



# ARTS &

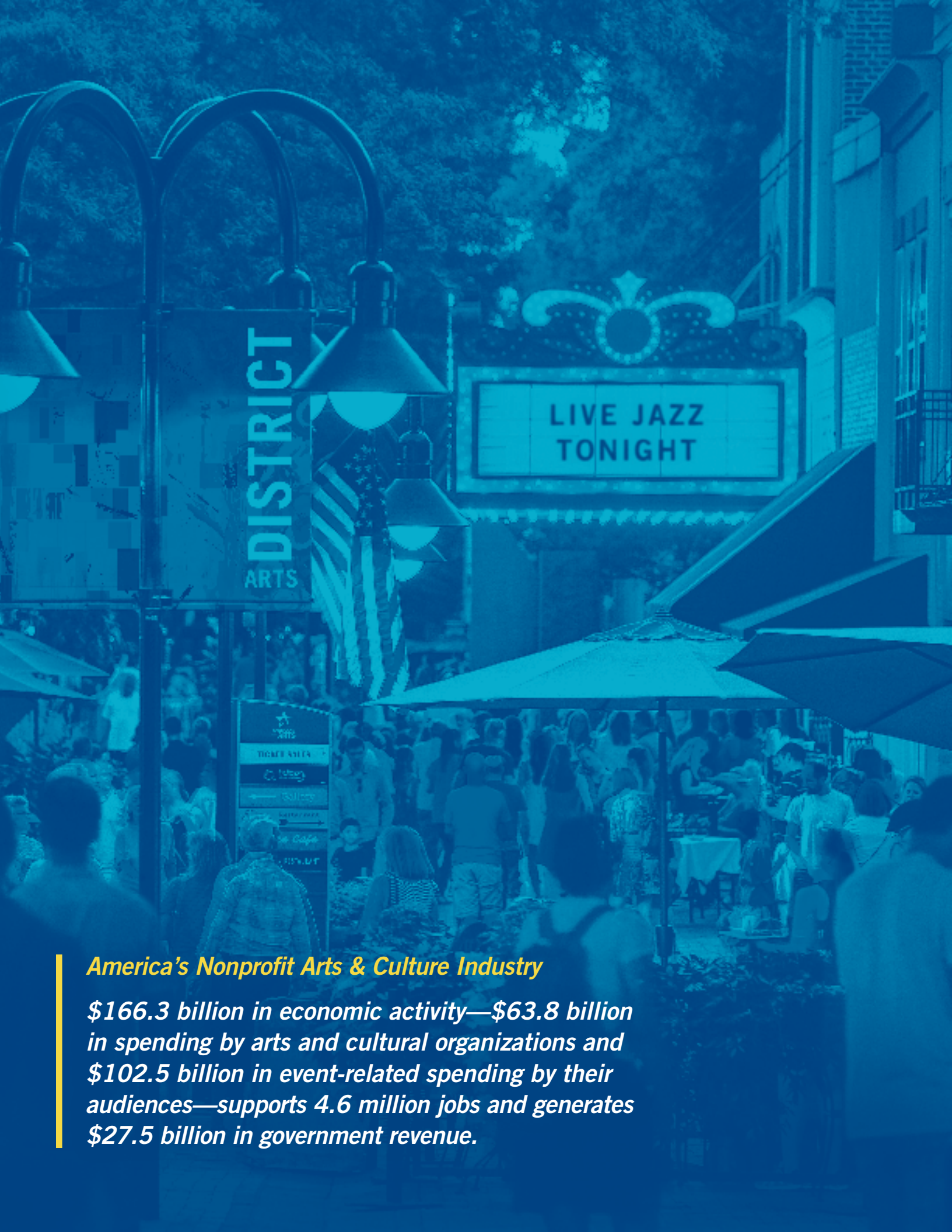
## ECONOMIC PROSPERITY 5

THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES



AMERICANS  
for the  
**ARTS**

NATIONAL STATISTICAL REPORT | CREATING **JOBS**. GENERATING **COMMERCE**. DRIVING **TOURISM**.



***America's Nonprofit Arts & Culture Industry***

***\$166.3 billion in economic activity—\$63.8 billion in spending by arts and cultural organizations and \$102.5 billion in event-related spending by their audiences—supports 4.6 million jobs and generates \$27.5 billion in government revenue.***

# The Arts MEAN BUSINESS

BY AMERICANS FOR THE ARTS PRESIDENT & CEO ROBERT L. LYNCH

*In my travels, I meet business and government leaders who speak passionately about the value the arts bring to their communities—fueling creativity, beautifying downtowns, and providing joy. Many also share with me the challenge of balancing arts funding with the demands to support jobs and grow their economy. To these community leaders, **Arts & Economic Prosperity 5** offers a clear and welcome message: the arts are an investment that delivers both community well-being and economic vitality.*

**Arts & Economic Prosperity 5** (AEP5) is Americans for the Arts' fifth economic impact study of the nation's nonprofit arts and cultural organizations and their audiences. By every measure, the results are impressive. Nationally, the nonprofit arts industry generated \$166.3 billion of economic activity in 2015—\$63.8 billion in spending by arts and cultural organizations and an additional \$102.5 billion in event-related expenditures by their audiences. This activity supported 4.6 million jobs and generated \$27.5 billion in revenue to local, state, and federal governments (a yield well beyond their collective \$5 billion in arts allocations). AEP5 is the most comprehensive study of its kind ever conducted. It provides detailed economic impact findings on 341 study regions representing all 50 states and the District of Columbia. Data was gathered from 14,439 organizations and 212,691 audience spending surveys and our project economist customized input-output models for each and every study region to ensure reliable and actionable localized results.

When Americans for the Arts published its first economic impact study in 1994, it worked with 33 local partners. As evidence of the value of these studies, AEP5 has grown this local participation ten-fold. We also have witnessed a corresponding growth in the understanding of the economic value of the arts. The US Bureau of Economic Analysis, for example, now publishes an annual *Arts & Cultural Production Satellite Account*, which extends beyond the nonprofit sector to include the full breadth of commercial and for-profit arts, education, and individual artists, and lists the sector as

a \$730 billion industry (4.2 percent of the nation's GDP—a larger share of the economy than transportation, tourism, agriculture, and construction). State and local governments have established agencies to track and grow their creative economy.

What continues to set AEP5 apart from other studies is exactly why it is so useful: it uses localized research that not only focuses on arts organizations—but also incorporates the event-related spending by their audiences. When patrons attend an arts event, they may pay for parking, eat dinner at a restaurant, enjoy dessert after the show, and return home to pay the babysitter. The study found that the typical attendee spends \$31.47 per person, per event beyond the cost of admission. AEP5 also shows that one-third of attendees (34 percent) were not from the county in which the arts event took place. Their event-related spending was more than twice that of their local counterparts (\$47.57 vs. \$23.44). What brought those visitors to town? Two-thirds (69 percent) indicated that the primary purpose for their visit was to attend that arts event. The message is clear: a vibrant arts community not only keeps residents and their discretionary spending close to home, it also attracts visitors who spend money and help local businesses thrive.

AEP5 demonstrates that the arts provide both cultural and economic benefits. No longer do community leaders need to feel that a choice must be made between arts funding and economic prosperity. **Arts & Economic Prosperity 5** proves that they can choose both. Nationally as well as locally, the arts mean business.

*(Cover and Opposite) Andrew Shurtleff Photography. (Left) New World Symphony WALLCAST concert at the New World Center, Miami, FL. (Right) Street scene, St. Petersburg Arts Alliance, FL*



# Economic Impact of America's NONPROFIT ARTS & CULTURE INDUSTRY

From coast to coast and from our smallest rural towns to our largest urban cities, America's 100,000 nonprofit arts and cultural organizations make their communities more desirable places to live and work every day of the year.

The arts provide inspiration and joy to residents, beautify public spaces, and strengthen the social fabric of our communities. Nonprofit arts and cultural organizations are also businesses. They employ people locally, purchase goods and services from local businesses, make communities more vibrant, and attract tourists. Event-related spending by arts audiences generates valuable revenue for local merchants such as restaurants, retail stores, hotels, and parking garages.

**82%**

of Americans believe arts & culture are important to local businesses and the economy

**87%**

of Americans believe arts & culture are important to quality of life

**Source:** Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs

**Arts & Economic Prosperity 5 (AEP5)** demonstrates that the arts are an economic driver—an industry that supports jobs, generates government revenue, and is the cornerstone of our tourism industry. In 2015, the nation's nonprofit arts and culture industry generated \$166.3 billion in economic activity—\$63.8 billion in spending by the organizations themselves, which leveraged an additional \$102.5 billion in event-related spending by their audiences. The impact of this economic activity is significant, supporting 4.6 million jobs and generating \$27.5 billion in government revenue.

AEP5 is the most comprehensive economic impact study of the nonprofit arts and culture industry ever conducted. It documents the economic contributions of the arts in 341 diverse communities and regions across the country, representing all 50 states and the District of Columbia. The participating communities range in population from 1,500 to 4 million and include rural, suburban, and urban areas (113 cities and 115 counties, 81 multicounty or multicounty regions, 20 statewide study areas, and 12 arts districts).

*"As a banker, I have visited businesses in almost every city and town in my state. There is a visible difference in places with a vibrant arts community. I see people looking for places to park, stores staying open late, and restaurants packed with diners. The business day is extended and the cash registers are ringing."*

— **KEN FERGESON**, Chairman, NBC Oklahoma, Past Chair, American Bankers Association



Researchers collected detailed expenditure and attendance data from 14,439 arts and cultural organizations and 212,691 of their attendees to measure total industry spending. Project economists from the Georgia Institute of Technology customized input-output analysis models for each study region to provide specific and reliable economic impact data. **AEP5 uses four economic measures to define economic impact:**

- **Full-time Equivalent (FTE) Jobs** is the total amount of labor employed. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure that accounts for part-time employment. (For instance, one FTE job could be one person working full time or two people who each work half time.)
- **Resident Household Income** (often called Personal Income) includes salaries, wages, and entrepreneurial income paid to residents. It is the money residents earn and use to pay for food, mortgages, and other living expenses.
- **Revenue to Local and State Governments** includes revenue from taxes (e.g., income, property, or sales), as well as funds from license, utility, and filing fees, and other similar sources.

AEP5 focuses on nonprofit arts and cultural organizations (e.g., theaters, museums, arts education organizations) and their audiences. The study takes an inclusive approach that accounts for the uniqueness of different localities. For example, in some communities the museum and performing arts center are government-owned and government-operated entities, rather than a nonprofit organization. These are included in AEP5, as are municipal arts agencies, living collections (such as zoos, aquariums, and botanical gardens), university presenters, and arts programs that are embedded under the umbrella of a nonarts organization or facility (such as a hospital or church). The study excludes spending by individual artists and the for-profit arts and entertainment sector (e.g., Broadway or the motion picture industry) from this analysis—all vital and valued components of the nation’s arts landscape, but beyond the scope of this study.

**Opposite Page:** *Hawai’i Arts Alliance mural*

**This Page:** **(Left)** *Lake Street Dive concert at the River Run Lodge, Sun Valley Center for the Arts, Ketchum, ID.* **(Right)** *Chehalem Cultural Center Summer Arts Camp, Yamhill County, OR*

## ECONOMIC IMPACT: *Total, Direct, Indirect, & Induced*

How can a dollar be *respent*?

Consider the example of a theater company that purchases a five-gallon bucket of paint from its local hardware store for \$100—a very simple transaction at the outset, but one that initiates a complex sequence of income and spending by both individuals and other businesses.

- Following the paint purchase, the hardware store may use a portion of the \$100 to pay the sales clerk who sold the bucket of paint. The sales clerk then respends some of the money for groceries; the grocery store uses some of the money to pay its cashier; the cashier then spends some of the money for rent; and so on.
- The hardware store also uses some of the \$100 to purchase goods and services from other businesses, such as the local utility company, and then to buy a new bucket of paint from the paint factory to restock its shelf. Those businesses, in turn, respend the money they earned from the hardware store to pay employees and buy goods and services from still other local businesses, and so on.
- Eventually, the last of the \$100 is spent outside of the community and no longer has a local economic impact. It is considered to have leaked out of the community.

The **total** economic impact describes this full economic effect, starting with the theater’s initial paint purchase and ending when the last of the \$100 leaks out of the community. It is composed of the **direct** economic impact (the effect of the initial expenditure by the theater), as well as the **indirect** and **induced** economic impacts, which are the effects of the subsequent rounds of spending by businesses and individuals, respectively.

*Interestingly, a dollar ripples very differently through each community, which is why each study region has its own customized economic model.*

# Nonprofit Arts & CULTURAL ORGANIZATIONS



Arts and cultural organizations are valued members of the business community. They employ people locally, purchase goods and services from within the community, are members of their Chambers of Commerce, and promote their regions.

In 2015, these organizations—performing and visual arts organizations, festivals, public art programs, municipally-owned museums and arts centers, and more—pumped an estimated \$63.8 billion into the nation's economy, supporting 2.3 million jobs, providing \$49.4 billion in household income, and generating \$11.9 billion in total government revenue.

*“Investments in arts and culture enhance the quality of life, the third-highest measurement businesses use when gauging development trends—behind skilled labor and highway accessibility, but ahead of other factors such as corporate tax rates and incentives. These investments are breathing new life into our downtown areas, creating educational opportunities, and attracting businesses and highly skilled workers to Iowa. Today, nearly 6,000 arts organizations employ 23,000 people in Iowa, and that number jumps to 73,000 when all creative fields are counted. In all, that’s about four percent of our workforce.”*

— GOVERNOR KIM REYNOLDS, Iowa

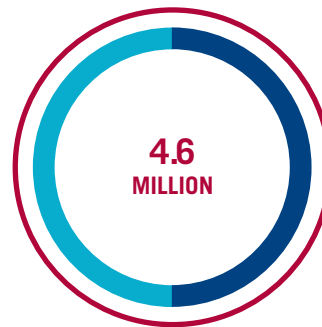
## Economic Impact of the Nonprofit Arts & Culture Industry (2015)



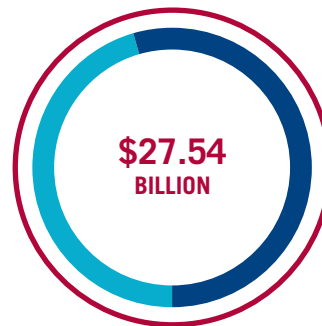
**Total Direct Expenditures**  
\$63.8 BIL + \$102.5 BIL



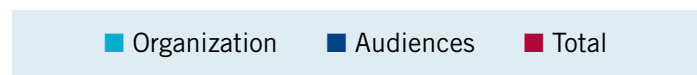
**Resident Household Incomes**  
\$49.43 BIL + \$46.64 BIL



**Full-Time Equivalent Jobs**  
2.3 MIL + 2.3 MIL



**Total Government Revenue**  
\$11.86 BIL + \$15.68 BIL





(Left) Flash mob during the First Friday ArtWalk. Lane Arts Council, Eugene, OR. (Right) AMOCAT Arts Awards 2016, City of Tacoma, WA.

Nonprofit arts and cultural organizations provide rewarding employment for more than just artists, curators, and musicians. They also directly support builders, plumbers, accountants, printers, and an array of occupations spanning many industries. The arts and culture industry is highly labor intensive, with half (52.8 percent) of the typical organization's expenditures spent on artists and personnel costs. Of the 2.3 million jobs supported by arts organizations across the country, 1.15 million were a result of their actual **direct** expenditures. This represents 0.83 percent of the US workforce—a significant share of the nation's labor force when compared to the size of other sectors. In total, these organizations support more jobs than that of the legal or public safety sectors.

## Percentage of US Workforce (2015)

Elementary School Teachers // **1.00%**



Nonprofit Arts & Cultural Organizations // **0.83%**



Police Officers // **0.48%**



Lawyers // **0.44%**



Farming, Fishing, & Forestry // **0.33%**



Firefighters // **0.23%**



Computer Programmers // **0.21%**



*“In Rhode Island, we know cultural excellence is crucial to economic development and the success of businesses large and small. Arts-related industries create jobs, attract investments, and enhance tourism—the economic impact of arts organizations is significant. The arts also play a role in promoting the health and welfare of our military members, which makes our communities and our state stronger”*

— **LIEUTENANT GOVERNOR DAN MCKEE**, Rhode Island; Chair, National Lieutenant Governors Association

*Arts and cultural organizations provide rewarding employment for more than just artists, curators, and musicians. They also directly support builders, plumbers, accountants, printers, and an array of occupations spanning many industries.*

# Arts AUDIENCES



## Spending by Arts Audiences Sends \$102.5 Billion to Local Businesses

Every day, millions of patrons attend arts events. The arts, unlike most industries, leverage significant amounts of events-related spending by their audiences. For example, part of the arts experience may include dining out, paying for parking, shopping in local retail stores, enjoying dessert after the show, and returning home to pay the babysitter.

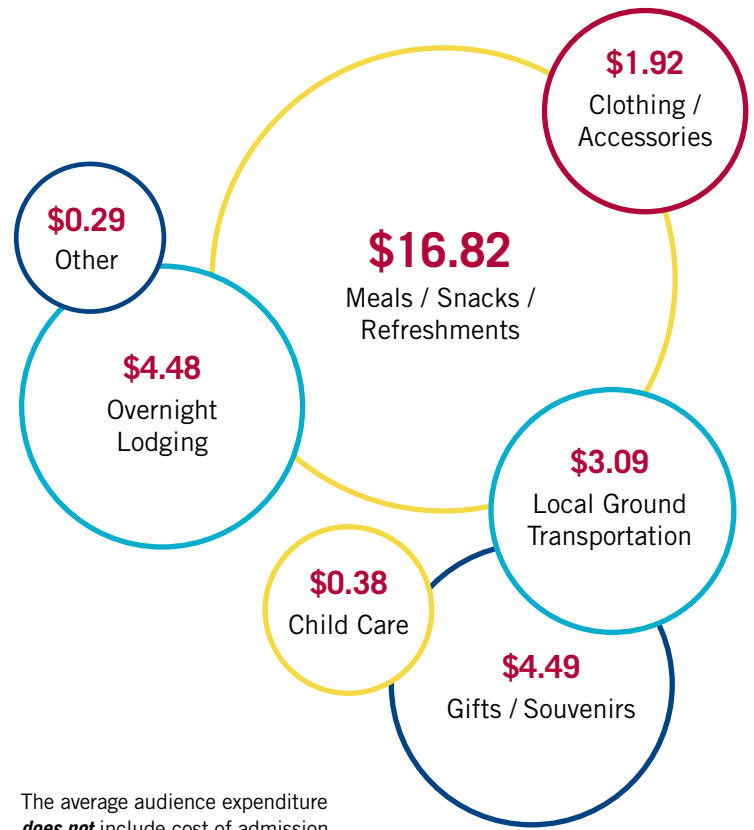
Based on the 212,691 audience surveys conducted for this study, the typical arts attendee spends \$31.47 per person, per event, beyond the cost of admission. Nationally, total event-related spending was an estimated \$102.5 billion in 2015. This spending supported 2.3 million jobs, provided \$46.6 billion in household income, and generated \$15.7 billion in total government revenue.

### Local vs. Nonlocal Audiences

When a community attracts nonlocal arts attendees and cultural tourists, it harnesses significant economic rewards. In addition to spending data, researchers asked each of the 212,691 survey respondents to provide their home zip code. Attendees that lived within the county in which the arts event took place were considered local; those who live outside of the county were categorized as nonlocal. While the ratio of local to nonlocal attendees is different in every community, the national sample revealed that 34.1 percent of attendees traveled from outside of the county in which the event took place (nonlocal), and 65.9 percent of attendees resided within the county (local). Nonlocal attendees had twice as much event-related spending as their local counterparts (\$47.57 vs. \$23.44).

## Average Per Person Per Event

Audience Expenditures: \$31.47



The average audience expenditure **does not** include cost of admission.

### Local vs. Nonlocal Arts Audience Spending

Local Audience Spending // \$23.44



Nonlocal Audience Spending // \$47.57







## Arts Events Attract New Dollars and Retain Local Dollars

Nonlocal attendees were asked about the purpose of their visit. More than two-thirds (68.9 percent) indicated that the primary purpose of their visit was to “attend this arts event,” demonstrating the power of the arts to attract visitors to the community. As part of the survey, local attendees were asked about what they would have done if the arts event that they were attending was not taking place: 41 percent said they would have “traveled to a different community to attend a similar cultural event.”

## Arts Drive Tourism

Of the 34.1 percent of nonlocal arts attendees, 14.3 percent reported an overnight lodging expense. Not surprisingly, these attendees spent considerably more money during their visit—an average of \$161.83 per person. In fact, nonlocal attendees who reported overnight lodging expenses spent more per person in every expenditure category (food, gifts and souvenirs, ground transportation, etc.) than the average nonlocal attendee. For this analysis, only one night of lodging expenses is counted toward the audience expenditure analysis, regardless of how many nights these cultural tourists actually stayed in the community. This conservative approach ensures that the audience-spending figures are not inflated by nonarts-related spending.

These figures demonstrate the economic impact of the nonprofit arts and culture industry in its truest sense—by attracting out-of-town visitors who spend money. If a community fails to provide a variety of artistic and cultural experiences, not only will it fail to attract new dollars from cultural tourists, it will also lose the discretionary spending of its own residents who will travel elsewhere for a similar arts experience.

*Nationally, 69 percent of all nonlocal arts attendees reported that the primary reason for their trip is “specifically to attend this arts or cultural event.”*

## Arts and Culture Tourists Spend More and Stay Longer

As communities compete for the tourist’s dollar, arts and culture is a proven magnet for travelers and their money. Local businesses grow because travelers extend the length of their trips to attend arts events. Multiple research studies have shown that travelers who include arts and culture on their trips are ideal tourists and differ from other US travelers in several important ways.

### Arts and culture travelers...

- › spend more than other travelers.
- › are more likely to stay in a hotel or bed & breakfast.
- › are more likely to spend \$1,000 or more during their stay.
- › stay longer than other travelers.

More than two-thirds (68 percent) of American adult travelers included a cultural, arts, heritage, or historic activity or event while on a trip of 50 miles or more, one-way, in 2012. This equates to 116 million cultural travelers. Of this group, 28 percent (32.5 million travelers) added extra time to their trip because of a cultural, arts, heritage, or historic activity or event. Of those who extended their trip, 40 percent did so by one or more nights.

Cultural destinations also help grow the US economy by attracting foreign visitor spending. The US Department of Commerce reports that, between 2003 and 2015, the percentage of international travelers who include “art gallery and museum visits” on their trip grew from 17 to 29 percent, and the share attending “concerts, plays, and musicals” increased from 13 to 16 percent.

Cultural travelers to the United States out-stay, out-travel, and out-spend other types of international tourists. In 2015, the foreign cultural tourist’s median length of stay was 12 nights (for business travelers the median was seven), with 89 percent going shopping and 39 percent visiting more than one state (compared to 79 percent and 26 percent of business travelers respectively).

**Sources:** US Department of Commerce, 2017; Mandala Research, 2013; US Travel Association.

**Opposite Page:** Cecilia Lueza’s Common Ground, St. Petersburg Arts Alliance, FL. Photo by Florida CraftArt.

**This Page:** (Left) San Jose Jazz SummerFest salsa dancing, San Jose, CA. Photo by Daniel Garcia. (Right) Kid at Downtown Festival and Art Show, Gainesville, FL.

## Arts Volunteerism

While arts volunteers do not have an economic impact as defined in this study, they clearly have an enormous impact on their communities by helping arts and cultural organizations function as a viable industry. Local AEP5 study regions (cities and counties) averaged 4,002 volunteers who donated 183,102 hours to nonprofit arts and cultural organizations during 2015—a donation valued at \$4.3 million. The study's participating organizations within these communities had an average of 84.6 volunteers who volunteered 74.3 hours each (6,286.3 hours per organization), a donation valued at \$148,105.

The Independent Sector places the value of the average 2015 volunteer hour at \$23.56.

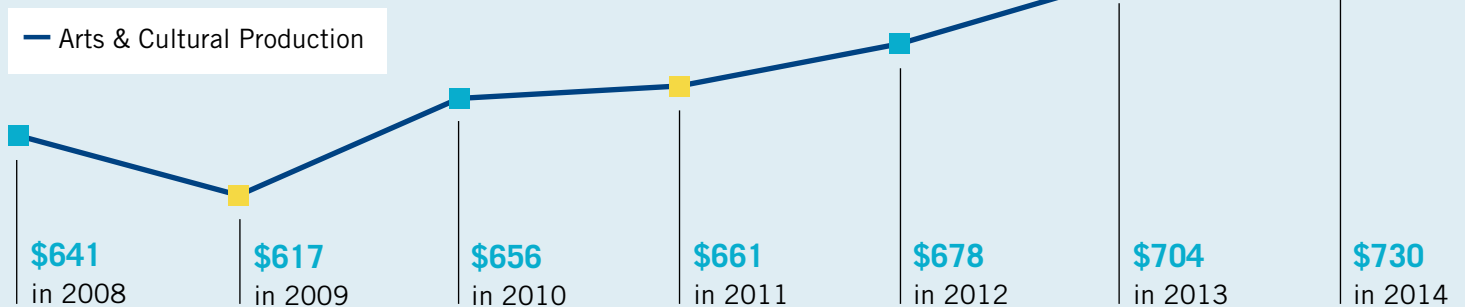
## Value of In-kind Contributions

The organizations that participated in this study also provided data about their in-kind support (e.g., donated assets, office space, airfare, and advertising space): 58.4 percent received in-kind support, averaging \$61,903 per organization during the 2015 fiscal year. Like volunteerism, in-kind contributions are not factored into the economic impact measures as defined in this study, but they also provide an enormous assist to the organizations and their ability to make their cultural product accessible to the community.

*“A vital component to generating economic growth in our communities can be attributed to supporting and funding the arts. It is apparent that decreased support of the arts has negatively impacted some areas of our country. In order to compete and thrive in today's workforce environment it is apparent that supporting the arts helps foster a more creative and innovative workforce that strengthens our economy.”*

— NEVADA ASSEMBLYWOMAN MAGGIE CARLTON,  
Co-chair, Labor & Economic Development Committee,  
National Conference of State Legislatures

## America's Arts Industries Represent 4.2 Percent of the Nation's Gross Domestic Product



## Contributions to the GDP by Arts & Culture Industries (Billions of Dollars)

According to the US Bureau of Economic Analysis (BEA), the arts and culture sector is a \$730 billion industry, which represents 4.2 percent of the nation's GDP—a larger share of the economy than transportation, tourism, agriculture, and construction. The BEA's report takes into account the full breadth of the nation's arts and culture industries—nonprofit, public sector, commercial, entertainment, university education programs, etc.—unlike **Arts & Economic Prosperity 5**, which focuses solely on the nonprofit and public sectors and their audiences.

# Conclusion



**Nonprofit arts and cultural organizations and their audiences in the United States are a \$166.3 billion industry—one that supports 4.6 million full-time equivalent jobs and generates \$27.5 billion in government revenue.**

Arts organizations are businesses. They employ people locally, purchase goods and services from local businesses, make communities more vibrant, and attract tourists. Event-related spending by arts audiences pumps vital revenue into restaurants, hotels, retail stores, parking garages, and other local merchants. This study puts to rest a misconception that communities support arts and culture at the expense of local economic development. In fact, communities are investing in an industry that supports jobs, generates government revenue, and is the cornerstone of tourism. **Arts & Economic Prosperity 5** shows conclusively that, locally as well as nationally, the arts mean business.

*“The success of my family’s business depends on finding and cultivating a creative and innovative workforce. I have witnessed firsthand the power of the arts in building these business skills. When we participate personally in the arts, we strengthen our ‘creativity muscles,’ which makes us not just a better ceramicist or chorus member, but a more creative worker—better able to identify challenges and innovative business solutions.”*

— VICE CHAIRMAN CHRISTOPHER FORBES, Forbes, Inc.



## The Arts Provide Meaning to our Lives

Americans believe the arts improve the quality of our personal lives and our communities.

**63%**

believe the arts “lift me up beyond everyday experiences”

**73%**

say the arts are a “positive experience in a troubled world”

**64%**

feel “pure pleasure to experience and participate in [the arts]”

**Source:** Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs

These personal benefits of the arts extend beyond the individual and to the community: 67 percent of Americans believe “the arts unify our communities regardless of age, race, and ethnicity,” and 62 percent agree that the arts “help me understand other cultures better.” These quality-of-life benefits are not limited to the affluent, educated, or a particular racial group. Rather, they cut across all socioeconomic strata.

**Opposite Page:** Chalk the Block 8 festival, El Paso Museums & Cultural Affairs Department, TX

**This Page:** (Top) Fargo-Moorhead Association of Realtors, “Home is where the art is”, Fargo, ND. (Bottom) The Arts Partnership of Greater Spartanburg, SC

# About This STUDY



**Americans for the Arts conducted Arts & Economic Prosperity 5 to document the economic impact of the nation’s nonprofit arts and culture industry. Detailed expenditure data was collected from 14,439 arts and cultural organizations and 212,691 of their attendees.**

Project economists from the Georgia Institute of Technology customized an input-output analysis model for each study region to provide specific and localized data on four measures of economic impact: full-time equivalent jobs, household income, and local and state government revenue. These localized models allow for the uniqueness of each local economy to be reflected in the findings.

## **Studying Economic Impact Using Input-Output Analysis**

To derive the most reliable economic impact data, input-output analysis was used to measure the impact of expenditures by arts organizations and their audiences. This highly-regarded type of economic analysis has been the basis for two Nobel Prizes in economics. The models are systems of mathematical equations that combine statistical methods and economic theory in an area of study called econometrics. The analysis traces how many times a dollar is respent within the local economy before it leaves the community, and it quantifies the economic impact of each of those rounds of spending. Project economists customized an input-output model for each of the 341 participating study regions based on the local dollar flow among 533 finely detailed industries within its economy. This was accomplished by using detailed data on employment, incomes, and government revenues provided by the US Department of Commerce (County Business Patterns, the Regional Economic Information System, and the Survey of State and Local Finance), state and local tax data (e.g., sales taxes, lodging tax, property taxes, income tax, and miscellaneous local option taxes), and the survey data collected from the responding arts and cultural organizations and their audiences.

## **Calculation of the National Estimates**

Here are the steps by which the national estimates were derived:

1. The 113 cities and towns that were part of the study were stratified into six population groups, and an economic impact average was calculated for each group. Several participating cities were removed from the population group calculation due to their comparably high levels of economic activity; this was done to avoid inflating the national estimates.
2. The nation’s largest 13,338 incorporated places were assigned to one of the six groups based on their population, as supplied by the US Census Bureau.
3. Each was assigned the economic impact average for its population group.
4. The values of the cities and towns were added together to determine the national economic impact findings.

*“Even in a strong economy, some may perceive the arts as an unaffordable luxury. Fortunately, this rigorous report offers evidence that the nonprofit arts industry provides not just cultural benefits to our communities, but also makes significant positive economic contributions to the nation’s financial well-being regardless of the overall state of the economy. The arts as a driver of employment, vibrancy, tourism, and building a creative workforce is certainly something to applaud.”*

— **PRESIDENT & CEO JONATHAN SPECTOR,**  
The Conference Board

**This Page:** Northwest Connecticut Arts Council

**Opposite Page: (Top)** Property of the Saint Louis Art Museum, St. Louis, MO.

**(Bottom)** Arts Council of Fairfax County, VA.

# About Local & Regional STUDY PARTNERS



**Americans for the Arts partnered with 250 local, regional, and statewide organizations that represent the 341 study regions. Thirty partners included multiple study regions as part of their AEP5 participation.**

All partners agreed to four participation criteria.

- › Identify and code the comprehensive universe of nonprofit arts and cultural organizations located in their study region.
- › Assist with the collection of detailed financial and attendance information from those organizations and review the information for accuracy.
- › Conduct audience-intercept surveys at a broad, representative sample of cultural events that take place in their study region.
- › Pay a modest cost-sharing fee. (No community was refused participation for an inability to pay.)

## Data from Organizations

To collect the required financial and attendance information from eligible organizations, researchers implemented a multi-pronged data collection process.

Americans for the Arts partnered with DataArts to collect detailed budget and attendance information about each organization's fiscal year that ended in 2015. DataArts' Cultural Data Profile (CDP) is a unique system that enables arts and cultural organizations to enter financial, programmatic, and operational data into a standardized online form. To reduce the survey response burden on responding organizations, and because the CDP collects the detailed information required for this economic impact analysis, researchers used confidential CDP data

as the primary organizational data collection mechanism for the **Arts & Economic Prosperity 5** study. This primary data collection effort was supplemented with an abbreviated one-page paper version of the survey that was administered to organizations that did not respond to the initial web-based CDP survey.

Data was collected from a total of 14,439 organizations for this study. Response rates among all eligible organizations located in the 341 study regions was 54.0 percent, and ranged from 9.5 percent to 100 percent. Responding organizations had budgets ranging from as low as \$0 to as high as \$785 million (Smithsonian Institution). It is important to note that each study region's results are based solely on the actual survey data collected. There are no estimates made to account for nonresponding organizations. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

## Data from Audiences

Audience-intercept surveying, a common and accepted research method, was completed in all 341 study regions to capture information about spending by audiences at nonprofit arts and culture events. Patrons were selected randomly and asked to complete a short survey while attending an event. A total of 212,691 attendees completed the survey. The respondents provided itemized travel party expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging. Data was collected throughout the year to guard against seasonal spikes or drop-offs in attendance, and at a broad range of events (because a night at the opera will typically yield more spending than a Saturday children's theater production). Using total attendance data for 2015 (collected from the participating organizations), standard statistical methods were then used to derive a reliable estimate of total expenditures by attendees in each study region.



# Glossary



## Cultural Tourism

Travel directed toward experiencing the arts, heritage, and special character of a place.

## Direct Economic Impact

A measure of the economic effect of the initial expenditure within a community. For example, when the symphony pays its players, each musician's salary, the associated payroll taxes paid by the nonprofit, and full-time equivalent employment status represent the direct economic impact.

## Direct Expenditures

The first round of expenditures in the economic cycle. A paycheck from the symphony to the violin player and a ballet company's purchase of dance shoes are examples of direct expenditures.

## Econometrics

The process of using statistical methods and economic theory to develop a system of mathematical equations that measures the flow of dollars between local industries. The input-output model developed for this study is an example of an econometric model.

## Full-time Equivalent (FTE) Jobs

A term that describes the total amount of labor employed. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. It is a manager's discretion to hire one full-time employee, two half-time employees, four quarter-time employees, etc. Almost always, more people are affected than are reflected in the number of FTE jobs reported due to the abundance of part-time employment, especially in arts and hospitality industries.

## Indirect and Induced Impact

**Arts & Economic Prosperity 5** measures the economic impact of the arts using a methodology that enables economists to track how many times a dollar is respent within the local economy, and thus to measure the economic impact generated by each round of spending. When a theater company purchases paint from the local hardware store, there is a measurable economic effect of that initial expenditure within a community. However, the economic benefits typically don't end there, because the hardware store uses some of its income to pay the clerk that sold the paint, as well as to pay its electric bill and other expenses. The **indirect** and **induced** economic impacts are the effects of the subsequent rounds of spending by businesses and individuals, respectively. (See the example on page 3 of this report.)

## Input-Output Analysis

A system of mathematical equations that combines statistical methods and economic theory in an area of economic study called econometrics. Economists use this model (occasionally called an inter-industry model) to measure how many times a dollar is respent in, or **ripples** through, a community before it **leaks** out (see Leakage). The model is based on a matrix that tracks the dollar flow among 533 finely detailed industries in each community. It allows researchers to determine the economic impact of local spending by nonprofit arts and cultural organizations on jobs, household income, and government revenue.

## Leakage

The money that community members spend outside of a community. This nonlocal spending has no economic impact within the community. A ballet company purchasing shoes from a nonlocal manufacturer is an example of leakage. If the shoe company were local, the expenditure would remain within the community and create another round of spending (and local economic impact) by the shoe company.

**This Page:** Flash mob dancers at the third annual Block Party for Higher Education, hosted by Broward County in downtown Fort Lauderdale, FL.

**Opposite Page: (Left)** Outdoor concert, Richardson, TX.  
**(Right)** Art exhibit, Arts Council of Clatsop County, OR.

**(Bottom)** The Palladium at the Center for the Performing Arts, Carmel, IN.



## Multiplier

The multiplier is an estimate of the number of times a dollar changes hands within the community. It is quantified as one number by which expenditures are multiplied. For more information, see page 15.

## Resident Household Income (or Personal Income)

The salaries, wages, and entrepreneurial income residents earn and use to pay for food, mortgages, and other living expenses. It is important to note that resident household income is not just salary. When a business receives money, for example, the owner usually takes a percentage of the profit, resulting in income for the owner.

## Revenue to Local and State Governments

Local and state government revenue is not derived exclusively from income, property, sales, and other taxes. It also includes license, utility, user, and filing fees. Local government revenue includes funds to governmental units such as a city, county, township, school district, and other special districts.

*“Americans for the Arts’ Arts and Economic Prosperity 5 study is an invaluable tool for Guilford County and counties across the nation. The data it has collected and analyzed provide an unparalleled understanding of the influence of the arts on the economy, locally and nationally. It is vital that we continue to measure the impact of the arts on our economy in order to show our constituents and the nation its value. We are grateful for the work Americans for the Arts does to help us show what an important asset the arts are in the areas of education and health, both physical and mental, and as an economic driver in Guilford County and counties across the nation.”*

— **COMMISSIONER KAY CASHION**, Guilford County, NC;  
Chair, National Association of Counties Arts & Culture Commission



# Frequently Asked QUESTIONS



## **How is the economic impact of arts and cultural organizations different from other industries?**

Any time money changes hands, there is a measurable economic impact. Social service organizations, libraries, and all entities that spend money have an economic impact. What makes the economic impact of arts and cultural organizations unique is that, unlike most other industries, they induce large amounts of event-related spending by their audiences. For example, when patrons attend a performing arts event, they may purchase dinner at a restaurant, eat dessert after the show, and return home and pay the babysitter. These expenditures have a positive and measurable impact on the economy.

## **Will my local legislators believe these results?**

Yes, the **Arts & Economic Prosperity 5** study makes a strong argument to legislators, but you may need to provide them with some extra help. It will be up to the user of this report to educate the public about economic impact studies in general and the results of this study. The user may need to explain (1) the study methodology used, (2) that economists created an input-output model for each community and region in the study, and (3) the difference between input-output analysis and a multiplier (see facing page). The good news is that as the number of economic impact studies completed by arts organizations and other special interest areas increases, so does the sophistication of community leaders whose influence these studies are meant to affect. Today, most decision-makers want to know what methodology is being used and how and where data was gathered. You can be confident that the input-output analysis used in this study is a highly-regarded model in the field of economics (input-output analysis was the basis of two Nobel Prizes in economics). As in any professional field, however, there is disagreement about procedures, jargon, and the best way to determine results. Ask 12 artists to define art and you will get 12 answers; expect the same of economists. You may meet an economist who believes that these studies should be done differently (for example, a cost-benefit analysis of the arts). It

is also valuable to mention the conservative approach used by AEP5. For example, organizational expenditures are based only on the data collected. No estimates are made for nonresponding organizations. The audience surveys are conducted at a broad range of cultural events to ensure a representative sample, and not just at the highest priced venues, which would inflate the audience spending averages.

## **How can a community not participating in the Arts & Economic Prosperity 5 study apply these results?**

Because of the variety of communities studied and the rigor with which the AEP5 study was conducted, nonprofit and public sector arts and cultural organizations located in communities that were not part of the study can estimate their local economic impact. Estimates can be derived by using the **Arts & Economic Prosperity 5 Calculator** (found at [AmericansForTheArts.org/EconomicImpact](http://AmericansForTheArts.org/EconomicImpact)). Additionally, users will find sample PowerPoint presentations, press releases, op-eds, and other strategies for effective applications of their estimated economic impact data.

## **How were the 341 participating communities and regions selected?**

In 2015, Americans for the Arts published a call for communities interested in participating in the AEP5 study. Of the more than 300 organizations that expressed interest, 250 agreed to participate and complete the study's four participation criteria. (See page 11 for more information.) Some partners requested that multiple study regions be included in their study (for example, a county as well as a specific city within the county). As a result, the 250 study partners represent a total of 341 participating study regions.

## **How were the eligible arts organizations in each community selected?**

Each of the 250 study partners identified the universe of nonprofit arts and cultural organizations located in its region(s).





Eligibility was determined using the Urban Institute’s National Taxonomy of Exempt Entities (NTEE) coding system as a guideline. Communities 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, literary, and media arts. These include government-owned or operated cultural facilities and institutions, municipal arts agencies or councils, living collections (such as zoos and botanical gardens), university museums and presenters, and arts programs that are embedded under the umbrella of a nonarts organization or facility. For-profit businesses and individual artists were strictly excluded from this study. In short, if it displays the characteristics of a nonprofit arts and cultural organization, it was included.

### **What type of economic analysis was done to determine the study results?**

An input-output analysis model was customized for each of the 341 participating communities and regions to determine the local economic impact of their nonprofit and public sector arts and cultural organizations and their audiences. Americans for the Arts, which conducted the research, worked with a highly-regarded economist from the Georgia Institute of Technology to design and customize the input-output models used in this study. (See page 10 for more information).

### **What other information was collected in addition to the arts surveys?**

In addition to detailed expenditure data provided by the participating eligible organizations, extensive wage, labor, tax, and commerce data were collected from local, state, and federal governments for use in the input-output model.

### **Why are admission/ticket expenses excluded from the analysis of audience spending?**

Researchers assume that admission fees paid by attendees are collected as revenue by the organization that is presenting the event. The organization then spend those dollars as part of its operating budget. Since the ticket fees are captured in the organization’s operating budget, admissions paid by attendees are excluded from the overall analysis to avoid double counting.

### **Why doesn’t this study use a multiplier?**

When many people hear about an economic impact study, they expect the result to be quantified in what is often called an economic activity **multiplier**. The multiplier is an estimate of the number of times a dollar changes hands within the community (e.g., a theater pays its actor, the actor spends money at the grocery store, the grocery store pays the cashier, and so on). It is quantified as one number by which expenditures are multiplied. The convenience of the multiplier is that it is one simple number. Users rarely note, however, that the multiplier is developed by making gross estimates of the industries within the local economy and does not allow for differences in the characteristics of those industries. Using an economic activity multiplier usually results in an overestimation of the economic impact and therefore lacks reliability.

**Opposite Page:** *The Freeman Stage at Bayside, Delaware Division of the Arts*

**This Page:** **(Left)** *Courtesy of Perez Art Museum, Miami, FL. (Right)* *FLUX by Crystal Wagner at the Bedford Gallery, Walnut Creek, CA. (Bottom)* *Marsh Symphony on the Prairie at the Connor Prairie Auditorium, Fishers, IN.*



# Thank You to our PARTNER 250 ORGANIZATIONS

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## ALABAMA

Arts Huntsville

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## ALASKA

Fairbanks Arts Association

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## ARIZONA

Flagstaff Arts Council

Mesa Department of Arts and Culture

Phoenix Office of Arts and Culture

West Valley Arts Council

Walton Arts Center

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## CALIFORNIA

ARTS Obispo

City of Benicia Arts and Culture  
Commission

City of Laguna Beach Cultural Arts  
Department Arts Commission

City of San Diego Commission for Arts  
and Culture

City of San José Office of Cultural Affairs

City of Thousand Oaks Cultural Affairs  
Commission

City of Walnut Creek Department of Arts,  
Recreation & Community Services

Creative Sonoma

Riverside Arts Council

Sacramento Metropolitan  
Arts Commission

San Francisco Arts Commission

Santa Barbara County Arts Commission

Silicon Valley Creates

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## COLORADO

Center for the Arts Crested Butte

City of Boulder Office of Arts and Culture

City of Durango

Cultural Office of the Pikes Peak Region

Grand Junction Commission on  
Arts and Culture

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## CONNECTICUT

Connecticut Department of Economic  
and Community Development  
(Office of the Arts)

Arts Council of Greater New Haven

Cultural Alliance of Fairfield County  
(in partnership with the Cultural  
Alliance of Western Connecticut)

Northwest Connecticut Arts Council

Shoreline Arts Alliance

Southeastern Connecticut  
Cultural Coalition

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## DELAWARE

Delaware Division of the Arts

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## DISTRICT OF COLUMBIA

DC Commission on the Arts and  
Humanities

CultureCapital

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## FLORIDA

Citizens for Florida Arts

Art Mundo

Art, Culture and Entertainment, Inc.

Arts & Cultural Alliance  
of Sarasota County

Arts Council of  
Hillsborough County

Arts Council of Martin County

Broward County Cultural Division

City of Gainesville Division  
of Cultural Affairs

City of Ocala

Council on Culture & Arts

Cultural Council of Indian River County

Cultural Council of Palm Beach County

Florida Keys Council of the Arts

Lake County Arts and Culture Alliance

Lee County Alliance of the Arts

Miami-Dade County Department of  
Cultural Affairs

Polk Arts Alliance

Realize Bradenton

Seminole Cultural Arts Council

St. Petersburg Arts Alliance

United Arts Council of Collier County

United Arts of Central Florida

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## GEORGIA

Atlanta Regional Commission

City of Atlanta Office of Cultural Affairs

City of Savannah Department of  
Cultural Affairs

Community Foundation for  
Greater Atlanta

Fulton County Department of Arts  
& Culture

Greater Augusta Arts Council

Macon Arts Alliance

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## HAWAII

Hawai'i Arts Alliance

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## IDAHO

Sun Valley Economic Development

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## ILLINOIS

Arts Alliance Illinois

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## INDIANA

Arts Council of Indianapolis

Hamilton County Tourism, Inc.

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## IOWA

Bravo Greater Des Moines

Americans for the Arts partnered with **250 local and statewide organizations** that represent the **341 study regions**. Thirty partners included multiple study regions as part of their AEP5 participation.

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**KANSAS**

Arts Council of Johnson County  
City of Lawrence  
City of Wichita Division of Arts & Cultural Services

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**KENTUCKY**

LexArts  
Louisville Fund for the Arts  
Paducah Convention & Visitors Bureau

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**LOUISIANA**

Acadiana Symphony Orchestra & Conservatory of Music

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**MAINE**

Maine Arts Commission  
Belfast Creative Coalition  
City of Bangor Commission on Cultural Development  
Creative Portland  
High Peaks Creative Council  
Waterville Creates!

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**MARYLAND**

Maryland Citizens for the Arts  
Arts and Humanities Council of Montgomery County  
City of Baltimore Office of Promotion & the Arts  
Prince George's Arts and Humanities Council

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**MASSACHUSETTS**

Massachusetts Cultural Council  
Cambridge Arts Council  
City of Boston Mayor's Office of Arts & Culture  
Cultural Alliance of Medfield  
Cultural Organization of Lowell

Springfield Central Cultural District  
Worcester Cultural Coalition

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**MICHIGAN**

Ann Arbor Area Community Foundation

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**MINNESOTA**

Creative Minnesota/Minnesota Citizens for the Arts

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**MISSISSIPPI**

Yoknapatawpha Arts Council

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**MISSOURI**

Missouri Arts Council  
Allied Arts Council of St. Joseph  
ArtsKC – Regional Arts Council  
City of Columbia Office of Cultural Affairs  
Connect2Culture  
Hannibal Arts Council  
Kansas City Office of Culture and Creative Services  
Springfield Regional Arts Council  
St. Louis Regional Arts Commission

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**MONTANA**

Arts Missoula

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**NEBRASKA**

Lincoln Arts Council

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**NEVADA**

Nevada Arts Council  
City of Reno Arts and Culture Commission

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**NEW HAMPSHIRE**

Arts Alive!, Inc.  
Art-Speak (the City of Portsmouth's Cultural Commission)

City of Rochester Department of Economic Development  
Greater Concord Chamber of Commerce

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**NEW JERSEY**

ArtPride New Jersey  
Cape May County Department of Tourism  
County of Mercer Office of Economic Development and Sustainability  
Cumberland County Cultural & Heritage Commission  
Morris Arts  
Newark Arts Council

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**NEW MEXICO**

City of Las Cruces Community Development Department

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**NEW YORK**

Arts Services Initiative of Western New York, Inc.  
ArtsWestchester

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**NORTH CAROLINA**

North Carolina Arts Council  
Alamance County Arts Council  
Arts & Science Council of Charlotte/Mecklenburg  
Arts Council of Fayetteville/Cumberland County  
Arts Council of Moore County  
Arts Council of Wayne County  
Arts Council of Wilmington and New Hanover County  
Arts Council of Winston-Salem/Forsyth County  
Arts of the Albemarle  
ArtsGreensboro  
Asheville Area Arts Council  
Cabarrus Arts Council

Chapel Hill Public and Cultural Arts Office

Cleveland County Arts Council

Community Council for the Arts

Dare County Arts Council

Durham Arts Council

High Point Arts Council

Office of Raleigh Arts

Orange County Arts Commission

Pitt County Arts Council at Emerge

Robeson County Arts Council

Toe River Arts Council

Town of Carrboro Department of Economic & Community Development

Town of Cary Cultural Arts Division

Town of Hillsborough Planning Department

United Arts Council of Catawba County

United Arts Council of Raleigh and Wake County

Yadkin Arts Council

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#### **NORTH DAKOTA**

North Dakota Council on the Arts

City of Grand Forks Public Arts Commission

Dakota West Arts Council

Jamestown Fine Arts Association (dba as The Arts Center)

Minot Area Council of the Arts

The Arts Partnership

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#### **OHIO**

Culture Works

Greater Columbus Arts Council

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#### **OKLAHOMA**

Oklahomans for the Arts

Freedom West Community Development Corporation

Ponca City Art Center

The Arts in Guthrie

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#### **OREGON**

Oregon Arts Commission

Arts and Business Alliance of Eugene

Arts and Culture Alliance of Central Oregon

Arts Council of Clatsop County

Arts East

City of Corvallis Department of Parks and Recreation

Clackamas County Arts Alliance

Oregon Coast Council on the Arts

Oregon Shakespeare Festival

Regional Arts and Culture Council

Westside Cultural Alliance

Yamhill County Cultural Coalition

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#### **PENNSYLVANIA**

Citizens for the Arts in Pennsylvania

Berks Arts Council

Cultural Enrichment Fund

Erie Arts & Culture

Greater Philadelphia Cultural Alliance

Greater Pittsburgh Arts Council

Lehigh Valley Arts Council

Pennsylvania Rural Arts Alliance

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#### **RHODE ISLAND**

City of Providence Department of Art, Culture, and Tourism

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#### **SOUTH CAROLINA**

Arts Council of York County

City of Charleston Office of Cultural Affairs

One Columbia for Arts and History

The Arts Partnership of Greater Spartanburg

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#### **SOUTH DAKOTA**

Rapid City Arts Council

Sioux Falls Arts Council

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#### **TENNESSEE**

Tennessee Arts Commission

Arts & Culture Alliance of Greater Knoxville

Arts in McNairy

ArtsBuild

ArtsMemphis

Athens Area Council for the Arts

Campbell County Historical Society

City of Columbia Arts Council

City of Murfreesboro

City of Tullahoma Arts Council

Clarksville/Montgomery County Arts and Heritage Development Council

Grinders Switch Foundation

Grundy Area Arts Council

Jackson Arts Council

Johnson City Arts

Kingsport Office of Cultural Arts

Macon County Arts Council

Metropolitan Nashville Arts Commission

Monroe Area Council for the Arts

Paris-Henry County Arts Council

Rose Center for the Arts

Sevier County

Tennessee Tech University

Tusculum College

University of Tennessee at Martin

West Tennessee Regional Art Center

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#### TEXAS

Arts Council of Fort Worth

City of Dallas Office of Cultural Affairs

City of El Paso Museums and Cultural Affairs Department

City of San Antonio Department for Culture & Creative Development

City of Sugar Land

Creative Waco

Dallas Arts District

Houston Arts Alliance

Irving Arts Center

Medical Center of Lewisville Grand Theater

North Texas Business Council for the Arts

Richardson Cultural Arts Commission

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#### UTAH

Cache Valley Center for the Arts

Cedar City Arts Council

Salt Lake City Arts Council

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#### VERMONT

Vermont Arts Council

Burlington City Arts

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#### VIRGINIA

Arlington Cultural Affairs

Arts Council of Fairfax County

City of Alexandria Office of the Arts

City of Lynchburg Office of Economic Development

City of Virginia Beach Office of Cultural Affairs

CultureWorks

Piedmont Council for the Arts

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#### WASHINGTON

City of Tacoma Arts Division

Morgantown Area Chamber of Commerce

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#### WISCONSIN

Wisconsin Arts Board

Dane County Cultural Affairs Commission

Eau Claire Regional Arts Council

Fox Cities Performing Arts Center

Mosaic Arts

Peninsula Arts and Humanities Alliance

Viterbo University Fine Arts Center

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#### WYOMING

Center of Wonder

*Each of the 341 study regions received its own customized report about its economic impact findings. Visit [AmericansForTheArts.org/EconomicImpact](https://AmericansForTheArts.org/EconomicImpact) to access free resources you can use to help make the economic case for arts funding and arts-friendly policies in your community.*

# Acknowledgments



Americans for the Arts wishes to express its gratitude to the many people across the country who made Arts & Economic Prosperity 5 possible and assisted with its development, coordination, and production. A study of this size and scope cannot be completed without the collaboration of many partnering organizations.

**Special thanks** to the John D. and Catherine T. MacArthur Foundation, Barr Foundation, and The Ruth Lilly Fund for Americans for the Arts for their financial support.

Finally, each of our 250 local, regional, and statewide research partners contributed both time and financial support toward the completion of this study. We thank each and every one of them. AEP5 would not have been possible without them. A study of this magnitude is a total organizational effort; appreciation is extended to the entire board and staff of Americans for the Arts. Research Department staff responsible for producing this study include Randy Cohen, Ben Davidson, Isaac Fitzsimons, and Graciela Kahn.

*“Mayors understand the connection between the arts industry and city revenues. Arts activity creates thousands of direct and indirect jobs and generates billions in government and business revenues. The arts also make our cities destinations for tourists, help attract and retain businesses, and play an important role in the economic revitalization of cities and the vibrancy of our neighborhoods.”*

— **OKLAHOMA CITY MAYOR MICK CORNETT**, President,  
The United States Conference of Mayors

*(Top) Hawai'i Arts Alliance. (Bottom) Laumeier Sculpture Park, Regional Arts Commission St Louis, MO. Photo by Abby Gillardi.*



**Appendix A:**  
***About This Study***  
**The Detailed Research Methodology**

# About This Study—The Detailed Research Methodology

This *Arts & Economic Prosperity 5* study was conducted by Americans for the Arts to document the economic impact of the nation’s nonprofit arts and culture industry. The study focuses on nonprofit arts and cultural organizations and their audiences. It excludes spending by individual artists and the for-profit arts and entertainment sector (e.g., Broadway or the motion picture industry). Detailed expenditure and attendance data was collected from 14,439 nonprofit arts and cultural organizations and 212,691 of their attendees. The project economists, from the Georgia Institute of Technology, constructed a customized input-output model for each study region to provide specific and reliable economic impact data about each region’s nonprofit arts and culture sector. This methodology allows the uniqueness of each economy to be reflected in the findings.

## The 250 Local, Regional, and Statewide Study Partners

Americans for the Arts published a “Call for Participants” in 2015 seeking local, regional, and statewide organizations interested in participating in the *Arts & Economic Prosperity 5* study on behalf of their communities. Of the more than 300 organizations that expressed interest, 250 agreed to participate. The 250 study partners represent a total of 341 participating study regions; 30 partners represent multiple participating regions (such as a county analysis as well as a separate analysis for a city within the county). A comprehensive list of the 341 study regions along with the affiliated study partner for each region can be found Page B-5 in the Appendix of this report

The 341 study regions include 113 cities, 115 counties, 81 multi-city or multi-county regions, 20 states, and 12 individual arts districts. They represent all 50 U.S. states and the District of Columbia. The diverse communities range in population (1,500 to four million) and type (small rural to large urban).

The 250 study partners agreed to complete four participation criteria: 1) identify and code the comprehensive universe of nonprofit arts and cultural organizations located in their study region; 2) assist with the collection of detailed financial and attendance information from those organizations, and review the information for accuracy; 3) conduct audience-intercept surveys at a broad, representative sample of cultural events that take place in their study region; and 4) pay a modest cost-sharing fee. No community was refused participation for an inability to pay the cost-sharing fee.



## Definition of the Nonprofit Arts and Culture Industry

Each of the 250 study partners identified the comprehensive universe of eligible nonprofit arts and culture organizations that are located within its region. Eligibility was determined using the Urban Institute’s National Taxonomy of Exempt Entities (NTEE) coding system as a guideline. The NTEE system—developed by the National Center for Charitable Statistics at the Urban Institute—is a definitive classification system for nonprofit organizations recognized as tax exempt by the Internal Revenue Code. This system divides the entire universe of nonprofit organizations into 10 Major categories, including “Arts, Culture, and Humanities.” It is estimated that approximately 100,000 nonprofit arts and culture organizations were registered with the IRS in 2015.

Below is a complete list of the 43 NTEE “Arts, Culture, and Humanities” subcategories that are included in the *Arts & Economic Prosperity 5* study analysis.

- A01 – Alliances and Advocacy
- A02 – Management and Technical Assistance
- A03 – Professional Societies and Associations
- A05 – Research Institutes and Public Policy Analysis
- A11 – Single Organization Support
- A12 – Fund Raising and Fund Distribution
- A19 – Support (not elsewhere classified)
- A20 – Arts and Culture (general)
- A23 – Cultural and Ethnic Awareness
- A24 – Folk Arts
- A25 – Arts Education
- A26 – Arts and Humanities Councils and Agencies
- A27 – Community Celebrations
- A30 – Media and Communications (general)
- A31 – Film and Video
- A32 – Television
- A33 – Printing and Publishing
- A34 – Radio
- A40 – Visual Arts (general)
- A50 – Museums (general)
- A51 – Art Museums
- A52 – Children’s Museums
- A53 – Folk Arts Museums
- A54 – History Museums
- A56 – Natural History and Natural Science Museums
- A57 – Science and Technology Museums
- A60 – Performing Arts (general)
- A61 – Performing Arts Centers
- A62 – Dance
- A63 – Ballet
- A65 – Theatre
- A68 – Music
- A69 – Symphony Orchestras
- A6A – Opera
- A6B – Singing and Choral Groups
- A6C – Bands and Ensembles
- A6E – Performing Arts Schools
- A70 – Humanities (general)
- A80 – Historical Organizations (general)
- A82 – Historical Societies and Historic Preservation
- A84 – Commemorative Events
- A90 – Arts Services (general)
- A99 – Arts, Culture, and Humanities (miscellaneous)

Study partners were encouraged to include other types of 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 literary and media arts. These include government-owned and 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, programs, and facilities; and arts programs that are embedded under the umbrella of a non-arts organization or facility (such as a hospital or church). If it displays the characteristics of a nonprofit arts and cultural organization, it is included. With rare exception, for-profit businesses and individual artists are excluded from this study.

In the Spring of 2016, the study partners identified a total of 33,851 unique organizations that are located in the 341 study regions and that were eligible to participate based on the definition described above.

### **Collection of Data from Eligible Arts and Cultural Organizations**

Americans for the Arts partnered with DataArts to collect detailed budget and attendance information about each organization's fiscal year that ended in 2015. DataArts' Cultural Data Profile (CDP) is a unique system that enables arts and cultural organizations to enter financial, programmatic, and operational data into a standardized online form. To reduce the survey-response burden on responding organizations, and because the CDP collects the detailed information required for this economic impact analysis, researchers used confidential CDP data as the primary organizational data collection mechanism for the *Arts & Economic Prosperity 5* study. For more information about DataArts and its Cultural Data Profile online platform, visit [www.culturaldata.org](http://www.culturaldata.org).

To collect the required financial and attendance information from eligible organizations, researchers implemented a multi-pronged data collection process.

1. On July 11, 2016, DataArts emailed survey requests to each of the 33,851 organizations that were identified by a study partner as eligible to be included in the study. Initially, two versions of the survey were available on DataArts' online platform. Non-participating organizations received multiple reminder emails during the months of July, August, and September.
  - a. Organizations located in Arizona, California, District of Columbia, Illinois, Maine, Maryland, Massachusetts, Michigan, Minnesota, New York, Ohio, Oregon, Pennsylvania, Rhode Island, and Texas were requested to participate in the comprehensive Cultural Data Profile. Due to their status as a statewide DataArts partner, these 15 states stood to benefit from having all AEP5-eligible organization submit the comprehensive version of the DataArts survey.
    - i. However, eligible organizations in these 15 states were given the option within the DataArts platform to "opt-out" of the full DataArts survey, and instead complete a shorter version of the survey that was designed to collect only the information that is necessary for the AEP5 study's economic impact analysis.

- b. Organizations located in all other states were requested only to participate in the shorter version of the DataArts that was designed to collect only the information necessary for the AEP5 study's economic impact analysis.
2. On October 4, 2016, all organizations that had not yet participated in the survey process were sent a link to an abbreviated, one-page version of the DataArts online survey. This survey requested totals only, rather than itemized categories of financial and attendance information.
3. Finally, on October 25, 2016, Americans for the Arts sent the 250 study partners a link to download a paper version of the one-page abbreviated survey. The study partners supplemented the data collected through the DataArts online survey platform with information that they gathered from additional organizations using the paper version of the survey. This was accomplished by emailing the paper version of the survey to non-participating organizations. In several study regions, one or more key community organizations declined to participate in the survey process entirely. In those cases, the study partner identified the information necessary to complete the paper survey through other means such as online annual reports, grant applications, and publicly-available IRS Form 990 filings.

Using all methods of data capture, information was collected from a total of 14,439 eligible nonprofit arts and cultural organizations (7,929 submitted information through the DataArts online platform, and 6,510 submitted information using the paper version of the survey). After accounting for organizations that no longer existed or that were deemed to be ineligible, the response rate among all eligible organizations was 54.0 percent. Among the 341 study regions, response rates averaged 57.6 percent and ranged from 9.5 percent to 100 percent. Responding organizations had budgets ranging from as low as \$0 to as high as \$785 million (Smithsonian Institution). In some cases, participating organizations provided FY2014 or FY2016 information (rather than FY2015) because it represented their most recently completed fiscal year. It is important to note that each study region's organizational expenditure and attendance results are based solely on the actual survey data collected. There are no estimates made to account for nonresponding organizations. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

The questionnaires used for all methods of organizational data collection can be found in Appendix C of this *Arts & Economic Prosperity 5* National Statistical Report.

### **Collection of Data from Arts and Cultural Event Attendees**

Audience-intercept surveying, a common and accepted research method, was conducted in all 341 study regions to capture information about spending by audiences at nonprofit arts and cultural events. Patrons were asked to complete a short survey while in

attendance at an event. Researchers provided the local, regional, and statewide study partners with comprehensive and detailed guidelines for collecting a random sample of surveys from attendees to a broad range of cultural events, performances, and exhibits taking place in each study region during 2016. Surveys were collected throughout the calendar year (to guard against seasonal spikes) 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 Saturday children’s theater production or a community festival, for example).

A total of 212,691 valid audience-intercept surveys were collected. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, gifts and souvenirs, local ground transportation, and lodging. Using total attendance data for 2015 (collected from the participating eligible organizations), standard statistical methods were then used to derive a reliable estimate of total event-related expenditures by attendees in each study region. The respondents provided information about the entire party with whom they were attending the event. With an overall average travel party size of 2.56 people, these survey data actually represent the spending patterns of more than 544,489 attendees.

The study partners mailed or shipped the completed paper surveys to Americans for the Arts. Researchers completed the coding and data entry of all surveys. The surveys were then subjected to a rigorous data cleaning procedure.

- Surveys were removed if the respondent did not provide either the ZIP code of his/her primary home, or their primary reason for being in the study region. With neither of those two data points, the respondent’s residency status could not be determined.
- Surveys were removed if the respondent reported that he/she is younger than 18 years of age.
- Surveys were removed if the respondent reported that his/her immediate travel party spent more than seven nights away from their primary residence(s) as a result of attending the cultural event where they were surveyed.
- Surveys were removed if the respondent reported that his/her immediate travel party included more than 12 people.
- Surveys were removed if the respondent reported that his/her immediate travel party spent more than \$500 per person as a result of attending the cultural event where they were surveyed.

The questionnaires used for audience-intercept data collection can be found in Appendix C of this *Arts & Economic Prosperity 5* National Statistical Report (provided in both the English and Spanish languages, as well as in a large font format for the visually impaired).

## **Economic Analysis**

A common theory of community growth is that an area must export goods and services if it is to prosper economically. This theory is called “economic-base theory,” and it depends on dividing the economy into two sectors: the export sector and the local sector.

Exporters such as automobile manufacturers, hotels, and department stores obtain income from customers outside of the community. This “export income” then enters the local economy in the form of salaries, purchases of materials, dividends, and so forth, and becomes income to residents. Much of it is re-spent locally; some, however, is spent for goods imported from outside of the region. The dollars re-spent locally have a positive economic impact as they continue to circulate through the local economy. The dollars spent non-locally cease having a local economic impact. This theory applies to arts organizations as well as to other producers. How can a dollar be re-spent? Consider the example of a theater company that purchases a five-gallon bucket of paint from its local hardware store for \$100—a very simple transaction at the outset, but one that initiates a complex sequence of income and spending by both individuals and other businesses.

Following the paint purchase, the hardware store may use a portion of the \$100 to pay the sales clerk who sold the bucket of paint. The sales clerk then respends some of the money for groceries; the grocery store uses some of the money to pay its cashier; the cashier then spends some of the money for rent; and so on.

The hardware store also uses some of the \$100 to purchase goods and services from other businesses, such as the local utility company, and then to buy a new bucket of paint from the paint factory to restock its shelf. Those businesses, in turn, respend the money they earned from the hardware store to buy goods and services from still other local businesses, and so on.

Eventually, the last of the \$100 is spent outside of the community and no longer has a local economic impact. It is considered to have leaked out of the community.

The total economic impact describes this full economic effect, starting with the theater’s initial paint purchase and ending when the last of the \$100 leaks out of the community. It is composed of the direct economic impact (the effect of the initial expenditure by the theater), as well as the indirect and induced economic impacts, which are the effects of the subsequent rounds of spending by businesses and individuals, respectively.

A dollar “ripples” very differently through each community, which is why project economists customized a unique input-output model for each of the 341 participating study regions.

## **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 in economics. The models are systems of mathematical equations that combine statistical methods and economic theory

in an area of study called econometrics. The analysis traces 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 community, region, or state.

A unique input-output model was constructed for each of the 341 participating study regions based on the local dollar flow among 533 finely detailed industries within its economy. This was accomplished by using detailed data on employment, incomes, and government revenues provided by the U.S. Department of Commerce (County Business Patterns, Regional Economic Information System, and 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.

### **The Input-Output Modeling Process**

The input-output model is based on a table of 533 finely detailed industries showing local sales and purchases. The local and state economy of each community is researched so the table can be customized for each community. The basic purchase patterns for local industries are derived from a similar table for the U.S. economy for 2012 (the latest detailed data available from the U.S. Department of Commerce). The table is first reduced to reflect the unique size and industry mix of the local economy, based on data from County Business Patterns and the Regional Economic Information System of the U.S. Department of Commerce. It is then adjusted so that only transactions with local businesses are recorded in the inter-industry part of the table. This technique compares supply and demand and estimates the additional imports or exports required to make total supply equal total demand. The resulting table shows the detailed sales and purchase patterns of the local industries. The 533-industry table is then aggregated to reflect the general activities of 32 industries plus local households, creating a total of 33 industries. To trace changes in the economy, each column is converted to show the direct requirements per dollar of gross output for each sector. This direct-requirements table represents the “recipe” for producing the output of each industry.

The economic impact figures for *Arts & Economic Prosperity 5* were computed using what is called an “iterative” procedure. This process uses the sum of a power series to approximate the solution to the economic model. This is what the process looks like in matrix algebra:

$$T = IX + AX + A^2X + A^3X + \dots + A^nX$$

T is the solution, a column vector of changes in each industry’s outputs caused by the changes represented in the column vector X. A is the 33 by 33 direct requirements matrix. This equation is used to trace the direct expenditures attributable to nonprofit arts organizations and their audiences. A multiplier effect table is produced that displays the results of this equation. The total column is T.

The initial expenditure to be traced is  $IX$  ( $I$  is the identity matrix, which is operationally equivalent to the number 1 in ordinary algebra). Round 1 is  $AX$ , the result of multiplying the matrix  $A$  by the vector  $X$  (the outputs required of each supplier to produce the goods and services purchased in the initial change under study). Round 2 is  $A^2X$ , which is the result of multiplying the matrix  $A$  by Round 1 (it answers the same question applied to Round 1: “What are the outputs required of each supplier to produce the goods and services purchased in Round 1 of this chain of events?”). Each of columns 1 through 12 in the multiplier effects table represents one of the elements in the continuing but diminishing chain of expenditures on the right side of the equation. Their sum,  $T$ , represents the total production required in the local economy in response to arts activities.

Calculation of the total impact of the nonprofit arts on the outputs of other industries ( $T$ ) can then be converted to impacts on the final incomes to local residents by multiplying the outputs produced by the ratios of household income to output and employment to output. Thus, the employment impact of changes in outputs due to arts expenditures is calculated by multiplying elements in the column of total outputs by the ratio of employment to output for the 32 industries in the region. Changes in household incomes, local government revenues, and state government revenues due to nonprofit arts expenditures are similarly transformed.

### **Calculation of the National Estimates**

To derive the national estimates, the 113 individual city study regions only—individual counties, multi-city and multi-county regions, states, and individual arts districts are excluded from this analysis—were first stratified into six population groups, and an economic impact average was calculated for each group. Second, each of the nation’s largest 13,338 cities was assigned to one of the six groups based on its estimated 2015 population, as supplied by the U.S. Census Bureau. Third, each individual study region was assigned the economic impact average for its population group. Finally, the values of the study regions were added together to determine the national economic impact findings. Several outlier study regions were removed from the calculations of the national estimates due to their comparably high levels of economic activity in their population categories (the outlier regions are identified in the applicable numerical tables located in Appendix C of this *Arts & Economic Prosperity 5* National Statistical Report).

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**Appendix B:**  
*About The Data*  
**The Detailed Numerical Tables**

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# Introduction:

## The Detailed Numerical Tables and Their Explanations

Tables 1 through 30 summarize the collected survey data and the analyzed results for each of the 341 participating study regions. Detailed financial and attendance information were collected from a total of 14,439 eligible nonprofit arts and cultural organizations. Audience-intercept surveys requesting event-related expenditure information were collected from 212,691 cultural attendees.

The name of each study region is always listed in the far left-hand column (Column One) of each table.

The numerical tables follow the format of the list below. The data for the 228 study regions that encompass a city or county are presented in six groupings that are stratified by their estimated 2015 population. These groupings are followed by a list of the 81 study regions that include multiple cities or multiple counties, then a list of the 20 statewide study regions, and finally a list of the 12 individual cultural districts.

<b>Population Group</b>	<b>Estimated 2015 Population of Study Region</b>	<b>Number of Participating Study Regions</b>
Group A	Less than 50,000	52
Group B	50,000 to 99,999	38
Group C	100,000 to 249,999	50
Group D	250,000 to 499,999	42
Group E	500,000 to 999,999	25
Group F	1,000,000 or More	21
Total Cities/Counties		228
Multi-City/County Study Regions	Varying	81
Statewide Study Regions	Varying	20
Individual Cultural Districts	Varying	12
<b>Total Number of Participating Study Regions:</b>		<b>341</b>

Averages, medians, totals, standard deviations, and confidence intervals have been calculated for each population group (where appropriate). These summary statistics are located at the end of each section.

Throughout the tables, some study regions have been identified by asterisks and/or table endnotes. If applicable, detailed descriptions of the asterisks and table endnotes are located on the final page of each table.

***History of Revisions -- These tables were republished on June 26, 2017 after revisions were completed to the findings for the City of Flagstaff (AZ), the City of Missoula (MT), the Bismarck-Mandan Region (ND), and the Greater Fargo-Moorhead Region (MN/ND).***

# **Explanation of Table 1: Descriptions and Populations of the 341 Participating Study Regions**

This table presents for each study region the definition of the region studied, the estimated 2015 population of the region, and the name of the organization that served as our research partner. Summary statistics are calculated for each population group.

## **Column Two:**

The type of region that was studied (113 cities, 115 counties, 81 multi-city or multi-county regions, 20 states, and 12 individual cultural districts).

## **Column Three:**

The estimated year 2015 population of each study region as reported by the U.S. Census Bureau. The U.S. Census Bureau develops these estimates based on their decennial census efforts along with the assistance of the Federal State Cooperative Program for Population Estimates (FSCPE). These estimates are updated annually and are used in federal funding allocations, as denominators for vital rates and per capita time series, as survey controls, and in monitoring recent demographic changes.

## **Column Four:**

The name of the research partner organization in each study region. The study partner organization served as the local and/or statewide project sponsor and mobilized the arts community in the region to complete the data collection requirements.

**Table 1:**  
**Descriptions and Populations of the 341 Participating Study Regions**

<b>Population Cohort Group A</b>			
Population Fewer than 50,000			
Sample Size = 52			
	<b>Definition of Study Region</b>	<b>Population</b>	<b>Name of Study Partner Organization</b>
Town of Crested Butte (CO)	City	1,541	Center for the Arts Crested Butte
City of Pine City (MN)	City	3,076	Creative Minnesota/Minnesota Citizens for the Arts
City of Alva (OK)	City	5,174	Freedom West Community Development Corporation
Cook County (MN)	County	5,233	Creative Minnesota/Minnesota Citizens for the Arts
Town of Hillsborough (NC)	City	6,388	Town of Hillsborough Planning Department
City of Virginia (MN)	City	8,649	Creative Minnesota/Minnesota Citizens for the Arts
Town of Jackson (WY)	City	10,449	Center of Wonder
City of Guthrie (OK)	City	11,096	The Arts in Guthrie
City of Grand Rapids (MN)	City	11,097	Creative Minnesota/Minnesota Citizens for the Arts
Town of Medfield (MA)	City	12,024	Cultural Alliance of Medfield
City of Fergus Falls (MN)	City	13,304	Creative Minnesota/Minnesota Citizens for the Arts
Grundy County (TN)	County	13,425	Grundy Area Arts Council
City of Falls Church (VA)	City	13,601	Arts Council of Fairfax County
City of Jamestown (ND)	City	15,446	Jamestown Fine Arts Association (dba as The Arts Center)
City of Waterville (ME)	City	16,182	Waterville Creates!
City of Red Wing (MN)	City	16,470	Creative Minnesota/Minnesota Citizens for the Arts
City of Durango (CO)	City	17,834	City of Durango
City of Hannibal (MO)	City	17,893	Hannibal Arts Council
City of Tullahoma (TN)	City	18,899	City of Tullahoma Arts Council
City of Northfield (MN)	City	20,356	Creative Minnesota/Minnesota Citizens for the Arts
Town of Carrboro (NC)	City	20,984	Town of Carrboro Dept. of Economic & Community Development
Macon County (TN)	County	23,003	Macon County Arts Council
City of Laguna Beach (CA)	City	23,341	City of Laguna Beach Cultural Arts Department Arts Commission
Hickman County (TN)	County	24,384	Grinders Switch Foundation
City of Fairfax (VA)	City	24,483	Arts Council of Fairfax County
City of Ponca City (OK)	City	24,766	Ponca City Art Center
City of Paducah (KY)	City	24,978	Paducah Convention & Visitors Bureau
Mille Lacs County (MN)	County	25,884	Creative Minnesota/Minnesota Citizens for the Arts
McNairy County (TN)	County	26,267	Arts in McNairy
City of Winona (MN)	City	27,384	Creative Minnesota/Minnesota Citizens for the Arts

**Table 1:**  
**Descriptions and Populations of the 341 Participating Study Regions**

<b>Population Cohort Group A</b>			
Population Fewer than 50,000			
Sample Size = 52			
	<b>Definition of Study Region</b>	<b>Population</b>	<b>Name of Study Partner Organization</b>
Door County (WI)	County	27,766	Peninsula Arts and Humanities Alliance
City of Benicia (CA)	City	27,930	City of Benicia Arts and Culture Commission
City of Winter Park (FL)	City	29,442	United Arts of Central Florida
City of Rochester (NH)	City	29,991	City of Rochester Department of Economic Development
City of Morgantown (WV)	City	31,073	Morgantown Area Chamber of Commerce
Henry County (TN)	County	32,204	Paris-Henry County Arts Council
City of Fairbanks (AK)	City	32,469	Fairbanks Arts Association
City of Bangor (ME)	City	32,568	City of Bangor Commission on Cultural Development
Weakley County (TN)	County	34,373	University of Tennessee at Martin
Dare County (NC)	County	35,104	Dare County Arts Council
City of Columbia (TN)	City	36,071	City of Columbia Arts Council
City of Lake Worth (FL)	City	37,097	Cultural Council of Palm Beach County
Clatsop County (OR)	County	37,474	Arts Council of Clatsop County
Yadkin County (NC)	County	37,792	Yadkin Arts Council
Greater Belfast Area (ME)	County	39,051	Belfast Creative Coalition
Campbell County (TN)	County	39,918	Campbell County Historical Society
Monroe County (TN)	County	45,233	Monroe Area Council for the Arts
Lincoln County (OR)	County	46,406	Oregon Coast Council on the Arts
Iron County (UT)	County	47,269	Cedar City Arts Council
City of St. Louis Park (MN)	City	47,502	Creative Minnesota/Minnesota Citizens for the Arts
City of Logan (UT)	City	48,997	Cache Valley Center for the Arts
Gibson County (TN)	County	49,472	West Tennessee Regional Art Center
<b>Group A Average</b>		<b>25,169</b>	
<b>Group A Median</b>		<b>24,872</b>	

**Table 1:**  
**Descriptions and Populations of the 341 Participating Study Regions**

<b>Population Cohort Group B</b>			
Population 50,000 to 99,999			
Sample Size = 38			
	<b>Definition of Study Region</b>	<b>Population</b>	<b>Name of Study Partner Organization</b>
City of Joplin (MO)	City	51,316	Connect2Culture
City of La Crosse (WI)	City	52,440	Viterbo University Fine Arts Center
McMinn County (TN)	County	52,626	Athens Area Council for the Arts
Lafayette County (MS)	County	52,930	Yoknapatawpha Arts Council
Chisago County (MN)	County	54,025	Creative Minnesota/Minnesota Citizens for the Arts
City of Grand Forks (ND)	City	56,057	City of Grand Forks Public Arts Commission
City of Corvallis (OR)	City	57,390	City of Corvallis Department of Parks and Recreation
City of Noblesville (IN)	City	57,584	Hamilton County Tourism, Inc.
City of Ocala (FL)	City	57,586	City of Ocala
Lenoir County (NC)	County	58,485	Community Council for the Arts
Town of Chapel Hill (NC)	City	59,376	Chapel Hill Public and Cultural Arts Office
City of Grand Junction (CO)	City	60,210	Grand Junction Commission on Arts and Culture
Town of Jupiter (FL)	City	60,681	Cultural Council of Palm Beach County
Hamblen County (TN)	County	63,036	Rose Center for the Arts
City of Delray Beach (FL)	City	65,055	Cultural Council of Palm Beach County
City of St. Cloud (MN)	City	66,389	Creative Minnesota/Minnesota Citizens for the Arts
City of Portland (ME)	City	66,666	Creative Portland
City of Jackson (TN)	City	67,319	Jackson Arts Council
City of Walnut Creek (CA)	City	67,673	City of Walnut Creek Dept. of Arts, Recreation & Community Services
Greene County (TN)	County	68,335	Tusculum College
City of Flagstaff (AZ)	City	68,785	Flagstaff Arts Council
City of Missoula (MT)	City	69,821	Arts Missoula
City of Fort Myers (FL)	City	70,918	Lee County Alliance of the Arts
Putnam County (TN)	County	74,165	Tennessee Tech University
Monroe County (FL)	County	77,136	Florida Keys Council of the Arts
City of Lynchburg (VA)	City	79,047	City of Lynchburg Office of Economic Development
City of Duluth (MN)	City	86,238	Creative Minnesota/Minnesota Citizens for the Arts
City of Fishers (IN)	City	86,325	Hamilton County Tourism, Inc.
City of Carmel (IN)	City	86,682	Hamilton County Tourism, Inc.
City of Sugar Land (TX)	City	86,777	City of Sugar Land



**Table 1:**  
**Descriptions and Populations of the 341 Participating Study Regions**

<b>Population Cohort Group B</b>			
Population 50,000 to 99,999			
Sample Size = 38	Definition of Study Region	Population	Name of Study Partner Organization
City of Asheville (NC)	City	87,882	Asheville Area Arts Council
Buchanan County (MO)	County	89,486	Allied Arts Council of St. Joseph
City of Boca Raton (FL)	City	91,332	Cultural Council of Palm Beach County
City of Miami Beach (FL)	City	91,732	Miami-Dade County Department of Cultural Affairs
Moore County (NC)	County	93,077	Arts Council of Moore County
Sevier County (TN)	County	95,110	Sevier County
Cape May County (NJ)	County	95,344	Cape May County Department of Tourism
Cleveland County (NC)	County	97,076	Cleveland County Arts Council
<b>Group B Average</b>		<b>71,635</b>	
<b>Group B Median</b>		<b>68,004</b>	

**Table 1:**  
**Descriptions and Populations of the 341 Participating Study Regions**

<b>Population Cohort Group C</b>			
Population 100,000 to 249,999			
Sample Size = 50			
	<b>Definition of Study Region</b>	<b>Population</b>	<b>Name of Study Partner Organization</b>
City of Las Cruces (NM)	City	101,408	City of Las Cruces Community Development Department
Eau Claire County (WI)	County	101,564	Eau Claire Regional Arts Council
Yamhill County (OR)	County	101,758	Yamhill County Cultural Coalition
City of Lewisville (TX)	City	102,889	Medical Center of Lewisville Grand Theater
City of West Palm Beach (FL)	City	104,031	Cultural Council of Palm Beach County
City of Boulder (CO)	City	105,112	City of Boulder Office of Arts and Culture
City of Richardson (TX)	City	108,617	Richardson Cultural Arts Commission
City of High Point (NC)	City	108,629	High Point Arts Council
City of Cambridge (MA)	City	109,694	Cambridge Arts Council
City of Lowell (MA)	City	109,945	Cultural Organization of Lowell
Douglas County (KS)	County	116,585	City of Lawrence
City of Columbia (MO)	City	116,906	City of Columbia Office of Cultural Affairs
City of Norman (OK)	City	118,040	Oklahomans for the Arts
Wayne County (NC)	County	124,456	Arts Council of Wayne County
City of Lafayette (LA)	City	126,066	Acadiana Symphony Orchestra & Conservatory of Music
Washington County (TN)	County	126,242	Johnson City Arts
City of Thousand Oaks (CA)	City	129,342	City of Thousand Oaks Cultural Affairs Commission
City of Charleston (SC)	City	130,113	City of Charleston Office of Cultural Affairs
City of Waco (TX)	City	130,194	Creative Waco
Robeson County (NC)	County	134,760	Robeson County Arts Council
Columbia County (GA)	County	139,257	Greater Augusta Arts Council
Orange County (NC)	County	140,420	Orange County Arts Commission
City of Savannah (GA)	City	144,352	City of Savannah Department of Cultural Affairs
Indian River County (FL)	County	144,755	Cultural Council of Indian River County
City of Alexandria (VA)	City	150,575	City of Alexandria Office of the Arts
Martin County (FL)	County	153,392	Arts Council of Martin County
Macon-Bibb County (GA)	County	153,691	Macon Arts Alliance
City of Springfield (MA)	City	153,991	Springfield Central Cultural District
Catawba County (NC)	County	154,534	United Arts Council of Catawba County
Town of Cary (NC)	City	155,227	Town of Cary Cultural Arts Division

**Table 1:**  
**Descriptions and Populations of the 341 Participating Study Regions**

<b>Population Cohort Group C</b>			
Population 100,000 to 249,999			
Sample Size = 50			
	<b>Definition of Study Region</b>	<b>Population</b>	<b>Name of Study Partner Organization</b>
Alamance County (NC)	County	155,792	Alamance County Arts Council
Cumberland County (NJ)	County	157,389	Cumberland County Cultural & Heritage Commission
City of Eugene (OR)	City	160,561	Arts and Business Alliance of Eugene
Middlesex County (CT)	County	164,943	Shoreline Arts Alliance
City of Springfield (MO)	City	165,378	Springfield Regional Arts Council
City of Sioux Falls (SD)	City	168,586	Sioux Falls Arts Council
Pitt County (NC)	County	175,354	Pitt County Arts Council at Emerge
City of Providence (RI)	City	179,154	City of Providence Department of Art, Culture, and Tourism
City of Worcester (MA)	City	183,016	Worcester Cultural Coalition
Montgomery County (TN)	County	189,961	Clarksville/Montgomery County Arts and Heritage Development Council
Salt Lake City (UT)	City	190,884	Salt Lake City Arts Council
Cabarrus County (NC)	County	192,103	Cabarrus Arts Council
Richmond County (GA)	County	201,368	Greater Augusta Arts Council
City of Tacoma (WA)	City	203,446	City of Tacoma Arts Division
Doña Ana County (NM)	County	213,676	City of Las Cruces Community Development Department
New Hanover County (NC)	County	216,298	Arts Council of Wilmington and New Hanover County
Arlington County (VA)	County	226,908	Arlington Cultural Affairs
City of Irving (TX)	City	232,406	Irving Arts Center
City of Reno (NV)	City	236,995	City of Reno Arts and Culture Commission
York County (SC)	County	245,346	Arts Council of York County
<b>Group C Average</b>		<b>153,122</b>	
<b>Group C Median</b>		<b>151,984</b>	

**Table 1:**  
**Descriptions and Populations of the 341 Participating Study Regions**

<b>Population Cohort Group D</b>			
Population 250,000 to 499,999			
Sample Size = 42			
	<b>Definition of Study Region</b>	<b>Population</b>	<b>Name of Study Partner Organization</b>
Buncombe County (NC)	County	250,539	Asheville Area Arts Council
Alachua County (FL)	County	256,380	City of Gainesville Division of Cultural Affairs
Greater Green Bay Area (WI)	County	256,670	Mosaic Arts
City of Orlando (FL)	City	262,372	United Arts of Central Florida
City of Lincoln (NE)	City	272,996	Lincoln Arts Council
Southeastern Connecticut Region (CT)	County	273,676	Southeastern Connecticut Cultural Coalition
Erie County (PA)	County	278,443	Erie Arts & Culture
San Luis Obispo County (CA)	County	279,083	ARTS Obispo
City of Newark (NJ)	City	280,579	Newark Arts Council
Leon County (FL)	County	283,988	Council on Culture & Arts
Rutherford County (TN)	County	288,906	City of Murfreesboro
St. Lucie County (FL)	County	291,028	Art Mundo
Greater Spartanburg Area (SC)	County	293,542	The Arts Partnership of Greater Spartanburg
Durham County (NC)	County	294,460	Durham Arts Council
City of St. Paul (MN)	City	297,640	Creative Minnesota/Minnesota Citizens for the Arts
Hamilton County (IN)	County	302,623	Hamilton County Tourism, Inc.
Osceola County (FL)	County	310,211	United Arts of Central Florida
Escambia County (FL)	County	310,659	Art, Culture and Entertainment, Inc.
Lexington-Fayette Urban County (KY)	County	310,797	LexArts
Lake County (FL)	County	315,690	Lake County Arts and Culture Alliance
City of Riverside (CA)	City	319,504	Riverside Arts Council
Cumberland County (NC)	County	326,328	Arts Council of Fayetteville/Cumberland County
Collier County (FL)	County	348,777	United Arts Council of Collier County
Hamilton County (TN)	County	351,220	ArtsBuild
Manatee County (FL)	County	351,746	Realize Bradenton
City of Tampa (FL)	City	358,699	Arts Council of Hillsborough County
Forsyth County (NC)	County	365,298	Arts Council of Winston-Salem/Forsyth County
Mercer County (NJ)	County	371,537	County of Mercer Office of Economic Development and Sustainability
City of Wichita (KS)	City	388,413	City of Wichita Division of Arts & Cultural Services
Clackamas County (OR)	County	394,972	Clackamas County Arts Alliance

**Table 1:**  
**Descriptions and Populations of the 341 Participating Study Regions**

<b>Population Cohort Group D</b>			
Population 250,000 to 499,999			
Sample Size = 42			
	<b>Definition of Study Region</b>	<b>Population</b>	<b>Name of Study Partner Organization</b>
Sarasota County (FL)	County	396,962	Arts & Cultural Alliance of Sarasota County
City of Minneapolis (MN)	City	407,207	Creative Minnesota/Minnesota Citizens for the Arts
Berks County (PA)	County	413,691	Berks Arts Council
City of Miami (FL)	City	430,332	Miami-Dade County Department of Cultural Affairs
City of Raleigh (NC)	City	439,896	Office of Raleigh Arts
Santa Barbara County (CA)	County	440,668	Santa Barbara County Arts Commission
Seminole County (FL)	County	442,516	Seminole Cultural Arts Council
City of Virginia Beach (VA)	City	450,980	City of Virginia Beach Office of Cultural Affairs
City of Atlanta (GA)	City	456,002	City of Atlanta Office of Cultural Affairs
City of Mesa (AZ)	City	464,704	Mesa Department of Arts and Culture
City of Kansas City (MO)	City	470,800	Kansas City Office of Culture and Creative Services
Morris County (NJ)	County	499,727	Morris Arts
<b>Group D Average</b>		<b>325,540</b>	
<b>Group D Median</b>		<b>310,435</b>	

**Table 1:**  
**Descriptions and Populations of the 341 Participating Study Regions**

<b>Population Cohort Group E</b>			
Population 500,000 to 999,999			
Sample Size = 25			
	<b>Definition of Study Region</b>	<b>Population</b>	<b>Name of Study Partner Organization</b>
Sonoma County (CA)	County	500,292	Creative Sonoma
Volusia County (FL)	County	507,531	United Arts of Central Florida
Guilford County (NC)	County	512,119	ArtsGreensboro
Dane County (WI)	County	516,284	Dane County Cultural Affairs Commission
Brevard County (FL)	County	556,885	United Arts of Central Florida
Washington County (OR)	County	562,998	Westside Cultural Alliance
Johnson County (KS)	County	574,272	Arts Council of Johnson County
City of Louisville (KY)	City	612,780	Louisville Fund for the Arts
City of Baltimore (MD)	City	622,793	City of Baltimore Office of Promotion & the Arts
Polk County (FL)	County	634,638	Polk Arts Alliance
City of Boston (MA)	City	655,884	City of Boston Mayor's Office of Arts & Culture
District of Columbia (DC)	City	658,893	CultureCapital
Nashville-Davidson County (TN)	County	668,347	Metropolitan Nashville Arts Commission
City of El Paso (TX)	City	679,036	City of El Paso Museums and Cultural Affairs Department
Lee County (FL)	County	679,513	Lee County Alliance of the Arts
City of Fort Worth (TX)	City	812,238	Arts Council of Fort Worth
City of Indianapolis (IN)	City	848,788	Arts Council of Indianapolis
City and County of San Francisco (CA)	County	852,469	San Francisco Arts Commission
Prince George's County (MD)	County	904,430	Prince George's Arts and Humanities Council
Pinellas County (FL)	County	938,098	St. Petersburg Arts Alliance
Shelby County (TN)	County	938,803	ArtsMemphis
Fairfield County (CT)	County	945,438	Cultural Alliance of Fairfield County & Cultural Alliance of Western CT
Westchester County (NY)	County	972,634	ArtsWestchester
Fulton County (GA)	County	996,319	Fulton County Department of Arts & Culture
Wake County (NC)	County	998,691	United Arts Council of Raleigh and Wake County
<b>Group E Average</b>		<b>726,007</b>	
<b>Group E Median</b>		<b>668,347</b>	

**Table 1:  
Descriptions and Populations of the 341 Participating Study Regions**

<b>Population Cohort Group F</b>			
Population 1,000,000 or More			
Sample Size = 21			
	<b>Definition of Study Region</b>	<b>Population</b>	<b>Name of Study Partner Organization</b>
Mecklenburg County (NC)	County	1,012,539	Arts & Science Council of Charlotte/Mecklenburg
City of San José (CA)	City	1,015,785	City of San José Office of Cultural Affairs
Montgomery County (MD)	County	1,030,447	Arts and Humanities Council of Montgomery County
Fairfax County (VA)	County	1,137,538	Arts Council of Fairfax County
Allegheny County (PA)	County	1,231,255	Greater Pittsburgh Arts Council
Greater Columbus Area (OH)	County	1,231,393	Greater Columbus Arts Council
Orange County (FL)	County	1,253,001	United Arts of Central Florida
City of Dallas (TX)	City	1,281,047	City of Dallas Office of Cultural Affairs
Hillsborough County (FL)	County	1,316,298	Arts Council of Hillsborough County
City of San Diego (CA)	City	1,381,069	City of San Diego Commission for Arts and Culture
Palm Beach County (FL)	County	1,397,710	Cultural Council of Palm Beach County
City of San Antonio (TX)	City	1,436,697	City of San Antonio Department for Culture & Creative Development
Sacramento County (CA)	County	1,482,026	Sacramento Metropolitan Arts Commission
City of Phoenix (AZ)	City	1,537,058	Phoenix Office of Arts and Culture
City and County of Philadelphia (PA)	County	1,560,297	Greater Philadelphia Cultural Alliance
Broward County (FL)	County	1,869,235	Broward County Cultural Division
Santa Clara County (CA)	County	1,894,605	Silicon Valley Creates
Riverside County (CA)	County	2,329,271	Riverside Arts Council
Miami-Dade County (FL)	County	2,662,874	Miami-Dade County Department of Cultural Affairs
City of Chicago (IL)	City	2,722,389	Arts Alliance Illinois
Harris County (TX)	County	4,441,370	Houston Arts Alliance

**Group F Average**

**1,677,329**

**Group F Median**

**1,397,710**

**ALL CITY/COUNTY STUDY REGIONS**

**Average**

**349,392**

**Median**

**147,665**

**Table 1:  
Descriptions and Populations of the 341 Participating Study Regions**

<b>Regional Study Regions</b>			
All Populations			
Sample Size = 81	Definition of Study Region	Population	Name of Study Partner Organization
High Peaks Region (ME)	The towns of Carrabassett Valley, Eustis, Kingfield, Phillips, and Rangeley	4,592	High Peaks Creative Council
Wood River Valley (ID)	The cities of Bellevue, Carey, Hailey, Ketchum and Sun Valley	15,094	Sun Valley Economic Development
Southern Oregon Area	The cities of Ashland, Jacksonville, and Talent	29,854	Oregon Shakespeare Festival
Southwestern Pennsylvania Area	The City of Johnstown and the Boroughs of Ebensburg, Jennerstown, Somerset, and Windber	34,208	Pennsylvania Rural Arts Alliance
Greater Portsmouth Area (NH)	The City of Portsmouth and the Town of Rye in New Hampshire; and the Town of Kittery in Maine	36,386	Art-Speak (the City of Portsmouth's Cultural Commission)
Northeast Oregon Region	Baker, Union, and Wallowa Counties	48,570	Arts East
Toe River Valley (NC)	Avery, Mitchell and Yancey Counties	50,698	Toe River Arts Council
Albemarle Region (NC)	Camden, Gates, and Pasquotank Counties	61,685	Arts of the Albemarle
Greater Concord Area (NH)	ZIP Codes 03224, 03229, 03301, 03302, 03303, 03304, and 03307	84,300	Greater Concord Chamber of Commerce
North Central Minnesota Region	Beltrami, Clearwater, Hubbard, Lake of the Woods, and Mahnomen Counties	84,627	Creative Minnesota/Minnesota Citizens for the Arts
Northwest Minnesota Region	Kittson, Marshall, Norman, Pennington, Polk, Red Lake, and Roseau Counties	85,823	Creative Minnesota/Minnesota Citizens for the Arts
Monadnock Region (NH)	the City of Keene and the Towns of Acworth, Alstead, Antrim, Ashuelot, Bennington, Chesterfield, Deering, Dublin, Fitzwilliam, Francestown, Gilsum, Greenfield, Greenville, Hancock, Harrisville, Hillsborough, Hinsdale, Jaffrey, Lyndeborough, Marlborough, Marlow, Mason, Milford, Munsonville, Nelson, New Ipswich, Peterborough, Richmond, Rindge, Roxbury, Sharon, Stoddard, Sullivan, Surry, Swanzey, Temple, Troy, Walpole, Westmoreland, Wilton, Winchester, and Windsor	88,700	Arts Alive!, Inc.
Bismarck-Mandan Region (ND)	The cities of Bismarck and Mandan	89,716	Dakota West Arts Council
Greater Minot Region (ND)	McHenry, McLean, Mountrail, Renville, and Ward Counties	97,319	Minot Area Council of the Arts
Greater Burlington Area (VT)	The cities of Burlington, South Burlington, and Winooski and the towns of Colchester, Essex, Shelburne, and Williston	110,972	Burlington City Arts
Greater Charlottesville Area (VA)	The city of Charlottesville and Albemarle County	150,082	Piedmont Council for the Arts
Brainerd Lakes Region (MN)	Cass, Crow Wing, Morrison, Todd, and Wadena Counties	162,821	Creative Minnesota/Minnesota Citizens for the Arts
East Central Minnesota Region	Chisago, Isanti, Kanabec, Mille Lacs, and Pine Counties	162,898	Creative Minnesota/Minnesota Citizens for the Arts



**Table 1:**  
**Descriptions and Populations of the 341 Participating Study Regions**

<b>Regional Study Regions</b>			
All Populations			
Sample Size = 81			
	<b>Definition of Study Region</b>	<b>Population</b>	<b>Name of Study Partner Organization</b>
Northwest Connecticut Region	the towns of Barkhamsted, Bethlehem, Burlington, Canaan, Colebrook, Cornwall, Goshen, Hartland, Harwinton, Kent, Litchfield, Morris, New Hartford, New Milford, Norfolk, North Canaan, Plymouth, Roxbury, Salisbury, Sharon, Tomaston, Torrington, Warren, Washington, and Winstead	184,993	Northwest Connecticut Arts Council
Central Oregon Region	Deschutes and Jefferson Counties	192,580	Arts and Culture Alliance of Central Oregon
Greater Fargo-Moorhead Area (ND/MN)	the cities of Fargo and West Fargo in North Dakota and the city of Moorhead in Minnesota	194,125	The Arts Partnership
Black Hills Region (SD)	Butte, Custer, Fall River, Lawrence, Meade, Oglala Lakota, and Pennington Counties	199,656	Rapid City Arts Council
Greater Kingsport Area (TN)	Hawkins and Sullivan Counties	213,782	Kingsport Office of Cultural Arts
Lake Region (MN)	Becker, Clay, Douglas, Grant, Otter Tail, Pope, Stevens, Traverse, and Wilkin Counties	224,676	Creative Minnesota/Minnesota Citizens for the Arts
South Central Minnesota Region	Blue Earth, Brown, Faribault, LeSueur, Martin, Nicollet, Sibley, Waseca, and Watonwan Counties	231,622	Creative Minnesota/Minnesota Citizens for the Arts
Greater Sioux Falls Area (SD)	Lincoln, McCook, Minnehaha, and Turner Counties	248,351	Sioux Falls Arts Council
Southwest Tennessee Development District	Chester, Decatur, Hardeman, Hardin, Haywood, Henderson, Madison, and McNairy Counties	251,519	Tennessee Arts Commission
Northwest Tennessee Development District	Benton, Carroll, Crockett, Dyer, Gibson, Henry, Lake, Obion, and Weakley Counties	251,739	Tennessee Arts Commission
Southwest Minnesota Region	Big Stone, Chippewa, Cottonwood, Jackson, Kandiyohi, Lincoln, Lac qui Parle, Lyon, McLeod, Meeker, Murray, Nobles, Pipestone, Redwood, Renville, Rock, Swift, and Yellow Medicine Counties	278,421	Creative Minnesota/Minnesota Citizens for the Arts
Arrowhead Region (MN)	Aitkin, Carlton, Cook, Itasca, Koochiching, Lake, and Saint Louis Counties	326,489	Creative Minnesota/Minnesota Citizens for the Arts
Maple Grove and the Northwest Suburbs (MN)	the cities of Brooklyn Center, Brooklyn Park, Crystal, Golden Valley, Maple Grove, New Hope, Osseo, Plymouth, and Robbinsdale	332,654	Creative Minnesota/Minnesota Citizens for the Arts
Greater Augusta Area (GA)	Columbia and Richmond Counties	340,625	Greater Augusta Arts Council
Upper Cumberland Development District (TN)	Cannon, Clay, Cumberland, DeKalb, Fentress, Jackson, Macon, Overton, Pickett, Putnam, Smith, VanBuren, Warren, and White Counties	343,430	Tennessee Arts Commission
City of Huntsville/Madison County (AL)	The City of Huntsville and Madison County	350,299	Arts Huntsville

**Table 1:  
Descriptions and Populations of the 341 Participating Study Regions**

<b>Regional Study Regions</b>			
All Populations			
Sample Size = 81	Definition of Study Region	Population	Name of Study Partner Organization
Northeast Commission (NC)	Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Gates, Halifax, Hertford, Hyde, Martin, Northampton, Pasquotank, Perquimans, Tyrrell, and Washington Counties	363,945	North Carolina Arts Council
Greater Ann Arbor Area (MI)	Washtenaw County as well as the City of Plymouth and Plymouth Township in Wayne County	393,331	Ann Arbor Area Community Foundation
Greater Fox Cities Region (WI)	Calumet, Outagamie, and Winnebago Counties	401,008	Fox Cities Performing Arts Center
Central Minnesota Region	Benton, Sherburne, Stearns, and Wright Counties	409,934	Creative Minnesota/Minnesota Citizens for the Arts
South Central Tennessee Development District	Bedford, Coffee, Franklin, Giles, Hickman, Lawrence, Lewis, Lincoln, Marshall, Maury, Moore, Perry, and Wayne Counties	430,544	Tennessee Arts Commission
Northwest Arkansas Region	Benton and Washington Counties	463,113	Walton Arts Center
Southeast Minnesota Region	Dodge, Fillmore, Freeborn, Goodhue, Houston, Olmsted, Mower, Rice, Steele, Wabasha, and Winona Counties	500,137	Creative Minnesota/Minnesota Citizens for the Arts
First Tennessee Development District	Carter, Greene, Hancock, Hawkins, Johnson, Sullivan, Unicoi, and Washington Counties	507,724	Tennessee Arts Commission
Greater Harrisburg Area (PA)	Cumberland, Dauphin, and Perry Counties	560,849	Cultural Enrichment Fund
Greater New Haven Area (CT)	The cities of Bethany, Branford, East Haven, Guilford, Hamden, Madison, Meriden, Milford, New Haven, North Branford, North Haven, Orange, Wallingford, West Haven, and Woodbridge	570,001	Arts Council of Greater New Haven
Treasure Coast Region (FL)	Indian River, Martin, and St. Lucie Counties	589,175	Arts Council of Martin County
Greater Des Moines Region (IA)	Dallas, Guthrie, Madison, Polk, and Warren Counties	611,549	Bravo Greater Des Moines
Southeast Tennessee Development District	Bledsoe, Bradley, Grundy, Hamilton, Marion, McMinn, Meigs, Polk, Rhea, and Sequatchie Counties	638,360	Tennessee Arts Commission
Greater Knoxville Region (TN)	Anderson, Blount, and Knox Counties	650,511	Arts & Culture Alliance of Greater Knoxville
Greater Columbia Area (SC)	Lexington and Richland Counties	679,454	One Columbia for Arts and History
Pikes Peak Region (CO)	El Paso and Teller Counties	686,908	Cultural Office of the Pikes Peak Region
Lehigh Valley Region (PA)	Carbon, Lehigh, and Northampton Counties	722,918	Lehigh Valley Arts Council
Greater Sarasota/Bradenton Area (FL)	Manatee and Sarasota Counties	748,708	Arts & Cultural Alliance of Sarasota County
Dayton Region (OH)	Clark, Greene, Miami, and Montgomery Counties	800,836	Culture Works
Richmond & Tri-Cities Region (VA)	the cities of Colonial Heights, Hopewell, Petersburg, and Richmond; the town of Ashland; and Chesterfield, Hanover, and Henrico Counties	1,046,822	CultureWorks Richmond

**Table 1:  
Descriptions and Populations of the 341 Participating Study Regions**

<b>Regional Study Regions</b>			
All Populations			
Sample Size = 81	Definition of Study Region	Population	Name of Study Partner Organization
Memphis Area Association of Governments (TN)	Fayette, Lauderdale, Shelby, and Tipton Counties	1,066,819	Tennessee Arts Commission
Eastern Region (NC)	Carteret, Craven, Duplin, Edgecombe, Greene, Jones, Lenoir, Nash, Onslow, Pamlico, Pitt, Wayne, and Wilson Counties	1,069,424	North Carolina Arts Council
Advantage West Region (NC)	Alleghany, Ashe, Avery, Buncombe, Burke, Caldwell, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, McDowell, Mitchell, Polk, Rutherford, Swain, Transylvania, Watauga, Wilkes, and Yancey Counties	1,131,482	North Carolina Arts Council
Southeast Commission (NC)	Bladen, Brunswick, Columbus, Cumberland, Hoke, New Hanover, Pender, Richmond, Robeson, Sampson, and Scotland Counties	1,151,993	North Carolina Arts Council
Greater Fairfax Area (VA)	Fairfax County, Falls Church City, and Fairfax City	1,175,622	Arts Council of Fairfax County
Greater Tulsa Region (OK)	Cherokee, Creek, Mayes, Muskogee, Okmulgee, Osage, Pawnee, Rogers, Tulsa, Wagoner, and Washington Counties	1,180,284	Oklahomans for the Arts
East Tennessee Development District	Anderson, Blount, Campbell, Claiborne, Cocke, Grainger, Hamblen, Jefferson, Knox, Loudon, Monroe, Morgan, Roane, Scott, Sevier, and Union Counties	1,202,594	Tennessee Arts Commission
West Valley Region (AZ)	The Cities of Avondale, Buckeye, El Mirage, Glendale, Goodyear, Litchfield Park, Peoria, Sun City, Sun City West, Surprise, Tolleson, Wickenburg, and Youngtown	1,270,000	West Valley Arts Council
Greater St. Louis Area (MO)	the City of St. Louis and St. Louis County	1,319,295	St. Louis Regional Arts Commission
Western New York	Allegany, Cattaraugus, Chautauqua, Erie and Niagara Counties	1,394,749	Arts Services Initiative of Western New York
Greater Oklahoma City Region (OK)	Canadian, Cleveland, Grady, Kingfisher, Lincoln, Logan, McClain, Oklahoma, Payne, and Pottawatomie Counties	1,504,374	Oklahomans for the Arts
Piedmont Triad Partnership (NC)	Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Montgomery, Randolph, Rockingham, Stokes, Surry, and Yadkin Counties	1,679,041	North Carolina Arts Council
Greater Portland Area (OR)	Clackamas, Multnomah, and Washington Counties	1,734,682	Regional Arts and Culture Council
Greater Kansas City Metropolitan Area (MO/KS)	Clay, Jackson, and Platte Counties in Missouri; and Johnson and Wyandotte Counties in Kansas	1,747,569	ArtsKC – Regional Arts Council
Greater Nashville Regional Council (TN)	Cheatham, Davidson, Dickson, Houston, Humphreys, Montgomery, Robertson, Rutherford, Stewart, Sumner, Trousdale, Williamson, and Wilson Counties	1,856,623	Tennessee Arts Commission
Research Triangle Regional Partnership (NC)	Chatham, Durham, Franklin, Granville, Harnett, Johnston, Lee, Moore, Orange, Person, Vance, Wake, and Warren Counties	2,170,933	North Carolina Arts Council

**Table 1:  
Descriptions and Populations of the 341 Participating Study Regions**

<b>Regional Study Regions</b>			
All Populations			
Sample Size = 81	Definition of Study Region	Population	Name of Study Partner Organization
Greater Tampa/St. Petersburg Area (FL)	Hillsborough and Pinellas Counties	2,254,396	Arts Council of Hillsborough County
Charlotte Regional Partnership (NC)	Alexander, Anson, Cabarrus, Catawba, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Rowan, Stanly, and Union Counties	2,389,165	North Carolina Arts Council
Greater Charlotte Region (NC/SC)	Alexander, Anson, Cabarrus, Catawba, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Rowan, Stanly, and Union Counties in North Carolina; and Chester, Chesterfield, Lancaster, and York Counties in South Carolina	2,801,806	Arts & Science Council of Charlotte/Mecklenburg
Seven-County Metro Area (MN)	Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, and Washington Counties	2,952,932	Creative Minnesota/Minnesota Citizens for the Arts
Central Florida Region	Brevard, Lake, Orange, Osceola, Polk, Seminole, and Volusia Counties	4,020,472	United Arts of Central Florida
Greater Philadelphia Region (PA)	Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties	4,079,583	Greater Philadelphia Cultural Alliance
Greater Washington Region (DC/MD/VA)	The District of Columbia; Arlington and Fairfax Counties and the cities of Alexandria, Fairfax, and Falls Church in Virginia; and Montgomery and Prince George's Counties in Maryland	4,146,875	CultureCapital
Metro Atlanta Area (GA)	Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry, and Rockdale Counties	4,375,973	Atlanta Regional Commission
Greater Atlanta Region (GA)	Barrow, Bartow, Butts, Carroll, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Hall, Henry, Morgan, Newton, Paulding, Pickens, Rockdale, Spaulding, and Walton Counties	5,647,894	Community Foundation for Greater Atlanta
Greater Houston Region (TX)	Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, San Jacinto, and Waller Counties	6,517,279	Houston Arts Alliance
Dallas-Fort Worth-Arlington MSA (TX)	Collin, Dallas, Denton, Ellis, Hood, Hunt, Johnson, Kaufman, Parker, Rockwall, Tarrant, and Wise Counties	6,945,636	North Texas Business Council for the Arts
<b>Average</b>		<b>1,063,292</b>	
<b>Median</b>		<b>500,137</b>	

**Table 1:**  
**Descriptions and Populations of the 341 Participating Study Regions**

<b>Statewide Study Regions</b>			
All Populations			
Sample Size = 20			
	<b>Definition of Study Region</b>	<b>Population</b>	<b>Name of Study Partner Organization</b>
State of Vermont	State	626,562	Vermont Arts Council
State of North Dakota	State	739,482	North Dakota Council on the Arts
State of Delaware	State	935,614	Delaware Division of the Arts
State of Maine	State	1,330,089	Maine Arts Commission
State of Hawai'i	State	1,419,561	Hawai'i Arts Alliance
State of Nevada	State	2,839,099	Nevada Arts Council
State of Connecticut	State	3,596,677	Connecticut Dept. of Economic and Community Dev. (Office of the Arts)
State of Oklahoma	State	3,878,051	Oklahomans for the Arts
State of Oregon	State	3,970,239	Oregon Arts Commission
State of Minnesota	State	5,489,594	Creative Minnesota/Minnesota Citizens for the Arts
State of Wisconsin	State	5,757,564	Wisconsin Arts Board
State of Maryland	State	5,976,407	Maryland Citizens for the Arts
State of Missouri	State	6,063,589	Missouri Arts Council
State of Tennessee	State	6,549,352	Tennessee Arts Commission
State of Massachusetts	State	6,745,408	Massachusetts Cultural Council
State of New Jersey	State	8,938,175	ArtPride New Jersey
State of North Carolina	State	9,943,964	North Carolina Arts Council
State of Pennsylvania	State	12,787,209	Citizens for the Arts in Pennsylvania
State of Illinois	State	12,880,580	Arts Alliance Illinois
State of Florida	State	19,893,297	Citizens for Florida Arts
<b>Average</b>		<b>6,018,026</b>	
<b>Median</b>		<b>5,623,579</b>	

**Table 1:**  
**Descriptions and Populations of the 341 Participating Study Regions**

<b>Individual Arts, Cultural, and Entertainment Districts</b>			
All Populations			
Sample Size = 12	Definition of Study Region	Population	Name of Study Partner Organization
James River Arts & Cultural District	City of Lynchburg, VA	79,047	City of Lynchburg Office of Economic Development
Center City Charlotte	City of Charlotte, NC	175,422	Arts & Science Council of Charlotte/Mecklenburg
Loch Haven Cultural Park	City of Orlando, FL	262,372	United Arts of Central Florida
Downtown Colorado Springs Creative District	City of Colorado Springs, CO	686,908	Cultural Office of the Pikes Peak Region
Fort Worth Cultural District	City of Fort Worth, TX	812,238	Arts Council of Fort Worth
Dallas Arts District	City of Dallas, TX	1,281,047	Dallas Arts District
Grand Center Arts & Entertainment District	City of St. Louis, MO	1,319,295	St. Louis Regional Arts Commission
Balboa Park Cultural District	City of San Diego, CA	1,381,069	City of San Diego Commission for Arts and Culture
East End Cultural District	City of Houston, TX	4,441,370	Houston Arts Alliance
Houston Museum District Association	City of Houston, TX	4,441,370	Houston Arts Alliance
Midtown Cultural District	City of Houston, TX	4,441,370	Houston Arts Alliance
Washington Avenue Cultural District	City of Houston, TX	4,441,370	Houston Arts Alliance
<b>Average</b>		<b>1,980,240</b>	
<b>Median</b>		<b>1,300,171</b>	

## **Explanation of Table 2: Total Expenditures Made by Nonprofit Arts and Cultural Organizations and Their Audiences Per Study Region During Fiscal Year 2015**

This table presents for each study region the total spending by the nonprofit arts and culture industry—both nonprofit arts and cultural organizations and their audiences—during fiscal year 2015. Summary statistics are calculated for each population group.

