

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Orlando, FL (Fiscal Year 2010)

Direct Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Industry Expenditures
Total Industry Expenditures	\$48,132,075		\$45,874,130		\$94,006,205

Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

Total Economic Impact of Expenditures (Direct & Indirect Impacts Combined)	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	1,843		1,644		3,487
Household Income Paid to Residents	\$46,024,000		\$31,076,000		\$77,100,000
Revenue Generated to <u>Local</u> Government	\$1,414,000		\$2,389,000		\$3,803,000
Revenue Generated to <u>State</u> Government	\$1,797,000		\$2,968,000		\$4,765,000

Event-Related Spending by Arts and Culture Audiences Totaled \$45.9 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident* Attendees	+	Non-Resident* Attendees	=	All Cultural Audiences
Total Attendance to Arts and Culture Events	879,679		835,094		1,714,773
Percentage of Total Attendance	51.3%		48.7%		100%
Average Event-Related Spending Per Person	\$18.41		\$35.54		\$26.75
Total Event-Related Expenditures	\$16,194,890		\$29,679,240		\$45,874,130

Nonprofit Arts and Culture Event Attendees Spend an Average of \$26.75 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Cultural Audiences
Meals and Refreshments	\$12.55	\$15.93	\$14.19
Souvenirs and Gifts	\$1.76	\$2.59	\$2.17
Ground Transportation	\$2.27	\$6.16	\$4.16
Overnight Lodging (one night only)	\$0.15	\$8.59	\$4.26
Other/Miscellaneous	\$1.68	\$2.27	\$1.97
Average Event-Related Spending Per Person	\$18.41	\$35.54	\$26.75

* For the purpose of this study, residents are attendees who live within Orange County; non-residents live outside that area.

Source: *Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Orlando*. For more information about this study or about other cultural initiatives in the City of Orlando, visit the City of Orlando's web site at www.CityOfOrlando.net.

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About This Study

The *Arts & Economic Prosperity IV* study was conducted by Americans for the Arts to document the economic impact of the nonprofit arts and culture industry in 182 communities and regions (139 cities and counties, 31 multi-city or multi-county regions, and ten states, and two individual arts districts)—representing all 50 U.S. states and the District of Columbia. The diverse communities range in population (1,600 to more than 3 million) and type (rural to urban). The project economists, from the Georgia Institute of Technology, customized input-output analysis models for each participating study region to provide specific and reliable economic impact data about their nonprofit arts and culture industry—specifically (1) full-time equivalent jobs, (2) household income, and (3) local and (4) state government revenue.

Surveys of Nonprofit Arts and Culture ORGANIZATIONS

Each of the 182 study regions attempted to identify its comprehensive universe of nonprofit arts and culture organizations using the Urban Institute's National Taxonomy of Exempt Entity (NTEE) coding system, a definitive classification system for nonprofit organizations recognized as tax exempt by the Internal Revenue Code. In addition, the study partners were encouraged to include other types of eligible organizations if they play a substantial role in the cultural life of the community or if their primary purpose is to promote participation in, appreciation for, and understanding of the visual, performing, folk, and media arts. These include government-owned or government-operated cultural facilities and institutions, municipal arts agencies and councils, private community arts organizations, unincorporated arts groups, living collections (such as zoos, aquariums, and botanical gardens), university presenters, and arts programs that are embedded under the umbrella of a non-arts organization or facility (such as a community center or church). In short, if it displays the characteristics of a nonprofit arts and culture organization, it is included. *For-profit businesses (e.g., Broadway and motion picture theaters) and individual artists were excluded from this study.*

Nationally, detailed information was collected from 9,721 eligible organizations about their fiscal year 2010 expenditures in more than 40 expenditure categories (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as about their event attendance. Response rates for the 182 communities averaged 43.2 percent and ranged from 5.3 percent to 100 percent. It is important to note that each study region's results are based solely on the actual survey data collected. No estimates have been made to account for non-respondents. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

In the City of Orlando, 32 of the approximately 126 total eligible nonprofit arts and culture organizations identified by the City of Orlando participated in this study—an overall participation rate of 25 percent. The organizations that participated are listed below:

Arts and Cultural Alliance of Central Florida; Central Florida Ballet Inc; Central Florida Film Festival Inc; COMMA Gallery; Cpl. Larry E Smedley National Vietnam War Museum; Florida Opera Theatre Inc.; Florida Theatrical Association/FAIRWINDS Broadway in Orlando; Global Peace Film Festival; Harry P. Leu Gardens; Holy Land Experience and Scriptorium; International Fringe Festival of Central Florida; Mad Cow Theatre Company; Michelee Puppets Inc; OLA Fest (Awakening Art & Culture); Orange County Regional History Center; Orlando Ballet; Orlando City Ballet/dba Russian Ballet; Orlando Concert Band; Orlando Downtown Arts District/CityArts Factory; Orlando Museum of Art Inc; Orlando Repertory Theatre, Inc.; Orlando Science Center, Inc.; Orlando Shakespeare Theater, Inc.; Playwrights' Round Table Inc.; Shine Performing Arts Training Center; Southwest United Communities; Talako Indian Dancers Family Club; The Jack Kerouac Writers In Residence Project; The Mennello Museum of American Art, Inc.; The Orlando Philharmonic Orchestra, Inc.; Voci Dance, Inc.; and Yow Dance Inc.

Surveys of Nonprofit Arts and Culture AUDIENCES

Audience-intercept surveying, a common and accepted research method, was conducted in all 182 of the study regions to measure event-related spending by nonprofit arts and culture audiences. Patrons were asked to complete a short survey while attending an event. Nationally, a total of 151,802 valid and usable attendees completed the survey for an average of 834 surveys per study region. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging. Data were collected throughout 2011 (to guard against seasonal spikes or drop-offs in attendance) as well as at a broad range of both paid and free events (a night at the opera will typically yield more spending than a weekend children's theater production or a free community music festival, for example). The survey respondents provided information about the entire party with whom they were attending the event. With an overall average travel party size of 2.69 people, these data actually represent the spending patterns of more than 408,000 attendees, significantly increasing the reliability of the data.

In the City of Orlando, a total of 2,403 valid and usable audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, and exhibitions during 2011.

Studying Economic Impact Using Input-Output Analysis

To derive the most reliable economic impact data, input-output analysis is used to measure the impact of expenditures by nonprofit arts and culture organizations and their audiences. This is a highly regarded type of economic analysis that has been the basis for two Nobel Prizes. The models are systems of mathematical equations that combine statistical methods and economic theory in an area of study called econometrics. They trace how many times a dollar is re-spent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for this study because it can be customized specifically to each study region. To complete the analysis for the City of Orlando, project economists customized an input-output model based on the local dollar flow between 533 finely detailed industries within the economy of Orange County. This was accomplished by using detailed data on employment, incomes, and government revenues provided by the U.S. Department of Commerce (County Business Patterns, the Regional Economic Information System, and the Survey of State and Local Finance), local tax data (sales taxes, property taxes, and miscellaneous local option taxes), as well as the survey data from the responding nonprofit arts and culture organizations and their audiences.