey

Organizational Survey

About Your Organization

Organization Name: _____

Mailing Address: _____

City, State, Zip: _____

Telephone Number: _____

Fax Number: _____

Organization's Website: _____

Name of Staff Executive: _____

Please provide a contact in case we have questions about your survey

Contact Person: _____

Job Title: _____

E-mail Address: _____

Designation/Status of Your Organization

I. Is your organization **private or public**? (Please check only one and answer the related questions)

Private/Nonprofit Organization (If Private, please CONTINUE with Questions 1a and 1b)

Public/Government Agency (If Public, please CONTINUE with Question 1c)

1a. If **private/nonprofit**, does your organization have tax-exempt 501(c)(3) status?

Yes No

1b. If **private**, are you designated by your local government? (Does your organization have an official written charter or resolution to provide services or recommend funding amounts on behalf of your local government?)

Yes, with the city government Yes, with the Chamber of Commerce

Yes, with the county government No, we have no official designation

1c. If **public/government**, is your organization:

Part of the city government Part of a combined city/county government

Part of the county government Other (Please Specify): _____

Continued

Organizational Survey

Financial Profile of Your Organization

2. What was the END DATE for your organization's most recently completed fiscal year?
____Month ____Year

3. Please provide the itemized expenditures that your organization made during the most recently completed fiscal year that you identified in Question 4. **This information is vital!**

Staff Expenses

- | | |
|---|-----------------|
| A. Total organizational payroll (including full-time and part-time staff) | \$ _____ |
| B. Total payroll taxes and fringe benefits (including FICA) | \$ _____ |
| C. Contractors (full-time contract staff) | \$ _____ |
| D. Other personnel expenses (Please Specify): _____ | \$ _____ |
| E. Total Staff and Employee Expenses (sum of lines A through D) | \$ _____ |

Payments to Artists

- | | |
|--|-----------------|
| F. Payments to local artists | \$ _____ |
| G. Payroll taxes and fringe benefits (including FICA) for local artists | \$ _____ |
| H. Payments to non-local artists | \$ _____ |
| I. Payroll taxes and fringe benefits (including FICA) for non-local artists | \$ _____ |
| J. Total Payments to Artists (sum of lines F through I) | \$ _____ |

Overhead and Operating Expenses

- | | |
|--|-----------------|
| K. Advertising and promotional costs | \$ _____ |
| L. Contract services (Part-time or seasonal, including accounting and legal) | \$ _____ |
| M. Insurance | \$ _____ |
| N. Office machinery (not including capital expenditures) | \$ _____ |
| O. Postage | \$ _____ |
| P. Production (including presenting programs and special events) | \$ _____ |
| Q. Publications | \$ _____ |
| R. Supplies and materials | \$ _____ |
| S. Telephone | \$ _____ |
| T. Travel costs | \$ _____ |
| U. Other (Please Specify): _____ | \$ _____ |
| V. Total Overhead Expenses (sum of lines K through U) | \$ _____ |

Continued

Organizational Survey

Financial Profile of Your Organization Continued

Facility Expenses

W. Rental and/or lease costs	\$ _____
X. Mortgage costs	\$ _____
Y. Property taxes	\$ _____
Z. Contribution in lieu of taxes	\$ _____
AA. Utilities (including electric, water, and refuse)	\$ _____
BB. Other facility costs (Please specify:)	\$ _____
CC. Total facility expenses (sum of lines W through BB)	\$ _____

DD. Total Organizational Expenditures (sum of lines E, J, V, and CC)

\$ _____

4. Please provide your organization's asset acquisition and capital expenditures for your most recently completed fiscal year that you identified in Question 2.

Equipment

A. Outright purchases	\$ _____
B. Down payments	\$ _____
C. Amounts financed	\$ _____

Real Estate

D. Outright purchases	\$ _____
E. Down payments	\$ _____
F. Amounts financed	\$ _____

Art

G. Outright purchases	\$ _____
H. Down payments	\$ _____
I. Amounts financed	\$ _____

J. Total asset acquisition (sum of lines A through I)

\$ _____

Organizational Survey

In-Kind Contributions to Your Organization

5. Please provide the estimated dollar values of the in-kind contributions that your organization received during the most recently completed fiscal year that you identified in Question 4. In-kind contributions are non-monetary donations such as materials, facilities, and services.

A. From corporations	\$ _____
B. From local (city or county) government	\$ _____
C. From local arts agencies	\$ _____
D. From your state arts agency	\$ _____
E. From individuals	\$ _____
F. Other (Please specify):	\$ _____
G. Total in-kind contributions (sum of lines A through F)	\$ _____

Volunteer Hours Dedicated to Your Organization

6. Please provide the total hours volunteered to your organization during the most recently completed fiscal year you identified in Question 4. Include time donated by board members, docents, ushers, etc.

	Total Volunteers	Total Hours
A. Professional	# _____	# _____
B. Artistic	# _____	# _____
C. Clerical services	# _____	# _____
D. Service (ticket takers, gift shop, docents, etc.)	# _____	# _____
E. Other (Please specify):	# _____	# _____
F. Total volunteers and hours (sum of lines A through F)	# _____	# _____

Attendance Figures for Your Organization

7. Please provide the total attendance figures for your organization for the most recently completed fiscal year that you identified in Question 4. This figure should include attendance at cultural events that your organization produces. **This information is vital!**

	Number of Attendees
A. Performance attendees	# _____
B. Exhibition, museum, or gallery attendees	# _____
C. Other attendees (Please specify):	# _____
D. Total attendance (sum of lines A through C)	# _____

Thank You For Your Participation!