### **Column Two:**

The operating expenditures reported by responding nonprofit arts and cultural organizations in each study region during fiscal year 2015. Operating expenditure categories include payroll and payroll taxes, overhead and administrative expenses, event production costs including payments to artists, programmatic expenses, and facility expenses (see the organizational expenditure survey instrument in Appendix B for a detailed breakdown of organizational expenditure categories). These data are real dollars reported by the organizations that responded to the survey in each study region only; no multiplier was used to calculate these figures and no extrapolations were made for non-responding organizations.

### **Column Three:**

The capital expenditures reported by responding nonprofit arts and cultural organizations in each study region during fiscal year 2015. According to generally-accepted accounting principles (GAAP), a capital expenditure is a cost which cannot be deducted in the year in which it is paid or incurred and must be capitalized. The general rule is that if the acquired asset's useful life is longer than the taxable year, then the cost must be capitalized. The capital expenditure costs are then amortized or depreciated over the life of the asset in question. For nonprofit arts and cultural organizations, capital expenditures typically include purchases of art, equipment, and real estate. Capital expenditures also include construction and renovation costs. These data are real dollars reported by the organizations that responded to the survey in each study region only; no multiplier was used to calculate these figures and no extrapolations were made for non-responding organizations.

### **Column Four:**

The total organizational expenditures of nonprofit arts and cultural organizations in each study region during fiscal year 2015. This figure is the sum of operating expenditures (Column Two) and capital expenditures (Column Three). These data are real dollars reported by the organizations that responded to the survey in each study region only; no multiplier was used to calculate these figures and no extrapolations were made for non-responding organizations.

### **Column Five:**

The total estimated expenditures made by arts audiences as a direct result of their attendance to nonprofit arts and culture events in each study region during fiscal year 2015. For example, when patrons attend an arts and culture event they may purchase dinner at a local restaurant, pay a valet to park their car, eat dessert after the event, and/or pay a babysitter upon returning home (see the audience expenditure survey instrument in Appendix C of the *Arts & Economic Prosperity 5* National Statistical Report for a complete breakdown of audience expenditure categories).

### **Column Six:**

The total spending by the nonprofit arts and culture industry in each study region during fiscal year 2015. This figure is the sum of total organizational expenditures (Column Four) and total event-related spending by arts audiences (Column Five).

**Table 2:**  
**Total Expenditures Made by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group A</b> Population Fewer than 50,000 Sample Size = 52	<b>Operating</b> <b>Expenditures</b>	<b>+</b>	<b>Capital</b> <b>Expenditures</b>	<b>=</b>	<b>Total</b> <b>Organizational</b> <b>Expenditures</b>	<b>Total</b> <b>Audience</b> <b>Expenditures</b>	<b>Total Expenditures</b> <b>(Both Organizations</b> <b>and Audiences)</b>
Town of Crested Butte (CO) <sup>3</sup>	\$4,460,046		\$94,376		\$4,554,422	\$5,681,804	\$10,236,226
City of Pine City (MN) <sup>2</sup>	\$425,217		\$0		\$425,217	\$561,510	\$986,727
City of Alva (OK)	\$1,155,716		\$33,000		\$1,188,716	\$569,771	\$1,758,487
Cook County (MN) <sup>2</sup>	\$2,458,849		\$116,965		\$2,575,814	\$2,027,212	\$4,603,026
Town of Hillsborough (NC)	\$1,575,593		\$18,707		\$1,594,300	\$3,982,167	\$5,576,467
City of Virginia (MN) <sup>2</sup>	\$115,568		\$0		\$115,568	\$64,430	\$179,998
Town of Jackson (WY) <sup>3</sup>	\$18,679,461		\$46,519		\$18,725,980	\$32,521,961	\$51,247,941
City of Guthrie (OK)	\$1,394,293		\$217,389		\$1,611,682	\$2,331,481	\$3,943,163
City of Grand Rapids (MN) <sup>2</sup>	\$2,793,920		\$40,000		\$2,833,920	\$2,246,065	\$5,079,985
Town of Medfield (MA)	\$2,731,501		\$17,226		\$2,748,727	\$382,700	\$3,131,427
City of Fergus Falls (MN) <sup>2</sup>	\$1,437,931		\$835,023		\$2,272,954	\$682,635	\$2,955,589
Grundy County (TN) <sup>4</sup>	\$110,283		\$0		\$110,283	\$916,143	\$1,026,426
City of Falls Church (VA) <sup>3</sup>	\$6,053,028		\$696,122		\$6,749,150	\$19,029,073	\$25,778,223
City of Jamestown (ND)	\$774,277		\$281,103		\$1,055,380	\$5,806,005	\$6,861,385
City of Waterville (ME) <sup>1</sup>	\$4,449,410		\$0		\$4,449,410	\$1,843,453	\$6,292,863
City of Red Wing (MN) <sup>2</sup>	\$1,724,398		\$0		\$1,724,398	\$504,243	\$2,228,641
City of Durango (CO) <sup>1</sup>	\$8,526,566		\$93,146		\$8,619,712	\$9,476,898	\$18,096,610
City of Hannibal (MO)	\$1,330,525		\$69,422		\$1,399,947	\$3,692,452	\$5,092,399
City of Tullahoma (TN)	\$543,008		\$67,707		\$610,715	\$457,871	\$1,068,586
City of Northfield (MN) <sup>2</sup>	\$1,297,441		\$0		\$1,297,441	\$874,552	\$2,171,993
Town of Carrboro (NC)	\$3,411,873		\$228,884		\$3,640,757	\$4,070,927	\$7,711,684
Macon County (TN) <sup>4</sup>	\$63,869		\$40,229		\$104,098	\$66,583	\$170,681
City of Laguna Beach (CA) <sup>3</sup>	\$31,750,656		\$8,368,035		\$40,118,691	\$55,244,985	\$95,363,676
Hickman County (TN) <sup>4</sup>	\$1,148,455		\$4,000		\$1,152,455	\$628,056	\$1,780,511
City of Fairfax (VA)	\$2,639,540		\$0		\$2,639,540	\$1,052,653	\$3,692,193
City of Ponca City (OK)	\$2,612,457		\$186,760		\$2,799,217	\$2,206,719	\$5,005,936
City of Paducah (KY) <sup>1</sup>	\$10,550,895		\$7,504,956		\$18,055,851	\$9,391,310	\$27,447,161
Mille Lacs County (MN) <sup>2</sup>	\$565,805		\$9,750		\$575,555	\$270,407	\$845,962
McNairy County (TN) <sup>4</sup>	\$22,544		\$0		\$22,544	\$288,940	\$311,484
City of Winona (MN) <sup>2</sup>	\$3,269,157		\$700		\$3,269,857	\$1,459,202	\$4,729,059



**Table 2:  
Total Expenditures Made by Nonprofit Arts and Cultural Organizations  
and Their Audiences Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group A</b> Population Fewer than 50,000 Sample Size = 52	<b>Operating Expenditures</b>	<b>+</b>	<b>Capital Expenditures</b>	<b>=</b>	<b>Total Organizational Expenditures</b>	<b>Total Audience Expenditures</b>	<b>Total Expenditures (Both Organizations and Audiences)</b>
Door County (WI) <sup>4</sup>	\$9,024,527		\$706,233		\$9,730,760	\$14,967,671	\$24,698,431
City of Benicia (CA)	\$2,901,634		\$500		\$2,902,134	\$1,760,159	\$4,662,293
City of Winter Park (FL) <sup>3</sup>	\$16,572,396		\$3,669		\$16,576,065	\$29,406,839	\$45,982,904
City of Rochester (NH) <sup>1</sup>	\$4,342,390		\$11,553		\$4,353,943	\$7,902,214	\$12,256,157
City of Morgantown (WV) <sup>1</sup>	\$27,454,214		\$0		\$27,454,214	\$8,020,706	\$35,474,920
Henry County (TN) <sup>4</sup>	\$183,375		\$599		\$183,974	\$541,722	\$725,696
City of Fairbanks (AK) <sup>1</sup>	\$8,757,915		\$21,850		\$8,779,765	\$9,283,046	\$18,062,811
City of Bangor (ME)	\$3,437,656		\$0		\$3,437,656	\$6,577,435	\$10,015,091
Weakley County (TN) <sup>4</sup>	\$211,563		\$0		\$211,563	\$1,174,650	\$1,386,213
Dare County (NC) <sup>4</sup>	\$13,650,831		\$139,363		\$13,790,194	\$41,040,752	\$54,830,946
City of Columbia (TN)	\$1,268,724		\$29,000		\$1,297,724	\$6,362,126	\$7,659,850
City of Lake Worth (FL) <sup>3</sup>	\$14,060,227		\$595,832		\$14,656,059	\$12,613,298	\$27,269,357
Clatsop County (OR) <sup>4</sup>	\$2,829,081		\$44,964		\$2,874,045	\$10,849,913	\$13,723,958
Yadkin County (NC) <sup>4</sup>	\$809,737		\$0		\$809,737	\$70,670	\$880,407
Greater Belfast Area (ME) <sup>4</sup>	\$2,683,737		\$0		\$2,683,737	\$5,124,419	\$7,808,156
Campbell County (TN) <sup>4</sup>	\$106,171		\$2,500		\$108,671	\$436,962	\$545,633
Monroe County (TN) <sup>4</sup>	\$553,346		\$113,534		\$666,880	\$6,027,214	\$6,694,094
Lincoln County (OR) <sup>4</sup>	\$1,593,530		\$2,000		\$1,595,530	\$8,828,455	\$10,423,985
Iron County (UT) <sup>4</sup>	\$13,330,445		\$0		\$13,330,445	\$62,797,842	\$76,128,287
City of St. Louis Park (MN) <sup>2</sup>	\$758,069		\$0		\$758,069	\$759,072	\$1,517,141
City of Logan (UT) <sup>1</sup>	\$15,345,032		\$2,227,754		\$17,572,786	\$13,753,037	\$31,325,823
Gibson County (TN) <sup>4</sup>	\$998,302		\$5,351		\$1,003,653	\$7,117,024	\$8,120,677
<b>Group A Average</b>	<b>\$4,979,715</b>		<b>\$439,898</b>		<b>\$5,419,614</b>	<b>\$8,148,989</b>	<b>\$13,568,603</b>
<b>Percentage of Group A Total</b>	<b>36.7%</b>		<b>3.2%</b>		<b>39.9%</b>	<b>60.1%</b>	<b>100.0%</b>
Group A Average Excluding Outliers/Exclusions					\$2,071,269	\$4,946,157	
Group A Median	\$2,535,653		\$17,967		\$2,607,677	\$3,011,967	\$5,334,433

**Table 2:  
Total Expenditures Made by Nonprofit Arts and Cultural Organizations  
and Their Audiences Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group B</b> Population 50,000 to 99,999 Sample Size = 38	<b>Operating Expenditures</b>	<b>+</b>	<b>Capital Expenditures</b>	<b>=</b>	<b>Total Organizational Expenditures</b>	<b>Total Audience Expenditures</b>	<b>Total Expenditures (Both Organizations and Audiences)</b>
City of Joplin (MO)	\$1,765,336		\$27,300		\$1,792,636	\$3,558,721	\$5,351,357
City of La Crosse (WI)	\$11,882,590		\$945,262		\$12,827,852	\$19,855,615	\$32,683,467
McMinn County (TN) <sup>4</sup>	\$1,840,966		\$180,554		\$2,021,520	\$5,383,250	\$7,404,770
Lafayette County (MS) <sup>4</sup>	\$1,514,783		\$1,140,674		\$2,655,457	\$8,337,600	\$10,993,057
Chisago County (MN) <sup>2</sup>	\$655,430		\$0		\$655,430	\$2,200,334	\$2,855,764
City of Grand Forks (ND)	\$2,781,581		\$0		\$2,781,581	\$3,159,035	\$5,940,616
City of Corvallis (OR)	\$27,542,447		\$3,000		\$27,545,447	\$44,324,930	\$71,870,377
City of Noblesville (IN)	\$475,139		\$0		\$475,139	\$1,701,673	\$2,176,812
City of Ocala (FL)	\$13,195,541		\$1,100,213		\$14,295,754	\$41,671,737	\$55,967,491
Lenoir County (NC) <sup>4</sup>	\$932,880		\$0		\$932,880	\$12,666,803	\$13,599,683
Town of Chapel Hill (NC)	\$82,923,455		\$5,484,442		\$88,407,897	\$28,613,313	\$117,021,210
City of Grand Junction (CO)	\$10,180,855		\$1,094,245		\$11,275,100	\$5,991,168	\$17,266,268
Town of Jupiter (FL)	\$7,844,533		\$174,571		\$8,019,104	\$5,110,235	\$13,129,339
Hamblen County (TN) <sup>4</sup>	\$691,918		\$68,400		\$760,318	\$1,259,169	\$2,019,487
City of Delray Beach (FL)	\$11,281,497		\$38,195		\$11,319,692	\$10,115,146	\$21,434,838
City of St. Cloud (MN) <sup>2</sup>	\$5,323,223		\$22,132		\$5,345,355	\$7,088,986	\$12,434,341
City of Portland (ME)	\$44,234,467		\$2,337,935		\$46,572,402	\$29,028,265	\$75,600,667
City of Jackson (TN)	\$2,654,496		\$12,000		\$2,666,496	\$2,052,410	\$4,718,906
City of Walnut Creek (CA)	\$20,999,826		\$97,995		\$21,097,821	\$20,432,138	\$41,529,959
Greene County (TN) <sup>4</sup>	\$2,386,360		\$119,261		\$2,505,621	\$2,241,470	\$4,747,091
City of Flagstaff (AZ)	\$51,641,970		\$24,774		\$51,666,744	\$38,129,798	\$89,796,542
City of Missoula (MT)	\$19,940,806		\$451,507		\$20,392,313	\$33,643,180	\$54,035,493
City of Fort Myers (FL)	\$13,047,643		\$634,419		\$13,682,062	\$36,033,896	\$49,715,958
Putnam County (TN) <sup>4</sup>	\$2,032,746		\$5,456		\$2,038,202	\$365,463	\$2,403,665
Monroe County (FL) <sup>4</sup>	\$27,162,122		\$26,631		\$27,188,753	\$57,877,545	\$85,066,298
City of Lynchburg (VA)	\$6,328,848		\$319,770		\$6,648,618	\$4,207,822	\$10,856,440
City of Duluth (MN) <sup>2</sup>	\$14,255,391		\$36,000		\$14,291,391	\$21,734,978	\$36,026,369
City of Fishers (IN)	\$22,846,569		\$247,976		\$23,094,545	\$11,406,796	\$34,501,341
City of Carmel (IN)	\$12,500,551		\$58,874		\$12,559,425	\$6,951,895	\$19,511,320
City of Sugar Land (TX)	\$625,740		\$21,000		\$646,740	\$523,961	\$1,170,701

**Table 2:  
Total Expenditures Made by Nonprofit Arts and Cultural Organizations  
and Their Audiences Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group B</b> Population 50,000 to 99,999 Sample Size = 38	<b>Operating Expenditures</b>	<b>+</b>	<b>Capital Expenditures</b>	<b>=</b>	<b>Total Organizational Expenditures</b>	<b>Total Audience Expenditures</b>	<b>Total Expenditures (Both Organizations and Audiences)</b>
City of Asheville (NC)	\$18,220,470		\$1,320,996		\$19,541,466	\$39,114,604	\$58,656,070
Buchanan County (MO) <sup>4</sup>	\$10,079,729		\$0		\$10,079,729	\$10,978,269	\$21,057,998
City of Boca Raton (FL)	\$10,553,059		\$204,714		\$10,757,773	\$11,057,891	\$21,815,664
City of Miami Beach (FL) <sup>3</sup>	\$79,444,914		\$5,325,477		\$84,770,391	\$75,134,150	\$159,904,541
Moore County (NC) <sup>4</sup>	\$6,586,038		\$290,941		\$6,876,979	\$6,389,283	\$13,266,262
Sevier County (TN) <sup>4</sup>	\$3,643,416		\$2,000		\$3,645,416	\$42,123,668	\$45,769,084
Cape May County (NJ) <sup>4</sup>	\$4,427,588		\$117,396		\$4,544,984	\$15,021,250	\$19,566,234
Cleveland County (NC) <sup>4</sup>	\$2,244,419		\$43,320		\$2,287,739	\$3,367,458	\$5,655,197
<b>Group B Average</b>	<b>\$14,649,720</b>		<b>\$578,353</b>		<b>\$15,228,073</b>	<b>\$17,601,419</b>	<b>\$32,829,492</b>
<b>Percentage of Group B Total</b>	<b>44.6%</b>		<b>1.8%</b>		<b>46.4%</b>	<b>53.6%</b>	<b>100.0%</b>
Group B Average Excluding Outliers/Exclusions					\$18,548,482	\$18,031,101	
Group B Median	\$8,962,131		\$83,198		\$9,049,417	\$10,546,708	\$19,538,777

**Table 2:**  
**Total Expenditures Made by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group C</b> Population 100,000 to 249,999 Sample Size = 50	<b>Operating Expenditures</b>	<b>+</b>	<b>Capital Expenditures</b>	<b>=</b>	<b>Total Organizational Expenditures</b>	<b>Total Audience Expenditures</b>	<b>Total Expenditures (Both Organizations and Audiences)</b>
City of Las Cruces (NM)	\$8,477,579		\$30,853		\$8,508,432	\$10,596,813	\$19,105,245
Eau Claire County (WI) <sup>4</sup>	\$3,394,103		\$1,115,240		\$4,509,343	\$5,800,746	\$10,310,089
Yamhill County (OR) <sup>4</sup>	\$17,420,453		\$3,244,187		\$20,664,640	\$24,305,837	\$44,970,477
City of Lewisville (TX)	\$1,506,902		\$6,382		\$1,513,284	\$304,772	\$1,818,056
City of West Palm Beach (FL)	\$95,412,080		\$21,598,162		\$117,010,242	\$105,023,175	\$222,033,417
City of Boulder (CO)	\$35,064,024		\$450,357		\$35,514,381	\$34,283,259	\$69,797,640
City of Richardson (TX)	\$12,143,635		\$0		\$12,143,635	\$8,452,425	\$20,596,060
City of High Point (NC)	\$2,461,321		\$98,968		\$2,560,289	\$3,190,517	\$5,750,806
City of Cambridge (MA)	\$119,802,629		\$0		\$119,802,629	\$55,007,895	\$174,810,524
City of Lowell (MA)	\$8,688,661		\$0		\$8,688,661	\$3,605,666	\$12,294,327
Douglas County (KS) <sup>4</sup>	\$15,067,198		\$603,693		\$15,670,891	\$15,090,256	\$30,761,147
City of Columbia (MO)	\$9,013,950		\$138,394		\$9,152,344	\$5,561,719	\$14,714,063
City of Norman (OK)	\$11,337,698		\$215,179		\$11,552,877	\$44,621,918	\$56,174,795
Wayne County (NC) <sup>4</sup>	\$1,526,265		\$43,774		\$1,570,039	\$3,260,763	\$4,830,802
City of Lafayette (LA)	\$6,356,368		\$0		\$6,356,368	\$10,620,627	\$16,976,995
Washington County (TN) <sup>4</sup>	\$3,201,537		\$56,366		\$3,257,903	\$15,198,698	\$18,456,601
City of Thousand Oaks (CA)	\$8,538,482		\$71,190		\$8,609,672	\$4,203,069	\$12,812,741
City of Charleston (SC)	\$65,988,815		\$103,175		\$66,091,990	\$120,433,761	\$186,525,751
City of Waco (TX)	\$30,355,479		\$1,036,431		\$31,391,910	\$32,298,881	\$63,690,791
Robeson County (NC) <sup>4</sup>	\$2,907,420		\$7,000		\$2,914,420	\$1,037,548	\$3,951,968
Columbia County (GA) <sup>4</sup>	\$25,211		\$18,000		\$43,211	\$44,626	\$87,837
Orange County (NC) <sup>4</sup>	\$87,910,921		\$5,732,554		\$93,643,475	\$36,666,872	\$130,310,347
City of Savannah (GA)	\$34,462,355		\$336,830		\$34,799,185	\$101,140,651	\$135,939,836
Indian River County (FL) <sup>4</sup>	\$15,547,199		\$471,824		\$16,019,023	\$8,855,149	\$24,874,172
City of Alexandria (VA)	\$33,647,422		\$2,179,677		\$35,827,099	\$76,016,409	\$111,843,508
Martin County (FL) <sup>4</sup>	\$13,443,227		\$823,505		\$14,266,732	\$12,885,638	\$27,152,370
Macon-Bibb County (GA) <sup>4</sup>	\$46,431,604		\$2,708,130		\$49,139,734	\$38,937,787	\$88,077,521
City of Springfield (MA)	\$33,796,191		\$2,313,053		\$36,109,244	\$13,876,246	\$49,985,490
Catawba County (NC) <sup>4</sup>	\$11,673,660		\$895,564		\$12,569,224	\$36,671,219	\$49,240,443
Town of Cary (NC)	\$5,948,204		\$205,439		\$6,153,643	\$10,826,761	\$16,980,404

**Table 2:**  
**Total Expenditures Made by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group C</b> Population 100,000 to 249,999 Sample Size = 50	<b>Operating Expenditures</b>	<b>+</b>	<b>Capital Expenditures</b>	<b>=</b>	<b>Total Organizational Expenditures</b>	<b>Total Audience Expenditures</b>	<b>Total Expenditures (Both Organizations and Audiences)</b>
Alamance County (NC) <sup>4</sup>	\$3,627,125		\$250,600		\$3,877,725	\$4,937,353	\$8,815,078
Cumberland County (NJ)	\$9,253,366		\$293,358		\$9,546,724	\$7,196,474	\$16,743,198
City of Eugene (OR)	\$40,101,848		\$678,667		\$40,780,515	\$21,423,287	\$62,203,802
Middlesex County (CT) <sup>4</sup>	\$20,798,311		\$85,372		\$20,883,683	\$11,117,321	\$32,001,004
City of Springfield (MO)	\$9,170,576		\$607,928		\$9,778,504	\$17,087,113	\$26,865,617
City of Sioux Falls (SD)	\$19,792,501		\$320,000		\$20,112,501	\$84,438,598	\$104,551,099
Pitt County (NC) <sup>4</sup>	\$12,620,007		\$69,840		\$12,689,847	\$5,422,000	\$18,111,847
City of Providence (RI)	\$93,718,391		\$114,164		\$93,832,555	\$111,948,211	\$205,780,766
City of Worcester (MA)	\$61,732,448		\$2,772,188		\$64,504,636	\$61,185,858	\$125,690,494
Montgomery County (TN) <sup>4</sup>	\$2,964,420		\$0		\$2,964,420	\$2,041,349	\$5,005,769
Salt Lake City (UT)	\$111,472,408		\$970,356		\$112,442,764	\$194,120,153	\$306,562,917
Cabarrus County (NC) <sup>4</sup>	\$2,077,306		\$188,265		\$2,265,571	\$4,677,402	\$6,942,973
Richmond County (GA) <sup>4</sup>	\$36,888,150		\$923,288		\$37,811,438	\$19,941,434	\$57,752,872
City of Tacoma (WA)	\$65,685,768		\$8,962,691		\$74,648,459	\$62,565,471	\$137,213,930
Doña Ana County (NM) <sup>4</sup>	\$12,844,357		\$75,853		\$12,920,210	\$20,191,146	\$33,111,356
New Hanover County (NC) <sup>4</sup>	\$14,053,652		\$788,085		\$14,841,737	\$40,963,688	\$55,805,425
Arlington County (VA) <sup>4</sup>	\$167,434,420		\$3,328,057		\$170,762,477	\$18,476,219	\$189,238,696
City of Irving (TX)	\$24,192,919		\$0		\$24,192,919	\$1,260,973	\$25,453,892
City of Reno (NV)	\$44,800,864		\$5,338,539		\$50,139,403	\$38,895,672	\$89,035,075
York County (SC) <sup>4</sup>	\$13,256,469		\$23,176		\$13,279,645	\$13,756,005	\$27,035,650
<b>Group C Average</b>	<b>\$30,160,718</b>		<b>\$1,405,887</b>		<b>\$31,566,605</b>	<b>\$31,609,309</b>	<b>\$63,175,914</b>
<b>Percentage of Group C Total</b>	<b>47.7%</b>		<b>2.2%</b>		<b>50.0%</b>	<b>50.0%</b>	<b>100.0%</b>
Group C Average Excluding Outliers/Exclusions					\$38,600,672	\$45,666,293	
Group C Median	\$13,748,440		\$271,979		\$14,554,235	\$15,144,477	\$31,381,076

**Table 2:**  
**Total Expenditures Made by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group D</b> Population 250,000 to 499,999 Sample Size = 42	<b>Operating Expenditures</b>	<b>+</b>	<b>Capital Expenditures</b>	<b>=</b>	<b>Total Organizational Expenditures</b>	<b>Total Audience Expenditures</b>	<b>Total Expenditures (Both Organizations and Audiences)</b>
Buncombe County (NC) <sup>4</sup>	\$24,406,698		\$1,957,184		\$26,363,882	\$42,520,698	\$68,884,580
Alachua County (FL) <sup>4</sup>	\$36,037,714		\$525,433		\$36,563,147	\$67,892,593	\$104,455,740
Greater Green Bay Area (WI) <sup>4</sup>	\$22,421,258		\$971,188		\$23,392,446	\$12,925,635	\$36,318,081
City of Orlando (FL)	\$123,108,734		\$539,441		\$123,648,175	\$65,576,512	\$189,224,687
City of Lincoln (NE)	\$50,480,134		\$185,428		\$50,665,562	\$48,329,810	\$98,995,372
Southeastern Connecticut Region (CT) <sup>4</sup>	\$86,330,330		\$829,436		\$87,159,766	\$81,213,782	\$168,373,548
Erie County (PA) <sup>4</sup>	\$18,960,756		\$130,394		\$19,091,150	\$23,147,814	\$42,238,964
San Luis Obispo County (CA) <sup>4</sup>	\$12,959,361		\$733,661		\$13,693,022	\$14,029,567	\$27,722,589
City of Newark (NJ)	\$108,326,194		\$1,039,050		\$109,365,244	\$68,963,054	\$178,328,298
Leon County (FL) <sup>4</sup>	\$98,312,201		\$2,141,809		\$100,454,010	\$101,416,276	\$201,870,286
Rutherford County (TN) <sup>4</sup>	\$9,667,954		\$1,130,833		\$10,798,787	\$20,370,806	\$31,169,593
St. Lucie County (FL) <sup>4</sup>	\$3,119,978		\$0		\$3,119,978	\$4,697,606	\$7,817,584
Greater Spartanburg Area (SC) <sup>4</sup>	\$20,039,638		\$1,332,045		\$21,371,683	\$10,670,113	\$32,041,796
Durham County (NC) <sup>4</sup>	\$98,590,291		\$6,028,835		\$104,619,126	\$49,550,897	\$154,170,023
City of St. Paul (MN) <sup>2</sup>	\$275,926,038		\$5,683,920		\$281,609,958	\$195,262,963	\$476,872,921
Hamilton County (IN) <sup>4</sup>	\$35,871,289		\$333,450		\$36,204,739	\$21,902,882	\$58,107,621
Osceola County (FL) <sup>4</sup>	\$1,919,906		\$2,500		\$1,922,406	\$1,731,658	\$3,654,064
Escambia County (FL) <sup>4</sup>	\$27,184,419		\$265,556		\$27,449,975	\$61,364,635	\$88,814,610
Lexington-Fayette Urban County (KY) <sup>4</sup>	\$13,317,334		\$2,811,988		\$16,129,322	\$15,984,825	\$32,114,147
Lake County (FL) <sup>4</sup>	\$1,137,478		\$0		\$1,137,478	\$8,016,604	\$9,154,082
City of Riverside (CA)	\$17,566,798		\$8,290		\$17,575,088	\$25,414,927	\$42,990,015
Cumberland County (NC) <sup>4</sup>	\$29,233,362		\$422,581		\$29,655,943	\$29,520,110	\$59,176,053
Collier County (FL) <sup>4</sup>	\$60,653,748		\$2,319,974		\$62,973,722	\$44,713,126	\$107,686,848
Hamilton County (TN) <sup>4</sup>	\$64,027,056		\$741,799		\$64,768,855	\$107,710,825	\$172,479,680
Manatee County (FL) <sup>4</sup>	\$14,422,608		\$19,094		\$14,441,702	\$32,987,303	\$47,429,005
City of Tampa (FL)	\$121,456,312		\$9,245,676		\$130,701,988	\$218,525,750	\$349,227,738
Forsyth County (NC) <sup>4</sup>	\$102,819,168		\$1,887,629		\$104,706,797	\$52,083,038	\$156,789,835
Mercer County (NJ) <sup>4</sup>	\$21,726,187		\$368,960		\$22,095,147	\$18,713,948	\$40,809,095
City of Wichita (KS)	\$43,115,058		\$821,598		\$43,936,656	\$50,788,472	\$94,725,128
Clackamas County (OR) <sup>4</sup>	\$5,821,109		\$0		\$5,821,109	\$9,016,568	\$14,837,677

**Table 2:  
Total Expenditures Made by Nonprofit Arts and Cultural Organizations  
and Their Audiences Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group D</b> Population 250,000 to 499,999 Sample Size = 42	<b>Operating Expenditures</b>	<b>+</b>	<b>Capital Expenditures</b>	<b>=</b>	<b>Total Organizational Expenditures</b>	<b>Total Audience Expenditures</b>	<b>Total Expenditures (Both Organizations and Audiences)</b>
Sarasota County (FL) <sup>4</sup>	\$177,825,864		\$23,689,073		\$201,514,937	\$93,489,521	\$295,004,458
City of Minneapolis (MN) <sup>2</sup>	\$318,756,265		\$4,638,259		\$323,394,524	\$217,285,067	\$540,679,591
Berks County (PA) <sup>4</sup>	\$10,452,105		\$353,422		\$10,805,527	\$8,140,047	\$18,945,574
City of Miami (FL)	\$311,769,047		\$175,809,421		\$487,578,468	\$262,596,886	\$750,175,354
City of Raleigh (NC)	\$147,841,621		\$19,827,335		\$167,668,956	\$363,988,155	\$531,657,111
Santa Barbara County (CA) <sup>4</sup>	\$120,104,471		\$6,198,798		\$126,303,269	\$72,295,776	\$198,599,045
Seminole County (FL) <sup>4</sup>	\$8,247,427		\$5,746		\$8,253,173	\$8,306,215	\$16,559,388
City of Virginia Beach (VA)	\$24,654,536		\$1,274,833		\$25,929,369	\$61,802,150	\$87,731,519
City of Atlanta (GA)	\$341,096,598		\$30,802,912		\$371,899,510	\$232,656,425	\$604,555,935
City of Mesa (AZ)	\$16,852,127		\$2,500		\$16,854,627	\$12,783,542	\$29,638,169
City of Kansas City (MO)	\$154,932,522		\$6,774,071		\$161,706,593	\$82,505,241	\$244,211,834
Morris County (NJ) <sup>4</sup>	\$15,484,375		\$299,804		\$15,784,179	\$16,028,988	\$31,813,167
<b>Group D Average</b>	<b>\$76,118,478</b>		<b>\$7,432,236</b>		<b>\$83,550,714</b>	<b>\$69,926,686</b>	<b>\$153,477,400</b>
<b>Percentage of Group D Total</b>	<b>49.6%</b>		<b>4.8%</b>		<b>54.4%</b>	<b>45.6%</b>	<b>100.0%</b>
Group D Average Excluding Outliers/Exclusions					\$142,294,186	\$124,494,244	
Group D Median	\$32,552,326		\$825,517		\$32,930,341	\$46,521,468	\$88,273,065

**Table 2:  
Total Expenditures Made by Nonprofit Arts and Cultural Organizations  
and Their Audiences Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group E</b> Population 500,000 to 999,999 Sample Size = 25	<b>Operating Expenditures</b>	<b>+</b>	<b>Capital Expenditures</b>	<b>=</b>	<b>Total Organizational Expenditures</b>	<b>Total Audience Expenditures</b>	<b>Total Expenditures (Both Organizations and Audiences)</b>
Sonoma County (CA) <sup>4</sup>	\$44,938,414		\$179,799		\$45,118,213	\$35,290,315	\$80,408,528
Volusia County (FL) <sup>4</sup>	\$13,625,874		\$94,757		\$13,720,631	\$35,015,240	\$48,735,871
Guilford County (NC) <sup>4</sup>	\$62,172,032		\$4,890,694		\$67,062,726	\$95,171,867	\$162,234,593
Dane County (WI) <sup>4</sup>	\$145,331,037		\$408,575		\$145,739,612	\$104,161,585	\$249,901,197
Brevard County (FL) <sup>4</sup>	\$7,119,716		\$0		\$7,119,716	\$3,505,227	\$10,624,943
Washington County (OR) <sup>4</sup>	\$13,683,183		\$130,081		\$13,813,264	\$7,272,749	\$21,086,013
Johnson County (KS) <sup>4</sup>	\$11,804,710		\$531,129		\$12,335,839	\$10,438,987	\$22,774,826
City of Louisville (KY)	\$193,945,296		\$30,615,264		\$224,560,560	\$237,946,184	\$462,506,744
City of Baltimore (MD)	\$324,644,774		\$1,688,378		\$326,333,152	\$279,675,260	\$606,008,412
Polk County (FL) <sup>4</sup>	\$15,544,744		\$245,688		\$15,790,432	\$30,799,415	\$46,589,847
City of Boston (MA)	\$753,635,477		\$10,252,535		\$763,888,012	\$590,249,049	\$1,354,137,061
District of Columbia (DC) <sup>3</sup>	\$1,519,386,543		\$134,847,625		\$1,654,234,168	\$1,252,037,358	\$2,906,271,526
City of Nashville-Davidson County (TN)	\$172,803,135		\$5,977,149		\$178,780,284	\$250,560,557	\$429,340,841
City of El Paso (TX)	\$57,885,862		\$2,092,824		\$59,978,686	\$43,468,775	\$103,447,461
Lee County (FL) <sup>4</sup>	\$32,408,924		\$1,569,760		\$33,978,684	\$106,117,364	\$140,096,048
City of Fort Worth (TX)	\$253,140,680		\$2,835,573		\$255,976,253	\$194,654,565	\$450,630,818
City of Indianapolis (IN)	\$211,387,341		\$15,906,150		\$227,293,491	\$213,236,618	\$440,530,109
City and County of San Francisco (CA)	\$778,618,884		\$1,994,214		\$780,613,098	\$667,740,510	\$1,448,353,608
Prince George's County (MD) <sup>4</sup>	\$23,780,172		\$2,576		\$23,782,748	\$34,910,511	\$58,693,259
Pinellas County (FL) <sup>4</sup>	\$96,487,644		\$3,707,416		\$100,195,060	\$140,781,982	\$240,977,042
Shelby County (TN) <sup>4</sup>	\$104,138,496		\$14,058,111		\$118,196,607	\$79,131,575	\$197,328,182
Fairfield County (CT) <sup>4</sup>	\$146,354,877		\$2,266,381		\$148,621,258	\$86,618,360	\$235,239,618
Westchester County (NY) <sup>4</sup>	\$101,403,051		\$5,166,658		\$106,569,709	\$65,689,723	\$172,259,432
Fulton County (GA) <sup>4</sup>	\$351,939,799		\$30,802,912		\$382,742,711	\$236,232,626	\$618,975,337
Wake County (NC) <sup>4</sup>	\$157,579,218		\$21,567,051		\$179,146,269	\$378,008,208	\$557,154,477
<b>Group E Average</b>	<b>\$223,750,395</b>		<b>\$11,673,252</b>		<b>\$235,423,647</b>	<b>\$207,148,584</b>	<b>\$442,572,232</b>
<b>Percentage of Group E Total</b>	<b>50.6%</b>		<b>2.6%</b>		<b>53.2%</b>	<b>46.8%</b>	<b>100.0%</b>
Group E Average Excluding Outliers/Exclusions					\$352,177,942	\$309,691,440	
Group E Median	\$104,138,496		\$2,266,381		\$118,196,607	\$104,161,585	\$235,239,618

SOURCE: Arts and Economic Prosperity 5, Americans for the Arts, 2017. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).



**Table 2:  
Total Expenditures Made by Nonprofit Arts and Cultural Organizations  
and Their Audiences Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group F</b> Population 1,000,000 or More Sample Size = 21	<b>Operating Expenditures</b>	<b>+</b>	<b>Capital Expenditures</b>	<b>=</b>	<b>Total Organizational Expenditures</b>	<b>Total Audience Expenditures</b>	<b>Total Expenditures (Both Organizations and Audiences)</b>
Mecklenburg County (NC) <sup>4</sup>	\$133,897,279		\$3,840,574		\$137,737,853	\$104,985,768	\$242,723,621
City of San José (CA)	\$73,221,310		\$241,243		\$73,462,553	\$117,746,926	\$191,209,479
Montgomery County (MD) <sup>4</sup>	\$105,073,377		\$31,379		\$105,104,756	\$78,111,500	\$183,216,256
Fairfax County (VA) <sup>4</sup>	\$168,854,526		\$4,555,292		\$173,409,818	\$98,189,315	\$271,599,133
Allegheny County (PA) <sup>4</sup>	\$549,611,255		\$263,391		\$549,874,646	\$509,510,265	\$1,059,384,911
Greater Columbus Area (OH) <sup>4</sup>	\$220,502,471		\$1,975,022		\$222,477,493	\$189,782,016	\$412,259,509
Orange County (FL) <sup>4</sup>	\$153,603,600		\$743,936		\$154,347,536	\$110,252,239	\$264,599,775
City of Dallas (TX)	\$630,886,100		\$583,225		\$631,469,325	\$259,701,224	\$891,170,549
Hillsborough County (FL) <sup>4</sup>	\$163,638,378		\$11,586,882		\$175,225,260	\$257,987,724	\$433,212,984
City of San Diego (CA)	\$541,134,165		\$12,429,228		\$553,563,393	\$546,370,965	\$1,099,934,358
Palm Beach County (FL) <sup>4</sup>	\$161,187,251		\$23,104,939		\$184,292,190	\$160,992,666	\$345,284,856
City of San Antonio (TX)	\$142,773,352		\$353,784		\$143,127,136	\$280,305,439	\$423,432,575
Sacramento County (CA) <sup>4</sup>	\$78,952,540		\$3,383,816		\$82,336,356	\$84,387,257	\$166,723,613
City of Phoenix (AZ)	\$164,575,985		\$28,300		\$164,604,285	\$237,176,500	\$401,780,785
City and County of Philadelphia (PA)	\$828,608,880		\$20,313,643		\$848,922,523	\$765,177,606	\$1,614,100,129
Broward County (FL) <sup>4</sup>	\$136,586,542		\$11,901,465		\$148,488,007	\$265,744,813	\$414,232,820
Santa Clara County (CA) <sup>4</sup>	\$112,089,976		\$252,364		\$112,342,340	\$138,697,159	\$251,039,499
Riverside County (CA) <sup>4</sup>	\$63,966,727		\$8,290		\$63,975,017	\$61,196,927	\$125,171,944
Miami-Dade County (FL) <sup>4</sup>	\$614,954,238		\$236,959,758		\$851,913,996	\$578,598,817	\$1,430,512,813
City of Chicago (IL)	\$1,328,784,955		\$46,080,860		\$1,374,865,815	\$1,836,870,238	\$3,211,736,053
Harris County (TX) <sup>4</sup>	\$502,580,416		\$62,562,594		\$565,143,010	\$528,903,379	\$1,094,046,389
<b>Group F Average</b>	<b>\$327,403,968</b>		<b>\$21,009,523</b>		<b>\$348,413,491</b>	<b>\$343,366,131</b>	<b>\$691,779,621</b>
<b>Percentage of Group F Total</b>	<b>47.3%</b>		<b>3.0%</b>		<b>50.4%</b>	<b>49.6%</b>	<b>100.0%</b>
Group F Average Excluding Outliers/Exclusions					\$541,430,719	\$577,621,271	
Group F Median	\$163,638,378		\$3,383,816		\$173,409,818	\$237,176,500	\$412,259,509
<b>ALL CITY/COUNTY STUDY REGIONS</b>							
<b>Average</b>	<b>\$78,903,025</b>		<b>\$5,089,174</b>		<b>\$83,992,199</b>	<b>\$78,944,697</b>	<b>\$162,936,896</b>
<b>Percentage of Total</b>	<b>48.4%</b>		<b>3.1%</b>		<b>51.5%</b>	<b>48.5%</b>	<b>100.0%</b>
Median	\$14,339,000		\$249,288		\$15,727,535	\$18,871,511	\$35,750,645

SOURCE: Arts and Economic Prosperity 5, Americans for the Arts, 2017. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 2:**  
**Total Expenditures Made by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

<b>Regional Study Regions</b> All Populations Sample Size = 81	<b>Operating Expenditures</b>	<b>+</b>	<b>Capital Expenditures</b>	<b>=</b>	<b>Total Organizational Expenditures</b>	<b>Total Audience Expenditures</b>	<b>Total Expenditures (Both Organizations and Audiences)</b>
High Peaks Region (ME)	\$675,336		\$58,382		\$733,718	\$1,021,519	\$1,755,237
Wood River Valley (ID)	\$14,980,837		\$488,313		\$15,469,150	\$13,849,987	\$29,319,137
Southern Oregon Area	\$36,260,917		\$1,270,200		\$37,531,117	\$63,078,564	\$100,609,681
Southwestern Pennsylvania Area	\$12,896,774		\$257,809		\$13,154,583	\$27,580,415	\$40,734,998
Greater Portsmouth Area (NH)	\$20,718,285		\$738,342		\$21,456,627	\$36,585,032	\$58,041,659
Northeast Oregon Region	\$651,726		\$282		\$652,008	\$556,935	\$1,208,943
Toe River Valley (NC)	\$7,948,852		\$3,758,027		\$11,706,879	\$5,401,784	\$17,108,663
Albemarle Region (NC)	\$2,486,217		\$238,611		\$2,724,828	\$4,231,853	\$6,956,681
Greater Concord Area (NH)	\$15,806,968		\$2,026,582		\$17,833,550	\$13,351,816	\$31,185,366
North Central Minnesota Region <sup>2</sup>	\$1,629,565		\$1,000		\$1,630,565	\$1,435,387	\$3,065,952
Northwest Minnesota Region <sup>2</sup>	\$614,542		\$1,600		\$616,142	\$477,641	\$1,093,783
Monadnock Region (NH)	\$13,194,532		\$76,852		\$13,271,384	\$5,280,101	\$18,551,485
Bismarck-Mandan Region (ND)	\$18,738,681		\$3,396,582		\$22,135,263	\$19,075,541	\$41,210,804
Greater Minot Region (ND)	\$8,709,861		\$30,000		\$8,739,861	\$4,770,610	\$13,510,471
Greater Burlington Area (VT)	\$55,237,397		\$3,883,143		\$59,120,540	\$36,038,913	\$95,159,453
Greater Charlottesville Area (VA)	\$53,405,129		\$7,154,789		\$60,559,918	\$61,250,521	\$121,810,439
Brainerd Lakes Region (MN) <sup>2</sup>	\$2,470,383		\$283,150		\$2,753,533	\$885,007	\$3,638,540
East Central Minnesota Region <sup>2</sup>	\$3,750,014		\$52,455		\$3,802,469	\$5,924,425	\$9,726,894
Northwest Connecticut Region	\$20,025,639		\$1,457,322		\$21,482,961	\$12,877,676	\$34,360,637
Central Oregon Region	\$9,497,621		\$460,937		\$9,958,558	\$24,706,823	\$34,665,381
Greater Fargo-Moorhead Area (ND/MN)	\$17,279,493		\$229,902		\$17,509,395	\$24,056,460	\$41,565,855
Black Hills Region (SD)	\$22,529,134		\$445,635		\$22,974,769	\$91,334,299	\$114,309,068
Greater Kingsport Area (TN)	\$8,421,711		\$1,140,576		\$9,562,287	\$19,946,401	\$29,508,688
Lake Region (MN) <sup>2</sup>	\$5,586,185		\$899,481		\$6,485,666	\$3,338,821	\$9,824,487
South Central Minnesota Region <sup>2</sup>	\$6,276,592		\$157,058		\$6,433,650	\$7,166,691	\$13,600,341
Greater Sioux Falls Area (SD)	\$20,281,653		\$320,000		\$20,601,653	\$84,845,941	\$105,447,594
Southwest Tennessee Development District	\$3,114,895		\$14,360		\$3,129,255	\$3,150,012	\$6,279,267
Northwest Tennessee Development District	\$2,277,352		\$5,950		\$2,283,302	\$9,771,421	\$12,054,723
Southwest Minnesota Region <sup>2</sup>	\$4,274,347		\$593,927		\$4,868,274	\$2,416,051	\$7,284,325
Arrowhead Region (MN) <sup>2</sup>	\$19,165,336		\$472,523		\$19,637,859	\$20,102,830	\$39,740,689

SOURCE: Arts and Economic Prosperity 5, Americans for the Arts, 2017. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 2:  
Total Expenditures Made by Nonprofit Arts and Cultural Organizations  
and Their Audiences Per Study Region During Fiscal Year 2015**

<b>Regional Study Regions</b> All Populations Sample Size = 81	<b>Operating Expenditures</b>	<b>+</b>	<b>Capital Expenditures</b>	<b>=</b>	<b>Total Organizational Expenditures</b>	<b>Total Audience Expenditures</b>	<b>Total Expenditures (Both Organizations and Audiences)</b>
Maple Grove and the Northwest Suburbs (MN) <sup>2</sup>	\$1,395,295		\$91,903		\$1,487,198	\$2,534,610	\$4,021,808
Greater Augusta Area (GA)	\$36,913,361		\$941,288		\$37,854,649	\$19,986,060	\$57,840,709
Upper Cumberland Development District (TN)	\$6,192,874		\$141,822		\$6,334,696	\$4,778,035	\$11,112,731
City of Huntsville/Madison County (AL)	\$51,450,016		\$2,393,547		\$53,843,563	\$36,057,737	\$89,901,300
Northeast Commission (NC)	\$22,199,997		\$442,821		\$22,642,818	\$53,311,686	\$75,954,504
Greater Ann Arbor Area (MI) <sup>5</sup>	\$49,657,759		\$258,882		\$49,916,641	\$50,031,630	\$99,948,271
Greater Fox Cities Region (WI)	\$39,718,637		\$359,036		\$40,077,673	\$18,279,758	\$58,357,431
Central Minnesota Region <sup>2</sup>	\$8,763,387		\$37,259		\$8,800,646	\$7,633,741	\$16,434,387
South Central Tennessee Development District	\$3,782,749		\$281,707		\$4,064,456	\$10,903,233	\$14,967,689
Northwest Arkansas Region	\$62,482,485		\$5,021,121		\$67,503,606	\$63,693,488	\$131,197,094
Southeast Minnesota Region <sup>2</sup>	\$16,519,391		\$170,819		\$16,690,210	\$8,885,650	\$25,575,860
First Tennessee Development District	\$14,057,813		\$1,326,999		\$15,384,812	\$38,063,182	\$53,447,994
Greater Harrisburg Area (PA)	\$12,684,667		\$0		\$12,684,667	\$7,409,784	\$20,094,451
Greater New Haven Area (CT)	\$81,772,905		\$33,095,086		\$114,867,991	\$19,821,820	\$134,689,811
Treasure Coast Region (FL)	\$32,110,404		\$1,295,329		\$33,405,733	\$26,438,393	\$59,844,126
Greater Des Moines Region (IA)	\$59,274,753		\$12,648,149		\$71,922,902	\$113,115,609	\$185,038,511
Southeast Tennessee Development District	\$66,415,679		\$936,871		\$67,352,550	\$116,017,033	\$183,369,583
Greater Knoxville Region (TN)	\$47,261,830		\$899,050		\$48,160,880	\$97,766,533	\$145,927,413
Greater Columbia Area (SC)	\$21,585,322		\$895,352		\$22,480,674	\$42,190,412	\$64,671,086
Pikes Peak Region (CO)	\$47,944,339		\$3,248,872		\$51,193,211	\$102,068,841	\$153,262,052
Lehigh Valley Region (PA)	\$76,218,658		\$6,945,943		\$83,164,601	\$103,220,986	\$186,385,587
Greater Sarasota/Bradenton Area (FL)	\$192,248,472		\$23,708,167		\$215,956,639	\$126,476,824	\$342,433,463
Dayton Region (OH)	\$94,035,966		\$1,123,759		\$95,159,725	\$118,527,088	\$213,686,813
Richmond & Tri-Cities Region (VA)	\$190,476,959		\$21,203,726		\$211,680,685	\$148,391,431	\$360,072,116
Memphis Area Association of Governments (TN)	\$104,257,817		\$14,058,111		\$118,315,928	\$79,242,425	\$197,558,353
Eastern Region (NC)	\$27,446,937		\$283,165		\$27,730,102	\$56,999,129	\$84,729,231
Advantage West Region (NC)	\$68,160,834		\$7,069,757		\$75,230,591	\$164,631,483	\$239,862,074
Southeast Commission (NC)	\$49,086,373		\$1,266,611		\$50,352,984	\$77,078,611	\$127,431,595
Greater Fairfax Area (VA)	\$177,547,094		\$5,251,414		\$182,798,508	\$118,271,041	\$301,069,549
Greater Tulsa Region (OK)	\$78,671,317		\$12,510,848		\$91,182,165	\$137,689,013	\$228,871,178

**Table 2:**  
**Total Expenditures Made by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

<b>Regional Study Regions</b> All Populations Sample Size = 81	<b>Operating Expenditures</b>	<b>+</b>	<b>Capital Expenditures</b>	<b>=</b>	<b>Total Organizational Expenditures</b>	<b>Total Audience Expenditures</b>	<b>Total Expenditures (Both Organizations and Audiences)</b>
East Tennessee Development District	\$52,399,053		\$1,165,484		\$53,564,537	\$148,670,020	\$202,234,557
West Valley Region (AZ)	\$12,941,407		\$247,959		\$13,189,366	\$9,795,104	\$22,984,470
Greater St. Louis Area (MO)	\$338,418,886		\$25,326,690		\$363,745,576	\$227,188,613	\$590,934,189
Western New York	\$146,239,766		\$9,784,673		\$156,024,439	\$196,125,443	\$352,149,882
Greater Oklahoma City Region (OK)	\$195,447,524		\$25,036,576		\$220,484,100	\$382,263,042	\$602,747,142
Piedmont Triad Partnership (NC)	\$197,533,321		\$10,239,096		\$207,772,417	\$185,161,256	\$392,933,673
Greater Portland Area (OR)	\$213,041,083		\$1,379,351		\$214,420,434	\$115,982,321	\$330,402,755
Greater Kansas City Metropolitan Area (MO/KS)	\$172,231,715		\$7,305,200		\$179,536,915	\$96,561,206	\$276,098,121
Greater Nashville Regional Council (TN)	\$193,217,008		\$7,136,372		\$200,353,380	\$287,705,334	\$488,058,714
Research Triangle Regional Partnership (NC)	\$354,171,027		\$33,734,469		\$387,905,496	\$475,338,356	\$863,243,852
Greater Tampa/St. Petersburg Area (FL)	\$260,126,022		\$15,294,298		\$275,420,320	\$398,769,706	\$674,190,026
Charlotte Regional Partnership (NC)	\$158,787,771		\$7,074,993		\$165,862,764	\$166,522,445	\$332,385,209
Greater Charlotte Region (NC/SC)	\$172,044,240		\$7,098,169		\$179,142,409	\$180,278,450	\$359,420,859
Seven-County Metro Area (MN) <sup>2</sup>	\$613,107,290		\$11,265,349		\$624,372,639	\$442,493,585	\$1,066,866,224
Central Florida Region	\$201,198,745		\$1,092,627		\$202,291,372	\$197,626,598	\$399,917,970
Greater Philadelphia Region (PA)	\$971,564,036		\$20,945,510		\$992,509,546	\$892,141,419	\$1,884,650,965
Greater Washington Region (DC/MD/VA)	\$2,026,869,028		\$145,640,728		\$2,172,509,756	\$1,577,823,038	\$3,750,332,794
Metro Atlanta Area (GA)	\$403,891,092		\$30,888,554		\$434,779,646	\$285,041,141	\$719,820,787
Greater Atlanta Region (GA)	\$410,898,270		\$31,470,012		\$442,368,282	\$288,193,599	\$730,561,881
Greater Houston Region (TX)	\$515,266,133		\$64,169,660		\$579,435,793	\$537,967,268	\$1,117,403,061
Dallas-Fort Worth-Arlington MSA (TX)	\$995,721,210		\$3,788,372		\$999,509,582	\$473,856,433	\$1,473,366,015
<b>Regional Average</b>	<b>\$132,769,811</b>		<b>\$7,998,831</b>		<b>\$140,768,642</b>	<b>\$125,179,372</b>	<b>\$265,948,014</b>
<b>Percentage of Regional Total</b>	<b>49.9%</b>		<b>3.0%</b>		<b>52.9%</b>	<b>47.1%</b>	<b>100.0%</b>
Regional Median	\$36,913,361		\$1,165,484		\$37,854,649	\$50,031,630	\$95,159,453

**Table 2:**  
**Total Expenditures Made by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

<b>Statewide Study Regions</b> All Populations Sample Size = 20	<b>Operating Expenditures</b>	<b>+</b>	<b>Capital Expenditures</b>	<b>=</b>	<b>Total Organizational Expenditures</b>	<b>Total Audience Expenditures</b>	<b>Total Expenditures (Both Organizations and Audiences)</b>
State of Vermont	\$74,816,897		\$4,040,014		\$78,856,911	\$44,027,403	\$122,884,314
State of North Dakota	\$51,592,618		\$4,865,931		\$56,458,549	\$53,659,524	\$110,118,073
State of Delaware	\$96,895,395		\$6,728,980		\$103,624,375	\$46,279,508	\$149,903,883
State of Maine	\$90,073,184		\$2,504,420		\$92,577,604	\$57,967,891	\$150,545,495
State of Hawai'i	\$121,952,469		\$3,968,883		\$125,921,352	\$79,722,005	\$205,643,357
State of Nevada	\$217,929,239		\$9,369,133		\$227,298,372	\$244,426,892	\$471,725,264
State of Connecticut	\$475,104,646		\$40,206,724		\$515,311,370	\$281,938,021	\$797,249,391
State of Oklahoma	\$293,330,548		\$37,919,238		\$331,249,786	\$541,580,846	\$872,830,632
State of Oregon	\$356,620,105		\$7,445,182		\$364,065,287	\$322,956,808	\$687,022,095
State of Minnesota <sup>2</sup>	\$682,157,032		\$13,934,621		\$696,091,653	\$500,759,829	\$1,196,851,482
State of Wisconsin	\$364,740,290		\$12,175,701		\$376,915,991	\$279,941,276	\$656,857,267
State of Maryland	\$509,408,166		\$1,991,206		\$511,399,372	\$450,172,892	\$961,572,264
State of Missouri	\$569,589,266		\$33,314,472		\$602,903,738	\$436,105,742	\$1,039,009,480
State of Tennessee	\$445,715,240		\$25,067,676		\$470,782,916	\$698,300,695	\$1,169,083,611
State of Massachusetts	\$1,356,788,567		\$29,914,708		\$1,386,703,275	\$879,596,273	\$2,266,299,548
State of New Jersey	\$292,708,413		\$3,431,935		\$296,140,348	\$223,674,136	\$519,814,484
State of North Carolina	\$877,386,260		\$60,110,912		\$937,497,172	\$1,179,042,966	\$2,116,540,138
State of Pennsylvania	\$1,723,237,567		\$30,072,155		\$1,753,309,722	\$1,634,835,604	\$3,388,145,326
State of Illinois	\$1,732,186,708		\$48,439,631		\$1,780,626,339	\$2,253,017,062	\$4,033,643,401
State of Florida	\$1,962,006,113		\$323,665,152		\$2,285,671,265	\$2,390,536,073	\$4,676,207,338
<b>Statewide Average</b>	<b>\$614,711,936</b>		<b>\$34,958,334</b>		<b>\$649,670,270</b>	<b>\$629,927,072</b>	<b>\$1,279,597,342</b>
<b>Percentage of Statewide Total</b>	<b>48.0%</b>		<b>2.7%</b>		<b>50.8%</b>	<b>49.2%</b>	<b>100.0%</b>
<b>Statewide Median</b>	<b>\$405,227,765</b>		<b>\$13,055,161</b>		<b>\$423,849,454</b>	<b>\$379,531,275</b>	<b>\$835,040,012</b>

SOURCE: Arts and Economic Prosperity 5, Americans for the Arts, 2017. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 2:  
Total Expenditures Made by Nonprofit Arts and Cultural Organizations  
and Their Audiences Per Study Region During Fiscal Year 2015**

<b>Individual Arts Districts</b> All Populations Sample Size = 12	<b>Operating Expenditures</b>	<b>+</b>	<b>Capital Expenditures</b>	<b>=</b>	<b>Total Organizational Expenditures</b>	<b>Total Audience Expenditures</b>	<b>Total Expenditures (Both Organizations and Audiences)</b>
James River Arts & Cultural District	\$6,076,479		\$317,770		\$6,394,249	\$3,759,455	\$10,153,704
Center City Charlotte	\$120,261,925		\$3,829,692		\$124,091,617	\$92,406,680	\$216,498,297
Loch Haven Cultural Park	\$28,781,190		\$472,026		\$29,253,216	\$30,590,137	\$59,843,353
Downtown Colorado Springs Creative District	\$19,995,072		\$778,299		\$20,773,371	\$16,271,894	\$37,045,265
Fort Worth Cultural District	\$147,405,286		\$2,605,166		\$150,010,452	\$114,739,000	\$264,749,452
Dallas Arts District	\$281,695,062		\$539,330		\$282,234,392	\$113,567,787	\$395,802,179
Grand Center Arts & Entertainment District	\$62,667,280		\$14,507,517		\$77,174,797	\$29,240,126	\$106,414,923
Balboa Park Cultural District	\$380,114,728		\$323,182		\$380,437,910	\$289,710,435	\$670,148,345
East End Cultural District	\$3,177,402		\$0		\$3,177,402	\$5,028,736	\$8,206,138
Houston Museum District Association	\$260,838,799		\$60,711,514		\$321,550,313	\$324,523,136	\$646,073,449
Midtown Cultural District	\$4,111,803		\$0		\$4,111,803	\$4,719,940	\$8,831,743
Washington Avenue Cultural District	\$2,520,607		\$0		\$2,520,607	\$2,196,630	\$4,717,237
<b>Arts District Average</b>	<b>\$109,803,803</b>		<b>\$7,007,041</b>		<b>\$116,810,844</b>	<b>\$85,562,830</b>	<b>\$202,373,674</b>
<b>Percentage of Arts District Total</b>	<b>54.3%</b>		<b>3.5%</b>		<b>57.7%</b>	<b>42.3%</b>	<b>100.0%</b>
Arts District Median	\$45,724,235		\$505,678		\$53,214,007	\$29,915,132	\$83,129,138

**Explanation of the Outliers and Exclusions:**

- <sup>1</sup> The organizational expenditure and attendance findings for these city study regions were determined by researchers to be outliers when compared to the findings for cohort regions in the same population category. For this reason, the organizational expenditure and attendance findings for these study regions are excluded from the national extrapolations.
- <sup>2</sup> The expenditure and attendance data collected from eligible organizations in these study regions were collected for fiscal year 2013 (rather than 2015), and audience-intercepts surveys collected from attendees to cultural events in these study regions were collected during calendar year 2014 (rather than 2016). Where applicable, these study regions are excluded from the national extrapolations.
- <sup>3</sup> Both the organizational expenditure and attendance findings and the audience expenditure findings for these city study regions were determined by researchers to be outliers when compared to the findings for cohort regions in the same population category. For this reason, these study regions are excluded from the national extrapolations.
- <sup>4</sup> These county study regions are excluded from the national extrapolations. The national extrapolations are based on city study regions only.
- <sup>5</sup> The expenditure and attendance data collected from eligible organizations in this study region were collected for fiscal year 2014 (rather than 2015), and audience-intercepts surveys collected from attendees to cultural events in this study region were collected during calendar year 2015 (rather than 2016).

## **Explanation of Table 3: Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations and Their Audiences Per Study Region During Fiscal Year 2015**

This table presents for each study region the total economic impact of spending by the nonprofit arts and culture industry—both nonprofit arts and cultural organizations and their audiences—during fiscal year 2015. Summary statistics are calculated for each population group.

The total impact is a measure of the effect each expended dollar has on the study region's economy as it is spent and re-spent within the region. It includes direct economic impacts plus indirect and induced economic impacts. It is derived from input-output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* in this *Arts & Economic Prosperity 5* National Statistical Report for more information about direct, indirect, and induced economic impacts.

### **Column Two:**

The total direct spending by the nonprofit arts and culture industry in each participating study region during fiscal year 2015. This figure is the sum of expenditures made by responding nonprofit arts and cultural organizations and induced event-related audience spending.

### **Column Three:**

The total number of full-time equivalent (FTE) jobs supported by the expenditures generated by each participating study region's nonprofit arts and culture industry. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

### **Column Four:**

The total amount of household income paid to study region residents as a result of the expenditures generated by each participating study region's nonprofit arts and culture industry. Household income includes salaries, wages, and proprietary income.

### **Column Five:**

The total amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a result of the expenditures generated by each participating study region's nonprofit arts and culture industry. Local government includes the city and county governments located within each participating study region.

### **Column Six:**

The total amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a result of the expenditures generated by each participating study region's nonprofit arts and culture industry.

**Table 3:  
Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations  
and Their Audiences Per Study Region During Fiscal Year 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	Direct Expenditures (Organizations + Audiences)	TOTAL Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Town of Crested Butte (CO) <sup>3</sup>	\$10,236,226	252	\$5,198,000	\$455,000	\$245,000
City of Pine City (MN) <sup>2</sup>	\$986,727	18	\$442,000	\$15,000	\$78,000
City of Alva (OK)	\$1,758,487	66	\$974,000	\$54,000	\$56,000
Cook County (MN) <sup>2</sup>	\$4,603,026	127	\$2,941,000	\$94,000	\$368,000
Town of Hillsborough (NC)	\$5,576,467	185	\$3,798,000	\$296,000	\$327,000
City of Virginia (MN) <sup>2</sup>	\$179,998	5	\$117,000	\$4,000	\$15,000
Town of Jackson (WY) <sup>3</sup>	\$51,247,941	1,058	\$22,721,000	\$1,930,000	\$3,145,000
City of Guthrie (OK)	\$3,943,163	79	\$1,565,000	\$153,000	\$185,000
City of Grand Rapids (MN) <sup>2</sup>	\$5,079,985	139	\$3,244,000	\$103,000	\$407,000
Town of Medfield (MA)	\$3,131,427	125	\$2,087,000	\$113,000	\$111,000
City of Fergus Falls (MN) <sup>2</sup>	\$2,955,589	86	\$1,850,000	\$49,000	\$222,000
Grundy County (TN) <sup>4</sup>	\$1,026,426	16	\$284,000	\$44,000	\$61,000
City of Falls Church (VA) <sup>3</sup>	\$25,778,223	626	\$8,156,000	\$1,066,000	\$1,804,000
City of Jamestown (ND)	\$6,861,385	193	\$3,653,000	\$377,000	\$376,000
City of Waterville (ME) <sup>1</sup>	\$6,292,863	259	\$3,931,000	\$317,000	\$290,000
City of Red Wing (MN) <sup>2</sup>	\$2,228,641	66	\$1,383,000	\$36,000	\$189,000
City of Durango (CO) <sup>1</sup>	\$18,096,610	602	\$12,313,000	\$975,000	\$476,000
City of Hannibal (MO)	\$5,092,399	126	\$2,430,000	\$323,000	\$183,000
City of Tullahoma (TN)	\$1,068,586	32	\$561,000	\$31,000	\$54,000
City of Northfield (MN) <sup>2</sup>	\$2,171,993	59	\$1,267,000	\$35,000	\$184,000
Town of Carrboro (NC)	\$7,711,684	274	\$5,670,000	\$370,000	\$439,000
Macon County (TN) <sup>4</sup>	\$170,681	3	\$73,000	\$5,000	\$10,000
City of Laguna Beach (CA) <sup>3</sup>	\$95,363,676	2,512	\$58,914,000	\$4,046,000	\$4,788,000
Hickman County (TN) <sup>4</sup>	\$1,780,511	39	\$1,107,000	\$50,000	\$103,000
City of Fairfax (VA)	\$3,692,193	106	\$2,175,000	\$145,000	\$137,000
City of Ponca City (OK)	\$5,005,936	112	\$2,317,000	\$158,000	\$147,000
City of Paducah (KY) <sup>1</sup>	\$27,447,161	991	\$16,512,000	\$608,000	\$1,135,000
Mille Lacs County (MN) <sup>2</sup>	\$845,962	17	\$435,000	\$14,000	\$67,000
McNairy County (TN) <sup>4</sup>	\$311,484	5	\$87,000	\$14,000	\$14,000
City of Winona (MN) <sup>2</sup>	\$4,729,059	135	\$2,853,000	\$76,000	\$402,000



**Table 3:  
Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations  
and Their Audiences Per Study Region During Fiscal Year 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	Direct Expenditures (Organizations + Audiences)	TOTAL Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Door County (WI) <sup>4</sup>	\$24,698,431	632	\$12,247,000	\$1,240,000	\$1,274,000
City of Benicia (CA)	\$4,662,293	149	\$2,730,000	\$174,000	\$240,000
City of Winter Park (FL) <sup>3</sup>	\$45,982,904	1,649	\$32,723,000	\$1,801,000	\$2,217,000
City of Rochester (NH) <sup>1</sup>	\$12,256,157	405	\$8,080,000	\$444,000	\$604,000
City of Morgantown (WV) <sup>1</sup>	\$35,474,920	1,538	\$23,710,000	\$729,000	\$2,305,000
Henry County (TN) <sup>4</sup>	\$725,696	18	\$355,000	\$29,000	\$47,000
City of Fairbanks (AK) <sup>1</sup>	\$18,062,811	548	\$10,982,000	\$805,000	\$1,295,000
City of Bangor (ME)	\$10,015,091	312	\$6,193,000	\$561,000	\$496,000
Weakley County (TN) <sup>4</sup>	\$1,386,213	37	\$686,000	\$63,000	\$97,000
Dare County (NC) <sup>4</sup>	\$54,830,946	1,307	\$24,927,000	\$1,881,000	\$1,898,000
City of Columbia (TN)	\$7,659,850	213	\$3,657,000	\$317,000	\$493,000
City of Lake Worth (FL) <sup>3</sup>	\$27,269,357	650	\$14,933,000	\$1,247,000	\$1,420,000
Clatsop County (OR) <sup>4</sup>	\$13,723,958	359	\$6,738,000	\$702,000	\$560,000
Yadkin County (NC) <sup>4</sup>	\$880,407	28	\$461,000	\$26,000	\$35,000
Greater Belfast Area (ME) <sup>4</sup>	\$7,808,156	155	\$3,190,000	\$348,000	\$372,000
Campbell County (TN) <sup>4</sup>	\$545,633	9	\$171,000	\$17,000	\$32,000
Monroe County (TN) <sup>4</sup>	\$6,694,094	145	\$3,033,000	\$264,000	\$434,000
Lincoln County (OR) <sup>4</sup>	\$10,423,985	272	\$5,056,000	\$529,000	\$515,000
Iron County (UT) <sup>4</sup>	\$76,128,287	1,955	\$34,261,000	\$3,451,000	\$3,571,000
City of St. Louis Park (MN) <sup>2</sup>	\$1,517,141	40	\$1,030,000	\$36,000	\$128,000
City of Logan (UT) <sup>1</sup>	\$31,325,823	1,104	\$17,351,000	\$1,453,000	\$1,241,000
Gibson County (TN) <sup>4</sup>	\$8,120,677	151	\$3,402,000	\$212,000	\$402,000
<b>Group A Average</b>	<b>\$13,568,603</b>	<b>384</b>	<b>\$7,403,346</b>	<b>\$543,942</b>	<b>\$686,423</b>
Group A Median	\$5,334,433	147	\$3,111,500	\$238,000	\$347,500

**Table 3:  
Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations  
and Their Audiences Per Study Region During Fiscal Year 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	Direct Expenditures (Organizations + Audiences)	TOTAL Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Joplin (MO)	\$5,351,357	191	\$3,432,000	\$251,000	\$201,000
City of La Crosse (WI)	\$32,683,467	1,132	\$24,318,000	\$1,410,000	\$1,827,000
McMinn County (TN) <sup>4</sup>	\$7,404,770	170	\$3,314,000	\$241,000	\$407,000
Lafayette County (MS) <sup>4</sup>	\$10,993,057	336	\$5,765,000	\$287,000	\$799,000
Chisago County (MN) <sup>2</sup>	\$2,855,764	46	\$1,125,000	\$43,000	\$229,000
City of Grand Forks (ND)	\$5,940,616	180	\$3,849,000	\$187,000	\$295,000
City of Corvallis (OR)	\$71,870,377	1,968	\$32,804,000	\$2,024,000	\$2,744,000
City of Noblesville (IN)	\$2,176,812	53	\$1,018,000	\$66,000	\$121,000
City of Ocala (FL)	\$55,967,491	1,422	\$29,432,000	\$2,369,000	\$3,684,000
Lenoir County (NC) <sup>4</sup>	\$13,599,683	369	\$8,912,000	\$941,000	\$713,000
Town of Chapel Hill (NC)	\$117,021,210	4,542	\$95,683,000	\$4,712,000	\$6,365,000
City of Grand Junction (CO)	\$17,266,268	512	\$12,930,000	\$936,000	\$456,000
Town of Jupiter (FL)	\$13,129,339	317	\$7,423,000	\$608,000	\$690,000
Hamblen County (TN) <sup>4</sup>	\$2,019,487	62	\$1,176,000	\$74,000	\$116,000
City of Delray Beach (FL)	\$21,434,838	511	\$11,689,000	\$979,000	\$1,115,000
City of St. Cloud (MN) <sup>2</sup>	\$12,434,341	338	\$7,750,000	\$250,000	\$1,043,000
City of Portland (ME)	\$75,600,667	2,372	\$57,333,000	\$3,913,000	\$4,670,000
City of Jackson (TN)	\$4,718,906	190	\$3,138,000	\$144,000	\$237,000
City of Walnut Creek (CA)	\$41,529,959	1,036	\$23,587,000	\$1,491,000	\$2,142,000
Greene County (TN) <sup>4</sup>	\$4,747,091	116	\$2,175,000	\$140,000	\$251,000
City of Flagstaff (AZ)	\$89,796,542	3,035	\$67,683,000	\$4,665,000	\$4,439,000
City of Missoula (MT)	\$54,035,493	1,913	\$39,184,000	\$2,361,000	\$2,005,000
City of Fort Myers (FL)	\$49,715,958	1,389	\$32,187,000	\$2,670,000	\$3,983,000
Putnam County (TN) <sup>4</sup>	\$2,403,665	79	\$1,691,000	\$68,000	\$125,000
Monroe County (FL) <sup>4</sup>	\$85,066,298	2,193	\$41,322,000	\$3,054,000	\$4,938,000
City of Lynchburg (VA)	\$10,856,440	251	\$5,311,000	\$477,000	\$485,000
City of Duluth (MN) <sup>2</sup>	\$36,026,369	922	\$21,905,000	\$779,000	\$2,968,000
City of Fishers (IN)	\$34,501,341	1,175	\$20,696,000	\$1,260,000	\$2,139,000
City of Carmel (IN)	\$19,511,320	653	\$11,557,000	\$706,000	\$1,202,000
City of Sugar Land (TX)	\$1,170,701	33	\$614,000	\$72,000	\$84,000

**Table 3:  
Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations  
and Their Audiences Per Study Region During Fiscal Year 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	Direct Expenditures (Organizations + Audiences)	TOTAL Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Asheville (NC)	\$58,656,070	1,894	\$42,728,000	\$3,047,000	\$3,288,000
Buchanan County (MO) <sup>4</sup>	\$21,057,998	869	\$17,207,000	\$875,000	\$843,000
City of Boca Raton (FL)	\$21,815,664	517	\$11,712,000	\$990,000	\$1,130,000
City of Miami Beach (FL) <sup>3</sup>	\$159,904,541	4,489	\$143,228,000	\$7,745,000	\$11,605,000
Moore County (NC) <sup>4</sup>	\$13,266,262	311	\$6,888,000	\$407,000	\$505,000
Sevier County (TN) <sup>4</sup>	\$45,769,084	1,047	\$19,109,000	\$2,364,000	\$2,360,000
Cape May County (NJ) <sup>4</sup>	\$19,566,234	430	\$8,344,000	\$1,216,000	\$1,055,000
Cleveland County (NC) <sup>4</sup>	\$5,655,197	138	\$2,814,000	\$223,000	\$245,000
<b>Group B Average</b>	<b>\$32,829,492</b>	<b>979</b>	<b>\$21,869,289</b>	<b>\$1,422,237</b>	<b>\$1,881,684</b>
Group B Median	\$19,538,777	512	\$11,623,000	\$905,500	\$1,049,000

**Table 3:  
Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations  
and Their Audiences Per Study Region During Fiscal Year 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	Direct Expenditures (Organizations + Audiences)	TOTAL Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Las Cruces (NM)	\$19,105,245	426	\$10,560,000	\$700,000	\$1,276,000
Eau Claire County (WI) <sup>4</sup>	\$10,310,089	393	\$8,745,000	\$525,000	\$554,000
Yamhill County (OR) <sup>4</sup>	\$44,970,477	1,150	\$20,635,000	\$1,418,000	\$1,469,000
City of Lewisville (TX)	\$1,818,056	66	\$1,229,000	\$125,000	\$139,000
City of West Palm Beach (FL)	\$222,033,417	5,291	\$121,024,000	\$10,139,000	\$11,550,000
City of Boulder (CO)	\$69,797,640	1,832	\$47,649,000	\$2,224,000	\$2,331,000
City of Richardson (TX)	\$20,596,060	694	\$14,840,000	\$831,000	\$1,095,000
City of High Point (NC)	\$5,750,806	204	\$4,823,000	\$257,000	\$307,000
City of Cambridge (MA)	\$174,810,524	6,129	\$98,251,000	\$7,038,000	\$6,595,000
City of Lowell (MA)	\$12,294,327	500	\$8,002,000	\$478,000	\$469,000
Douglas County (KS) <sup>4</sup>	\$30,761,147	1,061	\$19,290,000	\$1,255,000	\$1,537,000
City of Columbia (MO)	\$14,714,063	659	\$10,766,000	\$679,000	\$605,000
City of Norman (OK)	\$56,174,795	1,544	\$29,213,000	\$1,856,000	\$2,983,000
Wayne County (NC) <sup>4</sup>	\$4,830,802	152	\$3,209,000	\$239,000	\$236,000
City of Lafayette (LA)	\$16,976,995	580	\$11,975,000	\$724,000	\$749,000
Washington County (TN) <sup>4</sup>	\$18,456,601	553	\$10,962,000	\$1,373,000	\$1,223,000
City of Thousand Oaks (CA)	\$12,812,741	450	\$8,370,000	\$461,000	\$646,000
City of Charleston (SC)	\$186,525,751	6,744	\$131,328,000	\$9,794,000	\$9,294,000
City of Waco (TX)	\$63,690,791	2,184	\$42,720,000	\$3,782,000	\$3,617,000
Robeson County (NC) <sup>4</sup>	\$3,951,968	124	\$2,229,000	\$128,000	\$155,000
Columbia County (GA) <sup>4</sup>	\$87,837	2	\$35,000	\$4,000	\$3,000
Orange County (NC) <sup>4</sup>	\$130,310,347	5,001	\$105,151,000	\$5,378,000	\$7,131,000
City of Savannah (GA)	\$135,939,836	4,548	\$86,377,000	\$9,373,000	\$5,338,000
Indian River County (FL) <sup>4</sup>	\$24,874,172	651	\$12,661,000	\$1,127,000	\$1,893,000
City of Alexandria (VA)	\$111,843,508	2,628	\$56,913,000	\$3,831,000	\$3,710,000
Martin County (FL) <sup>4</sup>	\$27,152,370	752	\$14,437,000	\$1,015,000	\$1,994,000
Macon-Bibb County (GA) <sup>4</sup>	\$88,077,521	3,222	\$66,058,000	\$3,675,000	\$3,091,000
City of Springfield (MA)	\$49,985,490	1,857	\$34,734,000	\$2,251,000	\$2,201,000
Catawba County (NC) <sup>4</sup>	\$49,240,443	1,442	\$29,903,000	\$1,941,000	\$2,223,000
Town of Cary (NC)	\$16,980,404	628	\$13,733,000	\$924,000	\$977,000

**Table 3:  
Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations  
and Their Audiences Per Study Region During Fiscal Year 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	Direct Expenditures (Organizations + Audiences)	TOTAL Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Alamance County (NC) <sup>4</sup>	\$8,815,078	299	\$5,233,000	\$304,000	\$405,000
Cumberland County (NJ)	\$16,743,198	576	\$9,272,000	\$884,000	\$839,000
City of Eugene (OR)	\$62,203,802	2,401	\$45,714,000	\$2,366,000	\$1,567,000
Middlesex County (CT) <sup>4</sup>	\$32,001,004	995	\$17,217,000	\$1,249,000	\$1,477,000
City of Springfield (MO)	\$26,865,617	1,065	\$20,543,000	\$1,265,000	\$1,042,000
City of Sioux Falls (SD)	\$104,551,099	3,535	\$70,356,000	\$3,350,000	\$5,188,000
Pitt County (NC) <sup>4</sup>	\$18,111,847	882	\$17,525,000	\$751,000	\$807,000
City of Providence (RI)	\$205,780,766	5,115	\$121,255,000	\$10,024,000	\$10,910,000
City of Worcester (MA)	\$125,690,494	4,062	\$72,793,000	\$4,434,000	\$5,467,000
Montgomery County (TN) <sup>4</sup>	\$5,005,769	181	\$2,756,000	\$215,000	\$380,000
Salt Lake City (UT)	\$306,562,917	10,479	\$215,686,000	\$13,080,000	\$14,857,000
Cabarrus County (NC) <sup>4</sup>	\$6,942,973	209	\$4,333,000	\$293,000	\$322,000
Richmond County (GA) <sup>4</sup>	\$57,752,872	2,403	\$40,466,000	\$2,657,000	\$1,986,000
City of Tacoma (WA)	\$137,213,930	3,656	\$86,035,000	\$5,979,000	\$7,977,000
Doña Ana County (NM) <sup>4</sup>	\$33,111,356	743	\$18,032,000	\$1,241,000	\$2,199,000
New Hanover County (NC) <sup>4</sup>	\$55,805,425	2,076	\$44,122,000	\$2,933,000	\$2,709,000
Arlington County (VA) <sup>4</sup>	\$189,238,696	5,156	\$118,675,000	\$7,512,000	\$6,392,000
City of Irving (TX)	\$25,453,892	1,031	\$20,911,000	\$1,151,000	\$1,407,000
City of Reno (NV)	\$89,035,075	2,658	\$52,815,000	\$2,645,000	\$5,323,000
York County (SC) <sup>4</sup>	\$27,035,650	846	\$17,057,000	\$825,000	\$1,189,000
<b>Group C Average</b>	<b>\$63,175,914</b>	<b>1,997</b>	<b>\$40,532,360</b>	<b>\$2,734,060</b>	<b>\$2,956,680</b>
Group C Median	\$31,381,076	1,046	\$19,916,500	\$1,260,000	\$1,552,000

**Table 3:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	Direct Expenditures (Organizations + Audiences)	TOTAL Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Buncombe County (NC) <sup>4</sup>	\$68,884,580	2,233	\$51,258,000	\$3,472,000	\$3,811,000
Alachua County (FL) <sup>4</sup>	\$104,455,740	2,847	\$60,433,000	\$3,987,000	\$5,124,000
Greater Green Bay Area (WI) <sup>4</sup>	\$36,318,081	1,311	\$25,617,000	\$1,369,000	\$1,820,000
City of Orlando (FL)	\$189,224,687	6,907	\$162,458,000	\$6,907,000	\$8,703,000
City of Lincoln (NE)	\$98,995,372	2,976	\$74,020,000	\$4,743,000	\$5,086,000
Southeastern Connecticut Region (CT) <sup>4</sup>	\$168,373,548	4,460	\$83,747,000	\$3,889,000	\$6,591,000
Erie County (PA) <sup>4</sup>	\$42,238,964	1,456	\$29,795,000	\$1,601,000	\$2,386,000
San Luis Obispo County (CA) <sup>4</sup>	\$27,722,589	916	\$16,842,000	\$1,101,000	\$1,650,000
City of Newark (NJ)	\$178,328,298	4,963	\$133,752,000	\$7,208,000	\$8,360,000
Leon County (FL) <sup>4</sup>	\$201,870,286	7,161	\$125,694,000	\$10,926,000	\$15,646,000
Rutherford County (TN) <sup>4</sup>	\$31,169,593	1,054	\$18,266,000	\$1,396,000	\$1,992,000
St. Lucie County (FL) <sup>4</sup>	\$7,817,584	222	\$4,576,000	\$288,000	\$496,000
Greater Spartanburg Area (SC) <sup>4</sup>	\$32,041,796	1,130	\$22,372,000	\$1,110,000	\$1,549,000
Durham County (NC) <sup>4</sup>	\$154,170,023	5,722	\$132,528,000	\$6,960,000	\$6,397,000
City of St. Paul (MN) <sup>2</sup>	\$476,872,921	13,406	\$335,781,000	\$10,784,000	\$40,249,000
Hamilton County (IN) <sup>4</sup>	\$58,107,621	1,921	\$34,068,000	\$2,087,000	\$3,562,000
Osceola County (FL) <sup>4</sup>	\$3,654,064	113	\$2,501,000	\$88,000	\$235,000
Escambia County (FL) <sup>4</sup>	\$88,814,610	2,932	\$58,223,000	\$4,410,000	\$6,223,000
Lexington-Fayette Urban County (KY) <sup>4</sup>	\$32,114,147	1,185	\$29,247,000	\$840,000	\$2,357,000
Lake County (FL) <sup>4</sup>	\$9,154,082	201	\$3,692,000	\$380,000	\$635,000
City of Riverside (CA)	\$42,990,015	1,268	\$28,968,000	\$1,784,000	\$2,746,000
Cumberland County (NC) <sup>4</sup>	\$59,176,053	1,867	\$38,161,000	\$2,924,000	\$3,189,000
Collier County (FL) <sup>4</sup>	\$107,686,848	2,923	\$57,399,000	\$3,560,000	\$7,193,000
Hamilton County (TN) <sup>4</sup>	\$172,479,680	6,345	\$144,945,000	\$7,284,000	\$12,582,000
Manatee County (FL) <sup>4</sup>	\$47,429,005	1,260	\$23,956,000	\$2,221,000	\$3,562,000
City of Tampa (FL)	\$349,227,738	11,889	\$262,991,000	\$16,937,000	\$24,867,000
Forsyth County (NC) <sup>4</sup>	\$156,789,835	5,559	\$129,468,000	\$6,052,000	\$8,710,000
Mercer County (NJ) <sup>4</sup>	\$40,809,095	1,367	\$24,778,000	\$2,144,000	\$1,936,000
City of Wichita (KS)	\$94,725,128	2,841	\$70,925,000	\$4,985,000	\$4,526,000
Clackamas County (OR) <sup>4</sup>	\$14,837,677	417	\$8,027,000	\$491,000	\$708,000

**Table 3:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	Direct Expenditures (Organizations + Audiences)	TOTAL Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Sarasota County (FL) <sup>4</sup>	\$295,004,458	7,445	\$220,677,000	\$12,495,000	\$19,944,000
City of Minneapolis (MN) <sup>2</sup>	\$540,679,591	15,264	\$381,858,000	\$12,170,000	\$45,634,000
Berks County (PA) <sup>4</sup>	\$18,945,574	625	\$11,551,000	\$785,000	\$1,095,000
City of Miami (FL)	\$750,175,354	21,198	\$685,600,000	\$31,350,000	\$48,607,000
City of Raleigh (NC)	\$531,657,111	18,894	\$356,720,000	\$25,817,000	\$27,648,000
Santa Barbara County (CA) <sup>4</sup>	\$198,599,045	5,857	\$131,421,000	\$8,326,000	\$10,737,000
Seminole County (FL) <sup>4</sup>	\$16,559,388	464	\$10,682,000	\$851,000	\$1,188,000
City of Virginia Beach (VA)	\$87,731,519	2,875	\$52,494,000	\$3,739,000	\$3,285,000
City of Atlanta (GA)	\$604,555,935	19,392	\$478,089,000	\$27,322,000	\$27,118,000
City of Mesa (AZ)	\$29,638,169	1,024	\$24,996,000	\$1,371,000	\$1,723,000
City of Kansas City (MO)	\$244,211,834	7,515	\$220,798,000	\$7,918,000	\$10,856,000
Morris County (NJ) <sup>4</sup>	\$31,813,167	982	\$17,218,000	\$1,404,000	\$1,781,000
<b>Group D Average</b>	<b>\$153,477,400</b>	<b>4,771</b>	<b>\$113,966,476</b>	<b>\$6,082,762</b>	<b>\$9,345,405</b>
Group D Median	\$88,273,065	2,844	\$54,946,500	\$3,649,500	\$4,168,500

**Table 3:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 25	Direct Expenditures (Organizations + Audiences)	TOTAL Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Sonoma County (CA) <sup>4</sup>	\$80,408,528	2,684	\$47,873,000	\$3,167,000	\$4,210,000
Volusia County (FL) <sup>4</sup>	\$48,735,871	1,472	\$32,370,000	\$2,980,000	\$4,016,000
Guilford County (NC) <sup>4</sup>	\$162,234,593	5,963	\$112,060,000	\$7,299,000	\$8,293,000
Dane County (WI) <sup>4</sup>	\$249,901,197	9,154	\$183,574,000	\$9,943,000	\$13,953,000
Brevard County (FL) <sup>4</sup>	\$10,624,943	415	\$7,711,000	\$439,000	\$734,000
Washington County (OR) <sup>4</sup>	\$21,086,013	942	\$14,947,000	\$765,000	\$795,000
Johnson County (KS) <sup>4</sup>	\$22,774,826	875	\$14,761,000	\$874,000	\$1,161,000
City of Louisville (KY)	\$462,506,744	17,529	\$353,818,000	\$10,786,000	\$32,088,000
City of Baltimore (MD)	\$606,008,412	15,052	\$392,817,000	\$27,740,000	\$26,734,000
Polk County (FL) <sup>4</sup>	\$46,589,847	1,469	\$32,345,000	\$2,569,000	\$3,703,000
City of Boston (MA)	\$1,354,137,061	45,889	\$908,937,000	\$34,909,000	\$52,418,000
District of Columbia (DC) <sup>3,6</sup>	\$2,906,271,526	39,720	\$1,234,017,000	\$193,041,000	\$0
City of Nashville-Davidson County (TN)	\$429,340,841	14,277	\$309,406,000	\$19,642,000	\$31,470,000
City of El Paso (TX)	\$103,447,461	4,193	\$73,708,000	\$5,795,000	\$6,352,000
Lee County (FL) <sup>4</sup>	\$140,096,048	3,875	\$89,250,000	\$7,565,000	\$11,238,000
City of Fort Worth (TX)	\$450,630,818	14,480	\$337,917,000	\$26,552,000	\$29,403,000
City of Indianapolis (IN)	\$440,530,109	14,729	\$361,653,000	\$17,826,000	\$29,907,000
City and County of San Francisco (CA)	\$1,448,353,608	39,699	\$1,006,718,000	\$53,862,000	\$77,227,000
Prince George's County (MD) <sup>4</sup>	\$58,693,259	1,160	\$31,096,000	\$2,353,000	\$2,722,000
Pinellas County (FL) <sup>4</sup>	\$240,977,042	7,211	\$155,244,000	\$11,621,000	\$18,130,000
Shelby County (TN) <sup>4</sup>	\$197,328,182	6,138	\$160,806,000	\$8,332,000	\$14,044,000
Fairfield County (CT) <sup>4</sup>	\$235,239,618	6,789	\$142,288,000	\$9,375,000	\$11,239,000
Westchester County (NY) <sup>4</sup>	\$172,259,432	5,179	\$126,199,000	\$13,957,000	\$11,820,000
Fulton County (GA) <sup>4</sup>	\$618,975,337	19,842	\$490,550,000	\$27,881,000	\$27,670,000
Wake County (NC) <sup>4</sup>	\$557,154,477	19,873	\$377,750,000	\$27,110,000	\$29,095,000
<b>Group E Average</b>	<b>\$442,572,232</b>	<b>11,944</b>	<b>\$279,912,600</b>	<b>\$21,055,320</b>	<b>\$17,936,880</b>
Group E Median	\$235,239,618	6,789	\$155,244,000	\$9,943,000	\$11,820,000



