



The Economic Impact of Nonprofit Arts and Culture Organizations, Their Audiences, and Individual Artists in GREATER PADUCAH

The *Arts & Economic Prosperity III* study provides compelling new evidence that the nonprofit arts and culture are a \$39.9 million industry in Greater Paducah—one that supports 819 full-time equivalent jobs and generates \$3.6 million in local and state government revenue.

Nonprofit arts and culture organizations, which spend \$10.9 million, leverage a remarkable \$27.8 million in additional spending by arts and culture audiences—spending that pumps vital revenue into local restaurants, hotels, retail stores, parking garages, and other businesses. Paducah’s individual artists account for an additional \$1.1 million in industry spending.

By demonstrating that investing in the arts and culture yields economic benefits, *Arts & Economic Prosperity III* lays to rest the common misconception that communities support the arts and culture at the expense of local economic development. In fact, communities that support the arts and culture not only enhance their quality of life, they also invest in their economic well-being.

This report shows conclusively that **the arts mean business in Greater Paducah!**

| Total Impact of the Nonprofit Arts and Culture Industry (Expenditures by organizations, audiences, and artists) | |
|--|--------------|
| Total Expenditures | \$39,883,026 |
| Full-Time Equivalent (FTE) Jobs | 819 |
| Resident Household Income | \$17,718,000 |
| Local Government Revenue | \$998,000 |
| State Government Revenue | \$2,646,000 |

For study details, visit www.ci.paducah.ky.us.
Source: Americans for the Arts, 2009 (www.AmericansForTheArts.org).



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The impact of spending by nonprofit arts organizations and individual artists is far reaching: they pay their employees, purchase supplies, and acquire assets within the local community. Additionally, unlike most industries, they leverage attendance-related spending by their audiences. Whether serving the local community or out-of-town visitors, a vibrant arts and culture industry helps local businesses thrive.

| Impact of <u>Organizations</u> | |
|--------------------------------|--------------|
| Total Expenditures | \$10,924,016 |
| Full-Time Equivalent Jobs | 287 |
| Resident Household Income | \$5,638,000 |
| Local Government Revenue | \$166,000 |
| State Government Revenue | \$438,000 |

| Impact of <u>Audiences</u> | |
|----------------------------|--------------|
| Total Expenditures | \$27,823,000 |
| Full-Time Equivalent Jobs | 518 |
| Resident Household Income | \$11,814,000 |
| Local Government Revenue | \$812,000 |
| State Government Revenue | \$2,177,000 |

| Impact of <u>Artists</u> | |
|---------------------------|-------------|
| Total Expenditures | \$1,136,010 |
| Full-Time Equivalent Jobs | 14 |
| Resident Household Income | \$266,000 |
| Local Government Revenue | \$20,000 |
| State Government Revenue | \$31,000 |

| Attendance-Related Audience Spending | | |
|--------------------------------------|-------------------|-----------------------|
| | <u>Residents*</u> | <u>Non-Residents*</u> |
| Total Attendance | 246,890 | 148,261 |
| Percent | 62.5 percent | 37.5 percent |
| Per Person Average | \$24.07 | \$147.58 |
| Total Spending | \$5,942,642 | \$21,880,358 |

| Average Dollars Spent Per Person by Audiences | |
|---|---------|
| Meals and Refreshments | \$19.01 |
| Souvenirs and Gifts | \$8.11 |
| Overnight Lodging (one night only) | \$17.13 |
| Other/Miscellaneous | \$26.16 |
| Total Per Person Spending | \$70.41 |

* Residents live in Calloway, Graves, Marshall, or McCracken County; Non-residents live outside the region.

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