Audience Survey

Arts-Related Event Attended in Your Local Area

1. What is your home zip code? _____
2. Do you live within a 50 mile radius of this local area?
 Yes (SKIP to Q. 6) No (CONTINUE with Q. 3)
3. What is your primary purpose for being in this local area? (Please check only one)
 To attend this arts event To attend a convention
 Vacation/holiday General business (e.g., meeting, sales call)
 To visit friends or relatives Combination of business and pleasure
 Personal business (e.g. weddings, funeral) Other (Please Specify): _____
4. How did you arrive in this local area? (Check all that apply)
 By your own car By airplane By bus
 By a rental car By train Other (Please Specify): _____
5. How many nights away from home did you or will you spend in this local area during this trip?
____ # (If "0", SKIP to Q. 6)
- 5a. Where did you or will you stay overnight? (Please check only one)
 At the home of family or friends Condominium or timeshare
 Hotel or motel Campground
 Inn/bed and breakfast Other (Please Specify): _____
6. How many people are in your party today?
____ # of Adults ____ # of Children (Under 18)
7. List below the estimated total amount that you and the members of your party have spent or plan to spend in this local area specifically as a result of your attendance at this event.
Remember to include money spent before, during, and after the event.

A. Admission/tickets to this event	\$ _____
B. Refreshments and/or snacks purchased	\$ _____
C. Food, drinks, or meals purchased	\$ _____
D. Souvenirs, books, recordings, or art	\$ _____
E. Clothing or accessories for this event purchased in the local area	\$ _____
F. Transportation (gas, parking, tolls taxi, rental car, public transportation)	\$ _____
G. Child-care related to this event	\$ _____
H. Overnight accommodations	\$ _____
I. Other (Please Specify): _____	\$ _____
8. How did you pay for these items? (Check all that apply)
 Cash American Express Discover Card
 Personal Check Visa Card Debit Card
 Traveler's check MasterCard Other (Please Specify): _____
9. During the past 12 months, how many times did you travel 50 miles or more away from home specifically to attend an arts-related event? (Include your current trip, if applicable)
____ # (If "0", SKIP to Q. 15)

Continued
Audience Survey

Please answer questions 10-14 based upon your MOST RECENT trip of 50 or more miles away from home specifically to attend an arts-related event. However, if you are currently at least 50 miles from home specifically to attend this event, please skip to Q.15.

10. During your most recent arts-related trip of over 50 miles, how many people were in your party?
 ___# of Adults ___# of Children (Under 18)

11. How many nights did you spend?
 ___# (If "0", SKIP to Q. 12)

11a. Where did you stay overnight during that most recent trip away from home? (Please check only one)

<input type="checkbox"/> At the home of family or friends	<input type="checkbox"/> Condominium or timeshare
<input type="checkbox"/> Hotel or motel	<input type="checkbox"/> Campground
<input type="checkbox"/> Inn/bed and breakfast	<input type="checkbox"/> Other (Please Specify): _____

12. What other local places or activities did you visit on this most recent trip away from home?
 (Check all that apply)

<input type="checkbox"/> Sporting event	<input type="checkbox"/> Museum	<input type="checkbox"/> Festival
<input type="checkbox"/> Restaurant	<input type="checkbox"/> Amusement park	<input type="checkbox"/> Beaches
<input type="checkbox"/> Retail/shop Concert	<input type="checkbox"/> Historical site or activity	<input type="checkbox"/> Other (Please Specify): _____
<input type="checkbox"/> Theatre	<input type="checkbox"/> Gambling/lottery	<input type="checkbox"/> Other (Please Specify): _____
<input type="checkbox"/> Golf/tennis/skiing		

13. List below the estimated amount that you and the members of your party spent as a result of the same trip. Remember to include money spent before, during, and after the event—but only money spent in the area to which you traveled. If you are currently at least 50 miles from home specifically to attend this event, please skip to Q. 15.

- A. Admission/tickets to this event \$ _____
- B. Refreshments and/or snacks purchased \$ _____
- C. Food, drinks, or meals purchased \$ _____
- D. Souvenirs, books, recordings, or art \$ _____
- E. Clothing or accessories for this event purchased in the local area \$ _____
- F. Transportation (gas, parking, tolls taxi, rental car, public transportation) \$ _____
- G. Child-care related to this event \$ _____
- H. Overnight accommodations \$ _____
- I. Other (Please Specify): _____ \$ _____

14. How did you pay for these items? (Check all that apply)

<input type="checkbox"/> Cash	<input type="checkbox"/> American Express	<input type="checkbox"/> Discover Card
<input type="checkbox"/> Personal Check	<input type="checkbox"/> Visa Card	<input type="checkbox"/> Debit Card
<input type="checkbox"/> Traveler's check	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Other (Please Specify): _____

15. What is your gender? ___Male ___Female

16. Which range includes your age?
 ___ 18-24 ___ 35-39 ___ 45-49 ___ 55-64 ___ 25-34 ___ 40-44 ___ 50-54 ___ 65+

17. What is the highest level of education you completed?

<input type="checkbox"/> Less than high	<input type="checkbox"/> 2-year college/technical/associates degree	<input type="checkbox"/> Masters degree
<input type="checkbox"/> High school	<input type="checkbox"/> 4-year college degree	<input type="checkbox"/> Doctoral degree

18. Which range includes your annual household income?
 ___ Less than \$40,000 ___ \$60,000-\$79,999 ___ \$100,000-\$119,999 ___ \$40,000-\$59,999 ___ \$80,000-\$99,000 ___ \$120,000 or more

Thank You For Your Participation!



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