**Table 3:  
Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations  
and Their Audiences Per Study Region During Fiscal Year 2015**

Population Cohort Group F Population 1,000,000 or More Sample Size = 21	Direct Expenditures (Organizations + Audiences)	TOTAL Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Mecklenburg County (NC) <sup>4</sup>	\$242,723,621	7,652	\$185,664,000	\$9,804,000	\$11,844,000
City of San José (CA)	\$191,209,479	4,255	\$91,719,000	\$5,866,000	\$7,612,000
Montgomery County (MD) <sup>4</sup>	\$183,216,256	3,807	\$84,248,000	\$7,052,000	\$7,937,000
Fairfax County (VA) <sup>4</sup>	\$271,599,133	6,220	\$145,515,000	\$9,268,000	\$10,033,000
Allegheny County (PA) <sup>4</sup>	\$1,059,384,911	32,211	\$640,526,000	\$47,724,000	\$67,397,000
Greater Columbus Area (OH) <sup>4</sup>	\$412,259,509	14,980	\$373,393,000	\$20,321,000	\$26,453,000
Orange County (FL) <sup>4</sup>	\$264,599,775	9,630	\$218,241,000	\$9,853,000	\$12,263,000
City of Dallas (TX)	\$891,170,549	33,554	\$856,249,000	\$45,100,000	\$52,132,000
Hillsborough County (FL) <sup>4</sup>	\$433,212,984	14,962	\$329,133,000	\$20,950,000	\$30,964,000
City of San Diego (CA)	\$1,099,934,358	35,914	\$894,406,000	\$48,122,000	\$67,871,000
Palm Beach County (FL) <sup>4</sup>	\$345,284,856	8,237	\$188,770,000	\$15,787,000	\$17,977,000
City of San Antonio (TX)	\$423,432,575	15,193	\$367,271,000	\$23,606,000	\$31,693,000
Sacramento County (CA) <sup>4</sup>	\$166,723,613	5,888	\$133,213,000	\$8,856,000	\$10,998,000
City of Phoenix (AZ)	\$401,780,785	12,815	\$285,526,000	\$19,544,000	\$24,950,000
City and County of Philadelphia (PA)	\$1,614,100,129	37,590	\$930,418,000	\$81,093,000	\$75,979,000
Broward County (FL) <sup>4</sup>	\$414,232,820	11,078	\$268,867,000	\$20,107,000	\$19,951,000
Santa Clara County (CA) <sup>4</sup>	\$251,039,499	5,816	\$127,837,000	\$9,434,000	\$11,667,000
Riverside County (CA) <sup>4</sup>	\$125,171,944	3,683	\$80,448,000	\$5,653,000	\$7,162,000
Miami-Dade County (FL) <sup>4</sup>	\$1,430,512,813	40,944	\$1,305,508,000	\$60,648,000	\$96,213,000
City of Chicago (IL)	\$3,211,736,053	85,248	\$1,995,330,000	\$182,015,000	\$154,469,000
Harris County (TX) <sup>4</sup>	\$1,094,046,389	25,102	\$785,492,000	\$56,045,000	\$60,644,000
<b>Group F Average</b>	<b>\$691,779,621</b>	<b>19,751</b>	<b>\$489,894,000</b>	<b>\$33,659,429</b>	<b>\$38,390,905</b>
Group F Median	\$412,259,509	12,815	\$285,526,000	\$20,107,000	\$24,950,000
<b>ALL CITY/COUNTY STUDY REGIONS</b>					
<b>Average</b>	<b>\$162,936,896</b>	<b>4,696</b>	<b>\$111,029,851</b>	<b>\$7,490,088</b>	<b>\$8,342,851</b>
Median	\$35,750,645	1,131	\$23,154,000	\$1,407,000	\$1,961,000

**Table 3:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

Regional Study Regions All Populations Sample Size = 81	Direct Expenditures (Organizations + Audiences)	TOTAL Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
High Peaks Region (ME)	\$1,755,237	46	\$850,000	\$71,000	\$80,000
Wood River Valley (ID)	\$29,319,137	891	\$15,594,000	\$705,000	\$1,350,000
Southern Oregon Area	\$100,609,681	3,365	\$65,420,000	\$6,968,000	\$1,755,000
Southwestern Pennsylvania Area	\$40,734,998	1,160	\$24,419,000	\$1,084,000	\$2,212,000
Greater Portsmouth Area (NH)	\$58,041,659	1,825	\$38,408,000	\$3,707,000	\$3,061,000
Northeast Oregon Region	\$1,208,943	39	\$657,000	\$38,000	\$34,000
Toe River Valley (NC)	\$17,108,663	412	\$8,047,000	\$524,000	\$738,000
Albemarle Region (NC)	\$6,956,681	209	\$3,754,000	\$236,000	\$301,000
Greater Concord Area (NH)	\$31,185,366	962	\$22,438,000	\$1,422,000	\$1,332,000
North Central Minnesota Region <sup>2</sup>	\$3,065,952	62	\$1,554,000	\$49,000	\$263,000
Northwest Minnesota Region <sup>2</sup>	\$1,093,783	23	\$555,000	\$18,000	\$88,000
Monadnock Region (NH)	\$18,551,485	659	\$12,724,000	\$963,000	\$941,000
Bismarck-Mandan Region (ND)	\$41,210,804	1,559	\$27,543,000	\$1,209,000	\$2,312,000
Greater Minot Region (ND)	\$13,510,471	303	\$6,081,000	\$465,000	\$696,000
Greater Burlington Area (VT)	\$95,159,453	3,671	\$60,485,000	\$2,475,000	\$6,616,000
Greater Charlottesville Area (VA)	\$121,810,439	2,131	\$54,685,000	\$5,717,000	\$3,844,000
Brainerd Lakes Region (MN) <sup>2</sup>	\$3,638,540	95	\$2,282,000	\$62,000	\$290,000
East Central Minnesota Region <sup>2</sup>	\$9,726,894	172	\$4,248,000	\$150,000	\$775,000
Northwest Connecticut Region	\$34,360,637	812	\$16,727,000	\$1,447,000	\$1,903,000
Central Oregon Region	\$34,665,381	968	\$18,522,000	\$1,482,000	\$939,000
Greater Fargo-Moorhead Area (ND/MN)	\$41,565,855	1,533	\$29,968,000	\$1,273,000	\$2,332,000
Black Hills Region (SD)	\$114,309,068	3,573	\$70,882,000	\$3,783,000	\$6,247,000
Greater Kingsport Area (TN)	\$29,508,688	793	\$16,034,000	\$1,263,000	\$1,749,000
Lake Region (MN) <sup>2</sup>	\$9,824,487	273	\$5,952,000	\$161,000	\$746,000
South Central Minnesota Region <sup>2</sup>	\$13,600,341	348	\$7,729,000	\$265,000	\$1,058,000
Greater Sioux Falls Area (SD)	\$105,447,594	3,567	\$71,135,000	\$3,380,000	\$5,232,000
Southwest Tennessee Development District	\$6,279,267	236	\$3,949,000	\$205,000	\$327,000
Northwest Tennessee Development District	\$12,054,723	259	\$5,426,000	\$365,000	\$652,000
Southwest Minnesota Region <sup>2</sup>	\$7,284,325	208	\$4,556,000	\$130,000	\$570,000
Arrowhead Region (MN) <sup>2</sup>	\$39,740,689	1,063	\$24,897,000	\$827,000	\$3,219,000

**Table 3:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

Regional Study Regions All Populations Sample Size = 81	Direct Expenditures (Organizations + Audiences)	TOTAL Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Maple Grove and the Northwest Suburbs (MN) <sup>2</sup>	\$4,021,808	99	\$2,584,000	\$103,000	\$339,000
Greater Augusta Area (GA)	\$57,840,709	2,405	\$40,501,000	\$2,661,000	\$1,989,000
Upper Cumberland Development District (TN)	\$11,112,731	327	\$6,312,000	\$436,000	\$678,000
City of Huntsville/Madison County (AL)	\$89,901,300	3,073	\$53,530,000	\$3,133,000	\$3,467,000
Northeast Commission (NC)	\$75,954,504	1,916	\$36,187,000	\$2,617,000	\$2,791,000
Greater Ann Arbor Area (MI) <sup>5</sup>	\$99,948,271	2,574	\$66,475,000	\$2,786,000	\$9,966,000
Greater Fox Cities Region (WI)	\$58,357,431	1,613	\$32,445,000	\$2,790,000	\$2,725,000
Central Minnesota Region <sup>2</sup>	\$16,434,387	468	\$10,531,000	\$321,000	\$1,379,000
South Central Tennessee Development District	\$14,967,689	392	\$7,349,000	\$569,000	\$916,000
Northwest Arkansas Region	\$131,197,094	4,647	\$92,899,000	\$3,466,000	\$10,792,000
Southeast Minnesota Region <sup>2</sup>	\$25,575,860	716	\$15,757,000	\$412,000	\$2,171,000
First Tennessee Development District	\$53,447,994	1,481	\$29,564,000	\$2,821,000	\$3,277,000
Greater Harrisburg Area (PA)	\$20,094,451	763	\$16,347,000	\$705,000	\$1,292,000
Greater New Haven Area (CT)	\$134,689,811	5,667	\$92,553,000	\$6,340,000	\$7,236,000
Treasure Coast Region (FL)	\$59,844,126	1,625	\$31,674,000	\$2,430,000	\$4,383,000
Greater Des Moines Region (IA)	\$185,038,511	5,677	\$124,804,000	\$7,460,000	\$9,308,000
Southeast Tennessee Development District	\$183,369,583	6,607	\$150,096,000	\$7,688,000	\$13,233,000
Greater Knoxville Region (TN)	\$145,927,413	5,503	\$104,004,000	\$8,398,000	\$10,242,000
Greater Columbia Area (SC)	\$64,671,086	2,630	\$55,052,000	\$3,333,000	\$3,963,000
Pikes Peak Region (CO)	\$153,262,052	5,070	\$100,801,000	\$10,849,000	\$5,052,000
Lehigh Valley Region (PA)	\$186,385,587	6,908	\$140,215,000	\$7,095,000	\$11,710,000
Greater Sarasota/Bradenton Area (FL)	\$342,433,463	8,705	\$244,633,000	\$14,716,000	\$23,506,000
Dayton Region (OH)	\$213,686,813	8,829	\$153,262,000	\$10,770,000	\$13,085,000
Richmond & Tri-Cities Region (VA)	\$360,072,116	10,702	\$204,206,000	\$14,655,000	\$16,976,000
Memphis Area Association of Governments (TN)	\$197,558,353	6,145	\$160,968,000	\$8,341,000	\$14,060,000
Eastern Region (NC)	\$84,729,231	2,857	\$58,982,000	\$3,926,000	\$4,349,000
Advantage West Region (NC)	\$239,862,074	7,064	\$149,553,000	\$11,539,000	\$12,901,000
Southeast Commission (NC)	\$127,431,595	4,347	\$90,030,000	\$6,336,000	\$6,481,000
Greater Fairfax Area (VA)	\$301,069,549	6,952	\$155,846,000	\$10,479,000	\$11,974,000
Greater Tulsa Region (OK)	\$228,871,178	7,876	\$156,636,000	\$9,441,000	\$12,309,000

**Table 3:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

Regional Study Regions All Populations Sample Size = 81	Direct Expenditures (Organizations + Audiences)	TOTAL Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
East Tennessee Development District	\$202,234,557	6,807	\$128,340,000	\$11,189,000	\$13,279,000
West Valley Region (AZ)	\$22,984,470	758	\$18,005,000	\$1,087,000	\$1,503,000
Greater St. Louis Area (MO)	\$590,934,189	19,129	\$476,226,000	\$28,586,000	\$29,110,000
Western New York	\$352,149,882	10,160	\$208,246,000	\$27,497,000	\$12,801,000
Greater Oklahoma City Region (OK)	\$602,747,142	20,571	\$417,582,000	\$28,183,000	\$33,536,000
Piedmont Triad Partnership (NC)	\$392,933,673	14,234	\$292,819,000	\$16,467,000	\$20,770,000
Greater Portland Area (OR)	\$330,402,755	11,505	\$268,293,000	\$13,663,000	\$13,979,000
Greater Kansas City Metropolitan Area (MO/KS)	\$276,098,121	8,970	\$253,634,000	\$10,097,000	\$14,473,000
Greater Nashville Regional Council (TN)	\$488,058,714	16,228	\$345,770,000	\$22,329,000	\$35,566,000
Research Triangle Regional Partnership (NC)	\$863,243,852	31,219	\$628,044,000	\$40,218,000	\$43,560,000
Greater Tampa/St. Petersburg Area (FL)	\$674,190,026	22,173	\$484,377,000	\$32,571,000	\$49,094,000
Charlotte Regional Partnership (NC)	\$332,385,209	10,340	\$242,047,000	\$13,441,000	\$16,057,000
Greater Charlotte Region (NC/SC)	\$359,420,859	11,186	\$259,104,000	\$14,266,000	\$17,246,000
Seven-County Metro Area (MN) <sup>2</sup>	\$1,066,866,224	29,953	\$749,630,000	\$24,208,000	\$90,046,000
Central Florida Region	\$399,917,970	13,764	\$307,542,000	\$17,160,000	\$22,774,000
Greater Philadelphia Region (PA)	\$1,884,650,965	55,225	\$1,296,510,000	\$98,659,000	\$125,606,000
Greater Washington Region (DC/MD/VA)	\$3,750,332,794	59,423	\$1,680,795,000	\$224,268,000	\$32,735,000
Metro Atlanta Area (GA)	\$719,820,787	23,514	\$565,754,000	\$32,929,000	\$31,579,000
Greater Atlanta Region (GA)	\$730,561,881	23,943	\$574,219,000	\$33,475,000	\$32,014,000
Greater Houston Region (TX)	\$1,117,403,061	25,817	\$801,630,000	\$57,332,000	\$62,007,000
Dallas-Fort Worth-Arlington MSA (TX)	\$1,473,366,015	52,848	\$1,300,922,000	\$78,216,000	\$88,992,000
<b>Regional Average</b>	<b>\$265,948,014</b>	<b>7,687</b>	<b>\$179,121,062</b>	<b>\$12,751,864</b>	<b>\$13,098,012</b>
Regional Median	\$95,159,453	2,857	\$58,982,000	\$3,380,000	\$4,349,000

**Table 3:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

Statewide Study Regions All Populations Sample Size = 20	Direct Expenditures (Organizations + Audiences)	TOTAL Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
State of Vermont	\$122,884,314	4,268	\$71,747,000	\$2,597,000	\$7,188,000
State of North Dakota	\$110,118,073	3,861	\$73,064,000	\$3,525,000	\$6,053,000
State of Delaware	\$149,903,883	4,062	\$111,640,000	\$1,805,000	\$8,647,000
State of Maine	\$150,545,495	4,190	\$93,219,000	\$5,647,000	\$6,651,000
State of Hawai'i	\$205,643,357	5,968	\$154,068,000	\$4,039,000	\$19,163,000
State of Nevada	\$471,725,264	10,494	\$250,658,000	\$12,001,000	\$24,827,000
State of Connecticut	\$797,249,391	23,114	\$524,913,000	\$29,743,000	\$42,528,000
State of Oklahoma	\$872,830,632	29,165	\$588,207,000	\$38,107,000	\$46,397,000
State of Oregon	\$687,022,095	22,299	\$469,461,000	\$29,319,000	\$23,636,000
State of Minnesota <sup>2</sup>	\$1,196,851,482	33,381	\$827,691,000	\$26,603,000	\$100,605,000
State of Wisconsin	\$656,857,267	26,695	\$555,512,000	\$34,718,000	\$40,510,000
State of Maryland	\$961,572,264	25,248	\$643,499,000	\$41,770,000	\$45,596,000
State of Missouri	\$1,039,009,480	31,925	\$805,621,000	\$42,612,000	\$46,998,000
State of Tennessee	\$1,169,083,611	38,482	\$837,774,000	\$53,943,000	\$81,988,000
State of Massachusetts	\$2,266,299,548	73,288	\$1,435,631,000	\$62,997,000	\$96,187,000
State of New Jersey	\$519,814,484	14,342	\$340,048,000	\$17,305,000	\$23,659,000
State of North Carolina	\$2,116,540,138	71,977	\$1,497,662,000	\$94,544,000	\$106,909,000
State of Pennsylvania	\$3,388,145,326	100,114	\$2,205,857,000	\$178,522,000	\$223,594,000
State of Illinois	\$4,033,643,401	111,068	\$2,998,841,000	\$247,032,000	\$231,495,000
State of Florida	\$4,676,207,338	132,366	\$3,348,159,000	\$201,165,000	\$291,176,000
<b>Statewide Average</b>	<b>\$1,279,597,342</b>	<b>38,315</b>	<b>\$891,663,600</b>	<b>\$56,399,700</b>	<b>\$73,690,350</b>
Statewide Median	\$835,040,012	25,972	\$571,859,500	\$32,230,500	\$44,062,000

**Table 3:  
Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations  
and Their Audiences Per Study Region During Fiscal Year 2015**

Individual Arts Districts All Populations Sample Size = 12	Direct Expenditures (Organizations + Audiences)	TOTAL Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
James River Arts & Cultural District	\$10,153,704	234	\$4,945,000	\$444,000	\$454,000
Center City Charlotte	\$216,498,297	6,830	\$166,089,000	\$8,713,000	\$10,566,000
Loch Haven Cultural Park	\$59,843,353	2,185	\$48,518,000	\$2,413,000	\$3,005,000
Downtown Colorado Springs Creative District	\$37,045,265	1,239	\$24,954,000	\$2,304,000	\$1,124,000
Fort Worth Cultural District	\$264,749,452	8,504	\$198,470,000	\$15,599,000	\$17,279,000
Dallas Arts District	\$395,802,179	14,932	\$380,988,000	\$19,996,000	\$23,142,000
Grand Center Arts & Entertainment District	\$106,414,923	3,441	\$89,009,000	\$4,712,000	\$5,112,000
Balboa Park Cultural District	\$670,148,345	22,578	\$555,306,000	\$28,904,000	\$40,591,000
East End Cultural District	\$8,206,138	185	\$5,699,000	\$447,000	\$504,000
Houston Museum District Association	\$646,073,449	14,783	\$461,644,000	\$33,392,000	\$36,369,000
Midtown Cultural District	\$8,831,743	201	\$6,259,000	\$463,000	\$510,000
Washington Avenue Cultural District	\$4,717,237	109	\$3,402,000	\$240,000	\$258,000
<b>Arts District Average</b>	<b>\$202,373,674</b>	<b>6,268</b>	<b>\$162,106,917</b>	<b>\$9,802,250</b>	<b>\$11,576,167</b>
Arts District Median	\$83,129,138	2,813	\$68,763,500	\$3,562,500	\$4,058,500

**Explanation of the Outliers and Exclusions:**

- <sup>1</sup> The organizational expenditure and attendance findings for these city study regions were determined by researchers to be outliers when compared to the findings for cohort regions in the same population category. For this reason, the organizational expenditure and attendance findings for these study regions are excluded from the national extrapolations.
- <sup>2</sup> The expenditure and attendance data collected from eligible organizations in these study regions were collected for fiscal year 2013 (rather than 2015), and audience-intercepts surveys collected from attendees to cultural events in these study regions were collected during calendar year 2014 (rather than 2016). Where applicable, these study regions are excluded from the national extrapolations.
- <sup>3</sup> Both the organizational expenditure and attendance findings and the audience expenditure findings for these city study regions were determined by researchers to be outliers when compared to the findings for cohort regions in the same population category. For this reason, these study regions are excluded from the national extrapolations.
- <sup>4</sup> These county study regions are excluded from the national extrapolations. The national extrapolations are based on city study regions only.
- <sup>5</sup> The expenditure and attendance data collected from eligible organizations in this study region were collected for fiscal year 2014 (rather than 2015), and audience-intercepts surveys collected from attendees to cultural events in this study region were collected during calendar year 2015 (rather than 2016).
- <sup>6</sup> The economic impact findings for the District of Columbia exclude state government revenues due to Washington, DC's unique status as a study region with no state government.

## **Explanation of Table 4: Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations and Their Audiences Per Study Region During Fiscal Year 2015**

This table presents for each study region the direct economic impact of spending by the nonprofit arts and culture industry—both nonprofit arts and cultural organizations and their audiences—during fiscal year 2015. Summary statistics are calculated for each population group.

The direct impact is a measure of the effect of the initial direct expenditures made by nonprofit arts and cultural organizations and their audiences. It excludes indirect and induced impacts. Because it includes only one round of spending, the direct impact is always smaller than the total impact (which measures the effect of each dollar as it is spent and re-spent within the study region's economy). The direct impact is derived from input-output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* in this *Arts & Economic Prosperity 5* National Statistical Report for more information about direct, indirect, and induced economic impacts.

### **Column Two:**

The total direct spending by the nonprofit arts and culture industry in each participating study region during fiscal year 2010. This figure is the sum of expenditures made by responding nonprofit arts and cultural organizations and induced event-related audience spending.

### **Column Three:**

The number of full-time equivalent (FTE) jobs directly supported by the expenditures generated by each participating study region's nonprofit arts and culture industry. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

### **Column Four:**

The total amount of household income paid to study region residents as a direct result of the expenditures generated by each participating study region's nonprofit arts and culture industry. Household income includes salaries, wages, and proprietary income.

### **Column Five:**

The total amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures generated by each participating study region's nonprofit arts and culture industry. Local government includes the city and county governments located within each participating study region.

### **Column Six:**

The total amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures generated by each participating study region's nonprofit arts and culture industry.

**Table 4:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	Direct Expenditures (Organizations + Audiences)	DIRECT Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Town of Crested Butte (CO) <sup>3</sup>	\$10,236,226	169	\$3,556,000	\$264,000	\$120,000
City of Pine City (MN) <sup>2</sup>	\$986,727	13	\$305,000	\$8,000	\$41,000
City of Alva (OK)	\$1,758,487	41	\$698,000	\$27,000	\$27,000
Cook County (MN) <sup>2</sup>	\$4,603,026	96	\$1,755,000	\$45,000	\$232,000
Town of Hillsborough (NC)	\$5,576,467	114	\$2,284,000	\$149,000	\$167,000
City of Virginia (MN) <sup>2</sup>	\$179,998	3	\$70,000	\$2,000	\$9,000
Town of Jackson (WY) <sup>3</sup>	\$51,247,941	711	\$15,527,000	\$1,042,000	\$1,580,000
City of Guthrie (OK)	\$3,943,163	50	\$1,056,000	\$109,000	\$134,000
City of Grand Rapids (MN) <sup>2</sup>	\$5,079,985	86	\$1,936,000	\$51,000	\$255,000
Town of Medfield (MA)	\$3,131,427	68	\$1,391,000	\$51,000	\$39,000
City of Fergus Falls (MN) <sup>2</sup>	\$2,955,589	52	\$962,000	\$20,000	\$63,000
Grundy County (TN) <sup>4</sup>	\$1,026,426	11	\$205,000	\$29,000	\$42,000
City of Falls Church (VA) <sup>3</sup>	\$25,778,223	446	\$6,601,000	\$454,000	\$1,155,000
City of Jamestown (ND)	\$6,861,385	105	\$1,976,000	\$232,000	\$205,000
City of Waterville (ME) <sup>1</sup>	\$6,292,863	130	\$2,330,000	\$196,000	\$131,000
City of Red Wing (MN) <sup>2</sup>	\$2,228,641	41	\$857,000	\$15,000	\$50,000
City of Durango (CO) <sup>1</sup>	\$18,096,610	376	\$7,869,000	\$488,000	\$215,000
City of Hannibal (MO)	\$5,092,399	76	\$1,505,000	\$212,000	\$106,000
City of Tullahoma (TN)	\$1,068,586	17	\$351,000	\$16,000	\$28,000
City of Northfield (MN) <sup>2</sup>	\$2,171,993	41	\$804,000	\$17,000	\$62,000
Town of Carrboro (NC)	\$7,711,684	167	\$3,547,000	\$168,000	\$205,000
Macon County (TN) <sup>4</sup>	\$170,681	2	\$40,000	\$2,000	\$5,000
City of Laguna Beach (CA) <sup>3</sup>	\$95,363,676	1,180	\$26,816,000	\$1,760,000	\$2,089,000
Hickman County (TN) <sup>4</sup>	\$1,780,511	28	\$933,000	\$25,000	\$52,000
City of Fairfax (VA)	\$3,692,193	65	\$1,408,000	\$58,000	\$73,000
City of Ponca City (OK)	\$5,005,936	68	\$1,593,000	\$92,000	\$81,000
City of Paducah (KY) <sup>1</sup>	\$27,447,161	349	\$6,694,000	\$306,000	\$405,000
Mille Lacs County (MN) <sup>2</sup>	\$845,962	9	\$285,000	\$7,000	\$29,000
McNairy County (TN) <sup>4</sup>	\$311,484	4	\$57,000	\$8,000	\$10,000
City of Winona (MN) <sup>2</sup>	\$4,729,059	83	\$1,784,000	\$33,000	\$122,000



**Table 4:  
Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations  
and Their Audiences Per Study Region During Fiscal Year 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	Direct Expenditures (Organizations + Audiences)	DIRECT Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Door County (WI) <sup>4</sup>	\$24,698,431	383	\$8,073,000	\$754,000	\$757,000
City of Benicia (CA)	\$4,662,293	92	\$1,946,000	\$74,000	\$103,000
City of Winter Park (FL) <sup>3</sup>	\$45,982,904	794	\$14,939,000	\$843,000	\$1,031,000
City of Rochester (NH) <sup>1</sup>	\$12,256,157	242	\$4,764,000	\$136,000	\$211,000
City of Morgantown (WV) <sup>1</sup>	\$35,474,920	838	\$15,493,000	\$264,000	\$1,186,000
Henry County (TN) <sup>4</sup>	\$725,696	12	\$219,000	\$17,000	\$28,000
City of Fairbanks (AK) <sup>1</sup>	\$18,062,811	349	\$7,185,000	\$381,000	\$453,000
City of Bangor (ME)	\$10,015,091	162	\$3,338,000	\$284,000	\$255,000
Weakley County (TN) <sup>4</sup>	\$1,386,213	23	\$428,000	\$38,000	\$59,000
Dare County (NC) <sup>4</sup>	\$54,830,946	799	\$15,333,000	\$1,242,000	\$1,163,000
City of Columbia (TN)	\$7,659,850	131	\$2,200,000	\$184,000	\$295,000
City of Lake Worth (FL) <sup>3</sup>	\$27,269,357	320	\$7,420,000	\$545,000	\$678,000
Clatsop County (OR) <sup>4</sup>	\$13,723,958	221	\$4,152,000	\$424,000	\$228,000
Yadkin County (NC) <sup>4</sup>	\$880,407	19	\$373,000	\$17,000	\$24,000
Greater Belfast Area (ME) <sup>4</sup>	\$7,808,156	94	\$2,099,000	\$198,000	\$254,000
Campbell County (TN) <sup>4</sup>	\$545,633	6	\$113,000	\$10,000	\$21,000
Monroe County (TN) <sup>4</sup>	\$6,694,094	91	\$1,869,000	\$158,000	\$266,000
Lincoln County (OR) <sup>4</sup>	\$10,423,985	169	\$3,017,000	\$324,000	\$215,000
Iron County (UT) <sup>4</sup>	\$76,128,287	1,198	\$19,882,000	\$2,160,000	\$2,093,000
City of St. Louis Park (MN) <sup>2</sup>	\$1,517,141	25	\$547,000	\$19,000	\$49,000
City of Logan (UT) <sup>1</sup>	\$31,325,823	604	\$10,595,000	\$852,000	\$657,000
Gibson County (TN) <sup>4</sup>	\$8,120,677	94	\$2,117,000	\$117,000	\$233,000
<b>Group A Average</b>	<b>\$13,568,603</b>	<b>217</b>	<b>\$4,255,712</b>	<b>\$287,058</b>	<b>\$345,981</b>
Group A Median	\$5,334,433	93	\$1,941,000	\$126,500	\$150,500

**Table 4:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	Direct Expenditures (Organizations + Audiences)	DIRECT Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Joplin (MO)	\$5,351,357	105	\$1,966,000	\$129,000	\$102,000
City of La Crosse (WI)	\$32,683,467	594	\$12,256,000	\$580,000	\$842,000
McMinn County (TN) <sup>4</sup>	\$7,404,770	106	\$2,158,000	\$145,000	\$244,000
Lafayette County (MS) <sup>4</sup>	\$10,993,057	172	\$2,941,000	\$124,000	\$443,000
Chisago County (MN) <sup>2</sup>	\$2,855,764	33	\$820,000	\$24,000	\$139,000
City of Grand Forks (ND)	\$5,940,616	98	\$2,350,000	\$91,000	\$141,000
City of Corvallis (OR)	\$71,870,377	1,219	\$21,765,000	\$1,027,000	\$1,171,000
City of Noblesville (IN)	\$2,176,812	28	\$536,000	\$38,000	\$74,000
City of Ocala (FL)	\$55,967,491	779	\$16,299,000	\$1,101,000	\$1,920,000
Lenoir County (NC) <sup>4</sup>	\$13,599,683	217	\$4,901,000	\$513,000	\$432,000
Town of Chapel Hill (NC)	\$117,021,210	2,721	\$62,774,000	\$1,690,000	\$2,508,000
City of Grand Junction (CO)	\$17,266,268	248	\$7,745,000	\$372,000	\$160,000
Town of Jupiter (FL)	\$13,129,339	152	\$3,672,000	\$257,000	\$322,000
Hamblen County (TN) <sup>4</sup>	\$2,019,487	35	\$708,000	\$40,000	\$62,000
City of Delray Beach (FL)	\$21,434,838	253	\$5,811,000	\$429,000	\$534,000
City of St. Cloud (MN) <sup>2</sup>	\$12,434,341	243	\$4,921,000	\$110,000	\$412,000
City of Portland (ME)	\$75,600,667	1,062	\$27,099,000	\$1,139,000	\$1,651,000
City of Jackson (TN)	\$4,718,906	100	\$1,878,000	\$67,000	\$102,000
City of Walnut Creek (CA)	\$41,529,959	622	\$14,589,000	\$607,000	\$1,078,000
Greene County (TN) <sup>4</sup>	\$4,747,091	70	\$1,490,000	\$77,000	\$140,000
City of Flagstaff (AZ)	\$89,796,542	1,745	\$41,625,000	\$2,552,000	\$2,406,000
City of Missoula (MT)	\$54,035,493	1,040	\$20,699,000	\$888,000	\$573,000
City of Fort Myers (FL)	\$49,715,958	759	\$16,801,000	\$1,047,000	\$2,006,000
Putnam County (TN) <sup>4</sup>	\$2,403,665	37	\$1,013,000	\$31,000	\$51,000
Monroe County (FL) <sup>4</sup>	\$85,066,298	1,370	\$26,400,000	\$1,900,000	\$2,974,000
City of Lynchburg (VA)	\$10,856,440	186	\$4,510,000	\$285,000	\$346,000
City of Duluth (MN) <sup>2</sup>	\$36,026,369	633	\$13,314,000	\$412,000	\$2,029,000
City of Fishers (IN)	\$34,501,341	526	\$10,721,000	\$861,000	\$1,348,000
City of Carmel (IN)	\$19,511,320	295	\$5,992,000	\$479,000	\$757,000
City of Sugar Land (TX)	\$1,170,701	18	\$377,000	\$51,000	\$58,000

**Table 4:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	Direct Expenditures (Organizations + Audiences)	DIRECT Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Asheville (NC)	\$58,656,070	988	\$21,505,000	\$1,615,000	\$1,642,000
Buchanan County (MO) <sup>4</sup>	\$21,057,998	481	\$9,829,000	\$365,000	\$379,000
City of Boca Raton (FL)	\$21,815,664	260	\$5,835,000	\$441,000	\$548,000
City of Miami Beach (FL) <sup>3</sup>	\$159,904,541	1,836	\$58,817,000	\$2,953,000	\$4,809,000
Moore County (NC) <sup>4</sup>	\$13,266,262	199	\$4,664,000	\$182,000	\$243,000
Sevier County (TN) <sup>4</sup>	\$45,769,084	681	\$11,873,000	\$1,676,000	\$1,572,000
Cape May County (NJ) <sup>4</sup>	\$19,566,234	270	\$5,320,000	\$741,000	\$646,000
Cleveland County (NC) <sup>4</sup>	\$5,655,197	79	\$1,748,000	\$125,000	\$134,000
<b>Group B Average</b>	<b>\$32,829,492</b>	<b>533</b>	<b>\$12,045,316</b>	<b>\$662,211</b>	<b>\$921,000</b>
Group B Median	\$19,538,777	257	\$5,823,000	\$420,500	\$488,500

**Table 4:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	Direct Expenditures (Organizations + Audiences)	DIRECT Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Las Cruces (NM)	\$19,105,245	244	\$6,734,000	\$412,000	\$701,000
Eau Claire County (WI) <sup>4</sup>	\$10,310,089	184	\$4,056,000	\$172,000	\$245,000
Yamhill County (OR) <sup>4</sup>	\$44,970,477	639	\$12,672,000	\$756,000	\$736,000
City of Lewisville (TX)	\$1,818,056	33	\$730,000	\$95,000	\$95,000
City of West Palm Beach (FL)	\$222,033,417	2,618	\$60,171,000	\$4,444,000	\$5,536,000
City of Boulder (CO)	\$69,797,640	1,071	\$28,391,000	\$941,000	\$1,079,000
City of Richardson (TX)	\$20,596,060	321	\$8,019,000	\$356,000	\$511,000
City of High Point (NC)	\$5,750,806	94	\$2,153,000	\$115,000	\$129,000
City of Cambridge (MA)	\$174,810,524	2,880	\$53,701,000	\$4,119,000	\$3,663,000
City of Lowell (MA)	\$12,294,327	270	\$5,094,000	\$231,000	\$217,000
Douglas County (KS) <sup>4</sup>	\$30,761,147	608	\$12,287,000	\$497,000	\$717,000
City of Columbia (MO)	\$14,714,063	311	\$5,829,000	\$309,000	\$267,000
City of Norman (OK)	\$56,174,795	908	\$16,942,000	\$950,000	\$1,578,000
Wayne County (NC) <sup>4</sup>	\$4,830,802	88	\$1,831,000	\$110,000	\$121,000
City of Lafayette (LA)	\$16,976,995	299	\$6,426,000	\$337,000	\$355,000
Washington County (TN) <sup>4</sup>	\$18,456,601	307	\$5,834,000	\$901,000	\$700,000
City of Thousand Oaks (CA)	\$12,812,741	256	\$5,584,000	\$214,000	\$269,000
City of Charleston (SC)	\$186,525,751	3,444	\$68,729,000	\$5,204,000	\$4,519,000
City of Waco (TX)	\$63,690,791	1,074	\$23,212,000	\$1,979,000	\$1,687,000
Robeson County (NC) <sup>4</sup>	\$3,951,968	72	\$1,547,000	\$73,000	\$76,000
Columbia County (GA) <sup>4</sup>	\$87,837	1	\$14,000	\$2,000	\$2,000
Orange County (NC) <sup>4</sup>	\$130,310,347	3,002	\$68,606,000	\$2,008,000	\$2,880,000
City of Savannah (GA)	\$135,939,836	2,423	\$45,402,000	\$5,289,000	\$2,815,000
Indian River County (FL) <sup>4</sup>	\$24,874,172	367	\$8,274,000	\$701,000	\$1,188,000
City of Alexandria (VA)	\$111,843,508	1,550	\$33,074,000	\$1,896,000	\$1,976,000
Martin County (FL) <sup>4</sup>	\$27,152,370	407	\$8,772,000	\$556,000	\$1,217,000
Macon-Bibb County (GA) <sup>4</sup>	\$88,077,521	1,361	\$31,090,000	\$1,767,000	\$1,466,000
City of Springfield (MA)	\$49,985,490	832	\$19,112,000	\$1,071,000	\$769,000
Catawba County (NC) <sup>4</sup>	\$49,240,443	757	\$15,495,000	\$1,060,000	\$1,235,000
Town of Cary (NC)	\$16,980,404	299	\$6,335,000	\$433,000	\$430,000

**Table 4:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	Direct Expenditures (Organizations + Audiences)	DIRECT Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Alamance County (NC) <sup>4</sup>	\$8,815,078	171	\$3,232,000	\$145,000	\$203,000
Cumberland County (NJ)	\$16,743,198	319	\$5,820,000	\$496,000	\$416,000
City of Eugene (OR)	\$62,203,802	1,347	\$27,040,000	\$709,000	\$467,000
Middlesex County (CT) <sup>4</sup>	\$32,001,004	553	\$11,211,000	\$771,000	\$810,000
City of Springfield (MO)	\$26,865,617	477	\$9,430,000	\$600,000	\$488,000
City of Sioux Falls (SD)	\$104,551,099	1,895	\$34,654,000	\$1,562,000	\$2,677,000
Pitt County (NC) <sup>4</sup>	\$18,111,847	489	\$10,789,000	\$275,000	\$289,000
City of Providence (RI)	\$205,780,766	2,602	\$64,522,000	\$2,606,000	\$4,688,000
City of Worcester (MA)	\$125,690,494	2,033	\$40,929,000	\$2,093,000	\$2,653,000
Montgomery County (TN) <sup>4</sup>	\$5,005,769	104	\$1,782,000	\$136,000	\$229,000
Salt Lake City (UT)	\$306,562,917	4,819	\$101,895,000	\$6,190,000	\$7,092,000
Cabarrus County (NC) <sup>4</sup>	\$6,942,973	118	\$2,471,000	\$144,000	\$169,000
Richmond County (GA) <sup>4</sup>	\$57,752,872	1,115	\$21,894,000	\$1,176,000	\$860,000
City of Tacoma (WA)	\$137,213,930	1,885	\$45,981,000	\$2,296,000	\$3,298,000
Doña Ana County (NM) <sup>4</sup>	\$33,111,356	430	\$11,346,000	\$730,000	\$1,210,000
New Hanover County (NC) <sup>4</sup>	\$55,805,425	1,139	\$22,681,000	\$1,407,000	\$1,395,000
Arlington County (VA) <sup>4</sup>	\$189,238,696	3,328	\$81,569,000	\$3,023,000	\$2,959,000
City of Irving (TX)	\$25,453,892	404	\$10,963,000	\$619,000	\$628,000
City of Reno (NV)	\$89,035,075	1,267	\$28,608,000	\$1,391,000	\$2,566,000
York County (SC) <sup>4</sup>	\$27,035,650	504	\$11,439,000	\$339,000	\$529,000
<b>Group C Average</b>	<b>\$63,175,914</b>	<b>1,034</b>	<b>\$22,287,440</b>	<b>\$1,274,120</b>	<b>\$1,416,100</b>
Group C Median	\$31,381,076	529	\$11,392,500	\$719,500	\$752,500

**Table 4:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	Direct Expenditures (Organizations + Audiences)	DIRECT Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Buncombe County (NC) <sup>4</sup>	\$68,884,580	1,150	\$25,914,000	\$1,794,000	\$1,845,000
Alachua County (FL) <sup>4</sup>	\$104,455,740	1,609	\$33,487,000	\$1,318,000	\$2,483,000
Greater Green Bay Area (WI) <sup>4</sup>	\$36,318,081	598	\$13,867,000	\$754,000	\$809,000
City of Orlando (FL)	\$189,224,687	2,998	\$75,754,000	\$2,828,000	\$3,331,000
City of Lincoln (NE)	\$98,995,372	1,597	\$40,984,000	\$1,969,000	\$2,262,000
Southeastern Connecticut Region (CT) <sup>4</sup>	\$168,373,548	2,620	\$55,276,000	\$2,551,000	\$3,626,000
Erie County (PA) <sup>4</sup>	\$42,238,964	785	\$15,861,000	\$579,000	\$1,033,000
San Luis Obispo County (CA) <sup>4</sup>	\$27,722,589	499	\$10,084,000	\$604,000	\$802,000
City of Newark (NJ)	\$178,328,298	2,869	\$84,524,000	\$2,434,000	\$3,325,000
Leon County (FL) <sup>4</sup>	\$201,870,286	2,529	\$48,806,000	\$6,970,000	\$9,104,000
Rutherford County (TN) <sup>4</sup>	\$31,169,593	603	\$10,871,000	\$731,000	\$992,000
St. Lucie County (FL) <sup>4</sup>	\$7,817,584	130	\$2,974,000	\$135,000	\$225,000
Greater Spartanburg Area (SC) <sup>4</sup>	\$32,041,796	540	\$12,542,000	\$516,000	\$667,000
Durham County (NC) <sup>4</sup>	\$154,170,023	2,907	\$74,173,000	\$2,764,000	\$2,254,000
City of St. Paul (MN) <sup>2</sup>	\$476,872,921	7,148	\$176,100,000	\$5,313,000	\$13,728,000
Hamilton County (IN) <sup>4</sup>	\$58,107,621	873	\$17,672,000	\$1,407,000	\$2,240,000
Osceola County (FL) <sup>4</sup>	\$3,654,064	73	\$1,687,000	\$32,000	\$103,000
Escambia County (FL) <sup>4</sup>	\$88,814,610	1,538	\$30,685,000	\$2,139,000	\$3,171,000
Lexington-Fayette Urban County (KY) <sup>4</sup>	\$32,114,147	533	\$13,379,000	\$268,000	\$935,000
Lake County (FL) <sup>4</sup>	\$9,154,082	121	\$2,103,000	\$207,000	\$374,000
City of Riverside (CA)	\$42,990,015	737	\$16,600,000	\$755,000	\$1,416,000
Cumberland County (NC) <sup>4</sup>	\$59,176,053	1,176	\$24,485,000	\$1,113,000	\$1,360,000
Collier County (FL) <sup>4</sup>	\$107,686,848	1,753	\$39,282,000	\$1,881,000	\$4,107,000
Hamilton County (TN) <sup>4</sup>	\$172,479,680	3,239	\$73,568,000	\$3,413,000	\$5,878,000
Manatee County (FL) <sup>4</sup>	\$47,429,005	703	\$13,816,000	\$1,279,000	\$2,227,000
City of Tampa (FL)	\$349,227,738	5,262	\$121,307,000	\$7,958,000	\$11,403,000
Forsyth County (NC) <sup>4</sup>	\$156,789,835	2,556	\$64,613,000	\$2,230,000	\$3,364,000
Mercer County (NJ) <sup>4</sup>	\$40,809,095	704	\$14,604,000	\$1,160,000	\$914,000
City of Wichita (KS)	\$94,725,128	1,543	\$39,055,000	\$1,959,000	\$1,862,000
Clackamas County (OR) <sup>4</sup>	\$14,837,677	229	\$4,732,000	\$235,000	\$281,000

**Table 4:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	Direct Expenditures (Organizations + Audiences)	DIRECT Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Sarasota County (FL) <sup>4</sup>	\$295,004,458	3,958	\$126,431,000	\$5,214,000	\$9,422,000
City of Minneapolis (MN) <sup>2</sup>	\$540,679,591	8,816	\$200,061,000	\$5,963,000	\$15,397,000
Berks County (PA) <sup>4</sup>	\$18,945,574	297	\$6,216,000	\$491,000	\$573,000
City of Miami (FL)	\$750,175,354	8,060	\$277,431,000	\$10,867,000	\$18,141,000
City of Raleigh (NC)	\$531,657,111	9,133	\$164,625,000	\$12,143,000	\$12,256,000
Santa Barbara County (CA) <sup>4</sup>	\$198,599,045	3,316	\$78,777,000	\$3,507,000	\$4,448,000
Seminole County (FL) <sup>4</sup>	\$16,559,388	260	\$6,136,000	\$299,000	\$536,000
City of Virginia Beach (VA)	\$87,731,519	1,602	\$28,890,000	\$1,927,000	\$1,803,000
City of Atlanta (GA)	\$604,555,935	8,772	\$231,608,000	\$11,588,000	\$10,774,000
City of Mesa (AZ)	\$29,638,169	532	\$13,889,000	\$518,000	\$666,000
City of Kansas City (MO)	\$244,211,834	3,461	\$108,693,000	\$2,886,000	\$3,852,000
Morris County (NJ) <sup>4</sup>	\$31,813,167	503	\$9,888,000	\$726,000	\$987,000
<b>Group D Average</b>	<b>\$153,477,400</b>	<b>2,341</b>	<b>\$57,415,476</b>	<b>\$2,700,595</b>	<b>\$3,928,000</b>
Group D Median	\$88,273,065	1,541	\$29,787,500	\$1,837,500	\$2,233,500

**Table 4:  
Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations  
and Their Audiences Per Study Region During Fiscal Year 2015**

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 25	Direct Expenditures (Organizations + Audiences)	DIRECT Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Sonoma County (CA) <sup>4</sup>	\$80,408,528	1,522	\$30,681,000	\$1,602,000	\$1,966,000
Volusia County (FL) <sup>4</sup>	\$48,735,871	788	\$16,578,000	\$1,384,000	\$1,978,000
Guilford County (NC) <sup>4</sup>	\$162,234,593	2,804	\$50,113,000	\$3,321,000	\$3,508,000
Dane County (WI) <sup>4</sup>	\$249,901,197	4,694	\$97,787,000	\$3,084,000	\$5,225,000
Brevard County (FL) <sup>4</sup>	\$10,624,943	249	\$5,508,000	\$147,000	\$306,000
Washington County (OR) <sup>4</sup>	\$21,086,013	461	\$8,454,000	\$338,000	\$255,000
Johnson County (KS) <sup>4</sup>	\$22,774,826	419	\$7,805,000	\$400,000	\$554,000
City of Louisville (KY)	\$462,506,744	7,185	\$155,176,000	\$4,779,000	\$13,236,000
City of Baltimore (MD)	\$606,008,412	8,067	\$214,759,000	\$10,365,000	\$10,760,000
Polk County (FL) <sup>4</sup>	\$46,589,847	769	\$16,486,000	\$1,117,000	\$1,846,000
City of Boston (MA)	\$1,354,137,061	20,402	\$452,369,000	\$20,772,000	\$26,699,000
District of Columbia (DC) <sup>3,6</sup>	\$2,906,271,526	32,042	\$1,049,304,000	\$127,905,000	\$0
City of Nashville-Davidson County (TN)	\$429,340,841	6,213	\$144,321,000	\$10,189,000	\$15,018,000
City of El Paso (TX)	\$103,447,461	1,955	\$38,796,000	\$2,587,000	\$2,859,000
Lee County (FL) <sup>4</sup>	\$140,096,048	2,141	\$46,512,000	\$2,968,000	\$5,725,000
City of Fort Worth (TX)	\$450,630,818	7,511	\$182,950,000	\$10,217,000	\$12,955,000
City of Indianapolis (IN)	\$440,530,109	6,812	\$169,565,000	\$6,628,000	\$11,625,000
City and County of San Francisco (CA)	\$1,448,353,608	22,667	\$591,186,000	\$27,207,000	\$36,716,000
Prince George's County (MD) <sup>4</sup>	\$58,693,259	702	\$20,227,000	\$921,000	\$1,109,000
Pinellas County (FL) <sup>4</sup>	\$240,977,042	3,447	\$79,765,000	\$5,841,000	\$9,043,000
Shelby County (TN) <sup>4</sup>	\$197,328,182	2,629	\$73,855,000	\$3,464,000	\$5,712,000
Fairfield County (CT) <sup>4</sup>	\$235,239,618	3,822	\$85,453,000	\$3,331,000	\$5,497,000
Westchester County (NY) <sup>4</sup>	\$172,259,432	2,879	\$72,217,000	\$5,611,000	\$5,943,000
Fulton County (GA) <sup>4</sup>	\$618,975,337	8,966	\$237,692,000	\$11,792,000	\$10,950,000
Wake County (NC) <sup>4</sup>	\$557,154,477	9,585	\$174,347,000	\$12,721,000	\$12,853,000
<b>Group E Average</b>	<b>\$442,572,232</b>	<b>6,349</b>	<b>\$160,876,240</b>	<b>\$11,147,640</b>	<b>\$8,093,520</b>
Group E Median	\$235,239,618	3,447	\$79,765,000	\$3,464,000	\$5,712,000



**Table 4:  
Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations  
and Their Audiences Per Study Region During Fiscal Year 2015**

Population Cohort Group F Population 1,000,000 or More Sample Size = 21	Direct Expenditures (Organizations + Audiences)	DIRECT Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Mecklenburg County (NC) <sup>4</sup>	\$242,723,621	3,516	\$89,288,000	\$4,334,000	\$4,531,000
City of San José (CA)	\$191,209,479	2,544	\$56,120,000	\$2,727,000	\$3,825,000
Montgomery County (MD) <sup>4</sup>	\$183,216,256	2,265	\$52,729,000	\$3,021,000	\$4,025,000
Fairfax County (VA) <sup>4</sup>	\$271,599,133	3,874	\$95,899,000	\$3,764,000	\$4,858,000
Allegheny County (PA) <sup>4</sup>	\$1,059,384,911	15,212	\$302,226,000	\$19,606,000	\$30,310,000
Greater Columbus Area (OH) <sup>4</sup>	\$412,259,509	7,051	\$176,410,000	\$7,956,000	\$10,147,000
Orange County (FL) <sup>4</sup>	\$264,599,775	4,290	\$101,314,000	\$4,184,000	\$4,937,000
City of Dallas (TX)	\$891,170,549	15,414	\$442,675,000	\$16,822,000	\$20,093,000
Hillsborough County (FL) <sup>4</sup>	\$433,212,984	6,539	\$152,535,000	\$9,791,000	\$14,026,000
City of San Diego (CA)	\$1,099,934,358	18,650	\$475,986,000	\$22,479,000	\$31,107,000
Palm Beach County (FL) <sup>4</sup>	\$345,284,856	4,065	\$93,815,000	\$6,900,000	\$8,597,000
City of San Antonio (TX)	\$423,432,575	7,790	\$184,207,000	\$10,873,000	\$14,928,000
Sacramento County (CA) <sup>4</sup>	\$166,723,613	2,718	\$62,481,000	\$3,194,000	\$4,968,000
City of Phoenix (AZ)	\$401,780,785	6,221	\$136,160,000	\$8,842,000	\$12,019,000
City and County of Philadelphia (PA)	\$1,614,100,129	18,727	\$483,054,000	\$37,785,000	\$34,582,000
Broward County (FL) <sup>4</sup>	\$414,232,820	5,436	\$123,669,000	\$8,486,000	\$9,683,000
Santa Clara County (CA) <sup>4</sup>	\$251,039,499	3,468	\$79,186,000	\$4,419,000	\$5,865,000
Riverside County (CA) <sup>4</sup>	\$125,171,944	2,118	\$47,474,000	\$2,360,000	\$3,387,000
Miami-Dade County (FL) <sup>4</sup>	\$1,430,512,813	16,198	\$532,128,000	\$21,708,000	\$37,618,000
City of Chicago (IL)	\$3,211,736,053	40,529	\$934,687,000	\$89,279,000	\$74,315,000
Harris County (TX) <sup>4</sup>	\$1,094,046,389	12,443	\$389,660,000	\$20,969,000	\$29,912,000
<b>Group F Average</b>	<b>\$691,779,621</b>	<b>9,479</b>	<b>\$238,652,524</b>	<b>\$14,738,048</b>	<b>\$17,320,619</b>
Group F Median	\$412,259,509	6,221	\$136,160,000	\$8,486,000	\$10,147,000
<b>ALL CITY/COUNTY STUDY REGIONS</b>					
<b>Average</b>	<b>\$162,936,896</b>	<b>2,366</b>	<b>\$58,063,377</b>	<b>\$3,532,509</b>	<b>\$3,749,303</b>
Median	\$35,750,645	615	\$13,346,500	\$754,000	\$961,000

**Table 4:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

Regional Study Regions All Populations Sample Size = 81	Direct Expenditures (Organizations + Audiences)	DIRECT Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
High Peaks Region (ME)	\$1,755,237	27	\$547,000	\$39,000	\$47,000
Wood River Valley (ID)	\$29,319,137	557	\$10,747,000	\$460,000	\$716,000
Southern Oregon Area	\$100,609,681	1,710	\$34,340,000	\$4,084,000	\$846,000
Southwestern Pennsylvania Area	\$40,734,998	656	\$13,353,000	\$405,000	\$1,131,000
Greater Portsmouth Area (NH)	\$58,041,659	1,030	\$21,406,000	\$1,242,000	\$1,220,000
Northeast Oregon Region	\$1,208,943	25	\$459,000	\$22,000	\$16,000
Toe River Valley (NC)	\$17,108,663	177	\$4,123,000	\$288,000	\$397,000
Albemarle Region (NC)	\$6,956,681	115	\$2,165,000	\$127,000	\$165,000
Greater Concord Area (NH)	\$31,185,366	488	\$12,166,000	\$555,000	\$505,000
North Central Minnesota Region <sup>2</sup>	\$3,065,952	38	\$975,000	\$27,000	\$89,000
Northwest Minnesota Region <sup>2</sup>	\$1,093,783	14	\$344,000	\$4,000	\$35,000
Monadnock Region (NH)	\$18,551,485	312	\$7,259,000	\$496,000	\$465,000
Bismarck-Mandan Region (ND)	\$41,210,804	716	\$14,432,000	\$490,000	\$957,000
Greater Minot Region (ND)	\$13,510,471	180	\$3,717,000	\$197,000	\$315,000
Greater Burlington Area (VT)	\$95,159,453	1,834	\$34,678,000	\$1,176,000	\$2,748,000
Greater Charlottesville Area (VA)	\$121,810,439	1,877	\$48,865,000	\$3,730,000	\$3,068,000
Brainerd Lakes Region (MN) <sup>2</sup>	\$3,638,540	49	\$1,303,000	\$27,000	\$83,000
East Central Minnesota Region <sup>2</sup>	\$9,726,894	120	\$2,967,000	\$81,000	\$423,000
Northwest Connecticut Region	\$34,360,637	442	\$10,586,000	\$938,000	\$1,345,000
Central Oregon Region	\$34,665,381	550	\$10,684,000	\$832,000	\$380,000
Greater Fargo-Moorhead Area (ND/MN)	\$41,565,855	758	\$15,711,000	\$565,000	\$1,039,000
Black Hills Region (SD)	\$114,309,068	1,981	\$37,049,000	\$1,579,000	\$3,217,000
Greater Kingsport Area (TN)	\$29,508,688	435	\$9,091,000	\$706,000	\$926,000
Lake Region (MN) <sup>2</sup>	\$9,824,487	136	\$3,224,000	\$69,000	\$258,000
South Central Minnesota Region <sup>2</sup>	\$13,600,341	218	\$4,944,000	\$134,000	\$517,000
Greater Sioux Falls Area (SD)	\$105,447,594	1,914	\$35,128,000	\$1,576,000	\$2,700,000
Southwest Tennessee Development District	\$6,279,267	132	\$2,440,000	\$106,000	\$164,000
Northwest Tennessee Development District	\$12,054,723	165	\$3,493,000	\$211,000	\$386,000
Southwest Minnesota Region <sup>2</sup>	\$7,284,325	95	\$2,311,000	\$63,000	\$196,000
Arrowhead Region (MN) <sup>2</sup>	\$39,740,689	628	\$14,965,000	\$420,000	\$2,095,000

**Table 4:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**and Their Audiences Per Study Region During Fiscal Year 2015**

Regional Study Regions All Populations Sample Size = 81	Direct Expenditures (Organizations + Audiences)	DIRECT Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Maple Grove and the Northwest Suburbs (MN) <sup>2</sup>	\$4,021,808	67	\$1,399,000	\$58,000	\$152,000
Greater Augusta Area (GA)	\$57,840,709	1,116	\$21,908,000	\$1,178,000	\$862,000
Upper Cumberland Development District (TN)	\$11,112,731	198	\$4,246,000	\$296,000	\$411,000
City of Huntsville/Madison County (AL)	\$89,901,300	1,671	\$33,230,000	\$1,510,000	\$1,589,000
Northeast Commission (NC)	\$75,954,504	1,185	\$22,753,000	\$1,722,000	\$1,726,000
Greater Ann Arbor Area (MI) <sup>5</sup>	\$99,948,271	1,494	\$43,169,000	\$1,600,000	\$5,298,000
Greater Fox Cities Region (WI)	\$58,357,431	414	\$9,134,000	\$1,296,000	\$1,267,000
Central Minnesota Region <sup>2</sup>	\$16,434,387	286	\$6,634,000	\$137,000	\$516,000
South Central Tennessee Development District	\$14,967,689	256	\$5,016,000	\$350,000	\$572,000
Northwest Arkansas Region	\$131,197,094	2,300	\$47,198,000	\$1,731,000	\$5,059,000
Southeast Minnesota Region <sup>2</sup>	\$25,575,860	428	\$9,559,000	\$180,000	\$706,000
First Tennessee Development District	\$53,447,994	827	\$16,682,000	\$1,721,000	\$1,807,000
Greater Harrisburg Area (PA)	\$20,094,451	359	\$8,352,000	\$244,000	\$513,000
Greater New Haven Area (CT)	\$134,689,811	2,029	\$41,692,000	\$2,271,000	\$2,866,000
Treasure Coast Region (FL)	\$59,844,126	904	\$20,020,000	\$1,392,000	\$2,630,000
Greater Des Moines Region (IA)	\$185,038,511	2,468	\$55,804,000	\$3,942,000	\$4,257,000
Southeast Tennessee Development District	\$183,369,583	3,406	\$76,889,000	\$3,672,000	\$6,290,000
Greater Knoxville Region (TN)	\$145,927,413	2,762	\$51,524,000	\$4,745,000	\$5,158,000
Greater Columbia Area (SC)	\$64,671,086	1,318	\$26,093,000	\$1,355,000	\$1,828,000
Pikes Peak Region (CO)	\$153,262,052	2,805	\$53,164,000	\$5,083,000	\$2,545,000
Lehigh Valley Region (PA)	\$186,385,587	3,504	\$70,172,000	\$3,141,000	\$5,497,000
Greater Sarasota/Bradenton Area (FL)	\$342,433,463	4,661	\$140,247,000	\$6,493,000	\$11,649,000
Dayton Region (OH)	\$213,686,813	4,205	\$76,755,000	\$4,905,000	\$6,285,000
Richmond & Tri-Cities Region (VA)	\$360,072,116	7,220	\$147,458,000	\$9,480,000	\$12,346,000
Memphis Area Association of Governments (TN)	\$197,558,353	2,632	\$73,940,000	\$3,470,000	\$5,721,000
Eastern Region (NC)	\$84,729,231	1,742	\$36,519,000	\$2,191,000	\$2,627,000
Advantage West Region (NC)	\$239,862,074	4,169	\$86,875,000	\$7,409,000	\$8,109,000
Southeast Commission (NC)	\$127,431,595	2,571	\$52,414,000	\$2,798,000	\$3,090,000
Greater Fairfax Area (VA)	\$301,069,549	4,385	\$103,908,000	\$4,276,000	\$6,086,000
Greater Tulsa Region (OK)	\$228,871,178	3,769	\$79,992,000	\$4,908,000	\$5,945,000

**Table 4:  
Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations  
and Their Audiences Per Study Region During Fiscal Year 2015**

Regional Study Regions All Populations Sample Size = 81	Direct Expenditures (Organizations + Audiences)	DIRECT Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
East Tennessee Development District	\$202,234,557	3,602	\$66,604,000	\$6,682,000	\$7,145,000
West Valley Region (AZ)	\$22,984,470	340	\$8,278,000	\$443,000	\$663,000
Greater St. Louis Area (MO)	\$590,934,189	9,290	\$240,676,000	\$11,230,000	\$11,618,000
Western New York	\$352,149,882	6,015	\$125,180,000	\$12,809,000	\$6,511,000
Greater Oklahoma City Region (OK)	\$602,747,142	11,147	\$230,995,000	\$17,894,000	\$18,506,000
Piedmont Triad Partnership (NC)	\$392,933,673	6,788	\$143,443,000	\$7,313,000	\$8,980,000
Greater Portland Area (OR)	\$330,402,755	5,916	\$149,125,000	\$4,586,000	\$5,801,000
Greater Kansas City Metropolitan Area (MO/KS)	\$276,098,121	4,030	\$120,818,000	\$3,426,000	\$4,595,000
Greater Nashville Regional Council (TN)	\$488,058,714	7,318	\$165,620,000	\$11,761,000	\$17,301,000
Research Triangle Regional Partnership (NC)	\$863,243,852	15,859	\$325,009,000	\$17,876,000	\$18,463,000
Greater Tampa/St. Petersburg Area (FL)	\$674,190,026	9,986	\$232,300,000	\$15,632,000	\$23,069,000
Charlotte Regional Partnership (NC)	\$332,385,209	4,951	\$119,484,000	\$6,391,000	\$6,917,000
Greater Charlotte Region (NC/SC)	\$359,420,859	5,455	\$130,923,000	\$6,730,000	\$7,446,000
Seven-County Metro Area (MN) <sup>2</sup>	\$1,066,866,224	14,994	\$393,426,000	\$11,972,000	\$30,944,000
Central Florida Region	\$399,917,970	6,550	\$149,812,000	\$7,370,000	\$10,080,000
Greater Philadelphia Region (PA)	\$1,884,650,965	26,608	\$650,389,000	\$46,839,000	\$48,822,000
Greater Washington Region (DC/MD/VA)	\$3,750,332,794	44,272	\$1,340,811,000	\$141,042,000	\$16,155,000
Metro Atlanta Area (GA)	\$719,820,787	10,770	\$278,341,000	\$14,569,000	\$13,016,000
Greater Atlanta Region (GA)	\$730,561,881	10,957	\$282,785,000	\$14,837,000	\$13,214,000
Greater Houston Region (TX)	\$1,117,403,061	12,826	\$398,676,000	\$21,569,000	\$30,614,000
Dallas-Fort Worth-Arlington MSA (TX)	\$1,473,366,015	25,114	\$683,780,000	\$29,592,000	\$36,009,000
<b>Regional Average</b>	<b>\$265,948,014</b>	<b>4,016</b>	<b>\$99,045,593</b>	<b>\$6,355,136</b>	<b>\$5,873,148</b>
Regional Median	\$95,159,453	1,710	\$34,678,000	\$1,600,000	\$2,627,000

**Table 4:  
Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations  
and Their Audiences Per Study Region During Fiscal Year 2015**

Statewide Study Regions All Populations Sample Size = 20	Direct Expenditures (Organizations + Audiences)	DIRECT Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
State of Vermont	\$122,884,314	2,262	\$43,954,000	\$1,281,000	\$3,310,000
State of North Dakota	\$110,118,073	1,917	\$39,692,000	\$1,590,000	\$2,702,000
State of Delaware	\$149,903,883	2,931	\$82,649,000	\$1,292,000	\$6,480,000
State of Maine	\$150,545,495	2,238	\$53,635,000	\$2,216,000	\$3,104,000
State of Hawai'i	\$205,643,357	4,375	\$116,638,000	\$2,448,000	\$13,142,000
State of Nevada	\$471,725,264	5,795	\$147,088,000	\$8,003,000	\$16,717,000
State of Connecticut	\$797,249,391	11,274	\$300,662,000	\$12,477,000	\$19,267,000
State of Oklahoma	\$872,830,632	15,396	\$321,609,000	\$23,211,000	\$24,927,000
State of Oregon	\$687,022,095	11,998	\$267,927,000	\$12,888,000	\$9,936,000
State of Minnesota <sup>2</sup>	\$1,196,851,482	17,006	\$440,652,000	\$13,114,000	\$35,862,000
State of Wisconsin	\$656,857,267	13,770	\$280,738,000	\$13,471,000	\$15,683,000
State of Maryland	\$961,572,264	12,213	\$317,287,000	\$14,925,000	\$17,200,000
State of Missouri	\$1,039,009,480	15,427	\$407,507,000	\$16,808,000	\$18,116,000
State of Tennessee	\$1,169,083,611	18,536	\$414,930,000	\$28,269,000	\$39,797,000
State of Massachusetts	\$2,266,299,548	33,295	\$743,953,000	\$31,909,000	\$41,093,000
State of New Jersey	\$519,814,484	7,652	\$193,618,000	\$7,642,000	\$10,099,000
State of North Carolina	\$2,116,540,138	37,265	\$786,497,000	\$45,700,000	\$49,912,000
State of Pennsylvania	\$3,388,145,326	48,806	\$1,104,559,000	\$71,904,000	\$89,398,000
State of Illinois	\$4,033,643,401	54,547	\$1,423,423,000	\$105,964,000	\$109,633,000
State of Florida	\$4,676,207,338	61,143	\$1,574,328,000	\$88,163,000	\$136,209,000
<b>Statewide Average</b>	<b>\$1,279,597,342</b>	<b>18,892</b>	<b>\$453,067,300</b>	<b>\$25,163,750</b>	<b>\$33,129,350</b>
Statewide Median	\$835,040,012	12,992	\$308,974,500	\$13,292,500	\$17,658,000

**Table 4:  
Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations  
and Their Audiences Per Study Region During Fiscal Year 2015**

Individual Arts Districts All Populations Sample Size = 12	Direct Expenditures (Organizations + Audiences)	DIRECT Economic Impact of NONPROFIT ARTS AND CULTURE INDUSTRY Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
James River Arts & Cultural District	\$10,153,704	173	\$4,216,000	\$265,000	\$323,000
Center City Charlotte	\$216,498,297	3,133	\$79,922,000	\$3,835,000	\$4,024,000
Loch Haven Cultural Park	\$59,843,353	1,008	\$22,329,000	\$1,082,000	\$1,315,000
Downtown Colorado Springs Creative District	\$37,045,265	653	\$13,557,000	\$976,000	\$499,000
Fort Worth Cultural District	\$264,749,452	4,412	\$107,426,000	\$6,006,000	\$7,619,000
Dallas Arts District	\$395,802,179	6,854	\$197,086,000	\$7,440,000	\$8,889,000
Grand Center Arts & Entertainment District	\$106,414,923	1,618	\$45,558,000	\$1,688,000	\$1,869,000
Balboa Park Cultural District	\$670,148,345	11,614	\$298,910,000	\$13,061,000	\$17,727,000
East End Cultural District	\$8,206,138	95	\$2,796,000	\$172,000	\$261,000
Houston Museum District Association	\$646,073,449	7,367	\$228,649,000	\$12,549,000	\$18,084,000
Midtown Cultural District	\$8,831,743	101	\$3,091,000	\$176,000	\$257,000
Washington Avenue Cultural District	\$4,717,237	54	\$1,691,000	\$89,000	\$126,000
<b>Arts District Average</b>	<b>\$202,373,674</b>	<b>3,090</b>	<b>\$83,769,250</b>	<b>\$3,944,917</b>	<b>\$5,082,750</b>
Arts District Median	\$83,129,138	1,313	\$33,943,500	\$1,385,000	\$1,592,000

**Explanation of the Outliers and Exclusions:**

- <sup>1</sup> The organizational expenditure and attendance findings for these city study regions were determined by researchers to be outliers when compared to the findings for cohort regions in the same population category. For this reason, the organizational expenditure and attendance findings for these study regions are excluded from the national extrapolations.
- <sup>2</sup> The expenditure and attendance data collected from eligible organizations in these study regions were collected for fiscal year 2013 (rather than 2015), and audience-intercepts surveys collected from attendees to cultural events in these study regions were collected during calendar year 2014 (rather than 2016). Where applicable, these study regions are excluded from the national extrapolations.
- <sup>3</sup> Both the organizational expenditure and attendance findings and the audience expenditure findings for these city study regions were determined by researchers to be outliers when compared to the findings for cohort regions in the same population category. For this reason, these study regions are excluded from the national extrapolations.
- <sup>4</sup> These county study regions are excluded from the national extrapolations. The national extrapolations are based on city study regions only.
- <sup>5</sup> The expenditure and attendance data collected from eligible organizations in this study region were collected for fiscal year 2014 (rather than 2015), and audience-intercepts surveys collected from attendees to cultural events in this study region were collected during calendar year 2015 (rather than 2016).
- <sup>6</sup> The economic impact findings for the District of Columbia exclude state government revenues due to Washington, DC's unique status as a study region with no state government.

## **Explanation of Table 5: Participation Rate of Eligible Nonprofit Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

This table presents for each study region the total number of nonprofit arts and cultural organizations eligible to participate in the organizational expenditure survey, as well as the number of organizations from which data were collected. Summary statistics are calculated for each population group.

### **Column Two:**

The number of nonprofit arts and cultural organizations eligible to participate in each of the 341 study regions. The study partner organization in each study region identified the universe of eligible nonprofit arts and cultural organizations. (A list of the eligible organization types is provided in Appendix A, along with a detailed description of the data collection methodologies. Examples of all data collection tools are included in Appendix C.)

### **Column Three:**

The number of eligible nonprofit arts and cultural organizations from which detailed expenditure and event attendance data were collected in each participating study region.

### **Column Four:**

The percentage of eligible nonprofit arts and cultural organizations from which expenditure and event attendance data were collected. This figure is calculated by dividing the number of participating nonprofit arts and cultural organizations (Column Three) by the total number of organizations eligible to participate (Column Two).

### **Column Five:**

The total organizational expenditures made by the participating nonprofit arts and cultural organizations in each participating community during fiscal year 2015. This figure is the sum of operating expenditures and capital expenditures. These data are real dollars reported by the organizations that responded to the survey in each study region only; no multiplier was used to calculate these figures and no extrapolations were made for non-responding organizations.

### **Column Six:**

The total direct expenditures made by participating nonprofit arts and cultural organizations that were spent on local industries in each participating study region during fiscal year 2015. This figure is calculated by an input-output model that is customized for each study region using detailed commerce data to estimate the dollars spent on imported goods and services. Additionally, it subtracts payments to non-local artists and state and federal taxes. Dollars that are spent outside of the study region are considered to have "leaked" from the study region's economy and have no economic impact on the study region's economy. See "Background and Scope of Study" and "Frequently Used Terms" in this *Arts & Economic Prosperity 5* National Statistical Report for more information about input-output methodology.

### **Column Seven:**

The total local organizational expenditures as a percentage of the total direct organizational expenditures; this portrays the percentage of direct organizational expenditures that are spent on local industries. This figure is calculated by dividing the total local organizational expenditures (Column Six) by the total organizational expenditures (Column Five) for each participating study region.

### **Column Eight:**

The total estimated expenditures (direct expenditures plus indirect and induced expenditures) that occurred in each participating study region during fiscal year 2015 as a result of the initial direct expenditures made by participating nonprofit arts and cultural organizations (Column Five). In other words, this figure represents the initial direct organizational expenditures plus each additional round of spending that occurred as those dollars were re-spent within the study region before the dollars were spent on goods and services and households located outside of the study region. This figure is calculated by an input-output model that is customized for each study region using detailed commerce data.

**Table 5:  
Participation Rate of Eligible Nonprofit Arts and Cultural Organizations  
Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group A</b> Population Fewer than 50,000 Sample Size = 52	<b>Universe of Eligible Organizations</b>	<b>Number of Participating Organizations</b>	<b>Participation Rate</b>	<b>Direct Organizational Expenditures</b>	<b>Local Direct Organizational Expenditures</b>	<b>Local as a Percent of Total</b>	<b>Total Spending (Direct, Indirect, and Induced)</b>
Town of Crested Butte (CO)	12	12	100.0%	\$4,554,422	\$3,214,575	70.6%	\$6,624,693
City of Pine City (MN)	5	5	100.0%	\$425,217	\$291,620	68.6%	\$695,230
City of Alva (OK)	15	13	86.7%	\$1,188,716	\$786,265	66.1%	\$1,744,457
Cook County (MN)	17	17	100.0%	\$2,575,814	\$1,766,529	68.6%	\$4,785,862
Town of Hillsborough (NC)	38	16	42.1%	\$1,594,300	\$1,166,268	73.2%	\$2,571,695
City of Virginia (MN)	4	4	100.0%	\$115,568	\$79,258	68.6%	\$214,725.34
Town of Jackson (WY)	36	18	50.0%	\$18,725,980	\$12,205,538	65.2%	\$26,532,773
City of Guthrie (OK)	15	12	80.0%	\$1,611,682	\$1,137,222	70.6%	\$2,352,190
City of Grand Rapids (MN)	12	12	100.0%	\$2,833,920	\$1,943,542	68.6%	\$5,265,423
Town of Medfield (MA)	17	17	100.0%	\$2,748,727	\$1,921,504	69.9%	\$4,476,375
City of Fergus Falls (MN)	9	9	100.0%	\$2,272,954	\$1,558,824	68.6%	\$4,245,878
Grundy County (TN)	10	10	100.0%	\$110,283	\$59,958	54.4%	\$134,164
City of Falls Church (VA)	25	11	44.0%	\$6,749,150	\$3,544,900	52.5%	\$7,471,401
City of Jamestown (ND)	9	3	33.3%	\$1,055,380	\$739,483	70.1%	\$1,896,633
City of Waterville (ME)	30	4	13.3%	\$4,449,410	\$3,064,524	68.9%	\$7,559,722
City of Red Wing (MN)	9	9	100.0%	\$1,724,398	\$1,182,616	68.6%	\$2,964,240
City of Durango (CO)	34	26	76.5%	\$8,619,712	\$6,033,491	70.0%	\$13,477,378
City of Hannibal (MO)	7	6	85.7%	\$1,399,947	\$869,521	62.1%	\$2,089,531
City of Tullahoma (TN)	12	11	91.7%	\$610,715	\$389,916	63.8%	\$927,654
City of Northfield (MN)	14	14	100.0%	\$1,297,441	\$889,803	68.6%	\$2,722,031
Town of Carrboro (NC)	24	10	41.7%	\$3,640,757	\$2,663,299	73.2%	\$5,872,745
Macon County (TN)	14	7	50.0%	\$104,098	\$75,561	72.6%	\$172,717
City of Laguna Beach (CA)	23	16	69.6%	\$40,118,691	\$33,663,966	83.9%	\$85,179,509
Hickman County (TN)	21	21	100.0%	\$1,152,455	\$886,104	76.9%	\$1,441,898
City of Fairfax (VA)	19	7	36.8%	\$2,639,540	\$2,001,643	75.8%	\$4,198,919
City of Ponca City (OK)	20	16	80.0%	\$2,799,217	\$1,739,467	62.1%	\$3,995,452
City of Paducah (KY)	55	19	34.5%	\$18,055,851	\$13,129,736	72.7%	\$35,536,883
Mille Lacs County (MN)	10	10	100.0%	\$575,555	\$394,724	68.6%	\$941,032
McNairy County (TN)	15	5	33.3%	\$22,544	\$13,895	61.6%	\$29,749
City of Winona (MN)	17	17	100.0%	\$3,269,857	\$2,242,514	68.6%	\$5,620,884



**Table 5:  
Participation Rate of Eligible Nonprofit Arts and Cultural Organizations  
Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group A</b> Population Fewer than 50,000 Sample Size = 52	<b>Universe of Eligible Organizations</b>	<b>Number of Participating Organizations</b>	<b>Participation Rate</b>	<b>Direct Organizational Expenditures</b>	<b>Local Direct Organizational Expenditures</b>	<b>Local as a Percent of Total</b>	<b>Total Spending (Direct, Indirect, and Induced)</b>
Door County (WI)	21	16	76.2%	\$9,730,760	\$6,898,489	70.9%	\$14,656,006
City of Benicia (CA)	12	12	100.0%	\$2,902,134	\$2,079,525	71.7%	\$4,371,128
City of Winter Park (FL)	35	20	57.1%	\$16,576,065	\$13,880,965	83.7%	\$35,748,577
City of Rochester (NH)	33	12	36.4%	\$4,353,943	\$3,174,476	72.9%	\$7,097,479
City of Morgantown (WV)	47	34	72.3%	\$27,454,214	\$20,520,141	74.7%	\$45,717,740
Henry County (TN)	6	3	50.0%	\$183,974	\$113,152	61.5%	\$267,453
City of Fairbanks (AK)	43	23	53.5%	\$8,779,765	\$5,957,725	67.9%	\$13,631,272
City of Bangor (ME)	34	13	38.2%	\$3,437,656	\$2,579,027	75.0%	\$6,124,380
Weakley County (TN)	15	8	53.3%	\$211,563	\$130,038	61.5%	\$298,659
Dare County (NC)	25	20	80.0%	\$13,790,194	\$8,312,090	60.3%	\$20,565,995
City of Columbia (TN)	23	7	30.4%	\$1,297,724	\$784,431	60.4%	\$1,903,954
City of Lake Worth (FL)	27	12	44.4%	\$14,656,059	\$12,204,577	83.3%	\$28,501,568
Clatsop County (OR)	27	22	81.5%	\$2,874,045	\$1,890,462	65.8%	\$4,267,628
Yadkin County (NC)	1	1	100.0%	\$809,737	\$481,915	59.5%	\$1,045,698
Greater Belfast Area (ME)	49	20	40.8%	\$2,683,737	\$2,026,784	75.5%	\$4,129,399
Campbell County (TN)	7	7	100.0%	\$108,671	\$58,735	54.0%	\$146,224
Monroe County (TN)	21	8	38.1%	\$666,880	\$476,836	71.5%	\$1,023,875
Lincoln County (OR)	52	10	19.2%	\$1,595,530	\$981,093	61.5%	\$2,363,944
Iron County (UT)	30	19	63.3%	\$13,330,445	\$9,440,946	70.8%	\$21,440,789
City of St. Louis Park (MN)	15	15	100.0%	\$758,069	\$519,894	68.6%	\$1,590,429
City of Logan (UT)	36	24	66.7%	\$17,572,786	\$12,854,880	73.2%	\$29,240,172
Gibson County (TN)	18	11	61.1%	\$1,003,653	\$688,759	68.6%	\$1,441,091
<b>Group A Average</b>	<b>21.6</b>	<b>13.0</b>	<b>69.5%</b>	<b>\$5,419,614</b>	<b>\$3,955,985</b>	<b>68.6%</b>	<b>\$9,371,448</b>
Group A Median	19	12	74.3%	\$2,607,677	\$1,752,998	68.6%	\$4,164,159
Group A Total	1,125	674					

**Table 5:  
Participation Rate of Eligible Nonprofit Arts and Cultural Organizations  
Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group B</b> Population 50,000 to 99,999 Sample Size = 38	<b>Universe of Eligible Organizations</b>	<b>Number of Participating Organizations</b>	<b>Participation Rate</b>	<b>Direct Organizational Expenditures</b>	<b>Local Direct Organizational Expenditures</b>	<b>Local as a Percent of Total</b>	<b>Total Spending (Direct, Indirect, and Induced)</b>
City of Joplin (MO)	54	20	37.0%	\$1,792,636	\$1,344,645	75.0%	\$3,052,764
City of La Crosse (WI)	50	33	66.0%	\$12,827,852	\$10,319,995	80.4%	\$25,023,713
McMinn County (TN)	23	20	87.0%	\$2,021,520	\$1,334,496	66.0%	\$2,953,798
Lafayette County (MS)	33	19	57.6%	\$2,655,457	\$2,204,438	83.0%	\$5,203,337
Chisago County (MN)	6	6	100.0%	\$655,430	\$483,235	73.7%	\$1,071,628
City of Grand Forks (ND)	27	13	48.1%	\$2,781,581	\$2,132,681	76.7%	\$4,654,539
City of Corvallis (OR)	37	22	59.5%	\$27,545,447	\$18,628,854	67.6%	\$40,604,282
City of Noblesville (IN)	6	2	33.3%	\$475,139	\$396,419	83.4%	\$894,318
City of Ocala (FL)	37	29	78.4%	\$14,295,754	\$10,986,750	76.9%	\$25,249,617
Lenoir County (NC)	20	11	55.0%	\$932,880	\$610,622	65.5%	\$1,458,748
Town of Chapel Hill (NC)	104	55	52.9%	\$88,407,897	\$64,672,448	73.2%	\$142,606,887
City of Grand Junction (CO)	110	32	29.1%	\$11,275,100	\$8,969,257	79.5%	\$20,342,284
Town of Jupiter (FL)	18	3	16.7%	\$8,019,104	\$6,677,769	83.3%	\$15,594,713
Hamblen County (TN)	11	6	54.5%	\$760,318	\$486,047	63.9%	\$1,170,716
City of Delray Beach (FL)	26	12	46.2%	\$11,319,692	\$9,426,276	83.3%	\$22,013,351
City of St. Cloud (MN)	25	25	100.0%	\$5,345,355	\$3,941,019	73.7%	\$9,504,041
City of Portland (ME)	125	46	36.8%	\$46,572,402	\$37,978,492	81.5%	\$99,531,552
City of Jackson (TN)	27	13	48.1%	\$2,666,496	\$1,904,970	71.4%	\$4,487,017
City of Walnut Creek (CA)	46	29	63.0%	\$21,097,821	\$16,443,870	77.9%	\$34,951,812
Greene County (TN)	25	9	36.0%	\$2,505,621	\$1,544,464	61.6%	\$3,569,305
City of Flagstaff (AZ)	55	50	90.9%	\$51,666,744	\$36,312,539	70.3%	\$84,571,189
City of Missoula (MT)	58	34	58.6%	\$20,392,313	\$15,356,582	75.3%	\$37,490,397
City of Fort Myers (FL)	28	14	50.0%	\$13,682,062	\$10,881,100	79.5%	\$25,342,162
Putnam County (TN)	26	9	34.6%	\$2,038,202	\$1,496,594	73.4%	\$3,446,424
Monroe County (FL)	93	53	57.0%	\$27,188,753	\$17,477,238	64.3%	\$40,054,563
City of Lynchburg (VA)	60	20	33.3%	\$6,648,618	\$3,193,295	48.0%	\$6,946,733
City of Duluth (MN)	37	37	100.0%	\$14,291,391	\$10,536,745	73.7%	\$26,553,404
City of Fishers (IN)	8	6	75.0%	\$23,094,545	\$19,268,279	83.4%	\$43,469,115
City of Carmel (IN)	18	12	66.7%	\$12,559,425	\$10,478,600	83.4%	\$23,639,656
City of Sugar Land (TX)	41	5	12.2%	\$646,740	\$546,714	84.5%	\$1,107,710

**Table 5:**  
**Participation Rate of Eligible Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group B</b> Population 50,000 to 99,999 Sample Size = 38	<b>Universe of Eligible Organizations</b>	<b>Number of Participating Organizations</b>	<b>Participation Rate</b>	<b>Direct Organizational Expenditures</b>	<b>Local Direct Organizational Expenditures</b>	<b>Local as a Percent of Total</b>	<b>Total Spending (Direct, Indirect, and Induced)</b>
City of Asheville (NC)	60	43	71.7%	\$19,541,466	\$15,857,211	81.1%	\$38,356,124
Buchanan County (MO)	39	27	69.2%	\$10,079,729	\$6,464,291	64.1%	\$16,876,799
City of Boca Raton (FL)	37	10	27.0%	\$10,757,773	\$8,958,347	83.3%	\$20,920,590
City of Miami Beach (FL)	83	75	90.4%	\$84,770,391	\$70,731,369	83.4%	\$192,571,437
Moore County (NC)	47	34	72.3%	\$6,876,979	\$4,593,674	66.8%	\$10,193,388
Sevier County (TN)	42	10	23.8%	\$3,645,416	\$2,117,138	58.1%	\$5,095,858
Cape May County (NJ)	51	7	13.7%	\$4,544,984	\$3,008,855	66.2%	\$6,702,631
Cleveland County (NC)	15	15	100.0%	\$2,287,739	\$1,484,361	64.9%	\$3,492,532
<b>Group B Average</b>	<b>42.3</b>	<b>22.8</b>	<b>56.6%</b>	<b>\$15,228,073</b>	<b>\$11,559,202</b>	<b>73.7%</b>	<b>\$27,651,819</b>
Group B Median	37	20	56.0%	\$9,049,417	\$6,571,030	74.4%	\$16,235,756
Group B Total	1,608	866					

**Table 5:  
Participation Rate of Eligible Nonprofit Arts and Cultural Organizations  
Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group C</b> Population 100,000 to 249,999 Sample Size = 50	<b>Universe of Eligible Organizations</b>	<b>Number of Participating Organizations</b>	<b>Participation Rate</b>	<b>Direct Organizational Expenditures</b>	<b>Local Direct Organizational Expenditures</b>	<b>Local as a Percent of Total</b>	<b>Total Spending (Direct, Indirect, and Induced)</b>
City of Las Cruces (NM)	80	22	27.5%	\$8,508,432	\$5,833,720	68.6%	\$13,160,464
Eau Claire County (WI)	32	15	46.9%	\$4,509,343	\$3,803,103	84.3%	\$9,543,035
Yamhill County (OR)	78	53	67.9%	\$20,664,640	\$14,252,525	69.0%	\$32,666,441
City of Lewisville (TX)	10	8	80.0%	\$1,513,284	\$1,304,316	86.2%	\$2,702,746
City of West Palm Beach (FL)	67	29	43.3%	\$117,010,242	\$97,438,234	83.3%	\$227,549,259
City of Boulder (CO)	198	65	32.8%	\$35,514,381	\$25,956,110	73.1%	\$59,862,705
City of Richardson (TX)	32	24	75.0%	\$12,143,635	\$9,679,955	79.7%	\$23,303,428
City of High Point (NC)	18	10	55.6%	\$2,560,289	\$2,110,058	82.4%	\$5,547,007
City of Cambridge (MA)	67	35	52.2%	\$119,802,629	\$87,811,074	73.3%	\$211,974,736
City of Lowell (MA)	56	15	26.8%	\$8,688,661	\$6,951,618	80.0%	\$14,963,562
Douglas County (KS)	59	23	39.0%	\$15,670,891	\$11,354,568	72.5%	\$25,128,636
City of Columbia (MO)	32	29	90.6%	\$9,152,344	\$6,902,797	75.4%	\$16,864,712
City of Norman (OK)	36	24	66.7%	\$11,552,877	\$8,962,225	77.6%	\$19,531,911
Wayne County (NC)	24	15	62.5%	\$1,570,039	\$1,047,451	66.7%	\$2,565,399
City of Lafayette (LA)	34	10	29.4%	\$6,356,368	\$4,722,987	74.3%	\$11,489,275
Washington County (TN)	46	20	43.5%	\$3,257,903	\$2,428,584	74.5%	\$5,629,702
City of Thousand Oaks (CA)	70	12	17.1%	\$8,609,672	\$6,585,777	76.5%	\$14,127,810
City of Charleston (SC)	64	38	59.4%	\$66,091,990	\$50,340,271	76.2%	\$122,331,725
City of Waco (TX)	34	30	88.2%	\$31,391,910	\$22,019,809	70.1%	\$55,879,012
Robeson County (NC)	13	9	69.2%	\$2,914,420	\$1,819,739	62.4%	\$4,263,109
Columbia County (GA)	20	5	25.0%	\$43,211	\$31,810	73.6%	\$80,371
Orange County (NC)	166	82	49.4%	\$93,643,475	\$68,502,396	73.2%	\$151,052,167
City of Savannah (GA)	135	45	33.3%	\$34,799,185	\$25,051,338	72.0%	\$61,924,914
Indian River County (FL)	46	10	21.7%	\$16,019,023	\$10,777,563	67.3%	\$24,564,209
City of Alexandria (VA)	60	50	83.3%	\$35,827,099	\$27,646,969	77.2%	\$60,808,335
Martin County (FL)	37	20	54.1%	\$14,266,732	\$10,693,547	75.0%	\$23,401,234
Macon-Bibb County (GA)	57	48	84.2%	\$49,139,734	\$41,244,082	83.9%	\$105,449,190
City of Springfield (MA)	26	15	57.7%	\$36,109,244	\$26,795,932	74.2%	\$67,333,454
Catawba County (NC)	37	25	67.6%	\$12,569,224	\$9,343,150	74.3%	\$22,689,817
Town of Cary (NC)	53	37	69.8%	\$6,153,643	\$5,175,801	84.1%	\$13,182,150

**Table 5:  
Participation Rate of Eligible Nonprofit Arts and Cultural Organizations  
Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group C</b> Population 100,000 to 249,999 Sample Size = 50	<b>Universe of Eligible Organizations</b>	<b>Number of Participating Organizations</b>	<b>Participation Rate</b>	<b>Direct Organizational Expenditures</b>	<b>Local Direct Organizational Expenditures</b>	<b>Local as a Percent of Total</b>	<b>Total Spending (Direct, Indirect, and Induced)</b>
Alamance County (NC)	34	34	100.0%	\$3,877,725	\$2,764,704	71.3%	\$6,254,881
Cumberland County (NJ)	35	25	71.4%	\$9,546,724	\$6,662,785	69.8%	\$15,416,477
City of Eugene (OR)	82	40	48.8%	\$40,780,515	\$30,597,802	75.0%	\$71,599,032
Middlesex County (CT)	27	15	55.6%	\$20,883,683	\$14,872,041	71.2%	\$33,336,447
City of Springfield (MO)	85	24	28.2%	\$9,778,504	\$7,551,793	77.2%	\$20,440,739
City of Sioux Falls (SD)	49	26	53.1%	\$20,112,501	\$14,460,602	71.9%	\$37,030,783
Pitt County (NC)	42	23	54.8%	\$12,689,847	\$8,835,670	69.6%	\$21,456,973
City of Providence (RI)	127	56	44.1%	\$93,832,555	\$73,218,670	78.0%	\$177,864,863
City of Worcester (MA)	57	57	100.0%	\$64,504,636	\$47,647,610	73.9%	\$114,482,072
Montgomery County (TN)	43	20	46.5%	\$2,964,420	\$2,127,115	71.8%	\$4,674,215
Salt Lake City (UT)	114	57	50.0%	\$112,442,764	\$87,820,626	78.1%	\$229,710,023
Cabarrus County (NC)	18	18	100.0%	\$2,265,571	\$1,736,534	76.6%	\$3,907,520
Richmond County (GA)	74	28	37.8%	\$37,811,438	\$28,578,106	75.6%	\$70,851,719
City of Tacoma (WA)	118	66	55.9%	\$74,648,459	\$56,512,956	75.7%	\$136,716,128
Doña Ana County (NM)	90	29	32.2%	\$12,920,210	\$8,858,611	68.6%	\$19,984,406
New Hanover County (NC)	79	35	44.3%	\$14,841,737	\$11,057,606	74.5%	\$27,437,332
Arlington County (VA)	127	72	56.7%	\$170,762,477	\$125,748,393	73.6%	\$260,613,369
City of Irving (TX)	19	17	89.5%	\$24,192,919	\$20,120,397	83.2%	\$49,366,168
City of Reno (NV)	92	47	51.1%	\$50,139,403	\$39,312,152	78.4%	\$93,018,110
York County (SC)	17	13	76.5%	\$13,279,645	\$9,785,604	73.7%	\$20,220,955
<b>Group C Average</b>	<b>60.3</b>	<b>30.5</b>	<b>56.3%</b>	<b>\$31,566,605</b>	<b>\$23,897,146</b>	<b>75.0%</b>	<b>\$56,479,055</b>
Group C Median	51	25	54.4%	\$14,554,235	\$10,735,555	74.4%	\$23,982,722
Group C Total	3,016	1,525					

**Table 5:  
Participation Rate of Eligible Nonprofit Arts and Cultural Organizations  
Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group D</b> Population 250,000 to 499,999 Sample Size = 42	<b>Universe of Eligible Organizations</b>	<b>Number of Participating Organizations</b>	<b>Participation Rate</b>	<b>Direct Organizational Expenditures</b>	<b>Local Direct Organizational Expenditures</b>	<b>Local as a Percent of Total</b>	<b>Total Spending (Direct, Indirect, and Induced)</b>
Buncombe County (NC)	79	52	65.8%	\$26,363,882	\$21,393,361	81.1%	\$51,747,209
Alachua County (FL)	68	44	64.7%	\$36,563,147	\$26,551,198	72.6%	\$63,308,426
Greater Green Bay Area (WI)	92	41	44.6%	\$23,392,446	\$18,456,323	78.9%	\$44,537,511
City of Orlando (FL)	132	55	41.7%	\$123,648,175	\$103,544,233	83.7%	\$266,664,394
City of Lincoln (NE)	98	40	40.8%	\$50,665,562	\$37,812,870	74.6%	\$93,116,118
Southeastern Connecticut Region (CT)	223	70	31.4%	\$87,159,766	\$60,676,283	69.6%	\$132,775,198
Erie County (PA)	156	46	29.5%	\$19,091,150	\$14,551,962	76.2%	\$35,248,449
San Luis Obispo County (CA)	61	28	45.9%	\$13,693,022	\$10,013,587	73.1%	\$23,270,915
City of Newark (NJ)	52	31	59.6%	\$109,365,244	\$81,624,673	74.6%	\$187,756,171
Leon County (FL)	274	69	25.2%	\$100,454,010	\$89,922,730	89.5%	\$227,350,168
Rutherford County (TN)	36	36	100.0%	\$10,798,787	\$7,596,496	70.3%	\$17,683,021
St. Lucie County (FL)	30	5	16.7%	\$3,119,978	\$2,639,761	84.6%	\$5,197,215
Greater Spartanburg Area (SC)	66	29	43.9%	\$21,371,683	\$16,174,236	75.7%	\$38,436,048
Durham County (NC)	102	69	67.6%	\$104,619,126	\$80,744,646	77.2%	\$193,420,670
City of St. Paul (MN)	167	167	100.0%	\$281,609,958	\$220,597,941	78.3%	\$590,817,692
Hamilton County (IN)	34	21	61.8%	\$36,204,739	\$30,206,398	83.4%	\$68,145,442
Osceola County (FL)	20	7	35.0%	\$1,922,406	\$1,386,761	72.1%	\$2,947,329
Escambia County (FL)	33	25	75.8%	\$27,449,975	\$21,002,851	76.5%	\$50,108,918
Lexington-Fayette Urban County (KY)	85	34	40.0%	\$16,129,322	\$12,838,937	79.6%	\$33,587,347
Lake County (FL)	71	11	15.5%	\$1,137,478	\$831,837	73.1%	\$1,858,935
City of Riverside (CA)	71	45	63.4%	\$17,575,088	\$12,811,179	72.9%	\$29,497,094
Cumberland County (NC)	120	48	40.0%	\$29,655,943	\$23,516,786	79.3%	\$47,836,714
Collier County (FL)	182	45	24.7%	\$62,973,722	\$44,901,377	71.3%	\$95,207,663
Hamilton County (TN)	203	53	26.1%	\$64,768,855	\$48,937,065	75.6%	\$124,043,151
Manatee County (FL)	47	32	68.1%	\$14,441,702	\$11,402,059	79.0%	\$24,161,473
City of Tampa (FL)	84	56	66.7%	\$130,701,988	\$110,043,494	84.2%	\$280,693,830
Forsyth County (NC)	99	59	59.6%	\$104,706,797	\$84,329,859	80.5%	\$209,901,509
Mercer County (NJ)	128	25	19.5%	\$22,095,147	\$17,827,112	80.7%	\$39,477,963
City of Wichita (KS)	82	34	41.5%	\$43,936,656	\$31,909,942	72.6%	\$78,509,369
Clackamas County (OR)	109	18	16.5%	\$5,821,109	\$4,650,687	79.9%	\$9,994,039

**Table 5:  
Participation Rate of Eligible Nonprofit Arts and Cultural Organizations  
Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group D</b> Population 250,000 to 499,999 Sample Size = 42	<b>Universe of Eligible Organizations</b>	<b>Number of Participating Organizations</b>	<b>Participation Rate</b>	<b>Direct Organizational Expenditures</b>	<b>Local Direct Organizational Expenditures</b>	<b>Local as a Percent of Total</b>	<b>Total Spending (Direct, Indirect, and Induced)</b>
Sarasota County (FL)	102	51	50.0%	\$201,514,937	\$159,579,523	79.2%	\$357,367,520
City of Minneapolis (MN)	297	297	100.0%	\$323,394,524	\$253,329,700	78.3%	\$678,481,711
Berks County (PA)	32	20	62.5%	\$10,805,527	\$8,428,946	78.0%	\$19,966,122
City of Miami (FL)	232	216	93.1%	\$487,578,468	\$406,829,463	83.4%	\$1,107,623,610
City of Raleigh (NC)	188	78	41.5%	\$167,668,956	\$141,025,589	84.1%	\$359,175,427
Santa Barbara County (CA)	160	93	58.1%	\$126,303,269	\$93,397,728	73.9%	\$217,307,561
Seminole County (FL)	88	21	23.9%	\$8,253,173	\$6,439,317	78.0%	\$14,684,480
City of Virginia Beach (VA)	49	33	67.3%	\$25,929,369	\$20,234,834	78.0%	\$45,573,178
City of Atlanta (GA)	511	146	28.6%	\$371,899,510	\$313,827,716	84.4%	\$796,234,613
City of Mesa (AZ)	18	14	77.8%	\$16,854,627	\$15,249,813	90.5%	\$34,082,991
City of Kansas City (MO)	165	91	55.2%	\$161,706,593	\$128,149,211	79.2%	\$338,675,250
Morris County (NJ)	148	14	9.5%	\$15,784,179	\$12,911,047	81.8%	\$28,471,714
<b>Group D Average</b>	<b>118.9</b>	<b>56.4</b>	<b>50.0%</b>	<b>\$83,550,714</b>	<b>\$66,864,275</b>	<b>78.3%</b>	<b>\$168,212,956</b>
Group D Median	95	43	45.2%	\$32,930,341	\$25,033,992	78.3%	\$57,527,818
Group D Total	4,994	2,369					

**Table 5:  
Participation Rate of Eligible Nonprofit Arts and Cultural Organizations  
Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group E</b> Population 500,000 to 999,999 Sample Size = 25	<b>Universe of Eligible Organizations</b>	<b>Number of Participating Organizations</b>	<b>Participation Rate</b>	<b>Direct Organizational Expenditures</b>	<b>Local Direct Organizational Expenditures</b>	<b>Local as a Percent of Total</b>	<b>Total Spending (Direct, Indirect, and Induced)</b>
Sonoma County (CA)	99	43	43.4%	\$45,118,213	\$34,065,086	75.5%	\$74,055,144
Volusia County (FL)	121	44	36.4%	\$13,720,631	\$10,704,087	78.0%	\$25,955,334
Guilford County (NC)	127	70	55.1%	\$67,062,726	\$55,269,643	82.4%	\$145,295,088
Dane County (WI)	293	132	45.1%	\$145,739,612	\$115,114,846	79.0%	\$283,931,408
Brevard County (FL)	95	11	11.6%	\$7,119,716	\$6,000,619	84.3%	\$11,314,775
Washington County (OR)	78	31	39.7%	\$13,813,264	\$11,168,981	80.9%	\$25,795,836
Johnson County (KS)	75	27	36.0%	\$12,335,839	\$9,885,378	80.1%	\$23,650,760
City of Louisville (KY)	266	100	37.6%	\$224,560,560	\$184,683,135	82.2%	\$500,707,969
City of Baltimore (MD)	226	146	64.6%	\$326,333,152	\$247,282,083	75.8%	\$599,436,178
Polk County (FL)	97	34	35.1%	\$15,790,432	\$12,695,160	80.4%	\$29,836,071
City of Boston (MA)	412	148	35.9%	\$763,888,012	\$584,763,888	76.6%	\$1,457,208,637
District of Columbia (DC)	218	195	89.4%	\$1,654,234,168	\$976,740,633	59.0%	\$2,014,624,042
Nashville-Davidson County (TN)	82	82	100.0%	\$178,780,284	\$146,379,708	81.9%	\$380,471,086
City of El Paso (TX)	104	76	73.1%	\$59,978,686	\$46,117,338	76.9%	\$113,923,856
Lee County (FL)	136	41	30.1%	\$33,978,684	\$27,022,642	79.5%	\$62,935,931
City of Fort Worth (TX)	192	74	38.5%	\$255,976,253	\$203,434,212	79.5%	\$483,615,289
City of Indianapolis (IN)	126	93	73.8%	\$227,293,491	\$178,367,625	78.5%	\$480,133,972
City and County of San Francisco (CA)	559	359	64.2%	\$780,613,098	\$607,517,070	77.8%	\$1,356,397,180
Prince George's County (MD)	57	39	68.4%	\$23,782,748	\$18,243,745	76.7%	\$38,034,203
Pinellas County (FL)	77	47	61.0%	\$100,195,060	\$85,701,753	85.5%	\$200,961,960
Shelby County (TN)	163	71	43.6%	\$118,196,607	\$97,863,520	82.8%	\$250,180,523
Fairfield County (CT)	311	72	23.2%	\$148,621,258	\$122,004,871	82.1%	\$264,304,027
Westchester County (NY)	297	107	36.0%	\$106,569,709	\$86,240,569	80.9%	\$189,176,119
Fulton County (GA)	593	180	30.4%	\$382,742,711	\$322,977,761	84.4%	\$819,449,841
Wake County (NC)	297	126	42.4%	\$179,146,269	\$150,679,104	84.1%	\$383,761,784
<b>Group E Average</b>	<b>204.0</b>	<b>93.9</b>	<b>48.6%</b>	<b>\$235,423,647</b>	<b>\$173,636,938</b>	<b>79.4%</b>	<b>\$408,606,281</b>
Group E Median	136	74	42.4%	\$118,196,607	\$97,863,520	80.1%	\$250,180,523
Group E Total	5,101	2,348					



