

## The Economic Impact of Nonprofit Arts and Culture Organizations, Their Audiences, and Individual Artists in Greater Paducah, KY (FY 2007)

Economic Activity	Organizations +	Audiences +	Artists =	Total
Total Industry Expenditures	\$10,924,016	\$27,823,000	\$1,136,010	\$39,883,026

### Spending by Arts Organizations, Audiences, and Artists Supports Jobs and Generates Government Revenue

Economic Impact of Expenditures	Organizations +	Audiences +	Artists =	Total
Full-Time Equivalent Jobs Supported	287	518	14	819
Household Income Paid to Residents	\$5,638,000	\$11,814,000	\$266,000	\$17,718,000
Revenue Generated to <u>Local</u> Government	\$166,000	\$812,000	\$20,000	\$998,000
Revenue Generated to <u>State</u> Government	\$438,000	\$2,177,000	\$31,000	\$2,646,000

### Attendance-Related Audience Spending Totaled \$27.8 million (excluding the cost of admission)

Arts and Culture Attendance	Resident* Attendees +	Non-Resident* Attendees =	All Attendees
Total Attendance	246,890	148,261	395,151
Percentage of Total Attendance	62.5 percent	37.5 percent	100 percent
Average Expenditure Per Person	\$24.07	\$147.58	\$70.41
Total Attendance-Related Expenditures	\$5,942,642	\$21,880,358	\$27,823,000

### Audiences Spend an Average of \$70.41 Per Person (excluding the cost of admission)

Category of Attendance-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$12.08	\$30.56	\$19.01
Souvenirs and Gifts	\$2.63	\$17.23	\$8.11
Ground Transportation	\$1.69	\$12.05	\$5.58
Overnight Lodging (one night only)	\$2.96	\$40.72	\$17.13
Other/Miscellaneous	\$4.71	\$47.02	\$20.58
Average Expenditure Per Person	\$24.07	\$147.58	\$70.41

\* Residents are attendees who reside within Greater Paducah; non-residents live outside the region. For the purpose of this study, the Greater Paducah region is defined as Calloway, Graves, Marshall, and McCracken Counties.

Source: *Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations, Their Audiences, and Individual Artists in Greater Paducah, KY*. For more information about this study or about other cultural initiatives in the Greater Paducah region, visit the City of Paducah's web site at [www.ci.paducah.ky.us](http://www.ci.paducah.ky.us).

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