

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in New Hampshire's Monadnock Region (FY 2008)

Direct Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$13,089,626		\$3,542,020		\$16,631,646

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

Economic Impact of Expenditures (Direct & Indirect Combined)	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	405		72		477
Household Income Paid to Residents	\$9,026,000		\$1,559,000		\$10,585,000
Revenue Generated to <u>Local</u> Government	\$516,000		\$150,000		\$666,000
Revenue Generated to <u>State</u> Government	\$438,000		\$205,000		\$643,000

Event-Related Spending by Arts and Culture Audiences Totaled \$3.5 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident* Attendees	+	Non-Resident* Attendees	=	All Attendees
Total Attendance to Arts and Culture Events	135,730		55,979		191,709
Percentage of Total Attendance	70.8%		29.2%		100%
Average Event-Related Spending Per Person	\$14.28		\$28.65		\$18.46
Total Event-Related Expenditures	\$1,938,224		\$1,603,796		\$3,542,020

Nonprofit Arts and Culture Event Attendees Spend an Average of \$18.46 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$9.88	\$14.14	\$11.12
Souvenirs and Gifts	\$1.13	\$2.12	\$1.42
Ground Transportation	\$1.01	\$3.22	\$1.65
Overnight Lodging (one night only)	\$0.74	\$6.79	\$2.51
Other/Miscellaneous	\$1.52	\$2.38	\$1.76
Average Event-Related Spending Per Person	\$14.28	\$28.65	\$18.46

* Residents are attendees who live within the Monadnock Region (all of Cheshire County and western Hillsborough County); non-residents live outside the region. The Monadnock Region is defined as the towns of Alstead, Antrim, Bennington, Chesterfield, Deering, Dublin, Fitzwilliam, Frankestown, Gilsum, Greenfield, Greenville, Hancock, Harrisville, Hillsborough, Hinsdale, Jaffrey, Keene, Lyndeborough, Marlborough, Marlow, Mason, Milford, Nelson, New Ipswich, Peterborough, Richmond, Rindge, Roxbury, Sharon, Stoddard, Sullivan, Surry, Swanzey, Temple, Troy, Walpole, Westmoreland, Wilton, Winchester, and Windsor.

Source: *Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in New Hampshire's Monadnock Region*. For more information about this study or about other cultural initiatives in the Monadnock Region, contact Arts Alive!, a group of regional artists and organizations dedicated to advancing the arts and culture in the region.

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