**Table 5:  
Participation Rate of Eligible Nonprofit Arts and Cultural Organizations  
Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group F</b> Population 1,000,000 or More Sample Size = 21	<b>Universe of Eligible Organizations</b>	<b>Number of Participating Organizations</b>	<b>Participation Rate</b>	<b>Direct Organizational Expenditures</b>	<b>Local Direct Organizational Expenditures</b>	<b>Local as a Percent of Total</b>	<b>Total Spending (Direct, Indirect, and Induced)</b>
Mecklenburg County (NC)	201	82	40.8%	\$137,737,853	\$114,134,997	82.9%	\$287,076,107
City of San José (CA)	114	67	58.8%	\$73,462,553	\$54,565,342	74.3%	\$119,896,030
Montgomery County (MD)	157	149	94.9%	\$105,104,756	\$80,701,093	76.8%	\$173,215,391
Fairfax County (VA)	126	85	67.5%	\$173,409,818	\$132,740,855	76.5%	\$273,739,058
Allegheny County (PA)	348	194	55.7%	\$549,874,646	\$431,195,669	78.4%	\$1,128,172,078
Greater Columbus Area (OH)	294	92	31.3%	\$222,477,493	\$182,396,521	82.0%	\$474,761,480
Orange County (FL)	198	90	45.5%	\$154,347,536	\$129,252,188	83.7%	\$332,871,813
City of Dallas (TX)	227	209	92.1%	\$631,469,325	\$515,778,835	81.7%	\$1,270,870,870
Hillsborough County (FL)	118	76	64.4%	\$175,225,260	\$147,529,507	84.2%	\$376,311,410
City of San Diego (CA)	293	137	46.8%	\$553,563,393	\$442,455,363	79.9%	\$1,044,188,898
Palm Beach County (FL)	240	79	32.9%	\$184,292,190	\$153,466,100	83.3%	\$358,392,141
City of San Antonio (TX)	88	76	86.4%	\$143,127,136	\$118,014,738	82.5%	\$282,151,164
Sacramento County (CA)	206	110	53.4%	\$82,336,356	\$65,188,948	79.2%	\$165,452,392
City of Phoenix (AZ)	161	90	55.9%	\$164,604,285	\$131,455,130	79.9%	\$332,175,354
City and County of Philadelphia (PA)	435	395	90.8%	\$848,922,523	\$619,572,800	73.0%	\$1,591,075,865
Broward County (FL)	351	103	29.3%	\$148,488,007	\$120,981,700	81.5%	\$309,054,010
Santa Clara County (CA)	278	115	41.4%	\$112,342,340	\$83,443,850	74.3%	\$183,350,565
Riverside County (CA)	137	94	68.6%	\$63,975,017	\$46,633,929	72.9%	\$107,372,269
Miami-Dade County (FL)	677	632	93.4%	\$851,913,996	\$710,826,535	83.4%	\$1,935,278,355
City of Chicago (IL)	701	466	66.5%	\$1,374,865,815	\$1,111,895,159	80.9%	\$2,863,387,767
Harris County (TX)	1,056	198	18.8%	\$565,143,010	\$465,407,808	82.4%	\$1,137,932,340
<b>Group F Average</b>	<b>305.0</b>	<b>168.5</b>	<b>58.8%</b>	<b>\$348,413,491</b>	<b>\$278,935,098</b>	<b>79.7%</b>	<b>\$702,225,017</b>
Group F Median	227	103	55.9%	\$173,409,818	\$132,740,855	80.9%	\$332,871,813
Group F Total	6,406	3,539					
<b>ALL CITY/COUNTY STUDY REGIONS</b>							
<b>Average</b>	<b>97.6</b>	<b>49.7</b>	<b>57.6%</b>	<b>\$83,992,199</b>	<b>\$65,117,010</b>	<b>74.8%</b>	<b>\$159,600,279</b>
Median	52.5	26.5	55.1%	\$15,727,535	\$11,803,318	75.5%	\$26,995,368
Minimum			9.5%				
Maximum			100.0%				

**Table 5:  
Participation Rate of Eligible Nonprofit Arts and Cultural Organizations  
Per Study Region During Fiscal Year 2015**

<b>Regional Study Regions</b> All Populations Sample Size = 81	<b>Universe of Eligible Organizations</b>	<b>Number of Participating Organizations</b>	<b>Participation Rate</b>	<b>Direct Organizational Expenditures</b>	<b>Local Direct Organizational Expenditures</b>	<b>Local as a Percent of Total</b>	<b>Total Spending (Direct, Indirect, and Induced)</b>
High Peaks Region (ME)	19	11	57.9%	\$733,718	\$485,836	66.2%	\$1,112,971
Wood River Valley (ID)	30	24	80.0%	\$15,469,150	\$10,427,646	67.4%	\$22,664,675
Southern Oregon Area	17	4	23.5%	\$37,531,117	\$29,493,645	78.6%	\$69,956,556
Southwestern Pennsylvania Area	29	29	100.0%	\$13,154,583	\$8,907,963	67.7%	\$22,667,251
Greater Portsmouth Area (NH)	52	26	50.0%	\$21,456,627	\$17,097,540	79.7%	\$38,547,565
Northeast Oregon Region	44	5	11.4%	\$652,008	\$431,613	66.2%	\$947,916
Toe River Valley (NC)	16	9	56.3%	\$11,706,879	\$8,209,883	70.1%	\$20,126,416
Albemarle Region (NC)	40	7	17.5%	\$2,724,828	\$1,839,227	67.5%	\$4,471,743
Greater Concord Area (NH)	29	15	51.7%	\$17,833,550	\$12,944,511	72.6%	\$32,063,182
North Central Minnesota Region	151	39	25.8%	\$1,630,565	\$1,222,601	75.0%	\$2,819,247
Northwest Minnesota Region	122	26	21.3%	\$616,142	\$461,985	75.0%	\$785,581
Monadnock Region (NH)	144	36	25.0%	\$13,271,384	\$10,094,596	76.1%	\$23,975,203
Bismarck-Mandan Region (ND)	129	29	22.5%	\$22,135,263	\$16,892,086	76.3%	\$42,282,619
Greater Minot Region (ND)	116	24	20.7%	\$8,739,861	\$5,969,005	68.3%	\$14,304,937
Greater Burlington Area (VT)	80	49	61.3%	\$59,120,540	\$42,923,004	72.6%	\$105,086,861
Greater Charlottesville Area (VA)	216	44	20.4%	\$60,559,918	\$25,560,291	42.2%	\$64,512,647
Brainerd Lakes Region (MN)	192	37	19.3%	\$2,753,533	\$2,064,606	75.0%	\$5,060,994
East Central Minnesota Region	140	29	20.7%	\$3,802,469	\$2,851,100	75.0%	\$6,217,037
Northwest Connecticut Region	125	56	44.8%	\$21,482,961	\$16,124,582	75.1%	\$34,204,084
Central Oregon Region	48	13	27.1%	\$9,958,558	\$7,203,500	72.3%	\$16,750,821
Greater Fargo-Moorhead Area (ND/MN)	97	46	47.4%	\$17,509,395	\$13,276,919	75.8%	\$32,769,265
Black Hills Region (SD)	111	67	60.4%	\$22,974,769	\$16,996,244	74.0%	\$41,141,031
Greater Kingsport Area (TN)	31	25	80.6%	\$9,562,287	\$6,678,031	69.8%	\$15,999,084
Lake Region (MN)	229	50	21.8%	\$6,485,666	\$4,862,968	75.0%	\$12,115,224
South Central Minnesota Region	297	89	30.0%	\$6,433,650	\$4,823,966	75.0%	\$11,168,816
Greater Sioux Falls Area (SD)	65	33	50.8%	\$20,601,653	\$14,781,011	71.7%	\$37,716,603
Southwest Tennessee Development District	66	29	43.9%	\$3,129,255	\$2,194,030	70.1%	\$5,017,966
Northwest Tennessee Development District	76	29	38.2%	\$2,283,302	\$1,470,834	64.4%	\$3,330,067
Southwest Minnesota Region	299	70	23.4%	\$4,868,274	\$3,650,243	75.0%	\$9,356,823
Arrowhead Region (MN)	304	107	35.2%	\$19,637,859	\$14,724,513	75.0%	\$36,487,142

**Table 5:  
Participation Rate of Eligible Nonprofit Arts and Cultural Organizations  
Per Study Region During Fiscal Year 2015**

<b>Regional Study Regions</b> All Populations Sample Size = 81	<b>Universe of Eligible Organizations</b>	<b>Number of Participating Organizations</b>	<b>Participation Rate</b>	<b>Direct Organizational Expenditures</b>	<b>Local Direct Organizational Expenditures</b>	<b>Local as a Percent of Total</b>	<b>Total Spending (Direct, Indirect, and Induced)</b>
Maple Grove and the Northwest Suburbs (MN)	15	15	100.0%	\$1,487,198	\$1,115,105	75.0%	\$3,120,141
Greater Augusta Area (GA)	94	33	35.1%	\$37,854,649	\$28,609,916	75.6%	\$70,932,090
Upper Cumberland Development District (TN)	109	42	38.5%	\$6,334,696	\$4,228,832	66.8%	\$9,788,135
City of Huntsville/Madison County (AL)	63	34	54.0%	\$53,843,563	\$36,396,196	67.6%	\$86,363,171
Northeast Commission (NC)	139	62	44.6%	\$22,642,818	\$13,840,625	61.1%	\$34,845,069
Greater Ann Arbor Area (MI)	133	87	65.4%	\$49,916,641	\$37,427,615	75.0%	\$96,089,534
Greater Fox Cities Region (WI)	116	18	15.5%	\$40,077,673	\$34,539,898	86.2%	\$90,188,206
Central Minnesota Region	204	54	26.5%	\$8,800,646	\$6,598,745	75.0%	\$15,647,549
South Central Tennessee Development District	113	60	53.1%	\$4,064,456	\$2,764,683	68.0%	\$6,140,841
Northwest Arkansas Region	99	23	23.2%	\$67,503,606	\$55,849,709	82.7%	\$133,712,296
Southeast Minnesota Region	347	122	35.2%	\$16,690,210	\$12,514,359	75.0%	\$28,690,471
First Tennessee Development District	119	58	48.7%	\$15,384,812	\$10,910,650	70.9%	\$26,485,111
Greater Harrisburg Area (PA)	80	25	31.3%	\$12,684,667	\$10,252,618	80.8%	\$25,036,945
Greater New Haven Area (CT)	263	35	13.3%	\$114,867,991	\$92,787,357	80.8%	\$233,181,794
Treasure Coast Region (FL)	113	35	31.0%	\$33,405,733	\$24,110,871	72.2%	\$53,162,659
Greater Des Moines Region (IA)	91	65	71.4%	\$71,922,902	\$58,285,952	81.0%	\$151,604,863
Southeast Tennessee Development District	296	93	31.4%	\$67,352,550	\$50,824,500	75.5%	\$126,234,794
Greater Knoxville Region (TN)	195	60	30.8%	\$48,160,880	\$37,589,924	78.1%	\$93,148,037
Greater Columbia Area (SC)	80	33	41.3%	\$22,480,674	\$17,748,386	78.9%	\$45,749,170
Pikes Peak Region (CO)	166	87	52.4%	\$51,193,211	\$35,911,250	70.1%	\$90,513,051
Lehigh Valley Region (PA)	141	98	69.5%	\$83,164,601	\$66,041,159	79.4%	\$159,973,723
Greater Sarasota/Bradenton Area (FL)	159	83	52.2%	\$215,956,639	\$170,981,581	79.2%	\$381,528,993
Dayton Region (OH)	232	113	48.7%	\$95,159,725	\$75,614,691	79.5%	\$188,167,353
Richmond & Tri-Cities Region (VA)	131	83	63.4%	\$211,680,685	\$140,774,696	66.5%	\$284,969,711
Memphis Area Association of Governments (TN)	229	73	31.9%	\$118,315,928	\$97,879,824	82.7%	\$248,133,177
Eastern Region (NC)	195	110	56.4%	\$27,730,102	\$19,332,044	69.7%	\$47,769,947
Advantage West Region (NC)	376	184	48.9%	\$75,230,591	\$57,772,467	76.8%	\$138,727,261
Southeast Commission (NC)	285	127	44.6%	\$50,352,984	\$38,503,476	76.5%	\$87,269,427
Greater Fairfax Area (VA)	170	103	60.6%	\$182,798,508	\$138,287,398	75.7%	\$285,409,378
Greater Tulsa Region (OK)	228	123	53.9%	\$91,182,165	\$78,433,755	86.0%	\$185,268,981

**Table 5:  
Participation Rate of Eligible Nonprofit Arts and Cultural Organizations  
Per Study Region During Fiscal Year 2015**

<b>Regional Study Regions</b> All Populations Sample Size = 81	<b>Universe of Eligible Organizations</b>	<b>Number of Participating Organizations</b>	<b>Participation Rate</b>	<b>Direct Organizational Expenditures</b>	<b>Local Direct Organizational Expenditures</b>	<b>Local as a Percent of Total</b>	<b>Total Spending (Direct, Indirect, and Induced)</b>
East Tennessee Development District	321	100	31.2%	\$53,564,537	\$40,416,741	75.5%	\$99,956,390
West Valley Region (AZ)	84	20	23.8%	\$13,189,366	\$10,896,386	82.6%	\$27,544,338
Greater St. Louis Area (MO)	285	163	57.2%	\$363,745,576	\$294,356,279	80.9%	\$737,737,175
Western New York	171	126	73.7%	\$156,024,439	\$102,338,002	65.6%	\$247,645,896
Greater Oklahoma City Region (OK)	249	153	61.4%	\$220,484,100	\$176,171,032	79.9%	\$466,517,563
Piedmont Triad Partnership (NC)	329	206	62.6%	\$207,772,417	\$167,689,893	80.7%	\$424,961,810
Greater Portland Area (OR)	505	183	36.2%	\$214,420,434	\$176,788,194	82.4%	\$441,194,847
Greater Kansas City Metropolitan Area (MO/KS)	309	133	43.0%	\$179,536,915	\$142,279,381	79.2%	\$376,018,742
Greater Nashville Regional Council (TN)	234	158	67.5%	\$200,353,380	\$165,308,517	82.5%	\$416,198,229
Research Triangle Regional Partnership (NC)	695	357	51.4%	\$387,905,496	\$313,023,759	80.7%	\$797,185,698
Greater Tampa/St. Petersburg Area (FL)	256	123	48.0%	\$275,420,320	\$245,281,276	89.1%	\$558,329,480
Charlotte Regional Partnership (NC)	395	187	47.3%	\$165,862,764	\$136,215,489	82.1%	\$344,117,788
Greater Charlotte Region (NC/SC)	440	200	45.5%	\$179,142,409	\$147,159,680	82.1%	\$372,840,798
Seven-County Metro Area (MN)	2,458	645	26.2%	\$624,372,639	\$468,156,072	75.0%	\$1,309,933,797
Central Florida Region	690	218	31.6%	\$202,291,372	\$167,309,969	82.7%	\$419,468,739
Greater Philadelphia Region (PA)	588	492	83.7%	\$992,509,546	\$776,393,540	78.2%	\$1,990,143,855
Greater Washington Region (DC/MD/VA)	810	608	75.1%	\$2,172,509,756	\$1,367,368,230	62.9%	\$2,832,704,718
Metro Atlanta Area (GA)	1,248	269	21.6%	\$434,779,646	\$364,605,996	83.9%	\$930,761,930
Greater Atlanta Region (GA)	1,477	297	20.1%	\$442,368,282	\$370,663,037	83.8%	\$949,165,808
Greater Houston Region (TX)	1,402	209	14.9%	\$579,435,793	\$475,732,036	82.1%	\$1,152,164,226
Dallas-Fort Worth-Arlington MSA (TX)	497	454	91.3%	\$999,509,582	\$809,074,973	80.9%	\$1,996,339,843
<b>Regional Average</b>	<b>268.4</b>	<b>104.9</b>	<b>44.1%</b>	<b>\$140,768,642</b>	<b>\$107,133,589</b>	<b>75.0%</b>	<b>\$259,906,715</b>
Regional Median	151	60	44.6%	\$37,854,649	\$28,609,916	75.1%	\$69,956,556
Regional Total	21,738	8,496					

**Table 5:  
Participation Rate of Eligible Nonprofit Arts and Cultural Organizations  
Per Study Region During Fiscal Year 2015**

<b>Statewide Study Regions</b> All Populations Sample Size = 20	<b>Universe of Eligible Organizations</b>	<b>Number of Participating Organizations</b>	<b>Participation Rate</b>	<b>Direct Organizational Expenditures</b>	<b>Local Direct Organizational Expenditures</b>	<b>Local as a Percent of Total</b>	<b>Total Spending (Direct, Indirect, and Induced)</b>
State of Vermont	217	86	39.6%	\$78,856,911	\$53,647,734	68.0%	\$107,400,435
State of North Dakota	678	135	19.9%	\$56,458,549	\$39,267,449	69.6%	\$78,374,116
State of Delaware	135	95	70.4%	\$103,624,375	\$74,756,167	72.1%	\$149,533,026
State of Maine	602	123	20.4%	\$92,577,604	\$65,273,365	70.5%	\$124,242,624
State of Hawai'i	236	109	46.2%	\$125,921,352	\$86,878,417	69.0%	\$172,894,474
State of Nevada	581	164	28.2%	\$227,298,372	\$157,015,019	69.1%	\$316,217,421
State of Connecticut	1,137	324	28.5%	\$515,311,370	\$367,057,692	71.2%	\$725,993,144
State of Oklahoma	712	392	55.1%	\$331,249,786	\$236,630,082	71.4%	\$477,314,040
State of Oregon	1,075	365	34.0%	\$364,065,287	\$258,348,441	71.0%	\$503,632,080
State of Minnesota	4,743	1,268	26.7%	\$696,091,653	\$521,931,158	75.0%	\$1,438,282,680
State of Wisconsin	1,042	363	34.8%	\$376,915,991	\$261,811,907	69.5%	\$527,213,192
State of Maryland	592	522	88.2%	\$511,399,372	\$350,510,376	68.5%	\$689,819,257
State of Missouri	1,307	491	37.6%	\$602,903,738	\$423,350,149	70.2%	\$851,825,315
State of Tennessee	1,663	642	38.6%	\$470,782,916	\$338,067,759	71.8%	\$672,397,715
State of Massachusetts	1,620	643	39.7%	\$1,386,703,275	\$934,024,483	67.4%	\$1,908,013,933
State of New Jersey	530	183	34.5%	\$296,140,348	\$215,261,237	72.7%	\$402,335,766
State of North Carolina	2,414	1,233	51.1%	\$937,497,172	\$661,128,510	70.5%	\$1,324,561,192
State of Pennsylvania	1,431	1,077	75.3%	\$1,753,309,722	\$1,183,996,385	67.5%	\$2,429,145,594
State of Illinois	1,279	808	63.2%	\$1,780,626,339	\$1,216,478,671	68.3%	\$2,469,573,785
State of Florida	4,312	1,688	39.1%	\$2,285,671,265	\$1,712,031,446	74.9%	\$3,473,760,407
<b>Statewide Average</b>	<b>1,315.3</b>	<b>535.6</b>	<b>43.6%</b>	<b>\$649,670,270</b>	<b>\$457,873,322</b>	<b>70.2%</b>	<b>\$942,126,510</b>
Statewide Median	1,059	379	38.9%	\$423,849,454	\$299,939,833	70.4%	\$599,805,454
Statewide Total	26,306	10,711					

**Table 5:  
Participation Rate of Eligible Nonprofit Arts and Cultural Organizations  
Per Study Region During Fiscal Year 2015**

<b>Individual Arts Districts</b> All Populations Sample Size = 12	<b>Universe of Eligible Organizations</b>	<b>Number of Participating Organizations</b>	<b>Participation Rate</b>	<b>Direct Organizational Expenditures</b>	<b>Local Direct Organizational Expenditures</b>	<b>Local as a Percent of Total</b>	<b>Total Spending (Direct, Indirect, and Induced)</b>
James River Arts & Cultural District	21	15	71.4%	\$6,394,249	\$3,071,123	48.0%	\$6,680,958
Center City Charlotte	72	35	48.6%	\$124,091,617	\$102,827,190	82.9%	\$258,634,337
Loch Haven Cultural Park	9	8	88.9%	\$29,253,216	\$24,496,939	83.7%	\$63,088,607
Downtown Colorado Springs Creative District	54	30	55.6%	\$20,773,371	\$14,572,200	70.1%	\$36,728,722
Fort Worth Cultural District	26	16	61.5%	\$150,010,452	\$119,219,098	79.5%	\$283,414,369
Dallas Arts District	28	15	53.6%	\$282,234,392	\$230,526,678	81.7%	\$568,014,079
Grand Center Arts & Entertainment District	47	20	42.6%	\$77,174,797	\$62,452,680	80.9%	\$156,523,462
Balboa Park Cultural District	44	24	54.5%	\$380,437,910	\$304,078,622	79.9%	\$717,621,589
East End Cultural District	9	9	100.0%	\$3,177,402	\$2,616,661	82.4%	\$6,397,794
Houston Museum District Association	25	22	88.0%	\$321,550,313	\$264,803,817	82.4%	\$647,451,165
Midtown Cultural District	6	5	83.3%	\$4,111,803	\$3,386,161	82.4%	\$8,279,238
Washington Avenue Cultural District	8	6	75.0%	\$2,520,607	\$2,075,776	82.4%	\$5,075,318
<b>Arts District Average</b>	<b>29.1</b>	<b>17.1</b>	<b>68.6%</b>	<b>\$116,810,844</b>	<b>\$94,510,579</b>	<b>78.0%</b>	<b>\$229,825,803</b>
Arts District Median	26	16	66.5%	\$53,214,007	\$43,474,810	82.0%	\$109,806,034
Arts District Total	349	205					

**SUMMARY STATISTICS FOR ALL 341 PARTICIPATING STUDY REGIONS (as appropriate)**

<b>Average</b>			<b>54.0%</b>			<b>74.8%</b>	
Median			51.1%			75.0%	
Minimum			9.5%			42.2%	
Maximum			100.0%			90.5%	
Total	33,851	14,439					

## **Explanation of Table 6: Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

This table presents for each study region the total economic impact of the expenditures made by responding nonprofit arts and cultural organizations during fiscal year 2015. Summary statistics are calculated for each population group.

The total impact is a measure of the effect each expended dollar has on the study region's economy as it is spent and re-spent within the region. It includes direct economic impacts plus indirect and induced economic impacts. It is derived from input-output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* in this *Arts & Economic Prosperity 5* National Statistical Report for more information about direct, indirect, and induced economic impacts.

### **Column Two:**

The total direct organizational expenditures reported by responding nonprofit arts and cultural organizations in each participating study region during fiscal year 2015. This figure is the sum of operating expenditures and capital expenditures. These data are real dollars reported by the organizations that responded to the survey in each study region only; no multiplier was used to calculate these figures and no extrapolations were made for non-responding organizations.

### **Column Three:**

The total number of full-time equivalent (FTE) jobs supported by the expenditures made by the responding nonprofit arts and cultural organizations in each participating study region. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

### **Column Four:**

The total amount of household income paid to study region residents as a result of the expenditures made by the responding nonprofit arts and cultural organizations in each participating study region. Household income includes salaries, wages, and proprietary income.

### **Column Five:**

The total amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a result of the expenditures made by the responding nonprofit arts and cultural organizations in each participating study region. Local government includes the city and county governments located within each participating study region.

### **Column Six:**

The total amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a result of the expenditures made by the responding nonprofit arts and cultural organizations in each participating study region.

**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	Direct Organizational Expenditures	TOTAL Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Town of Crested Butte (CO) <sup>3</sup>	\$4,554,422	102	\$2,419,000	\$112,000	\$93,000
City of Pine City (MN) <sup>2</sup>	\$425,217	10	\$255,000	\$7,000	\$33,000
City of Alva (OK)	\$1,188,716	54	\$741,000	\$22,000	\$32,000
Cook County (MN) <sup>2</sup>	\$2,575,814	84	\$1,861,000	\$43,000	\$190,000
Town of Hillsborough (NC)	\$1,594,300	66	\$1,417,000	\$54,000	\$83,000
City of Virginia (MN) <sup>2</sup>	\$115,568	4	\$83,000	\$2,000	\$9,000
Town of Jackson (WY) <sup>3</sup>	\$18,725,980	375	\$11,060,000	\$481,000	\$1,052,000
City of Guthrie (OK)	\$1,611,682	41	\$892,000	\$57,000	\$83,000
City of Grand Rapids (MN) <sup>2</sup>	\$2,833,920	92	\$2,047,000	\$47,000	\$210,000
Town of Medfield (MA)	\$2,748,727	118	\$1,944,000	\$98,000	\$86,000
City of Fergus Falls (MN) <sup>2</sup>	\$2,272,954	73	\$1,519,000	\$38,000	\$167,000
Grundy County (TN) <sup>4</sup>	\$110,283	3	\$53,000	\$3,000	\$5,000
City of Falls Church (VA) <sup>3</sup>	\$6,749,150	170	\$3,307,000	\$288,000	\$550,000
City of Jamestown (ND)	\$1,055,380	45	\$638,000	\$26,000	\$52,000
City of Waterville (ME) <sup>1</sup>	\$4,449,410	211	\$2,998,000	\$270,000	\$202,000
City of Red Wing (MN) <sup>2</sup>	\$1,724,398	56	\$1,154,000	\$27,000	\$147,000
City of Durango (CO) <sup>1</sup>	\$8,619,712	320	\$6,402,000	\$258,000	\$175,000
City of Hannibal (MO)	\$1,399,947	39	\$844,000	\$24,000	\$31,000
City of Tullahoma (TN)	\$610,715	22	\$351,000	\$16,000	\$28,000
City of Northfield (MN) <sup>2</sup>	\$1,297,441	42	\$869,000	\$20,000	\$111,000
Town of Carrboro (NC)	\$3,640,757	152	\$3,236,000	\$122,000	\$190,000
Macon County (TN) <sup>4</sup>	\$104,098	2	\$56,000	\$3,000	\$6,000
City of Laguna Beach (CA) <sup>3</sup>	\$40,118,691	1,185	\$32,649,000	\$1,586,000	\$2,024,000
Hickman County (TN) <sup>4</sup>	\$1,152,455	27	\$846,000	\$33,000	\$70,000
City of Fairfax (VA)	\$2,639,540	91	\$1,868,000	\$94,000	\$73,000
City of Ponca City (OK)	\$2,799,217	73	\$1,483,000	\$67,000	\$71,000
City of Paducah (KY) <sup>1</sup>	\$18,055,851	739	\$11,535,000	\$230,000	\$595,000
Mille Lacs County (MN) <sup>2</sup>	\$575,555	13	\$345,000	\$10,000	\$45,000
McNairy County (TN) <sup>4</sup>	\$22,544	1	\$13,000	\$1,000	\$1,000
City of Winona (MN) <sup>2</sup>	\$3,269,857	106	\$2,189,000	\$51,000	\$279,000



**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	Direct Organizational Expenditures	TOTAL Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Door County (WI) <sup>4</sup>	\$9,730,760	300	\$6,139,000	\$331,000	\$434,000
City of Benicia (CA)	\$2,902,134	119	\$2,103,000	\$123,000	\$132,000
City of Winter Park (FL) <sup>3</sup>	\$16,576,065	605	\$15,899,000	\$471,000	\$615,000
City of Rochester (NH) <sup>1</sup>	\$4,353,943	217	\$3,902,000	\$161,000	\$211,000
City of Morgantown (WV) <sup>1</sup>	\$27,454,214	1,347	\$19,952,000	\$556,000	\$1,758,000
Henry County (TN) <sup>4</sup>	\$183,974	6	\$112,000	\$4,000	\$8,000
City of Fairbanks (AK) <sup>1</sup>	\$8,779,765	355	\$6,606,000	\$381,000	\$852,000
City of Bangor (ME)	\$3,437,656	141	\$2,599,000	\$209,000	\$163,000
Weakley County (TN) <sup>4</sup>	\$211,563	6	\$128,000	\$5,000	\$10,000
Dare County (NC) <sup>4</sup>	\$13,790,194	378	\$6,968,000	\$127,000	\$202,000
City of Columbia (TN)	\$1,297,724	55	\$774,000	\$32,000	\$58,000
City of Lake Worth (FL) <sup>3</sup>	\$14,656,059	374	\$9,668,000	\$726,000	\$806,000
Clatsop County (OR) <sup>4</sup>	\$2,874,045	93	\$1,741,000	\$88,000	\$50,000
Yadkin County (NC) <sup>4</sup>	\$809,737	27	\$438,000	\$22,000	\$31,000
Greater Belfast Area (ME) <sup>4</sup>	\$2,683,737	76	\$1,699,000	\$161,000	\$160,000
Campbell County (TN) <sup>4</sup>	\$108,671	3	\$52,000	\$3,000	\$6,000
Monroe County (TN) <sup>4</sup>	\$666,880	24	\$415,000	\$17,000	\$33,000
Lincoln County (OR) <sup>4</sup>	\$1,595,530	44	\$894,000	\$38,000	\$29,000
Iron County (UT) <sup>4</sup>	\$13,330,445	240	\$6,830,000	\$243,000	\$357,000
City of St. Louis Park (MN) <sup>2</sup>	\$758,069	26	\$621,000	\$13,000	\$64,000
City of Logan (UT) <sup>1</sup>	\$17,572,786	772	\$10,901,000	\$505,000	\$595,000
Gibson County (TN) <sup>4</sup>	\$1,003,653	46	\$649,000	\$26,000	\$56,000
<b>Group A Average</b>	<b>\$5,419,614</b>	<b>184</b>	<b>\$3,733,923</b>	<b>\$160,231</b>	<b>\$256,212</b>
Group A Average Excluding Outliers/Exclusions	\$2,071,269	78	\$1,453,077	\$72,615	\$83,231
Group A Median	\$2,607,677	75	\$1,609,000	\$52,500	\$89,500

**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	Direct Organizational Expenditures	TOTAL Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Joplin (MO)	\$1,792,636	88	\$1,390,000	\$61,000	\$52,000
City of La Crosse (WI)	\$12,827,852	428	\$10,504,000	\$510,000	\$602,000
McMinn County (TN) <sup>4</sup>	\$2,021,520	60	\$1,184,000	\$50,000	\$88,000
Lafayette County (MS) <sup>4</sup>	\$2,655,457	122	\$1,683,000	\$77,000	\$183,000
Chisago County (MN) <sup>2</sup>	\$655,430	15	\$393,000	\$11,000	\$51,000
City of Grand Forks (ND)	\$2,781,581	96	\$2,126,000	\$78,000	\$126,000
City of Corvallis (OR)	\$27,545,447	1,082	\$16,938,000	\$1,013,000	\$462,000
City of Noblesville (IN)	\$475,139	20	\$331,000	\$19,000	\$32,000
City of Ocala (FL)	\$14,295,754	531	\$10,486,000	\$736,000	\$1,039,000
Lenoir County (NC) <sup>4</sup>	\$932,880	30	\$657,000	\$25,000	\$28,000
Town of Chapel Hill (NC)	\$88,407,897	3,687	\$78,578,000	\$2,972,000	\$4,612,000
City of Grand Junction (CO)	\$11,275,100	339	\$9,350,000	\$490,000	\$277,000
Town of Jupiter (FL)	\$8,019,104	205	\$5,290,000	\$397,000	\$441,000
Hamblen County (TN) <sup>4</sup>	\$760,318	26	\$467,000	\$17,000	\$29,000
City of Delray Beach (FL)	\$11,319,692	289	\$7,467,000	\$561,000	\$623,000
City of St. Cloud (MN) <sup>2</sup>	\$5,345,355	183	\$3,836,000	\$90,000	\$451,000
City of Portland (ME)	\$46,572,402	1,446	\$41,386,000	\$2,217,000	\$2,842,000
City of Jackson (TN)	\$2,666,496	134	\$1,985,000	\$61,000	\$111,000
City of Walnut Creek (CA)	\$21,097,821	716	\$17,012,000	\$941,000	\$1,145,000
Greene County (TN) <sup>4</sup>	\$2,505,621	75	\$1,451,000	\$61,000	\$121,000
City of Flagstaff (AZ)	\$51,666,744	1,980	\$44,116,000	\$1,793,000	\$1,988,000
City of Missoula (MT)	\$20,392,313	798	\$16,699,000	\$606,000	\$913,000
City of Fort Myers (FL)	\$13,682,062	467	\$12,000,000	\$647,000	\$1,067,000
Putnam County (TN) <sup>4</sup>	\$2,038,202	67	\$1,472,000	\$52,000	\$99,000
Monroe County (FL) <sup>4</sup>	\$27,188,753	754	\$15,041,000	\$590,000	\$1,346,000
City of Lynchburg (VA)	\$6,648,618	140	\$2,931,000	\$263,000	\$302,000
City of Duluth (MN) <sup>2</sup>	\$14,291,391	466	\$10,323,000	\$237,000	\$1,057,000
City of Fishers (IN)	\$23,094,545	953	\$16,092,000	\$943,000	\$1,543,000
City of Carmel (IN)	\$12,559,425	518	\$8,751,000	\$513,000	\$839,000
City of Sugar Land (TX)	\$646,740	25	\$447,000	\$51,000	\$57,000

**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	Direct Organizational Expenditures	TOTAL Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Asheville (NC)	\$19,541,466	666	\$18,347,000	\$613,000	\$900,000
Buchanan County (MO) <sup>4</sup>	\$10,079,729	516	\$9,572,000	\$389,000	\$321,000
City of Boca Raton (FL)	\$10,757,773	275	\$7,096,000	\$533,000	\$592,000
City of Miami Beach (FL) <sup>3</sup>	\$84,770,391	2,442	\$85,756,000	\$2,714,000	\$4,340,000
Moore County (NC) <sup>4</sup>	\$6,876,979	182	\$4,446,000	\$189,000	\$250,000
Sevier County (TN) <sup>4</sup>	\$3,645,416	88	\$1,749,000	\$20,000	\$59,000
Cape May County (NJ) <sup>4</sup>	\$4,544,984	132	\$2,558,000	\$226,000	\$196,000
Cleveland County (NC) <sup>4</sup>	\$2,287,739	68	\$1,425,000	\$73,000	\$87,000
<b>Group B Average</b>	<b>\$15,228,073</b>	<b>529</b>	<b>\$12,403,553</b>	<b>\$548,395</b>	<b>\$770,289</b>
Group B Average Excluding Outliers/Exclusions	\$18,548,482	677	\$14,969,182	\$728,091	\$934,773
Group B Median	\$9,049,417	240	\$6,193,000	\$326,000	\$381,000

**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	Direct Organizational Expenditures	TOTAL Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Las Cruces (NM)	\$8,508,432	178	\$5,398,000	\$239,000	\$598,000
Eau Claire County (WI) <sup>4</sup>	\$4,509,343	191	\$3,913,000	\$218,000	\$190,000
Yamhill County (OR) <sup>4</sup>	\$20,664,640	717	\$12,264,000	\$747,000	\$384,000
City of Lewisville (TX)	\$1,513,284	60	\$1,100,000	\$116,000	\$122,000
City of West Palm Beach (FL)	\$117,010,242	2,990	\$77,184,000	\$5,799,000	\$6,438,000
City of Boulder (CO)	\$35,514,381	968	\$29,275,000	\$1,092,000	\$1,028,000
City of Richardson (TX)	\$12,143,635	502	\$10,143,000	\$517,000	\$651,000
City of High Point (NC)	\$2,560,289	92	\$2,151,000	\$72,000	\$131,000
City of Cambridge (MA)	\$119,802,629	5,204	\$79,023,000	\$5,268,000	\$4,534,000
City of Lowell (MA)	\$8,688,661	444	\$6,782,000	\$388,000	\$327,000
Douglas County (KS) <sup>4</sup>	\$15,670,891	646	\$11,318,000	\$664,000	\$636,000
City of Columbia (MO)	\$9,152,344	483	\$7,250,000	\$362,000	\$355,000
City of Norman (OK)	\$11,552,877	462	\$8,269,000	\$459,000	\$662,000
Wayne County (NC) <sup>4</sup>	\$1,570,039	54	\$1,061,000	\$71,000	\$53,000
City of Lafayette (LA)	\$6,356,368	253	\$4,742,000	\$235,000	\$270,000
Washington County (TN) <sup>4</sup>	\$3,257,903	148	\$2,528,000	\$78,000	\$159,000
City of Thousand Oaks (CA)	\$8,609,672	364	\$6,569,000	\$356,000	\$422,000
City of Charleston (SC)	\$66,091,990	3,014	\$53,659,000	\$2,209,000	\$2,554,000
City of Waco (TX)	\$31,391,910	1,253	\$22,337,000	\$1,438,000	\$1,513,000
Robeson County (NC) <sup>4</sup>	\$2,914,420	100	\$1,743,000	\$80,000	\$103,000
Columbia County (GA) <sup>4</sup>	\$43,211	1	\$21,000	\$2,000	\$2,000
Orange County (NC) <sup>4</sup>	\$93,643,475	3,905	\$83,231,000	\$3,148,000	\$4,885,000
City of Savannah (GA)	\$34,799,185	1,670	\$26,472,000	\$1,389,000	\$1,106,000
Indian River County (FL) <sup>4</sup>	\$16,019,023	471	\$9,468,000	\$796,000	\$1,328,000
City of Alexandria (VA)	\$35,827,099	1,157	\$27,302,000	\$1,088,000	\$1,281,000
Martin County (FL) <sup>4</sup>	\$14,266,732	490	\$9,514,000	\$653,000	\$1,211,000
Macon-Bibb County (GA) <sup>4</sup>	\$49,139,734	2,120	\$41,526,000	\$1,829,000	\$1,662,000
City of Springfield (MA)	\$36,109,244	1,498	\$26,976,000	\$1,693,000	\$1,450,000
Catawba County (NC) <sup>4</sup>	\$12,569,224	442	\$8,825,000	\$372,000	\$392,000
Town of Cary (NC)	\$6,153,643	296	\$5,745,000	\$202,000	\$340,000

**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	Direct Organizational Expenditures	TOTAL Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Alamance County (NC) <sup>4</sup>	\$3,877,725	166	\$2,723,000	\$116,000	\$147,000
Cumberland County (NJ)	\$9,546,724	439	\$6,185,000	\$474,000	\$391,000
City of Eugene (OR)	\$40,780,515	1,745	\$31,585,000	\$1,454,000	\$711,000
Middlesex County (CT) <sup>4</sup>	\$20,883,683	798	\$13,655,000	\$830,000	\$986,000
City of Springfield (MO)	\$9,778,504	510	\$8,078,000	\$343,000	\$310,000
City of Sioux Falls (SD)	\$20,112,501	821	\$14,887,000	\$589,000	\$926,000
Pitt County (NC) <sup>4</sup>	\$12,689,847	716	\$13,964,000	\$440,000	\$514,000
City of Providence (RI)	\$93,832,555	2,282	\$72,051,000	\$4,176,000	\$4,983,000
City of Worcester (MA)	\$64,504,636	2,801	\$46,052,000	\$3,107,000	\$2,579,000
Montgomery County (TN) <sup>4</sup>	\$2,964,420	137	\$1,831,000	\$109,000	\$220,000
Salt Lake City (UT)	\$112,442,764	5,157	\$93,990,000	\$4,315,000	\$5,740,000
Cabarrus County (NC) <sup>4</sup>	\$2,265,571	62	\$1,678,000	\$77,000	\$87,000
Richmond County (GA) <sup>4</sup>	\$37,811,438	1,827	\$28,306,000	\$1,474,000	\$1,195,000
City of Tacoma (WA)	\$74,648,459	2,201	\$55,617,000	\$3,120,000	\$4,440,000
Doña Ana County (NM) <sup>4</sup>	\$12,920,210	271	\$8,197,000	\$362,000	\$908,000
New Hanover County (NC) <sup>4</sup>	\$14,841,737	671	\$14,259,000	\$490,000	\$502,000
Arlington County (VA) <sup>4</sup>	\$170,762,477	4,840	\$112,541,000	\$6,492,000	\$5,841,000
City of Irving (TX)	\$24,192,919	1,000	\$20,228,000	\$1,102,000	\$1,343,000
City of Reno (NV)	\$50,139,403	1,875	\$36,270,000	\$1,450,000	\$3,225,000
York County (SC) <sup>4</sup>	\$13,279,645	569	\$10,337,000	\$377,000	\$533,000
<b>Group C Average</b>	<b>\$31,566,605</b>	<b>1,181</b>	<b>\$23,564,460</b>	<b>\$1,249,540</b>	<b>\$1,407,360</b>
Group C Average Excluding Outliers/Exclusions	\$38,600,672	1,455	\$28,856,852	\$1,576,963	\$1,779,222
Group C Median	\$14,554,235	608	\$10,827,500	\$553,000	\$656,500

**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	Direct Organizational Expenditures	TOTAL Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Buncombe County (NC) <sup>4</sup>	\$26,363,882	898	\$24,753,000	\$827,000	\$1,215,000
Alachua County (FL) <sup>4</sup>	\$36,563,147	863	\$21,791,000	\$1,152,000	\$1,210,000
Greater Green Bay Area (WI) <sup>4</sup>	\$23,392,446	962	\$18,269,000	\$919,000	\$1,102,000
City of Orlando (FL)	\$123,648,175	4,512	\$118,597,000	\$3,517,000	\$4,587,000
City of Lincoln (NE)	\$50,665,562	1,397	\$43,161,000	\$1,755,000	\$2,294,000
Southeastern Connecticut Region (CT) <sup>4</sup>	\$87,159,766	2,994	\$55,301,000	\$1,211,000	\$2,931,000
Erie County (PA) <sup>4</sup>	\$19,091,150	672	\$14,793,000	\$705,000	\$1,047,000
San Luis Obispo County (CA) <sup>4</sup>	\$13,693,022	543	\$9,527,000	\$507,000	\$632,000
City of Newark (NJ)	\$109,365,244	3,798	\$104,329,000	\$5,043,000	\$5,096,000
Leon County (FL) <sup>4</sup>	\$100,454,010	4,493	\$68,357,000	\$6,297,000	\$8,901,000
Rutherford County (TN) <sup>4</sup>	\$10,798,787	526	\$7,570,000	\$305,000	\$559,000
St. Lucie County (FL) <sup>4</sup>	\$3,119,978	118	\$2,630,000	\$163,000	\$228,000
Greater Spartanburg Area (SC) <sup>4</sup>	\$21,371,683	799	\$15,970,000	\$805,000	\$908,000
Durham County (NC) <sup>4</sup>	\$104,619,126	4,238	\$98,643,000	\$3,143,000	\$3,946,000
City of St. Paul (MN) <sup>2</sup>	\$281,609,958	9,716	\$230,560,000	\$4,745,000	\$23,745,000
Hamilton County (IN) <sup>4</sup>	\$36,204,739	1,494	\$25,227,000	\$1,478,000	\$2,418,000
Osceola County (FL) <sup>4</sup>	\$1,922,406	65	\$1,539,000	\$40,000	\$108,000
Escambia County (FL) <sup>4</sup>	\$27,449,975	1,104	\$21,175,000	\$1,357,000	\$1,931,000
Lexington-Fayette Urban County (KY) <sup>4</sup>	\$16,129,322	621	\$16,413,000	\$353,000	\$1,066,000
Lake County (FL) <sup>4</sup>	\$1,137,478	44	\$721,000	\$63,000	\$99,000
City of Riverside (CA)	\$17,575,088	543	\$13,400,000	\$743,000	\$852,000
Cumberland County (NC) <sup>4</sup>	\$29,655,943	989	\$19,520,000	\$1,228,000	\$1,384,000
Collier County (FL) <sup>4</sup>	\$62,973,722	2,011	\$40,879,000	\$2,305,000	\$4,528,000
Hamilton County (TN) <sup>4</sup>	\$64,768,855	3,095	\$64,442,000	\$2,046,000	\$3,846,000
Manatee County (FL) <sup>4</sup>	\$14,441,702	570	\$10,654,000	\$770,000	\$1,399,000
City of Tampa (FL)	\$130,701,988	5,793	\$116,515,000	\$5,953,000	\$10,040,000
Forsyth County (NC) <sup>4</sup>	\$104,706,797	3,818	\$90,307,000	\$3,376,000	\$5,165,000
Mercer County (NJ) <sup>4</sup>	\$22,095,147	1,047	\$17,661,000	\$1,396,000	\$1,102,000
City of Wichita (KS)	\$43,936,656	1,249	\$37,149,000	\$1,782,000	\$1,897,000
Clackamas County (OR) <sup>4</sup>	\$5,821,109	255	\$4,356,000	\$254,000	\$128,000

**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	Direct Organizational Expenditures	TOTAL Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Sarasota County (FL) <sup>4</sup>	\$201,514,937	5,517	\$166,978,000	\$6,829,000	\$11,649,000
City of Minneapolis (MN) <sup>2</sup>	\$323,394,524	11,157	\$264,770,000	\$5,449,000	\$27,269,000
Berks County (PA) <sup>4</sup>	\$10,805,527	434	\$7,678,000	\$462,000	\$646,000
City of Miami (FL)	\$487,578,468	14,043	\$493,248,000	\$15,613,000	\$24,963,000
City of Raleigh (NC)	\$167,668,956	8,057	\$156,529,000	\$5,509,000	\$9,263,000
Santa Barbara County (CA) <sup>4</sup>	\$126,303,269	3,832	\$96,363,000	\$4,617,000	\$6,060,000
Seminole County (FL) <sup>4</sup>	\$8,253,173	272	\$6,205,000	\$385,000	\$576,000
City of Virginia Beach (VA)	\$25,929,369	1,125	\$18,696,000	\$994,000	\$842,000
City of Atlanta (GA)	\$371,899,510	12,106	\$337,428,000	\$11,231,000	\$14,254,000
City of Mesa (AZ)	\$16,854,627	652	\$16,662,000	\$745,000	\$941,000
City of Kansas City (MO)	\$161,706,593	5,060	\$162,112,000	\$4,250,000	\$6,670,000
Morris County (NJ) <sup>4</sup>	\$15,784,179	759	\$12,080,000	\$898,000	\$664,000
<b>Group D Average</b>	<b>\$83,550,714</b>	<b>2,911</b>	<b>\$72,689,476</b>	<b>\$2,648,095</b>	<b>\$4,718,119</b>
Group D Average Excluding Outliers/Exclusions	\$142,294,186	4,861	\$134,818,833	\$4,761,250	\$6,808,250
Group D Median	\$32,930,341	1,115	\$23,272,000	\$1,292,500	\$1,648,000

**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 25	Direct Organizational Expenditures	TOTAL Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Sonoma County (CA) <sup>4</sup>	\$45,118,213	1,952	\$33,394,000	\$2,064,000	\$2,292,000
Volusia County (FL) <sup>4</sup>	\$13,720,631	415	\$9,936,000	\$731,000	\$1,053,000
Guilford County (NC) <sup>4</sup>	\$67,062,726	2,414	\$56,346,000	\$1,879,000	\$3,429,000
Dane County (WI) <sup>4</sup>	\$145,739,612	5,792	\$125,149,000	\$5,455,000	\$8,007,000
Brevard County (FL) <sup>4</sup>	\$7,119,716	334	\$6,244,000	\$334,000	\$504,000
Washington County (OR) <sup>4</sup>	\$13,813,264	772	\$11,348,000	\$594,000	\$248,000
Johnson County (KS) <sup>4</sup>	\$12,335,839	622	\$9,538,000	\$549,000	\$591,000
City of Louisville (KY)	\$224,560,560	9,999	\$192,086,000	\$5,272,000	\$16,141,000
City of Baltimore (MD)	\$326,333,152	8,125	\$259,948,000	\$13,504,000	\$14,519,000
Polk County (FL) <sup>4</sup>	\$15,790,432	611	\$12,875,000	\$897,000	\$1,238,000
City of Boston (MA)	\$763,888,012	31,703	\$586,913,000	\$17,361,000	\$25,919,000
District of Columbia (DC) <sup>3,6</sup>	\$1,654,234,168	32,514	\$1,091,081,000	\$149,332,000	\$0
City of Nashville-Davidson County (TN)	\$178,780,284	7,391	\$153,884,000	\$5,896,000	\$13,078,000
City of El Paso (TX)	\$59,978,686	2,881	\$45,313,000	\$3,374,000	\$3,374,000
Lee County (FL) <sup>4</sup>	\$33,978,684	1,160	\$29,801,000	\$1,607,000	\$2,650,000
City of Fort Worth (TX)	\$255,976,253	9,211	\$209,158,000	\$15,369,000	\$15,426,000
City of Indianapolis (IN)	\$227,293,491	6,949	\$213,234,000	\$7,567,000	\$13,153,000
City and County of San Francisco (CA)	\$780,613,098	23,160	\$659,077,000	\$20,883,000	\$36,144,000
Prince George's County (MD) <sup>4</sup>	\$23,782,748	566	\$19,800,000	\$1,060,000	\$1,535,000
Pinellas County (FL) <sup>4</sup>	\$100,195,060	3,889	\$82,083,000	\$5,489,000	\$8,814,000
Shelby County (TN) <sup>4</sup>	\$118,196,607	3,762	\$102,452,000	\$3,641,000	\$7,227,000
Fairfield County (CT) <sup>4</sup>	\$148,621,258	5,699	\$115,151,000	\$6,695,000	\$7,309,000
Westchester County (NY) <sup>4</sup>	\$106,569,709	3,387	\$81,291,000	\$9,361,000	\$5,697,000
Fulton County (GA) <sup>4</sup>	\$382,742,711	12,459	\$347,266,000	\$11,558,000	\$14,670,000
Wake County (NC) <sup>4</sup>	\$179,146,269	8,609	\$167,244,000	\$5,887,000	\$9,897,000
<b>Group E Average</b>	<b>\$235,423,647</b>	<b>7,375</b>	<b>\$184,824,480</b>	<b>\$11,854,360</b>	<b>\$8,516,600</b>
Group E Average Excluding Outliers/Exclusions	\$352,177,942	12,427	\$289,951,625	\$11,153,250	\$17,219,250
Group E Median	\$118,196,607	3,889	\$102,452,000	\$5,455,000	\$7,227,000

SOURCE: Arts and Economic Prosperity 5, Americans for the Arts, 2017. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).



**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Population Cohort Group F Population 1,000,000 or More Sample Size = 21	Direct Organizational Expenditures	TOTAL Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Mecklenburg County (NC) <sup>4</sup>	\$137,737,853	4,592	\$128,748,000	\$4,032,000	\$6,774,000
City of San José (CA)	\$73,462,553	2,286	\$57,300,000	\$2,492,000	\$3,195,000
Montgomery County (MD) <sup>4</sup>	\$105,104,756	2,832	\$65,879,000	\$4,006,000	\$4,813,000
Fairfax County (VA) <sup>4</sup>	\$173,409,818	5,017	\$124,096,000	\$5,807,000	\$6,725,000
Allegheny County (PA) <sup>4</sup>	\$549,874,646	16,518	\$391,241,000	\$22,832,000	\$27,599,000
Greater Columbus Area (OH) <sup>4</sup>	\$222,477,493	8,189	\$205,098,000	\$9,249,000	\$12,738,000
Orange County (FL) <sup>4</sup>	\$154,347,536	5,633	\$148,042,000	\$4,390,000	\$5,726,000
City of Dallas (TX)	\$631,469,325	26,818	\$678,879,000	\$28,388,000	\$35,695,000
Hillsborough County (FL) <sup>4</sup>	\$175,225,260	7,766	\$156,206,000	\$7,982,000	\$13,460,000
City of San Diego (CA)	\$553,563,393	22,513	\$516,229,000	\$21,577,000	\$29,322,000
Palm Beach County (FL) <sup>4</sup>	\$184,292,190	4,709	\$121,566,000	\$9,134,000	\$10,140,000
City of San Antonio (TX)	\$143,127,136	5,841	\$143,374,000	\$7,330,000	\$8,709,000
Sacramento County (CA) <sup>4</sup>	\$82,336,356	3,705	\$79,942,000	\$4,531,000	\$5,160,000
City of Phoenix (AZ)	\$164,604,285	5,967	\$136,758,000	\$7,040,000	\$8,623,000
City and County of Philadelphia (PA)	\$848,922,523	18,780	\$580,185,000	\$35,766,000	\$36,364,000
Broward County (FL) <sup>4</sup>	\$148,488,007	3,812	\$115,647,000	\$6,413,000	\$6,114,000
Santa Clara County (CA) <sup>4</sup>	\$112,342,340	3,497	\$87,626,000	\$3,811,000	\$4,886,000
Riverside County (CA) <sup>4</sup>	\$63,975,017	1,978	\$48,778,000	\$2,705,000	\$3,101,000
Miami-Dade County (FL) <sup>4</sup>	\$851,913,996	24,537	\$861,821,000	\$27,279,000	\$43,616,000
City of Chicago (IL)	\$1,374,865,815	41,621	\$1,029,071,000	\$64,521,000	\$55,691,000
Harris County (TX) <sup>4</sup>	\$565,143,010	13,876	\$455,460,000	\$22,331,000	\$18,836,000
<b>Group F Average</b>	<b>\$348,413,491</b>	<b>10,976</b>	<b>\$291,997,429</b>	<b>\$14,362,667</b>	<b>\$16,537,476</b>
Group F Average Excluding Outliers/Exclusions	\$541,430,719	17,689	\$448,828,000	\$23,873,429	\$25,371,286
Group F Median	\$173,409,818	5,841	\$143,374,000	\$7,330,000	\$8,709,000
<b>ALL CITY/COUNTY STUDY REGIONS</b>					
<b>Average</b>	<b>\$83,992,199</b>	<b>2,745</b>	<b>\$68,637,009</b>	<b>\$3,512,469</b>	<b>\$3,821,601</b>
Median	\$15,727,535	608	\$11,441,500	\$592,000	\$840,500

SOURCE: Arts and Economic Prosperity 5, Americans for the Arts, 2017. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Regional Study Regions All Populations Sample Size = 81	Direct Organizational Expenditures	TOTAL Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
High Peaks Region (ME)	\$733,718	22	\$424,000	\$30,000	\$26,000
Wood River Valley (ID)	\$15,469,150	570	\$9,518,000	\$101,000	\$566,000
Southern Oregon Area	\$37,531,117	1,624	\$28,488,000	\$1,800,000	\$923,000
Southwestern Pennsylvania Area	\$13,154,583	423	\$8,397,000	\$426,000	\$573,000
Greater Portsmouth Area (NH)	\$21,456,627	839	\$18,810,000	\$1,256,000	\$1,089,000
Northeast Oregon Region	\$652,008	27	\$423,000	\$21,000	\$10,000
Toe River Valley (NC)	\$11,706,879	319	\$6,040,000	\$300,000	\$454,000
Albemarle Region (NC)	\$2,724,828	96	\$1,610,000	\$78,000	\$100,000
Greater Concord Area (NH)	\$17,833,550	618	\$14,735,000	\$884,000	\$962,000
North Central Minnesota Region <sup>2</sup>	\$1,630,565	37	\$961,000	\$28,000	\$148,000
Northwest Minnesota Region <sup>2</sup>	\$616,142	14	\$352,000	\$10,000	\$47,000
Monadnock Region (NH)	\$13,271,384	528	\$9,938,000	\$774,000	\$819,000
Bismarck-Mandan Region (ND)	\$22,135,263	1,077	\$16,849,000	\$707,000	\$1,245,000
Greater Minot Region (ND)	\$8,739,861	178	\$3,497,000	\$186,000	\$293,000
Greater Burlington Area (VT)	\$59,120,540	2,790	\$42,273,000	\$1,473,000	\$4,202,000
Greater Charlottesville Area (VA)	\$60,559,918	1,389	\$38,153,000	\$2,060,000	\$1,623,000
Brainerd Lakes Region (MN) <sup>2</sup>	\$2,753,533	75	\$1,817,000	\$46,000	\$214,000
East Central Minnesota Region <sup>2</sup>	\$3,802,469	88	\$2,278,000	\$65,000	\$297,000
Northwest Connecticut Region	\$21,482,961	640	\$13,530,000	\$1,153,000	\$1,382,000
Central Oregon Region	\$9,958,558	390	\$6,749,000	\$357,000	\$197,000
Greater Fargo-Moorhead Area (ND/MN)	\$17,509,395	804	\$14,109,000	\$512,000	\$924,000
Black Hills Region (SD)	\$22,974,769	893	\$16,659,000	\$923,000	\$1,232,000
Greater Kingsport Area (TN)	\$9,562,287	330	\$6,456,000	\$269,000	\$475,000
Lake Region (MN) <sup>2</sup>	\$6,485,666	209	\$4,334,000	\$107,000	\$477,000
South Central Minnesota Region <sup>2</sup>	\$6,433,650	202	\$4,143,000	\$103,000	\$472,000
Greater Sioux Falls Area (SD)	\$20,601,653	839	\$15,265,000	\$603,000	\$947,000
Southwest Tennessee Development District	\$3,129,255	155	\$2,309,000	\$75,000	\$136,000
Northwest Tennessee Development District	\$2,283,302	91	\$1,457,000	\$58,000	\$120,000
Southwest Minnesota Region <sup>2</sup>	\$4,868,274	156	\$3,320,000	\$81,000	\$376,000
Arrowhead Region (MN) <sup>2</sup>	\$19,637,859	641	\$14,185,000	\$326,000	\$1,452,000

SOURCE: Arts and Economic Prosperity 5, Americans for the Arts, 2017. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Regional Study Regions All Populations Sample Size = 81	Direct Organizational Expenditures	TOTAL Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Maple Grove and the Northwest Suburbs (MN) <sup>2</sup>	\$1,487,198	51	\$1,218,000	\$25,000	\$125,000
Greater Augusta Area (GA)	\$37,854,649	1,828	\$28,327,000	\$1,476,000	\$1,197,000
Upper Cumberland Development District (TN)	\$6,334,696	214	\$4,140,000	\$183,000	\$342,000
City of Huntsville/Madison County (AL)	\$53,843,563	2,269	\$35,912,000	\$1,281,000	\$2,008,000
Northeast Commission (NC)	\$22,642,818	661	\$11,987,000	\$343,000	\$498,000
Greater Ann Arbor Area (MI) <sup>5</sup>	\$49,916,641	1,692	\$43,290,000	\$1,255,000	\$4,915,000
Greater Fox Cities Region (WI)	\$40,077,673	1,348	\$26,807,000	\$2,337,000	\$1,961,000
Central Minnesota Region <sup>2</sup>	\$8,800,646	301	\$6,316,000	\$149,000	\$742,000
South Central Tennessee Development District	\$4,064,456	144	\$2,621,000	\$110,000	\$208,000
Northwest Arkansas Region	\$67,503,606	2,786	\$56,013,000	\$1,297,000	\$4,275,000
Southeast Minnesota Region <sup>2</sup>	\$16,690,210	542	\$11,714,000	\$258,000	\$1,425,000
First Tennessee Development District	\$15,384,812	555	\$10,476,000	\$410,000	\$759,000
Greater Harrisburg Area (PA)	\$12,684,667	555	\$11,356,000	\$379,000	\$664,000
Greater New Haven Area (CT)	\$114,867,991	5,303	\$84,913,000	\$5,827,000	\$6,300,000
Treasure Coast Region (FL)	\$33,405,733	1,079	\$21,612,000	\$1,612,000	\$2,767,000
Greater Des Moines Region (IA)	\$71,922,902	2,708	\$58,664,000	\$2,363,000	\$3,401,000
Southeast Tennessee Development District	\$67,352,550	3,179	\$66,018,000	\$2,114,000	\$3,971,000
Greater Knoxville Region (TN)	\$48,160,880	2,397	\$38,680,000	\$1,486,000	\$2,929,000
Greater Columbia Area (SC)	\$22,480,674	1,098	\$19,881,000	\$889,000	\$1,054,000
Pikes Peak Region (CO)	\$51,193,211	1,749	\$36,060,000	\$2,332,000	\$1,293,000
Lehigh Valley Region (PA)	\$83,164,601	3,333	\$69,337,000	\$2,659,000	\$3,838,000
Greater Sarasota/Bradenton Area (FL)	\$215,956,639	6,087	\$177,632,000	\$7,599,000	\$13,048,000
Dayton Region (OH)	\$95,159,725	5,071	\$76,918,000	\$4,922,000	\$5,742,000
Richmond & Tri-Cities Region (VA)	\$211,680,685	6,720	\$114,780,000	\$8,527,000	\$8,655,000
Memphis Area Association of Governments (TN)	\$118,315,928	3,766	\$102,549,000	\$3,645,000	\$7,236,000
Eastern Region (NC)	\$27,730,102	1,327	\$24,343,000	\$960,000	\$1,184,000
Advantage West Region (NC)	\$75,230,591	2,735	\$57,442,000	\$2,476,000	\$3,493,000
Southeast Commission (NC)	\$50,352,984	1,886	\$37,789,000	\$1,903,000	\$2,126,000
Greater Fairfax Area (VA)	\$182,798,508	5,278	\$129,271,000	\$6,189,000	\$7,348,000
Greater Tulsa Region (OK)	\$91,182,165	4,494	\$80,129,000	\$3,871,000	\$5,499,000

SOURCE: Arts and Economic Prosperity 5, Americans for the Arts, 2017. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Regional Study Regions All Populations Sample Size = 81	Direct Organizational Expenditures	TOTAL Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
East Tennessee Development District	\$53,564,537	2,548	\$41,532,000	\$1,550,000	\$3,070,000
West Valley Region (AZ)	\$13,189,366	465	\$10,601,000	\$667,000	\$836,000
Greater St. Louis Area (MO)	\$363,745,576	11,737	\$332,089,000	\$12,376,000	\$16,362,000
Western New York	\$156,024,439	4,705	\$100,704,000	\$8,936,000	\$4,207,000
Greater Oklahoma City Region (OK)	\$220,484,100	9,869	\$176,711,000	\$8,920,000	\$13,063,000
Piedmont Triad Partnership (NC)	\$207,772,417	7,846	\$174,686,000	\$6,651,000	\$10,410,000
Greater Portland Area (OR)	\$214,420,434	7,992	\$190,496,000	\$8,304,000	\$9,956,000
Greater Kansas City Metropolitan Area (MO/KS)	\$179,536,915	5,854	\$177,158,000	\$4,943,000	\$7,488,000
Greater Nashville Regional Council (TN)	\$200,353,380	8,390	\$169,808,000	\$6,609,000	\$14,494,000
Research Triangle Regional Partnership (NC)	\$387,905,496	17,120	\$356,502,000	\$12,517,000	\$19,178,000
Greater Tampa/St. Petersburg Area (FL)	\$275,420,320	11,655	\$238,289,000	\$13,471,000	\$22,274,000
Charlotte Regional Partnership (NC)	\$165,862,764	5,619	\$149,673,000	\$4,979,000	\$7,915,000
Greater Charlotte Region (NC/SC)	\$179,142,409	6,188	\$160,010,000	\$5,356,000	\$8,448,000
Seven-County Metro Area (MN) <sup>2</sup>	\$624,372,639	21,569	\$511,185,000	\$10,522,000	\$52,645,000
Central Florida Region	\$202,291,372	7,374	\$185,562,000	\$6,840,000	\$9,304,000
Greater Philadelphia Region (PA)	\$992,509,546	32,031	\$812,726,000	\$44,796,000	\$63,217,000
Greater Washington Region (DC/MD/VA)	\$2,172,509,756	47,187	\$1,445,874,000	\$168,167,000	\$20,818,000
Metro Atlanta Area (GA)	\$434,779,646	14,839	\$391,520,000	\$13,998,000	\$16,745,000
Greater Atlanta Region (GA)	\$442,368,282	15,185	\$397,961,000	\$14,373,000	\$17,061,000
Greater Houston Region (TX)	\$579,435,793	14,389	\$466,718,000	\$23,109,000	\$19,674,000
Dallas-Fort Worth-Arlington MSA (TX)	\$999,509,582	40,368	\$983,236,000	\$49,446,000	\$57,483,000
<b>Regional Average</b>	<b>\$140,768,642</b>	<b>4,693</b>	<b>\$113,905,123</b>	<b>\$6,299,000</b>	<b>\$6,363,358</b>
Regional Median	\$37,854,649	1,389	\$28,327,000	\$1,297,000	\$1,452,000

**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Statewide Study Regions All Populations Sample Size = 20	Direct Organizational Expenditures	TOTAL Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
State of Vermont	\$78,856,911	3,360	\$52,769,000	\$1,572,000	\$4,692,000
State of North Dakota	\$56,458,549	2,303	\$39,552,000	\$1,536,000	\$2,699,000
State of Delaware	\$103,624,375	2,810	\$79,372,000	\$1,181,000	\$5,955,000
State of Maine	\$92,577,604	2,884	\$69,193,000	\$3,214,000	\$4,009,000
State of Hawai'i	\$125,921,352	4,403	\$107,616,000	\$2,385,000	\$12,306,000
State of Nevada	\$227,298,372	6,342	\$128,409,000	\$3,758,000	\$10,605,000
State of Connecticut	\$515,311,370	17,671	\$399,187,000	\$20,314,000	\$25,234,000
State of Oklahoma	\$331,249,786	14,948	\$267,263,000	\$13,027,000	\$18,898,000
State of Oregon	\$364,065,287	13,939	\$294,030,000	\$13,893,000	\$12,771,000
State of Minnesota <sup>2</sup>	\$696,091,653	23,834	\$560,605,000	\$11,695,000	\$58,295,000
State of Wisconsin	\$376,915,991	17,480	\$344,729,000	\$19,480,000	\$19,556,000
State of Maryland	\$511,399,372	13,026	\$375,363,000	\$19,040,000	\$21,885,000
State of Missouri	\$602,903,738	19,966	\$550,957,000	\$18,779,000	\$25,290,000
State of Tennessee	\$470,782,916	19,042	\$400,910,000	\$14,754,000	\$30,336,000
State of Massachusetts	\$1,386,703,275	51,108	\$944,990,000	\$31,088,000	\$40,622,000
State of New Jersey	\$296,140,348	9,900	\$219,605,000	\$9,845,000	\$10,347,000
State of North Carolina	\$937,497,172	37,194	\$812,422,000	\$29,829,000	\$44,804,000
State of Pennsylvania	\$1,753,309,722	55,491	\$1,354,295,000	\$72,775,000	\$98,996,000
State of Illinois	\$1,780,626,339	57,304	\$1,570,448,000	\$84,705,000	\$96,052,000
State of Florida	\$2,285,671,265	72,108	\$1,967,176,000	\$87,300,000	\$130,842,000
<b>Statewide Average</b>	<b>\$649,670,270</b>	<b>22,256</b>	<b>\$526,944,550</b>	<b>\$23,008,500</b>	<b>\$33,709,700</b>
Statewide Median	\$423,849,454	16,214	\$360,046,000	\$14,323,500	\$20,720,500

SOURCE: Arts and Economic Prosperity 5, Americans for the Arts, 2017. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 6:  
Total Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations  
Per Study Region During Fiscal Year 2015**

Individual Arts Districts All Populations Sample Size = 12	Direct Organizational Expenditures	TOTAL Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
James River Arts & Cultural District	\$6,394,249	135	\$2,819,000	\$253,000	\$291,000
Center City Charlotte	\$124,091,617	4,137	\$115,993,000	\$3,633,000	\$6,103,000
Loch Haven Cultural Park	\$29,253,216	1,068	\$28,058,000	\$832,000	\$1,085,000
Downtown Colorado Springs Creative District	\$20,773,371	710	\$14,633,000	\$946,000	\$525,000
Fort Worth Cultural District	\$150,010,452	5,398	\$122,573,000	\$9,007,000	\$9,040,000
Dallas Arts District	\$282,234,392	11,986	\$303,424,000	\$12,688,000	\$15,954,000
Grand Center Arts & Entertainment District	\$77,174,797	2,490	\$70,458,000	\$2,626,000	\$3,471,000
Balboa Park Cultural District	\$380,437,910	15,472	\$354,780,000	\$14,829,000	\$20,151,000
East End Cultural District	\$3,177,402	78	\$2,561,000	\$126,000	\$106,000
Houston Museum District Association	\$321,550,313	7,895	\$259,144,000	\$12,706,000	\$10,717,000
Midtown Cultural District	\$4,111,803	101	\$3,314,000	\$162,000	\$137,000
Washington Avenue Cultural District	\$2,520,607	62	\$2,031,000	\$100,000	\$84,000
<b>Arts District Average</b>	<b>\$116,810,844</b>	<b>4,128</b>	<b>\$106,649,000</b>	<b>\$4,825,667</b>	<b>\$5,638,667</b>
Arts District Median	\$53,214,007	1,779	\$49,258,000	\$1,786,000	\$2,278,000

**Explanation of the Outliers and Exclusions:**

- <sup>1</sup> The organizational expenditure and attendance findings for these city study regions were determined by researchers to be outliers when compared to the findings for cohort regions in the same population category. For this reason, the organizational expenditure and attendance findings for these study regions are excluded from the national extrapolations.
- <sup>2</sup> The expenditure and attendance data collected from eligible organizations in these study regions were collected for fiscal year 2013 (rather than 2015), and audience-intercepts surveys collected from attendees to cultural events in these study regions were collected during calendar year 2014 (rather than 2016). Where applicable, these study regions are excluded from the national extrapolations.
- <sup>3</sup> Both the organizational expenditure and attendance findings and the audience expenditure findings for these city study regions were determined by researchers to be outliers when compared to the findings for cohort regions in the same population category. For this reason, these study regions are excluded from the national extrapolations.
- <sup>4</sup> These county study regions are excluded from the national extrapolations. The national extrapolations are based on city study regions only.
- <sup>5</sup> The expenditure and attendance data collected from eligible organizations in this study region were collected for fiscal year 2014 (rather than 2015), and audience-intercepts surveys collected from attendees to cultural events in this study region were collected during calendar year 2015 (rather than 2016).
- <sup>6</sup> The economic impact findings for the District of Columbia exclude state government revenues due to Washington, DC's unique status as a study region with no state government.

## **Explanation of Table 7: Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

This table presents for each study region the direct economic impact of the expenditures made by responding nonprofit arts and cultural organizations during fiscal year 2015. Summary statistics are calculated for each population group.

The direct impact is a measure of the effect of the initial direct expenditures made by the organizations. It excludes indirect and induced impacts. Because it includes only one round of spending, the direct impact is always smaller than the total impact (which measures the effect of each dollar as it is spent and re-spent within the study region's economy). The direct impact is derived from input-output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* in this *Arts & Economic Prosperity 5* National Statistical Report for more information about direct, indirect, and induced economic impacts.

### **Column Two:**

The total direct organizational expenditures reported by responding nonprofit arts and cultural organizations in each participating study region during fiscal year 2015. This figure is the sum of operating expenditures and capital expenditures. These data are real dollars reported by the organizations that responded to the survey in each study region only; no multiplier was used to calculate these figures and no extrapolations were made for non-responding organizations.

### **Column Three:**

The number of full-time equivalent (FTE) jobs directly supported by the expenditures made by the responding nonprofit arts and cultural organizations in each participating study region. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

### **Column Four:**

The amount of household income paid to study region residents as a direct result of the expenditures made by the responding nonprofit arts and cultural organizations in each participating study region. Household income includes salaries, wages, and proprietary income.

### **Column Five:**

The amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures made by the responding nonprofit arts and cultural organizations in each participating study region. Local government includes the city and county governments located within each participating study region.

### **Column Six:**

The amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures made by the responding nonprofit arts and cultural organizations in each participating study region.

**Table 7:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	Direct Organizational Expenditures	DIRECT Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Town of Crested Butte (CO) <sup>3</sup>	\$4,554,422	70	\$1,871,000	\$28,000	\$22,000
City of Pine City (MN) <sup>2</sup>	\$425,217	7	\$158,000	\$4,000	\$10,000
City of Alva (OK)	\$1,188,716	33	\$557,000	\$6,000	\$11,000
Cook County (MN) <sup>2</sup>	\$2,575,814	61	\$1,064,000	\$15,000	\$88,000
Town of Hillsborough (NC)	\$1,594,300	39	\$960,000	\$13,000	\$27,000
City of Virginia (MN) <sup>2</sup>	\$115,568	2	\$48,000	\$1,000	\$4,000
Town of Jackson (WY) <sup>3</sup>	\$18,725,980	256	\$8,365,000	\$181,000	\$493,000
City of Guthrie (OK)	\$1,611,682	24	\$617,000	\$49,000	\$69,000
City of Grand Rapids (MN) <sup>2</sup>	\$2,833,920	53	\$1,170,000	\$17,000	\$96,000
Town of Medfield (MA)	\$2,748,727	64	\$1,321,000	\$48,000	\$24,000
City of Fergus Falls (MN) <sup>2</sup>	\$2,272,954	42	\$727,000	\$14,000	\$25,000
Grundy County (TN) <sup>4</sup>	\$110,283	2	\$47,000	\$2,000	\$4,000
City of Falls Church (VA) <sup>3</sup>	\$6,749,150	129	\$3,015,000	\$170,000	\$453,000
City of Jamestown (ND)	\$1,055,380	16	\$300,000	\$10,000	\$19,000
City of Waterville (ME) <sup>1</sup>	\$4,449,410	101	\$1,852,000	\$169,000	\$81,000
City of Red Wing (MN) <sup>2</sup>	\$1,724,398	33	\$698,000	\$10,000	\$21,000
City of Durango (CO) <sup>1</sup>	\$8,619,712	201	\$4,626,000	\$41,000	\$32,000
City of Hannibal (MO)	\$1,399,947	21	\$605,000	\$3,000	\$8,000
City of Tullahoma (TN)	\$610,715	11	\$227,000	\$8,000	\$12,000
City of Northfield (MN) <sup>2</sup>	\$1,297,441	28	\$531,000	\$6,000	\$16,000
Town of Carrboro (NC)	\$3,640,757	90	\$2,193,000	\$29,000	\$62,000
Macon County (TN) <sup>4</sup>	\$104,098	1	\$29,000	\$1,000	\$2,000
City of Laguna Beach (CA) <sup>3</sup>	\$40,118,691	446	\$14,942,000	\$450,000	\$440,000
Hickman County (TN) <sup>4</sup>	\$1,152,455	20	\$760,000	\$14,000	\$31,000
City of Fairfax (VA)	\$2,639,540	55	\$1,233,000	\$36,000	\$33,000
City of Ponca City (OK)	\$2,799,217	43	\$1,087,000	\$36,000	\$34,000
City of Paducah (KY) <sup>1</sup>	\$18,055,851	197	\$4,056,000	\$62,000	\$66,000
Mille Lacs County (MN) <sup>2</sup>	\$575,555	6	\$214,000	\$5,000	\$14,000
McNairy County (TN) <sup>4</sup>	\$22,544	1	\$10,000	\$0	\$1,000
City of Winona (MN) <sup>2</sup>	\$3,269,857	62	\$1,324,000	\$20,000	\$39,000



**Table 7:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	Direct Organizational Expenditures	DIRECT Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Door County (WI) <sup>4</sup>	\$9,730,760	169	\$4,399,000	\$191,000	\$227,000
City of Benicia (CA)	\$2,902,134	73	\$1,603,000	\$52,000	\$34,000
City of Winter Park (FL) <sup>3</sup>	\$16,576,065	227	\$7,585,000	\$138,000	\$140,000
City of Rochester (NH) <sup>1</sup>	\$4,353,943	125	\$2,507,000	\$57,000	\$92,000
City of Morgantown (WV) <sup>1</sup>	\$27,454,214	720	\$13,449,000	\$180,000	\$853,000
Henry County (TN) <sup>4</sup>	\$183,974	4	\$81,000	\$2,000	\$3,000
City of Fairbanks (AK) <sup>1</sup>	\$8,779,765	229	\$4,756,000	\$102,000	\$301,000
City of Bangor (ME)	\$3,437,656	63	\$1,554,000	\$118,000	\$62,000
Weakley County (TN) <sup>4</sup>	\$211,563	3	\$94,000	\$3,000	\$5,000
Dare County (NC) <sup>4</sup>	\$13,790,194	202	\$4,676,000	\$45,000	\$31,000
City of Columbia (TN)	\$1,297,724	32	\$559,000	\$14,000	\$23,000
City of Lake Worth (FL) <sup>3</sup>	\$14,656,059	153	\$4,694,000	\$260,000	\$330,000
Clatsop County (OR) <sup>4</sup>	\$2,874,045	53	\$1,271,000	\$54,000	\$30,000
Yadkin County (NC) <sup>4</sup>	\$809,737	18	\$358,000	\$14,000	\$21,000
Greater Belfast Area (ME) <sup>4</sup>	\$2,683,737	42	\$1,187,000	\$103,000	\$121,000
Campbell County (TN) <sup>4</sup>	\$108,671	2	\$39,000	\$2,000	\$4,000
Monroe County (TN) <sup>4</sup>	\$666,880	13	\$285,000	\$9,000	\$13,000
Lincoln County (OR) <sup>4</sup>	\$1,595,530	23	\$600,000	\$21,000	\$23,000
Iron County (UT) <sup>4</sup>	\$13,330,445	138	\$4,598,000	\$80,000	\$100,000
City of St. Louis Park (MN) <sup>2</sup>	\$758,069	15	\$310,000	\$4,000	\$9,000
City of Logan (UT) <sup>1</sup>	\$17,572,786	394	\$6,894,000	\$242,000	\$252,000
Gibson County (TN) <sup>4</sup>	\$1,003,653	29	\$489,000	\$14,000	\$30,000
<b>Group A Average</b>	<b>\$5,419,614</b>	<b>93</b>	<b>\$2,242,212</b>	<b>\$60,635</b>	<b>\$95,019</b>
Group A Average Excluding Outliers/Exclusions	\$2,071,269	43	\$985,846	\$32,462	\$32,154
Group A Median	\$2,607,677	43	\$1,075,500	\$20,500	\$30,500

**Table 7:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	Direct Organizational Expenditures	DIRECT Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Joplin (MO)	\$1,792,636	44	\$915,000	\$20,000	\$12,000
City of La Crosse (WI)	\$12,827,852	186	\$5,536,000	\$163,000	\$123,000
McMinn County (TN) <sup>4</sup>	\$2,021,520	34	\$840,000	\$29,000	\$41,000
Lafayette County (MS) <sup>4</sup>	\$2,655,457	37	\$638,000	\$35,000	\$78,000
Chisago County (MN) <sup>2</sup>	\$655,430	8	\$244,000	\$6,000	\$16,000
City of Grand Forks (ND)	\$2,781,581	47	\$1,441,000	\$33,000	\$42,000
City of Corvallis (OR)	\$27,545,447	640	\$12,296,000	\$613,000	\$316,000
City of Noblesville (IN)	\$475,139	8	\$170,000	\$14,000	\$20,000
City of Ocala (FL)	\$14,295,754	247	\$6,468,000	\$371,000	\$417,000
Lenoir County (NC) <sup>4</sup>	\$932,880	17	\$434,000	\$6,000	\$7,000
Town of Chapel Hill (NC)	\$88,407,897	2,184	\$53,260,000	\$716,000	\$1,504,000
City of Grand Junction (CO)	\$11,275,100	146	\$5,950,000	\$112,000	\$56,000
Town of Jupiter (FL)	\$8,019,104	84	\$2,568,000	\$142,000	\$181,000
Hamblen County (TN) <sup>4</sup>	\$760,318	13	\$305,000	\$6,000	\$8,000
City of Delray Beach (FL)	\$11,319,692	118	\$3,625,000	\$201,000	\$255,000
City of St. Cloud (MN) <sup>2</sup>	\$5,345,355	105	\$2,341,000	\$32,000	\$128,000
City of Portland (ME)	\$46,572,402	557	\$20,204,000	\$569,000	\$671,000
City of Jackson (TN)	\$2,666,496	67	\$1,281,000	\$18,000	\$25,000
City of Walnut Creek (CA)	\$21,097,821	416	\$11,006,000	\$385,000	\$474,000
Greene County (TN) <sup>4</sup>	\$2,505,621	43	\$1,055,000	\$29,000	\$57,000
City of Flagstaff (AZ)	\$51,666,744	1,110	\$28,987,000	\$735,000	\$860,000
City of Missoula (MT)	\$20,392,313	397	\$9,909,000	\$160,000	\$302,000
City of Fort Myers (FL)	\$13,682,062	207	\$6,429,000	\$252,000	\$400,000
Putnam County (TN) <sup>4</sup>	\$2,038,202	30	\$897,000	\$22,000	\$35,000
Monroe County (FL) <sup>4</sup>	\$27,188,753	429	\$10,770,000	\$382,000	\$788,000
City of Lynchburg (VA)	\$6,648,618	104	\$2,731,000	\$149,000	\$212,000
City of Duluth (MN) <sup>2</sup>	\$14,291,391	285	\$5,902,000	\$86,000	\$486,000
City of Fishers (IN)	\$23,094,545	388	\$8,270,000	\$698,000	\$989,000
City of Carmel (IN)	\$12,559,425	211	\$4,498,000	\$380,000	\$538,000
City of Sugar Land (TX)	\$646,740	13	\$283,000	\$41,000	\$42,000

**Table 7:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	Direct Organizational Expenditures	DIRECT Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Asheville (NC)	\$19,541,466	291	\$9,677,000	\$154,000	\$234,000
Buchanan County (MO) <sup>4</sup>	\$10,079,729	275	\$6,019,000	\$111,000	\$66,000
City of Boca Raton (FL)	\$10,757,773	113	\$3,445,000	\$191,000	\$243,000
City of Miami Beach (FL) <sup>3</sup>	\$84,770,391	728	\$33,505,000	\$621,000	\$997,000
Moore County (NC) <sup>4</sup>	\$6,876,979	114	\$3,218,000	\$57,000	\$85,000
Sevier County (TN) <sup>4</sup>	\$3,645,416	53	\$1,324,000	\$7,000	\$14,000
Cape May County (NJ) <sup>4</sup>	\$4,544,984	78	\$1,885,000	\$163,000	\$103,000
Cleveland County (NC) <sup>4</sup>	\$2,287,739	36	\$985,000	\$38,000	\$38,000
<b>Group B Average</b>	<b>\$15,228,073</b>	<b>260</b>	<b>\$7,087,132</b>	<b>\$203,868</b>	<b>\$285,868</b>
Group B Average Excluding Outliers/Exclusions	\$18,548,482	344	\$9,043,136	\$278,045	\$359,818
Group B Median	\$9,049,417	114	\$3,331,500	\$127,000	\$125,500

**Table 7:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	Direct Organizational Expenditures	DIRECT Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Las Cruces (NM)	\$8,508,432	89	\$3,840,000	\$142,000	\$326,000
Eau Claire County (WI) <sup>4</sup>	\$4,509,343	69	\$1,738,000	\$47,000	\$30,000
Yamhill County (OR) <sup>4</sup>	\$20,664,640	360	\$7,699,000	\$429,000	\$272,000
City of Lewisville (TX)	\$1,513,284	29	\$659,000	\$92,000	\$85,000
City of West Palm Beach (FL)	\$117,010,242	1,224	\$37,473,000	\$2,074,000	\$2,638,000
City of Boulder (CO)	\$35,514,381	549	\$19,002,000	\$268,000	\$319,000
City of Richardson (TX)	\$12,143,635	217	\$5,895,000	\$214,000	\$257,000
City of High Point (NC)	\$2,560,289	34	\$977,000	\$17,000	\$30,000
City of Cambridge (MA)	\$119,802,629	2,323	\$44,065,000	\$3,205,000	\$2,368,000
City of Lowell (MA)	\$8,688,661	237	\$4,490,000	\$190,000	\$127,000
Douglas County (KS) <sup>4</sup>	\$15,670,891	351	\$7,910,000	\$252,000	\$161,000
City of Columbia (MO)	\$9,152,344	210	\$4,148,000	\$135,000	\$123,000
City of Norman (OK)	\$11,552,877	238	\$5,470,000	\$300,000	\$284,000
Wayne County (NC) <sup>4</sup>	\$1,570,039	30	\$690,000	\$23,000	\$13,000
City of Lafayette (LA)	\$6,356,368	111	\$2,806,000	\$94,000	\$97,000
Washington County (TN) <sup>4</sup>	\$3,257,903	70	\$1,566,000	\$25,000	\$42,000
City of Thousand Oaks (CA)	\$8,609,672	204	\$4,652,000	\$174,000	\$134,000
City of Charleston (SC)	\$66,091,990	1,334	\$32,076,000	\$732,000	\$472,000
City of Waco (TX)	\$31,391,910	548	\$13,241,000	\$678,000	\$464,000
Robeson County (NC) <sup>4</sup>	\$2,914,420	57	\$1,270,000	\$44,000	\$44,000
Columbia County (GA) <sup>4</sup>	\$43,211	0	\$5,000	\$1,000	\$1,000
Orange County (NC) <sup>4</sup>	\$93,643,475	2,314	\$56,414,000	\$759,000	\$1,593,000
City of Savannah (GA)	\$34,799,185	775	\$16,138,000	\$493,000	\$309,000
Indian River County (FL) <sup>4</sup>	\$16,019,023	250	\$6,415,000	\$538,000	\$860,000
City of Alexandria (VA)	\$35,827,099	645	\$16,839,000	\$409,000	\$458,000
Martin County (FL) <sup>4</sup>	\$14,266,732	240	\$5,942,000	\$403,000	\$763,000
Macon-Bibb County (GA) <sup>4</sup>	\$49,139,734	746	\$20,155,000	\$762,000	\$634,000
City of Springfield (MA)	\$36,109,244	631	\$15,439,000	\$828,000	\$316,000
Catawba County (NC) <sup>4</sup>	\$12,569,224	185	\$5,063,000	\$179,000	\$106,000
Town of Cary (NC)	\$6,153,643	117	\$2,685,000	\$49,000	\$83,000

SOURCE: Arts and Economic Prosperity 5, Americans for the Arts, 2017. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 7:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	Direct Organizational Expenditures	DIRECT Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Alamance County (NC) <sup>4</sup>	\$3,877,725	89	\$1,861,000	\$43,000	\$47,000
Cumberland County (NJ)	\$9,546,724	237	\$4,139,000	\$267,000	\$129,000
City of Eugene (OR)	\$40,780,515	957	\$20,034,000	\$388,000	\$260,000
Middlesex County (CT) <sup>4</sup>	\$20,883,683	429	\$9,283,000	\$531,000	\$507,000
City of Springfield (MO)	\$9,778,504	185	\$4,025,000	\$101,000	\$64,000
City of Sioux Falls (SD)	\$20,112,501	348	\$8,676,000	\$293,000	\$349,000
Pitt County (NC) <sup>4</sup>	\$12,689,847	391	\$8,935,000	\$97,000	\$117,000
City of Providence (RI)	\$93,832,555	1,034	\$41,518,000	\$1,108,000	\$1,381,000
City of Worcester (MA)	\$64,504,636	1,300	\$27,753,000	\$1,702,000	\$871,000
Montgomery County (TN) <sup>4</sup>	\$2,964,420	76	\$1,241,000	\$73,000	\$132,000
Salt Lake City (UT)	\$112,442,764	1,979	\$49,777,000	\$1,666,000	\$2,129,000
Cabarrus County (NC) <sup>4</sup>	\$2,265,571	27	\$1,062,000	\$29,000	\$29,000
Richmond County (GA) <sup>4</sup>	\$37,811,438	785	\$15,964,000	\$516,000	\$395,000
City of Tacoma (WA)	\$74,648,459	1,024	\$30,746,000	\$797,000	\$1,473,000
Doña Ana County (NM) <sup>4</sup>	\$12,920,210	136	\$5,832,000	\$216,000	\$495,000
New Hanover County (NC) <sup>4</sup>	\$14,841,737	313	\$8,003,000	\$107,000	\$96,000
Arlington County (VA) <sup>4</sup>	\$170,762,477	3,116	\$77,851,000	\$2,407,000	\$2,595,000
City of Irving (TX)	\$24,192,919	387	\$10,662,000	\$595,000	\$591,000
City of Reno (NV)	\$50,139,403	798	\$20,242,000	\$735,000	\$1,360,000
York County (SC) <sup>4</sup>	\$13,279,645	340	\$7,813,000	\$111,000	\$140,000
<b>Group C Average</b>	<b>\$31,566,605</b>	<b>563</b>	<b>\$14,003,580</b>	<b>\$506,760</b>	<b>\$531,380</b>
Group C Average Excluding Outliers/Exclusions	\$38,600,672	649	\$16,419,556	\$647,370	\$643,259
Group C Median	\$14,554,235	327	\$7,756,000	\$267,500	\$278,000

**Table 7:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	Direct Organizational Expenditures	DIRECT Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Buncombe County (NC) <sup>4</sup>	\$26,363,882	393	\$13,055,000	\$207,000	\$315,000
Alachua County (FL) <sup>4</sup>	\$36,563,147	447	\$13,510,000	\$350,000	\$352,000
Greater Green Bay Area (WI) <sup>4</sup>	\$23,392,446	399	\$10,370,000	\$540,000	\$383,000
City of Orlando (FL)	\$123,648,175	1,697	\$56,582,000	\$1,031,000	\$1,042,000
City of Lincoln (NE)	\$50,665,562	680	\$26,146,000	\$450,000	\$655,000
Southeastern Connecticut Region (CT) <sup>4</sup>	\$87,159,766	1,681	\$38,939,000	\$749,000	\$1,245,000
Erie County (PA) <sup>4</sup>	\$19,091,150	332	\$8,696,000	\$203,000	\$253,000
San Luis Obispo County (CA) <sup>4</sup>	\$13,693,022	272	\$6,196,000	\$298,000	\$166,000
City of Newark (NJ)	\$109,365,244	2,223	\$69,910,000	\$1,550,000	\$1,423,000
Leon County (FL) <sup>4</sup>	\$100,454,010	1,001	\$20,455,000	\$4,713,000	\$5,390,000
Rutherford County (TN) <sup>4</sup>	\$10,798,787	281	\$5,056,000	\$85,000	\$136,000
St. Lucie County (FL) <sup>4</sup>	\$3,119,978	65	\$1,920,000	\$88,000	\$75,000
Greater Spartanburg Area (SC) <sup>4</sup>	\$21,371,683	343	\$9,325,000	\$401,000	\$279,000
Durham County (NC) <sup>4</sup>	\$104,619,126	2,021	\$57,274,000	\$593,000	\$787,000
City of St. Paul (MN) <sup>2</sup>	\$281,609,958	4,855	\$115,178,000	\$1,408,000	\$3,379,000
Hamilton County (IN) <sup>4</sup>	\$36,204,739	608	\$12,965,000	\$1,095,000	\$1,551,000
Osceola County (FL) <sup>4</sup>	\$1,922,406	42	\$1,141,000	\$10,000	\$26,000
Escambia County (FL) <sup>4</sup>	\$27,449,975	473	\$12,405,000	\$671,000	\$795,000
Lexington-Fayette Urban County (KY) <sup>4</sup>	\$16,129,322	215	\$7,395,000	\$92,000	\$215,000
Lake County (FL) <sup>4</sup>	\$1,137,478	23	\$484,000	\$48,000	\$64,000
City of Riverside (CA)	\$17,575,088	298	\$8,535,000	\$275,000	\$234,000
Cumberland County (NC) <sup>4</sup>	\$29,655,943	634	\$14,212,000	\$247,000	\$347,000
Collier County (FL) <sup>4</sup>	\$62,973,722	1,159	\$29,641,000	\$1,293,000	\$2,557,000
Hamilton County (TN) <sup>4</sup>	\$64,768,855	1,444	\$36,368,000	\$443,000	\$966,000
Manatee County (FL) <sup>4</sup>	\$14,441,702	273	\$6,444,000	\$516,000	\$977,000
City of Tampa (FL)	\$130,701,988	2,049	\$58,239,000	\$2,471,000	\$3,521,000
Forsyth County (NC) <sup>4</sup>	\$104,706,797	1,580	\$46,719,000	\$868,000	\$1,384,000
Mercer County (NJ) <sup>4</sup>	\$22,095,147	515	\$11,083,000	\$794,000	\$406,000
City of Wichita (KS)	\$43,936,656	630	\$22,895,000	\$523,000	\$327,000
Clackamas County (OR) <sup>4</sup>	\$5,821,109	133	\$2,845,000	\$138,000	\$78,000

**Table 7:  
Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations  
Per Study Region During Fiscal Year 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	Direct Organizational Expenditures	DIRECT Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Sarasota County (FL) <sup>4</sup>	\$201,514,937	2,749	\$97,091,000	\$2,153,000	\$4,820,000
City of Minneapolis (MN) <sup>2</sup>	\$323,394,524	6,284	\$132,268,000	\$1,617,000	\$3,881,000
Berks County (PA) <sup>4</sup>	\$10,805,527	184	\$4,284,000	\$319,000	\$313,000
City of Miami (FL)	\$487,578,468	4,186	\$192,713,000	\$3,573,000	\$5,734,000
City of Raleigh (NC)	\$167,668,956	3,188	\$73,147,000	\$1,334,000	\$2,251,000
Santa Barbara County (CA) <sup>4</sup>	\$126,303,269	2,072	\$60,230,000	\$1,555,000	\$1,590,000
Seminole County (FL) <sup>4</sup>	\$8,253,173	142	\$3,830,000	\$128,000	\$205,000
City of Virginia Beach (VA)	\$25,929,369	530	\$11,190,000	\$514,000	\$349,000
City of Atlanta (GA)	\$371,899,510	4,854	\$167,966,000	\$2,467,000	\$3,383,000
City of Mesa (AZ)	\$16,854,627	325	\$10,139,000	\$183,000	\$231,000
City of Kansas City (MO)	\$161,706,593	2,122	\$83,061,000	\$1,177,000	\$1,491,000
Morris County (NJ) <sup>4</sup>	\$15,784,179	370	\$7,304,000	\$556,000	\$287,000
<b>Group D Average</b>	<b>\$83,550,714</b>	<b>1,280</b>	<b>\$37,314,429</b>	<b>\$898,238</b>	<b>\$1,282,452</b>
Group D Average Excluding Outliers/Exclusions	\$142,294,186	1,899	\$65,043,583	\$1,295,667	\$1,720,083
Group D Median	\$32,930,341	569	\$13,282,500	\$531,500	\$530,500

**Table 7:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 25	Direct Organizational Expenditures	DIRECT Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Sonoma County (CA) <sup>4</sup>	\$45,118,213	1,071	\$23,047,000	\$1,114,000	\$797,000
Volusia County (FL) <sup>4</sup>	\$13,720,631	177	\$5,271,000	\$281,000	\$370,000
Guilford County (NC) <sup>4</sup>	\$67,062,726	888	\$25,583,000	\$449,000	\$785,000
Dane County (WI) <sup>4</sup>	\$145,739,612	2,793	\$71,488,000	\$1,545,000	\$1,956,000
Brevard County (FL) <sup>4</sup>	\$7,119,716	198	\$4,710,000	\$105,000	\$171,000
Washington County (OR) <sup>4</sup>	\$13,813,264	362	\$6,722,000	\$282,000	\$126,000
Johnson County (KS) <sup>4</sup>	\$12,335,839	271	\$5,320,000	\$264,000	\$208,000
City of Louisville (KY)	\$224,560,560	3,110	\$85,975,000	\$2,277,000	\$4,775,000
City of Baltimore (MD)	\$326,333,152	4,078	\$151,027,000	\$4,072,000	\$3,512,000
Polk County (FL) <sup>4</sup>	\$15,790,432	280	\$7,018,000	\$293,000	\$473,000
City of Boston (MA)	\$763,888,012	12,276	\$303,089,000	\$10,720,000	\$10,266,000
District of Columbia (DC) <sup>3,6</sup>	\$1,654,234,168	27,084	\$951,744,000	\$97,590,000	\$0
City of Nashville-Davidson County (TN)	\$178,780,284	2,514	\$75,783,000	\$2,041,000	\$4,505,000
City of El Paso (TX)	\$59,978,686	1,221	\$25,283,000	\$1,524,000	\$1,168,000
Lee County (FL) <sup>4</sup>	\$33,978,684	514	\$15,966,000	\$625,000	\$994,000
City of Fort Worth (TX)	\$255,976,253	4,459	\$121,023,000	\$4,800,000	\$5,045,000
City of Indianapolis (IN)	\$227,293,491	2,648	\$106,254,000	\$1,868,000	\$1,995,000
City and County of San Francisco (CA)	\$780,613,098	12,802	\$419,133,000	\$7,166,000	\$11,161,000
Prince George's County (MD) <sup>4</sup>	\$23,782,748	346	\$14,055,000	\$366,000	\$384,000
Pinellas County (FL) <sup>4</sup>	\$100,195,060	1,590	\$46,516,000	\$2,939,000	\$4,067,000
Shelby County (TN) <sup>4</sup>	\$118,196,607	1,323	\$47,114,000	\$833,000	\$1,968,000
Fairfield County (CT) <sup>4</sup>	\$148,621,258	3,175	\$72,038,000	\$2,207,000	\$3,120,000
Westchester County (NY) <sup>4</sup>	\$106,569,709	1,783	\$48,533,000	\$3,486,000	\$2,504,000
Fulton County (GA) <sup>4</sup>	\$382,742,711	4,996	\$172,863,000	\$2,539,000	\$3,481,000
Wake County (NC) <sup>4</sup>	\$179,146,269	3,406	\$78,155,000	\$1,425,000	\$2,405,000
<b>Group E Average</b>	<b>\$235,423,647</b>	<b>3,735</b>	<b>\$115,348,400</b>	<b>\$6,032,440</b>	<b>\$2,649,440</b>
Group E Average Excluding Outliers/Exclusions	\$352,177,942	5,389	\$160,945,875	\$4,308,500	\$5,303,375
Group E Median	\$118,196,607	1,783	\$48,533,000	\$1,545,000	\$1,968,000

SOURCE: Arts and Economic Prosperity 5, Americans for the Arts, 2017. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).



