

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Palm Beach County, FL (Fiscal Year 2010)

| Direct Economic Activity    | Arts and Culture Organizations | + | Arts and Culture Audiences | = | Total Industry Expenditures |
|-----------------------------|--------------------------------|---|----------------------------|---|-----------------------------|
| Total Industry Expenditures | \$138,895,426                  |   | \$111,052,882              |   | \$249,948,308               |

### 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                                  | 3,364                            |   | 2,418                        |   | 5,782                 |
| Household Income Paid to Residents   | \$89,229,000                     |   | \$46,618,000                 |   | \$135,847,000         |
| Revenue Generated to <u>Local</u> Government                               | \$6,785,000                      |   | \$4,563,000                  |   | \$11,348,000          |
| Revenue Generated to <u>State</u> Government                               | \$7,230,000                      |   | \$5,353,000                  |   | \$12,583,000          |

### Event-Related Spending by Arts and Culture Audiences Totaled \$111.1 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 | 3,055,929           |   | 1,272,582               |   | 4,328,511              |
| Percentage of Total Attendance              | 70.6%               |   | 29.4%                   |   | 100%                   |
| Average Event-Related Spending Per Person   | \$23.36             |   | \$31.17                 |   | \$25.64                |
| Total Event-Related Expenditures            | \$71,386,501        |   | \$39,666,381            |   | \$111,052,882          |

### Nonprofit Arts and Culture Event Attendees Spend an Average of \$25.64 Per Person (excluding the cost of admission)

| Category of Event-Related Expenditure     | Resident* Attendees | Non-Resident* Attendees | All Cultural Audiences |
|---|---------------------|-------------------------|------------------------|
| Meals and Refreshments                    | \$16.38             | \$18.72                 | \$17.06                |
| Souvenirs and Gifts                       | \$1.16              | \$2.43                  | \$1.53                 |
| Ground Transportation                     | \$2.18              | \$3.57                  | \$2.59                 |
| Overnight Lodging (one night only)        | \$0.46              | \$4.44                  | \$1.63                 |
| Other/Miscellaneous                       | \$3.18              | \$2.01                  | \$2.83                 |
| Average Event-Related Spending Per Person | \$23.36             | \$31.17                 | \$25.64                |

\* For the purpose of this study, residents are attendees who live within Palm Beach 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 Palm Beach County*. For more information about this study or about other cultural initiatives in Palm Beach County, visit the Cultural Council of Palm Beach County's web site at [www.PalmBeachCulture.com](http://www.PalmBeachCulture.com).

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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 Palm Beach County, 71 of the approximately 187 total eligible nonprofit arts and culture organizations identified by the Cultural Council of Palm Beach County participated in this study—an overall participation rate of 38 percent. The organizations that participated are listed below:**

Alexander W. Dreyfoos School of the Arts-Meyer Hall; Ann Norton Sculpture Gardens; Armory Art Center, Inc.; Art Deco Society of the Palm Beaches; Arthur R. Marshall Foundation; Atlantic Arts Academy and The Atlantic Theater; Bob Carter's Actors Workshop & Repertory Company; Boca Ballet Theatre; Boca Raton Historical Society; Boca Raton Museum of Art; Boca Raton Philharmonic Symphonia; Boca Raton Singers; Boys & Girls Clubs of Palm Beach County; City of Boynton Beach Art in Public Places; CORE Ensemble; Cultural Council of Palm Beach County; Delray Beach Chorale; Delray Beach Downtown Marketing Cooperative; Dolly Hand Cultural Arts Center; Duncan Theatre at Palm Beach State College; EcoArt South Florida; Eisey Campus Theatre at Palm Beach State College; Florida Classical Ballet Theatre; Florida Stage; Friends of MacArthur Beach State Park; Friends of the Mounts Botanical Garden; Henry Morrison Flagler Museum; Historical Society of Palm Beach County; Lake Worth Art League; Lake Worth Playhouse; Lighthouse Center for the Arts; Literacy Coalition of Palm Beach County; Loggerhead Marinelife Center; Loxahatchee River Historical Society; Lynn University Conservatory of Music; Maltz Jupiter Theatre; Martin Luther King Jr. Coordinating Committee; Masterworks Chorus of the Palm Beaches; Miami City Ballet, Inc.; Milagro Center; Morikami Museum and Japanese Gardens; Music at Saint Paul's; Music for the Mind Concerts & Kretzer Kids Program; National League of American Pen Women; New Gardens Band; Norton Museum of Art; Old School Square Cultural Arts Center; Palm Beach Atlantic University-Dance Department; Palm Beach County Art in Public Places; Palm Beach Dramaworks; Palm Beach International Film Festival; Palm Beach Jewish Film Festival; Palm Beach Opera; Palm Beach Photographic Centre; Palm Beach Pops; Raymond F. Kravis Center for the Performing Arts; River Center- Loxahatchee River District; Schoolhouse Children's Museum; Society of the Four Arts; Sol Children Theatre Troupe; South Florida Science Museum; Spady Cultural Heritage Museum; SunFest of Palm Beach County; Susan P. Bradford Art in Public Places; University Galleries, Florida Atlantic University; VSA Florida -- Palm Beach County; Wellington Amphitheater and Community Center; Women in the Visual Arts; WXEL Television; Young Singers of the Palm Beaches; and Zoological Society of the Palm Beaches, Inc. dba Palm Beach Zoo.

## 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 Palm Beach County, a total of 1,913 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 Palm Beach County, project economists customized an input-output model based on the local dollar flow between 533 finely detailed industries within the economy of Palm Beach 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.