**Table 7:  
Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations  
Per Study Region During Fiscal Year 2015**

Population Cohort Group F Population 1,000,000 or More Sample Size = 21	Direct Organizational Expenditures	DIRECT Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Mecklenburg County (NC) <sup>4</sup>	\$137,737,853	1,856	\$64,241,000	\$998,000	\$1,743,000
City of San José (CA)	\$73,462,553	1,343	\$37,738,000	\$907,000	\$1,049,000
Montgomery County (MD) <sup>4</sup>	\$105,104,756	1,644	\$42,199,000	\$1,555,000	\$2,059,000
Fairfax County (VA) <sup>4</sup>	\$173,409,818	3,095	\$83,625,000	\$2,032,000	\$2,790,000
Allegheny County (PA) <sup>4</sup>	\$549,874,646	6,596	\$193,123,000	\$6,924,000	\$8,133,000
Greater Columbus Area (OH) <sup>4</sup>	\$222,477,493	3,379	\$105,429,000	\$2,213,000	\$2,476,000
Orange County (FL) <sup>4</sup>	\$154,347,536	2,118	\$70,630,000	\$1,288,000	\$1,301,000
City of Dallas (TX)	\$631,469,325	11,697	\$363,246,000	\$8,650,000	\$10,675,000
Hillsborough County (FL) <sup>4</sup>	\$175,225,260	2,747	\$78,078,000	\$3,313,000	\$4,721,000
City of San Diego (CA)	\$553,563,393	10,987	\$296,297,000	\$7,270,000	\$7,854,000
Palm Beach County (FL) <sup>4</sup>	\$184,292,190	1,928	\$59,020,000	\$3,266,000	\$4,155,000
City of San Antonio (TX)	\$143,127,136	2,686	\$81,751,000	\$1,715,000	\$2,092,000
Sacramento County (CA) <sup>4</sup>	\$82,336,356	1,470	\$37,882,000	\$1,520,000	\$1,457,000
City of Phoenix (AZ)	\$164,604,285	2,459	\$69,353,000	\$1,957,000	\$2,925,000
City and County of Philadelphia (PA)	\$848,922,523	8,237	\$322,201,000	\$9,586,000	\$12,005,000
Broward County (FL) <sup>4</sup>	\$148,488,007	1,343	\$51,696,000	\$2,126,000	\$2,278,000
Santa Clara County (CA) <sup>4</sup>	\$112,342,340	2,054	\$57,711,000	\$1,386,000	\$1,603,000
Riverside County (CA) <sup>4</sup>	\$63,975,017	1,086	\$31,067,000	\$1,000,000	\$853,000
Miami-Dade County (FL) <sup>4</sup>	\$851,913,996	7,314	\$336,715,000	\$6,242,000	\$10,018,000
City of Chicago (IL)	\$1,374,865,815	17,197	\$515,589,000	\$16,352,000	\$17,339,000
Harris County (TX) <sup>4</sup>	\$565,143,010	6,016	\$233,988,000	\$7,123,000	\$6,054,000
<b>Group F Average</b>	<b>\$348,413,491</b>	<b>4,631</b>	<b>\$149,122,810</b>	<b>\$4,163,000</b>	<b>\$4,932,381</b>
Group F Average Excluding Outliers/Exclusions	\$541,430,719	7,801	\$240,882,143	\$6,633,857	\$7,705,571
Group F Median	\$173,409,818	2,686	\$78,078,000	\$2,126,000	\$2,790,000
<b>ALL CITY/COUNTY STUDY REGIONS</b>					
<b>Average</b>	<b>\$83,992,199</b>	<b>1,260</b>	<b>\$38,020,088</b>	<b>\$1,369,289</b>	<b>\$1,166,895</b>
Median	\$15,727,535	283	\$7,161,000	\$256,000	\$294,000

SOURCE: Arts and Economic Prosperity 5, Americans for the Arts, 2017. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 7:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Regional Study Regions All Populations Sample Size = 81	Direct Organizational Expenditures	DIRECT Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
High Peaks Region (ME)	\$733,718	11	\$290,000	\$19,000	\$12,000
Wood River Valley (ID)	\$15,469,150	347	\$7,090,000	\$36,000	\$219,000
Southern Oregon Area	\$37,531,117	700	\$16,164,000	\$1,018,000	\$521,000
Southwestern Pennsylvania Area	\$13,154,583	212	\$4,975,000	\$184,000	\$172,000
Greater Portsmouth Area (NH)	\$21,456,627	444	\$11,618,000	\$380,000	\$386,000
Northeast Oregon Region	\$652,008	17	\$323,000	\$13,000	\$6,000
Toe River Valley (NC)	\$11,706,879	118	\$2,923,000	\$151,000	\$213,000
Albemarle Region (NC)	\$2,724,828	44	\$959,000	\$41,000	\$44,000
Greater Concord Area (NH)	\$17,833,550	285	\$8,198,000	\$295,000	\$364,000
North Central Minnesota Region <sup>2</sup>	\$1,630,565	17	\$530,000	\$16,000	\$11,000
Northwest Minnesota Region <sup>2</sup>	\$616,142	9	\$248,000	\$1,000	\$17,000
Monadnock Region (NH)	\$13,271,384	236	\$5,896,000	\$428,000	\$432,000
Bismarck-Mandan Region (ND)	\$22,135,263	443	\$9,167,000	\$280,000	\$370,000
Greater Minot Region (ND)	\$8,739,861	102	\$2,319,000	\$57,000	\$88,000
Greater Burlington Area (VT)	\$59,120,540	1,313	\$25,564,000	\$664,000	\$1,418,000
Greater Charlottesville Area (VA)	\$60,559,918	1,331	\$36,632,000	\$1,521,000	\$1,472,000
Brainerd Lakes Region (MN) <sup>2</sup>	\$2,753,533	33	\$969,000	\$19,000	\$25,000
East Central Minnesota Region <sup>2</sup>	\$3,802,469	48	\$1,415,000	\$34,000	\$91,000
Northwest Connecticut Region	\$21,482,961	330	\$8,732,000	\$799,000	\$1,020,000
Central Oregon Region	\$9,958,558	198	\$4,392,000	\$207,000	\$111,000
Greater Fargo-Moorhead Area (ND/MN)	\$17,509,395	351	\$8,355,000	\$214,000	\$267,000
Black Hills Region (SD)	\$22,974,769	406	\$10,240,000	\$507,000	\$491,000
Greater Kingsport Area (TN)	\$9,562,287	152	\$3,915,000	\$103,000	\$155,000
Lake Region (MN) <sup>2</sup>	\$6,485,666	86	\$2,075,000	\$39,000	\$71,000
South Central Minnesota Region <sup>2</sup>	\$6,433,650	101	\$2,400,000	\$26,000	\$58,000
Greater Sioux Falls Area (SD)	\$20,601,653	356	\$8,898,000	\$297,000	\$355,000
Southwest Tennessee Development District	\$3,129,255	79	\$1,500,000	\$23,000	\$36,000
Northwest Tennessee Development District	\$2,283,302	56	\$1,086,000	\$28,000	\$56,000
Southwest Minnesota Region <sup>2</sup>	\$4,868,274	60	\$1,504,000	\$29,000	\$44,000
Arrowhead Region (MN) <sup>2</sup>	\$19,637,859	308	\$8,110,000	\$118,000	\$668,000

SOURCE: Arts and Economic Prosperity 5, Americans for the Arts, 2017. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 7:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Regional Study Regions All Populations Sample Size = 81	Direct Organizational Expenditures	DIRECT Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Maple Grove and the Northwest Suburbs (MN) <sup>2</sup>	\$1,487,198	32	\$608,000	\$7,000	\$18,000
Greater Augusta Area (GA)	\$37,854,649	785	\$15,969,000	\$517,000	\$396,000
Upper Cumberland Development District (TN)	\$6,334,696	108	\$2,689,000	\$93,000	\$144,000
City of Huntsville/Madison County (AL)	\$53,843,563	1,186	\$23,794,000	\$349,000	\$750,000
Northeast Commission (NC)	\$22,642,818	342	\$7,894,000	\$155,000	\$156,000
Greater Ann Arbor Area (MI) <sup>5</sup>	\$49,916,641	830	\$25,208,000	\$449,000	\$2,396,000
Greater Fox Cities Region (WI)	\$40,077,673	263	\$6,417,000	\$1,099,000	\$831,000
Central Minnesota Region <sup>2</sup>	\$8,800,646	158	\$3,855,000	\$53,000	\$211,000
South Central Tennessee Development District	\$4,064,456	86	\$2,016,000	\$49,000	\$87,000
Northwest Arkansas Region	\$67,503,606	1,213	\$29,076,000	\$370,000	\$1,254,000
Southeast Minnesota Region <sup>2</sup>	\$16,690,210	287	\$6,760,000	\$100,000	\$200,000
First Tennessee Development District	\$15,384,812	266	\$6,561,000	\$158,000	\$255,000
Greater Harrisburg Area (PA)	\$12,684,667	244	\$6,097,000	\$118,000	\$157,000
Greater New Haven Area (CT)	\$114,867,991	1,816	\$37,980,000	\$2,093,000	\$2,305,000
Treasure Coast Region (FL)	\$33,405,733	555	\$14,277,000	\$1,029,000	\$1,698,000
Greater Des Moines Region (IA)	\$71,922,902	845	\$26,553,000	\$1,100,000	\$814,000
Southeast Tennessee Development District	\$67,352,550	1,489	\$37,450,000	\$480,000	\$1,024,000
Greater Knoxville Region (TN)	\$48,160,880	1,012	\$21,656,000	\$496,000	\$942,000
Greater Columbia Area (SC)	\$22,480,674	478	\$10,487,000	\$199,000	\$180,000
Pikes Peak Region (CO)	\$51,193,211	839	\$20,624,000	\$673,000	\$376,000
Lehigh Valley Region (PA)	\$83,164,601	1,483	\$36,982,000	\$810,000	\$891,000
Greater Sarasota/Bradenton Area (FL)	\$215,956,639	3,022	\$103,535,000	\$2,669,000	\$5,797,000
Dayton Region (OH)	\$95,159,725	2,082	\$41,702,000	\$2,257,000	\$2,199,000
Richmond & Tri-Cities Region (VA)	\$211,680,685	4,488	\$87,551,000	\$6,354,000	\$6,937,000
Memphis Area Association of Governments (TN)	\$118,315,928	1,324	\$47,159,000	\$835,000	\$1,972,000
Eastern Region (NC)	\$27,730,102	688	\$15,438,000	\$319,000	\$385,000
Advantage West Region (NC)	\$75,230,591	1,159	\$31,114,000	\$974,000	\$1,293,000
Southeast Commission (NC)	\$50,352,984	1,068	\$25,003,000	\$436,000	\$529,000
Greater Fairfax Area (VA)	\$182,798,508	3,279	\$87,873,000	\$2,238,000	\$3,276,000
Greater Tulsa Region (OK)	\$91,182,165	1,896	\$45,172,000	\$2,058,000	\$2,241,000

**Table 7:  
Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations  
Per Study Region During Fiscal Year 2015**

Regional Study Regions All Populations Sample Size = 81	Direct Organizational Expenditures	DIRECT Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
East Tennessee Development District	\$53,564,537	1,097	\$23,707,000	\$522,000	\$986,000
West Valley Region (AZ)	\$13,189,366	177	\$4,982,000	\$227,000	\$292,000
Greater St. Louis Area (MO)	\$363,745,576	5,067	\$174,707,000	\$2,910,000	\$4,484,000
Western New York	\$156,024,439	2,618	\$65,925,000	\$2,644,000	\$1,233,000
Greater Oklahoma City Region (OK)	\$220,484,100	3,536	\$87,203,000	\$4,486,000	\$4,557,000
Piedmont Triad Partnership (NC)	\$207,772,417	3,109	\$87,244,000	\$1,930,000	\$2,885,000
Greater Portland Area (OR)	\$214,420,434	3,631	\$104,958,000	\$2,490,000	\$3,450,000
Greater Kansas City Metropolitan Area (MO/KS)	\$179,536,915	2,465	\$91,203,000	\$1,481,000	\$1,750,000
Greater Nashville Regional Council (TN)	\$200,353,380	2,994	\$85,400,000	\$2,318,000	\$5,030,000
Research Triangle Regional Partnership (NC)	\$387,905,496	7,928	\$196,596,000	\$2,891,000	\$4,937,000
Greater Tampa/St. Petersburg Area (FL)	\$275,420,320	4,337	\$124,594,000	\$6,252,000	\$8,788,000
Charlotte Regional Partnership (NC)	\$165,862,764	2,271	\$75,932,000	\$1,442,000	\$2,141,000
Greater Charlotte Region (NC/SC)	\$179,142,409	2,611	\$83,745,000	\$1,553,000	\$2,281,000
Seven-County Metro Area (MN) <sup>2</sup>	\$624,372,639	8,935	\$255,368,000	\$3,122,000	\$7,492,000
Central Florida Region	\$202,291,372	2,980	\$93,084,000	\$2,153,000	\$2,610,000
Greater Philadelphia Region (PA)	\$992,509,546	14,030	\$446,398,000	\$12,218,000	\$20,461,000
Greater Washington Region (DC/MD/VA)	\$2,172,509,756	36,114	\$1,190,561,000	\$104,565,000	\$8,772,000
Metro Atlanta Area (GA)	\$434,779,646	5,875	\$195,207,000	\$3,520,000	\$4,199,000
Greater Atlanta Region (GA)	\$442,368,282	6,003	\$198,463,000	\$3,673,000	\$4,311,000
Greater Houston Region (TX)	\$579,435,793	6,244	\$239,901,000	\$7,399,000	\$6,362,000
Dallas-Fort Worth-Arlington MSA (TX)	\$999,509,582	18,038	\$362,286,000	\$15,538,000	\$17,955,000
<b>Regional Average</b>	<b>\$140,768,642</b>	<b>2,242</b>	<b>\$66,487,049</b>	<b>\$2,708,864</b>	<b>\$2,023,247</b>
Regional Median	\$37,854,649	700	\$15,969,000	\$480,000	\$668,000

SOURCE: Arts and Economic Prosperity 5, Americans for the Arts, 2017. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 7:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations**  
**Per Study Region During Fiscal Year 2015**

Statewide Study Regions All Populations Sample Size = 20	Direct Organizational Expenditures	DIRECT Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
State of Vermont	\$78,856,911	1,716	\$34,162,000	\$749,000	\$1,904,000
State of North Dakota	\$56,458,549	1,028	\$23,411,000	\$621,000	\$846,000
State of Delaware	\$103,624,375	2,073	\$60,813,000	\$864,000	\$4,799,000
State of Maine	\$92,577,604	1,484	\$41,884,000	\$1,239,000	\$1,595,000
State of Hawai'i	\$125,921,352	3,351	\$85,981,000	\$1,373,000	\$8,632,000
State of Nevada	\$227,298,372	3,773	\$91,186,000	\$3,440,000	\$9,973,000
State of Connecticut	\$515,311,370	9,101	\$258,330,000	\$8,692,000	\$13,047,000
State of Oklahoma	\$331,249,786	5,804	\$140,144,000	\$6,762,000	\$7,104,000
State of Oregon	\$364,065,287	6,738	\$171,385,000	\$5,305,000	\$5,043,000
State of Minnesota <sup>2</sup>	\$696,091,653	10,042	\$283,234,000	\$3,557,000	\$8,888,000
State of Wisconsin	\$376,915,991	10,324	\$222,668,000	\$9,566,000	\$9,183,000
State of Maryland	\$511,399,372	7,144	\$231,804,000	\$6,479,000	\$7,112,000
State of Missouri	\$602,903,738	8,769	\$293,129,000	\$5,075,000	\$6,921,000
State of Tennessee	\$470,782,916	7,499	\$207,568,000	\$4,506,000	\$9,590,000
State of Massachusetts	\$1,386,703,275	23,299	\$555,198,000	\$19,733,000	\$20,622,000
State of New Jersey	\$296,140,348	6,139	\$158,978,000	\$4,854,000	\$5,639,000
State of North Carolina	\$937,497,172	16,565	\$439,221,000	\$8,147,000	\$12,326,000
State of Pennsylvania	\$1,753,309,722	24,250	\$731,861,000	\$21,060,000	\$31,494,000
State of Illinois	\$1,780,626,339	29,255	\$949,693,000	\$28,630,000	\$49,259,000
State of Florida	\$2,285,671,265	26,878	\$917,510,000	\$33,176,000	\$48,890,000
<b>Statewide Average</b>	<b>\$649,670,270</b>	<b>10,262</b>	<b>\$294,908,000</b>	<b>\$8,691,400</b>	<b>\$13,143,350</b>
Statewide Median	\$423,849,454	7,322	\$215,118,000	\$5,190,000	\$8,760,000

SOURCE: Arts and Economic Prosperity 5, Americans for the Arts, 2017. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 7:  
Direct Economic Impact of Expenditures by Nonprofit Arts and Cultural Organizations  
Per Study Region During Fiscal Year 2015**

Individual Arts Districts All Populations Sample Size = 12	Direct Organizational Expenditures	DIRECT Economic Impact of ORGANIZATIONAL Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
James River Arts & Cultural District	\$6,394,249	100	\$2,627,000	\$144,000	\$204,000
Center City Charlotte	\$124,091,617	1,672	\$57,876,000	\$899,000	\$1,570,000
Loch Haven Cultural Park	\$29,253,216	401	\$13,386,000	\$244,000	\$247,000
Downtown Colorado Springs Creative District	\$20,773,371	340	\$8,369,000	\$273,000	\$153,000
Fort Worth Cultural District	\$150,010,452	2,613	\$70,923,000	\$2,813,000	\$2,956,000
Dallas Arts District	\$282,234,392	5,228	\$162,352,000	\$3,866,000	\$4,771,000
Grand Center Arts & Entertainment District	\$77,174,797	1,075	\$37,067,000	\$617,000	\$951,000
Balboa Park Cultural District	\$380,437,910	7,551	\$203,631,000	\$4,996,000	\$5,398,000
East End Cultural District	\$3,177,402	34	\$1,316,000	\$40,000	\$34,000
Houston Museum District Association	\$321,550,313	3,423	\$133,132,000	\$4,053,000	\$3,445,000
Midtown Cultural District	\$4,111,803	44	\$1,702,000	\$52,000	\$44,000
Washington Avenue Cultural District	\$2,520,607	27	\$1,044,000	\$32,000	\$27,000
<b>Arts District Average</b>	<b>\$116,810,844</b>	<b>1,876</b>	<b>\$57,785,417</b>	<b>\$1,502,417</b>	<b>\$1,650,000</b>
Arts District Median	\$53,214,007	738	\$25,226,500	\$445,000	\$599,000

**Explanation of the Outliers and Exclusions:**

- <sup>1</sup> The organizational expenditure and attendance findings for these city study regions were determined by researchers to be outliers when compared to the findings for cohort regions in the same population category. For this reason, the organizational expenditure and attendance findings for these study regions are excluded from the national extrapolations.
- <sup>2</sup> The expenditure and attendance data collected from eligible organizations in these study regions were collected for fiscal year 2013 (rather than 2015), and audience-intercepts surveys collected from attendees to cultural events in these study regions were collected during calendar year 2014 (rather than 2016). Where applicable, these study regions are excluded from the national extrapolations.
- <sup>3</sup> Both the organizational expenditure and attendance findings and the audience expenditure findings for these city study regions were determined by researchers to be outliers when compared to the findings for cohort regions in the same population category. For this reason, these study regions are excluded from the national extrapolations.
- <sup>4</sup> These county study regions are excluded from the national extrapolations. The national extrapolations are based on city study regions only.
- <sup>5</sup> The expenditure and attendance data collected from eligible organizations in this study region were collected for fiscal year 2014 (rather than 2015), and audience-intercepts surveys collected from attendees to cultural events in this study region were collected during calendar year 2015 (rather than 2016).
- <sup>6</sup> The economic impact findings for the District of Columbia exclude state government revenues due to Washington, DC's unique status as a study region with no state government.

## **Explanation of Table 8: Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

This table summarizes both the total and direct economic impacts of expenditures made by nonprofit arts and cultural organizations in the form of ratios. Summary statistics are calculated for each population group.

Using this chart, a determination can be made of the economic impact per \$100,000 of direct spending by nonprofit arts and cultural organizations. These ratios are derived by dividing the total and direct economic impact of expenditures by nonprofit arts and cultural organizations (found on Tables 6 and 7) by the total expenditures made by responding nonprofit arts and cultural organizations, and then multiplying by 100,000. See Background and Scope of Study and Frequently Used Terms in this *Arts & Economic Prosperity 5* National Statistical Report for more information about the differences between total and direct economic impacts.

### **Column Two:**

The economic impact ratio for the total number of full-time equivalent (FTE) jobs supported per \$100,000 of spending by nonprofit arts and cultural organizations in each participating study region.

### **Column Three:**

The economic impact ratio for the total amount of household income paid to study region residents per \$100,000 of spending by nonprofit arts and cultural organizations in each participating study region.

### **Column Four:**

The economic impact ratio for the total amount of revenue generated to local government (e.g., licenses, fees, taxes) per \$100,000 of spending by nonprofit arts and cultural organizations in each participating study region. Local government includes city and county governments located within each participating study region.

### **Column Five:**

The economic impact ratio for the total amount of revenue generated to state government (e.g., licenses, fees, taxes) per \$100,000 of spending by nonprofit arts and cultural organizations in each participating study region.

### **Column Six:**

The direct economic impact ratio for the total number of full-time equivalent (FTE) jobs supported per \$100,000 in direct spending.

### **Column Seven:**

The direct economic impact ratio for the total amount of household income paid to study region residents per \$100,000 in direct spending.

### **Column Eight:**

The direct economic impact ratio for the total amount of local government revenue generated per \$100,000 in direct spending.

### **Column Nine:**

The direct economic impact ratio for the total amount of state government revenue generated per \$100,000 in direct spending.

**Table 8:  
Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and  
Cultural Organizations Per Study Region During Fiscal Year 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	TOTAL Impacts per \$100,000 of Spending				DIRECT Impacts per \$100,000 of Spending			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
Town of Crested Butte (CO)	2.24	\$53,113	\$2,459	\$2,042	1.54	\$41,081	\$615	\$483
City of Pine City (MN)	2.35	\$59,969	\$1,646	\$7,761	1.65	\$37,157	\$941	\$2,352
City of Alva (OK)	4.54	\$62,336	\$1,851	\$2,692	2.78	\$46,857	\$505	\$925
Cook County (MN)	3.26	\$72,249	\$1,669	\$7,376	2.37	\$41,307	\$582	\$3,416
Town of Hillsborough (NC)	4.14	\$88,879	\$3,387	\$5,206	2.45	\$60,215	\$815	\$1,694
City of Virginia (MN)	3.46	\$71,819	\$1,731	\$7,788	1.73	\$41,534	\$865	\$3,461
Town of Jackson (WY)	2.00	\$59,062	\$2,569	\$5,618	1.37	\$44,671	\$967	\$2,633
City of Guthrie (OK)	2.54	\$55,346	\$3,537	\$5,150	1.49	\$38,283	\$3,040	\$4,281
City of Grand Rapids (MN)	3.25	\$72,232	\$1,658	\$7,410	1.87	\$41,286	\$600	\$3,388
Town of Medfield (MA)	4.29	\$70,724	\$3,565	\$3,129	2.33	\$48,059	\$1,746	\$873
City of Fergus Falls (MN)	3.21	\$66,829	\$1,672	\$7,347	1.85	\$31,985	\$616	\$1,100
Grundy County (TN)	2.72	\$48,058	\$2,720	\$4,534	1.81	\$42,618	\$1,814	\$3,627
City of Falls Church (VA)	2.52	\$48,999	\$4,267	\$8,149	1.91	\$44,672	\$2,519	\$6,712
City of Jamestown (ND)	4.26	\$60,452	\$2,464	\$4,927	1.52	\$28,426	\$948	\$1,800
City of Waterville (ME)	4.74	\$67,380	\$6,068	\$4,540	2.27	\$41,623	\$3,798	\$1,820
City of Red Wing (MN)	3.25	\$66,922	\$1,566	\$8,525	1.91	\$40,478	\$580	\$1,218
City of Durango (CO)	3.71	\$74,272	\$2,993	\$2,030	2.33	\$53,668	\$476	\$371
City of Hannibal (MO)	2.79	\$60,288	\$1,714	\$2,214	1.50	\$43,216	\$214	\$571
City of Tullahoma (TN)	3.60	\$57,474	\$2,620	\$4,585	1.80	\$37,170	\$1,310	\$1,965
City of Northfield (MN)	3.24	\$66,978	\$1,541	\$8,555	2.16	\$40,927	\$462	\$1,233
Town of Carrboro (NC)	4.17	\$88,883	\$3,351	\$5,219	2.47	\$60,235	\$797	\$1,703
Macon County (TN)	1.92	\$53,795	\$2,882	\$5,764	0.96	\$27,858	\$961	\$1,921
City of Laguna Beach (CA)	2.95	\$81,381	\$3,953	\$5,045	1.11	\$37,244	\$1,122	\$1,097
Hickman County (TN)	2.34	\$73,409	\$2,863	\$6,074	1.74	\$65,946	\$1,215	\$2,690
City of Fairfax (VA)	3.45	\$70,770	\$3,561	\$2,766	2.08	\$46,713	\$1,364	\$1,250
City of Ponca City (OK)	2.61	\$52,979	\$2,394	\$2,536	1.54	\$38,832	\$1,286	\$1,215
City of Paducah (KY)	4.09	\$63,885	\$1,274	\$3,295	1.09	\$22,464	\$343	\$366
Mille Lacs County (MN)	2.26	\$59,942	\$1,737	\$7,819	1.04	\$37,182	\$869	\$2,432
McNairy County (TN)	4.44	\$57,665	\$4,436	\$4,436	4.44	\$44,358	\$0	\$4,436
City of Winona (MN)	3.24	\$66,945	\$1,560	\$8,532	1.90	\$40,491	\$612	\$1,193



**Table 8:  
Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	TOTAL Impacts per \$100,000 of Spending				DIRECT Impacts per \$100,000 of Spending			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
Door County (WI)	3.08	\$63,089	\$3,402	\$4,460	1.74	\$45,207	\$1,963	\$2,333
City of Benicia (CA)	4.10	\$72,464	\$4,238	\$4,548	2.52	\$55,235	\$1,792	\$1,172
City of Winter Park (FL)	3.65	\$95,915	\$2,841	\$3,710	1.37	\$45,759	\$833	\$845
City of Rochester (NH)	4.98	\$89,620	\$3,698	\$4,846	2.87	\$57,580	\$1,309	\$2,113
City of Morgantown (WV)	4.91	\$72,674	\$2,025	\$6,403	2.62	\$48,987	\$656	\$3,107
Henry County (TN)	3.26	\$60,878	\$2,174	\$4,348	2.17	\$44,028	\$1,087	\$1,631
City of Fairbanks (AK)	4.04	\$75,241	\$4,340	\$9,704	2.61	\$54,170	\$1,162	\$3,428
City of Bangor (ME)	4.10	\$75,604	\$6,080	\$4,742	1.83	\$45,205	\$3,433	\$1,804
Weakley County (TN)	2.84	\$60,502	\$2,363	\$4,727	1.42	\$44,431	\$1,418	\$2,363
Dare County (NC)	2.74	\$50,529	\$921	\$1,465	1.46	\$33,908	\$326	\$225
City of Columbia (TN)	4.24	\$59,643	\$2,466	\$4,469	2.47	\$43,075	\$1,079	\$1,772
City of Lake Worth (FL)	2.55	\$65,966	\$4,954	\$5,499	1.04	\$32,028	\$1,774	\$2,252
Clatsop County (OR)	3.24	\$60,577	\$3,062	\$1,740	1.84	\$44,223	\$1,879	\$1,044
Yadkin County (NC)	3.33	\$54,092	\$2,717	\$3,828	2.22	\$44,212	\$1,729	\$2,593
Greater Belfast Area (ME)	2.83	\$63,307	\$5,999	\$5,962	1.56	\$44,229	\$3,838	\$4,509
Campbell County (TN)	2.76	\$47,851	\$2,761	\$5,521	1.84	\$35,888	\$1,840	\$3,681
Monroe County (TN)	3.60	\$62,230	\$2,549	\$4,948	1.95	\$42,736	\$1,350	\$1,949
Lincoln County (OR)	2.76	\$56,032	\$2,382	\$1,818	1.44	\$37,605	\$1,316	\$1,442
Iron County (UT)	1.80	\$51,236	\$1,823	\$2,678	1.04	\$34,492	\$600	\$750
City of St. Louis Park (MN)	3.43	\$81,919	\$1,715	\$8,443	1.98	\$40,893	\$528	\$1,187
City of Logan (UT)	4.39	\$62,033	\$2,874	\$3,386	2.24	\$39,231	\$1,377	\$1,434
Gibson County (TN)	4.58	\$64,664	\$2,591	\$5,580	2.89	\$48,722	\$1,395	\$2,989
<b>Group A Average</b>	<b>3.36</b>	<b>\$65,367</b>	<b>\$2,840</b>	<b>\$5,075</b>	<b>1.93</b>	<b>\$42,854</b>	<b>\$1,244</b>	<b>\$2,055</b>
Group A Standard Deviation	0.82	\$11,091	\$1,210	\$2,087	0.61	\$8,211	\$848	\$1,278
Group A Confidence Interval (95 percent)	0.22	\$2,958	\$323	\$557	0.16	\$2,190	\$226	\$341
Group A Median	3.25	\$63,198	\$2,605	\$4,887	1.85	\$42,677	\$1,083	\$1,802

**Table 8:  
Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and  
Cultural Organizations Per Study Region During Fiscal Year 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	TOTAL Impacts per \$100,000 of Spending				DIRECT Impacts per \$100,000 of Spending			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
City of Joplin (MO)	4.91	\$77,539	\$3,403	\$2,901	2.45	\$51,042	\$1,116	\$669
City of La Crosse (WI)	3.34	\$81,884	\$3,976	\$4,693	1.45	\$43,156	\$1,271	\$959
McMinn County (TN)	2.97	\$58,570	\$2,473	\$4,353	1.68	\$41,553	\$1,435	\$2,028
Lafayette County (MS)	4.59	\$63,379	\$2,900	\$6,891	1.39	\$24,026	\$1,318	\$2,937
Chisago County (MN)	2.29	\$59,961	\$1,678	\$7,781	1.22	\$37,227	\$915	\$2,441
City of Grand Forks (ND)	3.45	\$76,431	\$2,804	\$4,530	1.69	\$51,805	\$1,186	\$1,510
City of Corvallis (OR)	3.93	\$61,491	\$3,678	\$1,677	2.32	\$44,639	\$2,225	\$1,147
City of Noblesville (IN)	4.21	\$69,664	\$3,999	\$6,735	1.68	\$35,779	\$2,947	\$4,209
City of Ocala (FL)	3.71	\$73,350	\$5,148	\$7,268	1.73	\$45,244	\$2,595	\$2,917
Lenoir County (NC)	3.22	\$70,427	\$2,680	\$3,001	1.82	\$46,523	\$643	\$750
Town of Chapel Hill (NC)	4.17	\$88,881	\$3,362	\$5,217	2.47	\$60,243	\$810	\$1,701
City of Grand Junction (CO)	3.01	\$82,926	\$4,346	\$2,457	1.29	\$52,771	\$993	\$497
Town of Jupiter (FL)	2.56	\$65,967	\$4,951	\$5,499	1.05	\$32,024	\$1,771	\$2,257
Hamblen County (TN)	3.42	\$61,422	\$2,236	\$3,814	1.71	\$40,115	\$789	\$1,052
City of Delray Beach (FL)	2.55	\$65,965	\$4,956	\$5,504	1.04	\$32,024	\$1,776	\$2,253
City of St. Cloud (MN)	3.42	\$71,763	\$1,684	\$8,437	1.96	\$43,795	\$599	\$2,395
City of Portland (ME)	3.10	\$88,864	\$4,760	\$6,102	1.20	\$43,382	\$1,222	\$1,441
City of Jackson (TN)	5.03	\$74,442	\$2,288	\$4,163	2.51	\$48,041	\$675	\$938
City of Walnut Creek (CA)	3.39	\$80,634	\$4,460	\$5,427	1.97	\$52,167	\$1,825	\$2,247
Greene County (TN)	2.99	\$57,910	\$2,435	\$4,829	1.72	\$42,105	\$1,157	\$2,275
City of Flagstaff (AZ)	3.83	\$85,386	\$3,470	\$3,848	2.15	\$56,104	\$1,423	\$1,665
City of Missoula (MT)	3.91	\$81,889	\$2,972	\$4,477	1.95	\$48,592	\$785	\$1,481
City of Fort Myers (FL)	3.41	\$87,706	\$4,729	\$7,799	1.51	\$46,989	\$1,842	\$2,924
Putnam County (TN)	3.29	\$72,221	\$2,551	\$4,857	1.47	\$44,009	\$1,079	\$1,717
Monroe County (FL)	2.77	\$55,321	\$2,170	\$4,951	1.58	\$39,612	\$1,405	\$2,898
City of Lynchburg (VA)	2.11	\$44,084	\$3,956	\$4,542	1.56	\$41,076	\$2,241	\$3,189
City of Duluth (MN)	3.26	\$72,232	\$1,658	\$7,396	1.99	\$41,298	\$602	\$3,401
City of Fishers (IN)	4.13	\$69,679	\$4,083	\$6,681	1.68	\$35,809	\$3,022	\$4,282
City of Carmel (IN)	4.12	\$69,677	\$4,085	\$6,680	1.68	\$35,814	\$3,026	\$4,284
City of Sugar Land (TX)	3.87	\$69,116	\$7,886	\$8,813	2.01	\$43,758	\$6,339	\$6,494

**Table 8:  
Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	TOTAL Impacts per \$100,000 of Spending				DIRECT Impacts per \$100,000 of Spending			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
City of Asheville (NC)	3.41	\$93,888	\$3,137	\$4,606	1.49	\$49,520	\$788	\$1,197
Buchanan County (MO)	5.12	\$94,963	\$3,859	\$3,185	2.73	\$59,714	\$1,101	\$655
City of Boca Raton (FL)	2.56	\$65,962	\$4,955	\$5,503	1.05	\$32,023	\$1,775	\$2,259
City of Miami Beach (FL)	2.88	\$101,163	\$3,202	\$5,120	0.86	\$39,524	\$733	\$1,176
Moore County (NC)	2.65	\$64,650	\$2,748	\$3,635	1.66	\$46,794	\$829	\$1,236
Sevier County (TN)	2.41	\$47,978	\$549	\$1,618	1.45	\$36,320	\$192	\$384
Cape May County (NJ)	2.90	\$56,282	\$4,973	\$4,312	1.72	\$41,474	\$3,586	\$2,266
Cleveland County (NC)	2.97	\$62,289	\$3,191	\$3,803	1.57	\$43,056	\$1,661	\$1,661
<b>Group B Average</b>	<b>3.42</b>	<b>\$71,736</b>	<b>\$3,484</b>	<b>\$5,082</b>	<b>1.70</b>	<b>\$43,399</b>	<b>\$1,571</b>	<b>\$2,100</b>
Group B Standard Deviation	0.75	\$13,032	\$1,336	\$1,773	0.43	\$7,737	\$1,119	\$1,269
Group B Confidence Interval (95 percent)	0.23	\$4,039	\$414	\$549	0.13	\$2,398	\$347	\$393
Group B Median	3.37	\$70,053	\$3,382	\$4,843	1.68	\$43,269	\$1,246	\$1,873

**Table 8:  
Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and  
Cultural Organizations Per Study Region During Fiscal Year 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	TOTAL Impacts per \$100,000 of Spending				DIRECT Impacts per \$100,000 of Spending			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
City of Las Cruces (NM)	2.09	\$63,443	\$2,809	\$7,028	1.05	\$45,132	\$1,669	\$3,831
Eau Claire County (WI)	4.24	\$86,775	\$4,834	\$4,213	1.53	\$38,542	\$1,042	\$665
Yamhill County (OR)	3.47	\$59,348	\$3,615	\$1,858	1.74	\$37,257	\$2,076	\$1,316
City of Lewisville (TX)	3.96	\$72,690	\$7,665	\$8,062	1.92	\$43,548	\$6,079	\$5,617
City of West Palm Beach (FL)	2.56	\$65,963	\$4,956	\$5,502	1.05	\$32,025	\$1,772	\$2,255
City of Boulder (CO)	2.73	\$82,431	\$3,075	\$2,895	1.55	\$53,505	\$755	\$898
City of Richardson (TX)	4.13	\$83,525	\$4,257	\$5,361	1.79	\$48,544	\$1,762	\$2,116
City of High Point (NC)	3.59	\$84,014	\$2,812	\$5,117	1.33	\$38,160	\$664	\$1,172
City of Cambridge (MA)	4.34	\$65,961	\$4,397	\$3,785	1.94	\$36,781	\$2,675	\$1,977
City of Lowell (MA)	5.11	\$78,056	\$4,466	\$3,764	2.73	\$51,677	\$2,187	\$1,462
Douglas County (KS)	4.12	\$72,223	\$4,237	\$4,058	2.24	\$50,476	\$1,608	\$1,027
City of Columbia (MO)	5.28	\$79,215	\$3,955	\$3,879	2.29	\$45,322	\$1,475	\$1,344
City of Norman (OK)	4.00	\$71,575	\$3,973	\$5,730	2.06	\$47,348	\$2,597	\$2,458
Wayne County (NC)	3.44	\$67,578	\$4,522	\$3,376	1.91	\$43,948	\$1,465	\$828
City of Lafayette (LA)	3.98	\$74,602	\$3,697	\$4,248	1.75	\$44,145	\$1,479	\$1,526
Washington County (TN)	4.54	\$77,596	\$2,394	\$4,880	2.15	\$48,068	\$767	\$1,289
City of Thousand Oaks (CA)	4.23	\$76,298	\$4,135	\$4,901	2.37	\$54,032	\$2,021	\$1,556
City of Charleston (SC)	4.56	\$81,188	\$3,342	\$3,864	2.02	\$48,532	\$1,108	\$714
City of Waco (TX)	3.99	\$71,155	\$4,581	\$4,820	1.75	\$42,180	\$2,160	\$1,478
Robeson County (NC)	3.43	\$59,806	\$2,745	\$3,534	1.96	\$43,576	\$1,510	\$1,510
Columbia County (GA)	2.31	\$48,599	\$4,628	\$4,628	0.00	\$11,571	\$2,314	\$2,314
Orange County (NC)	4.17	\$88,881	\$3,362	\$5,217	2.47	\$60,243	\$811	\$1,701
City of Savannah (GA)	4.80	\$76,071	\$3,991	\$3,178	2.23	\$46,375	\$1,417	\$888
Indian River County (FL)	2.94	\$59,105	\$4,969	\$8,290	1.56	\$40,046	\$3,359	\$5,369
City of Alexandria (VA)	3.23	\$76,205	\$3,037	\$3,576	1.80	\$47,001	\$1,142	\$1,278
Martin County (FL)	3.43	\$66,687	\$4,577	\$8,488	1.68	\$41,649	\$2,825	\$5,348
Macon-Bibb County (GA)	4.31	\$84,506	\$3,722	\$3,382	1.52	\$41,016	\$1,551	\$1,290
City of Springfield (MA)	4.15	\$74,707	\$4,689	\$4,016	1.75	\$42,756	\$2,293	\$875
Catawba County (NC)	3.52	\$70,211	\$2,960	\$3,119	1.47	\$40,281	\$1,424	\$843
Town of Cary (NC)	4.81	\$93,359	\$3,283	\$5,525	1.90	\$43,633	\$796	\$1,349

**Table 8:  
Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	TOTAL Impacts per \$100,000 of Spending				DIRECT Impacts per \$100,000 of Spending			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
Alamance County (NC)	4.28	\$70,222	\$2,991	\$3,791	2.30	\$47,992	\$1,109	\$1,212
Cumberland County (NJ)	4.60	\$64,787	\$4,965	\$4,096	2.48	\$43,355	\$2,797	\$1,351
City of Eugene (OR)	4.28	\$77,451	\$3,565	\$1,743	2.35	\$49,126	\$951	\$638
Middlesex County (CT)	3.82	\$65,386	\$3,974	\$4,721	2.05	\$44,451	\$2,543	\$2,428
City of Springfield (MO)	5.22	\$82,610	\$3,508	\$3,170	1.89	\$41,162	\$1,033	\$654
City of Sioux Falls (SD)	4.08	\$74,019	\$2,929	\$4,604	1.73	\$43,137	\$1,457	\$1,735
Pitt County (NC)	5.64	\$110,041	\$3,467	\$4,050	3.08	\$70,411	\$764	\$922
City of Providence (RI)	2.43	\$76,787	\$4,450	\$5,311	1.10	\$44,247	\$1,181	\$1,472
City of Worcester (MA)	4.34	\$71,393	\$4,817	\$3,998	2.02	\$43,025	\$2,639	\$1,350
Montgomery County (TN)	4.62	\$61,766	\$3,677	\$7,421	2.56	\$41,863	\$2,463	\$4,453
Salt Lake City (UT)	4.59	\$83,589	\$3,838	\$5,105	1.76	\$44,269	\$1,482	\$1,893
Cabarrus County (NC)	2.74	\$74,065	\$3,399	\$3,840	1.19	\$46,876	\$1,280	\$1,280
Richmond County (GA)	4.83	\$74,861	\$3,898	\$3,160	2.08	\$42,220	\$1,365	\$1,045
City of Tacoma (WA)	2.95	\$74,505	\$4,180	\$5,948	1.37	\$41,188	\$1,068	\$1,973
Doña Ana County (NM)	2.10	\$63,443	\$2,802	\$7,028	1.05	\$45,139	\$1,672	\$3,831
New Hanover County (NC)	4.52	\$96,074	\$3,302	\$3,382	2.11	\$53,922	\$721	\$647
Arlington County (VA)	2.83	\$65,905	\$3,802	\$3,421	1.82	\$45,590	\$1,410	\$1,520
City of Irving (TX)	4.13	\$83,611	\$4,555	\$5,551	1.60	\$44,071	\$2,459	\$2,443
City of Reno (NV)	3.74	\$72,338	\$2,892	\$6,432	1.59	\$40,371	\$1,466	\$2,712
York County (SC)	4.28	\$77,841	\$2,839	\$4,014	2.56	\$58,834	\$836	\$1,054
<b>Group C Average</b>	<b>3.91</b>	<b>\$74,649</b>	<b>\$3,871</b>	<b>\$4,622</b>	<b>1.84</b>	<b>\$44,772</b>	<b>\$1,710</b>	<b>\$1,818</b>
Group C Standard Deviation	0.85	\$10,571	\$893	\$1,515	0.52	\$7,990	\$919	\$1,235
Group C Confidence Interval (95 percent)	0.23	\$2,873	\$243	\$412	0.14	\$2,172	\$250	\$336
Group C Median	4.13	\$74,554	\$3,820	\$4,155	1.86	\$44,108	\$1,477	\$1,406

**Table 8:  
Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	TOTAL Impacts per \$100,000 of Spending				DIRECT Impacts per \$100,000 of Spending			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
Buncombe County (NC)	3.41	\$93,890	\$3,137	\$4,609	1.49	\$49,519	\$785	\$1,195
Alachua County (FL)	2.36	\$59,598	\$3,151	\$3,309	1.22	\$36,950	\$957	\$963
Greater Green Bay Area (WI)	4.11	\$78,098	\$3,929	\$4,711	1.71	\$44,331	\$2,308	\$1,637
City of Orlando (FL)	3.65	\$95,915	\$2,844	\$3,710	1.37	\$45,760	\$834	\$843
City of Lincoln (NE)	2.76	\$85,188	\$3,464	\$4,528	1.34	\$51,605	\$888	\$1,293
Southeastern Connecticut Region (CT)	3.44	\$63,448	\$1,389	\$3,363	1.93	\$44,675	\$859	\$1,428
Erie County (PA)	3.52	\$77,486	\$3,693	\$5,484	1.74	\$45,550	\$1,063	\$1,325
San Luis Obispo County (CA)	3.97	\$69,576	\$3,703	\$4,615	1.99	\$45,249	\$2,176	\$1,212
City of Newark (NJ)	3.47	\$95,395	\$4,611	\$4,660	2.03	\$63,923	\$1,417	\$1,301
Leon County (FL)	4.47	\$68,048	\$6,269	\$8,861	1.00	\$20,363	\$4,692	\$5,366
Rutherford County (TN)	4.87	\$70,100	\$2,824	\$5,177	2.60	\$46,820	\$787	\$1,259
St. Lucie County (FL)	3.78	\$84,295	\$5,224	\$7,308	2.08	\$61,539	\$2,821	\$2,404
Greater Spartanburg Area (SC)	3.74	\$74,725	\$3,767	\$4,249	1.60	\$43,633	\$1,876	\$1,305
Durham County (NC)	4.05	\$94,288	\$3,004	\$3,772	1.93	\$54,745	\$567	\$752
City of St. Paul (MN)	3.45	\$81,872	\$1,685	\$8,432	1.72	\$40,900	\$500	\$1,200
Hamilton County (IN)	4.13	\$69,679	\$4,082	\$6,679	1.68	\$35,810	\$3,024	\$4,284
Osceola County (FL)	3.38	\$80,056	\$2,081	\$5,618	2.18	\$59,353	\$520	\$1,352
Escambia County (FL)	4.02	\$77,140	\$4,944	\$7,035	1.72	\$45,191	\$2,444	\$2,896
Lexington-Fayette Urban County (KY)	3.85	\$101,759	\$2,189	\$6,609	1.33	\$45,848	\$570	\$1,333
Lake County (FL)	3.87	\$63,386	\$5,539	\$8,703	2.02	\$42,550	\$4,220	\$5,626
City of Riverside (CA)	3.09	\$76,244	\$4,228	\$4,848	1.70	\$48,563	\$1,565	\$1,331
Cumberland County (NC)	3.33	\$65,822	\$4,141	\$4,667	2.14	\$47,923	\$833	\$1,170
Collier County (FL)	3.19	\$64,914	\$3,660	\$7,190	1.84	\$47,069	\$2,053	\$4,060
Hamilton County (TN)	4.78	\$99,495	\$3,159	\$5,938	2.23	\$56,150	\$684	\$1,491
Manatee County (FL)	3.95	\$73,772	\$5,332	\$9,687	1.89	\$44,621	\$3,573	\$6,765
City of Tampa (FL)	4.43	\$89,146	\$4,555	\$7,682	1.57	\$44,559	\$1,891	\$2,694
Forsyth County (NC)	3.65	\$86,248	\$3,224	\$4,933	1.51	\$44,619	\$829	\$1,322
Mercer County (NJ)	4.74	\$79,932	\$6,318	\$4,988	2.33	\$50,160	\$3,594	\$1,838
City of Wichita (KS)	2.84	\$84,551	\$4,056	\$4,318	1.43	\$52,109	\$1,190	\$744
Clackamas County (OR)	4.38	\$74,831	\$4,363	\$2,199	2.28	\$48,874	\$2,371	\$1,340

**Table 8:  
Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	TOTAL Impacts per \$100,000 of Spending				DIRECT Impacts per \$100,000 of Spending			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
Sarasota County (FL)	2.74	\$82,861	\$3,389	\$5,781	1.36	\$48,181	\$1,068	\$2,392
City of Minneapolis (MN)	3.45	\$81,872	\$1,685	\$8,432	1.94	\$40,900	\$500	\$1,200
Berks County (PA)	4.02	\$71,056	\$4,276	\$5,978	1.70	\$39,646	\$2,952	\$2,897
City of Miami (FL)	2.88	\$101,163	\$3,202	\$5,120	0.86	\$39,525	\$733	\$1,176
City of Raleigh (NC)	4.81	\$93,356	\$3,286	\$5,525	1.90	\$43,626	\$796	\$1,343
Santa Barbara County (CA)	3.03	\$76,295	\$3,655	\$4,798	1.64	\$47,687	\$1,231	\$1,259
Seminole County (FL)	3.30	\$75,183	\$4,665	\$6,979	1.72	\$46,406	\$1,551	\$2,484
City of Virginia Beach (VA)	4.34	\$72,104	\$3,833	\$3,247	2.04	\$43,156	\$1,982	\$1,346
City of Atlanta (GA)	3.26	\$90,731	\$3,020	\$3,833	1.31	\$45,164	\$663	\$910
City of Mesa (AZ)	3.87	\$98,857	\$4,420	\$5,583	1.93	\$60,156	\$1,086	\$1,371
City of Kansas City (MO)	3.13	\$100,251	\$2,628	\$4,125	1.31	\$51,365	\$728	\$922
Morris County (NJ)	4.81	\$76,532	\$5,689	\$4,207	2.34	\$46,274	\$3,523	\$1,818
<b>Group D Average</b>	<b>3.72</b>	<b>\$80,932</b>	<b>\$3,769</b>	<b>\$5,512</b>	<b>1.75</b>	<b>\$46,692</b>	<b>\$1,636</b>	<b>\$1,925</b>
Group D Standard Deviation	0.63	\$11,669	\$1,162	\$1,725	0.38	\$7,453	\$1,118	\$1,380
Group D Confidence Interval (95 percent)	0.18	\$3,448	\$343	\$510	0.11	\$2,202	\$330	\$408
Group D Median	3.69	\$79,015	\$3,698	\$5,054	1.72	\$45,804	\$1,138	\$1,336

**Table 8:  
Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and  
Cultural Organizations Per Study Region During Fiscal Year 2015**

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 25	TOTAL Impacts per \$100,000 of Spending				DIRECT Impacts per \$100,000 of Spending			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
Sonoma County (CA)	4.33	\$74,014	\$4,575	\$5,080	2.37	\$51,081	\$2,469	\$1,766
Volusia County (FL)	3.02	\$72,416	\$5,328	\$7,675	1.29	\$38,417	\$2,048	\$2,697
Guilford County (NC)	3.60	\$84,020	\$2,802	\$5,113	1.32	\$38,148	\$670	\$1,171
Dane County (WI)	3.97	\$85,872	\$3,743	\$5,494	1.92	\$49,052	\$1,060	\$1,342
Brevard County (FL)	4.69	\$87,700	\$4,691	\$7,079	2.78	\$66,154	\$1,475	\$2,402
Washington County (OR)	5.59	\$82,153	\$4,300	\$1,795	2.62	\$48,663	\$2,042	\$912
Johnson County (KS)	5.04	\$77,319	\$4,450	\$4,791	2.20	\$43,126	\$2,140	\$1,686
City of Louisville (KY)	4.45	\$85,539	\$2,348	\$7,188	1.38	\$38,286	\$1,014	\$2,126
City of Baltimore (MD)	2.49	\$79,657	\$4,138	\$4,449	1.25	\$46,280	\$1,248	\$1,076
Polk County (FL)	3.87	\$81,537	\$5,681	\$7,840	1.77	\$44,445	\$1,856	\$2,995
City of Boston (MA)	4.15	\$76,832	\$2,273	\$3,393	1.61	\$39,677	\$1,403	\$1,344
District of Columbia (DC) <sup>1</sup>	1.97	\$65,957	\$9,027	\$0	1.64	\$57,534	\$5,899	\$0
Nashville-Davidson County (TN)	4.13	\$86,074	\$3,298	\$7,315	1.41	\$42,389	\$1,142	\$2,520
City of El Paso (TX)	4.80	\$75,549	\$5,625	\$5,625	2.04	\$42,153	\$2,541	\$1,947
Lee County (FL)	3.41	\$87,705	\$4,729	\$7,799	1.51	\$46,988	\$1,839	\$2,925
City of Fort Worth (TX)	3.60	\$81,710	\$6,004	\$6,026	1.74	\$47,279	\$1,875	\$1,971
City of Indianapolis (IN)	3.06	\$93,814	\$3,329	\$5,787	1.17	\$46,747	\$822	\$878
City and County of San Francisco (CA)	2.97	\$84,431	\$2,675	\$4,630	1.64	\$53,693	\$918	\$1,430
Prince George's County (MD)	2.38	\$83,254	\$4,457	\$6,454	1.45	\$59,097	\$1,539	\$1,615
Pinellas County (FL)	3.88	\$81,923	\$5,478	\$8,797	1.59	\$46,425	\$2,933	\$4,059
Shelby County (TN)	3.18	\$86,679	\$3,080	\$6,114	1.12	\$39,861	\$705	\$1,665
Fairfield County (CT)	3.83	\$77,479	\$4,505	\$4,918	2.14	\$48,471	\$1,485	\$2,099
Westchester County (NY)	3.18	\$76,280	\$8,784	\$5,346	1.67	\$45,541	\$3,271	\$2,350
Fulton County (GA)	3.26	\$90,731	\$3,020	\$3,833	1.31	\$45,164	\$663	\$909
Wake County (NC)	4.81	\$93,356	\$3,286	\$5,525	1.90	\$43,626	\$795	\$1,342
<b>Group E Average</b>	<b>3.75</b>	<b>\$82,080</b>	<b>\$4,465</b>	<b>\$5,523</b>	<b>1.71</b>	<b>\$46,732</b>	<b>\$1,754</b>	<b>\$1,809</b>
Group E Standard Deviation	0.88	\$6,613	\$1,714	\$1,946	0.44	\$6,800	\$1,123	\$853
Group E Confidence Interval (95 percent)	0.35	\$2,592	\$672	\$763	0.17	\$2,665	\$440	\$334
Group E Median	3.83	\$82,153	\$4,450	\$5,525	1.64	\$46,280	\$1,485	\$1,686

SOURCE: Arts and Economic Prosperity 5, Americans for the Arts, 2017. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).



**Table 8:  
Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

Population Cohort Group F Population 1,000,000 or More Sample Size = 21	TOTAL Impacts per \$100,000 of Spending				DIRECT Impacts per \$100,000 of Spending			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
Mecklenburg County (NC)	3.33	\$93,473	\$2,927	\$4,918	1.35	\$46,640	\$725	\$1,265
City of San José (CA)	3.11	\$77,999	\$3,392	\$4,349	1.83	\$51,370	\$1,235	\$1,428
Montgomery County (MD)	2.69	\$62,679	\$3,811	\$4,579	1.56	\$40,149	\$1,479	\$1,959
Fairfax County (VA)	2.89	\$71,562	\$3,349	\$3,878	1.78	\$48,224	\$1,172	\$1,609
Allegheny County (PA)	3.00	\$71,151	\$4,152	\$5,019	1.20	\$35,121	\$1,259	\$1,479
Greater Columbus Area (OH)	3.68	\$92,188	\$4,157	\$5,726	1.52	\$47,389	\$995	\$1,113
Orange County (FL)	3.65	\$95,915	\$2,844	\$3,710	1.37	\$45,760	\$834	\$843
City of Dallas (TX)	4.25	\$107,508	\$4,496	\$5,653	1.85	\$57,524	\$1,370	\$1,691
Hillsborough County (FL)	4.43	\$89,146	\$4,555	\$7,682	1.57	\$44,559	\$1,891	\$2,694
City of San Diego (CA)	4.07	\$93,256	\$3,898	\$5,297	1.98	\$53,525	\$1,313	\$1,419
Palm Beach County (FL)	2.56	\$65,964	\$4,956	\$5,502	1.05	\$32,025	\$1,772	\$2,255
City of San Antonio (TX)	4.08	\$100,172	\$5,121	\$6,085	1.88	\$57,118	\$1,198	\$1,462
Sacramento County (CA)	4.50	\$97,092	\$5,503	\$6,267	1.79	\$46,009	\$1,846	\$1,770
City of Phoenix (AZ)	3.63	\$83,083	\$4,277	\$5,239	1.49	\$42,133	\$1,189	\$1,777
City and County of Philadelphia (PA)	2.21	\$68,344	\$4,213	\$4,284	0.97	\$37,954	\$1,129	\$1,414
Broward County (FL)	2.57	\$77,883	\$4,319	\$4,118	0.90	\$34,815	\$1,432	\$1,534
Santa Clara County (CA)	3.11	\$77,999	\$3,392	\$4,349	1.83	\$51,371	\$1,234	\$1,427
Riverside County (CA)	3.09	\$76,245	\$4,228	\$4,847	1.70	\$48,561	\$1,563	\$1,333
Miami-Dade County (FL)	2.88	\$101,163	\$3,202	\$5,120	0.86	\$39,525	\$733	\$1,176
City of Chicago (IL)	3.03	\$74,849	\$4,693	\$4,051	1.25	\$37,501	\$1,189	\$1,261
Harris County (TX)	2.46	\$80,592	\$3,951	\$3,333	1.06	\$41,403	\$1,260	\$1,071
<b>Group F Average</b>	<b>3.30</b>	<b>\$83,727</b>	<b>\$4,068</b>	<b>\$4,953</b>	<b>1.47</b>	<b>\$44,699</b>	<b>\$1,277</b>	<b>\$1,523</b>
Group F Standard Deviation	0.68	\$12,845	\$708	\$1,006	0.36	\$7,208	\$319	\$414
Group F Confidence Interval (95 percent)	0.29	\$5,494	\$303	\$430	0.15	\$3,083	\$137	\$177
Group F Median	3.11	\$80,592	\$4,157	\$4,918	1.52	\$45,760	\$1,235	\$1,428
<b>ALL CITY/COUNTY STUDY REGIONS</b>								
<b>Average</b>	<b>3.59</b>	<b>\$74,855</b>	<b>\$3,636</b>	<b>\$5,095</b>	<b>1.77</b>	<b>\$44,667</b>	<b>\$1,532</b>	<b>\$1,911</b>
Standard Deviation	0.80	\$12,858	\$1,284	\$1,765	0.50	\$7,774	\$978	\$1,193
Confidence Interval (95 percent)	0.10	\$1,669	\$167	\$229	0.06	\$1,009	\$127	\$155
Median	3.52	\$74,554	\$3,563	\$4,891	1.74	\$44,344	\$1,298	\$1,501

SOURCE: Arts and Economic Prosperity 5, Americans for the Arts, 2017. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 8:  
Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

Regional Study Regions All Populations Sample Size = 81	TOTAL Impacts per \$100,000 of Spending				DIRECT Impacts per \$100,000 of Spending			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
High Peaks Region (ME)	3.00	\$57,788	\$4,089	\$3,544	1.50	\$39,525	\$2,590	\$1,636
Wood River Valley (ID)	3.68	\$61,529	\$653	\$3,659	2.24	\$45,833	\$233	\$1,416
Southern Oregon Area	4.33	\$75,905	\$4,796	\$2,459	1.87	\$43,068	\$2,712	\$1,388
Southwestern Pennsylvania Area	3.22	\$63,833	\$3,238	\$4,356	1.61	\$37,820	\$1,399	\$1,308
Greater Portsmouth Area (NH)	3.91	\$87,665	\$5,854	\$5,075	2.07	\$54,146	\$1,771	\$1,799
Northeast Oregon Region	4.14	\$64,877	\$3,221	\$1,534	2.61	\$49,539	\$1,994	\$920
Toe River Valley (NC)	2.72	\$51,594	\$2,563	\$3,878	1.01	\$24,968	\$1,290	\$1,819
Albemarle Region (NC)	3.52	\$59,086	\$2,863	\$3,670	1.61	\$35,195	\$1,505	\$1,615
Greater Concord Area (NH)	3.47	\$82,625	\$4,957	\$5,394	1.60	\$45,970	\$1,654	\$2,041
North Central Minnesota Region	2.27	\$58,937	\$1,717	\$9,077	1.04	\$32,504	\$981	\$675
Northwest Minnesota Region	2.27	\$57,130	\$1,623	\$7,628	1.46	\$40,250	\$162	\$2,759
Monadnock Region (NH)	3.98	\$74,883	\$5,832	\$6,171	1.78	\$44,426	\$3,225	\$3,255
Bismarck-Mandan Region (ND)	4.87	\$76,118	\$3,194	\$5,625	2.00	\$41,414	\$1,265	\$1,672
Greater Minot Region (ND)	2.04	\$40,012	\$2,128	\$3,352	1.17	\$26,534	\$652	\$1,007
Greater Burlington Area (VT)	4.72	\$71,503	\$2,492	\$7,108	2.22	\$43,240	\$1,123	\$2,398
Greater Charlottesville Area (VA)	2.29	\$63,000	\$3,402	\$2,680	2.20	\$60,489	\$2,512	\$2,431
Brainerd Lakes Region (MN)	2.72	\$65,988	\$1,671	\$7,772	1.20	\$35,191	\$690	\$908
East Central Minnesota Region	2.31	\$59,908	\$1,709	\$7,811	1.26	\$37,213	\$894	\$2,393
Northwest Connecticut Region	2.98	\$62,980	\$5,367	\$6,433	1.54	\$40,646	\$3,719	\$4,748
Central Oregon Region	3.92	\$67,771	\$3,585	\$1,978	1.99	\$44,103	\$2,079	\$1,115
Greater Fargo-Moorhead Area (ND/MN)	4.59	\$80,580	\$2,924	\$5,277	2.00	\$47,717	\$1,222	\$1,525
Black Hills Region (SD)	3.89	\$72,510	\$4,017	\$5,362	1.77	\$44,571	\$2,207	\$2,137
Greater Kingsport Area (TN)	3.45	\$67,515	\$2,813	\$4,967	1.59	\$40,942	\$1,077	\$1,621
Lake Region (MN)	3.22	\$66,824	\$1,650	\$7,355	1.33	\$31,994	\$601	\$1,095
South Central Minnesota Region	3.14	\$64,396	\$1,601	\$7,336	1.57	\$37,304	\$404	\$902
Greater Sioux Falls Area (SD)	4.07	\$74,096	\$2,927	\$4,597	1.73	\$43,191	\$1,442	\$1,723
Southwest Tennessee Development District	4.95	\$73,788	\$2,397	\$4,346	2.52	\$47,935	\$735	\$1,150
Northwest Tennessee Development District	3.99	\$63,811	\$2,540	\$5,256	2.45	\$47,563	\$1,226	\$2,453
Southwest Minnesota Region	3.20	\$68,197	\$1,664	\$7,723	1.23	\$30,894	\$596	\$904
Arrowhead Region (MN)	3.26	\$72,233	\$1,660	\$7,394	1.57	\$41,298	\$601	\$3,402

**Table 8:  
Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

Regional Study Regions All Populations Sample Size = 81	TOTAL Impacts per \$100,000 of Spending				DIRECT Impacts per \$100,000 of Spending			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
Maple Grove and the Northwest Suburbs (MN)	3.43	\$81,899	\$1,681	\$8,405	2.15	\$40,882	\$471	\$1,210
Greater Augusta Area (GA)	4.83	\$74,831	\$3,899	\$3,162	2.07	\$42,185	\$1,366	\$1,046
Upper Cumberland Development District (TN)	3.38	\$65,354	\$2,889	\$5,399	1.70	\$42,449	\$1,468	\$2,273
City of Huntsville/Madison County (AL)	4.21	\$66,697	\$2,379	\$3,729	2.20	\$44,191	\$648	\$1,393
Northeast Commission (NC)	2.92	\$52,940	\$1,515	\$2,199	1.51	\$34,863	\$685	\$689
Greater Ann Arbor Area (MI)	3.39	\$86,725	\$2,514	\$9,846	1.66	\$50,500	\$899	\$4,800
Greater Fox Cities Region (WI)	3.36	\$66,888	\$5,831	\$4,893	0.66	\$16,011	\$2,742	\$2,073
Central Minnesota Region	3.42	\$71,767	\$1,693	\$8,431	1.80	\$43,804	\$602	\$2,398
South Central Tennessee Development District	3.54	\$64,486	\$2,706	\$5,118	2.12	\$49,601	\$1,206	\$2,141
Northwest Arkansas Region	4.13	\$82,978	\$1,921	\$6,333	1.80	\$43,073	\$548	\$1,858
Southeast Minnesota Region	3.25	\$70,185	\$1,546	\$8,538	1.72	\$40,503	\$599	\$1,198
First Tennessee Development District	3.61	\$68,093	\$2,665	\$4,933	1.73	\$42,646	\$1,027	\$1,657
Greater Harrisburg Area (PA)	4.38	\$89,525	\$2,988	\$5,235	1.92	\$48,066	\$930	\$1,238
Greater New Haven Area (CT)	4.62	\$73,922	\$5,073	\$5,485	1.58	\$33,064	\$1,822	\$2,007
Treasure Coast Region (FL)	3.23	\$64,695	\$4,826	\$8,283	1.66	\$42,738	\$3,080	\$5,083
Greater Des Moines Region (IA)	3.77	\$81,565	\$3,285	\$4,729	1.17	\$36,919	\$1,529	\$1,132
Southeast Tennessee Development District	4.72	\$98,019	\$3,139	\$5,896	2.21	\$55,603	\$713	\$1,520
Greater Knoxville Region (TN)	4.98	\$80,314	\$3,085	\$6,082	2.10	\$44,966	\$1,030	\$1,956
Greater Columbia Area (SC)	4.88	\$88,436	\$3,955	\$4,688	2.13	\$46,649	\$885	\$801
Pikes Peak Region (CO)	3.42	\$70,439	\$4,555	\$2,526	1.64	\$40,287	\$1,315	\$734
Lehigh Valley Region (PA)	4.01	\$83,373	\$3,197	\$4,615	1.78	\$44,468	\$974	\$1,071
Greater Sarasota/Bradenton Area (FL)	2.82	\$82,254	\$3,519	\$6,042	1.40	\$47,942	\$1,236	\$2,684
Dayton Region (OH)	5.33	\$80,830	\$5,172	\$6,034	2.19	\$43,823	\$2,372	\$2,311
Richmond & Tri-Cities Region (VA)	3.17	\$54,223	\$4,028	\$4,089	2.12	\$41,360	\$3,002	\$3,277
Memphis Area Association of Governments (TN)	3.18	\$86,674	\$3,081	\$6,116	1.12	\$39,859	\$706	\$1,667
Eastern Region (NC)	4.79	\$87,785	\$3,462	\$4,270	2.48	\$55,672	\$1,150	\$1,388
Advantage West Region (NC)	3.64	\$76,355	\$3,291	\$4,643	1.54	\$41,358	\$1,295	\$1,719
Southeast Commission (NC)	3.75	\$75,048	\$3,779	\$4,222	2.12	\$49,655	\$866	\$1,051
Greater Fairfax Area (VA)	2.89	\$70,718	\$3,386	\$4,020	1.79	\$48,071	\$1,224	\$1,792
Greater Tulsa Region (OK)	4.93	\$87,878	\$4,245	\$6,031	2.08	\$49,540	\$2,257	\$2,458

**Table 8:  
Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

Regional Study Regions All Populations Sample Size = 81	TOTAL Impacts per \$100,000 of Spending				DIRECT Impacts per \$100,000 of Spending			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
East Tennessee Development District	4.76	\$77,536	\$2,894	\$5,731	2.05	\$44,259	\$975	\$1,841
West Valley Region (AZ)	3.53	\$80,375	\$5,057	\$6,338	1.34	\$37,773	\$1,721	\$2,214
Greater St. Louis Area (MO)	3.23	\$91,297	\$3,402	\$4,498	1.39	\$48,030	\$800	\$1,233
Western New York	3.02	\$64,544	\$5,727	\$2,696	1.68	\$42,253	\$1,695	\$790
Greater Oklahoma City Region (OK)	4.48	\$80,147	\$4,046	\$5,925	1.60	\$39,551	\$2,035	\$2,067
Piedmont Triad Partnership (NC)	3.78	\$84,076	\$3,201	\$5,010	1.50	\$41,990	\$929	\$1,389
Greater Portland Area (OR)	3.73	\$88,842	\$3,873	\$4,643	1.69	\$48,950	\$1,161	\$1,609
Greater Kansas City Metropolitan Area (MO/KS)	3.26	\$98,675	\$2,753	\$4,171	1.37	\$50,799	\$825	\$975
Greater Nashville Regional Council (TN)	4.19	\$84,754	\$3,299	\$7,234	1.49	\$42,625	\$1,157	\$2,511
Research Triangle Regional Partnership (NC)	4.41	\$91,904	\$3,227	\$4,944	2.04	\$50,681	\$745	\$1,273
Greater Tampa/St. Petersburg Area (FL)	4.23	\$86,518	\$4,891	\$8,087	1.57	\$45,238	\$2,270	\$3,191
Charlotte Regional Partnership (NC)	3.39	\$90,239	\$3,002	\$4,772	1.37	\$45,780	\$869	\$1,291
Greater Charlotte Region (NC/SC)	3.45	\$89,320	\$2,990	\$4,716	1.46	\$46,748	\$867	\$1,273
Seven-County Metro Area (MN)	3.45	\$81,872	\$1,685	\$8,432	1.43	\$40,900	\$500	\$1,200
Central Florida Region	3.65	\$91,730	\$3,381	\$4,599	1.47	\$46,015	\$1,064	\$1,290
Greater Philadelphia Region (PA)	3.23	\$81,886	\$4,513	\$6,369	1.41	\$44,977	\$1,231	\$2,062
Greater Washington Region (DC/MD/VA)	2.17	\$66,553	\$7,741	\$958	1.66	\$54,801	\$4,813	\$404
Metro Atlanta Area (GA)	3.41	\$90,050	\$3,220	\$3,851	1.35	\$44,898	\$810	\$966
Greater Atlanta Region (GA)	3.43	\$89,961	\$3,249	\$3,857	1.36	\$44,864	\$830	\$975
Greater Houston Region (TX)	2.48	\$80,547	\$3,988	\$3,395	1.08	\$41,403	\$1,277	\$1,098
Dallas-Fort Worth-Arlington MSA (TX)	4.04	\$98,372	\$4,947	\$5,751	1.80	\$53,655	\$1,555	\$1,796
<b>Regional Average</b>	<b>3.65</b>	<b>\$75,076</b>	<b>\$3,328</b>	<b>\$5,294</b>	<b>1.70</b>	<b>\$43,116</b>	<b>\$1,350</b>	<b>\$1,757</b>
Regional Standard Deviation	0.75	\$12,088	\$1,285	\$1,837	0.39	\$6,968	\$830	\$898
Regional Confidence Interval (95 percent)	0.16	\$2,632	\$280	\$400	0.08	\$1,517	\$181	\$196
Regional Median	3.52	\$74,883	\$3,220	\$5,075	1.66	\$43,240	\$1,157	\$1,615

**Table 8:  
Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

Statewide Study Regions All Populations Sample Size = 20	TOTAL Impacts per \$100,000 of Spending				DIRECT Impacts per \$100,000 of Spending			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
State of Vermont	4.26	\$66,917	\$1,993	\$5,950	2.18	\$43,322	\$950	\$2,414
State of North Dakota	4.08	\$70,055	\$2,721	\$4,780	1.82	\$41,466	\$1,100	\$1,498
State of Delaware	2.71	\$76,596	\$1,140	\$5,747	2.00	\$58,686	\$834	\$4,631
State of Maine	3.12	\$74,741	\$3,472	\$4,330	1.60	\$45,242	\$1,338	\$1,723
State of Hawai'i	3.50	\$85,463	\$1,894	\$9,773	2.66	\$68,282	\$1,090	\$6,855
State of Nevada	2.79	\$56,494	\$1,653	\$4,666	1.66	\$40,117	\$1,513	\$4,388
State of Connecticut	3.43	\$77,465	\$3,942	\$4,897	1.77	\$50,131	\$1,687	\$2,532
State of Oklahoma	4.51	\$80,683	\$3,933	\$5,705	1.75	\$42,308	\$2,041	\$2,145
State of Oregon	3.83	\$80,763	\$3,816	\$3,508	1.85	\$47,075	\$1,457	\$1,385
State of Minnesota	3.42	\$80,536	\$1,680	\$8,375	1.44	\$40,689	\$511	\$1,277
State of Wisconsin	4.64	\$91,460	\$5,168	\$5,188	2.74	\$59,076	\$2,538	\$2,436
State of Maryland	2.55	\$73,399	\$3,723	\$4,279	1.40	\$45,327	\$1,267	\$1,391
State of Missouri	3.31	\$91,384	\$3,115	\$4,195	1.45	\$48,620	\$842	\$1,148
State of Tennessee	4.04	\$85,158	\$3,134	\$6,444	1.59	\$44,090	\$957	\$2,037
State of Massachusetts	3.69	\$68,147	\$2,242	\$2,929	1.68	\$40,037	\$1,423	\$1,487
State of New Jersey	3.34	\$74,156	\$3,324	\$3,494	2.07	\$53,683	\$1,639	\$1,904
State of North Carolina	3.97	\$86,659	\$3,182	\$4,779	1.77	\$46,850	\$869	\$1,315
State of Pennsylvania	3.16	\$77,242	\$4,151	\$5,646	1.38	\$41,742	\$1,201	\$1,796
State of Illinois	3.22	\$88,196	\$4,757	\$5,394	1.64	\$53,335	\$1,608	\$2,766
State of Florida	3.15	\$86,066	\$3,819	\$5,724	1.18	\$40,142	\$1,451	\$2,139
<b>Statewide Average</b>	<b>3.54</b>	<b>\$78,579</b>	<b>\$3,143</b>	<b>\$5,290</b>	<b>1.78</b>	<b>\$47,511</b>	<b>\$1,316</b>	<b>\$2,363</b>
Statewide Standard Deviation	0.58	\$8,947	\$1,091	\$1,594	0.40	\$7,672	\$465	\$1,413
Statewide Confidence Interval (95 percent)	0.25	\$3,921	\$478	\$699	0.17	\$3,362	\$204	\$619
Statewide Median	3.43	\$79,001	\$3,253	\$5,043	1.72	\$45,285	\$1,303	\$1,971

**Table 8:  
Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

Individual Arts Districts All Populations Sample Size = 12	TOTAL Impacts per \$100,000 of Spending				DIRECT Impacts per \$100,000 of Spending			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
James River Arts & Cultural District	2.11	\$44,086	\$3,957	\$4,551	1.56	\$41,084	\$2,252	\$3,190
Center City Charlotte	3.33	\$93,474	\$2,928	\$4,918	1.35	\$46,640	\$724	\$1,265
Loch Haven Cultural Park	3.65	\$95,914	\$2,844	\$3,709	1.37	\$45,759	\$834	\$844
Downtown Colorado Springs Creative District	3.42	\$70,441	\$4,554	\$2,527	1.64	\$40,287	\$1,314	\$737
Fort Worth Cultural District	3.60	\$81,710	\$6,004	\$6,026	1.74	\$47,279	\$1,875	\$1,971
Dallas Arts District	4.25	\$107,508	\$4,496	\$5,653	1.85	\$57,524	\$1,370	\$1,690
Grand Center Arts & Entertainment District	3.23	\$91,297	\$3,403	\$4,498	1.39	\$48,030	\$799	\$1,232
Balboa Park Cultural District	4.07	\$93,256	\$3,898	\$5,297	1.98	\$53,525	\$1,313	\$1,419
East End Cultural District	2.45	\$80,600	\$3,966	\$3,336	1.07	\$41,417	\$1,259	\$1,070
Houston Museum District Association	2.46	\$80,592	\$3,951	\$3,333	1.06	\$41,403	\$1,260	\$1,071
Midtown Cultural District	2.46	\$80,597	\$3,940	\$3,332	1.07	\$41,393	\$1,265	\$1,070
Washington Avenue Cultural District	2.46	\$80,576	\$3,967	\$3,333	1.07	\$41,419	\$1,270	\$1,071
<b>Arts District Average</b>	<b>3.12</b>	<b>\$83,338</b>	<b>\$3,992</b>	<b>\$4,209</b>	<b>1.43</b>	<b>\$45,480</b>	<b>\$1,295</b>	<b>\$1,386</b>
Arts District Standard Deviation	0.71	\$15,802	\$822	\$1,104	0.33	\$5,507	\$431	\$663
Arts District Confidence Interval (95 percent)	0.40	\$8,940	\$465	\$625	0.19	\$3,116	\$244	\$375
Arts District Median	3.28	\$81,155	\$3,954	\$4,103	1.38	\$43,589	\$1,267	\$1,152

**Explanation of the Outliers and Exclusions:**

<sup>1</sup> The economic impact findings for the District of Columbia exclude state government revenues due to Washington, DC's unique status as a study region with no state government.

# Explanation of Table 9: Total Categorized Nonprofit Arts and Cultural Organization Expenditures Per Study Region During Fiscal Year 2015

This table presents the total categorized expenditures made by participating nonprofit arts and cultural organizations in each participating study region during fiscal year 2015. Summary statistics are calculated for each population group.

## **Column Two:**

The total personnel-related expenses paid by participating nonprofit arts and cultural organizations in each participating study region during fiscal year 2015. Payroll-related expenses include salaries and wages paid to staff and employees, the costs for contracted staff (i.e., "contractors"), the fees paid to artists and performers, and any applicable payroll taxes and fringe benefits.

## **Column Three:**

The total programmatic, production, and overhead expenses paid by participating nonprofit arts and cultural organizations in each participating study region during fiscal year 2015. Programmatic, production, and overhead expenses include marketing and advertising costs, supplies and office machinery, travel, insurance, communication costs, and the costs associated with programming and producing performances, events, and activities.

## **Column Four:**

The total facility expenses paid by participating nonprofit arts and cultural organizations in each participating study region during fiscal year 2015. Facility expenses include rental and/or lease costs, mortgage costs, property taxes, and utilities.

## **Column Five:**

The total operating expenditures made by participating nonprofit arts and cultural organizations in each participating study region during fiscal year 2015. This figure is the sum of Columns Two through Four. (See the survey instruments in Appendix C for a detailed breakdown of organizational expenditure categories.) These data are based on the real dollars reported by the organizations that responded to the survey in each study region only; no multiplier was used to calculate these figures and no extrapolations were made for non-responding organizations.

## **Column Six:**

The total capital expenditures reported by participating nonprofit arts and cultural organizations in each study region during fiscal year 2015. According to generally-accepted accounting principles (GAAP), a capital expenditure is a cost which cannot be deducted in the year in which it is paid or incurred and must be capitalized. The general rule is that if the acquired asset's useful life is longer than the taxable year, then the cost must be capitalized. The capital expenditure costs are then amortized or depreciated over the life of the asset in question. For nonprofit arts and cultural organizations, capital expenditures typically include purchases of art, equipment, and real estate. Capital expenditures also include construction and renovation costs. These data are real dollars reported by the organizations that responded to the survey in each study region only; no multiplier was used to calculate these figures and no extrapolations were made for non-responding organizations.

## **Column Seven:**

The total organizational expenditures of nonprofit arts and cultural organizations in each study region during year fiscal 2015. This figure is the sum of total operating expenditures (Column Five) and total capital expenditures (Column Six).

## **Column Eight:**

The number of eligible nonprofit arts and cultural organizations from which detailed expenditure and event attendance data were collected in each participating study region.

**Table 9:**  
**Total Categorized Nonprofit Arts and Cultural Organization Expenditures**  
**Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group A</b> Population Fewer than 50,000 Sample Size = 52	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenditures</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Town of Crested Butte (CO)	\$2,527,827	\$1,525,412	\$406,807	\$4,460,046	\$94,376	<b>\$4,554,422</b>	12
City of Pine City (MN)	\$236,502	\$158,427	\$30,288	\$425,217	\$0	<b>\$425,217</b>	5
City of Alva (OK)	\$756,818	\$291,143	\$107,755	\$1,155,716	\$33,000	<b>\$1,188,716</b>	13
Cook County (MN)	\$1,367,589	\$916,110	\$175,150	\$2,458,849	\$116,965	<b>\$2,575,814</b>	17
Town of Hillsborough (NC)	\$866,174	\$637,665	\$71,754	\$1,575,593	\$18,707	<b>\$1,594,300</b>	16
City of Virginia (MN)	\$64,278	\$43,058	\$8,232	\$115,568	\$0	<b>\$115,568</b>	4
Town of Jackson (WY)	\$10,782,174	\$6,197,863	\$1,699,424	\$18,679,461	\$46,519	<b>\$18,725,980</b>	18
City of Guthrie (OK)	\$779,047	\$516,244	\$99,002	\$1,394,293	\$217,389	<b>\$1,611,682</b>	12
City of Grand Rapids (MN)	\$1,553,953	\$1,040,948	\$199,019	\$2,793,920	\$40,000	<b>\$2,833,920</b>	12
Town of Medfield (MA)	\$2,018,668	\$535,518	\$177,315	\$2,731,501	\$17,226	<b>\$2,748,727</b>	17
City of Fergus Falls (MN)	\$799,765	\$535,738	\$102,428	\$1,437,931	\$835,023	<b>\$2,272,954</b>	9
Grundy County (TN)	\$59,089	\$43,352	\$7,842	\$110,283	\$0	<b>\$110,283</b>	10
City of Falls Church (VA)	\$3,868,210	\$1,921,768	\$263,050	\$6,053,028	\$696,122	<b>\$6,749,150</b>	11
City of Jamestown (ND)	\$374,099	\$377,160	\$23,018	\$774,277	\$281,103	<b>\$1,055,380</b>	3
City of Waterville (ME)	\$2,334,428	\$1,755,824	\$359,158	\$4,449,410	\$0	<b>\$4,449,410</b>	4
City of Red Wing (MN)	\$959,094	\$642,471	\$122,833	\$1,724,398	\$0	<b>\$1,724,398</b>	9
City of Durango (CO)	\$5,429,057	\$2,671,726	\$425,783	\$8,526,566	\$93,146	<b>\$8,619,712</b>	26
City of Hannibal (MO)	\$741,336	\$480,257	\$108,932	\$1,330,525	\$69,422	<b>\$1,399,947</b>	6
City of Tullahoma (TN)	\$281,432	\$208,770	\$52,806	\$543,008	\$67,707	<b>\$610,715</b>	11
City of Northfield (MN)	\$721,625	\$483,395	\$92,421	\$1,297,441	\$0	<b>\$1,297,441</b>	14
Town of Carrboro (NC)	\$2,024,351	\$1,205,340	\$182,182	\$3,411,873	\$228,884	<b>\$3,640,757</b>	10
Macon County (TN)	\$31,554	\$28,215	\$4,100	\$63,869	\$40,229	<b>\$104,098</b>	7
City of Laguna Beach (CA)	\$17,942,036	\$11,546,582	\$2,262,038	\$31,750,656	\$8,368,035	<b>\$40,118,691</b>	16
Hickman County (TN)	\$894,281	\$214,554	\$39,620	\$1,148,455	\$4,000	<b>\$1,152,455</b>	21
City of Fairfax (VA)	\$1,460,237	\$993,166	\$186,137	\$2,639,540	\$0	<b>\$2,639,540</b>	7
City of Ponca City (OK)	\$1,506,466	\$808,837	\$297,154	\$2,612,457	\$186,760	<b>\$2,799,217</b>	16
City of Paducah (KY)	\$6,414,150	\$3,497,867	\$638,878	\$10,550,895	\$7,504,956	<b>\$18,055,851</b>	19
Mille Lacs County (MN)	\$314,696	\$210,806	\$40,303	\$565,805	\$9,750	<b>\$575,555</b>	10
McNairy County (TN)	\$12,576	\$8,363	\$1,605	\$22,544	\$0	<b>\$22,544</b>	5
City of Winona (MN)	\$1,818,274	\$1,218,013	\$232,870	\$3,269,157	\$700	<b>\$3,269,857</b>	17



**Table 9:**  
**Total Categorized Nonprofit Arts and Cultural Organization Expenditures**  
**Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group A</b> Population Fewer than 50,000 Sample Size = 52	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Door County (WI)	\$5,263,891	\$3,004,539	\$756,097	\$9,024,527	\$706,233	<b>\$9,730,760</b>	16
City of Benicia (CA)	\$2,265,379	\$568,657	\$67,598	\$2,901,634	\$500	<b>\$2,902,134</b>	12
City of Winter Park (FL)	\$7,392,113	\$8,415,064	\$765,219	\$16,572,396	\$3,669	<b>\$16,576,065</b>	20
City of Rochester (NH)	\$2,425,110	\$1,612,779	\$304,501	\$4,342,390	\$11,553	<b>\$4,353,943</b>	12
City of Morgantown (WV)	\$16,238,208	\$10,538,939	\$677,067	\$27,454,214	\$0	<b>\$27,454,214</b>	34
Henry County (TN)	\$102,293	\$68,024	\$13,058	\$183,375	\$599	<b>\$183,974</b>	3
City of Fairbanks (AK)	\$5,003,798	\$3,156,849	\$597,268	\$8,757,915	\$21,850	<b>\$8,779,765</b>	23
City of Bangor (ME)	\$1,921,904	\$1,268,472	\$247,280	\$3,437,656	\$0	<b>\$3,437,656</b>	13
Weakley County (TN)	\$118,016	\$78,482	\$15,065	\$211,563	\$0	<b>\$211,563</b>	8
Dare County (NC)	\$6,101,877	\$7,066,776	\$482,178	\$13,650,831	\$139,363	<b>\$13,790,194</b>	20
City of Columbia (TN)	\$705,501	\$473,192	\$90,031	\$1,268,724	\$29,000	<b>\$1,297,724</b>	7
City of Lake Worth (FL)	\$4,776,671	\$8,819,802	\$463,754	\$14,060,227	\$595,832	<b>\$14,656,059</b>	12
Clatsop County (OR)	\$1,583,614	\$1,022,380	\$223,087	\$2,829,081	\$44,964	<b>\$2,874,045</b>	22
Yadkin County (NC) <sup>1</sup>	<i>not reported</i>	<i>not reported</i>	<i>not reported</i>	<i>not reported</i>	<i>not reported</i>	<i>not reported</i>	1
Greater Belfast Area (ME)	\$1,497,087	\$995,545	\$191,105	\$2,683,737	\$0	<b>\$2,683,737</b>	20
Campbell County (TN)	\$49,167	\$50,728	\$6,276	\$106,171	\$2,500	<b>\$108,671</b>	7
Monroe County (TN)	\$361,710	\$123,037	\$68,599	\$553,346	\$113,534	<b>\$666,880</b>	8
Lincoln County (OR)	\$775,029	\$775,025	\$43,476	\$1,593,530	\$2,000	<b>\$1,595,530</b>	10
Iron County (UT)	\$7,442,673	\$4,941,158	\$946,614	\$13,330,445	\$0	<b>\$13,330,445</b>	19
City of St. Louis Park (MN)	\$421,631	\$282,439	\$53,999	\$758,069	\$0	<b>\$758,069</b>	15
City of Logan (UT)	\$8,673,297	\$5,433,412	\$1,238,323	\$15,345,032	\$2,227,754	<b>\$17,572,786</b>	24
Gibson County (TN)	\$577,711	\$369,991	\$50,600	\$998,302	\$5,351	<b>\$1,003,653</b>	11
<b>Group A Average</b>	<b>\$2,751,695</b>	<b>\$1,924,620</b>	<b>\$303,399</b>	<b>\$4,979,715</b>	<b>\$439,898</b>	<b>\$5,419,614</b>	<b>13.0</b>
Percent of Group A Total	50.8%	35.5%	5.6%	91.9%	8.1%	100.0%	
Group A Median	\$1,413,913	\$708,748	\$148,992	\$2,535,653	\$17,967	\$2,607,677	

**Table 9:  
Total Categorized Nonprofit Arts and Cultural Organization Expenditures  
Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group B</b> Population 50,000 to 99,999 Sample Size = 38	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
City of Joplin (MO)	\$1,081,716	\$571,612	\$112,008	\$1,765,336	\$27,300	<b>\$1,792,636</b>	20
City of La Crosse (WI)	\$6,623,164	\$4,354,493	\$904,933	\$11,882,590	\$945,262	<b>\$12,827,852</b>	33
McMinn County (TN)	\$1,007,584	\$675,293	\$158,089	\$1,840,966	\$180,554	<b>\$2,021,520</b>	20
Lafayette County (MS)	\$789,136	\$599,190	\$126,457	\$1,514,783	\$1,140,674	<b>\$2,655,457</b>	19
Chisago County (MN)	\$364,545	\$244,198	\$46,687	\$655,430	\$0	<b>\$655,430</b>	6
City of Grand Forks (ND)	\$1,747,210	\$870,075	\$164,296	\$2,781,581	\$0	<b>\$2,781,581</b>	13
City of Corvallis (OR)	\$15,476,971	\$10,138,122	\$1,927,354	\$27,542,447	\$3,000	<b>\$27,545,447</b>	22
City of Noblesville (IN)	\$288,909	\$186,230	\$0	\$475,139	\$0	<b>\$475,139</b>	2
City of Ocala (FL)	\$7,788,173	\$4,500,439	\$906,929	\$13,195,541	\$1,100,213	<b>\$14,295,754</b>	29
Lenoir County (NC)	\$520,394	\$346,058	\$66,428	\$932,880	\$0	<b>\$932,880</b>	11
Town of Chapel Hill (NC)	\$54,794,240	\$23,758,368	\$4,370,847	\$82,923,455	\$5,484,442	<b>\$88,407,897</b>	55
City of Grand Junction (CO)	\$7,537,746	\$2,097,257	\$545,852	\$10,180,855	\$1,094,245	<b>\$11,275,100</b>	32
Town of Jupiter (FL)	\$4,362,480	\$2,925,624	\$556,429	\$7,844,533	\$174,571	<b>\$8,019,104</b>	3
Hamblen County (TN)	\$382,405	\$247,425	\$62,088	\$691,918	\$68,400	<b>\$760,318</b>	6
City of Delray Beach (FL)	\$6,737,187	\$3,820,714	\$723,596	\$11,281,497	\$38,195	<b>\$11,319,692</b>	12
City of St. Cloud (MN)	\$2,960,727	\$1,983,309	\$379,187	\$5,323,223	\$22,132	<b>\$5,345,355</b>	25
City of Portland (ME)	\$24,511,129	\$16,483,559	\$3,239,779	\$44,234,467	\$2,337,935	<b>\$46,572,402</b>	46
City of Jackson (TN)	\$1,498,012	\$1,030,830	\$125,654	\$2,654,496	\$12,000	<b>\$2,666,496</b>	13
City of Walnut Creek (CA)	\$12,073,299	\$7,357,669	\$1,568,858	\$20,999,826	\$97,995	<b>\$21,097,821</b>	29
Greene County (TN)	\$1,331,196	\$885,236	\$169,928	\$2,386,360	\$119,261	<b>\$2,505,621</b>	9
City of Flagstaff (AZ)	\$29,142,728	\$19,127,956	\$3,371,286	\$51,641,970	\$24,774	<b>\$51,666,744</b>	50
City of Missoula (MT)	\$11,809,618	\$7,103,463	\$1,027,725	\$19,940,806	\$451,507	<b>\$20,392,313</b>	34
City of Fort Myers (FL)	\$7,383,059	\$4,529,801	\$1,134,783	\$13,047,643	\$634,419	<b>\$13,682,062</b>	14
Putnam County (TN)	\$1,130,095	\$755,785	\$146,866	\$2,032,746	\$5,456	<b>\$2,038,202</b>	9
Monroe County (FL)	\$14,816,391	\$10,204,466	\$2,141,265	\$27,162,122	\$26,631	<b>\$27,188,753</b>	53
City of Lynchburg (VA)	\$3,524,268	\$2,276,860	\$527,720	\$6,328,848	\$319,770	<b>\$6,648,618</b>	20
City of Duluth (MN)	\$7,928,715	\$5,311,228	\$1,015,448	\$14,255,391	\$36,000	<b>\$14,291,391</b>	37
City of Fishers (IN)	\$10,001,116	\$12,198,612	\$646,841	\$22,846,569	\$247,976	<b>\$23,094,545</b>	6
City of Carmel (IN)	\$6,323,335	\$4,951,845	\$1,225,371	\$12,500,551	\$58,874	<b>\$12,559,425</b>	12
City of Sugar Land (TX)	\$338,569	\$222,820	\$64,351	\$625,740	\$21,000	<b>\$646,740</b>	5

**Table 9:**  
**Total Categorized Nonprofit Arts and Cultural Organization Expenditures**  
**Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group B</b> Population 50,000 to 99,999 Sample Size = 38	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
City of Asheville (NC)	\$9,876,443	\$6,884,962	\$1,459,065	\$18,220,470	\$1,320,996	<b>\$19,541,466</b>	43
Buchanan County (MO)	\$5,224,594	\$4,195,248	\$659,887	\$10,079,729	\$0	<b>\$10,079,729</b>	27
City of Boca Raton (FL)	\$6,048,418	\$3,758,170	\$746,471	\$10,553,059	\$204,714	<b>\$10,757,773</b>	10
City of Miami Beach (FL)	\$45,303,357	\$28,115,622	\$6,025,935	\$79,444,914	\$5,325,477	<b>\$84,770,391</b>	75
Moore County (NC)	\$3,795,611	\$2,360,964	\$429,463	\$6,586,038	\$290,941	<b>\$6,876,979</b>	34
Sevier County (TN)	\$1,720,657	\$1,262,528	\$660,231	\$3,643,416	\$2,000	<b>\$3,645,416</b>	10
Cape May County (NJ)	\$2,466,152	\$1,709,865	\$251,571	\$4,427,588	\$117,396	<b>\$4,544,984</b>	7
Cleveland County (NC)	\$1,207,192	\$896,510	\$140,717	\$2,244,419	\$43,320	<b>\$2,287,739</b>	15
<b>Group B Average</b>	<b>\$8,418,856</b>	<b>\$5,235,326</b>	<b>\$995,537</b>	<b>\$14,649,720</b>	<b>\$578,353</b>	<b>\$15,228,073</b>	<b>22.8</b>
Percent of Group B Total	55.3%	34.4%	6.5%	96.2%	3.8%	100.0%	
Group B Median	\$4,793,537	\$2,643,294	\$601,635	\$8,962,131	\$83,198	\$9,049,417	

**Table 9:**  
**Total Categorized Nonprofit Arts and Cultural Organization Expenditures**  
**Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group C</b> Population 100,000 to 249,999 Sample Size = 50	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
City of Las Cruces (NM)	\$4,756,672	\$3,096,992	\$623,915	\$8,477,579	\$30,853	<b>\$8,508,432</b>	22
Eau Claire County (WI)	\$1,996,144	\$1,235,640	\$162,319	\$3,394,103	\$1,115,240	<b>\$4,509,343</b>	15
Yamhill County (OR)	\$9,696,359	\$6,492,316	\$1,231,778	\$17,420,453	\$3,244,187	<b>\$20,664,640</b>	53
City of Lewisville (TX)	\$714,769	\$642,508	\$149,625	\$1,506,902	\$6,382	<b>\$1,513,284</b>	8
City of West Palm Beach (FL)	\$49,495,377	\$39,815,192	\$6,101,511	\$95,412,080	\$21,598,162	<b>\$117,010,242</b>	29
City of Boulder (CO)	\$19,569,046	\$13,012,877	\$2,482,101	\$35,064,024	\$450,357	<b>\$35,514,381</b>	65
City of Richardson (TX)	\$7,836,332	\$4,029,254	\$278,049	\$12,143,635	\$0	<b>\$12,143,635</b>	24
City of High Point (NC)	\$1,501,614	\$822,175	\$137,532	\$2,461,321	\$98,968	<b>\$2,560,289</b>	10
City of Cambridge (MA)	\$60,017,916	\$48,732,096	\$11,052,617	\$119,802,629	\$0	<b>\$119,802,629</b>	35
City of Lowell (MA)	\$5,442,378	\$2,632,969	\$613,314	\$8,688,661	\$0	<b>\$8,688,661</b>	15
Douglas County (KS)	\$9,938,563	\$4,750,376	\$378,259	\$15,067,198	\$603,693	<b>\$15,670,891</b>	23
City of Columbia (MO)	\$5,064,557	\$3,403,105	\$546,288	\$9,013,950	\$138,394	<b>\$9,152,344</b>	29
City of Norman (OK)	\$6,831,096	\$3,966,050	\$540,552	\$11,337,698	\$215,179	<b>\$11,552,877</b>	24
Wayne County (NC)	\$799,777	\$571,247	\$155,241	\$1,526,265	\$43,774	<b>\$1,570,039</b>	15
City of Lafayette (LA)	\$3,540,500	\$2,365,047	\$450,821	\$6,356,368	\$0	<b>\$6,356,368</b>	10
Washington County (TN)	\$1,893,600	\$1,083,520	\$224,417	\$3,201,537	\$56,366	<b>\$3,257,903</b>	20
City of Thousand Oaks (CA)	\$5,491,476	\$2,495,087	\$551,919	\$8,538,482	\$71,190	<b>\$8,609,672</b>	12
City of Charleston (SC)	\$41,350,256	\$19,614,400	\$5,024,159	\$65,988,815	\$103,175	<b>\$66,091,990</b>	38
City of Waco (TX)	\$16,618,441	\$11,595,017	\$2,142,021	\$30,355,479	\$1,036,431	<b>\$31,391,910</b>	30
Robeson County (NC)	\$1,598,657	\$1,091,814	\$216,949	\$2,907,420	\$7,000	<b>\$2,914,420</b>	9
Columbia County (GA)	\$6,837	\$11,317	\$7,057	\$25,211	\$18,000	<b>\$43,211</b>	5
Orange County (NC)	\$57,684,765	\$25,601,373	\$4,624,783	\$87,910,921	\$5,732,554	<b>\$93,643,475</b>	82
City of Savannah (GA)	\$21,494,282	\$11,165,160	\$1,802,913	\$34,462,355	\$336,830	<b>\$34,799,185</b>	45
Indian River County (FL)	\$7,649,010	\$6,658,374	\$1,239,815	\$15,547,199	\$471,824	<b>\$16,019,023</b>	10
City of Alexandria (VA)	\$18,217,712	\$12,788,992	\$2,640,718	\$33,647,422	\$2,179,677	<b>\$35,827,099</b>	50
Martin County (FL)	\$7,482,346	\$5,357,398	\$603,483	\$13,443,227	\$823,505	<b>\$14,266,732</b>	20
Macon-Bibb County (GA)	\$25,188,640	\$17,960,274	\$3,282,690	\$46,431,604	\$2,708,130	<b>\$49,139,734</b>	48
City of Springfield (MA)	\$20,437,966	\$10,626,012	\$2,732,213	\$33,796,191	\$2,313,053	<b>\$36,109,244</b>	15
Catawba County (NC)	\$6,210,382	\$4,049,937	\$1,413,341	\$11,673,660	\$895,564	<b>\$12,569,224</b>	25
Town of Cary (NC)	\$4,031,562	\$1,184,736	\$731,906	\$5,948,204	\$205,439	<b>\$6,153,643</b>	37

**Table 9:**  
**Total Categorized Nonprofit Arts and Cultural Organization Expenditures**  
**Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group C</b> Population 100,000 to 249,999 Sample Size = 50	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Alamance County (NC)	\$2,316,917	\$1,096,560	\$213,648	\$3,627,125	\$250,600	<b>\$3,877,725</b>	34
Cumberland County (NJ)	\$5,255,232	\$3,167,837	\$830,297	\$9,253,366	\$293,358	<b>\$9,546,724</b>	25
City of Eugene (OR)	\$23,139,973	\$14,571,583	\$2,390,292	\$40,101,848	\$678,667	<b>\$40,780,515</b>	40
Middlesex County (CT)	\$11,692,001	\$7,640,623	\$1,465,687	\$20,798,311	\$85,372	<b>\$20,883,683</b>	15
City of Springfield (MO)	\$4,966,490	\$3,391,995	\$812,091	\$9,170,576	\$607,928	<b>\$9,778,504</b>	24
City of Sioux Falls (SD)	\$10,962,183	\$7,516,203	\$1,314,115	\$19,792,501	\$320,000	<b>\$20,112,501</b>	26
Pitt County (NC)	\$7,151,755	\$4,565,317	\$902,935	\$12,620,007	\$69,840	<b>\$12,689,847</b>	23
City of Providence (RI)	\$56,686,862	\$31,026,137	\$6,005,392	\$93,718,391	\$114,164	<b>\$93,832,555</b>	56
City of Worcester (MA)	\$34,941,048	\$21,649,633	\$5,141,767	\$61,732,448	\$2,772,188	<b>\$64,504,636</b>	57
Montgomery County (TN)	\$1,447,491	\$1,394,715	\$122,214	\$2,964,420	\$0	<b>\$2,964,420</b>	20
Salt Lake City (UT)	\$64,442,469	\$40,661,393	\$6,368,546	\$111,472,408	\$970,356	<b>\$112,442,764</b>	57
Cabarrus County (NC)	\$1,282,668	\$695,618	\$99,020	\$2,077,306	\$188,265	<b>\$2,265,571</b>	18
Richmond County (GA)	\$19,905,529	\$14,333,799	\$2,648,822	\$36,888,150	\$923,288	<b>\$37,811,438</b>	28
City of Tacoma (WA)	\$38,782,931	\$22,560,251	\$4,342,586	\$65,685,768	\$8,962,691	<b>\$74,648,459</b>	66
Doña Ana County (NM)	\$7,233,336	\$4,685,116	\$925,905	\$12,844,357	\$75,853	<b>\$12,920,210</b>	29
New Hanover County (NC)	\$7,632,840	\$5,435,536	\$985,276	\$14,053,652	\$788,085	<b>\$14,841,737</b>	35
Arlington County (VA)	\$93,192,088	\$65,740,630	\$8,501,702	\$167,434,420	\$3,328,057	<b>\$170,762,477</b>	72
City of Irving (TX)	\$13,131,074	\$9,379,381	\$1,682,464	\$24,192,919	\$0	<b>\$24,192,919</b>	17
City of Reno (NV)	\$25,322,687	\$16,315,001	\$3,163,176	\$44,800,864	\$5,338,539	<b>\$50,139,403</b>	47
York County (SC)	\$9,761,789	\$3,273,573	\$221,107	\$13,256,469	\$23,176	<b>\$13,279,645</b>	13
<b>Group C Average</b>	<b>\$17,236,088</b>	<b>\$10,919,043</b>	<b>\$2,005,587</b>	<b>\$30,160,718</b>	<b>\$1,405,887</b>	<b>\$31,566,605</b>	<b>30.5</b>
Percent of Group C Total	54.6%	34.6%	6.4%	95.5%	4.5%	100.0%	
Group C Median	\$7,742,671	\$5,053,887	\$955,591	\$13,748,440	\$271,979	\$14,554,235	

**Table 9:  
Total Categorized Nonprofit Arts and Cultural Organization Expenditures  
Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group D</b> Population 250,000 to 499,999 Sample Size = 42	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Buncombe County (NC)	\$12,867,828	\$9,629,652	\$1,909,218	\$24,406,698	\$1,957,184	<b>\$26,363,882</b>	52
Alachua County (FL)	\$20,570,324	\$13,091,216	\$2,376,174	\$36,037,714	\$525,433	<b>\$36,563,147</b>	44
Greater Green Bay Area (WI)	\$12,943,654	\$7,684,505	\$1,793,099	\$22,421,258	\$971,188	<b>\$23,392,446</b>	41
City of Orlando (FL)	\$65,270,721	\$49,109,092	\$8,728,921	\$123,108,734	\$539,441	<b>\$123,648,175</b>	55
City of Lincoln (NE)	\$27,620,731	\$19,536,656	\$3,322,747	\$50,480,134	\$185,428	<b>\$50,665,562</b>	40
Southeastern Connecticut Region (CT)	\$48,291,212	\$31,600,561	\$6,438,557	\$86,330,330	\$829,436	<b>\$87,159,766</b>	70
Erie County (PA)	\$10,388,542	\$7,273,308	\$1,298,906	\$18,960,756	\$130,394	<b>\$19,091,150</b>	46
San Luis Obispo County (CA)	\$7,824,609	\$4,222,669	\$912,083	\$12,959,361	\$733,661	<b>\$13,693,022</b>	28
City of Newark (NJ)	\$69,404,309	\$30,737,994	\$8,183,891	\$108,326,194	\$1,039,050	<b>\$109,365,244</b>	31
Leon County (FL)	\$25,545,634	\$69,886,387	\$2,880,180	\$98,312,201	\$2,141,809	<b>\$100,454,010</b>	69
Rutherford County (TN)	\$6,575,766	\$2,531,063	\$561,125	\$9,667,954	\$1,130,833	<b>\$10,798,787</b>	36
St. Lucie County (FL)	\$2,194,334	\$596,319	\$329,325	\$3,119,978	\$0	<b>\$3,119,978</b>	5
Greater Spartanburg Area (SC)	\$12,570,498	\$5,979,086	\$1,490,054	\$20,039,638	\$1,332,045	<b>\$21,371,683</b>	29
Durham County (NC)	\$58,932,422	\$33,329,409	\$6,328,460	\$98,590,291	\$6,028,835	<b>\$104,619,126</b>	69
City of St. Paul (MN)	\$153,467,494	\$102,803,635	\$19,654,909	\$275,926,038	\$5,683,920	<b>\$281,609,958</b>	167
Hamilton County (IN)	\$16,640,711	\$17,354,875	\$1,875,703	\$35,871,289	\$333,450	<b>\$36,204,739</b>	21
Osceola County (FL)	\$1,196,502	\$558,760	\$164,644	\$1,919,906	\$2,500	<b>\$1,922,406</b>	7
Escambia County (FL)	\$15,490,872	\$9,747,425	\$1,946,122	\$27,184,419	\$265,556	<b>\$27,449,975</b>	25
Lexington-Fayette Urban County (KY)	\$7,073,482	\$5,235,298	\$1,008,554	\$13,317,334	\$2,811,988	<b>\$16,129,322</b>	34
Lake County (FL)	\$605,840	\$404,060	\$127,578	\$1,137,478	\$0	<b>\$1,137,478</b>	11
City of Riverside (CA)	\$9,442,841	\$6,875,095	\$1,248,862	\$17,566,798	\$8,290	<b>\$17,575,088</b>	45
Cumberland County (NC)	\$19,922,397	\$7,775,831	\$1,535,134	\$29,233,362	\$422,581	<b>\$29,655,943</b>	48
Collier County (FL)	\$37,478,355	\$20,529,719	\$2,645,674	\$60,653,748	\$2,319,974	<b>\$62,973,722</b>	45
Hamilton County (TN)	\$35,263,630	\$24,070,695	\$4,692,731	\$64,027,056	\$741,799	<b>\$64,768,855</b>	53
Manatee County (FL)	\$7,784,441	\$5,620,077	\$1,018,090	\$14,422,608	\$19,094	<b>\$14,441,702</b>	32
City of Tampa (FL)	\$72,183,748	\$44,106,365	\$5,166,199	\$121,456,312	\$9,245,676	<b>\$130,701,988</b>	56
Forsyth County (NC)	\$56,423,338	\$38,436,776	\$7,959,054	\$102,819,168	\$1,887,629	<b>\$104,706,797</b>	59
Mercer County (NJ)	\$13,496,927	\$6,319,263	\$1,909,997	\$21,726,187	\$368,960	<b>\$22,095,147</b>	25
City of Wichita (KS)	\$25,194,595	\$13,860,329	\$4,060,134	\$43,115,058	\$821,598	<b>\$43,936,656</b>	34
Clackamas County (OR)	\$3,662,883	\$1,836,504	\$321,722	\$5,821,109	\$0	<b>\$5,821,109</b>	18

**Table 9:  
Total Categorized Nonprofit Arts and Cultural Organization Expenditures  
Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group D</b> Population 250,000 to 499,999 Sample Size = 42	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Sarasota County (FL)	\$99,130,790	\$67,867,591	\$10,827,483	\$177,825,864	\$23,689,073	<b>\$201,514,937</b>	51
City of Minneapolis (MN)	\$177,289,267	\$118,761,183	\$22,705,815	\$318,756,265	\$4,638,259	<b>\$323,394,524</b>	297
Berks County (PA)	\$5,134,930	\$4,250,312	\$1,066,863	\$10,452,105	\$353,422	<b>\$10,805,527</b>	20
City of Miami (FL)	\$169,003,706	\$117,490,776	\$25,274,565	\$311,769,047	\$175,809,421	<b>\$487,578,468</b>	216
City of Raleigh (NC)	\$80,878,586	\$57,533,008	\$9,430,027	\$147,841,621	\$19,827,335	<b>\$167,668,956</b>	78
Santa Barbara County (CA)	\$66,309,512	\$44,846,480	\$8,948,479	\$120,104,471	\$6,198,798	<b>\$126,303,269</b>	93
Seminole County (FL)	\$4,600,701	\$3,059,443	\$587,283	\$8,247,427	\$5,746	<b>\$8,253,173</b>	21
City of Virginia Beach (VA)	\$14,096,250	\$9,248,246	\$1,310,040	\$24,654,536	\$1,274,833	<b>\$25,929,369</b>	33
City of Atlanta (GA)	\$198,122,013	\$121,304,057	\$21,670,528	\$341,096,598	\$30,802,912	<b>\$371,899,510</b>	146
City of Mesa (AZ)	\$10,262,145	\$4,143,596	\$2,446,386	\$16,852,127	\$2,500	<b>\$16,854,627</b>	14
City of Kansas City (MO)	\$83,158,375	\$60,314,163	\$11,459,984	\$154,932,522	\$6,774,071	<b>\$161,706,593</b>	91
Morris County (NJ)	\$8,686,323	\$5,428,669	\$1,369,383	\$15,484,375	\$299,804	<b>\$15,784,179</b>	14
<b>Group D Average</b>	<b>\$42,214,315</b>	<b>\$28,690,242</b>	<b>\$5,213,921</b>	<b>\$76,118,478</b>	<b>\$7,432,236</b>	<b>\$83,550,714</b>	<b>56.4</b>
Percent of Group D Total	50.5%	34.3%	6.2%	91.1%	8.9%	100.0%	
Group D Median	\$18,281,554	\$11,419,321	\$2,161,148	\$32,552,326	\$825,517	\$32,930,341	

**Table 9:  
Total Categorized Nonprofit Arts and Cultural Organization Expenditures  
Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group E</b> Population 500,000 to 999,999 Sample Size = 25	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Sonoma County (CA)	\$28,114,308	\$14,081,637	\$2,742,469	\$44,938,414	\$179,799	<b>\$45,118,213</b>	43
Volusia County (FL)	\$7,134,765	\$5,128,456	\$1,362,653	\$13,625,874	\$94,757	<b>\$13,720,631</b>	44
Guilford County (NC)	\$30,404,857	\$26,853,785	\$4,913,390	\$62,172,032	\$4,890,694	<b>\$67,062,726</b>	70
Dane County (WI)	\$86,427,358	\$48,514,418	\$10,389,261	\$145,331,037	\$408,575	<b>\$145,739,612</b>	132
Brevard County (FL)	\$5,423,326	\$1,576,386	\$120,004	\$7,119,716	\$0	<b>\$7,119,716</b>	11
Washington County (OR)	\$8,379,592	\$4,560,205	\$743,386	\$13,683,183	\$130,081	<b>\$13,813,264</b>	31
Johnson County (KS)	\$6,705,072	\$4,165,970	\$933,668	\$11,804,710	\$531,129	<b>\$12,335,839</b>	27
City of Louisville (KY)	\$110,415,639	\$69,486,759	\$14,042,898	\$193,945,296	\$30,615,264	<b>\$224,560,560</b>	100
City of Baltimore (MD)	\$186,964,112	\$107,953,816	\$29,726,846	\$324,644,774	\$1,688,378	<b>\$326,333,152</b>	146
Polk County (FL)	\$8,472,724	\$6,296,406	\$775,614	\$15,544,744	\$245,688	<b>\$15,790,432</b>	34
City of Boston (MA)	\$387,229,005	\$302,816,386	\$63,590,086	\$753,635,477	\$10,252,535	<b>\$763,888,012</b>	148
District of Columbia (DC)	\$913,695,086	\$494,324,306	\$111,367,151	\$1,519,386,543	\$134,847,625	<b>\$1,654,234,168</b>	195
Nashville-Davidson County (TN)	\$92,137,739	\$69,495,617	\$11,169,779	\$172,803,135	\$5,977,149	<b>\$178,780,284</b>	82
City of El Paso (TX)	\$31,943,714	\$21,601,309	\$4,340,839	\$57,885,862	\$2,092,824	<b>\$59,978,686</b>	76
Lee County (FL)	\$16,200,296	\$12,690,195	\$3,518,433	\$32,408,924	\$1,569,760	<b>\$33,978,684</b>	41
City of Fort Worth (TX)	\$144,160,884	\$90,818,116	\$18,161,680	\$253,140,680	\$2,835,573	<b>\$255,976,253</b>	74
City of Indianapolis (IN)	\$124,773,748	\$70,016,761	\$16,596,832	\$211,387,341	\$15,906,150	<b>\$227,293,491</b>	93
City and County of San Francisco (CA)	\$474,125,385	\$258,436,835	\$46,056,664	\$778,618,884	\$1,994,214	<b>\$780,613,098</b>	359
Prince George's County (MD)	\$15,348,988	\$5,980,606	\$2,450,578	\$23,780,172	\$2,576	<b>\$23,782,748</b>	39
Pinellas County (FL)	\$56,389,602	\$32,025,346	\$8,072,696	\$96,487,644	\$3,707,416	<b>\$100,195,060</b>	47
Shelby County (TN)	\$54,982,038	\$43,281,734	\$5,874,724	\$104,138,496	\$14,058,111	<b>\$118,196,607</b>	71
Fairfield County (CT)	\$86,015,945	\$49,863,817	\$10,475,115	\$146,354,877	\$2,266,381	<b>\$148,621,258</b>	72
Westchester County (NY)	\$57,735,071	\$36,798,636	\$6,869,344	\$101,403,051	\$5,166,658	<b>\$106,569,709</b>	107
Fulton County (GA)	\$204,007,282	\$125,582,373	\$22,350,144	\$351,939,799	\$30,802,912	<b>\$382,742,711</b>	180
Wake County (NC)	\$87,144,903	\$59,922,031	\$10,512,284	\$157,579,218	\$21,567,051	<b>\$179,146,269</b>	126
<b>Group E Average</b>	<b>\$128,973,258</b>	<b>\$78,490,876</b>	<b>\$16,286,262</b>	<b>\$223,750,395</b>	<b>\$11,673,252</b>	<b>\$235,423,647</b>	<b>93.9</b>
Percent of Group E Total	54.8%	33.3%	6.9%	95.0%	5.0%	100.0%	
Group E Median	\$57,735,071	\$43,281,734	\$8,072,696	\$104,138,496	\$2,266,381	\$118,196,607	



**Table 9:  
Total Categorized Nonprofit Arts and Cultural Organization Expenditures  
Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group F</b> Population 1,000,000 or More Sample Size = 21	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Mecklenburg County (NC)	\$72,544,054	\$51,908,970	\$9,444,255	\$133,897,279	\$3,840,574	<b>\$137,737,853</b>	82
City of San José (CA)	\$40,940,415	\$26,379,773	\$5,901,122	\$73,221,310	\$241,243	<b>\$73,462,553</b>	67
Montgomery County (MD)	\$55,542,078	\$40,683,797	\$8,847,502	\$105,073,377	\$31,379	<b>\$105,104,756</b>	149
Fairfax County (VA)	\$99,334,694	\$57,255,479	\$12,264,353	\$168,854,526	\$4,555,292	<b>\$173,409,818</b>	85
Allegheny County (PA)	\$283,753,655	\$218,279,831	\$47,577,769	\$549,611,255	\$263,391	<b>\$549,874,646</b>	194
Greater Columbus Area (OH)	\$126,635,659	\$76,550,540	\$17,316,272	\$220,502,471	\$1,975,022	<b>\$222,477,493</b>	92
Orange County (FL)	\$77,100,789	\$66,179,192	\$10,323,619	\$153,603,600	\$743,936	<b>\$154,347,536</b>	90
City of Dallas (TX)	\$351,541,996	\$236,406,474	\$42,937,630	\$630,886,100	\$583,225	<b>\$631,469,325</b>	209
Hillsborough County (FL)	\$96,355,418	\$59,246,558	\$8,036,402	\$163,638,378	\$11,586,882	<b>\$175,225,260</b>	76
City of San Diego (CA)	\$296,397,694	\$210,483,170	\$34,253,301	\$541,134,165	\$12,429,228	<b>\$553,563,393</b>	137
Palm Beach County (FL)	\$83,595,880	\$67,478,930	\$10,112,441	\$161,187,251	\$23,104,939	<b>\$184,292,190</b>	79
City of San Antonio (TX)	\$80,225,773	\$52,148,270	\$10,399,309	\$142,773,352	\$353,784	<b>\$143,127,136</b>	76
Sacramento County (CA)	\$37,371,724	\$36,796,942	\$4,783,874	\$78,952,540	\$3,383,816	<b>\$82,336,356</b>	110
City of Phoenix (AZ)	\$84,306,271	\$70,425,043	\$9,844,671	\$164,575,985	\$28,300	<b>\$164,604,285</b>	90
City and County of Philadelphia (PA)	\$446,312,924	\$312,608,847	\$69,687,109	\$828,608,880	\$20,313,643	<b>\$848,922,523</b>	395
Broward County (FL)	\$62,466,183	\$64,774,132	\$9,346,227	\$136,586,542	\$11,901,465	<b>\$148,488,007</b>	103
Santa Clara County (CA)	\$64,760,922	\$37,270,772	\$10,058,282	\$112,089,976	\$252,364	<b>\$112,342,340</b>	115
Riverside County (CA)	\$34,508,818	\$25,137,123	\$4,320,786	\$63,966,727	\$8,290	<b>\$63,975,017</b>	94
Miami-Dade County (FL)	\$334,999,542	\$235,187,539	\$44,767,157	\$614,954,238	\$236,959,758	<b>\$851,913,996</b>	632
City of Chicago (IL)	\$703,781,182	\$518,982,007	\$106,021,766	\$1,328,784,955	\$46,080,860	<b>\$1,374,865,815</b>	466
Harris County (TX)	\$277,294,408	\$190,879,200	\$34,406,808	\$502,580,416	\$62,562,594	<b>\$565,143,010</b>	198
<b>Group F Average</b>	<b>\$176,655,718</b>	<b>\$126,431,552</b>	<b>\$24,316,698</b>	<b>\$327,403,968</b>	<b>\$21,009,523</b>	<b>\$348,413,491</b>	<b>168.5</b>
Percent of Group F Total	50.7%	36.3%	7.0%	94.0%	6.0%	100.0%	
Group F Median	\$84,306,271	\$66,179,192	\$10,323,619	\$163,638,378	\$3,383,816	\$173,409,818	
<b>ALL CITY/COUNTY STUDY REGIONS</b>							
<b>Average</b>	<b>\$43,999,613</b>	<b>\$29,242,542</b>	<b>\$5,660,870</b>	<b>\$78,903,025</b>	<b>\$5,089,174</b>	<b>\$83,992,199</b>	<b>49.7</b>
Percent of Total	52.4%	34.8%	6.7%	93.9%	6.1%	100.0%	
Median	\$7,882,524	\$5,431,041	\$1,016,769	\$14,339,000	\$249,288	\$15,727,535	

**Table 9:  
Total Categorized Nonprofit Arts and Cultural Organization Expenditures  
Per Study Region During Fiscal Year 2015**

<b>Regional Study Regions</b> All Populations Sample Size = 81	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
High Peaks Region (ME)	\$353,817	\$278,277	\$43,242	\$675,336	\$58,382	\$733,718	11
Wood River Valley (ID)	\$8,629,149	\$5,476,031	\$875,657	\$14,980,837	\$488,313	\$15,469,150	24
Southern Oregon Area	\$20,352,096	\$13,265,683	\$2,643,138	\$36,260,917	\$1,270,200	\$37,531,117	4
Southwestern Pennsylvania Area	\$6,590,254	\$5,139,167	\$1,167,353	\$12,896,774	\$257,809	\$13,154,583	29
Greater Portsmouth Area (NH)	\$12,599,993	\$6,837,492	\$1,280,800	\$20,718,285	\$738,342	\$21,456,627	26
Northeast Oregon Region	\$363,606	\$256,421	\$31,699	\$651,726	\$282	\$652,008	5
Toe River Valley (NC)	\$3,689,991	\$3,810,143	\$448,718	\$7,948,852	\$3,758,027	\$11,706,879	9
Albemarle Region (NC)	\$1,232,853	\$1,102,981	\$150,383	\$2,486,217	\$238,611	\$2,724,828	7
Greater Concord Area (NH)	\$8,258,183	\$6,212,609	\$1,336,176	\$15,806,968	\$2,026,582	\$17,833,550	15
North Central Minnesota Region	\$906,350	\$607,137	\$116,078	\$1,629,565	\$1,000	\$1,630,565	39
Northwest Minnesota Region	\$341,802	\$228,965	\$43,775	\$614,542	\$1,600	\$616,142	26
Monadnock Region (NH)	\$7,369,439	\$4,748,357	\$1,076,736	\$13,194,532	\$76,852	\$13,271,384	36
Bismarck-Mandan Region (ND)	\$11,532,940	\$6,011,689	\$1,194,052	\$18,738,681	\$3,396,582	\$22,135,263	29
Greater Minot Region (ND)	\$4,742,389	\$3,337,236	\$630,236	\$8,709,861	\$30,000	\$8,739,861	24
Greater Burlington Area (VT)	\$31,732,480	\$19,428,654	\$4,076,263	\$55,237,397	\$3,883,143	\$59,120,540	49
Greater Charlottesville Area (VA)	\$28,497,961	\$22,790,550	\$2,116,618	\$53,405,129	\$7,154,789	\$60,559,918	44
Brainerd Lakes Region (MN)	\$1,374,004	\$920,408	\$175,971	\$2,470,383	\$283,150	\$2,753,533	37
East Central Minnesota Region	\$2,085,724	\$1,397,166	\$267,124	\$3,750,014	\$52,455	\$3,802,469	29
Northwest Connecticut Region	\$11,530,356	\$7,119,173	\$1,376,110	\$20,025,639	\$1,457,322	\$21,482,961	56
Central Oregon Region	\$5,361,263	\$3,454,289	\$682,069	\$9,497,621	\$460,937	\$9,958,558	13
Greater Fargo-Moorhead Area (ND/MN)	\$10,138,744	\$5,606,148	\$1,534,601	\$17,279,493	\$229,902	\$17,509,395	46
Black Hills Region (SD)	\$12,844,421	\$8,195,338	\$1,489,375	\$22,529,134	\$445,635	\$22,974,769	67
Greater Kingsport Area (TN)	\$4,808,013	\$3,003,164	\$610,534	\$8,421,711	\$1,140,576	\$9,562,287	25
Lake Region (MN)	\$3,106,983	\$2,081,284	\$397,918	\$5,586,185	\$899,481	\$6,485,666	50
South Central Minnesota Region	\$3,490,981	\$2,338,514	\$447,097	\$6,276,592	\$157,058	\$6,433,650	89
Greater Sioux Falls Area (SD)	\$11,192,419	\$7,729,054	\$1,360,180	\$20,281,653	\$320,000	\$20,601,653	33
Southwest Tennessee Development District	\$1,751,258	\$1,207,419	\$156,218	\$3,114,895	\$14,360	\$3,129,255	29
Northwest Tennessee Development District	\$1,346,710	\$796,145	\$134,497	\$2,277,352	\$5,950	\$2,283,302	29
Southwest Minnesota Region	\$2,377,352	\$1,592,523	\$304,472	\$4,274,347	\$593,927	\$4,868,274	70
Arrowhead Region (MN)	\$10,659,581	\$7,140,560	\$1,365,195	\$19,165,336	\$472,523	\$19,637,859	107

**Table 9:**  
**Total Categorized Nonprofit Arts and Cultural Organization Expenditures**  
**Per Study Region During Fiscal Year 2015**

<b>Regional Study Regions</b> All Populations Sample Size = 81	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Maple Grove and the Northwest Suburbs (MN)	\$776,051	\$519,854	\$99,390	\$1,395,295	\$91,903	<b>\$1,487,198</b>	15
Greater Augusta Area (GA)	\$19,912,366	\$14,345,116	\$2,655,879	\$36,913,361	\$941,288	<b>\$37,854,649</b>	33
Upper Cumberland Development District (TN)	\$3,251,734	\$2,512,061	\$429,079	\$6,192,874	\$141,822	<b>\$6,334,696</b>	42
City of Huntsville/Madison County (AL)	\$29,742,010	\$16,931,035	\$4,776,971	\$51,450,016	\$2,393,547	<b>\$53,843,563</b>	34
Northeast Commission (NC)	\$10,734,321	\$10,334,445	\$1,131,231	\$22,199,997	\$442,821	<b>\$22,642,818</b>	62
Greater Ann Arbor Area (MI)	\$27,619,183	\$18,501,329	\$3,537,247	\$49,657,759	\$258,882	<b>\$49,916,641</b>	87
Greater Fox Cities Region (WI)	\$7,574,120	\$30,567,814	\$1,576,703	\$39,718,637	\$359,036	<b>\$40,077,673</b>	18
Central Minnesota Region	\$4,874,113	\$3,265,036	\$624,238	\$8,763,387	\$37,259	<b>\$8,800,646</b>	54
South Central Tennessee Development District	\$2,305,974	\$1,223,934	\$252,841	\$3,782,749	\$281,707	<b>\$4,064,456</b>	60
Northwest Arkansas Region	\$33,121,960	\$26,302,059	\$3,058,466	\$62,482,485	\$5,021,121	<b>\$67,503,606</b>	23
Southeast Minnesota Region	\$9,187,932	\$6,154,742	\$1,176,717	\$16,519,391	\$170,819	<b>\$16,690,210</b>	122
First Tennessee Development District	\$8,059,729	\$4,989,785	\$1,008,299	\$14,057,813	\$1,326,999	<b>\$15,384,812</b>	58
Greater Harrisburg Area (PA)	\$7,057,217	\$5,069,199	\$558,251	\$12,684,667	\$0	<b>\$12,684,667</b>	25
Greater New Haven Area (CT)	\$48,314,930	\$28,315,253	\$5,142,722	\$81,772,905	\$33,095,086	<b>\$114,867,991</b>	35
Treasure Coast Region (FL)	\$17,325,690	\$12,612,091	\$2,172,623	\$32,110,404	\$1,295,329	<b>\$33,405,733</b>	35
Greater Des Moines Region (IA)	\$32,951,110	\$22,855,499	\$3,468,144	\$59,274,753	\$12,648,149	<b>\$71,922,902</b>	65
Southeast Tennessee Development District	\$36,566,455	\$24,961,575	\$4,887,649	\$66,415,679	\$936,871	<b>\$67,352,550</b>	93
Greater Knoxville Region (TN)	\$28,694,202	\$16,491,283	\$2,076,345	\$47,261,830	\$899,050	<b>\$48,160,880</b>	60
Greater Columbia Area (SC)	\$12,431,415	\$7,643,152	\$1,510,755	\$21,585,322	\$895,352	<b>\$22,480,674</b>	33
Pikes Peak Region (CO)	\$24,396,547	\$18,586,063	\$4,961,729	\$47,944,339	\$3,248,872	<b>\$51,193,211</b>	87
Lehigh Valley Region (PA)	\$43,327,436	\$28,066,984	\$4,824,238	\$76,218,658	\$6,945,943	<b>\$83,164,601</b>	98
Greater Sarasota/Bradenton Area (FL)	\$106,915,231	\$73,487,668	\$11,845,573	\$192,248,472	\$23,708,167	<b>\$215,956,639</b>	83
Dayton Region (OH)	\$50,709,802	\$35,472,039	\$7,854,125	\$94,035,966	\$1,123,759	<b>\$95,159,725</b>	113
Richmond & Tri-Cities Region (VA)	\$108,687,665	\$69,398,376	\$12,390,918	\$190,476,959	\$21,203,726	<b>\$211,680,685</b>	83
Memphis Area Association of Governments (TN)	\$55,048,599	\$43,325,997	\$5,883,221	\$104,257,817	\$14,058,111	<b>\$118,315,928</b>	73
Eastern Region (NC)	\$14,853,532	\$10,635,231	\$1,958,174	\$27,446,937	\$283,165	<b>\$27,730,102</b>	110
Advantage West Region (NC)	\$38,364,680	\$25,261,445	\$4,534,709	\$68,160,834	\$7,069,757	<b>\$75,230,591</b>	184
Southeast Commission (NC)	\$30,717,890	\$15,405,884	\$2,962,599	\$49,086,373	\$1,266,611	<b>\$50,352,984</b>	127
Greater Fairfax Area (VA)	\$104,663,141	\$60,170,413	\$12,713,540	\$177,547,094	\$5,251,414	<b>\$182,798,508</b>	103
Greater Tulsa Region (OK)	\$44,798,650	\$28,425,367	\$5,447,300	\$78,671,317	\$12,510,848	<b>\$91,182,165</b>	123

**Table 9:  
Total Categorized Nonprofit Arts and Cultural Organization Expenditures  
Per Study Region During Fiscal Year 2015**

<b>Regional Study Regions</b> All Populations Sample Size = 81	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
East Tennessee Development District	\$31,297,343	\$18,219,253	\$2,882,457	\$52,399,053	\$1,165,484	<b>\$53,564,537</b>	100
West Valley Region (AZ)	\$5,808,506	\$4,983,734	\$2,149,167	\$12,941,407	\$247,959	<b>\$13,189,366</b>	20
Greater St. Louis Area (MO)	\$198,531,067	\$121,417,222	\$18,470,597	\$338,418,886	\$25,326,690	<b>\$363,745,576</b>	163
Western New York	\$79,899,987	\$56,942,603	\$9,397,176	\$146,239,766	\$9,784,673	<b>\$156,024,439</b>	126
Greater Oklahoma City Region (OK)	\$108,311,812	\$75,504,648	\$11,631,064	\$195,447,524	\$25,036,576	<b>\$220,484,100</b>	153
Piedmont Triad Partnership (NC)	\$105,433,342	\$76,860,689	\$15,239,290	\$197,533,321	\$10,239,096	<b>\$207,772,417</b>	206
Greater Portland Area (OR)	\$124,458,759	\$76,174,280	\$12,408,044	\$213,041,083	\$1,379,351	<b>\$214,420,434</b>	183
Greater Kansas City Metropolitan Area (MO/KS)	\$92,897,368	\$66,679,773	\$12,654,574	\$172,231,715	\$7,305,200	<b>\$179,536,915</b>	133
Greater Nashville Regional Council (TN)	\$103,875,232	\$77,114,989	\$12,226,787	\$193,217,008	\$7,136,372	<b>\$200,353,380</b>	158
Research Triangle Regional Partnership (NC)	\$209,445,878	\$122,627,240	\$22,097,909	\$354,171,027	\$33,734,469	<b>\$387,905,496</b>	357
Greater Tampa/St. Petersburg Area (FL)	\$152,745,020	\$91,271,904	\$16,109,098	\$260,126,022	\$15,294,298	<b>\$275,420,320</b>	123
Charlotte Regional Partnership (NC)	\$86,286,646	\$60,783,398	\$11,717,727	\$158,787,771	\$7,074,993	<b>\$165,862,764</b>	187
Greater Charlotte Region (NC/SC)	\$96,048,435	\$64,056,971	\$11,938,834	\$172,044,240	\$7,098,169	<b>\$179,142,409</b>	200
Seven-County Metro Area (MN)	\$341,004,567	\$228,429,541	\$43,673,182	\$613,107,290	\$11,265,349	<b>\$624,372,639</b>	645
Central Florida Region	\$104,534,647	\$83,202,703	\$13,461,395	\$201,198,745	\$1,092,627	<b>\$202,291,372</b>	218
Greater Philadelphia Region (PA)	\$530,781,379	\$365,704,582	\$75,078,075	\$971,564,036	\$20,945,510	<b>\$992,509,546</b>	492
Greater Washington Region (DC/MD/VA)	\$1,200,659,093	\$679,688,744	\$146,521,191	\$2,026,869,028	\$145,640,728	<b>\$2,172,509,756</b>	608
Metro Atlanta Area (GA)	\$231,874,011	\$145,583,492	\$26,433,589	\$403,891,092	\$30,888,554	<b>\$434,779,646</b>	269
Greater Atlanta Region (GA)	\$235,782,856	\$148,182,858	\$26,932,556	\$410,898,270	\$31,470,012	<b>\$442,368,282</b>	297
Greater Houston Region (TX)	\$283,209,336	\$196,637,901	\$35,418,896	\$515,266,133	\$64,169,660	<b>\$579,435,793</b>	209
Dallas-Fort Worth-Arlington MSA (TX)	\$558,546,082	\$368,734,361	\$68,440,767	\$995,721,210	\$3,788,372	<b>\$999,509,582</b>	454
<b>Regional Average</b>	<b>\$74,983,656</b>	<b>\$48,675,854</b>	<b>\$9,110,300</b>	<b>\$132,769,811</b>	<b>\$7,998,831</b>	<b>\$140,768,642</b>	<b>104.9</b>
Percent of Regional Total	53.3%	34.6%	6.5%	94.3%	5.7%	100.0%	
Regional Median	\$19,912,366	\$14,345,116	\$2,149,167	\$36,913,361	\$1,165,484	\$37,854,649	

**Table 9:  
Total Categorized Nonprofit Arts and Cultural Organization Expenditures  
Per Study Region During Fiscal Year 2015**

<b>Statewide Study Regions</b> All Populations Sample Size = 20	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
State of Vermont	\$42,256,350	\$26,243,157	\$6,317,390	\$74,816,897	\$4,040,014	<b>\$78,856,911</b>	86
State of North Dakota	\$30,221,172	\$17,984,211	\$3,387,235	\$51,592,618	\$4,865,931	<b>\$56,458,549</b>	135
State of Delaware	\$49,921,505	\$40,257,529	\$6,716,361	\$96,895,395	\$6,728,980	<b>\$103,624,375</b>	95
State of Maine	\$53,789,343	\$30,412,355	\$5,871,486	\$90,073,184	\$2,504,420	<b>\$92,577,604</b>	123
State of Hawai'i	\$70,715,559	\$42,017,290	\$9,219,620	\$121,952,469	\$3,968,883	<b>\$125,921,352</b>	109
State of Nevada	\$114,957,817	\$87,662,126	\$15,309,296	\$217,929,239	\$9,369,133	<b>\$227,298,372</b>	164
State of Connecticut	\$274,704,089	\$167,425,018	\$32,975,539	\$475,104,646	\$40,206,724	<b>\$515,311,370</b>	324
State of Oklahoma	\$163,840,696	\$110,822,180	\$18,667,672	\$293,330,548	\$37,919,238	<b>\$331,249,786</b>	392
State of Oregon	\$205,893,979	\$128,797,818	\$21,928,308	\$356,620,105	\$7,445,182	<b>\$364,065,287</b>	365
State of Minnesota	\$379,409,389	\$254,155,875	\$48,591,768	\$682,157,032	\$13,934,621	<b>\$696,091,653</b>	1,268
State of Wisconsin	\$200,861,369	\$139,630,335	\$24,248,586	\$364,740,290	\$12,175,701	<b>\$376,915,991</b>	363
State of Maryland	\$284,391,203	\$179,406,265	\$45,610,698	\$509,408,166	\$1,991,206	<b>\$511,399,372</b>	522
State of Missouri	\$323,653,221	\$210,636,783	\$35,299,262	\$569,589,266	\$33,314,472	<b>\$602,903,738</b>	491
State of Tennessee	\$243,503,034	\$174,351,158	\$27,861,048	\$445,715,240	\$25,067,676	<b>\$470,782,916</b>	642
State of Massachusetts	\$718,521,575	\$522,962,019	\$115,304,973	\$1,356,788,567	\$29,914,708	<b>\$1,386,703,275</b>	643
State of New Jersey	\$177,443,633	\$94,703,164	\$20,561,616	\$292,708,413	\$3,431,935	<b>\$296,140,348</b>	183
State of North Carolina	\$495,836,289	\$321,908,332	\$59,641,639	\$877,386,260	\$60,110,912	<b>\$937,497,172</b>	1,233
State of Pennsylvania	\$926,884,143	\$660,222,936	\$136,130,488	\$1,723,237,567	\$30,072,155	<b>\$1,753,309,722</b>	1,077
State of Illinois	\$931,362,848	\$664,316,791	\$136,507,069	\$1,732,186,708	\$48,439,631	<b>\$1,780,626,339</b>	808
State of Florida	\$1,034,757,218	\$798,629,081	\$128,619,814	\$1,962,006,113	\$323,665,152	<b>\$2,285,671,265</b>	1,688
<b>Statewide Average</b>	<b>\$336,146,222</b>	<b>\$233,627,221</b>	<b>\$44,938,493</b>	<b>\$614,711,936</b>	<b>\$34,958,334</b>	<b>\$649,670,270</b>	<b>535.6</b>
Percent of Statewide Total	51.7%	36.0%	6.9%	94.6%	5.4%	100.0%	
Statewide Median	\$224,698,507	\$153,527,677	\$26,054,817	\$405,227,765	\$13,055,161	\$423,849,454	

**Table 9:  
Total Categorized Nonprofit Arts and Cultural Organization Expenditures  
Per Study Region During Fiscal Year 2015**

<b>Individual Arts Districts</b> All Populations Sample Size = 12	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
James River Arts & Cultural District	\$3,409,179	\$2,154,365	\$512,935	\$6,076,479	\$317,770	<b>\$6,394,249</b>	15
Center City Charlotte	\$64,869,704	\$46,958,198	\$8,434,023	\$120,261,925	\$3,829,692	<b>\$124,091,617</b>	35
Loch Haven Cultural Park	\$14,994,081	\$11,312,165	\$2,474,944	\$28,781,190	\$472,026	<b>\$29,253,216</b>	8
Downtown Colorado Springs Creative District	\$10,477,813	\$6,970,577	\$2,546,682	\$19,995,072	\$778,299	<b>\$20,773,371</b>	30
Fort Worth Cultural District	\$82,025,553	\$55,074,837	\$10,304,896	\$147,405,286	\$2,605,166	<b>\$150,010,452</b>	16
Dallas Arts District	\$154,559,670	\$109,261,378	\$17,874,014	\$281,695,062	\$539,330	<b>\$282,234,392</b>	15
Grand Center Arts & Entertainment District	\$40,570,240	\$19,203,500	\$2,893,540	\$62,667,280	\$14,507,517	<b>\$77,174,797</b>	20
Balboa Park Cultural District	\$206,645,108	\$147,610,977	\$25,858,643	\$380,114,728	\$323,182	<b>\$380,437,910</b>	24
East End Cultural District	\$1,926,650	\$898,508	\$352,244	\$3,177,402	\$0	<b>\$3,177,402</b>	9
Houston Museum District Association	\$141,865,988	\$101,501,236	\$17,471,575	\$260,838,799	\$60,711,514	<b>\$321,550,313</b>	22
Midtown Cultural District	\$2,014,058	\$1,618,650	\$479,095	\$4,111,803	\$0	<b>\$4,111,803</b>	5
Washington Avenue Cultural District	\$1,274,602	\$1,054,423	\$191,582	\$2,520,607	\$0	<b>\$2,520,607</b>	6
<b>Arts District Average</b>	<b>\$60,386,054</b>	<b>\$41,968,235</b>	<b>\$7,449,514</b>	<b>\$109,803,803</b>	<b>\$7,007,041</b>	<b>\$116,810,844</b>	<b>17.1</b>
Percent of Arts District Total	51.7%	35.9%	6.4%	94.0%	6.0%	100.0%	
Arts District Median	\$27,782,161	\$15,257,833	\$2,720,111	\$45,724,235	\$505,678	\$53,214,007	

**Explanation of the Outliers and Exclusions:**

<sup>1</sup> Only one eligible nonprofit arts and cultural organization provided detailed financial information for use in the analysis for Yadkin County, NC. While these itemized data are not reported on this table to protect confidentiality, the data are included in the summary statistics for population Group A as well as for all individual city/county study regions.

## **Explanation of Table 10: Average Categorized Nonprofit Arts and Cultural Organization Expenditures Per Study Region During Fiscal Year 2015**

This table presents the average categorized expenditures made by participating nonprofit arts and cultural organizations in each participating study region during fiscal year 2015. Summary statistics are calculated for each population group.

### **Column Two:**

The average personnel-related expenses paid by participating nonprofit arts and cultural organizations in each participating study region during fiscal year 2015. Payroll-related expenses include salaries and wages paid to staff and employees, the costs for contracted staff (i.e., "contractors"), the fees paid to artists and performers, and any applicable payroll taxes and fringe benefits.

### **Column Three:**

The average programmatic, production, and overhead expenses paid by participating nonprofit arts and cultural organizations in each participating study region during fiscal year 2015. Programmatic, production, and overhead expenses include marketing and advertising costs, supplies and office machinery, travel, insurance, communication costs, and the costs associated with programming and producing performances, events, and activities.

### **Column Four:**

The average facility expenses paid by participating nonprofit arts and cultural organizations in each participating study region during fiscal year 2015. Facility expenses include rental and/or lease costs, mortgage costs, property taxes, and utilities.

### **Column Five:**

The average operating expenditures made by participating nonprofit arts and cultural organizations in each participating study region during fiscal year 2015. This figure is the sum of Columns Two through Four. (See the survey instruments in Appendix C for a detailed breakdown of organizational expenditure categories.) These data are based on the real dollars reported by the organizations that responded to the survey in each study region only; no multiplier was used to calculate these figures and no extrapolations were made for non-responding organizations.

### **Column Six:**

The average capital expenditures reported by participating nonprofit arts and cultural organizations in each study region during fiscal year 2015. According to generally-accepted accounting principles (GAAP), a capital expenditure is a cost which cannot be deducted in the year in which it is paid or incurred and must be capitalized. The general rule is that if the acquired asset's useful life is longer than the taxable year, then the cost must be capitalized. The capital expenditure costs are then amortized or depreciated over the life of the asset in question. For nonprofit arts and cultural organizations, capital expenditures typically include purchases of art, equipment, and real estate. Capital expenditures also include construction and renovation costs. These data are real dollars reported by the organizations that responded to the survey in each study region only; no multiplier was used to calculate these figures and no extrapolations were made for non-responding organizations.

### **Column Seven:**

The average organizational expenditures of nonprofit arts and cultural organizations in each study region during year fiscal 2015. This figure is the sum of average operating expenditures (Column Five) and average capital expenditures (Column Six).

### **Column Eight:**

The number of eligible nonprofit arts and cultural organizations from which detailed expenditure and event attendance data were collected in each participating study region.

**Table 10:**  
**Average Categorized Nonprofit Arts and Cultural Organization Expenditures**  
**Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group A</b> Population Fewer than 50,000 Sample Size = 52	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenditures</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Town of Crested Butte (CO)	\$210,652	\$127,118	\$33,901	\$371,671	\$7,865	\$379,535	12
City of Pine City (MN)	\$47,300	\$31,685	\$6,058	\$85,043	\$0	\$85,043	5
City of Alva (OK)	\$58,217	\$22,396	\$8,289	\$88,901	\$2,538	\$91,440	13
Cook County (MN)	\$80,446	\$53,889	\$10,303	\$144,638	\$6,880	\$151,518	17
Town of Hillsborough (NC)	\$54,136	\$39,854	\$4,485	\$98,475	\$1,169	\$99,644	16
City of Virginia (MN)	\$16,070	\$10,765	\$2,058	\$28,892	\$0	\$28,892	4
Town of Jackson (WY)	\$599,010	\$344,326	\$94,412	\$1,037,748	\$2,584	\$1,040,332	18
City of Guthrie (OK)	\$64,921	\$43,020	\$8,250	\$116,191	\$18,116	\$134,307	12
City of Grand Rapids (MN)	\$129,496	\$86,746	\$16,585	\$232,827	\$3,333	\$236,160	12
Town of Medfield (MA)	\$118,745	\$31,501	\$10,430	\$160,677	\$1,013	\$161,690	17
City of Fergus Falls (MN)	\$88,863	\$59,526	\$11,381	\$159,770	\$92,780	\$252,550	9
Grundy County (TN)	\$5,909	\$4,335	\$784	\$11,028	\$0	\$11,028	10
City of Falls Church (VA)	\$351,655	\$174,706	\$23,914	\$550,275	\$63,284	\$613,559	11
City of Jamestown (ND)	\$124,700	\$125,720	\$7,673	\$258,092	\$93,701	\$351,793	3
City of Waterville (ME)	\$583,607	\$438,956	\$89,790	\$1,112,353	\$0	\$1,112,353	4
City of Red Wing (MN)	\$106,566	\$71,386	\$13,648	\$191,600	\$0	\$191,600	9
City of Durango (CO)	\$208,810	\$102,759	\$16,376	\$327,945	\$3,583	\$331,527	26
City of Hannibal (MO)	\$123,556	\$80,043	\$18,155	\$221,754	\$11,570	\$233,325	6
City of Tullahoma (TN)	\$25,585	\$18,979	\$4,801	\$49,364	\$6,155	\$55,520	11
City of Northfield (MN)	\$51,545	\$34,528	\$6,602	\$92,674	\$0	\$92,674	14
Town of Carrboro (NC)	\$202,435	\$120,534	\$18,218	\$341,187	\$22,888	\$364,076	10
Macon County (TN)	\$4,508	\$4,031	\$586	\$9,124	\$5,747	\$14,871	7
City of Laguna Beach (CA)	\$1,121,377	\$721,661	\$141,377	\$1,984,416	\$523,002	\$2,507,418	16
Hickman County (TN)	\$42,585	\$10,217	\$1,887	\$54,688	\$190	\$54,879	21
City of Fairfax (VA)	\$208,605	\$141,881	\$26,591	\$377,077	\$0	\$377,077	7
City of Ponca City (OK)	\$94,154	\$50,552	\$18,572	\$163,279	\$11,673	\$174,951	16
City of Paducah (KY)	\$337,587	\$184,098	\$33,625	\$555,310	\$394,998	\$950,308	19
Mille Lacs County (MN)	\$31,470	\$21,081	\$4,030	\$56,581	\$975	\$57,556	10
McNairy County (TN)	\$2,515	\$1,673	\$321	\$4,509	\$0	\$4,509	5
City of Winona (MN)	\$106,957	\$71,648	\$13,698	\$192,303	\$41	\$192,345	17



**Table 10:**  
**Average Categorized Nonprofit Arts and Cultural Organization Expenditures**  
**Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group A</b> Population Fewer than 50,000 Sample Size = 52	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Door County (WI)	\$328,993	\$187,784	\$47,256	\$564,033	\$44,140	<b>\$608,173</b>	16
City of Benicia (CA)	\$188,782	\$47,388	\$5,633	\$241,803	\$42	<b>\$241,845</b>	12
City of Winter Park (FL)	\$369,606	\$420,753	\$38,261	\$828,620	\$183	<b>\$828,803</b>	20
City of Rochester (NH)	\$202,093	\$134,398	\$25,375	\$361,866	\$963	<b>\$362,829</b>	12
City of Morgantown (WV)	\$477,594	\$309,969	\$19,914	\$807,477	\$0	<b>\$807,477</b>	34
Henry County (TN)	\$34,098	\$22,675	\$4,353	\$61,125	\$200	<b>\$61,325</b>	3
City of Fairbanks (AK)	\$217,556	\$137,254	\$25,968	\$380,779	\$950	<b>\$381,729</b>	23
City of Bangor (ME)	\$147,839	\$97,575	\$19,022	\$264,435	\$0	<b>\$264,435</b>	13
Weakley County (TN)	\$14,752	\$9,810	\$1,883	\$26,445	\$0	<b>\$26,445</b>	8
Dare County (NC)	\$305,094	\$353,339	\$24,109	\$682,542	\$6,968	<b>\$689,510</b>	20
City of Columbia (TN)	\$100,786	\$67,599	\$12,862	\$181,246	\$4,143	<b>\$185,389</b>	7
City of Lake Worth (FL)	\$398,056	\$734,984	\$38,646	\$1,171,686	\$49,653	<b>\$1,221,338</b>	12
Clatsop County (OR)	\$71,982	\$46,472	\$10,140	\$128,595	\$2,044	<b>\$130,638</b>	22
Yadkin County (NC) <sup>1</sup>	<i>not reported</i>	<i>not reported</i>	<i>not reported</i>	<i>not reported</i>	<i>not reported</i>	<i>not reported</i>	1
Greater Belfast Area (ME)	\$74,854	\$49,777	\$9,555	\$134,187	\$0	<b>\$134,187</b>	20
Campbell County (TN)	\$7,024	\$7,247	\$897	\$15,167	\$357	<b>\$15,524</b>	7
Monroe County (TN)	\$45,214	\$15,380	\$8,575	\$69,168	\$14,192	<b>\$83,360</b>	8
Lincoln County (OR)	\$77,503	\$77,503	\$4,348	\$159,353	\$200	<b>\$159,553</b>	10
Iron County (UT)	\$391,720	\$260,061	\$49,822	\$701,602	\$0	<b>\$701,602</b>	19
City of St. Louis Park (MN)	\$28,109	\$18,829	\$3,600	\$50,538	\$0	<b>\$50,538</b>	15
City of Logan (UT)	\$361,387	\$226,392	\$51,597	\$639,376	\$92,823	<b>\$732,199</b>	24
Gibson County (TN)	\$52,519	\$33,636	\$4,600	\$90,755	\$486	<b>\$91,241</b>	11
<b>Group A Average</b>	<b>\$183,639</b>	<b>\$130,554</b>	<b>\$21,363</b>	<b>\$335,556</b>	<b>\$28,681</b>	<b>\$364,238</b>	<b>13.0</b>
Percent of Group A Total	50.4%	35.8%	5.9%	92.1%	7.9%	100.0%	
Group A Median	\$106,762	\$69,492	\$12,121	\$186,423	\$994	\$191,972	

**Table 10:**  
**Average Categorized Nonprofit Arts and Cultural Organization Expenditures**  
**Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group B</b> Population 50,000 to 99,999 Sample Size = 38	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
City of Joplin (MO)	\$54,086	\$28,581	\$5,600	\$88,267	\$1,365	<b>\$89,632</b>	20
City of La Crosse (WI)	\$200,702	\$131,954	\$27,422	\$360,078	\$28,644	<b>\$388,723</b>	33
McMinn County (TN)	\$50,379	\$33,765	\$7,904	\$92,048	\$9,028	<b>\$101,076</b>	20
Lafayette County (MS)	\$41,533	\$31,536	\$6,656	\$79,725	\$60,035	<b>\$139,761</b>	19
Chisago County (MN)	\$60,758	\$40,700	\$7,781	\$109,238	\$0	<b>\$109,238</b>	6
City of Grand Forks (ND)	\$134,401	\$66,929	\$12,638	\$213,968	\$0	<b>\$213,968</b>	13
City of Corvallis (OR)	\$703,499	\$460,824	\$87,607	\$1,251,929	\$136	<b>\$1,252,066</b>	22
City of Noblesville (IN)	\$144,455	\$93,115	\$0	\$237,570	\$0	<b>\$237,570</b>	2
City of Ocala (FL)	\$268,558	\$155,188	\$31,273	\$455,019	\$37,938	<b>\$492,957</b>	29
Lenoir County (NC)	\$47,309	\$31,460	\$6,039	\$84,807	\$0	<b>\$84,807</b>	11
Town of Chapel Hill (NC)	\$996,259	\$431,970	\$79,470	\$1,507,699	\$99,717	<b>\$1,607,416</b>	55
City of Grand Junction (CO)	\$235,555	\$65,539	\$17,058	\$318,152	\$34,195	<b>\$352,347</b>	32
Town of Jupiter (FL)	\$1,454,160	\$975,208	\$185,476	\$2,614,844	\$58,190	<b>\$2,673,035</b>	3
Hamblen County (TN)	\$63,734	\$41,238	\$10,348	\$115,320	\$11,400	<b>\$126,720</b>	6
City of Delray Beach (FL)	\$561,432	\$318,393	\$60,300	\$940,125	\$3,183	<b>\$943,308</b>	12
City of St. Cloud (MN)	\$118,429	\$79,332	\$15,167	\$212,929	\$885	<b>\$213,814</b>	25
City of Portland (ME)	\$532,851	\$358,338	\$70,430	\$961,619	\$50,825	<b>\$1,012,444</b>	46
City of Jackson (TN)	\$115,232	\$79,295	\$9,666	\$204,192	\$923	<b>\$205,115</b>	13
City of Walnut Creek (CA)	\$416,321	\$253,713	\$54,099	\$724,132	\$3,379	<b>\$727,511</b>	29
Greene County (TN)	\$147,911	\$98,360	\$18,881	\$265,151	\$13,251	<b>\$278,402</b>	9
City of Flagstaff (AZ)	\$582,855	\$382,559	\$67,426	\$1,032,839	\$495	<b>\$1,033,335</b>	50
City of Missoula (MT)	\$347,342	\$208,925	\$30,227	\$586,494	\$13,280	<b>\$599,774</b>	34
City of Fort Myers (FL)	\$527,361	\$323,557	\$81,056	\$931,975	\$45,316	<b>\$977,290</b>	14
Putnam County (TN)	\$125,566	\$83,976	\$16,318	\$225,861	\$606	<b>\$226,467</b>	9
Monroe County (FL)	\$279,555	\$192,537	\$40,401	\$512,493	\$502	<b>\$512,995</b>	53
City of Lynchburg (VA)	\$176,213	\$113,843	\$26,386	\$316,442	\$15,989	<b>\$332,431</b>	20
City of Duluth (MN)	\$214,290	\$143,547	\$27,445	\$385,281	\$973	<b>\$386,254</b>	37
City of Fishers (IN)	\$1,666,853	\$2,033,102	\$107,807	\$3,807,762	\$41,329	<b>\$3,849,091</b>	6
City of Carmel (IN)	\$526,945	\$412,654	\$102,114	\$1,041,713	\$4,906	<b>\$1,046,619</b>	12
City of Sugar Land (TX)	\$67,714	\$44,564	\$12,870	\$125,148	\$4,200	<b>\$129,348</b>	5

**Table 10:**  
**Average Categorized Nonprofit Arts and Cultural Organization Expenditures**  
**Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group B</b> Population 50,000 to 99,999 Sample Size = 38	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
City of Asheville (NC)	\$229,685	\$160,115	\$33,932	\$423,732	\$30,721	<b>\$454,453</b>	43
Buchanan County (MO)	\$193,503	\$155,380	\$24,440	\$373,323	\$0	<b>\$373,323</b>	27
City of Boca Raton (FL)	\$604,842	\$375,817	\$74,647	\$1,055,306	\$20,471	<b>\$1,075,777</b>	10
City of Miami Beach (FL)	\$604,045	\$374,875	\$80,346	\$1,059,266	\$71,006	<b>\$1,130,272</b>	75
Moore County (NC)	\$111,636	\$69,440	\$12,631	\$193,707	\$8,557	<b>\$202,264</b>	34
Sevier County (TN)	\$172,066	\$126,253	\$66,023	\$364,342	\$200	<b>\$364,542</b>	10
Cape May County (NJ)	\$352,307	\$244,266	\$35,939	\$632,513	\$16,771	<b>\$649,283</b>	7
Cleveland County (NC)	\$80,479	\$59,767	\$9,381	\$149,628	\$2,888	<b>\$152,516</b>	15
<b>Group B Average</b>	<b>\$347,653</b>	<b>\$244,227</b>	<b>\$41,137</b>	<b>\$633,017</b>	<b>\$18,192</b>	<b>\$651,209</b>	<b>22.8</b>
Percent of Group B Total	53.4%	37.5%	6.3%	97.2%	2.8%	100.0%	
Group B Median	\$207,496	\$137,751	\$27,433	\$368,832	\$6,732	\$379,789	

**Table 10:**  
**Average Categorized Nonprofit Arts and Cultural Organization Expenditures**  
**Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group C</b> Population 100,000 to 249,999 Sample Size = 50	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
City of Las Cruces (NM)	\$216,212	\$140,772	\$28,360	\$385,345	\$1,402	<b>\$386,747</b>	22
Eau Claire County (WI)	\$133,076	\$82,376	\$10,821	\$226,274	\$74,349	<b>\$300,623</b>	15
Yamhill County (OR)	\$182,950	\$122,497	\$23,241	\$328,688	\$61,211	<b>\$389,899</b>	53
City of Lewisville (TX)	\$89,346	\$80,314	\$18,703	\$188,363	\$798	<b>\$189,161</b>	8
City of West Palm Beach (FL)	\$1,706,737	\$1,372,938	\$210,397	\$3,290,072	\$744,764	<b>\$4,034,836</b>	29
City of Boulder (CO)	\$301,062	\$200,198	\$38,186	\$539,447	\$6,929	<b>\$546,375</b>	65
City of Richardson (TX)	\$326,514	\$167,886	\$11,585	\$505,985	\$0	<b>\$505,985</b>	24
City of High Point (NC)	\$150,161	\$82,218	\$13,753	\$246,132	\$9,897	<b>\$256,029</b>	10
City of Cambridge (MA)	\$1,714,798	\$1,392,346	\$315,789	\$3,422,932	\$0	<b>\$3,422,932</b>	35
City of Lowell (MA)	\$362,825	\$175,531	\$40,888	\$579,244	\$0	<b>\$579,244</b>	15
Douglas County (KS)	\$432,111	\$206,538	\$16,446	\$655,096	\$26,248	<b>\$681,343</b>	23
City of Columbia (MO)	\$174,640	\$117,348	\$18,838	\$310,826	\$4,772	<b>\$315,598</b>	29
City of Norman (OK)	\$284,629	\$165,252	\$22,523	\$472,404	\$8,966	<b>\$481,370</b>	24
Wayne County (NC)	\$53,318	\$38,083	\$10,349	\$101,751	\$2,918	<b>\$104,669</b>	15
City of Lafayette (LA)	\$354,050	\$236,505	\$45,082	\$635,637	\$0	<b>\$635,637</b>	10
Washington County (TN)	\$94,680	\$54,176	\$11,221	\$160,077	\$2,818	<b>\$162,895</b>	20
City of Thousand Oaks (CA)	\$457,623	\$207,924	\$45,993	\$711,540	\$5,933	<b>\$717,473</b>	12
City of Charleston (SC)	\$1,088,165	\$516,168	\$132,215	\$1,736,548	\$2,715	<b>\$1,739,263</b>	38
City of Waco (TX)	\$553,948	\$386,501	\$71,401	\$1,011,849	\$34,548	<b>\$1,046,397</b>	30
Robeson County (NC)	\$177,629	\$121,313	\$24,105	\$323,047	\$778	<b>\$323,824</b>	9
Columbia County (GA)	\$1,367	\$2,263	\$1,411	\$5,042	\$3,600	<b>\$8,642</b>	5
Orange County (NC)	\$703,473	\$312,212	\$56,400	\$1,072,084	\$69,909	<b>\$1,141,994</b>	82
City of Savannah (GA)	\$477,651	\$248,115	\$40,065	\$765,830	\$7,485	<b>\$773,315</b>	45
Indian River County (FL)	\$764,901	\$665,837	\$123,982	\$1,554,720	\$47,182	<b>\$1,601,902</b>	10
City of Alexandria (VA)	\$364,354	\$255,780	\$52,814	\$672,948	\$43,594	<b>\$716,542</b>	50
Martin County (FL)	\$374,117	\$267,870	\$30,174	\$672,161	\$41,175	<b>\$713,337</b>	20
Macon-Bibb County (GA)	\$524,763	\$374,172	\$68,389	\$967,325	\$56,419	<b>\$1,023,744</b>	48
City of Springfield (MA)	\$1,362,531	\$708,401	\$182,148	\$2,253,079	\$154,204	<b>\$2,407,283</b>	15
Catawba County (NC)	\$248,415	\$161,997	\$56,534	\$466,946	\$35,823	<b>\$502,769</b>	25
Town of Cary (NC)	\$108,961	\$32,020	\$19,781	\$160,762	\$5,552	<b>\$166,315</b>	37

**Table 10:**  
**Average Categorized Nonprofit Arts and Cultural Organization Expenditures**  
**Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group C</b> Population 100,000 to 249,999 Sample Size = 50	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Alamance County (NC)	\$68,145	\$32,252	\$6,284	\$106,680	\$7,371	<b>\$114,051</b>	34
Cumberland County (NJ)	\$210,209	\$126,713	\$33,212	\$370,135	\$11,734	<b>\$381,869</b>	25
City of Eugene (OR)	\$578,499	\$364,290	\$59,757	\$1,002,546	\$16,967	<b>\$1,019,513</b>	40
Middlesex County (CT)	\$779,467	\$509,375	\$97,712	\$1,386,554	\$5,691	<b>\$1,392,246</b>	15
City of Springfield (MO)	\$206,937	\$141,333	\$33,837	\$382,107	\$25,330	<b>\$407,438</b>	24
City of Sioux Falls (SD)	\$421,622	\$289,085	\$50,543	\$761,250	\$12,308	<b>\$773,558</b>	26
Pitt County (NC)	\$310,946	\$198,492	\$39,258	\$548,696	\$3,037	<b>\$551,732</b>	23
City of Providence (RI)	\$1,012,265	\$554,038	\$107,239	\$1,673,543	\$2,039	<b>\$1,675,581</b>	56
City of Worcester (MA)	\$613,001	\$379,818	\$90,206	\$1,083,025	\$48,635	<b>\$1,131,660</b>	57
Montgomery County (TN)	\$72,375	\$69,736	\$6,111	\$148,221	\$0	<b>\$148,221</b>	20
Salt Lake City (UT)	\$1,130,570	\$713,358	\$111,729	\$1,955,656	\$17,024	<b>\$1,972,680</b>	57
Cabarrus County (NC)	\$71,259	\$38,645	\$5,501	\$115,406	\$10,459	<b>\$125,865</b>	18
Richmond County (GA)	\$710,912	\$511,921	\$94,601	\$1,317,434	\$32,975	<b>\$1,350,409</b>	28
City of Tacoma (WA)	\$587,620	\$341,822	\$65,797	\$995,239	\$135,798	<b>\$1,131,037</b>	66
Doña Ana County (NM)	\$249,425	\$161,556	\$31,928	\$442,909	\$2,616	<b>\$445,524</b>	29
New Hanover County (NC)	\$218,081	\$155,301	\$28,151	\$401,533	\$22,517	<b>\$424,050</b>	35
Arlington County (VA)	\$1,294,335	\$913,064	\$118,079	\$2,325,478	\$46,223	<b>\$2,371,701</b>	72
City of Irving (TX)	\$772,416	\$551,728	\$98,968	\$1,423,113	\$0	<b>\$1,423,113</b>	17
City of Reno (NV)	\$538,781	\$347,128	\$67,302	\$953,210	\$113,586	<b>\$1,066,796</b>	47
York County (SC)	\$750,907	\$251,813	\$17,008	\$1,019,728	\$1,783	<b>\$1,021,511</b>	13
<b>Group C Average</b>	<b>\$487,656</b>	<b>\$310,940</b>	<b>\$58,096</b>	<b>\$856,692</b>	<b>\$39,402</b>	<b>\$896,094</b>	<b>30.5</b>
Percent of Group C Total	54.4%	34.7%	6.5%	95.6%	4.4%	100.0%	
Group C Median	\$363,590	\$207,231	\$39,661	\$645,366	\$9,431	\$658,490	

**Table 10:**  
**Average Categorized Nonprofit Arts and Cultural Organization Expenditures**  
**Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group D</b> Population 250,000 to 499,999 Sample Size = 42	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Buncombe County (NC)	\$247,458	\$185,186	\$36,716	\$469,360	\$37,638	<b>\$506,998</b>	52
Alachua County (FL)	\$467,507	\$297,528	\$54,004	\$819,039	\$11,942	<b>\$830,981</b>	44
Greater Green Bay Area (WI)	\$315,699	\$187,427	\$43,734	\$546,860	\$23,688	<b>\$570,547</b>	41
City of Orlando (FL)	\$1,186,740	\$892,893	\$158,708	\$2,238,341	\$9,808	<b>\$2,248,149</b>	55
City of Lincoln (NE)	\$690,518	\$488,416	\$83,069	\$1,262,003	\$4,636	<b>\$1,266,639</b>	40
Southeastern Connecticut Region (CT)	\$689,874	\$451,437	\$91,979	\$1,233,290	\$11,849	<b>\$1,245,140</b>	70
Erie County (PA)	\$225,838	\$158,115	\$28,237	\$412,190	\$2,835	<b>\$415,025</b>	46
San Luis Obispo County (CA)	\$279,450	\$150,810	\$32,574	\$462,834	\$26,202	<b>\$489,037</b>	28
City of Newark (NJ)	\$2,238,849	\$991,548	\$263,996	\$3,494,393	\$33,518	<b>\$3,527,911</b>	31
Leon County (FL)	\$370,227	\$1,012,846	\$41,742	\$1,424,815	\$31,041	<b>\$1,455,855</b>	69
Rutherford County (TN)	\$182,660	\$70,307	\$15,587	\$268,554	\$31,412	<b>\$299,966</b>	36
St. Lucie County (FL)	\$438,867	\$119,264	\$65,865	\$623,996	\$0	<b>\$623,996</b>	5
Greater Spartanburg Area (SC)	\$433,465	\$206,175	\$51,381	\$691,022	\$45,933	<b>\$736,955</b>	29
Durham County (NC)	\$854,093	\$483,035	\$91,717	\$1,428,845	\$87,374	<b>\$1,516,219</b>	69
City of St. Paul (MN)	\$918,967	\$615,591	\$117,694	\$1,652,252	\$34,035	<b>\$1,686,287</b>	167
Hamilton County (IN)	\$792,415	\$826,423	\$89,319	\$1,708,157	\$15,879	<b>\$1,724,035</b>	21
Osceola County (FL)	\$170,929	\$79,823	\$23,521	\$274,272	\$357	<b>\$274,629</b>	7
Escambia County (FL)	\$619,635	\$389,897	\$77,845	\$1,087,377	\$10,622	<b>\$1,097,999</b>	25
Lexington-Fayette Urban County (KY)	\$208,044	\$153,979	\$29,663	\$391,686	\$82,706	<b>\$474,392</b>	34
Lake County (FL)	\$55,076	\$36,733	\$11,598	\$103,407	\$0	<b>\$103,407</b>	11
City of Riverside (CA)	\$209,841	\$152,780	\$27,752	\$390,373	\$184	<b>\$390,558</b>	45
Cumberland County (NC)	\$415,050	\$161,996	\$31,982	\$609,028	\$8,804	<b>\$617,832</b>	48
Collier County (FL)	\$832,852	\$456,216	\$58,793	\$1,347,861	\$51,555	<b>\$1,399,416</b>	45
Hamilton County (TN)	\$665,352	\$454,164	\$88,542	\$1,208,058	\$13,996	<b>\$1,222,054</b>	53
Manatee County (FL)	\$243,264	\$175,627	\$31,815	\$450,707	\$597	<b>\$451,303</b>	32
City of Tampa (FL)	\$1,288,996	\$787,614	\$92,254	\$2,168,863	\$165,101	<b>\$2,333,964</b>	56
Forsyth County (NC)	\$956,328	\$651,471	\$134,899	\$1,742,698	\$31,994	<b>\$1,774,691</b>	59
Mercer County (NJ)	\$539,877	\$252,771	\$76,400	\$869,047	\$14,758	<b>\$883,806</b>	25
City of Wichita (KS)	\$741,018	\$407,657	\$119,416	\$1,268,090	\$24,165	<b>\$1,292,255</b>	34
Clackamas County (OR)	\$203,494	\$102,028	\$17,873	\$323,395	\$0	<b>\$323,395</b>	18

**Table 10:**  
**Average Categorized Nonprofit Arts and Cultural Organization Expenditures**  
**Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group D</b> Population 250,000 to 499,999 Sample Size = 42	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Sarasota County (FL)	\$1,943,741	\$1,330,737	\$212,304	\$3,486,782	\$464,492	<b>\$3,951,273</b>	51
City of Minneapolis (MN)	\$596,934	\$399,869	\$76,451	\$1,073,253	\$15,617	<b>\$1,088,870</b>	297
Berks County (PA)	\$256,747	\$212,516	\$53,343	\$522,605	\$17,671	<b>\$540,276</b>	20
City of Miami (FL)	\$782,425	\$543,939	\$117,012	\$1,443,375	\$813,933	<b>\$2,257,308</b>	216
City of Raleigh (NC)	\$1,036,905	\$737,603	\$120,898	\$1,895,405	\$254,197	<b>\$2,149,602</b>	78
Santa Barbara County (CA)	\$713,006	\$482,220	\$96,220	\$1,291,446	\$66,654	<b>\$1,358,100</b>	93
Seminole County (FL)	\$219,081	\$145,688	\$27,966	\$392,735	\$274	<b>\$393,008</b>	21
City of Virginia Beach (VA)	\$427,159	\$280,250	\$39,698	\$747,107	\$38,631	<b>\$785,738</b>	33
City of Atlanta (GA)	\$1,357,000	\$830,850	\$148,428	\$2,336,278	\$210,979	<b>\$2,547,257</b>	146
City of Mesa (AZ)	\$733,010	\$295,971	\$174,742	\$1,203,723	\$179	<b>\$1,203,902</b>	14
City of Kansas City (MO)	\$913,828	\$662,793	\$125,934	\$1,702,555	\$74,440	<b>\$1,776,996</b>	91
Morris County (NJ)	\$620,452	\$387,762	\$97,813	\$1,106,027	\$21,415	<b>\$1,127,441</b>	14
<b>Group D Average</b>	<b>\$644,825</b>	<b>\$421,666</b>	<b>\$80,464</b>	<b>\$1,146,955</b>	<b>\$66,455</b>	<b>\$1,213,410</b>	<b>56.4</b>
Percent of Group D Total	53.1%	34.8%	6.6%	94.5%	5.5%	100.0%	
Group D Median	\$608,284	\$388,830	\$76,425	\$1,096,702	\$22,551	\$1,112,720	

**Table 10:**  
**Average Categorized Nonprofit Arts and Cultural Organization Expenditures**  
**Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group E</b> Population 500,000 to 999,999 Sample Size = 25	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Sonoma County (CA)	\$653,821	\$327,480	\$63,778	\$1,045,079	\$4,181	<b>\$1,049,261</b>	43
Volusia County (FL)	\$162,154	\$116,556	\$30,969	\$309,679	\$2,154	<b>\$311,833</b>	44
Guilford County (NC)	\$434,355	\$383,626	\$70,191	\$888,172	\$69,867	<b>\$958,039</b>	70
Dane County (WI)	\$654,753	\$367,533	\$78,707	\$1,100,993	\$3,095	<b>\$1,104,088</b>	132
Brevard County (FL)	\$493,030	\$143,308	\$10,909	\$647,247	\$0	<b>\$647,247</b>	11
Washington County (OR)	\$270,309	\$147,103	\$23,980	\$441,393	\$4,196	<b>\$445,589</b>	31
Johnson County (KS)	\$248,336	\$154,295	\$34,580	\$437,211	\$19,671	<b>\$456,883</b>	27
City of Louisville (KY)	\$1,104,156	\$694,868	\$140,429	\$1,939,453	\$306,153	<b>\$2,245,606</b>	100
City of Baltimore (MD)	\$1,280,576	\$739,410	\$203,609	\$2,223,594	\$11,564	<b>\$2,235,159</b>	146
Polk County (FL)	\$249,198	\$185,188	\$22,812	\$457,198	\$7,226	<b>\$464,424</b>	34
City of Boston (MA)	\$2,616,412	\$2,046,057	\$429,663	\$5,092,132	\$69,274	<b>\$5,161,405</b>	148
District of Columbia (DC)	\$4,685,616	\$2,534,996	\$571,114	\$7,791,726	\$691,526	<b>\$8,483,252</b>	195
Nashville-Davidson County (TN)	\$1,123,631	\$847,508	\$136,217	\$2,107,355	\$72,892	<b>\$2,180,247</b>	82
City of El Paso (TX)	\$420,312	\$284,228	\$57,116	\$761,656	\$27,537	<b>\$789,193</b>	76
Lee County (FL)	\$395,129	\$309,517	\$85,815	\$790,462	\$38,287	<b>\$828,748</b>	41
City of Fort Worth (TX)	\$1,948,120	\$1,227,272	\$245,428	\$3,420,820	\$38,319	<b>\$3,459,139</b>	74
City of Indianapolis (IN)	\$1,341,653	\$752,868	\$178,461	\$2,272,982	\$171,034	<b>\$2,444,016</b>	93
City and County of San Francisco (CA)	\$1,320,684	\$719,880	\$128,292	\$2,168,855	\$5,555	<b>\$2,174,410</b>	359
Prince George's County (MD)	\$393,564	\$153,349	\$62,835	\$609,748	\$66	<b>\$609,814</b>	39
Pinellas County (FL)	\$1,199,779	\$681,390	\$171,759	\$2,052,929	\$78,881	<b>\$2,131,810</b>	47
Shelby County (TN)	\$774,395	\$609,602	\$82,743	\$1,466,739	\$198,002	<b>\$1,664,741</b>	71
Fairfield County (CT)	\$1,194,666	\$692,553	\$145,488	\$2,032,707	\$31,478	<b>\$2,064,184</b>	72
Westchester County (NY)	\$539,580	\$343,912	\$64,199	\$947,692	\$48,287	<b>\$995,979</b>	107
Fulton County (GA)	\$1,133,374	\$697,680	\$124,167	\$1,955,221	\$171,127	<b>\$2,126,348</b>	180
Wake County (NC)	\$691,626	\$475,572	\$83,431	\$1,250,629	\$171,167	<b>\$1,421,796</b>	126
<b>Group E Average</b>	<b>\$1,013,169</b>	<b>\$625,430</b>	<b>\$129,868</b>	<b>\$1,768,467</b>	<b>\$89,662</b>	<b>\$1,858,128</b>	<b>93.9</b>
Percent of Group E Total	54.5%	33.7%	7.0%	95.2%	4.8%	100.0%	
Group E Median	\$691,626	\$475,572	\$83,431	\$1,250,629	\$38,287	\$1,421,796	



**Table 10:**  
**Average Categorized Nonprofit Arts and Cultural Organization Expenditures**  
**Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group F</b> Population 1,000,000 or More Sample Size = 21	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Mecklenburg County (NC)	\$884,684	\$633,036	\$115,174	\$1,632,894	\$46,836	<b>\$1,679,730</b>	82
City of San José (CA)	\$611,051	\$393,728	\$88,076	\$1,092,855	\$3,601	<b>\$1,096,456</b>	67
Montgomery County (MD)	\$372,766	\$273,046	\$59,379	\$705,190	\$211	<b>\$705,401</b>	149
Fairfax County (VA)	\$1,168,643	\$673,594	\$144,287	\$1,986,524	\$53,592	<b>\$2,040,116</b>	85
Allegheny County (PA)	\$1,462,648	\$1,125,154	\$245,246	\$2,833,048	\$1,358	<b>\$2,834,405</b>	194
Greater Columbus Area (OH)	\$1,376,475	\$832,071	\$188,220	\$2,396,766	\$21,468	<b>\$2,418,234</b>	92
Orange County (FL)	\$856,675	\$735,324	\$114,707	\$1,706,707	\$8,266	<b>\$1,714,973</b>	90
City of Dallas (TX)	\$1,682,019	\$1,131,131	\$205,443	\$3,018,594	\$2,791	<b>\$3,021,384</b>	209
Hillsborough County (FL)	\$1,267,834	\$779,560	\$105,742	\$2,153,137	\$152,459	<b>\$2,305,596</b>	76
City of San Diego (CA)	\$2,163,487	\$1,536,374	\$250,024	\$3,949,884	\$90,724	<b>\$4,040,609</b>	137
Palm Beach County (FL)	\$1,058,176	\$854,164	\$128,006	\$2,040,345	\$292,468	<b>\$2,332,813</b>	79
City of San Antonio (TX)	\$1,055,602	\$686,161	\$136,833	\$1,878,597	\$4,655	<b>\$1,883,252</b>	76
Sacramento County (CA)	\$339,743	\$334,518	\$43,490	\$717,750	\$30,762	<b>\$748,512</b>	110
City of Phoenix (AZ)	\$936,736	\$782,500	\$109,385	\$1,828,622	\$314	<b>\$1,828,937</b>	90
City and County of Philadelphia (PA)	\$1,129,906	\$791,415	\$176,423	\$2,097,744	\$51,427	<b>\$2,149,171</b>	395
Broward County (FL)	\$606,468	\$628,875	\$90,740	\$1,326,083	\$115,548	<b>\$1,441,631</b>	103
Santa Clara County (CA)	\$563,138	\$324,094	\$87,463	\$974,695	\$2,194	<b>\$976,890</b>	115
Riverside County (CA)	\$367,115	\$267,416	\$45,966	\$680,497	\$88	<b>\$680,585</b>	94
Miami-Dade County (FL)	\$530,063	\$372,132	\$70,834	\$973,029	\$374,936	<b>\$1,347,965</b>	632
City of Chicago (IL)	\$1,510,260	\$1,113,695	\$227,515	\$2,851,470	\$98,886	<b>\$2,950,356</b>	466
Harris County (TX)	\$1,400,477	\$964,036	\$173,772	\$2,538,285	\$315,973	<b>\$2,854,258</b>	198

<b>Group F Average</b>	<b>\$1,016,379</b>	<b>\$725,335</b>	<b>\$133,654</b>	<b>\$1,875,367</b>	<b>\$79,455</b>	<b>\$1,954,822</b>	<b>168.5</b>
Percent of Group F Total	52.0%	37.1%	6.8%	95.9%	4.1%	100.0%	
Group F Median	\$1,055,602	\$735,324	\$115,174	\$1,878,597	\$30,762	\$1,883,252	

**ALL CITY/COUNTY STUDY REGIONS**

<b>Average</b>	<b>\$530,257</b>	<b>\$351,729</b>	<b>\$65,841</b>	<b>\$947,828</b>	<b>\$47,605</b>	<b>\$995,433</b>	<b>49.7</b>
Percent of Total	53.3%	35.3%	6.6%	95.2%	4.8%	100.0%	
Median	\$365,735	\$210,720	\$40,644	\$643,312	\$9,852	\$680,964	

**Table 10:**  
**Average Categorized Nonprofit Arts and Cultural Organization Expenditures**  
**Per Study Region During Fiscal Year 2015**

<b>Regional Study Regions</b> All Populations Sample Size = 81	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
High Peaks Region (ME)	\$32,165	\$25,298	\$3,931	\$61,394	\$5,307	<b>\$66,702</b>	11
Wood River Valley (ID)	\$359,548	\$228,168	\$36,486	\$624,202	\$20,346	<b>\$644,548</b>	24
Southern Oregon Area	\$5,088,024	\$3,316,421	\$660,785	\$9,065,229	\$317,550	<b>\$9,382,779</b>	4
Southwestern Pennsylvania Area	\$227,250	\$177,213	\$40,254	\$444,716	\$8,890	<b>\$453,606</b>	29
Greater Portsmouth Area (NH)	\$484,615	\$262,980	\$49,262	\$796,857	\$28,398	<b>\$825,255</b>	26
Northeast Oregon Region	\$72,721	\$51,284	\$6,340	\$130,345	\$56	<b>\$130,402</b>	5
Toe River Valley (NC)	\$409,999	\$423,349	\$49,858	\$883,206	\$417,559	<b>\$1,300,764</b>	9
Albemarle Region (NC)	\$176,122	\$157,569	\$21,483	\$355,174	\$34,087	<b>\$389,261</b>	7
Greater Concord Area (NH)	\$550,546	\$414,174	\$89,078	\$1,053,798	\$135,105	<b>\$1,188,903</b>	15
North Central Minnesota Region	\$23,240	\$15,568	\$2,976	\$41,784	\$26	<b>\$41,809</b>	39
Northwest Minnesota Region	\$13,146	\$8,806	\$1,684	\$23,636	\$62	<b>\$23,698</b>	26
Monadnock Region (NH)	\$204,707	\$131,899	\$29,909	\$366,515	\$2,135	<b>\$368,650</b>	36
Bismarck-Mandan Region (ND)	\$397,688	\$207,300	\$41,174	\$646,161	\$117,124	<b>\$763,285</b>	29
Greater Minot Region (ND)	\$197,600	\$139,052	\$26,260	\$362,911	\$1,250	<b>\$364,161</b>	24
Greater Burlington Area (VT)	\$647,602	\$396,503	\$83,189	\$1,127,294	\$79,248	<b>\$1,206,542</b>	49
Greater Charlottesville Area (VA)	\$647,681	\$517,967	\$48,105	\$1,213,753	\$162,609	<b>\$1,376,362</b>	44
Brainerd Lakes Region (MN)	\$37,135	\$24,876	\$4,756	\$66,767	\$7,653	<b>\$74,420</b>	37
East Central Minnesota Region	\$71,922	\$48,178	\$9,211	\$129,311	\$1,809	<b>\$131,120</b>	29
Northwest Connecticut Region	\$205,899	\$127,128	\$24,573	\$357,601	\$26,024	<b>\$383,624</b>	56
Central Oregon Region	\$412,405	\$265,715	\$52,467	\$730,586	\$35,457	<b>\$766,043</b>	13
Greater Fargo-Moorhead Area (ND/MN)	\$220,407	\$121,873	\$33,361	\$375,641	\$4,998	<b>\$380,639</b>	46
Black Hills Region (SD)	\$191,708	\$122,318	\$22,229	\$336,256	\$6,651	<b>\$342,907</b>	67
Greater Kingsport Area (TN)	\$192,321	\$120,127	\$24,421	\$336,868	\$45,623	<b>\$382,491</b>	25
Lake Region (MN)	\$62,140	\$41,626	\$7,958	\$111,724	\$17,990	<b>\$129,713</b>	50
South Central Minnesota Region	\$39,225	\$26,275	\$5,024	\$70,524	\$1,765	<b>\$72,288</b>	89
Greater Sioux Falls Area (SD)	\$339,164	\$234,214	\$41,218	\$614,596	\$9,697	<b>\$624,293</b>	33
Southwest Tennessee Development District	\$60,388	\$41,635	\$5,387	\$107,410	\$495	<b>\$107,905</b>	29
Northwest Tennessee Development District	\$46,438	\$27,453	\$4,638	\$78,529	\$205	<b>\$78,735</b>	29
Southwest Minnesota Region	\$33,962	\$22,750	\$4,350	\$61,062	\$8,485	<b>\$69,547</b>	70
Arrowhead Region (MN)	\$99,622	\$66,734	\$12,759	\$179,115	\$4,416	<b>\$183,531</b>	107

**Table 10:**  
**Average Categorized Nonprofit Arts and Cultural Organization Expenditures**  
**Per Study Region During Fiscal Year 2015**

<b>Regional Study Regions</b> All Populations Sample Size = 81	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Maple Grove and the Northwest Suburbs (MN)	\$51,737	\$34,657	\$6,626	\$93,020	\$6,127	<b>\$99,147</b>	15
Greater Augusta Area (GA)	\$603,405	\$434,700	\$80,481	\$1,118,587	\$28,524	<b>\$1,147,111</b>	33
Upper Cumberland Development District (TN)	\$77,422	\$59,811	\$10,216	\$147,449	\$3,377	<b>\$150,826</b>	42
City of Huntsville/Madison County (AL)	\$874,765	\$497,972	\$140,499	\$1,513,236	\$70,398	<b>\$1,583,634</b>	34
Northeast Commission (NC)	\$173,134	\$166,685	\$18,246	\$358,064	\$7,142	<b>\$365,207</b>	62
Greater Ann Arbor Area (MI)	\$317,462	\$212,659	\$40,658	\$570,779	\$2,976	<b>\$573,754</b>	87
Greater Fox Cities Region (WI)	\$420,784	\$1,698,212	\$87,595	\$2,206,591	\$19,946	<b>\$2,226,537</b>	18
Central Minnesota Region	\$90,261	\$60,464	\$11,560	\$162,285	\$690	<b>\$162,975</b>	54
South Central Tennessee Development District	\$38,433	\$20,399	\$4,214	\$63,046	\$4,695	<b>\$67,741</b>	60
Northwest Arkansas Region	\$1,440,085	\$1,143,568	\$132,977	\$2,716,630	\$218,310	<b>\$2,934,939</b>	23
Southeast Minnesota Region	\$75,311	\$50,449	\$9,645	\$135,405	\$1,400	<b>\$136,805</b>	122
First Tennessee Development District	\$138,961	\$86,031	\$17,384	\$242,376	\$22,879	<b>\$265,255</b>	58
Greater Harrisburg Area (PA)	\$282,289	\$202,768	\$22,330	\$507,387	\$0	<b>\$507,387</b>	25
Greater New Haven Area (CT)	\$1,380,427	\$809,007	\$146,935	\$2,336,369	\$945,574	<b>\$3,281,943</b>	35
Treasure Coast Region (FL)	\$495,020	\$360,345	\$62,075	\$917,440	\$37,009	<b>\$954,450</b>	35
Greater Des Moines Region (IA)	\$506,940	\$351,623	\$53,356	\$911,919	\$194,587	<b>\$1,106,506</b>	65
Southeast Tennessee Development District	\$393,188	\$268,404	\$52,555	\$714,147	\$10,074	<b>\$724,221</b>	93
Greater Knoxville Region (TN)	\$478,237	\$274,855	\$34,606	\$787,697	\$14,984	<b>\$802,681</b>	60
Greater Columbia Area (SC)	\$376,710	\$231,611	\$45,780	\$654,101	\$27,132	<b>\$681,233</b>	33
Pikes Peak Region (CO)	\$280,420	\$213,633	\$57,031	\$551,084	\$37,343	<b>\$588,428</b>	87
Lehigh Valley Region (PA)	\$442,117	\$286,398	\$49,227	\$777,741	\$70,877	<b>\$848,618</b>	98
Greater Sarasota/Bradenton Area (FL)	\$1,288,135	\$885,394	\$142,718	\$2,316,247	\$285,641	<b>\$2,601,887</b>	83
Dayton Region (OH)	\$448,759	\$313,912	\$69,506	\$832,177	\$9,945	<b>\$842,121</b>	113
Richmond & Tri-Cities Region (VA)	\$1,309,490	\$836,125	\$149,288	\$2,294,903	\$255,467	<b>\$2,550,370</b>	83
Memphis Area Association of Governments (TN)	\$754,090	\$593,507	\$80,592	\$1,428,189	\$192,577	<b>\$1,620,766</b>	73
Eastern Region (NC)	\$135,032	\$96,684	\$17,802	\$249,518	\$2,574	<b>\$252,092</b>	110
Advantage West Region (NC)	\$208,504	\$137,290	\$24,645	\$370,439	\$38,423	<b>\$408,862</b>	184
Southeast Commission (NC)	\$241,873	\$121,306	\$23,328	\$386,507	\$9,973	<b>\$396,480</b>	127
Greater Fairfax Area (VA)	\$1,016,147	\$584,179	\$123,432	\$1,723,758	\$50,985	<b>\$1,774,743</b>	103
Greater Tulsa Region (OK)	\$364,217	\$231,101	\$44,287	\$639,604	\$101,714	<b>\$741,318</b>	123

**Table 10:**  
**Average Categorized Nonprofit Arts and Cultural Organization Expenditures**  
**Per Study Region During Fiscal Year 2015**

<b>Regional Study Regions</b> All Populations Sample Size = 81	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
East Tennessee Development District	\$312,973	\$182,193	\$28,825	\$523,991	\$11,655	<b>\$535,645</b>	100
West Valley Region (AZ)	\$290,425	\$249,187	\$107,458	\$647,070	\$12,398	<b>\$659,468</b>	20
Greater St. Louis Area (MO)	\$1,217,982	\$744,891	\$113,317	\$2,076,189	\$155,378	<b>\$2,231,568</b>	163
Western New York	\$634,127	\$451,925	\$74,581	\$1,160,633	\$77,656	<b>\$1,238,289</b>	126
Greater Oklahoma City Region (OK)	\$707,920	\$493,494	\$76,020	\$1,277,435	\$163,638	<b>\$1,441,073</b>	153
Piedmont Triad Partnership (NC)	\$511,812	\$373,110	\$73,977	\$958,900	\$49,704	<b>\$1,008,604</b>	206
Greater Portland Area (OR)	\$680,103	\$416,253	\$67,804	\$1,164,159	\$7,537	<b>\$1,171,696</b>	183
Greater Kansas City Metropolitan Area (MO/KS)	\$698,476	\$501,352	\$95,147	\$1,294,975	\$54,926	<b>\$1,349,902</b>	133
Greater Nashville Regional Council (TN)	\$657,438	\$488,070	\$77,385	\$1,222,892	\$45,167	<b>\$1,268,059</b>	158
Research Triangle Regional Partnership (NC)	\$586,683	\$343,494	\$61,899	\$992,076	\$94,494	<b>\$1,086,570</b>	357
Greater Tampa/St. Petersburg Area (FL)	\$1,241,829	\$742,048	\$130,968	\$2,114,846	\$124,344	<b>\$2,239,190</b>	123
Charlotte Regional Partnership (NC)	\$461,426	\$325,045	\$62,662	\$849,132	\$37,834	<b>\$886,967</b>	187
Greater Charlotte Region (NC/SC)	\$480,242	\$320,285	\$59,694	\$860,221	\$35,491	<b>\$895,712</b>	200
Seven-County Metro Area (MN)	\$528,689	\$354,154	\$67,710	\$950,554	\$17,466	<b>\$968,020</b>	645
Central Florida Region	\$479,517	\$381,664	\$61,750	\$922,930	\$5,012	<b>\$927,942</b>	218
Greater Philadelphia Region (PA)	\$1,078,824	\$743,302	\$152,598	\$1,974,724	\$42,572	<b>\$2,017,296</b>	492
Greater Washington Region (DC/MD/VA)	\$1,974,768	\$1,117,909	\$240,989	\$3,333,666	\$239,541	<b>\$3,573,207</b>	608
Metro Atlanta Area (GA)	\$861,985	\$541,203	\$98,266	\$1,501,454	\$114,827	<b>\$1,616,281</b>	269
Greater Atlanta Region (GA)	\$793,882	\$498,932	\$90,682	\$1,383,496	\$105,960	<b>\$1,489,455</b>	297
Greater Houston Region (TX)	\$1,355,069	\$940,851	\$169,468	\$2,465,388	\$307,032	<b>\$2,772,420</b>	209
Dallas-Fort Worth-Arlington MSA (TX)	\$1,230,278	\$812,190	\$150,751	\$2,193,219	\$8,344	<b>\$2,201,563</b>	454
<b>Regional Average</b>	<b>\$531,274</b>	<b>\$370,985</b>	<b>\$64,996</b>	<b>\$967,254</b>	<b>\$72,634</b>	<b>\$1,039,888</b>	<b>104.9</b>
Percent of Regional Total	51.1%	35.7%	6.3%	93.0%	7.0%	100.0%	
Regional Median	\$397,688	\$262,980	\$49,227	\$714,147	\$26,024	\$763,285	

**Table 10:**  
**Average Categorized Nonprofit Arts and Cultural Organization Expenditures**  
**Per Study Region During Fiscal Year 2015**

<b>Statewide Study Regions</b> All Populations Sample Size = 20	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
State of Vermont	\$491,353	\$305,153	\$73,458	\$869,964	\$46,977	<b>\$916,941</b>	86
State of North Dakota	\$223,861	\$133,216	\$25,091	\$382,168	\$36,044	<b>\$418,211</b>	135
State of Delaware	\$525,490	\$423,763	\$70,699	\$1,019,952	\$70,831	<b>\$1,090,783</b>	95
State of Maine	\$437,312	\$247,255	\$47,736	\$732,302	\$20,361	<b>\$752,663</b>	123
State of Hawai'i	\$648,767	\$385,480	\$84,584	\$1,118,830	\$36,412	<b>\$1,155,242</b>	109
State of Nevada	\$700,962	\$534,525	\$93,349	\$1,328,837	\$57,129	<b>\$1,385,966</b>	164
State of Connecticut	\$847,852	\$516,744	\$101,776	\$1,466,372	\$124,095	<b>\$1,590,467</b>	324
State of Oklahoma	\$417,961	\$282,710	\$47,622	\$748,292	\$96,733	<b>\$845,025</b>	392
State of Oregon	\$564,093	\$352,871	\$60,078	\$977,041	\$20,398	<b>\$997,439</b>	365
State of Minnesota	\$299,219	\$200,438	\$38,322	\$537,979	\$10,989	<b>\$548,968</b>	1,268
State of Wisconsin	\$553,337	\$384,657	\$66,801	\$1,004,794	\$33,542	<b>\$1,038,336</b>	363
State of Maryland	\$544,811	\$343,690	\$87,377	\$975,878	\$3,815	<b>\$979,692</b>	522
State of Missouri	\$659,172	\$428,995	\$71,893	\$1,160,060	\$67,850	<b>\$1,227,910</b>	491
State of Tennessee	\$379,288	\$271,575	\$43,397	\$694,260	\$39,046	<b>\$733,307</b>	642
State of Massachusetts	\$1,117,452	\$813,316	\$179,323	\$2,110,091	\$46,524	<b>\$2,156,615</b>	643
State of New Jersey	\$969,637	\$517,504	\$112,359	\$1,599,500	\$18,754	<b>\$1,618,253</b>	183
State of North Carolina	\$402,138	\$261,077	\$48,371	\$711,587	\$48,752	<b>\$760,338</b>	1,233
State of Pennsylvania	\$860,617	\$613,020	\$126,398	\$1,600,035	\$27,922	<b>\$1,627,957</b>	1,077
State of Illinois	\$1,152,677	\$822,174	\$168,944	\$2,143,795	\$59,950	<b>\$2,203,745</b>	808
State of Florida	\$613,008	\$473,121	\$76,197	\$1,162,326	\$191,745	<b>\$1,354,071</b>	1,688
<b>Statewide Average</b>	<b>\$620,450</b>	<b>\$415,564</b>	<b>\$81,189</b>	<b>\$1,117,203</b>	<b>\$52,893</b>	<b>\$1,170,096</b>	<b>535.6</b>
Percent of Statewide Total	53.0%	35.5%	6.9%	95.5%	4.5%	100.0%	
Statewide Median	\$558,715	\$385,068	\$72,675	\$1,012,373	\$42,785	\$1,064,559	

**Table 10:  
Average Categorized Nonprofit Arts and Cultural Organization Expenditures  
Per Study Region During Fiscal Year 2015**

<b>Individual Arts Districts</b> All Populations Sample Size = 12	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
James River Arts & Cultural District	\$227,279	\$143,624	\$34,196	\$405,099	\$21,185	<b>\$426,283</b>	15
Center City Charlotte	\$1,853,420	\$1,341,663	\$240,972	\$3,436,055	\$109,420	<b>\$3,545,475</b>	35
Loch Haven Cultural Park	\$1,874,260	\$1,414,021	\$309,368	\$3,597,649	\$59,003	<b>\$3,656,652</b>	8
Downtown Colorado Springs Creative District	\$349,260	\$232,353	\$84,889	\$666,502	\$25,943	<b>\$692,446</b>	30
Fort Worth Cultural District	\$5,126,597	\$3,442,177	\$644,056	\$9,212,830	\$162,823	<b>\$9,375,653</b>	16
Dallas Arts District	\$10,303,978	\$7,284,092	\$1,191,601	\$18,779,671	\$35,955	<b>\$18,815,626</b>	15
Grand Center Arts & Entertainment District	\$2,028,512	\$960,175	\$144,677	\$3,133,364	\$725,376	<b>\$3,858,740</b>	20
Balboa Park Cultural District	\$8,610,213	\$6,150,457	\$1,077,443	\$15,838,114	\$13,466	<b>\$15,851,580</b>	24
East End Cultural District	\$214,072	\$99,834	\$39,138	\$353,045	\$0	<b>\$353,045</b>	9
Houston Museum District Association	\$6,448,454	\$4,613,693	\$794,163	\$11,856,309	\$2,759,614	<b>\$14,615,923</b>	22
Midtown Cultural District	\$402,812	\$323,730	\$95,819	\$822,361	\$0	<b>\$822,361</b>	5
Washington Avenue Cultural District	\$212,434	\$175,737	\$31,930	\$420,101	\$0	<b>\$420,101</b>	6
<b>Arts District Average</b>	<b>\$3,137,608</b>	<b>\$2,181,796</b>	<b>\$390,688</b>	<b>\$5,710,092</b>	<b>\$326,065</b>	<b>\$6,036,157</b>	<b>17.1</b>
Percent of Arts District Total	52.0%	36.1%	6.5%	94.6%	5.4%	100.0%	
Arts District Median	\$1,863,840	\$1,150,919	\$192,825	\$3,284,710	\$30,949	\$3,601,063	

**Explanation of the Outliers and Exclusions:**

<sup>1</sup> Only one eligible nonprofit arts and cultural organization provided detailed financial information for use in the analysis for Yadkin County, NC. While these itemized data are not reported on this table to protect confidentiality, the data are included in the summary statistics for population Group A as well as for all individual city/county study regions.

# **Explanation of Table 11: Categorized Nonprofit Arts and Cultural Organization Expenditures as a Percentage of Total Expenditures Per Study Region During Fiscal Year 2015**

This table presents the categorized expenditures made by participating nonprofit arts and cultural organizations as a percentage of the total organizational expenditures in each participating study region during fiscal year 2015. Summary statistics are calculated for each population group. The averages on this table are calculated per participating study region.

## **Column Two:**

The percentage of total organizational expenditures spent on personnel-related expenses by participating nonprofit arts and cultural organizations in each participating study region during fiscal year 2015. Payroll-related expenses include salaries and wages paid to staff and employees, the costs for contracted staff (i.e., "contractors"), the fees paid to artists and performers, and any applicable payroll taxes and fringe benefits.

## **Column Three:**

The percentage of total organizational expenditures spent on programmatic, production, and overhead expenses by participating nonprofit arts and cultural organizations in each participating study region during fiscal year 2015. Programmatic, production, and overhead expenses include marketing and advertising costs, supplies and office machinery, travel, insurance, communication costs, and the costs associated with programming and producing performances, events, and activities.

## **Column Four:**

The percentage of total organizational expenditures spent on facility expenses by participating nonprofit arts and cultural organizations in each participating study region during fiscal year 2015. Facility expenses include rental and/or lease costs, mortgage costs, property taxes, and utilities.

## **Column Five:**

The percentage of total organizational expenditures spent on operating expenditures by participating nonprofit arts and cultural organizations in each participating study region during fiscal year 2015. This figure is the sum of Columns Two through Four. (See the survey instruments in Appendix C for a detailed breakdown of organizational expenditure categories.) These data are based on the real dollars reported by the organizations that responded to the survey in each study region only; no multiplier was used to calculate these figures and no extrapolations were made for non-responding organizations.

## **Column Six:**

The percentage of total organizational expenditures spent on capital expenditures by participating nonprofit arts and cultural organizations in each study region during fiscal year 2015. According to generally-accepted accounting principles (GAAP), a capital expenditure is a cost which cannot be deducted in the year in which it is paid or incurred and must be capitalized. The general rule is that if the acquired asset's useful life is longer than the taxable year, then the cost must be capitalized. The capital expenditure costs are then amortized or depreciated over the life of the asset in question. For nonprofit arts and cultural organizations, capital expenditures typically include purchases of art, equipment, and real estate. Capital expenditures also include construction and renovation costs. These data are real dollars reported by the organizations that responded to the survey in each study region only; no multiplier was used to calculate these figures and no extrapolations were made for non-responding organizations.

## **Column Seven:**

The sum of the percentage of total organizational expenditures spent on operating expenditures and the percentage of total organizational expenditures spent on capital expenditures. This figure is the sum of operating expenditures (Column Five) and capital expenditures (Column Six). It is always 100 percent.

## **Column Eight:**

The number of eligible nonprofit arts and cultural organizations from which detailed expenditure and event attendance data were collected in each participating study region.

**Table 11:**  
**Categorized Nonprofit Arts and Cultural Organization Expenditures as a**  
**Percentage of Total Expenditures Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group A</b> Population Fewer than 50,000 Sample Size = 52	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenditures</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Town of Crested Butte (CO)	55.5%	33.5%	8.9%	97.9%	2.1%	100.0%	12
City of Pine City (MN)	55.6%	37.3%	7.1%	100.0%	0.0%	100.0%	5
City of Alva (OK)	63.7%	24.5%	9.1%	97.2%	2.8%	100.0%	13
Cook County (MN)	53.1%	35.6%	6.8%	95.5%	4.5%	100.0%	17
Town of Hillsborough (NC)	54.3%	40.0%	4.5%	98.8%	1.2%	100.0%	16
City of Virginia (MN)	55.6%	37.3%	7.1%	100.0%	0.0%	100.0%	4
Town of Jackson (WY)	57.6%	33.1%	9.1%	99.8%	0.2%	100.0%	18
City of Guthrie (OK)	48.3%	32.0%	6.1%	86.5%	13.5%	100.0%	12
City of Grand Rapids (MN)	54.8%	36.7%	7.0%	98.6%	1.4%	100.0%	12
Town of Medfield (MA)	73.4%	19.5%	6.5%	99.4%	0.6%	100.0%	17
City of Fergus Falls (MN)	35.2%	23.6%	4.5%	63.3%	36.7%	100.0%	9
Grundy County (TN)	53.6%	39.3%	7.1%	100.0%	0.0%	100.0%	10
City of Falls Church (VA)	57.3%	28.5%	3.9%	89.7%	10.3%	100.0%	11
City of Jamestown (ND)	35.4%	35.7%	2.2%	73.4%	26.6%	100.0%	3
City of Waterville (ME)	52.5%	39.5%	8.1%	100.0%	0.0%	100.0%	4
City of Red Wing (MN)	55.6%	37.3%	7.1%	100.0%	0.0%	100.0%	9
City of Durango (CO)	63.0%	31.0%	4.9%	98.9%	1.1%	100.0%	26
City of Hannibal (MO)	53.0%	34.3%	7.8%	95.0%	5.0%	100.0%	6
City of Tullahoma (TN)	46.1%	34.2%	8.6%	88.9%	11.1%	100.0%	11
City of Northfield (MN)	55.6%	37.3%	7.1%	100.0%	0.0%	100.0%	14
Town of Carrboro (NC)	55.6%	33.1%	5.0%	93.7%	6.3%	100.0%	10
Macon County (TN)	30.3%	27.1%	3.9%	61.4%	38.6%	100.0%	7
City of Laguna Beach (CA)	44.7%	28.8%	5.6%	79.1%	20.9%	100.0%	16
Hickman County (TN)	77.6%	18.6%	3.4%	99.7%	0.3%	100.0%	21
City of Fairfax (VA)	55.3%	37.6%	7.1%	100.0%	0.0%	100.0%	7
City of Ponca City (OK)	53.8%	28.9%	10.6%	93.3%	6.7%	100.0%	16
City of Paducah (KY)	35.5%	19.4%	3.5%	58.4%	41.6%	100.0%	19
Mille Lacs County (MN)	54.7%	36.6%	7.0%	98.3%	1.7%	100.0%	10
McNairy County (TN)	55.8%	37.1%	7.1%	100.0%	0.0%	100.0%	5
City of Winona (MN)	55.6%	37.2%	7.1%	100.0%	0.0%	100.0%	17



**Table 11:**  
**Categorized Nonprofit Arts and Cultural Organization Expenditures as a**  
**Percentage of Total Expenditures Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group A</b> Population Fewer than 50,000 Sample Size = 52	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Door County (WI)	54.1%	30.9%	7.8%	92.7%	7.3%	100.0%	16
City of Benicia (CA)	78.1%	19.6%	2.3%	100.0%	0.0%	100.0%	12
City of Winter Park (FL)	44.6%	50.8%	4.6%	100.0%	0.0%	100.0%	20
City of Rochester (NH)	55.7%	37.0%	7.0%	99.7%	0.3%	100.0%	12
City of Morgantown (WV)	59.1%	38.4%	2.5%	100.0%	0.0%	100.0%	34
Henry County (TN)	55.6%	37.0%	7.1%	99.7%	0.3%	100.0%	3
City of Fairbanks (AK)	57.0%	36.0%	6.8%	99.8%	0.2%	100.0%	23
City of Bangor (ME)	55.9%	36.9%	7.2%	100.0%	0.0%	100.0%	13
Weakley County (TN)	55.8%	37.1%	7.1%	100.0%	0.0%	100.0%	8
Dare County (NC)	44.2%	51.2%	3.5%	99.0%	1.0%	100.0%	20
City of Columbia (TN)	54.4%	36.5%	6.9%	97.8%	2.2%	100.0%	7
City of Lake Worth (FL)	32.6%	60.2%	3.2%	95.9%	4.1%	100.0%	12
Clatsop County (OR)	55.1%	35.6%	7.8%	98.4%	1.6%	100.0%	22
Yadkin County (NC) <sup>1</sup>	<i>not reported</i>	<i>not reported</i>	<i>not reported</i>	<i>not reported</i>	<i>not reported</i>	<i>not reported</i>	1
Greater Belfast Area (ME)	55.8%	37.1%	7.1%	100.0%	0.0%	100.0%	20
Campbell County (TN)	45.2%	46.7%	5.8%	97.7%	2.3%	100.0%	7
Monroe County (TN)	54.2%	18.4%	10.3%	83.0%	17.0%	100.0%	8
Lincoln County (OR)	48.6%	48.6%	2.7%	99.9%	0.1%	100.0%	10
Iron County (UT)	55.8%	37.1%	7.1%	100.0%	0.0%	100.0%	19
City of St. Louis Park (MN)	55.6%	37.3%	7.1%	100.0%	0.0%	100.0%	15
City of Logan (UT)	49.4%	30.9%	7.0%	87.3%	12.7%	100.0%	24
Gibson County (TN)	57.6%	36.9%	5.0%	99.5%	0.5%	100.0%	11
<b>Group A Average</b>	<b>53.4%</b>	<b>34.8%</b>	<b>6.3%</b>	<b>94.6%</b>	<b>5.4%</b>	<b>100.0%</b>	<b>13.0</b>
Group A Median	55.4%	36.7%	7.0%	99.2%	0.8%	100.0%	

**Table 11:**  
**Categorized Nonprofit Arts and Cultural Organization Expenditures as a**  
**Percentage of Total Expenditures Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group B</b> Population 50,000 to 99,999 Sample Size = 38	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
City of Joplin (MO)	60.3%	31.9%	6.2%	98.5%	1.5%	100.0%	20
City of La Crosse (WI)	51.6%	33.9%	7.1%	92.6%	7.4%	100.0%	33
McMinn County (TN)	49.8%	33.4%	7.8%	91.1%	8.9%	100.0%	20
Lafayette County (MS)	29.7%	22.6%	4.8%	57.0%	43.0%	100.0%	19
Chisago County (MN)	55.6%	37.3%	7.1%	100.0%	0.0%	100.0%	6
City of Grand Forks (ND)	62.8%	31.3%	5.9%	100.0%	0.0%	100.0%	13
City of Corvallis (OR)	56.2%	36.8%	7.0%	100.0%	0.0%	100.0%	22
City of Noblesville (IN)	60.8%	39.2%	0.0%	100.0%	0.0%	100.0%	2
City of Ocala (FL)	54.5%	31.5%	6.3%	92.3%	7.7%	100.0%	29
Lenoir County (NC)	55.8%	37.1%	7.1%	100.0%	0.0%	100.0%	11
Town of Chapel Hill (NC)	62.0%	26.9%	4.9%	93.8%	6.2%	100.0%	55
City of Grand Junction (CO)	66.9%	18.6%	4.8%	90.3%	9.7%	100.0%	32
Town of Jupiter (FL)	54.4%	36.5%	6.9%	97.8%	2.2%	100.0%	3
Hamblen County (TN)	50.3%	32.5%	8.2%	91.0%	9.0%	100.0%	6
City of Delray Beach (FL)	59.5%	33.8%	6.4%	99.7%	0.3%	100.0%	12
City of St. Cloud (MN)	55.4%	37.1%	7.1%	99.6%	0.4%	100.0%	25
City of Portland (ME)	52.6%	35.4%	7.0%	95.0%	5.0%	100.0%	46
City of Jackson (TN)	56.2%	38.7%	4.7%	99.5%	0.5%	100.0%	13
City of Walnut Creek (CA)	57.2%	34.9%	7.4%	99.5%	0.5%	100.0%	29
Greene County (TN)	53.1%	35.3%	6.8%	95.2%	4.8%	100.0%	9
City of Flagstaff (AZ)	56.4%	37.0%	6.5%	100.0%	0.0%	100.0%	50
City of Missoula (MT)	57.9%	34.8%	5.0%	97.8%	2.2%	100.0%	34
City of Fort Myers (FL)	54.0%	33.1%	8.3%	95.4%	4.6%	100.0%	14
Putnam County (TN)	55.4%	37.1%	7.2%	99.7%	0.3%	100.0%	9
Monroe County (FL)	54.5%	37.5%	7.9%	99.9%	0.1%	100.0%	53
City of Lynchburg (VA)	53.0%	34.2%	7.9%	95.2%	4.8%	100.0%	20
City of Duluth (MN)	55.5%	37.2%	7.1%	99.7%	0.3%	100.0%	37
City of Fishers (IN)	43.3%	52.8%	2.8%	98.9%	1.1%	100.0%	6
City of Carmel (IN)	50.3%	39.4%	9.8%	99.5%	0.5%	100.0%	12
City of Sugar Land (TX)	52.4%	34.5%	10.0%	96.8%	3.2%	100.0%	5

**Table 11:**  
**Categorized Nonprofit Arts and Cultural Organization Expenditures as a**  
**Percentage of Total Expenditures Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group B</b> Population 50,000 to 99,999 Sample Size = 38	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
City of Asheville (NC)	50.5%	35.2%	7.5%	93.2%	6.8%	100.0%	43
Buchanan County (MO)	51.8%	41.6%	6.5%	100.0%	0.0%	100.0%	27
City of Boca Raton (FL)	56.2%	34.9%	6.9%	98.1%	1.9%	100.0%	10
City of Miami Beach (FL)	53.4%	33.2%	7.1%	93.7%	6.3%	100.0%	75
Moore County (NC)	55.2%	34.3%	6.2%	95.8%	4.2%	100.0%	34
Sevier County (TN)	47.2%	34.6%	18.1%	99.9%	0.1%	100.0%	10
Cape May County (NJ)	54.3%	37.6%	5.5%	97.4%	2.6%	100.0%	7
Cleveland County (NC)	52.8%	39.2%	6.2%	98.1%	1.9%	100.0%	15
<b>Group B Average</b>	<b>54.2%</b>	<b>35.1%</b>	<b>6.8%</b>	<b>96.1%</b>	<b>3.9%</b>	<b>100.0%</b>	<b>22.8</b>
Group B Median	54.5%	35.1%	6.9%	98.1%	1.9%	100.0%	

**Table 11:**  
**Categorized Nonprofit Arts and Cultural Organization Expenditures as a**  
**Percentage of Total Expenditures Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group C</b> Population 100,000 to 249,999 Sample Size = 50	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
City of Las Cruces (NM)	55.9%	36.4%	7.3%	99.6%	0.4%	100.0%	22
Eau Claire County (WI)	44.3%	27.4%	3.6%	75.3%	24.7%	100.0%	15
Yamhill County (OR)	46.9%	31.4%	6.0%	84.3%	15.7%	100.0%	53
City of Lewisville (TX)	47.2%	42.5%	9.9%	99.6%	0.4%	100.0%	8
City of West Palm Beach (FL)	42.3%	34.0%	5.2%	81.5%	18.5%	100.0%	29
City of Boulder (CO)	55.1%	36.6%	7.0%	98.7%	1.3%	100.0%	65
City of Richardson (TX)	64.5%	33.2%	2.3%	100.0%	0.0%	100.0%	24
City of High Point (NC)	58.7%	32.1%	5.4%	96.1%	3.9%	100.0%	10
City of Cambridge (MA)	50.1%	40.7%	9.2%	100.0%	0.0%	100.0%	35
City of Lowell (MA)	62.6%	30.3%	7.1%	100.0%	0.0%	100.0%	15
Douglas County (KS)	63.4%	30.3%	2.4%	96.1%	3.9%	100.0%	23
City of Columbia (MO)	55.3%	37.2%	6.0%	98.5%	1.5%	100.0%	29
City of Norman (OK)	59.1%	34.3%	4.7%	98.1%	1.9%	100.0%	24
Wayne County (NC)	50.9%	36.4%	9.9%	97.2%	2.8%	100.0%	15
City of Lafayette (LA)	55.7%	37.2%	7.1%	100.0%	0.0%	100.0%	10
Washington County (TN)	58.1%	33.3%	6.9%	98.3%	1.7%	100.0%	20
City of Thousand Oaks (CA)	63.8%	29.0%	6.4%	99.2%	0.8%	100.0%	12
City of Charleston (SC)	62.6%	29.7%	7.6%	99.8%	0.2%	100.0%	38
City of Waco (TX)	52.9%	36.9%	6.8%	96.7%	3.3%	100.0%	30
Robeson County (NC)	54.9%	37.5%	7.4%	99.8%	0.2%	100.0%	9
Columbia County (GA)	15.8%	26.2%	16.3%	58.3%	41.7%	100.0%	5
Orange County (NC)	61.6%	27.3%	4.9%	93.9%	6.1%	100.0%	82
City of Savannah (GA)	61.8%	32.1%	5.2%	99.0%	1.0%	100.0%	45
Indian River County (FL)	47.7%	41.6%	7.7%	97.1%	2.9%	100.0%	10
City of Alexandria (VA)	50.8%	35.7%	7.4%	93.9%	6.1%	100.0%	50
Martin County (FL)	52.4%	37.6%	4.2%	94.2%	5.8%	100.0%	20
Macon-Bibb County (GA)	51.3%	36.5%	6.7%	94.5%	5.5%	100.0%	48
City of Springfield (MA)	56.6%	29.4%	7.6%	93.6%	6.4%	100.0%	15
Catawba County (NC)	49.4%	32.2%	11.2%	92.9%	7.1%	100.0%	25
Town of Cary (NC)	65.5%	19.3%	11.9%	96.7%	3.3%	100.0%	37

**Table 11:**  
**Categorized Nonprofit Arts and Cultural Organization Expenditures as a**  
**Percentage of Total Expenditures Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group C</b> Population 100,000 to 249,999 Sample Size = 50	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Alamance County (NC)	59.7%	28.3%	5.5%	93.5%	6.5%	100.0%	34
Cumberland County (NJ)	55.0%	33.2%	8.7%	96.9%	3.1%	100.0%	25
City of Eugene (OR)	56.7%	35.7%	5.9%	98.3%	1.7%	100.0%	40
Middlesex County (CT)	56.0%	36.6%	7.0%	99.6%	0.4%	100.0%	15
City of Springfield (MO)	50.8%	34.7%	8.3%	93.8%	6.2%	100.0%	24
City of Sioux Falls (SD)	54.5%	37.4%	6.5%	98.4%	1.6%	100.0%	26
Pitt County (NC)	56.4%	36.0%	7.1%	99.4%	0.6%	100.0%	23
City of Providence (RI)	60.4%	33.1%	6.4%	99.9%	0.1%	100.0%	56
City of Worcester (MA)	54.2%	33.6%	8.0%	95.7%	4.3%	100.0%	57
Montgomery County (TN)	48.8%	47.0%	4.1%	100.0%	0.0%	100.0%	20
Salt Lake City (UT)	57.3%	36.2%	5.7%	99.1%	0.9%	100.0%	57
Cabarrus County (NC)	56.6%	30.7%	4.4%	91.7%	8.3%	100.0%	18
Richmond County (GA)	52.6%	37.9%	7.0%	97.6%	2.4%	100.0%	28
City of Tacoma (WA)	52.0%	30.2%	5.8%	88.0%	12.0%	100.0%	66
Doña Ana County (NM)	56.0%	36.3%	7.2%	99.4%	0.6%	100.0%	29
New Hanover County (NC)	51.4%	36.6%	6.6%	94.7%	5.3%	100.0%	35
Arlington County (VA)	54.6%	38.5%	5.0%	98.1%	1.9%	100.0%	72
City of Irving (TX)	54.3%	38.8%	7.0%	100.0%	0.0%	100.0%	17
City of Reno (NV)	50.5%	32.5%	6.3%	89.4%	10.6%	100.0%	47
York County (SC)	73.5%	24.7%	1.7%	99.8%	0.2%	100.0%	13
<b>Group C Average</b>	<b>54.6%</b>	<b>34.0%</b>	<b>6.7%</b>	<b>95.3%</b>	<b>4.7%</b>	<b>100.0%</b>	<b>30.5</b>
Group C Median	55.1%	34.5%	6.8%	97.8%	2.2%	100.0%	

**Table 11:**  
**Categorized Nonprofit Arts and Cultural Organization Expenditures as a**  
**Percentage of Total Expenditures Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group D</b> Population 250,000 to 499,999 Sample Size = 42	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Buncombe County (NC)	48.8%	36.5%	7.2%	92.6%	7.4%	100.0%	52
Alachua County (FL)	56.3%	35.8%	6.5%	98.6%	1.4%	100.0%	44
Greater Green Bay Area (WI)	55.3%	32.9%	7.7%	95.8%	4.2%	100.0%	41
City of Orlando (FL)	52.8%	39.7%	7.1%	99.6%	0.4%	100.0%	55
City of Lincoln (NE)	54.5%	38.6%	6.6%	99.6%	0.4%	100.0%	40
Southeastern Connecticut Region (CT)	55.4%	36.3%	7.4%	99.0%	1.0%	100.0%	70
Erie County (PA)	54.4%	38.1%	6.8%	99.3%	0.7%	100.0%	46
San Luis Obispo County (CA)	57.1%	30.8%	6.7%	94.6%	5.4%	100.0%	28
City of Newark (NJ)	63.5%	28.1%	7.5%	99.0%	1.0%	100.0%	31
Leon County (FL)	25.4%	69.6%	2.9%	97.9%	2.1%	100.0%	69
Rutherford County (TN)	60.9%	23.4%	5.2%	89.5%	10.5%	100.0%	36
St. Lucie County (FL)	70.3%	19.1%	10.6%	100.0%	0.0%	100.0%	5
Greater Spartanburg Area (SC)	58.8%	28.0%	7.0%	93.8%	6.2%	100.0%	29
Durham County (NC)	56.3%	31.9%	6.0%	94.2%	5.8%	100.0%	69
City of St. Paul (MN)	54.5%	36.5%	7.0%	98.0%	2.0%	100.0%	167
Hamilton County (IN)	46.0%	47.9%	5.2%	99.1%	0.9%	100.0%	21
Osceola County (FL)	62.2%	29.1%	8.6%	99.9%	0.1%	100.0%	7
Escambia County (FL)	56.4%	35.5%	7.1%	99.0%	1.0%	100.0%	25
Lexington-Fayette Urban County (KY)	43.9%	32.5%	6.3%	82.6%	17.4%	100.0%	34
Lake County (FL)	53.3%	35.5%	11.2%	100.0%	0.0%	100.0%	11
City of Riverside (CA)	53.7%	39.1%	7.1%	100.0%	0.0%	100.0%	45
Cumberland County (NC)	67.2%	26.2%	5.2%	98.6%	1.4%	100.0%	48
Collier County (FL)	59.5%	32.6%	4.2%	96.3%	3.7%	100.0%	45
Hamilton County (TN)	54.4%	37.2%	7.2%	98.9%	1.1%	100.0%	53
Manatee County (FL)	53.9%	38.9%	7.0%	99.9%	0.1%	100.0%	32
City of Tampa (FL)	55.2%	33.7%	4.0%	92.9%	7.1%	100.0%	56
Forsyth County (NC)	53.9%	36.7%	7.6%	98.2%	1.8%	100.0%	59
Mercer County (NJ)	61.1%	28.6%	8.6%	98.3%	1.7%	100.0%	25
City of Wichita (KS)	57.3%	31.5%	9.2%	98.1%	1.9%	100.0%	34
Clackamas County (OR)	62.9%	31.5%	5.5%	100.0%	0.0%	100.0%	18

**Table 11:**  
**Categorized Nonprofit Arts and Cultural Organization Expenditures as a**  
**Percentage of Total Expenditures Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group D</b> Population 250,000 to 499,999 Sample Size = 42	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Sarasota County (FL)	49.2%	33.7%	5.4%	88.2%	11.8%	100.0%	51
City of Minneapolis (MN)	54.8%	36.7%	7.0%	98.6%	1.4%	100.0%	297
Berks County (PA)	47.5%	39.3%	9.9%	96.7%	3.3%	100.0%	20
City of Miami (FL)	34.7%	24.1%	5.2%	63.9%	36.1%	100.0%	216
City of Raleigh (NC)	48.2%	34.3%	5.6%	88.2%	11.8%	100.0%	78
Santa Barbara County (CA)	52.5%	35.5%	7.1%	95.1%	4.9%	100.0%	93
Seminole County (FL)	55.7%	37.1%	7.1%	99.9%	0.1%	100.0%	21
City of Virginia Beach (VA)	54.4%	35.7%	5.1%	95.1%	4.9%	100.0%	33
City of Atlanta (GA)	53.3%	32.6%	5.8%	91.7%	8.3%	100.0%	146
City of Mesa (AZ)	60.9%	24.6%	14.5%	100.0%	0.0%	100.0%	14
City of Kansas City (MO)	51.4%	37.3%	7.1%	95.8%	4.2%	100.0%	91
Morris County (NJ)	55.0%	34.4%	8.7%	98.1%	1.9%	100.0%	14
<b>Group D Average</b>	<b>54.4%</b>	<b>34.5%</b>	<b>7.0%</b>	<b>95.8%</b>	<b>4.2%</b>	<b>100.0%</b>	<b>56.4</b>
Group D Median	54.7%	35.0%	7.0%	98.2%	1.8%	100.0%	

**Table 11:**  
**Categorized Nonprofit Arts and Cultural Organization Expenditures as a**  
**Percentage of Total Expenditures Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group E</b> Population 500,000 to 999,999 Sample Size = 25	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Sonoma County (CA)	62.3%	31.2%	6.1%	99.6%	0.4%	100.0%	43
Volusia County (FL)	52.0%	37.4%	9.9%	99.3%	0.7%	100.0%	44
Guilford County (NC)	45.3%	40.0%	7.3%	92.7%	7.3%	100.0%	70
Dane County (WI)	59.3%	33.3%	7.1%	99.7%	0.3%	100.0%	132
Brevard County (FL)	76.2%	22.1%	1.7%	100.0%	0.0%	100.0%	11
Washington County (OR)	60.7%	33.0%	5.4%	99.1%	0.9%	100.0%	31
Johnson County (KS)	54.4%	33.8%	7.6%	95.7%	4.3%	100.0%	27
City of Louisville (KY)	49.2%	30.9%	6.3%	86.4%	13.6%	100.0%	100
City of Baltimore (MD)	57.3%	33.1%	9.1%	99.5%	0.5%	100.0%	146
Polk County (FL)	53.7%	39.9%	4.9%	98.4%	1.6%	100.0%	34
City of Boston (MA)	50.7%	39.6%	8.3%	98.7%	1.3%	100.0%	148
District of Columbia (DC)	55.2%	29.9%	6.7%	91.8%	8.2%	100.0%	195
Nashville-Davidson County (TN)	51.5%	38.9%	6.2%	96.7%	3.3%	100.0%	82
City of El Paso (TX)	53.3%	36.0%	7.2%	96.5%	3.5%	100.0%	76
Lee County (FL)	47.7%	37.3%	10.4%	95.4%	4.6%	100.0%	41
City of Fort Worth (TX)	56.3%	35.5%	7.1%	98.9%	1.1%	100.0%	74
City of Indianapolis (IN)	54.9%	30.8%	7.3%	93.0%	7.0%	100.0%	93
City and County of San Francisco (CA)	60.7%	33.1%	5.9%	99.7%	0.3%	100.0%	359
Prince George's County (MD)	64.5%	25.1%	10.3%	100.0%	0.0%	100.0%	39
Pinellas County (FL)	56.3%	32.0%	8.1%	96.3%	3.7%	100.0%	47
Shelby County (TN)	46.5%	36.6%	5.0%	88.1%	11.9%	100.0%	71
Fairfield County (CT)	57.9%	33.6%	7.0%	98.5%	1.5%	100.0%	72
Westchester County (NY)	54.2%	34.5%	6.4%	95.2%	4.8%	100.0%	107
Fulton County (GA)	53.3%	32.8%	5.8%	92.0%	8.0%	100.0%	180
Wake County (NC)	48.6%	33.4%	5.9%	88.0%	12.0%	100.0%	126
<b>Group E Average</b>	<b>55.3%</b>	<b>33.8%</b>	<b>6.9%</b>	<b>96.0%</b>	<b>4.0%</b>	<b>100.0%</b>	<b>93.9</b>
Group E Median	54.4%	33.4%	7.0%	96.7%	3.3%	100.0%	



**Table 11:**  
**Categorized Nonprofit Arts and Cultural Organization Expenditures as a**  
**Percentage of Total Expenditures Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group F</b> Population 1,000,000 or More Sample Size = 21	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Mecklenburg County (NC)	52.7%	37.7%	6.9%	97.2%	2.8%	100.0%	82
City of San José (CA)	55.7%	35.9%	8.0%	99.7%	0.3%	100.0%	67
Montgomery County (MD)	52.8%	38.7%	8.4%	100.0%	0.0%	100.0%	149
Fairfax County (VA)	57.3%	33.0%	7.1%	97.4%	2.6%	100.0%	85
Allegheny County (PA)	51.6%	39.7%	8.7%	100.0%	0.0%	100.0%	194
Greater Columbus Area (OH)	56.9%	34.4%	7.8%	99.1%	0.9%	100.0%	92
Orange County (FL)	50.0%	42.9%	6.7%	99.5%	0.5%	100.0%	90
City of Dallas (TX)	55.7%	37.4%	6.8%	99.9%	0.1%	100.0%	209
Hillsborough County (FL)	55.0%	33.8%	4.6%	93.4%	6.6%	100.0%	76
City of San Diego (CA)	53.5%	38.0%	6.2%	97.8%	2.2%	100.0%	137
Palm Beach County (FL)	45.4%	36.6%	5.5%	87.5%	12.5%	100.0%	79
City of San Antonio (TX)	56.1%	36.4%	7.3%	99.8%	0.2%	100.0%	76
Sacramento County (CA)	45.4%	44.7%	5.8%	95.9%	4.1%	100.0%	110
City of Phoenix (AZ)	51.2%	42.8%	6.0%	100.0%	0.0%	100.0%	90
City and County of Philadelphia (PA)	52.6%	36.8%	8.2%	97.6%	2.4%	100.0%	395
Broward County (FL)	42.1%	43.6%	6.3%	92.0%	8.0%	100.0%	103
Santa Clara County (CA)	57.6%	33.2%	9.0%	99.8%	0.2%	100.0%	115
Riverside County (CA)	53.9%	39.3%	6.8%	100.0%	0.0%	100.0%	94
Miami-Dade County (FL)	39.3%	27.6%	5.3%	72.2%	27.8%	100.0%	632
City of Chicago (IL)	51.2%	37.7%	7.7%	96.6%	3.4%	100.0%	466
Harris County (TX)	49.1%	33.8%	6.1%	88.9%	11.1%	100.0%	198
<b>Group F Average</b>	<b>51.7%</b>	<b>37.3%</b>	<b>6.9%</b>	<b>95.9%</b>	<b>4.1%</b>	<b>100.0%</b>	<b>168.5</b>
Group F Median	52.7%	37.4%	6.8%	97.8%	2.2%	100.0%	
<b>ALL CITY/COUNTY STUDY REGIONS</b>							
<b>Average</b>	<b>54.0%</b>	<b>34.7%</b>	<b>6.7%</b>	<b>95.5%</b>	<b>4.5%</b>	<b>100.0%</b>	<b>49.7</b>
Median	54.7%	35.5%	7.0%	98.3%	1.7%	100.0%	

**Table 11:**  
**Categorized Nonprofit Arts and Cultural Organization Expenditures as a**  
**Percentage of Total Expenditures Per Study Region During Fiscal Year 2015**

<b>Regional Study Regions</b> All Populations Sample Size = 81	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
High Peaks Region (ME)	48.2%	37.9%	5.9%	92.0%	8.0%	100.0%	11
Wood River Valley (ID)	55.8%	35.4%	5.7%	96.8%	3.2%	100.0%	24
Southern Oregon Area	54.2%	35.3%	7.0%	96.6%	3.4%	100.0%	4
Southwestern Pennsylvania Area	50.1%	39.1%	8.9%	98.0%	2.0%	100.0%	29
Greater Portsmouth Area (NH)	58.7%	31.9%	6.0%	96.6%	3.4%	100.0%	26
Northeast Oregon Region	55.8%	39.3%	4.9%	100.0%	0.0%	100.0%	5
Toe River Valley (NC)	31.5%	32.5%	3.8%	67.9%	32.1%	100.0%	9
Albemarle Region (NC)	45.2%	40.5%	5.5%	91.2%	8.8%	100.0%	7
Greater Concord Area (NH)	46.3%	34.8%	7.5%	88.6%	11.4%	100.0%	15
North Central Minnesota Region	55.6%	37.2%	7.1%	99.9%	0.1%	100.0%	39
Northwest Minnesota Region	55.5%	37.2%	7.1%	99.7%	0.3%	100.0%	26
Monadnock Region (NH)	55.5%	35.8%	8.1%	99.4%	0.6%	100.0%	36
Bismarck-Mandan Region (ND)	52.1%	27.2%	5.4%	84.7%	15.3%	100.0%	29
Greater Minot Region (ND)	54.3%	38.2%	7.2%	99.7%	0.3%	100.0%	24
Greater Burlington Area (VT)	53.7%	32.9%	6.9%	93.4%	6.6%	100.0%	49
Greater Charlottesville Area (VA)	47.1%	37.6%	3.5%	88.2%	11.8%	100.0%	44
Brainerd Lakes Region (MN)	49.9%	33.4%	6.4%	89.7%	10.3%	100.0%	37
East Central Minnesota Region	54.9%	36.7%	7.0%	98.6%	1.4%	100.0%	29
Northwest Connecticut Region	53.7%	33.1%	6.4%	93.2%	6.8%	100.0%	56
Central Oregon Region	53.8%	34.7%	6.8%	95.4%	4.6%	100.0%	13
Greater Fargo-Moorhead Area (ND/MN)	57.9%	32.0%	8.8%	98.7%	1.3%	100.0%	46
Black Hills Region (SD)	55.9%	35.7%	6.5%	98.1%	1.9%	100.0%	67
Greater Kingsport Area (TN)	50.3%	31.4%	6.4%	88.1%	11.9%	100.0%	25
Lake Region (MN)	47.9%	32.1%	6.1%	86.1%	13.9%	100.0%	50
South Central Minnesota Region	54.3%	36.3%	6.9%	97.6%	2.4%	100.0%	89
Greater Sioux Falls Area (SD)	54.3%	37.5%	6.6%	98.4%	1.6%	100.0%	33
Southwest Tennessee Development District	56.0%	38.6%	5.0%	99.5%	0.5%	100.0%	29
Northwest Tennessee Development District	59.0%	34.9%	5.9%	99.7%	0.3%	100.0%	29
Southwest Minnesota Region	48.8%	32.7%	6.3%	87.8%	12.2%	100.0%	70
Arrowhead Region (MN)	54.3%	36.4%	7.0%	97.6%	2.4%	100.0%	107

**Table 11:**  
**Categorized Nonprofit Arts and Cultural Organization Expenditures as a**  
**Percentage of Total Expenditures Per Study Region During Fiscal Year 2015**

<b>Regional Study Regions</b> All Populations Sample Size = 81	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
Maple Grove and the Northwest Suburbs (MN)	52.2%	35.0%	6.7%	93.8%	6.2%	100.0%	15
Greater Augusta Area (GA)	52.6%	37.9%	7.0%	97.5%	2.5%	100.0%	33
Upper Cumberland Development District (TN)	51.3%	39.7%	6.8%	97.8%	2.2%	100.0%	42
City of Huntsville/Madison County (AL)	55.2%	31.4%	8.9%	95.6%	4.4%	100.0%	34
Northeast Commission (NC)	47.4%	45.6%	5.0%	98.0%	2.0%	100.0%	62
Greater Ann Arbor Area (MI)	55.3%	37.1%	7.1%	99.5%	0.5%	100.0%	87
Greater Fox Cities Region (WI)	18.9%	76.3%	3.9%	99.1%	0.9%	100.0%	18
Central Minnesota Region	55.4%	37.1%	7.1%	99.6%	0.4%	100.0%	54
South Central Tennessee Development District	56.7%	30.1%	6.2%	93.1%	6.9%	100.0%	60
Northwest Arkansas Region	49.1%	39.0%	4.5%	92.6%	7.4%	100.0%	23
Southeast Minnesota Region	55.0%	36.9%	7.1%	99.0%	1.0%	100.0%	122
First Tennessee Development District	52.4%	32.4%	6.6%	91.4%	8.6%	100.0%	58
Greater Harrisburg Area (PA)	55.6%	40.0%	4.4%	100.0%	0.0%	100.0%	25
Greater New Haven Area (CT)	42.1%	24.7%	4.5%	71.2%	28.8%	100.0%	35
Treasure Coast Region (FL)	51.9%	37.8%	6.5%	96.1%	3.9%	100.0%	35
Greater Des Moines Region (IA)	45.8%	31.8%	4.8%	82.4%	17.6%	100.0%	65
Southeast Tennessee Development District	54.3%	37.1%	7.3%	98.6%	1.4%	100.0%	93
Greater Knoxville Region (TN)	59.6%	34.2%	4.3%	98.1%	1.9%	100.0%	60
Greater Columbia Area (SC)	55.3%	34.0%	6.7%	96.0%	4.0%	100.0%	33
Pikes Peak Region (CO)	47.7%	36.3%	9.7%	93.7%	6.3%	100.0%	87
Lehigh Valley Region (PA)	52.1%	33.7%	5.8%	91.6%	8.4%	100.0%	98
Greater Sarasota/Bradenton Area (FL)	49.5%	34.0%	5.5%	89.0%	11.0%	100.0%	83
Dayton Region (OH)	53.3%	37.3%	8.3%	98.8%	1.2%	100.0%	113
Richmond & Tri-Cities Region (VA)	51.3%	32.8%	5.9%	90.0%	10.0%	100.0%	83
Memphis Area Association of Governments (TN)	46.5%	36.6%	5.0%	88.1%	11.9%	100.0%	73
Eastern Region (NC)	53.6%	38.4%	7.1%	99.0%	1.0%	100.0%	110
Advantage West Region (NC)	51.0%	33.6%	6.0%	90.6%	9.4%	100.0%	184
Southeast Commission (NC)	61.0%	30.6%	5.9%	97.5%	2.5%	100.0%	127
Greater Fairfax Area (VA)	57.3%	32.9%	7.0%	97.1%	2.9%	100.0%	103
Greater Tulsa Region (OK)	49.1%	31.2%	6.0%	86.3%	13.7%	100.0%	123

**Table 11:**  
**Categorized Nonprofit Arts and Cultural Organization Expenditures as a**  
**Percentage of Total Expenditures Per Study Region During Fiscal Year 2015**

<b>Regional Study Regions</b> All Populations Sample Size = 81	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
East Tennessee Development District	58.4%	34.0%	5.4%	97.8%	2.2%	100.0%	100
West Valley Region (AZ)	44.0%	37.8%	16.3%	98.1%	1.9%	100.0%	20
Greater St. Louis Area (MO)	54.6%	33.4%	5.1%	93.0%	7.0%	100.0%	163
Western New York	51.2%	36.5%	6.0%	93.7%	6.3%	100.0%	126
Greater Oklahoma City Region (OK)	49.1%	34.2%	5.3%	88.6%	11.4%	100.0%	153
Piedmont Triad Partnership (NC)	50.7%	37.0%	7.3%	95.1%	4.9%	100.0%	206
Greater Portland Area (OR)	58.0%	35.5%	5.8%	99.4%	0.6%	100.0%	183
Greater Kansas City Metropolitan Area (MO/KS)	51.7%	37.1%	7.0%	95.9%	4.1%	100.0%	133
Greater Nashville Regional Council (TN)	51.8%	38.5%	6.1%	96.4%	3.6%	100.0%	158
Research Triangle Regional Partnership (NC)	54.0%	31.6%	5.7%	91.3%	8.7%	100.0%	357
Greater Tampa/St. Petersburg Area (FL)	55.5%	33.1%	5.8%	94.4%	5.6%	100.0%	123
Charlotte Regional Partnership (NC)	52.0%	36.6%	7.1%	95.7%	4.3%	100.0%	187
Greater Charlotte Region (NC/SC)	53.6%	35.8%	6.7%	96.0%	4.0%	100.0%	200
Seven-County Metro Area (MN)	54.6%	36.6%	7.0%	98.2%	1.8%	100.0%	645
Central Florida Region	51.7%	41.1%	6.7%	99.5%	0.5%	100.0%	218
Greater Philadelphia Region (PA)	53.5%	36.8%	7.6%	97.9%	2.1%	100.0%	492
Greater Washington Region (DC/MD/VA)	55.3%	31.3%	6.7%	93.3%	6.7%	100.0%	608
Metro Atlanta Area (GA)	53.3%	33.5%	6.1%	92.9%	7.1%	100.0%	269
Greater Atlanta Region (GA)	53.3%	33.5%	6.1%	92.9%	7.1%	100.0%	297
Greater Houston Region (TX)	48.9%	33.9%	6.1%	88.9%	11.1%	100.0%	209
Dallas-Fort Worth-Arlington MSA (TX)	55.9%	36.9%	6.8%	99.6%	0.4%	100.0%	454
<b>Regional Average</b>	<b>52.1%</b>	<b>35.8%</b>	<b>6.5%</b>	<b>94.3%</b>	<b>5.7%</b>	<b>100.0%</b>	<b>104.9</b>
Regional Median	53.5%	35.7%	6.4%	96.0%	4.0%	100.0%	

**Table 11:**  
**Categorized Nonprofit Arts and Cultural Organization Expenditures as a**  
**Percentage of Total Expenditures Per Study Region During Fiscal Year 2015**

<b>Statewide Study Regions</b> All Populations Sample Size = 20	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
State of Vermont	53.6%	33.3%	8.0%	94.9%	5.1%	100.0%	86
State of North Dakota	53.5%	31.9%	6.0%	91.4%	8.6%	100.0%	135
State of Delaware	48.2%	38.8%	6.5%	93.5%	6.5%	100.0%	95
State of Maine	58.1%	32.9%	6.3%	97.3%	2.7%	100.0%	123
State of Hawai'i	56.2%	33.4%	7.3%	96.8%	3.2%	100.0%	109
State of Nevada	50.6%	38.6%	6.7%	95.9%	4.1%	100.0%	164
State of Connecticut	53.3%	32.5%	6.4%	92.2%	7.8%	100.0%	324
State of Oklahoma	49.5%	33.5%	5.6%	88.6%	11.4%	100.0%	392
State of Oregon	56.6%	35.4%	6.0%	98.0%	2.0%	100.0%	365
State of Minnesota	54.5%	36.5%	7.0%	98.0%	2.0%	100.0%	1,268
State of Wisconsin	53.3%	37.0%	6.4%	96.8%	3.2%	100.0%	363
State of Maryland	55.6%	35.1%	8.9%	99.6%	0.4%	100.0%	522
State of Missouri	53.7%	34.9%	5.9%	94.5%	5.5%	100.0%	491
State of Tennessee	51.7%	37.0%	5.9%	94.7%	5.3%	100.0%	642
State of Massachusetts	51.8%	37.7%	8.3%	97.8%	2.2%	100.0%	643
State of New Jersey	59.9%	32.0%	6.9%	98.8%	1.2%	100.0%	183
State of North Carolina	52.9%	34.3%	6.4%	93.6%	6.4%	100.0%	1,233
State of Pennsylvania	52.9%	37.7%	7.8%	98.3%	1.7%	100.0%	1,077
State of Illinois	52.3%	37.3%	7.7%	97.3%	2.7%	100.0%	808
State of Florida	45.3%	34.9%	5.6%	85.8%	14.2%	100.0%	1,688
<b>Statewide Average</b>	<b>53.2%</b>	<b>35.2%</b>	<b>6.8%</b>	<b>95.2%</b>	<b>4.8%</b>	<b>100.0%</b>	<b>535.6</b>
Statewide Median	53.3%	35.0%	6.5%	96.3%	3.7%	100.0%	

**Table 11:  
Categorized Nonprofit Arts and Cultural Organization Expenditures as a  
Percentage of Total Expenditures Per Study Region During Fiscal Year 2015**

<b>Individual Arts Districts</b> All Populations Sample Size = 12	<b>Personnel Expenses</b> (staff, employees, contractors and artists)	<b>Programmatic, Production and Overhead Expenses</b>	<b>Facility Expenses</b>	<b>OPERATING Expenses</b>	<b>CAPITAL Expenditures</b>	<b>TOTAL Organizational Expenditures</b>	<b>Sample Size</b>
James River Arts & Cultural District	53.3%	33.7%	8.0%	95.0%	5.0%	100.0%	15
Center City Charlotte	52.3%	37.8%	6.8%	96.9%	3.1%	100.0%	35
Loch Haven Cultural Park	51.3%	38.7%	8.5%	98.4%	1.6%	100.0%	8
Downtown Colorado Springs Creative District	50.4%	33.6%	12.3%	96.3%	3.7%	100.0%	30
Fort Worth Cultural District	54.7%	36.7%	6.9%	98.3%	1.7%	100.0%	16
Dallas Arts District	54.8%	38.7%	6.3%	99.8%	0.2%	100.0%	15
Grand Center Arts & Entertainment District	52.6%	24.9%	3.7%	81.2%	18.8%	100.0%	20
Balboa Park Cultural District	54.3%	38.8%	6.8%	99.9%	0.1%	100.0%	24
East End Cultural District	60.6%	28.3%	11.1%	100.0%	0.0%	100.0%	9
Houston Museum District Association	44.1%	31.6%	5.4%	81.1%	18.9%	100.0%	22
Midtown Cultural District	49.0%	39.4%	11.7%	100.0%	0.0%	100.0%	5
Washington Avenue Cultural District	50.6%	41.8%	7.6%	100.0%	0.0%	100.0%	6
<b>Arts District Average</b>	<b>52.3%</b>	<b>35.3%</b>	<b>7.9%</b>	<b>95.6%</b>	<b>4.4%</b>	<b>100.0%</b>	<b>17.1</b>
Arts District Median	52.4%	37.3%	7.2%	98.3%	1.7%	100.0%	

**Explanation of the Outliers and Exclusions:**

<sup>1</sup> Only one eligible nonprofit arts and cultural organization provided detailed financial information for use in the analysis for Yadkin County, NC. While these itemized data are not reported on this table to protect confidentiality, the data are included in the summary statistics for population Group A as well as for all individual city/county study regions.

## **Explanation of Table 12: Comparative Categorized Nonprofit Arts and Cultural Organization Expenditures Per Participating Organization During Fiscal Year 2015 (in DOLLARS)**

This table summarizes in dollars the average expenditures for the 14,439 eligible nonprofit arts and cultural organizations from which fiscal year 2015 financial data were collected. Summary statistics are calculated for each of the population groups (Cohort Groups A through F), the Regional study regions, the Statewide study regions, the Art District study regions, and for all 14,439 participating nonprofit arts and cultural organizations. These averages differ from the averages reported in Table 10; in that case, the averages are calculated per study region.

### **Column One:**

The categories of organizational expenditure. Expenditure categories are grouped by personnel-related costs; programmatic, production, and overhead costs; and facility costs. (See the organizational expenditure survey instrument in Appendix C for a detailed breakdown of organizational expenditure categories.)

### **Column Two:**

The average categorized expenditures for responding nonprofit arts and cultural organizations in Population Cohort Group A during fiscal year 2015 (city/county study regions that have a population of less than 50,000).

### **Column Three:**

The average categorized expenditures for responding nonprofit arts and cultural organizations in Population Cohort Group B during fiscal year 2015 (city/county study regions that have a population of 50,000 to 99,999).

### **Column Four:**

The average categorized expenditures for responding nonprofit arts and cultural organizations in Population Cohort Group C during fiscal year 2015 (city/county study regions that have a population of 100,000 to 249,999).

### **Column Five:**

The average categorized expenditures for responding nonprofit arts and cultural organizations in Population Cohort Group D during fiscal year 2015 (city/county study regions that have a population of 250,000 to 499,999).

### **Column Six:**

The average categorized expenditures for responding nonprofit arts and cultural organizations in Population Cohort Group E during fiscal year 2015 (city/county study regions that have a population of 500,000 to 999,999).

### **Column Seven:**

The average categorized expenditures for responding nonprofit arts and cultural organizations in Population Cohort Group F during fiscal year 2015 (city/county study regions that have a population of 1,000,000 or more).

### **Column Eight:**

The average categorized expenditures for responding nonprofit arts and cultural organizations in the study regions that include multiple cities or multiple counties during fiscal year 2015.

### **Column Nine:**

The average categorized expenditures for responding nonprofit arts and cultural organizations in the Statewide study regions during fiscal year 2015.

### **Column Ten:**

The average categorized expenditures for all 14,439 participating nonprofit arts and cultural organizations during fiscal year 2015.

**Table 12:  
Comparative Categorized Nonprofit Arts and Cultural Organization Expenditures  
Per Participating Organization During Fiscal Year 2015 (in DOLLARS)**

<b>Category of Expense</b>	<b>Group A Less than 50,000 N = 570</b>	<b>Group B 50,000 to 99,999 N = 827</b>	<b>Group C 100,000 to 249,999 N = 1,484</b>	<b>Group D 250,000 to 499,999 N = 1,905</b>	<b>Group E 500,000 to 999,999 N = 2,349</b>	<b>Group F 1,000,000 or More N = 3,473</b>	<b>Regional Varying Pop. N = 6,476</b>	<b>Statewide Varying Pop. N = 9,444</b>	<b>Arts Districts Varying Pop. N = 216</b>	<b>Average of All Organizations N = 14,439</b>
Payroll (e.g., salaries, wages, artist fees)	\$182,161	\$274,574	\$439,293	\$586,676	\$1,065,049	\$810,048	\$629,139	\$517,269	\$2,943,642	\$603,515
Payroll Taxes and Fringe Benefits	\$39,712	\$52,533	\$92,937	\$108,949	\$213,222	\$164,365	\$120,005	\$103,747	\$585,685	\$120,165
Contract Staff (i.e., "contractors")	\$15,280	\$52,818	\$44,407	\$61,459	\$94,953	\$82,305	\$55,092	\$50,753	\$228,357	\$56,110
<b>Total Personnel</b>	<b>\$237,153</b>	<b>\$379,926</b>	<b>\$576,638</b>	<b>\$757,084</b>	<b>\$1,373,225</b>	<b>\$1,056,718</b>	<b>\$804,236</b>	<b>\$671,769</b>	<b>\$3,757,683</b>	<b>\$779,790</b>
Advertising, Marketing, and Promotion	\$22,796	\$26,091	\$38,001	\$57,913	\$88,416	\$77,026	\$56,540	\$47,818	\$298,818	\$54,089
Conferences and Meetings	\$3,076	\$3,690	\$7,389	\$7,369	\$17,939	\$13,460	\$9,238	\$8,258	\$39,563	\$9,875
Dues and Subscriptions	\$1,288	\$3,629	\$2,968	\$4,114	\$6,868	\$6,713	\$4,151	\$4,059	\$20,244	\$4,381
Insurance	\$4,266	\$7,048	\$10,048	\$16,787	\$23,364	\$21,536	\$15,226	\$13,877	\$76,041	\$15,166
Office Administration	\$13,505	\$23,289	\$31,938	\$48,301	\$81,479	\$68,872	\$50,632	\$44,949	\$215,997	\$49,622
Printing, Postage, and Shipping	\$5,396	\$9,275	\$13,437	\$15,628	\$29,019	\$27,290	\$18,336	\$16,356	\$94,310	\$18,464
Programs, Production, and Grantmaking	\$86,505	\$111,654	\$179,231	\$260,401	\$382,627	\$370,393	\$247,433	\$223,054	\$1,231,683	\$246,748
Travel	\$4,902	\$9,795	\$15,617	\$18,995	\$33,012	\$28,166	\$20,357	\$16,137	\$98,610	\$19,313
Other Overhead/Programmatic Costs	\$24,561	\$44,448	\$66,694	\$86,725	\$172,995	\$143,654	\$100,276	\$93,393	\$460,323	\$100,898
<b>Total Programmatic and Overhead</b>	<b>\$166,295</b>	<b>\$238,919</b>	<b>\$365,321</b>	<b>\$516,234</b>	<b>\$835,721</b>	<b>\$757,111</b>	<b>\$522,187</b>	<b>\$467,901</b>	<b>\$2,535,589</b>	<b>\$518,557</b>
Occupancy Costs (e.g., rent, lease, utilities)	\$25,893	\$46,124	\$67,047	\$92,716	\$173,406	\$145,378	\$97,569	\$90,033	\$455,148	\$99,540
<b>Total Facility</b>	<b>\$25,893</b>	<b>\$46,124</b>	<b>\$67,047</b>	<b>\$92,716</b>	<b>\$173,406</b>	<b>\$145,378</b>	<b>\$97,569</b>	<b>\$90,033</b>	<b>\$455,148</b>	<b>\$99,540</b>
<b>OPERATING Expenditures</b>	<b>\$429,341</b>	<b>\$664,968</b>	<b>\$1,009,007</b>	<b>\$1,366,033</b>	<b>\$2,382,351</b>	<b>\$1,959,207</b>	<b>\$1,423,993</b>	<b>\$1,229,703</b>	<b>\$6,748,420</b>	<b>\$1,397,887</b>
<b>CAPITAL Expenditures</b>	<b>\$38,649</b>	<b>\$26,792</b>	<b>\$47,341</b>	<b>\$158,442</b>	<b>\$124,289</b>	<b>\$126,968</b>	<b>\$90,250</b>	<b>\$72,565</b>	<b>\$389,512</b>	<b>\$77,883</b>
<b>TOTAL EXPENDITURES</b>	<b>\$467,991</b>	<b>\$691,761</b>	<b>\$1,056,348</b>	<b>\$1,524,475</b>	<b>\$2,506,640</b>	<b>\$2,086,174</b>	<b>\$1,514,243</b>	<b>\$1,302,268</b>	<b>\$7,137,932</b>	<b>\$1,475,770</b>



## **Explanation of Table 13: Comparative Categorized Nonprofit Arts and Cultural Organization Expenditures Per Participating Organization During Fiscal Year 2015 (in PERCENTAGES)**

This table summarizes in percentages the average expenditures for the 14,439 eligible nonprofit arts and cultural organizations from which fiscal year 2015 financial data were collected. Summary statistics are calculated for each of the population groups (Cohort Groups A through F), the Regional study regions, the Statewide study regions, the Art District study regions, and for all 14,439 participating nonprofit arts and cultural organizations. These percentages differ from the averages reported in Table 11; in that case, the percentages are calculated per study region.

### **Column One:**

The categories of organizational expenditure. Expenditure categories are grouped by personnel-related costs; programmatic, production, and overhead costs; and facility costs. (See the organizational expenditure survey instrument in Appendix C for a detailed breakdown of organizational expenditure categories.)

### **Column Two:**

The average categorized expenditures for responding nonprofit arts and cultural organizations in Population Cohort Group A during fiscal year 2015 (city/county study regions that have a population of less than 50,000).

### **Column Three:**

The average categorized expenditures for responding nonprofit arts and cultural organizations in Population Cohort Group B during fiscal year 2015 (city/county study regions that have a population of 50,000 to 99,999).

### **Column Four:**

The average categorized expenditures for responding nonprofit arts and cultural organizations in Population Cohort Group C during fiscal year 2015 (city/county study regions that have a population of 100,000 to 249,999).

### **Column Five:**

The average categorized expenditures for responding nonprofit arts and cultural organizations in Population Cohort Group D during fiscal year 2015 (city/county study regions that have a population of 250,000 to 499,999).

### **Column Six:**

The average categorized expenditures for responding nonprofit arts and cultural organizations in Population Cohort Group E during fiscal year 2015 (city/county study regions that have a population of 500,000 to 999,999).

### **Column Seven:**

The average categorized expenditures for responding nonprofit arts and cultural organizations in Population Cohort Group F during fiscal year 2015 (city/county study regions that have a population of 1,000,000 or more).

### **Column Eight:**

The average categorized expenditures for responding nonprofit arts and cultural organizations in the study regions that include multiple cities or multiple counties during fiscal year 2015.

### **Column Nine:**

The average categorized expenditures for responding nonprofit arts and cultural organizations in the Statewide study regions during fiscal year 2015.

### **Column Ten:**

The average categorized expenditures for all 14,439 participating nonprofit arts and cultural organizations during fiscal year 2015.

**Table 13:  
Comparative Categorized Nonprofit Arts and Cultural Organization Expenditures  
Per Participating Organization During Fiscal Year 2015 (in PERCENTAGES)**

<b>Category of Expense</b>	<b>Group A Less than 50,000 N = 570</b>	<b>Group B 50,000 to 99,999 N = 827</b>	<b>Group C 100,000 to 249,999 N = 1,484</b>	<b>Group D 250,000 to 499,999 N = 1,905</b>	<b>Group E 500,000 to 999,999 N = 2,349</b>	<b>Group F 1,000,000 or More N = 3,473</b>	<b>Regional Varying Pop. N = 6,476</b>	<b>Statewide Varying Pop. N = 9,444</b>	<b>Arts Districts Varying Pop. N = 216</b>	<b>Average of All Organizations N = 14,439</b>
Payroll (e.g., salaries, wages, artist fees)	38.9%	39.7%	41.6%	38.5%	42.5%	38.8%	41.5%	39.7%	41.2%	40.9%
Payroll Taxes and Fringe Benefits	8.5%	7.6%	8.8%	7.1%	8.5%	7.9%	7.9%	8.0%	8.2%	8.1%
Contract Staff (i.e., "contractors")	3.3%	7.6%	4.2%	4.0%	3.8%	3.9%	3.6%	3.9%	3.2%	3.8%
<b>Total Personnel</b>	<b>50.7%</b>	<b>54.9%</b>	<b>54.6%</b>	<b>49.7%</b>	<b>54.8%</b>	<b>50.7%</b>	<b>53.1%</b>	<b>51.6%</b>	<b>52.6%</b>	<b>52.8%</b>
Advertising, Marketing, and Promotion	4.9%	3.8%	3.6%	3.8%	3.5%	3.7%	3.7%	3.7%	4.2%	3.7%
Conferences and Meetings	0.7%	0.5%	0.7%	0.5%	0.7%	0.6%	0.6%	0.6%	0.6%	0.7%
Dues and Subscriptions	0.3%	0.5%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Insurance	0.9%	1.0%	1.0%	1.1%	0.9%	1.0%	1.0%	1.1%	1.1%	1.0%
Office Administration	2.9%	3.4%	3.0%	3.2%	3.3%	3.3%	3.3%	3.5%	3.0%	3.4%
Printing, Postage, and Shipping	1.2%	1.3%	1.3%	1.0%	1.2%	1.3%	1.2%	1.3%	1.3%	1.3%
Programs, Production, and Grantmaking	18.5%	16.1%	17.0%	17.1%	15.3%	17.8%	16.3%	17.1%	17.3%	16.7%
Travel	1.0%	1.4%	1.5%	1.2%	1.3%	1.4%	1.3%	1.2%	1.4%	1.3%
Other Overhead/Programmatic Costs	5.2%	6.4%	6.3%	5.7%	6.9%	6.9%	6.6%	7.2%	6.4%	6.8%
<b>Total Programmatic and Overhead</b>	<b>35.5%</b>	<b>34.5%</b>	<b>34.6%</b>	<b>33.9%</b>	<b>33.3%</b>	<b>36.3%</b>	<b>34.5%</b>	<b>35.9%</b>	<b>35.5%</b>	<b>35.1%</b>
Occupancy Costs (e.g., rent, lease, utilities)	5.5%	6.7%	6.3%	6.1%	6.9%	7.0%	6.4%	6.9%	6.4%	6.7%
<b>Total Facility</b>	<b>5.5%</b>	<b>6.7%</b>	<b>6.3%</b>	<b>6.1%</b>	<b>6.9%</b>	<b>7.0%</b>	<b>6.4%</b>	<b>6.9%</b>	<b>6.4%</b>	<b>6.7%</b>
<b>OPERATING Expenditures</b>	<b>91.7%</b>	<b>96.1%</b>	<b>95.5%</b>	<b>89.6%</b>	<b>95.0%</b>	<b>93.9%</b>	<b>94.0%</b>	<b>94.4%</b>	<b>94.5%</b>	<b>94.7%</b>
<b>CAPITAL Expenditures</b>	<b>8.3%</b>	<b>3.9%</b>	<b>4.5%</b>	<b>10.4%</b>	<b>5.0%</b>	<b>6.1%</b>	<b>6.0%</b>	<b>5.6%</b>	<b>5.5%</b>	<b>5.3%</b>
<b>TOTAL EXPENDITURES</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

## **Explanation of Table 14: Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

This table summarizes the number of volunteers, number of volunteer hours, and dollar value of volunteer time donated to participating nonprofit arts and cultural organizations in each participating study region during fiscal year 2015. It also summarizes the total value of the in-kind contributions that were donated to the participating organizations. Summary statistics are calculated for each population group.

### **Column Two:**

The total number of people who volunteered at responding nonprofit arts and cultural organizations in each participating study region during fiscal year 2015. Volunteers can include professional volunteers (e.g., unpaid executive staff, unpaid program staff, and board members), artistic volunteers (e.g., artists, choreographers, designers), clerical volunteers (e.g., unpaid administrative support staff), service volunteers (e.g., ticket takers, docents, gift shop volunteers), and seasonal volunteers who assist with festivals and special events.

### **Column Three:**

The total number of volunteer hours donated to responding nonprofit arts and cultural organizations in each participating study region during fiscal year 2015.

### **Column Four:**

The estimated dollar value of the volunteer hours donated to responding nonprofit arts and cultural organizations in each participating study region during fiscal year 2015. This figure is calculated by multiplying the total number of volunteer hours by \$23.56 (the dollar value of the average volunteer hour during fiscal year 2015 based on Giving and Volunteering in the United States, published in 2016 by Independent Sector).

### **Column Five:**

The average number of volunteer hours donated, per volunteer, to responding nonprofit arts and cultural organizations in each participating study region during fiscal year 2015. This figure is calculated by dividing the total number of donated volunteer hours (Column Three) by the total number of volunteers (Column Two).

### **Column Six:**

The average number of volunteers, per organization, who donated their time to a nonprofit arts and cultural organization in each participating study region during fiscal year 2015. This figure is calculated by dividing the number of volunteers in each study region (Column One) by the number of responding nonprofit arts and cultural organizations (Table 5, Column Three).

### **Column Seven:**

The average number of volunteer hours, per organization, that were donated to responding nonprofit arts and cultural organizations in each participating study region during fiscal year 2015. This figure is calculated by dividing the number of volunteer hours donated in each study region (Column Three) by the number of responding nonprofit arts and cultural organizations (Table 5, Column Three).

### **Column Eight:**

The total value of in-kind contributions received by reporting nonprofit arts and cultural organizations in each participating study region during fiscal year 2015.

### **Column Nine:**

The average value of all in-kind contributions received per reporting nonprofit arts and cultural organization in each participating study region during fiscal year 2015. This figure is calculated by dividing the total value of all in-kind contributions received (Column Eight) by the total number of responding nonprofit arts and cultural organizations in each study region (Table 5, Column Three).

**Table 14:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit**  
**Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group A</b> Population Fewer than 50,000 Sample Size = 52	<b>Estimated Number of Volunteers</b>	<b>Estimated Number of Vol. Hours</b>	<b>Estimated Value of Vol. Hours</b>	<b>Average Hours Per Volunteer</b>	<b>Average Volunteers Per Organization</b>	<b>Average Hours Per Organization</b>	<b>Total Value of In-Kind Contributions</b>	<b>In-Kind Value Per Organization</b>
Town of Crested Butte (CO)	1,002	48,428	\$1,140,964	48.3	83.5	4,035.7	\$815,855	\$67,988
City of Pine City (MN)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
City of Alva (OK)	290	37,008	\$871,918	127.6	22.3	2,846.8	\$66,000	\$5,077
Cook County (MN)	818	28,569	\$673,086	34.9	48.1	1,680.5	\$57,675	\$3,393
Town of Hillsborough (NC)	777	54,962	\$1,294,902	70.7	48.6	3,435.1	\$45,229	\$2,827
City of Virginia (MN)	50	3,800	\$89,528	76.0	12.5	950.0	\$800	\$200
Town of Jackson (WY)	1,187	70,827	\$1,668,694	59.7	65.9	3,934.9	\$314,205	\$17,456
City of Guthrie (OK)	829	48,505	\$1,142,778	58.5	69.1	4,042.1	\$80,037	\$6,670
City of Grand Rapids (MN)	54	2,611	\$61,515	48.4	4.5	217.6	\$55,327	\$4,611
Town of Medfield (MA)	882	43,965	\$1,035,825	49.8	51.9	2,586.2	\$22,900	\$1,347
City of Fergus Falls (MN)	331	13,462	\$317,165	40.7	36.8	1,495.8	n/a	n/a
Grundy County (TN)	707	37,657	\$887,189	53.3	70.7	3,765.7	\$2,743	\$274
City of Falls Church (VA)	522	35,454	\$835,294	67.9	47.5	3,223.1	\$19,923	\$1,811
City of Jamestown (ND)	137	10,318	\$243,085	75.3	45.7	3,439.2	\$0	\$0
City of Waterville (ME)	309	14,568	\$343,232	47.1	77.3	3,642.1	\$89,146	\$22,287
City of Red Wing (MN)	189	9,099	\$214,372	48.1	21.0	1,011.0	\$65,500	\$7,278
City of Durango (CO)	1,787	102,142	\$2,406,473	57.2	68.7	3,928.6	\$363,238	\$13,971
City of Hannibal (MO)	373	21,881	\$515,521	58.7	62.2	3,646.9	\$28,465	\$4,744
City of Tullahoma (TN)	416	43,117	\$1,015,839	103.6	37.8	3,919.7	\$171,267	\$15,570
City of Northfield (MN)	511	23,320	\$549,419	45.6	36.5	1,665.7	\$19,560	\$1,397
Town of Carrboro (NC)	993	50,696	\$1,194,405	51.1	99.3	5,069.6	\$70,719	\$7,072
Macon County (TN)	561	31,271	\$736,740	55.7	80.1	4,467.3	\$96,619	\$13,803
City of Laguna Beach (CA)	992	51,444	\$1,212,014	51.9	62.0	3,215.2	\$1,057,814	\$66,113
Hickman County (TN)	439	36,769	\$866,280	83.8	20.9	1,750.9	\$35,786	\$1,704
City of Fairfax (VA)	520	18,925	\$445,868	36.4	74.3	2,703.5	\$3,900	\$557
City of Ponca City (OK)	942	59,194	\$1,394,608	62.8	58.9	3,699.6	\$13,685	\$855
City of Paducah (KY)	1,470	107,905	\$2,542,232	73.4	77.4	5,679.2	\$833,900	\$43,889
Mille Lacs County (MN)	100	10,268	\$241,914	102.7	10.0	1,026.8	\$85,590	\$8,559
McNairy County (TN)	401	20,814	\$490,385	51.9	80.2	4,162.9	\$0	\$0
City of Winona (MN)	898	43,785	\$1,031,575	48.8	52.8	2,575.6	\$160,883	\$9,464

**Table 14:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit**  
**Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group A</b> Population Fewer than 50,000 Sample Size = 52	<b>Estimated Number of Volunteers</b>	<b>Estimated Number of Vol. Hours</b>	<b>Estimated Value of Vol. Hours</b>	<b>Average Hours Per Volunteer</b>	<b>Average Volunteers Per Organization</b>	<b>Average Hours Per Organization</b>	<b>Total Value of In-Kind Contributions</b>	<b>In-Kind Value Per Organization</b>
Door County (WI)	1,582	56,485	\$1,330,796	35.7	98.9	3,530.3	\$267,964	\$16,748
City of Benicia (CA)	749	41,271	\$972,354	55.1	62.4	3,439.3	\$34,614	\$2,885
City of Winter Park (FL)	1,711	86,805	\$2,045,131	50.7	85.6	4,340.3	\$1,265,093	\$63,255
City of Rochester (NH)	793	48,545	\$1,143,725	61.2	66.1	4,045.4	\$1,218,482	\$101,540
City of Morgantown (WV)	2,687	96,636	\$2,276,754	36.0	79.0	2,842.2	\$236,084	\$6,944
Henry County (TN)	149	7,155	\$168,577	48.0	49.7	2,385.1	\$25,840	\$8,613
City of Fairbanks (AK)	1,829	101,547	\$2,392,450	55.5	79.5	4,415.1	\$693,007	\$30,131
City of Bangor (ME)	991	45,720	\$1,077,151	46.1	76.2	3,516.9	\$434,953	\$33,458
Weakley County (TN)	672	36,702	\$864,690	54.6	84.0	4,587.7	\$5,078	\$635
Dare County (NC)	1,473	66,921	\$1,576,663	45.4	73.7	3,346.1	\$169,003	\$8,450
City of Columbia (TN)	402	18,721	\$441,057	46.6	57.4	2,674.4	\$56,432	\$8,062
City of Lake Worth (FL)	960	45,268	\$1,066,507	47.2	80.0	3,772.3	\$910,715	\$75,893
Clatsop County (OR)	1,233	80,328	\$1,892,516	65.1	56.0	3,651.3	\$146,816	\$6,673
Yadkin County (NC)	97	3,718	\$87,603	38.3	97.0	3,718.3	\$0	\$0
Greater Belfast Area (ME)	1,680	91,754	\$2,161,724	54.6	84.0	4,587.7	\$64,410	\$3,221
Campbell County (TN)	198	16,243	\$382,680	82.0	28.3	2,320.4	\$25,144	\$3,592
Monroe County (TN)	797	22,158	\$522,052	27.8	99.6	2,769.8	\$55,225	\$6,903
Lincoln County (OR)	1,253	42,605	\$1,003,774	34.0	125.3	4,260.5	\$329,535	\$32,954
Iron County (UT)	1,448	70,707	\$1,665,847	48.8	76.2	3,721.4	\$319,447	\$16,813
City of St. Louis Park (MN)	100	1,000	\$23,560	10.0	6.7	66.7	\$1,000	\$67
City of Logan (UT)	1,565	70,289	\$1,656,014	44.9	65.2	2,928.7	\$656,711	\$27,363
Gibson County (TN)	712	31,722	\$747,375	44.6	64.7	2,883.8	\$129,261	\$11,751
<b>Group A Average</b>	<b>815.1</b>	<b>42,413.0</b>	<b>\$999,251</b>	<b>55.3</b>	<b>61.2</b>	<b>3,169.0</b>	<b>\$232,432</b>	<b>\$15,897</b>
Group A Median	777.0	41,271.4	\$972,354	51.1	65.2	3,439.3	\$68,360	\$7,008

**Table 14:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit**  
**Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group B</b> Population 50,000 to 99,999 Sample Size = 38	<b>Estimated Number of Volunteers</b>	<b>Estimated Number of Vol. Hours</b>	<b>Estimated Value of Vol. Hours</b>	<b>Average Hours Per Volunteer</b>	<b>Average Volunteers Per Organization</b>	<b>Average Hours Per Organization</b>	<b>Total Value of In-Kind Contributions</b>	<b>In-Kind Value Per Organization</b>
City of Joplin (MO)	835	37,594	\$885,719	45.0	41.8	1,879.7	\$43,470	\$2,174
City of La Crosse (WI)	3,508	143,564	\$3,382,361	40.9	106.3	4,350.4	\$351,374	\$10,648
McMinn County (TN)	2,001	100,674	\$2,371,879	50.3	100.1	5,033.7	\$100,996	\$5,050
Lafayette County (MS)	722	43,000	\$1,013,082	59.6	38.0	2,263.2	\$235,795	\$12,410
Chisago County (MN)	204	3,951	\$93,086	19.4	34.0	658.5	\$15,899	\$2,650
City of Grand Forks (ND)	1,105	36,965	\$870,902	33.5	85.0	2,843.5	\$84,035	\$6,464
City of Corvallis (OR)	1,878	111,124	\$2,618,079	59.2	85.4	5,051.1	\$675,100	\$30,686
City of Noblesville (IN)	38	1,240	\$29,214	32.6	19.0	620.0	\$1,500	\$750
City of Ocala (FL)	2,031	102,018	\$2,403,551	50.2	70.0	3,517.9	\$1,241,312	\$42,804
Lenoir County (NC)	930	47,568	\$1,120,700	51.1	84.5	4,324.4	\$14,360	\$1,305
Town of Chapel Hill (NC)	3,250	140,562	\$3,311,645	43.2	59.1	2,555.7	\$1,064,651	\$19,357
City of Grand Junction (CO)	1,980	99,417	\$2,342,257	50.2	61.9	3,106.8	\$259,881	\$8,121
Town of Jupiter (FL)	417	24,322	\$573,019	58.3	139.0	8,107.2	\$139,247	\$46,416
Hamblen County (TN)	747	45,941	\$1,082,361	61.5	124.5	7,656.8	\$234,390	\$39,065
City of Delray Beach (FL)	748	39,254	\$924,822	52.5	62.3	3,271.2	\$357,559	\$29,797
City of St. Cloud (MN)	487	5,191	\$122,300	10.7	19.5	207.6	\$38,380	\$1,535
City of Portland (ME)	4,165	148,297	\$3,493,873	35.6	90.5	3,223.8	\$754,767	\$16,408
City of Jackson (TN)	921	49,282	\$1,161,072	53.5	70.8	3,790.9	\$595,115	\$45,778
City of Walnut Creek (CA)	2,808	116,396	\$2,742,287	41.5	96.8	4,013.7	\$337,381	\$11,634
Greene County (TN)	766	33,342	\$785,533	43.5	85.1	3,704.6	\$290,541	\$32,282
City of Flagstaff (AZ)	4,451	188,015	\$4,429,624	42.2	89.0	3,760.3	\$1,015,155	\$20,303
City of Missoula (MT)	2,915	94,633	\$2,229,544	32.5	85.7	2,783.3	\$826,195	\$24,300
City of Fort Myers (FL)	1,032	48,495	\$1,142,542	47.0	73.7	3,463.9	\$1,053,268	\$75,233
Putnam County (TN)	476	45,621	\$1,074,835	95.8	52.9	5,069.0	\$58,466	\$6,496
Monroe County (FL)	1,471	72,200	\$1,701,032	49.1	27.8	1,362.3	\$259,285	\$4,892
City of Lynchburg (VA)	1,340	69,717	\$1,642,535	52.0	67.0	3,485.9	\$300,589	\$15,029
City of Duluth (MN)	1,949	73,542	\$1,732,650	37.7	52.7	1,987.6	\$234,617	\$6,341
City of Fishers (IN)	531	19,137	\$450,872	36.0	88.5	3,189.5	\$146,016	\$24,336
City of Carmel (IN)	3,123	69,943	\$1,647,862	22.4	260.3	5,828.6	\$644,056	\$53,671
City of Sugar Land (TX)	282	12,919	\$304,381	45.8	56.4	2,583.9	\$18,425	\$3,685

**Table 14:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit**  
**Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group B</b> Population 50,000 to 99,999 Sample Size = 38	<b>Estimated Number of Volunteers</b>	<b>Estimated Number of Vol. Hours</b>	<b>Estimated Value of Vol. Hours</b>	<b>Average Hours Per Volunteer</b>	<b>Average Volunteers Per Organization</b>	<b>Average Hours Per Organization</b>	<b>Total Value of In-Kind Contributions</b>	<b>In-Kind Value Per Organization</b>
City of Asheville (NC)	3,126	137,981	\$3,250,830	44.1	72.7	3,208.9	\$1,022,648	\$23,783
Buchanan County (MO)	4,079	136,633	\$3,219,081	33.5	151.1	5,060.5	\$272,571	\$10,095
City of Boca Raton (FL)	1,019	51,592	\$1,215,505	50.6	101.9	5,159.2	\$896,105	\$89,611
City of Miami Beach (FL)	3,104	198,658	\$4,680,375	64.0	41.4	2,648.8	\$2,250,183	\$30,002
Moore County (NC)	2,325	123,601	\$2,912,035	53.2	68.4	3,635.3	\$90,686	\$2,667
Sevier County (TN)	557	32,334	\$761,777	58.0	55.7	3,233.4	\$96,696	\$9,670
Cape May County (NJ)	582	30,917	\$728,397	53.1	83.1	4,416.7	\$105,348	\$15,050
Cleveland County (NC)	1,268	49,382	\$1,163,440	38.9	84.5	3,292.1	\$32,756	\$2,184
<b>Group B Average</b>	<b>1,662.4</b>	<b>73,290.0</b>	<b>\$1,726,712</b>	<b>46.0</b>	<b>78.6</b>	<b>3,535.5</b>	<b>\$425,232</b>	<b>\$20,597</b>
Group B Median	1,186.5	50,487.0	\$1,189,473	46.4	73.2	3,378.0	\$259,583	\$13,720

**Table 14:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit**  
**Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group C</b> Population 100,000 to 249,999 Sample Size = 50	<b>Estimated Number of Volunteers</b>	<b>Estimated Number of Vol. Hours</b>	<b>Estimated Value of Vol. Hours</b>	<b>Average Hours Per Volunteer</b>	<b>Average Volunteers Per Organization</b>	<b>Average Hours Per Organization</b>	<b>Total Value of In-Kind Contributions</b>	<b>In-Kind Value Per Organization</b>
City of Las Cruces (NM)	1,224	37,658	\$887,227	30.8	55.6	1,711.7	\$221,361	\$10,062
Eau Claire County (WI)	2,231	76,922	\$1,812,275	34.5	148.7	5,128.1	\$70,098	\$4,673
Yamhill County (OR)	5,268	184,564	\$4,348,321	35.0	99.4	3,482.3	\$421,787	\$7,958
City of Lewisville (TX)	646	46,998	\$1,107,271	72.8	80.8	5,874.7	\$8,750	\$1,094
City of West Palm Beach (FL)	2,698	110,716	\$2,608,478	41.0	93.0	3,817.8	\$2,831,411	\$97,635
City of Boulder (CO)	5,087	265,505	\$6,255,291	52.2	78.3	4,084.7	\$1,922,117	\$29,571
City of Richardson (TX)	3,428	116,863	\$2,753,288	34.1	142.8	4,869.3	\$104,388	\$4,350
City of High Point (NC)	443	23,097	\$544,156	52.1	44.3	2,309.7	\$61,232	\$6,123
City of Cambridge (MA)	2,934	149,286	\$3,517,188	50.9	83.8	4,265.3	\$2,471,390	\$70,611
City of Lowell (MA)	1,891	51,595	\$1,215,571	27.3	126.1	3,439.6	\$772,231	\$51,482
Douglas County (KS)	1,907	96,964	\$2,284,472	50.8	82.9	4,215.8	\$131,160	\$5,703
City of Columbia (MO)	3,158	105,927	\$2,495,650	33.5	108.9	3,652.7	\$960,448	\$33,119
City of Norman (OK)	1,736	55,974	\$1,318,750	32.2	72.3	2,332.3	\$272,000	\$11,333
Wayne County (NC)	835	47,036	\$1,108,173	56.3	55.7	3,135.7	\$57,210	\$3,814
City of Lafayette (LA)	1,018	47,089	\$1,109,424	46.3	101.8	4,708.9	\$159,442	\$15,944
Washington County (TN)	1,638	86,651	\$2,041,505	52.9	81.9	4,332.6	\$353,252	\$17,663
City of Thousand Oaks (CA)	1,791	65,902	\$1,552,642	36.8	149.3	5,491.8	\$180,668	\$15,056
City of Charleston (SC)	3,265	130,981	\$3,085,912	40.1	85.9	3,446.9	\$930,578	\$24,489
City of Waco (TX)	1,517	71,532	\$1,685,284	47.2	50.6	2,384.4	\$1,514,041	\$50,468
Robeson County (NC)	353	59,310	\$1,397,344	168.0	39.2	6,590.0	\$149,219	\$16,580
Columbia County (GA)	160	30,091	\$708,944	188.1	32.0	6,018.2	\$5,000	\$1,000
Orange County (NC)	5,034	246,771	\$5,813,925	49.0	61.4	3,009.4	\$1,180,599	\$14,398
City of Savannah (GA)	3,163	158,997	\$3,745,972	50.3	70.3	3,533.3	\$638,791	\$14,195
Indian River County (FL)	1,364	66,418	\$1,564,813	48.7	136.4	6,641.8	\$347,120	\$34,712
City of Alexandria (VA)	3,599	152,774	\$3,599,358	42.4	72.0	3,055.5	\$1,504,387	\$30,088
Martin County (FL)	1,458	85,525	\$2,014,974	58.7	72.9	4,276.3	\$411,227	\$20,561
Macon-Bibb County (GA)	3,923	184,170	\$4,339,045	46.9	81.7	3,836.9	\$1,263,281	\$26,318
City of Springfield (MA)	1,369	52,751	\$1,242,814	38.5	91.3	3,516.7	\$1,798,808	\$119,921
Catawba County (NC)	4,092	130,290	\$3,069,642	31.8	163.7	5,211.6	\$1,020,410	\$40,816
Town of Cary (NC)	2,810	126,599	\$2,982,661	45.1	75.9	3,421.6	\$46,466	\$1,256



**Table 14:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit**  
**Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group C</b> Population 100,000 to 249,999 Sample Size = 50	<b>Estimated Number of Volunteers</b>	<b>Estimated Number of Vol. Hours</b>	<b>Estimated Value of Vol. Hours</b>	<b>Average Hours Per Volunteer</b>	<b>Average Volunteers Per Organization</b>	<b>Average Hours Per Organization</b>	<b>Total Value of In-Kind Contributions</b>	<b>In-Kind Value Per Organization</b>
Alamance County (NC)	1,557	114,669	\$2,701,604	73.6	45.8	3,372.6	\$130,853	\$3,849
Cumberland County (NJ)	1,331	97,468	\$2,296,348	73.2	53.2	3,898.7	\$993,724	\$39,749
City of Eugene (OR)	3,255	196,728	\$4,634,907	60.4	81.4	4,918.2	\$733,384	\$18,335
Middlesex County (CT)	1,150	56,591	\$1,333,282	49.2	76.7	3,772.7	\$355,688	\$23,713
City of Springfield (MO)	1,678	98,237	\$2,314,457	58.5	69.9	4,093.2	\$381,285	\$15,887
City of Sioux Falls (SD)	2,946	98,432	\$2,319,051	33.4	113.3	3,785.8	\$790,104	\$30,389
Pitt County (NC)	1,876	84,146	\$1,982,487	44.9	81.6	3,658.5	\$652,616	\$28,375
City of Providence (RI)	5,295	231,909	\$5,463,785	43.8	94.6	4,141.2	\$2,697,397	\$48,168
City of Worcester (MA)	4,679	241,600	\$5,692,098	51.6	82.1	4,238.6	\$3,013,501	\$52,868
Montgomery County (TN)	830	47,076	\$1,109,108	56.7	41.5	2,353.8	\$71,486	\$3,574
Salt Lake City (UT)	5,435	219,266	\$5,165,916	40.3	95.4	3,846.8	\$6,368,929	\$111,736
Cabarrus County (NC)	1,496	75,688	\$1,783,216	50.6	83.1	4,204.9	\$294,840	\$16,380
Richmond County (GA)	3,413	130,786	\$3,081,306	38.3	121.9	4,670.9	\$607,313	\$21,690
City of Tacoma (WA)	6,030	298,995	\$7,044,332	49.6	91.4	4,530.2	\$2,359,649	\$35,752
Doña Ana County (NM)	1,647	64,119	\$1,510,634	38.9	56.8	2,211.0	\$412,379	\$14,220
New Hanover County (NC)	3,095	160,543	\$3,782,384	51.9	88.4	4,586.9	\$524,181	\$14,977
Arlington County (VA)	4,924	218,660	\$5,151,625	44.4	68.4	3,036.9	\$1,441,527	\$20,021
City of Irving (TX)	1,139	66,238	\$1,560,572	58.2	67.0	3,896.4	\$413,024	\$24,296
City of Reno (NV)	3,344	214,379	\$5,050,765	64.1	71.1	4,561.3	\$3,095,368	\$65,859
York County (SC)	1,226	97,055	\$2,286,623	79.2	94.3	7,465.8	\$83,798	\$6,446
<b>Group C Average</b>	<b>2,527.7</b>	<b>117,550.8</b>	<b>\$2,769,497</b>	<b>53.1</b>	<b>84.3</b>	<b>4,060.8</b>	<b>\$944,598</b>	<b>\$27,545</b>
Group C Median	1,899.0	97,852.4	\$2,305,403	48.9	81.6	3,897.5	\$472,984	\$19,178

**Table 14:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit**  
**Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group D</b> Population 250,000 to 499,999 Sample Size = 42	<b>Estimated Number of Volunteers</b>	<b>Estimated Number of Vol. Hours</b>	<b>Estimated Value of Vol. Hours</b>	<b>Average Hours Per Volunteer</b>	<b>Average Volunteers Per Organization</b>	<b>Average Hours Per Organization</b>	<b>Total Value of In-Kind Contributions</b>	<b>In-Kind Value Per Organization</b>
Buncombe County (NC)	4,813	182,250	\$4,293,815	37.9	92.6	3,504.8	\$1,161,386	\$22,334
Alachua County (FL)	3,350	200,596	\$4,726,030	59.9	76.1	4,559.0	\$1,395,554	\$31,717
Greater Green Bay Area (WI)	3,595	155,214	\$3,656,835	43.2	87.7	3,785.7	\$118,017	\$2,878
City of Orlando (FL)	6,236	267,852	\$6,310,593	43.0	113.4	4,870.0	\$5,158,619	\$93,793
City of Lincoln (NE)	3,461	155,112	\$3,654,432	44.8	86.5	3,877.8	\$1,500,140	\$37,504
Southeastern Connecticut Region (CT)	5,025	242,803	\$5,720,432	48.3	71.8	3,468.6	\$1,920,119	\$27,430
Erie County (PA)	4,839	156,847	\$3,695,313	32.4	105.2	3,409.7	\$489,846	\$10,649
San Luis Obispo County (CA)	2,438	112,914	\$2,660,249	46.3	87.1	4,032.6	\$564,601	\$20,164
City of Newark (NJ)	2,813	153,662	\$3,620,277	54.6	90.7	4,956.8	\$1,516,068	\$48,905
Leon County (FL)	6,300	372,211	\$8,769,298	59.1	91.3	5,394.4	\$2,058,044	\$29,827
Rutherford County (TN)	2,239	125,562	\$2,958,236	56.1	62.2	3,487.8	\$221,452	\$6,151
St. Lucie County (FL)	670	26,935	\$634,589	40.2	134.0	5,387.0	\$14,600	\$2,920
Greater Spartanburg Area (SC)	2,151	100,533	\$2,368,567	46.7	74.2	3,466.7	\$210,680	\$7,265
Durham County (NC)	6,421	256,840	\$6,051,153	40.0	93.1	3,722.3	\$1,449,280	\$21,004
City of St. Paul (MN)	1,964	59,760	\$1,407,946	30.4	11.8	357.8	\$380,239	\$2,277
Hamilton County (IN)	3,770	92,939	\$2,189,633	24.7	179.5	4,425.6	\$791,572	\$37,694
Osceola County (FL)	1,236	46,840	\$1,103,541	37.9	176.6	6,691.4	\$19,442	\$2,777
Escambia County (FL)	3,061	109,475	\$2,579,238	35.8	122.4	4,379.0	\$845,205	\$33,808
Lexington-Fayette Urban County (KY)	3,000	125,118	\$2,947,785	41.7	88.2	3,679.9	\$631,749	\$18,581
Lake County (FL)	897	50,640	\$1,193,081	56.5	81.5	4,603.6	\$371,632	\$33,785
City of Riverside (CA)	3,597	185,035	\$4,359,422	51.4	79.9	4,111.9	\$420,037	\$9,334
Cumberland County (NC)	5,098	148,774	\$3,505,111	29.2	106.2	3,099.5	\$948,655	\$19,764
Collier County (FL)	4,530	221,378	\$5,215,656	48.9	100.7	4,919.5	\$717,640	\$15,948
Hamilton County (TN)	5,268	189,981	\$4,475,943	36.1	99.4	3,584.5	\$1,352,902	\$25,526
Manatee County (FL)	2,868	115,889	\$2,730,350	40.4	89.6	3,621.5	\$723,515	\$22,610
City of Tampa (FL)	5,374	268,953	\$6,336,523	50.0	96.0	4,802.7	\$4,688,727	\$83,727
Forsyth County (NC)	6,227	278,974	\$6,572,627	44.8	105.5	4,728.4	\$1,934,824	\$32,794
Mercer County (NJ)	1,798	88,973	\$2,096,204	49.5	71.9	3,558.9	\$759,871	\$30,395
City of Wichita (KS)	2,750	129,374	\$3,048,044	47.0	80.9	3,805.1	\$1,840,512	\$54,133
Clackamas County (OR)	1,346	54,129	\$1,275,270	40.2	74.8	3,007.1	\$96,617	\$5,368

**Table 14:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit**  
**Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group D</b> Population 250,000 to 499,999 Sample Size = 42	<b>Estimated Number of Volunteers</b>	<b>Estimated Number of Vol. Hours</b>	<b>Estimated Value of Vol. Hours</b>	<b>Average Hours Per Volunteer</b>	<b>Average Volunteers Per Organization</b>	<b>Average Hours Per Organization</b>	<b>Total Value of In-Kind Contributions</b>	<b>In-Kind Value Per Organization</b>
Sarasota County (FL)	6,185	264,262	\$6,226,022	42.7	121.3	5,181.6	\$4,272,410	\$83,773
City of Minneapolis (MN)	18,752	873,784	\$20,586,351	46.6	63.1	2,942.0	\$4,473,090	\$15,061
Berks County (PA)	2,072	82,967	\$1,954,712	40.0	103.6	4,148.4	\$268,629	\$13,431
City of Miami (FL)	9,826	705,980	\$16,632,884	71.8	45.5	3,268.4	\$8,619,323	\$39,904
City of Raleigh (NC)	9,429	317,212	\$7,473,524	33.6	120.9	4,066.8	\$4,111,461	\$52,711
Santa Barbara County (CA)	6,927	327,899	\$7,725,305	47.3	74.5	3,525.8	\$4,094,244	\$44,024
Seminole County (FL)	1,730	86,861	\$2,046,436	50.2	82.4	4,136.2	\$214,943	\$10,235
City of Virginia Beach (VA)	2,130	108,857	\$2,564,676	51.1	64.5	3,298.7	\$1,188,280	\$36,008
City of Atlanta (GA)	13,073	522,329	\$12,306,078	40.0	89.5	3,577.6	\$4,151,904	\$28,438
City of Mesa (AZ)	1,974	95,770	\$2,256,332	48.5	141.0	6,840.7	\$86,632	\$6,188
City of Kansas City (MO)	7,616	346,465	\$8,162,704	45.5	83.7	3,807.3	\$3,588,494	\$39,434
Morris County (NJ)	1,107	87,590	\$2,063,627	79.1	79.1	6,256.5	\$29,200	\$2,086
<b>Group D Average</b>	<b>4,475.1</b>	<b>202,274.7</b>	<b>\$4,765,591</b>	<b>45.6</b>	<b>92.9</b>	<b>4,103.6</b>	<b>\$1,652,385</b>	<b>\$27,675</b>
Group D Median	3,528.0	154,386.9	\$3,637,354	45.2	88.9	3,842.5	\$896,930	\$24,068

**Table 14:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit**  
**Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group E</b> Population 500,000 to 999,999 Sample Size = 25	<b>Estimated Number of Volunteers</b>	<b>Estimated Number of Vol. Hours</b>	<b>Estimated Value of Vol. Hours</b>	<b>Average Hours Per Volunteer</b>	<b>Average Volunteers Per Organization</b>	<b>Average Hours Per Organization</b>	<b>Total Value of In-Kind Contributions</b>	<b>In-Kind Value Per Organization</b>
Sonoma County (CA)	3,836	178,122	\$4,196,545	46.4	89.2	4,142.4	\$1,292,562	\$30,060
Volusia County (FL)	3,860	242,259	\$5,707,622	62.8	87.7	5,505.9	\$1,076,229	\$24,460
Guilford County (NC)	6,457	256,295	\$6,038,301	39.7	92.2	3,661.4	\$2,171,552	\$31,022
Dane County (WI)	7,814	399,302	\$9,407,543	51.1	59.2	3,025.0	\$3,431,055	\$25,993
Brevard County (FL)	1,254	63,400	\$1,493,709	50.6	114.0	5,763.7	\$542,786	\$49,344
Washington County (OR)	2,639	133,226	\$3,138,802	50.5	85.1	4,297.6	\$164,856	\$5,318
Johnson County (KS)	2,261	94,987	\$2,237,884	42.0	83.7	3,518.0	\$1,090,815	\$40,401
City of Louisville (KY)	9,229	451,157	\$10,629,252	48.9	92.3	4,511.6	\$2,923,836	\$29,238
City of Baltimore (MD)	15,785	665,410	\$15,677,053	42.2	108.1	4,557.6	\$5,147,569	\$35,257
Polk County (FL)	2,584	139,593	\$3,288,821	54.0	76.0	4,105.7	\$2,241,040	\$65,913
City of Boston (MA)	13,230	557,577	\$13,136,516	42.1	89.4	3,767.4	\$17,195,134	\$116,183
District of Columbia (DC)	17,256	697,550	\$16,434,280	40.4	88.5	3,577.2	\$15,382,653	\$78,885
Nashville-Davidson County (TN)	7,065	357,801	\$8,429,789	50.6	86.2	4,363.4	\$5,586,392	\$68,127
City of El Paso (TX)	4,700	246,660	\$5,811,298	52.5	61.8	3,245.5	\$967,745	\$12,733
Lee County (FL)	3,061	184,129	\$4,338,072	60.2	74.7	4,490.9	\$3,481,543	\$84,916
City of Fort Worth (TX)	6,208	298,524	\$7,033,228	48.1	83.9	4,034.1	\$4,668,422	\$63,087
City of Indianapolis (IN)	9,848	403,832	\$9,514,270	41.0	105.9	4,342.3	\$3,183,531	\$34,232
City and County of San Francisco (CA)	29,991	1,151,576	\$27,131,135	38.4	83.5	3,207.7	\$16,235,480	\$45,224
Prince George's County (MD)	3,151	162,850	\$3,836,744	51.7	80.8	4,175.6	\$848,459	\$21,755
Pinellas County (FL)	5,097	238,389	\$5,616,454	46.8	108.4	5,072.1	\$4,532,861	\$96,444
Shelby County (TN)	6,544	293,477	\$6,914,320	44.8	92.2	4,133.5	\$5,212,175	\$73,411
Fairfield County (CT)	5,918	254,417	\$5,994,053	43.0	82.2	3,533.6	\$2,900,514	\$40,285
Westchester County (NY)	7,176	301,083	\$7,093,515	42.0	67.1	2,813.9	\$2,559,448	\$23,920
Fulton County (GA)	16,147	639,512	\$15,066,903	39.6	89.7	3,552.8	\$4,462,436	\$24,791
Wake County (NC)	13,205	478,559	\$11,274,855	36.2	104.8	3,798.1	\$4,205,062	\$33,374
<b>Group E Average</b>	<b>8,172.6</b>	<b>355,587.4</b>	<b>\$8,377,639</b>	<b>46.6</b>	<b>87.5</b>	<b>4,047.9</b>	<b>\$4,460,166</b>	<b>\$46,175</b>
Group E Median	6,457.0	293,477.1	\$6,914,320	46.4	87.7	4,105.7	\$3,183,531	\$35,257

**Table 14:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit**  
**Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

<b>Population Cohort Group F</b> Population 1,000,000 or More Sample Size = 21	<b>Estimated Number of Volunteers</b>	<b>Estimated Number of Vol. Hours</b>	<b>Estimated Value of Vol. Hours</b>	<b>Average Hours Per Volunteer</b>	<b>Average Volunteers Per Organization</b>	<b>Average Hours Per Organization</b>	<b>Total Value of In-Kind Contributions</b>	<b>In-Kind Value Per Organization</b>
Mecklenburg County (NC)	8,622	322,179	\$7,590,533	37.4	105.1	3,929.0	\$3,266,785	\$39,839
City of San José (CA)	7,171	303,317	\$7,146,144	42.3	107.0	4,527.1	\$5,746,148	\$85,763
Montgomery County (MD)	14,821	550,178	\$12,962,194	37.1	99.5	3,692.5	\$7,313,872	\$49,086
Fairfax County (VA)	7,109	303,569	\$7,152,093	42.7	83.6	3,571.4	\$4,006,386	\$47,134
Allegheny County (PA)	16,584	796,073	\$18,755,468	48.0	85.5	4,103.5	\$7,029,670	\$36,235
Greater Columbus Area (OH)	8,531	377,095	\$8,884,346	44.2	92.7	4,098.9	\$6,231,073	\$67,729
Orange County (FL)	9,491	427,691	\$10,076,398	45.1	105.5	4,752.1	\$7,254,802	\$80,609
City of Dallas (TX)	17,467	873,954	\$20,590,363	50.0	83.6	4,181.6	\$16,346,842	\$78,215
Hillsborough County (FL)	7,339	353,694	\$8,333,026	48.2	96.6	4,653.9	\$4,916,248	\$64,687
City of San Diego (CA)	12,377	593,781	\$13,989,480	48.0	90.3	4,334.2	\$12,771,530	\$93,223
Palm Beach County (FL)	7,024	315,957	\$7,443,937	45.0	88.9	3,999.5	\$5,847,915	\$74,024
City of San Antonio (TX)	6,035	230,147	\$5,422,266	38.1	79.4	3,028.3	\$3,718,516	\$48,928
Sacramento County (CA)	10,338	471,002	\$11,096,817	45.6	94.0	4,281.8	\$4,451,450	\$40,468
City of Phoenix (AZ)	12,079	482,355	\$11,364,277	39.9	134.2	5,359.5	\$8,596,330	\$95,515
City and County of Philadelphia (PA)	32,628	1,356,483	\$31,958,732	41.6	82.6	3,434.1	\$16,030,269	\$40,583
Broward County (FL)	8,659	347,011	\$8,175,589	40.1	84.1	3,369.0	\$6,033,307	\$58,576
Santa Clara County (CA)	11,652	481,953	\$11,354,808	41.4	101.3	4,190.9	\$6,726,543	\$58,492
Riverside County (CA)	7,939	381,048	\$8,977,496	48.0	84.5	4,053.7	\$3,396,306	\$36,131
Miami-Dade County (FL)	27,979	1,969,499	\$46,401,401	70.4	44.3	3,116.3	\$19,599,651	\$31,012
City of Chicago (IL)	33,698	1,645,750	\$38,773,868	48.8	72.3	3,531.7	\$29,019,768	\$62,274
Harris County (TX)	16,960	751,750	\$17,711,221	44.3	85.7	3,796.7	\$7,774,596	\$39,266
<b>Group F Average</b>	<b>13,547.8</b>	<b>634,975.5</b>	<b>\$14,960,022</b>	<b>45.1</b>	<b>90.5</b>	<b>4,000.3</b>	<b>\$8,860,857</b>	<b>\$58,466</b>
Group F Median	10,338.0	471,002.4	\$11,096,817	44.3	88.9	4,053.7	\$6,726,543	\$58,492
<b>ALL CITY/COUNTY STUDY REGIONS</b>								
<b>Average</b>	<b>3,999.6</b>	<b>183,019.1</b>	<b>\$4,311,930</b>	<b>49.6</b>	<b>80.7</b>	<b>3,773.4</b>	<b>\$1,955,720</b>	<b>\$28,758</b>
Median	2,072.0	99,416.7	\$2,342,257	47.2	82.1	3,767.4	\$619,531	\$22,021

**Table 14:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit**  
**Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

<b>Regional Study Regions</b> All Populations Sample Size = 81	<b>Estimated Number of Volunteers</b>	<b>Estimated Number of Vol. Hours</b>	<b>Estimated Value of Vol. Hours</b>	<b>Average Hours Per Volunteer</b>	<b>Average Volunteers Per Organization</b>	<b>Average Hours Per Organization</b>	<b>Total Value of In-Kind Contributions</b>	<b>In-Kind Value Per Organization</b>
High Peaks Region (ME)	787	35,162	\$828,424	44.7	71.5	3,196.6	\$46,901	\$4,264
Wood River Valley (ID)	1,986	59,796	\$1,408,784	30.1	82.8	2,491.5	\$973,654	\$40,569
Southern Oregon Area	499	20,836	\$490,896	41.8	124.8	5,209.0	\$385,622	\$96,406
Southwestern Pennsylvania Area	2,953	102,974	\$2,426,065	34.9	101.8	3,550.8	\$366,490	\$12,638
Greater Portsmouth Area (NH)	3,073	109,334	\$2,575,897	35.6	118.2	4,205.1	\$685,707	\$26,373
Northeast Oregon Region	245	13,696	\$322,673	55.9	49.0	2,739.2	\$97,520	\$19,504
Toe River Valley (NC)	1,013	25,955	\$611,497	25.6	112.6	2,883.9	\$25,742	\$2,860
Albemarle Region (NC)	585	36,621	\$862,800	62.6	83.6	5,231.6	\$17,472	\$2,496
Greater Concord Area (NH)	1,108	62,071	\$1,462,402	56.0	73.9	4,138.1	\$429,560	\$28,637
North Central Minnesota Region	993	47,710	\$1,124,048	48.0	25.5	1,223.3	\$25,671	\$658
Northwest Minnesota Region	237	19,266	\$453,907	81.3	9.1	741.0	\$75,565	\$2,906
Monadnock Region (NH)	2,394	121,868	\$2,871,198	50.9	66.5	3,385.2	\$170,175	\$4,727
Bismarck-Mandan Region (ND)	1,332	88,135	\$2,076,454	66.2	45.9	3,039.1	\$277,610	\$9,573
Greater Minot Region (ND)	2,124	78,485	\$1,849,104	37.0	88.5	3,270.2	\$248,774	\$10,366
Greater Burlington Area (VT)	3,484	164,779	\$3,882,184	47.3	71.1	3,362.8	\$1,813,462	\$37,009
Greater Charlottesville Area (VA)	3,978	223,644	\$5,269,041	56.2	90.4	5,082.8	\$855,901	\$19,452
Brainerd Lakes Region (MN)	1,131	28,465	\$670,635	25.2	30.6	769.3	\$42,482	\$1,148
East Central Minnesota Region	905	26,977	\$635,578	29.8	31.2	930.2	\$133,489	\$4,603
Northwest Connecticut Region	3,211	158,096	\$3,724,730	49.2	57.3	2,823.1	\$1,009,300	\$18,023
Central Oregon Region	1,757	53,620	\$1,263,285	30.5	135.2	4,124.6	\$700,100	\$53,854
Greater Fargo-Moorhead Area (ND/MN)	2,508	98,351	\$2,317,152	39.2	54.5	2,138.1	\$823,116	\$17,894
Black Hills Region (SD)	5,419	287,534	\$6,774,308	53.1	80.9	4,291.6	\$1,162,375	\$17,349
Greater Kingsport Area (TN)	2,709	144,283	\$3,399,307	53.3	108.4	5,771.3	\$742,249	\$29,690
Lake Region (MN)	1,552	66,778	\$1,573,290	43.0	31.0	1,335.6	\$402,559	\$8,051
South Central Minnesota Region	1,790	65,627	\$1,546,172	36.7	20.1	737.4	\$173,044	\$1,944
Greater Sioux Falls Area (SD)	3,652	134,720	\$3,174,008	36.9	110.7	4,082.4	\$829,887	\$25,148
Southwest Tennessee Development District	1,730	100,626	\$2,370,744	58.2	59.7	3,469.9	\$654,122	\$22,556
Northwest Tennessee Development District	1,946	99,560	\$2,345,634	51.2	67.1	3,433.1	\$285,667	\$9,851
Southwest Minnesota Region	1,395	42,024	\$990,085	30.1	19.9	600.3	\$170,100	\$2,430
Arrowhead Region (MN)	3,564	140,527	\$3,310,816	39.4	33.3	1,313.3	\$394,152	\$3,684

**Table 14:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit**  
**Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

<b>Regional Study Regions</b> All Populations Sample Size = 81	<b>Estimated Number of Volunteers</b>	<b>Estimated Number of Vol. Hours</b>	<b>Estimated Value of Vol. Hours</b>	<b>Average Hours Per Volunteer</b>	<b>Average Volunteers Per Organization</b>	<b>Average Hours Per Organization</b>	<b>Total Value of In-Kind Contributions</b>	<b>In-Kind Value Per Organization</b>
Maple Grove and the Northwest Suburbs (MN)	478	15,748	\$371,023	32.9	31.9	1,049.9	\$120,000	\$8,000
Greater Augusta Area (GA)	3,573	160,877	\$3,790,250	45.0	108.3	4,875.0	\$612,313	\$18,555
Upper Cumberland Development District (TN)	2,868	162,405	\$3,826,250	56.6	68.3	3,866.8	\$291,435	\$6,939
City of Huntsville/Madison County (AL)	6,332	189,184	\$4,457,184	29.9	186.2	5,564.2	\$1,178,841	\$34,672
Northeast Commission (NC)	4,895	239,823	\$5,650,230	49.0	79.0	3,868.1	\$259,465	\$4,185
Greater Ann Arbor Area (MI)	13,672	415,630	\$9,792,243	30.4	157.1	4,777.4	\$1,291,684	\$14,847
Greater Fox Cities Region (WI)	1,651	77,897	\$1,835,249	47.2	91.7	4,327.6	\$450,221	\$25,012
Central Minnesota Region	2,277	62,911	\$1,482,183	27.6	42.2	1,165.0	\$189,465	\$3,509
South Central Tennessee Development District	2,260	168,777	\$3,976,384	74.7	37.7	2,812.9	\$318,820	\$5,314
Northwest Arkansas Region	2,254	101,741	\$2,397,023	45.1	98.0	4,423.5	\$1,820,318	\$79,144
Southeast Minnesota Region	5,829	251,117	\$5,916,317	43.1	47.8	2,058.3	\$565,867	\$4,638
First Tennessee Development District	5,387	279,281	\$6,579,870	51.8	92.9	4,815.2	\$1,386,242	\$23,901
Greater Harrisburg Area (PA)	2,830	102,074	\$2,404,854	36.1	113.2	4,082.9	\$736,124	\$29,445
Greater New Haven Area (CT)	3,028	141,122	\$3,324,839	46.6	86.5	4,032.1	\$2,693,162	\$76,947
Treasure Coast Region (FL)	3,492	178,878	\$4,214,375	51.2	99.8	5,110.8	\$772,947	\$22,084
Greater Des Moines Region (IA)	7,590	277,664	\$6,541,754	36.6	116.8	4,271.7	\$3,231,795	\$49,720
Southeast Tennessee Development District	8,472	343,775	\$8,099,332	40.6	91.1	3,696.5	\$1,480,590	\$15,920
Greater Knoxville Region (TN)	5,525	274,306	\$6,462,659	49.6	92.1	4,571.8	\$3,808,856	\$63,481
Greater Columbia Area (SC)	2,409	129,196	\$3,043,862	53.6	73.0	3,915.0	\$2,938,579	\$89,048
Pikes Peak Region (CO)	4,555	297,676	\$7,013,249	65.4	52.4	3,421.6	\$4,042,270	\$46,463
Lehigh Valley Region (PA)	6,952	323,354	\$7,618,208	46.5	70.9	3,299.5	\$3,238,931	\$33,050
Greater Sarasota/Bradenton Area (FL)	9,053	380,152	\$8,956,372	42.0	109.1	4,580.1	\$4,995,925	\$60,192
Dayton Region (OH)	11,577	440,510	\$10,378,411	38.1	102.5	3,898.3	\$4,377,163	\$38,736
Richmond & Tri-Cities Region (VA)	7,849	310,883	\$7,324,413	39.6	94.6	3,745.6	\$1,790,697	\$21,575
Memphis Area Association of Governments (TN)	6,705	300,625	\$7,082,727	44.8	91.8	4,118.2	\$5,212,175	\$71,400
Eastern Region (NC)	9,273	425,070	\$10,014,642	45.8	84.3	3,864.3	\$837,540	\$7,614
Advantage West Region (NC)	16,312	655,639	\$15,446,864	40.2	88.7	3,563.3	\$1,985,400	\$10,790
Southeast Commission (NC)	11,093	490,708	\$11,561,090	44.2	87.3	3,863.8	\$1,759,031	\$13,851
Greater Fairfax Area (VA)	8,151	357,948	\$8,433,255	43.9	79.1	3,475.2	\$4,030,209	\$39,128
Greater Tulsa Region (OK)	9,210	401,324	\$9,455,191	43.6	74.9	3,262.8	\$1,736,184	\$14,115

**Table 14:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit**  
**Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

<b>Regional Study Regions</b> All Populations Sample Size = 81	<b>Estimated Number of Volunteers</b>	<b>Estimated Number of Vol. Hours</b>	<b>Estimated Value of Vol. Hours</b>	<b>Average Hours Per Volunteer</b>	<b>Average Volunteers Per Organization</b>	<b>Average Hours Per Organization</b>	<b>Total Value of In-Kind Contributions</b>	<b>In-Kind Value Per Organization</b>
East Tennessee Development District	8,150	416,996	\$9,824,426	51.2	81.5	4,170.0	\$4,272,311	\$42,723
West Valley Region (AZ)	1,706	87,670	\$2,065,496	51.4	85.3	4,383.5	\$612,025	\$30,601
Greater St. Louis Area (MO)	14,267	607,661	\$14,316,498	42.6	87.5	3,728.0	\$4,359,215	\$26,744
Western New York	12,215	587,340	\$13,837,719	48.1	96.9	4,661.4	\$4,171,986	\$33,111
Greater Oklahoma City Region (OK)	13,743	510,713	\$12,032,396	37.2	89.8	3,338.0	\$6,319,491	\$41,304
Piedmont Triad Partnership (NC)	17,767	805,452	\$18,976,442	45.3	86.2	3,910.0	\$4,335,728	\$21,047
Greater Portland Area (OR)	17,601	786,215	\$18,523,228	44.7	96.2	4,296.3	\$5,925,760	\$32,381
Greater Kansas City Metropolitan Area (MO/KS)	11,505	521,841	\$12,294,569	45.4	86.5	3,923.6	\$5,013,440	\$37,695
Greater Nashville Regional Council (TN)	11,443	583,307	\$13,742,718	51.0	72.4	3,691.8	\$6,181,260	\$39,122
Research Triangle Regional Partnership (NC)	31,149	1,260,236	\$29,691,165	40.5	87.3	3,530.1	\$7,078,014	\$19,826
Greater Tampa/St. Petersburg Area (FL)	12,436	592,083	\$13,949,480	47.6	101.1	4,813.7	\$9,449,109	\$76,822
Charlotte Regional Partnership (NC)	19,036	739,881	\$17,431,599	38.9	101.8	3,956.6	\$4,829,040	\$25,824
Greater Charlotte Region (NC/SC)	20,262	836,936	\$19,718,222	41.3	101.3	4,184.7	\$4,912,838	\$24,564
Seven-County Metro Area (MN)	42,705	1,958,967	\$46,153,263	45.9	66.2	3,037.2	\$7,382,567	\$11,446
Central Florida Region	21,052	1,057,284	\$24,909,606	50.2	96.6	4,849.9	\$11,720,874	\$53,765
Greater Philadelphia Region (PA)	41,017	1,810,215	\$42,648,675	44.1	83.4	3,679.3	\$17,009,165	\$34,571
Greater Washington Region (DC/MD/VA)	51,902	2,139,960	\$50,417,455	41.2	85.4	3,519.7	\$30,521,107	\$50,199
Metro Atlanta Area (GA)	26,187	991,262	\$23,354,142	37.9	97.3	3,685.0	\$5,223,768	\$19,419
Greater Atlanta Region (GA)	29,239	1,096,785	\$25,840,259	37.5	98.4	3,692.9	\$5,265,768	\$17,730
Greater Houston Region (TX)	17,819	792,452	\$18,670,160	44.5	85.3	3,791.6	\$8,529,175	\$40,809
Dallas-Fort Worth-Arlington MSA (TX)	39,157	1,958,957	\$46,153,017	50.0	86.2	4,314.9	\$23,989,319	\$52,840
<b>Regional Average</b>	<b>8,715.7</b>	<b>379,704.0</b>	<b>\$8,945,827</b>	<b>44.8</b>	<b>81.2</b>	<b>3,544.5</b>	<b>\$3,077,440</b>	<b>\$27,154</b>
Regional Median	3,978.0	189,184.4	\$4,457,184	44.7	86.2	3,745.6	\$1,162,375	\$22,084



**Table 14:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit**  
**Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

<b>Statewide Study Regions</b> All Populations Sample Size = 20	<b>Estimated Number of Volunteers</b>	<b>Estimated Number of Vol. Hours</b>	<b>Estimated Value of Vol. Hours</b>	<b>Average Hours Per Volunteer</b>	<b>Average Volunteers Per Organization</b>	<b>Average Hours Per Organization</b>	<b>Total Value of In-Kind Contributions</b>	<b>In-Kind Value Per Organization</b>
State of Vermont	5,950	263,025	\$6,196,871	44.2	69.2	3,058.4	\$2,118,792	\$24,637
State of North Dakota	7,615	345,191	\$8,132,705	45.3	56.4	2,557.0	\$1,216,296	\$9,010
State of Delaware	7,707	441,526	\$10,402,343	57.3	81.1	4,647.6	\$1,795,211	\$18,897
State of Maine	9,789	436,498	\$10,283,891	44.6	79.6	3,548.8	\$1,794,487	\$14,589
State of Hawai'i	10,017	507,657	\$11,960,399	50.7	91.9	4,657.4	\$3,266,642	\$29,969
State of Nevada	11,065	581,343	\$13,696,443	52.5	67.5	3,544.8	\$9,178,680	\$55,968
State of Connecticut	25,960	1,148,853	\$27,066,970	44.3	80.1	3,545.8	\$11,184,199	\$34,519
State of Oklahoma	30,446	1,263,516	\$29,768,432	41.5	77.7	3,223.3	\$8,880,296	\$22,654
State of Oregon	36,750	1,592,988	\$37,530,788	43.3	100.7	4,364.3	\$9,913,250	\$27,160
State of Minnesota	62,378	2,710,369	\$63,856,294	43.5	49.2	2,137.5	\$9,554,961	\$7,535
State of Wisconsin	30,076	1,410,365	\$33,228,199	46.9	82.9	3,885.3	\$9,334,085	\$25,714
State of Maryland	52,152	2,196,568	\$51,751,142	42.1	99.9	4,208.0	\$18,226,793	\$34,917
State of Missouri	43,310	1,959,507	\$46,165,985	45.2	88.2	3,990.8	\$11,220,872	\$22,853
State of Tennessee	48,961	2,455,352	\$57,848,084	50.1	76.3	3,824.5	\$20,082,622	\$31,281
State of Massachusetts	53,473	2,467,674	\$58,138,404	46.1	83.2	3,837.8	\$32,896,598	\$51,161
State of New Jersey	14,112	709,327	\$16,711,744	50.3	77.1	3,876.1	\$7,735,313	\$42,269
State of North Carolina	109,525	4,616,810	\$108,772,032	42.2	88.8	3,744.4	\$21,084,218	\$17,100
State of Pennsylvania	93,757	4,064,021	\$95,748,337	43.3	87.1	3,773.5	\$32,114,498	\$29,818
State of Illinois	66,126	3,182,248	\$74,973,770	48.1	81.8	3,938.4	\$44,512,095	\$55,089
State of Florida	121,264	6,522,918	\$153,679,955	53.8	71.8	3,864.3	\$71,073,471	\$42,105
<b>Statewide Average</b>	<b>42,021.7</b>	<b>1,943,787.8</b>	<b>\$45,795,639</b>	<b>46.8</b>	<b>79.5</b>	<b>3,711.4</b>	<b>\$16,359,169</b>	<b>\$29,862</b>
Statewide Median	33,598.0	1,501,676.3	\$35,379,494	45.3	80.6	3,831.1	\$9,734,106	\$28,489

**Table 14:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit**  
**Arts and Cultural Organizations Per Study Region During Fiscal Year 2015**

<b>Individual Arts Districts</b> All Populations Sample Size = 12	<b>Estimated Number of Volunteers</b>	<b>Estimated Number of Vol. Hours</b>	<b>Estimated Value of Vol. Hours</b>	<b>Average Hours Per Volunteer</b>	<b>Average Volunteers Per Organization</b>	<b>Average Hours Per Organization</b>	<b>Total Value of In-Kind Contributions</b>	<b>In-Kind Value Per Organization</b>
James River Arts & Cultural District	1,066	51,531	\$1,214,061	48.3	71.1	3,435.4	\$298,589	\$19,906
Center City Charlotte	5,059	154,499	\$3,639,994	30.5	144.5	4,414.3	\$2,847,159	\$81,347
Loch Haven Cultural Park	3,118	75,135	\$1,770,178	24.1	389.8	9,391.9	\$2,544,526	\$318,066
Downtown Colorado Springs Creative District	1,570	99,563	\$2,345,709	63.4	52.3	3,318.8	\$3,308,793	\$110,293
Fort Worth Cultural District	1,433	66,819	\$1,574,260	46.6	89.6	4,176.2	\$1,738,381	\$108,649
Dallas Arts District	1,315	71,404	\$1,682,281	54.3	87.7	4,760.3	\$6,679,252	\$445,283
Grand Center Arts & Entertainment District	2,029	85,822	\$2,021,971	42.3	101.5	4,291.1	\$664,855	\$33,243
Balboa Park Cultural District	2,973	139,003	\$3,274,899	46.8	123.9	5,791.8	\$9,124,412	\$380,184
East End Cultural District	449	26,645	\$627,751	59.3	49.9	2,960.5	\$38,552	\$4,284
Houston Museum District Association	2,380	104,961	\$2,472,872	44.1	108.2	4,770.9	\$2,587,476	\$117,613
Midtown Cultural District	469	17,973	\$423,446	38.3	93.8	3,594.6	\$108,700	\$21,740
Washington Avenue Cultural District	221	11,515	\$271,284	52.1	36.8	1,919.1	\$102,313	\$17,052
<b>Arts District Average</b>	<b>1,840.2</b>	<b>75,405.7</b>	<b>\$1,776,559</b>	<b>45.9</b>	<b>112.4</b>	<b>4,402.1</b>	<b>\$2,503,584</b>	<b>\$138,138</b>
Arts District Median	1,501.5	73,269.5	\$1,726,229	46.7	91.7	4,233.7	\$2,141,454	\$94,998

## **Explanation of Table 15: Total Attendance to Nonprofit Arts and Cultural Events Per Study Region During 2015**

This table presents the total attendance to arts and cultural events in each study region during 2015, as reported by the participating nonprofit arts and cultural organizations. Summary statistics are calculated for each population group.

### **Column Two:**

The total number of audience-intercept surveys that were collected from arts and cultural event attendees in each participating study region. (The audience-intercept survey instrument is included in Appendix C to this Arts & Economic Prosperity 5 National Statistical Report.)

### **Column Three:**

The total attendance to arts and cultural events in each participating study region during 2015, as reported by the participating nonprofit arts and cultural organizations.

### **Column Four:**

The percentage of arts and cultural event attendees who are residents. Residents are attendees who reported that their primary residence is located within the county where the nonprofit arts and cultural event took place (or within the multi-city or multi-county region for regional analyses, or within the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept respondent.

### **Column Five:**

The total estimated number of arts and cultural event attendees who are residents. This figure was calculated by multiplying the percentage of arts and cultural event attendees who are residents (Column Four) by the total 2015 arts and cultural event attendance for each participating study region (Column Three).

### **Column Six:**

The percentage of arts and cultural event attendees who are non-residents. Non-residents are attendees who reported that their primary residence is located outside the county where the nonprofit arts and culture event took place (or outside the multi-city or multi-county region for regional analyses, or outside the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept respondent.

### **Column Seven:**

The total estimated number of arts and cultural event attendees who are non-residents. This figure was calculated by multiplying the percentage of arts and cultural event attendees who are non-residents (Column Six) by the total 2015 arts and cultural event attendance for each participating study region (Column Three).

**Table 15:**  
**Total Attendance to Nonprofit Arts and Cultural Events**  
**Per Study Region During 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	Total Reported Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Estimated Attendance by Residents	Percent of Total Attendees	Estimated Attendance by Non-Residents
Town of Crested Butte (CO)	106,378	826	71.2%	75,741	28.8%	30,637
City of Pine City (MN)	21,150	274	60.2%	12,732	39.8%	8,418
City of Alva (OK)	35,230	370	87.6%	30,861	12.4%	4,369
Cook County (MN)	77,964	225	75.5%	58,863	24.5%	19,101
Town of Hillsborough (NC)	284,309	140	61.4%	174,566	38.6%	109,743
City of Virginia (MN)	2,478	225	75.5%	1,871	24.5%	607
Town of Jackson (WY)	597,580	689	75.3%	449,978	24.7%	147,602
City of Guthrie (OK)	71,495	432	49.5%	35,390	50.5%	36,105
City of Grand Rapids (MN)	86,381	225	75.5%	65,218	24.5%	21,163
Town of Medfield (MA)	30,997	527	92.6%	28,703	7.4%	2,294
City of Fergus Falls (MN)	42,384	270	88.0%	37,298	12.0%	5,086
Grundy County (TN)	24,241	440	30.2%	7,321	69.8%	16,920
City of Falls Church (VA)	495,458	560	36.4%	180,347	63.6%	315,111
City of Jamestown (ND)	194,000	429	70.6%	136,964	29.4%	57,036
City of Waterville (ME)	126,240	162	61.1%	77,133	38.9%	49,107
City of Red Wing (MN)	41,094	268	79.9%	32,834	20.1%	8,260
City of Durango (CO)	287,519	556	73.9%	212,477	26.1%	75,042
City of Hannibal (MO)	150,619	219	71.7%	107,994	28.3%	42,625
City of Tullahoma (TN)	37,119	695	88.3%	32,776	11.7%	4,343
City of Northfield (MN)	71,273	268	79.9%	56,947	20.1%	14,326
Town of Carrboro (NC)	212,888	233	42.1%	89,626	57.9%	123,262
Macon County (TN)	5,694	350	73.7%	4,196	26.3%	1,498
City of Laguna Beach (CA)	937,034	458	65.3%	611,883	34.7%	325,151
Hickman County (TN)	28,275	809	57.1%	16,145	42.9%	12,130
City of Fairfax (VA)	49,241	85	75.3%	37,078	24.7%	12,163
City of Ponca City (OK)	83,984	290	85.9%	72,142	14.1%	11,842
City of Paducah (KY)	240,595	375	30.1%	72,419	69.9%	168,176
Mille Lacs County (MN)	10,185	274	60.2%	6,131	39.8%	4,054
McNairy County (TN)	22,950	683	76.6%	17,580	23.4%	5,370
City of Winona (MN)	118,920	268	79.9%	95,017	20.1%	23,903

**Table 15:  
Total Attendance to Nonprofit Arts and Cultural Events  
Per Study Region During 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	Total Reported Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Estimated Attendance by Residents	Percent of Total Attendees	Estimated Attendance by Non-Residents
Door County (WI)	194,424	1,762	22.0%	42,773	78.0%	151,651
City of Benicia (CA)	49,382	1,292	64.8%	32,000	35.2%	17,382
City of Winter Park (FL)	1,070,230	786	46.1%	493,376	53.9%	576,854
City of Rochester (NH)	342,538	773	71.7%	245,600	28.3%	96,938
City of Morgantown (WV)	278,154	847	70.7%	196,655	29.3%	81,499
Henry County (TN)	31,416	101	79.2%	24,881	20.8%	6,535
City of Fairbanks (AK)	352,100	1,028	92.0%	323,932	8.0%	28,168
City of Bangor (ME)	201,218	1,275	56.9%	114,493	43.1%	86,725
Weakley County (TN)	75,000	531	55.7%	41,775	44.3%	33,225
Dare County (NC)	672,672	237	64.1%	431,183	35.9%	241,489
City of Columbia (TN)	282,326	534	80.5%	227,272	19.5%	55,054
City of Lake Worth (FL)	448,227	456	88.6%	397,129	11.4%	51,098
Clatsop County (OR)	160,816	787	54.4%	87,484	45.6%	73,332
Yadkin County (NC)	3,000	278	38.1%	1,143	61.9%	1,857
Greater Belfast Area (ME)	194,873	793	62.5%	121,796	37.5%	73,077
Campbell County (TN)	19,015	790	75.4%	14,337	24.6%	4,678
Monroe County (TN)	234,741	761	50.2%	117,840	49.8%	116,901
Lincoln County (OR)	211,830	1,463	69.3%	146,798	30.7%	65,032
Iron County (UT)	497,192	766	9.4%	46,736	90.6%	450,456
City of St. Louis Park (MN)	27,363	789	85.6%	23,423	14.4%	3,940
City of Logan (UT)	317,040	1,604	59.5%	188,639	40.5%	128,401
Gibson County (TN)	153,529	119	57.1%	87,665	42.9%	65,864
<b>Group A Average</b>	<b>198,284</b>	<b>565</b>	<b>65.5%</b>	<b>120,099</b>	<b>34.5%</b>	<b>78,185</b>
Group A Median	122,580	457	70.7%	72,281	29.4%	34,665

**Table 15:  
Total Attendance to Nonprofit Arts and Cultural Events  
Per Study Region During 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	Total Reported Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Estimated Attendance by Residents	Percent of Total Attendees	Estimated Attendance by Non-Residents
City of Joplin (MO)	187,835	782	85.5%	160,599	14.5%	27,236
City of La Crosse (WI)	1,013,889	877	62.3%	631,653	37.7%	382,236
McMinn County (TN)	218,733	521	68.5%	149,832	31.5%	68,901
Lafayette County (MS)	223,150	1,303	68.9%	153,750	31.1%	69,400
Chisago County (MN)	82,880	274	60.2%	49,894	39.8%	32,986
City of Grand Forks (ND)	116,581	804	72.3%	84,288	27.7%	32,293
City of Corvallis (OR)	1,894,669	793	75.5%	1,430,475	24.5%	464,194
City of Noblesville (IN)	110,387	392	82.4%	90,959	17.6%	19,428
City of Ocala (FL)	1,141,752	822	75.2%	858,598	24.8%	283,154
Lenoir County (NC)	186,358	771	79.5%	148,155	20.5%	38,203
Town of Chapel Hill (NC)	1,475,944	540	43.5%	642,036	56.5%	833,908
City of Grand Junction (CO)	230,062	1,551	85.6%	196,933	14.4%	33,129
Town of Jupiter (FL)	174,638	958	60.2%	105,132	39.8%	69,506
Hamblen County (TN)	41,472	417	47.2%	19,575	52.8%	21,897
City of Delray Beach (FL)	255,525	1,064	55.8%	142,583	44.2%	112,942
City of St. Cloud (MN)	327,947	235	74.2%	243,337	25.8%	84,610
City of Portland (ME)	1,028,924	773	66.2%	681,148	33.8%	347,776
City of Jackson (TN)	106,663	665	72.3%	77,117	27.7%	29,546
City of Walnut Creek (CA)	640,720	1,222	74.6%	477,977	25.4%	162,743
Greene County (TN)	82,233	200	50.5%	41,528	49.5%	40,705
City of Flagstaff (AZ)	831,737	2,748	71.4%	593,860	28.6%	237,877
City of Missoula (MT)	1,294,151	788	79.3%	1,026,262	20.7%	267,889
City of Fort Myers (FL)	1,199,838	676	79.0%	947,872	21.0%	251,966
Putnam County (TN)	33,106	169	67.5%	22,347	32.5%	10,759
Monroe County (FL)	1,725,969	35,967	63.6%	1,097,716	36.4%	628,253
City of Lynchburg (VA)	191,045	919	69.0%	131,821	31.0%	59,224
City of Duluth (MN)	835,898	225	75.5%	631,103	24.5%	204,795
City of Fishers (IN)	847,865	395	63.5%	538,394	36.5%	309,471
City of Carmel (IN)	263,379	396	59.8%	157,501	40.2%	105,878
City of Sugar Land (TX)	23,125	426	72.3%	16,719	27.7%	6,406

**Table 15:**  
**Total Attendance to Nonprofit Arts and Cultural Events**  
**Per Study Region During 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	Total Reported Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Estimated Attendance by Residents	Percent of Total Attendees	Estimated Attendance by Non-Residents
City of Asheville (NC)	866,847	662	57.9%	501,904	42.1%	364,943
Buchanan County (MO)	481,326	530	69.4%	334,040	30.6%	147,286
City of Boca Raton (FL)	350,006	1,706	58.7%	205,454	41.3%	144,552
City of Miami Beach (FL)	1,868,555	642	69.2%	1,293,040	30.8%	575,515
Moore County (NC)	327,505	604	81.6%	267,244	18.4%	60,261
Sevier County (TN)	655,014	732	38.3%	250,870	61.7%	404,144
Cape May County (NJ)	300,026	565	61.2%	183,616	38.8%	116,410
Cleveland County (NC)	107,927	468	56.2%	60,655	43.8%	47,272
<b>Group B Average</b>	<b>572,202</b>	<b>1,673</b>	<b>67.2%</b>	<b>385,421</b>	<b>32.8%</b>	<b>186,781</b>
Group B Median	313,766	671	69.0%	201,194	31.1%	109,410

**Table 15:  
Total Attendance to Nonprofit Arts and Cultural Events  
Per Study Region During 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	Total Reported Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Estimated Attendance by Residents	Percent of Total Attendees	Estimated Attendance by Non-Residents
City of Las Cruces (NM)	329,967	634	84.1%	277,502	15.9%	52,465
Eau Claire County (WI)	287,030	828	57.7%	165,616	42.3%	121,414
Yamhill County (OR)	778,786	789	63.0%	490,635	37.0%	288,151
City of Lewisville (TX)	16,416	488	75.4%	12,378	24.6%	4,038
City of West Palm Beach (FL)	3,655,228	5,538	74.4%	2,719,490	25.6%	935,738
City of Boulder (CO)	1,308,552	834	74.7%	977,488	25.3%	331,064
City of Richardson (TX)	325,624	527	81.8%	266,360	18.2%	59,264
City of High Point (NC)	185,816	1,077	63.0%	117,064	37.0%	68,752
City of Cambridge (MA)	1,616,032	775	48.3%	780,543	51.7%	835,489
City of Lowell (MA)	116,199	806	72.6%	84,360	27.4%	31,839
Douglas County (KS)	622,772	1,219	77.4%	482,026	22.6%	140,746
City of Columbia (MO)	335,633	829	81.3%	272,870	18.7%	62,763
City of Norman (OK)	1,009,235	836	63.5%	640,864	36.5%	368,371
Wayne County (NC)	137,360	570	77.0%	105,767	23.0%	31,593
City of Lafayette (LA)	328,950	53	69.8%	229,607	30.2%	99,343
Washington County (TN)	251,582	322	46.3%	116,482	53.7%	135,100
City of Thousand Oaks (CA)	148,926	875	70.3%	104,695	29.7%	44,231
City of Charleston (SC)	3,128,361	865	69.5%	2,174,211	30.5%	954,150
City of Waco (TX)	1,305,905	1,164	68.5%	894,545	31.5%	411,360
Robeson County (NC)	48,650	466	77.7%	37,801	22.3%	10,849
Columbia County (GA)	1,590	563	59.3%	943	40.7%	647
Orange County (NC)	1,973,166	913	45.9%	905,683	54.1%	1,067,483
City of Savannah (GA)	2,025,943	793	68.3%	1,383,719	31.7%	642,224
Indian River County (FL)	346,697	768	74.9%	259,676	25.1%	87,021
City of Alexandria (VA)	2,373,339	1,071	37.1%	880,509	62.9%	1,492,830
Martin County (FL)	497,859	723	60.2%	299,711	39.8%	198,148
Macon-Bibb County (GA)	1,462,765	808	64.5%	943,483	35.5%	519,282
City of Springfield (MA)	521,378	798	74.6%	388,948	25.4%	132,430
Catawba County (NC)	882,347	828	60.4%	532,938	39.6%	349,409
Town of Cary (NC)	608,168	408	85.3%	518,767	14.7%	89,401



**Table 15:**  
**Total Attendance to Nonprofit Arts and Cultural Events**  
**Per Study Region During 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	Total Reported Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Estimated Attendance by Residents	Percent of Total Attendees	Estimated Attendance by Non-Residents
Alamance County (NC)	251,313	807	64.9%	163,102	35.1%	88,211
Cumberland County (NJ)	350,948	350	35.4%	124,236	64.6%	226,712
City of Eugene (OR)	1,115,873	892	87.9%	980,852	12.1%	135,021
Middlesex County (CT)	344,344	55	47.3%	162,875	52.7%	181,469
City of Springfield (MO)	711,131	793	68.7%	488,547	31.3%	222,584
City of Sioux Falls (SD)	2,454,161	705	51.5%	1,263,893	48.5%	1,190,268
Pitt County (NC)	215,229	388	74.5%	160,346	25.5%	54,883
City of Providence (RI)	3,839,971	400	62.0%	2,380,782	38.0%	1,459,189
City of Worcester (MA)	2,256,669	762	82.7%	1,866,265	17.3%	390,404
Montgomery County (TN)	75,210	597	76.2%	57,310	23.8%	17,900
Salt Lake City (UT)	7,398,371	846	75.1%	5,556,177	24.9%	1,842,194
Cabarrus County (NC)	273,694	635	69.0%	188,849	31.0%	84,845
Richmond County (GA)	694,096	1,074	42.1%	292,214	57.9%	401,882
City of Tacoma (WA)	2,703,154	1,124	72.6%	1,962,490	27.4%	740,664
Doña Ana County (NM)	661,846	812	83.4%	551,980	16.6%	109,866
New Hanover County (NC)	1,807,916	198	63.6%	1,149,835	36.4%	658,081
Arlington County (VA)	749,223	915	41.1%	307,931	58.9%	441,292
City of Irving (TX)	68,132	482	59.8%	40,743	40.2%	27,389
City of Reno (NV)	1,305,530	784	82.1%	1,071,840	17.9%	233,690
York County (SC)	421,600	753	73.8%	311,141	26.2%	110,459
<b>Group C Average</b>	<b>1,086,574</b>	<b>811</b>	<b>66.8%</b>	<b>722,922</b>	<b>33.2%</b>	<b>363,652</b>
Group C Median	615,470	791	69.3%	350,045	30.8%	161,108

**Table 15:**  
**Total Attendance to Nonprofit Arts and Cultural Events**  
**Per Study Region During 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	Total Reported Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Estimated Attendance by Residents	Percent of Total Attendees	Estimated Attendance by Non-Residents
Buncombe County (NC)	932,567	786	58.1%	541,821	41.9%	390,746
Alachua County (FL)	2,424,533	1,255	72.2%	1,750,513	27.8%	674,020
Greater Green Bay Area (WI)	378,621	454	65.2%	246,861	34.8%	131,760
City of Orlando (FL)	2,161,634	1,837	55.9%	1,208,353	44.1%	953,281
City of Lincoln (NE)	2,316,510	1,121	79.2%	1,834,676	20.8%	481,834
Southeastern Connecticut Region (CT)	3,151,493	786	66.3%	2,089,440	33.7%	1,062,053
Erie County (PA)	1,171,729	779	87.4%	1,024,091	12.6%	147,638
San Luis Obispo County (CA)	457,105	918	83.4%	381,226	16.6%	75,879
City of Newark (NJ)	2,504,507	842	58.6%	1,467,641	41.4%	1,036,866
Leon County (FL)	2,846,437	780	84.0%	2,391,007	16.0%	455,430
Rutherford County (TN)	946,081	810	73.8%	698,208	26.2%	247,873
St. Lucie County (FL)	119,103	190	56.3%	67,055	43.7%	52,048
Greater Spartanburg Area (SC)	682,459	427	84.8%	578,725	15.2%	103,734
Durham County (NC)	2,802,066	824	56.6%	1,585,969	43.4%	1,216,097
City of St. Paul (MN)	7,038,796	789	85.6%	6,025,209	14.4%	1,013,587
Hamilton County (IN)	1,321,631	1,183	68.6%	906,639	31.4%	414,992
Osceola County (FL)	73,351	40	60.0%	44,011	40.0%	29,340
Escambia County (FL)	2,482,632	387	64.3%	1,596,332	35.7%	886,300
Lexington-Fayette Urban County (KY)	722,806	853	72.2%	521,866	27.8%	200,940
Lake County (FL)	324,785	283	73.9%	240,016	26.1%	84,769
City of Riverside (CA)	874,799	400	75.5%	660,473	24.5%	214,326
Cumberland County (NC)	1,500,405	1,194	73.2%	1,098,296	26.8%	402,109
Collier County (FL)	1,384,218	748	61.2%	847,141	38.8%	537,077
Hamilton County (TN)	2,641,673	785	72.9%	1,925,780	27.1%	715,893
Manatee County (FL)	1,113,905	900	63.3%	705,102	36.7%	408,803
City of Tampa (FL)	4,041,236	1,793	52.9%	2,137,814	47.1%	1,903,422
Forsyth County (NC)	2,434,829	787	65.4%	1,592,378	34.6%	842,451
Mercer County (NJ)	682,771	178	28.7%	195,955	71.3%	486,816
City of Wichita (KS)	2,411,517	972	77.7%	1,873,749	22.3%	537,768
Clackamas County (OR)	335,949	377	67.6%	227,102	32.4%	108,847

**Table 15:  
Total Attendance to Nonprofit Arts and Cultural Events  
Per Study Region During 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	Total Reported Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Estimated Attendance by Residents	Percent of Total Attendees	Estimated Attendance by Non-Residents
Sarasota County (FL)	2,473,124	4,049	49.7%	1,229,143	50.3%	1,243,981
City of Minneapolis (MN)	7,832,644	789	85.6%	6,704,743	14.4%	1,127,901
Berks County (PA)	264,940	881	76.5%	202,679	23.5%	62,261
City of Miami (FL)	7,386,432	1,708	77.5%	5,724,485	22.5%	1,661,947
City of Raleigh (NC)	10,598,307	826	63.9%	6,772,318	36.1%	3,825,989
Santa Barbara County (CA)	2,558,563	195	72.8%	1,862,634	27.2%	695,929
Seminole County (FL)	480,681	100	59.0%	283,602	41.0%	197,079
City of Virginia Beach (VA)	1,987,610	1,408	63.3%	1,258,157	36.7%	729,453
City of Atlanta (GA)	8,516,788	232	37.1%	3,159,728	62.9%	5,357,060
City of Mesa (AZ)	719,470	847	87.0%	625,939	13.0%	93,531
City of Kansas City (MO)	2,948,739	1,258	33.9%	999,623	66.1%	1,949,116
Morris County (NJ)	519,713	669	54.4%	282,724	45.6%	236,989
<b>Group D Average</b>	<b>2,346,837</b>	<b>868</b>	<b>66.8%</b>	<b>1,561,172</b>	<b>33.2%</b>	<b>785,665</b>
Group D Median	1,744,008	789	67.0%	1,061,194	33.1%	484,325

**Table 15:**  
**Total Attendance to Nonprofit Arts and Cultural Events**  
**Per Study Region During 2015**

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 25	Total Reported Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Estimated Attendance by Residents	Percent of Total Attendees	Estimated Attendance by Non-Residents
Sonoma County (CA)	1,175,598	1,095	85.3%	1,002,785	14.7%	172,813
Volusia County (FL)	1,092,820	84	85.7%	936,547	14.3%	156,273
Guilford County (NC)	3,882,025	2,251	66.7%	2,589,311	33.3%	1,292,714
Dane County (WI)	5,485,515	564	87.1%	4,777,884	12.9%	707,631
Brevard County (FL)	153,082	84	86.9%	133,028	13.1%	20,054
Washington County (OR)	361,440	457	66.5%	240,358	33.5%	121,082
Johnson County (KS)	494,405	395	72.4%	357,949	27.6%	136,456
City of Louisville (KY)	9,326,468	792	80.2%	7,479,827	19.8%	1,846,641
City of Baltimore (MD)	9,300,448	769	24.3%	2,260,009	75.7%	7,040,439
Polk County (FL)	930,679	714	64.4%	599,357	35.6%	331,322
City of Boston (MA)	19,512,675	743	37.6%	7,336,766	62.4%	12,175,909
District of Columbia (DC)	35,749,647	787	42.9%	15,336,599	57.1%	20,413,048
Nashville-Davidson County (TN)	6,573,673	920	60.4%	3,970,498	39.6%	2,603,175
City of El Paso (TX)	1,958,418	750	91.9%	1,799,786	8.1%	158,632
Lee County (FL)	3,422,836	781	75.7%	2,591,087	24.3%	831,749
City of Fort Worth (TX)	5,145,458	547	64.2%	3,303,384	35.8%	1,842,074
City of Indianapolis (IN)	6,952,660	847	63.9%	4,442,750	36.1%	2,509,910
City and County of San Francisco (CA)	15,605,760	763	40.8%	6,367,150	59.2%	9,238,610
Prince George's County (MD)	1,341,612	493	77.1%	1,034,383	22.9%	307,229
Pinellas County (FL)	4,264,849	778	65.6%	2,797,741	34.4%	1,467,108
Shelby County (TN)	2,565,708	761	80.0%	2,052,566	20.0%	513,142
Fairfield County (CT)	2,545,085	791	79.4%	2,020,797	20.6%	524,288
Westchester County (NY)	3,006,758	931	72.8%	2,188,920	27.2%	817,838
Fulton County (GA)	8,648,092	683	68.7%	5,941,239	31.3%	2,706,853
Wake County (NC)	11,319,197	1,358	72.3%	8,183,779	27.7%	3,135,418
<b>Group E Average</b>	<b>6,432,596</b>	<b>766</b>	<b>68.5%</b>	<b>3,589,780</b>	<b>31.5%</b>	<b>2,842,816</b>
Group E Median	3,882,025	763	72.3%	2,589,311	27.7%	831,749

**Table 15:  
Total Attendance to Nonprofit Arts and Cultural Events  
Per Study Region During 2015**

Population Cohort Group F Population 1,000,000 or More Sample Size = 21	Total Reported Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Estimated Attendance by Residents	Percent of Total Attendees	Estimated Attendance by Non-Residents
Mecklenburg County (NC)	3,576,703	635	66.5%	2,378,507	33.5%	1,198,196
City of San José (CA)	3,453,232	562	78.5%	2,710,787	21.5%	742,445
Montgomery County (MD)	3,468,322	1,057	63.9%	2,216,258	36.1%	1,252,064
Fairfax County (VA)	4,498,546	970	58.5%	2,631,649	41.5%	1,866,897
Allegheny County (PA)	16,629,848	1,084	78.5%	13,054,431	21.5%	3,575,417
Greater Columbus Area (OH)	7,597,918	669	70.4%	5,348,934	29.6%	2,248,984
Orange County (FL)	3,732,886	3,134	53.7%	2,004,560	46.3%	1,728,326
City of Dallas (TX)	8,098,283	1,827	56.9%	4,607,923	43.1%	3,490,360
Hillsborough County (FL)	4,820,624	2,114	58.0%	2,795,962	42.0%	2,024,662
City of San Diego (CA)	12,357,170	1,261	70.3%	8,687,091	29.7%	3,670,079
Palm Beach County (FL)	5,420,593	11,450	66.0%	3,577,591	34.0%	1,843,002
City of San Antonio (TX)	7,105,199	387	77.5%	5,506,529	22.5%	1,598,670
Sacramento County (CA)	3,201,448	991	81.3%	2,602,777	18.7%	598,671
City of Phoenix (AZ)	6,819,583	818	80.6%	5,496,584	19.4%	1,322,999
City and County of Philadelphia (PA)	18,076,391	863	36.3%	6,561,730	63.7%	11,514,661
Broward County (FL)	8,035,745	2,483	58.2%	4,676,804	41.8%	3,358,941
Santa Clara County (CA)	4,250,445	1,043	73.3%	3,115,576	26.7%	1,134,869
Riverside County (CA)	1,597,913	783	76.4%	1,220,806	23.6%	377,107
Miami-Dade County (FL)	16,071,458	3,300	72.7%	11,683,950	27.3%	4,387,508
City of Chicago (IL)	36,336,899	824	67.0%	24,345,722	33.0%	11,991,177
Harris County (TX)	19,836,986	1,960	80.2%	15,909,263	19.8%	3,927,723
<b>Group F Average</b>	<b>9,285,057</b>	<b>1,820</b>	<b>67.8%</b>	<b>6,244,449</b>	<b>32.2%</b>	<b>3,040,608</b>
Group F Median	6,819,583	1,043	70.3%	4,607,923	29.7%	1,866,897
<b>ALL CITY/COUNTY STUDY REGIONS</b>						
<b>Average</b>	<b>2,371,717</b>	<b>997</b>	<b>66.8%</b>	<b>1,506,511</b>	<b>33.2%</b>	<b>865,206</b>
Median	677,566	773	69.1%	480,002	30.9%	197,614

**Table 15:**  
**Total Attendance to Nonprofit Arts and Cultural Events**  
**Per Study Region During 2015**

Regional Study Regions All Populations Sample Size = 81	Total Reported Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Estimated Attendance by Residents	Percent of Total Attendees	Estimated Attendance by Non-Residents
High Peaks Region (ME)	31,280	484	52.9%	16,547	47.1%	14,733
Wood River Valley (ID)	201,517	635	54.5%	109,827	45.5%	91,690
Southern Oregon Area	437,923	476	17.6%	77,074	82.4%	360,849
Southwestern Pennsylvania Area	1,581,981	973	79.0%	1,249,765	21.0%	332,216
Greater Portsmouth Area (NH)	1,212,260	781	65.2%	790,394	34.8%	421,866
Northeast Oregon Region	19,118	217	86.2%	16,480	13.8%	2,638
Toe River Valley (NC)	71,219	682	48.4%	34,470	51.6%	36,749
Albemarle Region (NC)	153,827	909	75.8%	116,601	24.2%	37,226
Greater Concord Area (NH)	385,798	719	46.3%	178,624	53.7%	207,174
North Central Minnesota Region	68,457	254	81.3%	55,660	18.7%	12,797
Northwest Minnesota Region	31,411	288	83.8%	26,329	16.2%	5,082
Monadnock Region (NH)	247,610	961	76.3%	188,926	23.7%	58,684
Bismarck-Mandan Region (ND)	783,606	674	87.8%	688,006	12.2%	95,600
Greater Minot Region (ND)	338,213	381	84.8%	286,805	15.2%	51,408
Greater Burlington Area (VT)	1,125,173	829	72.7%	818,001	27.3%	307,172
Greater Charlottesville Area (VA)	1,696,390	1,339	64.0%	1,085,690	36.0%	610,700
Brainerd Lakes Region (MN)	91,548	262	81.3%	74,420	18.7%	17,128
East Central Minnesota Region	223,072	274	60.2%	134,213	39.8%	88,859
Northwest Connecticut Region	534,107	1,206	59.7%	318,862	40.3%	215,245
Central Oregon Region	435,840	498	63.5%	276,758	36.5%	159,082
Greater Fargo-Moorhead Area (ND/MN)	1,213,097	1,009	81.7%	991,100	18.3%	221,997
Black Hills Region (SD)	4,330,052	683	89.6%	3,879,727	10.4%	450,325
Greater Kingsport Area (TN)	685,512	845	57.3%	392,798	42.7%	292,714
Lake Region (MN)	207,438	270	88.0%	182,643	12.0%	24,795
South Central Minnesota Region	358,731	309	74.7%	267,825	25.3%	90,906
Greater Sioux Falls Area (SD)	2,467,576	858	66.4%	1,638,470	33.6%	829,106
Southwest Tennessee Development District	180,541	1,355	83.6%	150,932	16.4%	29,609
Northwest Tennessee Development District	306,954	854	71.4%	219,165	28.6%	87,789
Southwest Minnesota Region	117,937	236	73.1%	86,221	26.9%	31,716
Arrowhead Region (MN)	773,204	225	75.5%	583,848	24.5%	189,356

**Table 15:**  
**Total Attendance to Nonprofit Arts and Cultural Events**  
**Per Study Region During 2015**

Regional Study Regions All Populations Sample Size = 81	Total Reported Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Estimated Attendance by Residents	Percent of Total Attendees	Estimated Attendance by Non-Residents
Maple Grove and the Northwest Suburbs (MN)	91,367	789	85.6%	78,210	14.4%	13,157
Greater Augusta Area (GA)	695,686	1,637	75.1%	522,460	24.9%	173,226
Upper Cumberland Development District (TN)	276,887	792	70.1%	194,098	29.9%	82,789
City of Huntsville/Madison County (AL)	1,502,219	1,105	80.1%	1,203,277	19.9%	298,942
Northeast Commission (NC)	1,041,008	1,369	79.8%	830,724	20.2%	210,284
Greater Ann Arbor Area (MI)	1,784,378	1,155	68.2%	1,217,791	31.8%	566,587
Greater Fox Cities Region (WI)	594,700	840	67.9%	403,801	32.1%	190,899
Central Minnesota Region	353,145	235	74.2%	262,011	25.8%	91,134
South Central Tennessee Development District	523,286	2,113	81.3%	425,432	18.7%	97,854
Northwest Arkansas Region	1,775,334	822	74.6%	1,324,399	25.4%	450,935
Southeast Minnesota Region	724,113	268	79.9%	578,529	20.1%	145,584
First Tennessee Development District	1,038,024	1,367	69.3%	719,351	30.7%	318,673
Greater Harrisburg Area (PA)	278,463	828	68.8%	191,583	31.2%	86,880
Greater New Haven Area (CT)	684,833	483	56.9%	389,670	43.1%	295,163
Treasure Coast Region (FL)	963,659	1,681	77.0%	742,017	23.0%	221,642
Greater Des Moines Region (IA)	3,280,475	786	73.3%	2,404,588	26.7%	875,887
Southeast Tennessee Development District	2,942,576	1,815	71.9%	2,115,712	28.1%	826,864
Greater Knoxville Region (TN)	1,640,002	777	59.8%	980,721	40.2%	659,281
Greater Columbia Area (SC)	1,202,678	723	84.0%	1,010,250	16.0%	192,428
Pikes Peak Region (CO)	3,001,628	867	82.6%	2,479,345	17.4%	522,283
Lehigh Valley Region (PA)	3,644,331	712	68.7%	2,503,655	31.3%	1,140,676
Greater Sarasota/Bradenton Area (FL)	3,587,029	4,949	68.2%	2,446,354	31.8%	1,140,675
Dayton Region (OH)	6,015,779	857	85.1%	5,119,428	14.9%	896,351
Richmond & Tri-Cities Region (VA)	5,851,651	952	72.6%	4,248,299	27.4%	1,603,352
Memphis Area Association of Governments (TN)	2,569,302	761	81.9%	2,104,258	18.1%	465,044
Eastern Region (NC)	1,320,727	1,987	88.5%	1,168,843	11.5%	151,884
Advantage West Region (NC)	3,008,720	1,831	67.0%	2,015,842	33.0%	992,878
Southeast Commission (NC)	3,628,525	2,003	85.2%	3,091,503	14.8%	537,022
Greater Fairfax Area (VA)	5,043,245	1,615	84.0%	4,236,326	16.0%	806,919
Greater Tulsa Region (OK)	3,702,354	793	84.1%	3,113,680	15.9%	588,674

**Table 15:**  
**Total Attendance to Nonprofit Arts and Cultural Events**  
**Per Study Region During 2015**

Regional Study Regions All Populations Sample Size = 81	Total Reported Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Estimated Attendance by Residents	Percent of Total Attendees	Estimated Attendance by Non-Residents
East Tennessee Development District	2,615,827	3,484	76.9%	2,011,571	23.1%	604,256
West Valley Region (AZ)	590,125	1,431	85.3%	503,377	14.7%	86,748
Greater St. Louis Area (MO)	11,779,277	1,523	79.6%	9,376,304	20.4%	2,402,973
Western New York	6,637,846	1,302	86.5%	5,741,737	13.5%	896,109
Greater Oklahoma City Region (OK)	8,462,337	2,346	76.6%	6,482,150	23.4%	1,980,187
Piedmont Triad Partnership (NC)	7,970,741	4,279	84.3%	6,719,335	15.7%	1,251,406
Greater Portland Area (OR)	4,647,870	1,474	84.3%	3,918,154	15.7%	729,716
Greater Kansas City Metropolitan Area (MO/KS)	3,587,047	1,853	85.3%	3,059,751	14.7%	527,296
Greater Nashville Regional Council (TN)	8,097,234	2,374	84.8%	6,866,454	15.2%	1,230,780
Research Triangle Regional Partnership (NC)	16,637,073	3,823	87.5%	14,557,439	12.5%	2,079,634
Greater Tampa/St. Petersburg Area (FL)	9,085,473	2,892	72.5%	6,586,968	27.5%	2,498,505
Charlotte Regional Partnership (NC)	5,423,453	2,859	83.6%	4,534,007	16.4%	889,446
Greater Charlotte Region (NC/SC)	5,845,053	3,641	84.8%	4,956,605	15.2%	888,448
Seven-County Metro Area (MN)	15,954,677	789	85.6%	13,665,035	14.4%	2,289,642
Central Florida Region	6,788,284	4,439	80.7%	5,478,145	19.3%	1,310,139
Greater Philadelphia Region (PA)	21,672,595	1,486	60.5%	13,111,920	39.5%	8,560,675
Greater Washington Region (DC/MD/VA)	48,725,388	5,938	84.3%	41,075,502	15.7%	7,649,886
Metro Atlanta Area (GA)	10,440,147	683	68.7%	7,172,381	31.3%	3,267,766
Greater Atlanta Region (GA)	10,555,893	683	68.7%	7,251,898	31.3%	3,303,995
Greater Houston Region (TX)	20,122,687	2,708	91.7%	18,452,504	8.3%	1,670,183
Dallas-Fort Worth-Arlington MSA (TX)	13,970,196	4,103	89.4%	12,489,355	10.6%	1,480,841
<b>Regional Average</b>	<b>3,983,787</b>	<b>1,364</b>	<b>74.9%</b>	<b>3,173,690</b>	<b>25.1%</b>	<b>810,096</b>
Regional Median	1,320,727	858	76.9%	1,010,250	23.1%	332,216



**Table 15:**  
**Total Attendance to Nonprofit Arts and Cultural Events**  
**Per Study Region During 2015**

Statewide Study Regions All Populations Sample Size = 20	Total Reported Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Estimated Attendance by Residents	Percent of Total Attendees	Estimated Attendance by Non-Residents
State of Vermont	1,418,807	1,528	83.6%	1,186,123	16.4%	232,684
State of North Dakota	2,622,508	3,297	86.1%	2,257,979	13.9%	364,529
State of Delaware	1,530,657	1,417	68.2%	1,043,908	31.8%	486,749
State of Maine	2,040,379	3,906	86.6%	1,766,968	13.4%	273,411
State of Hawai'i	3,157,012	1,212	92.1%	2,907,608	7.9%	249,404
State of Nevada	8,410,979	2,045	91.3%	7,679,224	8.7%	731,755
State of Connecticut	9,796,824	3,321	84.9%	8,317,504	15.1%	1,479,320
State of Oklahoma	12,763,620	3,823	87.9%	11,219,222	12.1%	1,544,398
State of Oregon	9,911,552	7,389	86.1%	8,533,846	13.9%	1,377,706
State of Minnesota	18,903,733	3,410	84.2%	15,916,734	15.8%	2,986,999
State of Wisconsin	10,745,093	8,060	85.5%	9,187,055	14.5%	1,558,038
State of Maryland	16,348,651	2,805	84.9%	13,880,005	15.1%	2,468,646
State of Missouri	21,406,026	6,134	90.8%	19,436,672	9.2%	1,969,354
State of Tennessee	18,550,631	14,915	88.4%	16,398,758	11.6%	2,151,873
State of Massachusetts	29,741,228	5,566	87.9%	26,142,539	12.1%	3,598,689
State of New Jersey	7,482,307	4,057	84.6%	6,330,032	15.4%	1,152,275
State of North Carolina	39,030,247	18,151	92.0%	35,907,827	8.0%	3,122,420
State of Pennsylvania	47,547,237	6,790	86.1%	40,938,171	13.9%	6,609,066
State of Illinois	48,204,108	1,634	79.9%	38,515,082	20.1%	9,689,026
State of Florida	69,997,134	35,967	84.8%	59,357,570	15.2%	10,639,564
<b>Statewide Average</b>	<b>18,980,437</b>	<b>6,771</b>	<b>85.8%</b>	<b>16,346,141</b>	<b>14.2%</b>	<b>2,634,295</b>
Statewide Median	11,754,357	3,865	86.1%	10,203,139	13.9%	1,551,218

**Table 15:  
Total Attendance to Nonprofit Arts and Cultural Events  
Per Study Region During 2015**

Individual Arts Districts All Populations Sample Size = 12	Total Reported Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Estimated Attendance by Residents	Percent of Total Attendees	Estimated Attendance by Non-Residents
James River Arts & Cultural District	168,805	617	70.8%	119,514	29.2%	49,291
Center City Charlotte	3,101,241	462	65.4%	2,028,212	34.6%	1,073,029
Loch Haven Cultural Park	1,052,068	1,096	54.0%	568,117	46.0%	483,951
Downtown Colorado Springs Creative District	543,756	373	88.2%	479,593	11.8%	64,163
Fort Worth Cultural District	2,940,522	374	60.2%	1,770,194	39.8%	1,170,328
Dallas Arts District	3,508,760	1,310	55.1%	1,933,327	44.9%	1,575,433
Grand Center Arts & Entertainment District	1,548,683	562	83.6%	1,294,699	16.4%	253,984
Balboa Park Cultural District	6,734,386	460	57.4%	3,865,538	42.6%	2,868,848
East End Cultural District	219,158	437	78.9%	172,916	21.1%	46,242
Houston Museum District Association	12,679,677	365	86.8%	11,005,960	13.2%	1,673,717
Midtown Cultural District	176,713	390	81.3%	143,668	18.7%	33,045
Washington Avenue Cultural District	73,762	325	80.0%	59,010	20.0%	14,752
<b>Arts District Average</b>	<b>2,728,961</b>	<b>564</b>	<b>71.8%</b>	<b>1,953,396</b>	<b>28.2%</b>	<b>775,565</b>
Arts District Median	1,300,376	449	74.9%	931,408	25.2%	368,968

# Explanation of Table 16: Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Cultural Events Per Study Region During 2015

This table presents the total expenditures made by arts audiences in each participating study region as a direct result of their attendance to nonprofit arts and cultural events during 2015. Summary statistics are calculated for each population group.

## **Column Two:**

The total number of arts and cultural event attendees who are residents. Residents are attendees who report that their primary residence is located within the county where the nonprofit arts and cultural event took place (or within the multi-city or multi-county region for regional analyses, or within the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept respondent.

## **Column Three:**

The average dollars spent per person by residents as a direct result of their attendance to nonprofit arts and cultural events. This figure is calculated with data from the audience-intercept surveys.

## **Column Four:**

The total dollars spent by residents during 2015 directly as a result of attending nonprofit arts and cultural events. This figure is calculated by multiplying the total number of resident arts and cultural event attendees (Column Two) by the average arts and cultural event-related dollars spent per person by residents (Column Three).

## **Column Five:**

The total number of arts and cultural event attendees who are non-residents. Non-residents are attendees who report that their primary residence is located outside the county where the nonprofit arts and cultural event took place (or outside the multi-city or multi-county region for regional analyses, or outside the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept respondent.

## **Column Six:**

The average dollars spent per person by non-residents as a direct result of their attendance to nonprofit arts and cultural events. This figure is calculated with data from the audience-intercept surveys.

## **Column Seven:**

The total dollars spent by non-residents during 2015 directly as a result of attending nonprofit arts and cultural events. This figure is calculated by multiplying the total number of non-resident arts and cultural event attendees (Column Five) by the average arts and cultural event-related dollars spent per person by non-residents (Column Six).

## **Column Eight:**

The total estimated expenditures made by arts and cultural audiences in each participating study region as a direct result of their attendance to nonprofit arts and cultural events during 2015. For example, when patrons attend an arts/culture event, they may purchase dinner at a restaurant, pay a valet to park their car, eat dessert after the performance, and or pay a babysitter upon returning home. In addition to these categories of expense, non-resident arts and cultural audiences often stay overnight at a hotel. This figure is the sum of total arts and cultural event-related spending by residents (Column Four) and total arts and cultural event-related spending by non-residents (Column Seven).

## **Column Nine:**

The total event-related direct expenditures made by arts audiences that were spent on local industries in each participating study region during 2015. This figure is calculated by an input-output model that is customized for each study region by using detailed commerce data to estimate the dollars spent on imported goods and services.

## **Column Ten:**

The total local event-related audience expenditures as a percentage of the total estimated expenditures; this portrays the percentage of total direct audience expenditures that are spent on local industries. This figure is calculated by dividing the total local event-related audience expenditures (Column Nine) by the total estimated audience expenditures (Column Eight) for each participating study region.

## **Column Eleven:**

The total estimated expenditures (both direct and indirect) that occurred in each participating study region during fiscal year 2015 as a result of the initial direct expenditures made by attendees to nonprofit arts and cultural events (Column Eight). In other words, this figure represents the initial direct audience expenditures plus each additional round of spending that occurred as those dollars were re-spent within the study region before the dollars were spent on good and services located outside of the study region. This figure is calculated by an input-output model that is customized for each study region using detailed commerce data.

**Table 16:**  
**Total Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	RESIDENT Audiences			NON-Resident Audiences			TOTAL DIRECT AUDIENCE SPENDING			Total Spending (Direct, Indirect, and Induced)
	Resident Attendance	Per Person Expenditure	Total Expenditures	Non-Resident Attendance	Per Person Expenditure	Total Expenditures	Total Expenditures	Est. Local Expenditures	Percent Local	
Town of Crested Butte (CO)	75,741	\$31.82	\$2,410,079	30,637	\$106.79	\$3,271,725	\$5,681,804	\$5,330,852	93.8%	\$12,400,359
City of Pine City (MN)	12,732	\$15.11	\$192,381	8,418	\$43.85	\$369,129	\$561,510	\$415,526	74.0%	\$1,046,655
City of Alva (OK)	30,861	\$14.65	\$452,114	4,369	\$26.93	\$117,657	\$569,771	\$455,849	80.0%	\$1,152,323
Cook County (MN)	58,863	\$19.85	\$1,168,431	19,101	\$44.96	\$858,781	\$2,027,212	\$1,500,169	74.0%	\$4,877,472
Town of Hillsborough (NC)	174,566	\$12.20	\$2,129,705	109,743	\$16.88	\$1,852,462	\$3,982,167	\$3,221,896	80.9%	\$8,544,201
City of Virginia (MN)	1,871	\$19.85	\$37,139	607	\$44.96	\$27,291	\$64,430	\$47,679	74.0%	\$155,019
Town of Jackson (WY)	449,978	\$45.39	\$20,424,501	147,602	\$81.96	\$12,097,460	\$32,521,961	\$23,368,721	71.9%	\$62,292,918
City of Guthrie (OK)	35,390	\$21.46	\$759,469	36,105	\$43.54	\$1,572,012	\$2,331,481	\$1,463,449	62.8%	\$4,051,814
City of Grand Rapids (MN)	65,218	\$19.85	\$1,294,577	21,163	\$44.96	\$951,488	\$2,246,065	\$1,662,124	74.0%	\$5,404,032
Town of Medfield (MA)	28,703	\$12.02	\$345,010	2,294	\$16.43	\$37,690	\$382,700	\$222,294	58.1%	\$746,991
City of Fergus Falls (MN)	37,298	\$13.43	\$500,912	5,086	\$35.73	\$181,723	\$682,635	\$505,161	74.0%	\$1,488,827
Grundy County (TN)	7,321	\$21.16	\$154,912	16,920	\$44.99	\$761,231	\$916,143	\$555,111	60.6%	\$1,548,946
City of Falls Church (VA)	180,347	\$33.23	\$5,992,931	315,111	\$41.37	\$13,036,142	\$19,029,073	\$1,804,541	9.5%	\$20,776,034
City of Jamestown (ND)	136,964	\$8.41	\$1,151,867	57,036	\$81.60	\$4,654,138	\$5,806,005	\$5,388,102	92.8%	\$13,265,513
City of Waterville (ME)	77,133	\$12.65	\$975,732	49,107	\$17.67	\$867,721	\$1,843,453	\$1,457,985	79.1%	\$4,119,402
City of Red Wing (MN)	32,834	\$9.77	\$320,788	8,260	\$22.21	\$183,455	\$504,243	\$373,148	74.0%	\$1,109,335
City of Durango (CO)	212,477	\$20.48	\$4,351,529	75,042	\$68.30	\$5,125,369	\$9,476,898	\$8,655,873	91.3%	\$22,062,855
City of Hannibal (MO)	107,994	\$20.44	\$2,207,397	42,625	\$34.84	\$1,485,055	\$3,692,452	\$3,003,625	81.3%	\$7,832,120
City of Tullahoma (TN)	32,776	\$11.79	\$386,429	4,343	\$16.45	\$71,442	\$457,871	\$378,848	82.7%	\$945,395
City of Northfield (MN)	56,947	\$9.77	\$556,372	14,326	\$22.21	\$318,180	\$874,552	\$647,182	74.0%	\$2,111,169
Town of Carrboro (NC)	89,626	\$15.99	\$1,433,120	123,262	\$21.40	\$2,637,807	\$4,070,927	\$3,293,710	80.9%	\$8,734,646
Macon County (TN)	4,196	\$9.31	\$39,065	1,498	\$18.37	\$27,518	\$66,583	\$37,226	55.9%	\$111,942
City of Laguna Beach (CA)	611,883	\$44.30	\$27,106,417	325,151	\$86.54	\$28,138,568	\$55,244,985	\$43,371,092	78.5%	\$133,285,876
Hickman County (TN)	16,145	\$16.97	\$273,981	12,130	\$29.19	\$354,075	\$628,056	\$287,678	45.8%	\$958,995
City of Fairfax (VA)	37,078	\$17.46	\$647,382	12,163	\$33.32	\$405,271	\$1,052,653	\$446,170	42.4%	\$1,660,876
City of Ponca City (OK)	72,142	\$24.41	\$1,760,986	11,842	\$37.64	\$445,733	\$2,206,719	\$1,541,858	69.9%	\$4,173,820
City of Paducah (KY)	72,419	\$31.82	\$2,304,373	168,176	\$42.14	\$7,086,937	\$9,391,310	\$8,595,229	91.5%	\$22,178,079
Mille Lacs County (MN)	6,131	\$15.11	\$92,639	4,054	\$43.85	\$177,768	\$270,407	\$200,105	74.0%	\$504,039
McNairy County (TN)	17,580	\$11.64	\$204,631	5,370	\$15.70	\$84,309	\$288,940	\$152,550	52.8%	\$472,558
City of Winona (MN)	95,017	\$9.77	\$928,316	23,903	\$22.21	\$530,886	\$1,459,202	\$1,079,833	74.0%	\$3,210,244

**Table 16:**  
**Total Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	RESIDENT Audiences			NON-Resident Audiences			TOTAL DIRECT AUDIENCE SPENDING			Total Spending (Direct, Indirect, and Induced)
	Resident Attendance	Per Person Expenditure	Total Expenditures	Non-Resident Attendance	Per Person Expenditure	Total Expenditures	Total Expenditures	Est. Local Expenditures	Percent Local	
Door County (WI)	42,773	\$28.96	\$1,238,706	151,651	\$90.53	\$13,728,965	\$14,967,671	\$12,486,199	83.4%	\$31,108,761
City of Benicia (CA)	32,000	\$26.14	\$836,480	17,382	\$53.14	\$923,679	\$1,760,159	\$1,097,842	62.4%	\$3,366,213
City of Winter Park (FL)	493,376	\$18.81	\$9,280,403	576,854	\$34.89	\$20,126,436	\$29,406,839	\$27,360,121	93.0%	\$80,218,104
City of Rochester (NH)	245,600	\$22.73	\$5,582,488	96,938	\$23.93	\$2,319,726	\$7,902,214	\$5,671,207	71.8%	\$16,049,831
City of Morgantown (WV)	196,655	\$25.34	\$4,983,238	81,499	\$37.27	\$3,037,468	\$8,020,706	\$6,448,547	80.4%	\$17,382,632
Henry County (TN)	24,881	\$13.83	\$344,104	6,535	\$30.24	\$197,618	\$541,722	\$440,710	81.4%	\$1,144,942
City of Fairbanks (AK)	323,932	\$20.60	\$6,672,999	28,168	\$92.66	\$2,610,047	\$9,283,046	\$6,539,322	70.4%	\$18,701,841
City of Bangor (ME)	114,493	\$21.87	\$2,503,962	86,725	\$46.97	\$4,073,473	\$6,577,435	\$5,575,890	84.8%	\$15,334,527
Weakley County (TN)	41,775	\$13.89	\$580,255	33,225	\$17.89	\$594,395	\$1,174,650	\$1,061,633	90.4%	\$2,552,114
Dare County (NC)	431,183	\$46.49	\$20,045,698	241,489	\$86.94	\$20,995,054	\$41,040,752	\$33,783,790	82.3%	\$86,288,223
City of Columbia (TN)	227,272	\$19.05	\$4,329,532	55,054	\$36.92	\$2,032,594	\$6,362,126	\$5,288,836	83.1%	\$13,549,498
City of Lake Worth (FL)	397,129	\$25.80	\$10,245,928	51,098	\$46.33	\$2,367,370	\$12,613,298	\$8,320,269	66.0%	\$25,438,517
Clatsop County (OR)	87,484	\$27.08	\$2,369,067	73,332	\$115.65	\$8,480,846	\$10,849,913	\$9,423,886	86.9%	\$23,681,577
Yadkin County (NC)	1,143	\$16.89	\$19,305	1,857	\$27.66	\$51,365	\$70,670	\$48,139	68.1%	\$128,083
Greater Belfast Area (ME)	121,796	\$15.98	\$1,946,300	73,077	\$43.49	\$3,178,119	\$5,124,419	\$3,050,821	59.5%	\$8,963,739
Campbell County (TN)	14,337	\$18.80	\$269,536	4,678	\$35.79	\$167,426	\$436,962	\$246,763	56.5%	\$743,226
Monroe County (TN)	117,840	\$18.46	\$2,175,326	116,901	\$32.95	\$3,851,888	\$6,027,214	\$5,003,086	83.0%	\$12,474,660
Lincoln County (OR)	146,798	\$18.52	\$2,718,699	65,032	\$93.95	\$6,109,756	\$8,828,455	\$7,996,219	90.6%	\$19,622,955
Iron County (UT)	46,736	\$19.85	\$927,710	450,456	\$137.35	\$61,870,132	\$62,797,842	\$58,542,854	93.2%	\$145,508,824
City of St. Louis Park (MN)	23,423	\$25.82	\$604,782	3,940	\$39.16	\$154,290	\$759,072	\$561,725	74.0%	\$1,832,400
City of Logan (UT)	188,639	\$12.96	\$2,444,761	128,401	\$88.07	\$11,308,276	\$13,753,037	\$12,480,946	90.8%	\$30,728,178
Gibson County (TN)	87,665	\$31.56	\$2,766,707	65,864	\$66.05	\$4,350,317	\$7,117,024	\$4,812,942	67.6%	\$13,387,198
<b>Group A Average</b>	<b>120,099</b>	<b>\$20.38</b>	<b>\$3,144,023</b>	<b>78,185</b>	<b>\$47.79</b>	<b>\$5,004,967</b>	<b>\$8,148,989</b>	<b>\$6,455,872</b>	<b>74.0%</b>	<b>\$17,681,317</b>
Percent of Group A Total			38.6%			61.4%				
Group A Median	72,281	\$18.93	\$1,203,569	34,665	\$40.27	\$1,528,534	\$3,011,967	\$1,733,332	74.0%	\$6,618,076

**Table 16:**  
**Total Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	RESIDENT Audiences			NON-Resident Audiences			TOTAL DIRECT AUDIENCE SPENDING			Total Spending (Direct, Indirect, and Induced)
	Resident Attendance	Per Person Expenditure	Total Expenditures	Non-Resident Attendance	Per Person Expenditure	Total Expenditures	Total Expenditures	Est. Local Expenditures	Percent Local	
City of Joplin (MO)	160,599	\$17.96	\$2,884,358	27,236	\$24.76	\$674,363	\$3,558,721	\$3,337,140	93.8%	\$8,710,154
City of La Crosse (WI)	631,653	\$14.66	\$9,260,033	382,236	\$27.72	\$10,595,582	\$19,855,615	\$18,689,549	94.1%	\$50,515,024
McMinn County (TN)	149,832	\$20.62	\$3,089,536	68,901	\$33.29	\$2,293,714	\$5,383,250	\$4,239,512	78.8%	\$10,499,407
Lafayette County (MS)	153,750	\$23.76	\$3,653,100	69,400	\$67.50	\$4,684,500	\$8,337,600	\$7,318,305	87.8%	\$18,460,987
Chisago County (MN)	49,894	\$15.11	\$753,898	32,986	\$43.85	\$1,446,436	\$2,200,334	\$1,690,065	76.8%	\$4,101,423
City of Grand Forks (ND)	84,288	\$23.38	\$1,970,653	32,293	\$36.80	\$1,188,382	\$3,159,035	\$2,762,777	87.5%	\$7,306,124
City of Corvallis (OR)	1,430,475	\$18.84	\$26,950,149	464,194	\$37.43	\$17,374,781	\$44,324,930	\$30,267,805	68.3%	\$83,859,066
City of Noblesville (IN)	90,959	\$14.84	\$1,349,832	19,428	\$18.11	\$351,841	\$1,701,673	\$1,107,413	65.1%	\$3,353,361
City of Ocala (FL)	858,598	\$27.27	\$23,413,967	283,154	\$64.48	\$18,257,770	\$41,671,737	\$31,484,290	75.6%	\$89,797,296
Lenoir County (NC)	148,155	\$65.17	\$9,655,261	38,203	\$78.83	\$3,011,542	\$12,666,803	\$10,730,171	84.7%	\$27,913,455
Town of Chapel Hill (NC)	642,036	\$16.94	\$10,876,090	833,908	\$21.27	\$17,737,223	\$28,613,313	\$23,150,490	80.9%	\$61,393,182
City of Grand Junction (CO)	196,933	\$18.29	\$3,601,905	33,129	\$72.12	\$2,389,263	\$5,991,168	\$5,624,523	93.9%	\$14,894,106
Town of Jupiter (FL)	105,132	\$20.08	\$2,111,051	69,506	\$43.15	\$2,999,184	\$5,110,235	\$3,370,929	66.0%	\$10,306,329
Hamblen County (TN)	19,575	\$28.44	\$556,713	21,897	\$32.08	\$702,456	\$1,259,169	\$1,193,754	94.8%	\$2,862,377
City of Delray Beach (FL)	142,583	\$35.40	\$5,047,438	112,942	\$44.87	\$5,067,708	\$10,115,146	\$6,672,382	66.0%	\$20,400,240
City of St. Cloud (MN)	243,337	\$20.85	\$5,073,576	84,610	\$23.82	\$2,015,410	\$7,088,986	\$5,445,015	76.8%	\$16,978,121
City of Portland (ME)	681,148	\$21.53	\$14,665,116	347,776	\$41.30	\$14,363,149	\$29,028,265	\$24,721,387	85.2%	\$75,015,304
City of Jackson (TN)	77,117	\$18.17	\$1,401,216	29,546	\$22.04	\$651,194	\$2,052,410	\$1,821,480	88.7%	\$4,803,232
City of Walnut Creek (CA)	477,977	\$30.82	\$14,731,251	162,743	\$35.03	\$5,700,887	\$20,432,138	\$9,545,041	46.7%	\$34,462,034
Greene County (TN)	41,528	\$26.52	\$1,101,323	40,705	\$28.01	\$1,140,147	\$2,241,470	\$1,415,862	63.2%	\$4,074,755
City of Flagstaff (AZ)	593,860	\$29.41	\$17,465,423	237,877	\$86.87	\$20,664,375	\$38,129,798	\$31,056,085	81.4%	\$83,647,637
City of Missoula (MT)	1,026,262	\$18.83	\$19,324,513	267,889	\$53.45	\$14,318,667	\$33,643,180	\$31,222,097	92.8%	\$85,870,737
City of Fort Myers (FL)	947,872	\$26.12	\$24,758,417	251,966	\$44.75	\$11,275,479	\$36,033,896	\$27,828,053	77.2%	\$79,271,817
Putnam County (TN)	22,347	\$9.45	\$211,179	10,759	\$14.34	\$154,284	\$365,463	\$350,809	96.0%	\$877,791
Monroe County (FL)	1,097,716	\$26.53	\$29,122,405	628,253	\$45.77	\$28,755,140	\$57,877,545	\$49,850,331	86.1%	\$123,761,949
City of Lynchburg (VA) <sup>1</sup>	131,821	\$18.13	\$2,791,602	59,224	\$24.68	\$1,416,220	\$4,207,822	\$271,614	6.5%	\$4,443,150
City of Duluth (MN)	631,103	\$19.85	\$12,527,395	204,795	\$44.96	\$9,207,583	\$21,734,978	\$16,694,527	76.8%	\$52,294,357
City of Fishers (IN)	538,394	\$11.53	\$6,207,683	309,471	\$16.80	\$5,199,113	\$11,406,796	\$7,423,306	65.1%	\$22,478,529
City of Carmel (IN)	157,501	\$15.73	\$2,477,491	105,878	\$42.26	\$4,474,404	\$6,951,895	\$4,524,149	65.1%	\$13,699,585
City of Sugar Land (TX)	16,719	\$21.86	\$365,477	6,406	\$24.74	\$158,484	\$523,961	\$299,811	57.2%	\$943,669

**Table 16:**  
**Total Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	RESIDENT Audiences			NON-Resident Audiences			TOTAL DIRECT AUDIENCE SPENDING			Total Spending (Direct, Indirect, and Induced)
	Resident Attendance	Per Person Expenditure	Total Expenditures	Non-Resident Attendance	Per Person Expenditure	Total Expenditures	Total Expenditures	Est. Local Expenditures	Percent Local	
City of Asheville (NC)	501,904	\$21.37	\$10,725,688	364,943	\$77.79	\$28,388,916	<b>\$39,114,604</b>	\$35,152,793	89.9%	\$96,340,517
Buchanan County (MO)	334,040	\$20.29	\$6,777,672	147,286	\$28.52	\$4,200,597	<b>\$10,978,269</b>	\$10,720,782	97.7%	\$27,895,411
City of Boca Raton (FL)	205,454	\$23.16	\$4,758,315	144,552	\$43.58	\$6,299,576	<b>\$11,057,891</b>	\$7,294,257	66.0%	\$22,301,570
City of Miami Beach (FL)	1,293,040	\$34.29	\$44,338,342	575,515	\$53.51	\$30,795,808	<b>\$75,134,150</b>	\$62,398,974	83.1%	\$190,815,236
Moore County (NC)	267,244	\$16.99	\$4,540,476	60,261	\$30.68	\$1,848,807	<b>\$6,389,283</b>	\$4,092,137	64.0%	\$11,752,350
Sevier County (TN)	250,870	\$19.83	\$4,974,752	404,144	\$91.92	\$37,148,916	<b>\$42,123,668</b>	\$36,252,301	86.1%	\$88,961,892
Cape May County (NJ)	183,616	\$17.75	\$3,259,184	116,410	\$101.04	\$11,762,066	<b>\$15,021,250</b>	\$11,734,648	78.1%	\$30,415,201
Cleveland County (NC)	60,655	\$22.98	\$1,393,852	47,272	\$41.75	\$1,973,606	<b>\$3,367,458</b>	\$2,535,777	75.3%	\$6,970,661
<b>Group B Average</b>	<b>385,421</b>	<b>\$22.44</b>	<b>\$8,899,114</b>	<b>186,781</b>	<b>\$43.79</b>	<b>\$8,702,305</b>	<b>\$17,601,419</b>	<b>\$14,060,272</b>	<b>76.8%</b>	<b>\$39,274,948</b>
Percent of Group B Total			50.6%			49.4%				
Group B Median	201,194	\$20.46	\$4,866,534	109,410	\$41.53	\$4,579,452	\$10,546,708	\$7,306,281	78.4%	\$21,350,905

**Table 16:**  
**Total Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	RESIDENT Audiences			NON-Resident Audiences			TOTAL DIRECT AUDIENCE SPENDING			Total Spending (Direct, Indirect, and Induced)
	Resident Attendance	Per Person Expenditure	Total Expenditures	Non-Resident Attendance	Per Person Expenditure	Total Expenditures	Total Expenditures	Est. Local Expenditures	Percent Local	
City of Las Cruces (NM)	277,502	\$24.09	\$6,685,023	52,465	\$74.56	\$3,911,790	<b>\$10,596,813</b>	\$8,785,743	82.9%	\$23,039,684
Eau Claire County (WI)	165,616	\$17.68	\$2,928,091	121,414	\$23.66	\$2,872,655	<b>\$5,800,746</b>	\$5,174,834	89.2%	\$14,450,933
Yamhill County (OR)	490,635	\$22.97	\$11,269,886	288,151	\$45.24	\$13,035,951	<b>\$24,305,837</b>	\$15,870,534	65.3%	\$45,091,310
City of Lewisville (TX)	12,378	\$15.08	\$186,660	4,038	\$29.25	\$118,112	<b>\$304,772</b>	\$215,154	70.6%	\$615,248
City of West Palm Beach (FL)	2,719,490	\$24.90	\$67,715,301	935,738	\$39.87	\$37,307,874	<b>\$105,023,175</b>	\$69,277,766	66.0%	\$211,810,885
City of Boulder (CO)	977,488	\$20.77	\$20,302,426	331,064	\$42.23	\$13,980,833	<b>\$34,283,259</b>	\$26,965,427	78.7%	\$76,496,335
City of Richardson (TX)	266,360	\$22.90	\$6,099,644	59,264	\$39.70	\$2,352,781	<b>\$8,452,425</b>	\$6,550,439	77.5%	\$20,242,791
City of High Point (NC)	117,064	\$13.77	\$1,611,971	68,752	\$22.96	\$1,578,546	<b>\$3,190,517</b>	\$3,150,638	98.8%	\$9,029,630
City of Cambridge (MA)	780,543	\$24.95	\$19,474,548	835,489	\$42.53	\$35,533,347	<b>\$55,007,895</b>	\$31,221,799	56.8%	\$104,688,759
City of Lowell (MA)	84,360	\$29.06	\$2,451,502	31,839	\$36.25	\$1,154,164	<b>\$3,605,666</b>	\$2,008,773	55.7%	\$6,840,629
Douglas County (KS)	482,026	\$20.66	\$9,958,657	140,746	\$36.46	\$5,131,599	<b>\$15,090,256</b>	\$13,564,922	89.9%	\$34,797,129
City of Columbia (MO)	272,870	\$13.85	\$3,779,250	62,763	\$28.40	\$1,782,469	<b>\$5,561,719</b>	\$5,063,572	91.0%	\$13,949,034
City of Norman (OK)	640,864	\$34.49	\$22,103,399	368,371	\$61.13	\$22,518,519	<b>\$44,621,918</b>	\$36,634,833	82.1%	\$97,836,077
Wayne County (NC)	105,767	\$22.46	\$2,375,527	31,593	\$28.02	\$885,236	<b>\$3,260,763</b>	\$2,803,718	86.0%	\$7,452,691
City of Lafayette (LA)	229,607	\$24.67	\$5,664,405	99,343	\$49.89	\$4,956,222	<b>\$10,620,627</b>	\$10,416,135	98.1%	\$27,052,836
Washington County (TN)	116,482	\$19.45	\$2,265,575	135,100	\$95.73	\$12,933,123	<b>\$15,198,698</b>	\$13,766,635	90.6%	\$35,923,914
City of Thousand Oaks (CA)	104,695	\$22.93	\$2,400,656	44,231	\$40.75	\$1,802,413	<b>\$4,203,069</b>	\$2,870,372	68.3%	\$8,658,454
City of Charleston (SC)	2,174,211	\$27.92	\$60,703,971	954,150	\$62.60	\$59,729,790	<b>\$120,433,761</b>	\$113,610,570	94.3%	\$312,297,478
City of Waco (TX)	894,545	\$16.25	\$14,536,356	411,360	\$43.18	\$17,762,525	<b>\$32,298,881</b>	\$30,983,469	95.9%	\$83,032,803
Robeson County (NC)	37,801	\$18.43	\$696,672	10,849	\$31.42	\$340,876	<b>\$1,037,548</b>	\$911,119	87.8%	\$2,275,878
Columbia County (GA)	943	\$22.59	\$21,302	647	\$36.05	\$23,324	<b>\$44,626</b>	\$28,156	63.1%	\$80,659
Orange County (NC) <sup>1</sup>	905,683	\$15.75	\$14,439,088	1,067,483	\$20.83	\$22,227,784	<b>\$36,666,872</b>	\$29,666,472	80.9%	\$78,673,027
City of Savannah (GA)	1,383,719	\$29.08	\$40,238,549	642,224	\$94.83	\$60,902,102	<b>\$101,140,651</b>	\$92,825,578	91.8%	\$251,949,372
Indian River County (FL)	259,676	\$18.90	\$4,907,876	87,021	\$45.36	\$3,947,273	<b>\$8,855,149</b>	\$5,982,034	67.6%	\$16,894,423
City of Alexandria (VA)	880,509	\$28.01	\$24,663,057	1,492,830	\$34.40	\$51,353,352	<b>\$76,016,409</b>	\$46,276,330	60.9%	\$144,838,885
Martin County (FL)	299,711	\$22.32	\$6,689,550	198,148	\$31.27	\$6,196,088	<b>\$12,885,638</b>	\$8,951,223	69.5%	\$25,002,695
Macon-Bibb County (GA)	943,483	\$21.06	\$19,869,752	519,282	\$36.72	\$19,068,035	<b>\$38,937,787</b>	\$33,281,768	85.5%	\$100,566,322
City of Springfield (MA)	388,948	\$23.15	\$9,004,146	132,430	\$36.79	\$4,872,100	<b>\$13,876,246</b>	\$11,373,001	82.0%	\$33,287,062
Catawba County (NC)	532,938	\$36.71	\$19,564,154	349,409	\$48.96	\$17,107,065	<b>\$36,671,219</b>	\$35,014,406	95.5%	\$92,236,879
Town of Cary (NC)	518,767	\$16.81	\$8,720,473	89,401	\$23.56	\$2,106,288	<b>\$10,826,761</b>	\$9,500,020	87.7%	\$27,714,231



**Table 16:**  
**Total Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	RESIDENT Audiences			NON-Resident Audiences			TOTAL DIRECT AUDIENCE SPENDING			Total Spending (Direct, Indirect, and Induced)
	Resident Attendance	Per Person Expenditure	Total Expenditures	Non-Resident Attendance	Per Person Expenditure	Total Expenditures	Total Expenditures	Est. Local Expenditures	Percent Local	
Alamance County (NC)	163,102	\$19.39	\$3,162,548	88,211	\$20.12	\$1,774,805	<b>\$4,937,353</b>	\$4,572,692	92.6%	\$11,546,763
Cumberland County (NJ)	124,236	\$16.52	\$2,052,379	226,712	\$22.69	\$5,144,095	<b>\$7,196,474</b>	\$5,547,967	77.1%	\$15,258,955
City of Eugene (OR)	980,852	\$16.02	\$15,713,249	135,021	\$42.29	\$5,710,038	<b>\$21,423,287</b>	\$18,800,539	87.8%	\$52,085,548
Middlesex County (CT)	162,875	\$23.98	\$3,905,743	181,469	\$39.74	\$7,211,578	<b>\$11,117,321</b>	\$6,469,351	58.2%	\$20,547,561
City of Springfield (MO)	488,547	\$22.10	\$10,796,889	222,584	\$28.26	\$6,290,224	<b>\$17,087,113</b>	\$16,516,641	96.7%	\$48,178,522
City of Sioux Falls (SD)	1,263,893	\$24.91	\$31,483,575	1,190,268	\$44.49	\$52,955,023	<b>\$84,438,598</b>	\$80,286,509	95.1%	\$221,289,929
Pitt County (NC)	160,346	\$21.53	\$3,452,249	54,883	\$35.89	\$1,969,751	<b>\$5,422,000</b>	\$5,019,364	92.6%	\$12,992,907
City of Providence (RI)	2,380,782	\$25.57	\$60,876,596	1,459,189	\$35.00	\$51,071,615	<b>\$111,948,211</b>	\$90,914,992	81.2%	\$267,041,555
City of Worcester (MA)	1,866,265	\$26.43	\$49,325,384	390,404	\$30.38	\$11,860,474	<b>\$61,185,858</b>	\$41,787,000	68.3%	\$128,491,952
Montgomery County (TN)	57,310	\$23.76	\$1,361,686	17,900	\$37.97	\$679,663	<b>\$2,041,349</b>	\$1,618,206	79.3%	\$4,190,767
Salt Lake City (UT)	5,556,177	\$21.44	\$119,124,435	1,842,194	\$40.71	\$74,995,718	<b>\$194,120,153</b>	\$161,663,901	83.3%	\$501,284,045
Cabarrus County (NC)	188,849	\$15.45	\$2,917,717	84,845	\$20.74	\$1,759,685	<b>\$4,677,402</b>	\$4,518,686	96.6%	\$11,460,141
Richmond County (GA)	292,214	\$27.85	\$8,138,160	401,882	\$29.37	\$11,803,274	<b>\$19,941,434</b>	\$17,998,167	90.3%	\$49,582,227
City of Tacoma (WA)	1,962,490	\$20.23	\$39,701,173	740,664	\$30.87	\$22,864,298	<b>\$62,565,471</b>	\$43,068,329	68.8%	\$131,669,621
Doña Ana County (NM) <sup>1</sup>	551,980	\$22.05	\$12,788,176	109,866	\$63.37	\$7,402,970	<b>\$20,191,146</b>	\$16,740,337	82.9%	\$43,899,767
New Hanover County (NC)	1,149,835	\$21.97	\$25,261,875	658,081	\$23.86	\$15,701,813	<b>\$40,963,688</b>	\$38,946,781	95.1%	\$103,852,913
Arlington County (VA)	307,931	\$20.19	\$6,217,127	441,292	\$27.78	\$12,259,092	<b>\$18,476,219</b>	\$9,723,898	52.6%	\$31,135,637
City of Irving (TX)	40,743	\$14.93	\$608,293	27,389	\$23.83	\$652,680	<b>\$1,260,973</b>	\$965,787	76.6%	\$3,049,252
City of Reno (NV)	1,071,840	\$24.21	\$25,949,246	233,690	\$55.40	\$12,946,426	<b>\$38,895,672</b>	\$25,931,171	66.7%	\$80,617,331
York County (SC)	311,141	\$29.34	\$9,128,877	110,459	\$41.89	\$4,627,128	<b>\$13,756,005</b>	\$10,598,456	77.0%	\$29,460,677
<b>Group C Average</b>	<b>722,922</b>	<b>\$22.19</b>	<b>\$16,865,857</b>	<b>363,652</b>	<b>\$39.55</b>	<b>\$14,743,452</b>	<b>\$31,609,309</b>	<b>\$25,488,684</b>	<b>80.6%</b>	<b>\$73,489,242</b>
Percent of Group C Total			53.4%			46.6%				
Group C Median	350,045	\$22.21	\$8,862,310	161,108	\$36.59	\$6,243,156	\$15,144,477	\$12,468,962	82.5%	\$34,042,096

**Table 16:**  
**Total Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	RESIDENT Audiences			NON-Resident Audiences			TOTAL DIRECT AUDIENCE SPENDING			Total Spending (Direct, Indirect, and Induced)
	Resident	Per Person	Total	Non-Resident	Per Person	Total	Total	Est. Local	Percent	
	Attendance	Expenditure	Expenditures	Attendance	Expenditure	Expenditures	Expenditures	Expenditures	Local	
Buncombe County (NC) <sup>1</sup>	541,821	\$27.81	\$11,787,557	390,746	\$85.13	\$30,733,141	\$42,520,698	\$38,213,893	89.9%	\$104,729,835
Alachua County (FL)	1,750,513	\$20.21	\$35,377,868	674,020	\$48.24	\$32,514,725	\$67,892,593	\$58,601,148	86.3%	\$158,406,804
Greater Green Bay Area (WI)	246,861	\$28.87	\$7,126,877	131,760	\$44.01	\$5,798,758	\$12,925,635	\$10,955,778	84.8%	\$31,265,030
City of Orlando (FL) <sup>1</sup>	1,208,353	\$25.19	\$29,145,207	953,281	\$39.57	\$36,431,305	\$65,576,512	\$61,012,382	93.0%	\$178,884,356
City of Lincoln (NE)	1,834,676	\$15.06	\$27,630,221	481,834	\$42.96	\$20,699,589	\$48,329,810	\$44,014,910	91.1%	\$122,018,360
Southeastern Connecticut Region (CT)	2,089,440	\$17.81	\$37,212,926	1,062,053	\$41.43	\$44,000,856	\$81,213,782	\$52,831,401	65.1%	\$152,726,271
Erie County (PA)	1,024,091	\$16.73	\$17,133,042	147,638	\$40.74	\$6,014,772	\$23,147,814	\$21,000,059	90.7%	\$58,095,259
San Luis Obispo County (CA)	381,226	\$23.37	\$8,909,252	75,879	\$67.48	\$5,120,315	\$14,029,567	\$12,580,604	89.7%	\$33,012,949
City of Newark (NJ)	1,467,641	\$22.58	\$33,139,334	1,036,866	\$34.55	\$35,823,720	\$68,963,054	\$39,769,762	57.7%	\$133,548,157
Leon County (FL)	2,391,007	\$29.41	\$70,319,516	455,430	\$68.28	\$31,096,760	\$101,416,276	\$85,252,439	84.1%	\$237,964,124
Rutherford County (TN)	698,208	\$18.60	\$12,986,669	247,873	\$29.79	\$7,384,137	\$20,370,806	\$17,827,484	87.5%	\$46,598,160
St. Lucie County (FL)	67,055	\$37.51	\$2,515,233	52,048	\$41.93	\$2,182,373	\$4,697,606	\$3,226,578	68.7%	\$9,486,391
Greater Spartanburg Area (SC)	578,725	\$13.94	\$8,067,427	103,734	\$25.09	\$2,602,686	\$10,670,113	\$10,187,824	95.5%	\$26,720,492
Durham County (NC)	1,585,969	\$14.19	\$22,504,900	1,216,097	\$22.24	\$27,045,997	\$49,550,897	\$41,494,926	83.7%	\$115,209,695
City of St. Paul (MN)	6,025,209	\$25.82	\$155,570,896	1,013,587	\$39.16	\$39,692,067	\$195,262,963	\$158,203,762	81.0%	\$471,364,793
Hamilton County (IN) <sup>1</sup>	906,639	\$14.07	\$11,000,208	414,992	\$27.94	\$10,902,674	\$21,902,882	\$14,253,940	65.1%	\$43,162,389
Osceola County (FL)	44,011	\$11.34	\$499,085	29,340	\$42.01	\$1,232,573	\$1,731,658	\$1,493,422	86.2%	\$3,843,569
Escambia County (FL)	1,596,332	\$20.43	\$32,613,063	886,300	\$32.44	\$28,751,572	\$61,364,635	\$55,430,516	90.3%	\$149,854,104
Lexington-Fayette Urban County (KY)	521,866	\$20.08	\$10,479,069	200,940	\$27.40	\$5,505,756	\$15,984,825	\$14,326,899	89.6%	\$40,690,124
Lake County (FL)	240,016	\$16.49	\$3,957,864	84,769	\$47.88	\$4,058,740	\$8,016,604	\$5,486,198	68.4%	\$15,985,996
City of Riverside (CA)	660,473	\$25.49	\$16,835,457	214,326	\$40.03	\$8,579,470	\$25,414,927	\$19,800,489	77.9%	\$56,355,886
Cumberland County (NC)	1,098,296	\$19.12	\$20,999,420	402,109	\$21.19	\$8,520,690	\$29,520,110	\$27,253,499	92.3%	\$69,059,055
Collier County (FL)	847,141	\$27.39	\$23,203,192	537,077	\$40.05	\$21,509,934	\$44,713,126	\$31,065,872	69.5%	\$86,675,781
Hamilton County (TN)	1,925,780	\$33.37	\$64,263,279	715,893	\$60.69	\$43,447,546	\$107,710,825	\$102,855,790	95.5%	\$285,983,157
Manatee County (FL)	705,102	\$22.52	\$15,878,897	408,803	\$41.85	\$17,108,406	\$32,987,303	\$23,259,013	70.5%	\$65,774,166
City of Tampa (FL)	2,137,814	\$40.09	\$85,704,963	1,903,422	\$69.78	\$132,820,787	\$218,525,750	\$194,694,071	89.1%	\$583,753,438
Forsyth County (NC)	1,592,378	\$19.82	\$31,560,932	842,451	\$24.36	\$20,522,106	\$52,083,038	\$48,977,395	94.0%	\$136,560,592
Mercer County (NJ)	195,955	\$25.17	\$4,932,187	486,816	\$28.31	\$13,781,761	\$18,713,948	\$10,979,348	58.7%	\$36,091,308
City of Wichita (KS)	1,873,749	\$16.69	\$31,272,871	537,768	\$36.29	\$19,515,601	\$50,788,472	\$46,777,293	92.1%	\$129,769,461
Clackamas County (OR)	227,102	\$21.37	\$4,853,170	108,847	\$38.25	\$4,163,398	\$9,016,568	\$6,050,648	67.1%	\$18,480,477

**Table 16:**  
**Total Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	RESIDENT Audiences			NON-Resident Audiences			TOTAL DIRECT AUDIENCE SPENDING			Total Spending (Direct, Indirect, and Induced)
	Resident Attendance	Per Person Expenditure	Total Expenditures	Non-Resident Attendance	Per Person Expenditure	Total Expenditures	Total Expenditures	Est. Local Expenditures	Percent Local	
Sarasota County (FL)	1,229,143	\$29.05	\$35,706,604	1,243,981	\$46.45	\$57,782,917	<b>\$93,489,521</b>	\$66,255,057	70.9%	\$189,501,663
City of Minneapolis (MN)	6,704,743	\$25.82	\$173,116,464	1,127,901	\$39.16	\$44,168,603	<b>\$217,285,067</b>	\$176,046,263	81.0%	\$524,526,152
Berks County (PA)	202,679	\$21.31	\$4,319,089	62,261	\$61.37	\$3,820,958	<b>\$8,140,047</b>	\$6,449,009	79.2%	\$18,356,546
City of Miami (FL)	5,724,485	\$30.59	\$175,111,996	1,661,947	\$52.64	\$87,484,890	<b>\$262,596,886</b>	\$218,086,932	83.1%	\$666,906,948
City of Raleigh (NC)	6,772,318	\$22.94	\$155,356,975	3,825,989	\$54.53	\$208,631,180	<b>\$363,988,155</b>	\$319,384,042	87.7%	\$931,733,134
Santa Barbara County (CA)	1,862,634	\$19.43	\$36,190,979	695,929	\$51.88	\$36,104,797	<b>\$72,295,776</b>	\$61,203,478	84.7%	\$165,084,852
Seminole County (FL)	283,602	\$16.21	\$4,597,188	197,079	\$18.82	\$3,709,027	<b>\$8,306,215</b>	\$6,136,086	73.9%	\$18,035,156
City of Virginia Beach (VA)	1,258,157	\$27.02	\$33,995,402	729,453	\$38.12	\$27,806,748	<b>\$61,802,150</b>	\$53,785,280	87.0%	\$143,772,274
City of Atlanta (GA)	3,159,728	\$17.31	\$54,694,892	5,357,060	\$33.22	\$177,961,533	<b>\$232,656,425</b>	\$198,330,284	85.2%	\$592,802,352
City of Mesa (AZ)	625,939	\$15.61	\$9,770,908	93,531	\$32.21	\$3,012,634	<b>\$12,783,542</b>	\$10,361,906	81.1%	\$31,523,725
City of Kansas City (MO)	999,623	\$21.74	\$21,731,804	1,949,116	\$31.18	\$60,773,437	<b>\$82,505,241</b>	\$69,301,402	84.0%	\$215,147,650
Morris County (NJ)	282,724	\$29.36	\$8,300,777	236,989	\$32.61	\$7,728,211	<b>\$16,028,988</b>	\$8,014,145	50.0%	\$28,759,425
<b>Group D Average</b>	<b>1,561,172</b>	<b>\$22.55</b>	<b>\$36,913,659</b>	<b>785,665</b>	<b>\$41.46</b>	<b>\$33,013,027</b>	<b>\$69,926,686</b>	<b>\$58,362,648</b>	<b>81.0%</b>	<b>\$169,719,525</b>
Percent of Group D Total			52.8%			47.2%				
Group D Median	1,061,194	\$21.56	\$22,118,352	484,325	\$39.80	\$20,610,848	\$46,521,468	\$38,991,828	84.4%	\$109,969,765

**Table 16:**  
**Total Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 25	RESIDENT Audiences			NON-Resident Audiences			TOTAL DIRECT AUDIENCE SPENDING			Total Spending (Direct, Indirect, and Induced)
	Resident Attendance	Per Person Expenditure	Total Expenditures	Non-Resident Attendance	Per Person Expenditure	Total Expenditures	Total Expenditures	Est. Local Expenditures	Percent Local	
Sonoma County (CA)	1,002,785	\$23.92	\$23,986,617	172,813	\$65.41	\$11,303,698	\$35,290,315	\$23,723,272	67.2%	\$71,515,532
Volusia County (FL)	936,547	\$30.86	\$28,901,840	156,273	\$39.12	\$6,113,400	\$35,015,240	\$28,366,413	81.0%	\$79,919,300
Guilford County (NC) <sup>1</sup>	2,589,311	\$20.21	\$51,437,119	1,292,714	\$34.25	\$43,734,748	\$95,171,867	\$93,982,294	98.8%	\$269,350,298
Dane County (WI)	4,777,884	\$16.78	\$80,172,894	707,631	\$33.90	\$23,988,691	\$104,161,585	\$90,091,815	86.5%	\$267,127,605
Brevard County (FL)	133,028	\$15.39	\$2,047,301	20,054	\$72.70	\$1,457,926	\$3,505,227	\$2,569,986	73.3%	\$7,237,969
Washington County (OR)	240,358	\$17.79	\$4,275,969	121,082	\$24.75	\$2,996,780	\$7,272,749	\$5,263,775	72.4%	\$16,108,774
Johnson County (KS)	357,949	\$19.53	\$6,990,744	136,456	\$25.27	\$3,448,243	\$10,438,987	\$7,778,718	74.5%	\$23,593,095
City of Louisville (KY)	7,479,827	\$21.85	\$163,434,220	1,846,641	\$40.35	\$74,511,964	\$237,946,184	\$211,323,081	88.8%	\$642,106,982
City of Baltimore (MD)	2,260,009	\$25.62	\$57,901,431	7,040,439	\$31.50	\$221,773,829	\$279,675,260	\$191,493,606	68.5%	\$600,669,041
Polk County (FL)	599,357	\$22.83	\$13,683,320	331,322	\$51.66	\$17,116,095	\$30,799,415	\$24,551,307	79.7%	\$71,026,028
City of Boston (MA)	7,336,766	\$19.81	\$145,341,334	12,175,909	\$36.54	\$444,907,715	\$590,249,049	\$461,338,597	78.2%	\$1,359,066,989
District of Columbia (DC)	15,336,599	\$26.76	\$410,407,389	20,413,048	\$41.23	\$841,629,969	\$1,252,037,358	\$271,868,032	21.7%	\$1,543,195,693
Nashville-Davidson County (TN)	3,970,498	\$26.41	\$104,860,852	2,603,175	\$55.97	\$145,699,705	\$250,560,557	\$216,734,612	86.5%	\$646,326,047
City of El Paso (TX)	1,799,786	\$20.49	\$36,877,615	158,632	\$41.55	\$6,591,160	\$43,468,775	\$41,956,809	96.5%	\$115,201,177
Lee County (FL) <sup>1</sup>	2,591,087	\$26.46	\$69,285,543	831,749	\$47.31	\$36,831,821	\$106,117,364	\$81,951,716	77.2%	\$233,450,091
City of Fort Worth (TX) <sup>1</sup>	3,303,384	\$25.35	\$83,095,748	1,842,074	\$55.78	\$111,558,817	\$194,654,565	\$156,739,737	80.5%	\$459,801,702
City of Indianapolis (IN)	4,442,750	\$23.67	\$105,159,893	2,509,910	\$43.06	\$108,076,725	\$213,236,618	\$204,057,302	95.7%	\$603,309,803
City and County of San Francisco (CA)	6,367,150	\$24.59	\$156,568,219	9,238,610	\$55.33	\$511,172,291	\$667,740,510	\$496,892,636	74.4%	\$1,462,194,011
Prince George's County (MD)	1,034,383	\$19.82	\$20,501,471	307,229	\$46.90	\$14,409,040	\$34,910,511	\$21,839,330	62.6%	\$67,097,837
Pinellas County (FL)	2,797,741	\$28.07	\$78,532,590	1,467,108	\$42.43	\$62,249,392	\$140,781,982	\$107,733,539	76.5%	\$331,037,900
Shelby County (TN)	2,052,566	\$26.50	\$54,392,999	513,142	\$48.21	\$24,738,576	\$79,131,575	\$66,682,306	84.3%	\$197,680,101
Fairfield County (CT)	2,020,797	\$31.37	\$63,392,402	524,288	\$44.30	\$23,225,958	\$86,618,360	\$38,886,157	44.9%	\$148,620,394
Westchester County (NY)	2,188,920	\$20.52	\$44,916,638	817,838	\$25.40	\$20,773,085	\$65,689,723	\$26,314,039	40.1%	\$105,203,315
Fulton County (GA) <sup>1</sup>	5,941,239	\$22.66	\$56,738,960	2,706,853	\$37.28	\$179,493,666	\$236,232,626	\$201,378,852	85.2%	\$601,914,417
Wake County (NC) <sup>1</sup>	8,183,779	\$20.62	\$165,757,937	3,135,418	\$48.45	\$212,250,271	\$378,008,208	\$331,686,039	87.7%	\$967,621,521
<b>Group E Average</b>	<b>3,589,780</b>	<b>\$23.12</b>	<b>\$81,146,442</b>	<b>2,842,816</b>	<b>\$43.55</b>	<b>\$126,002,143</b>	<b>\$207,148,584</b>	<b>\$136,208,159</b>	<b>75.3%</b>	<b>\$435,615,025</b>
Percent of Group E Total			39.2%			60.8%				
Group E Median	2,589,311	\$22.83	\$57,901,431	831,749	\$42.43	\$36,831,821	\$104,161,585	\$90,091,815	78.2%	\$267,127,605

**Table 16:**  
**Total Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group F Population 1,000,000 or More Sample Size = 21	RESIDENT Audiences			NON-Resident Audiences			TOTAL DIRECT AUDIENCE SPENDING			Total Spending (Direct, Indirect, and Induced)
	Resident Attendance	Per Person Expenditure	Total Expenditures	Non-Resident Attendance	Per Person Expenditure	Total Expenditures	Total Expenditures	Est. Local Expenditures	Percent Local	
Mecklenburg County (NC) <sup>1</sup>	2,378,507	\$21.79	\$55,688,387	1,198,196	\$35.72	\$49,297,381	<b>\$104,985,768</b>	\$87,871,184	83.7%	\$265,415,927
City of San José (CA)	2,710,787	\$28.37	\$76,905,027	742,445	\$55.01	\$40,841,899	<b>\$117,746,926</b>	\$69,482,535	59.0%	\$220,585,826
Montgomery County (MD)	2,216,258	\$18.98	\$42,064,577	1,252,064	\$28.79	\$36,046,923	<b>\$78,111,500</b>	\$35,299,822	45.2%	\$126,167,365
Fairfax County (VA)	2,631,649	\$20.64	\$54,317,235	1,866,897	\$23.50	\$43,872,080	<b>\$98,189,315</b>	\$43,079,324	43.9%	\$157,049,464
Allegheny County (PA)	13,054,431	\$25.99	\$339,284,662	3,575,417	\$47.61	\$170,225,603	<b>\$509,510,265</b>	\$404,954,834	79.5%	\$1,247,390,816
Greater Columbus Area (OH)	5,348,934	\$20.18	\$107,941,488	2,248,984	\$36.39	\$81,840,528	<b>\$189,782,016</b>	\$175,558,852	92.5%	\$528,937,979
Orange County (FL) <sup>1</sup>	2,004,560	\$24.35	\$44,976,953	1,728,326	\$37.58	\$65,275,286	<b>\$110,252,239</b>	\$102,578,675	93.0%	\$300,754,038
City of Dallas (TX) <sup>1</sup>	4,607,923	\$27.16	\$125,195,172	3,490,360	\$38.02	\$134,506,052	<b>\$259,701,224</b>	\$200,513,510	77.2%	\$624,841,727
Hillsborough County (FL) <sup>1</sup>	2,795,962	\$38.41	\$103,068,011	2,024,662	\$67.51	\$154,919,713	<b>\$257,987,724</b>	\$229,852,456	89.1%	\$689,169,221
City of San Diego (CA) <sup>1</sup>	8,687,091	\$31.64	\$206,011,496	3,670,079	\$78.80	\$340,359,469	<b>\$546,370,965</b>	\$433,880,538	79.4%	\$1,282,538,345
Palm Beach County (FL) <sup>1</sup>	3,577,591	\$25.59	\$98,947,129	1,843,002	\$43.84	\$62,045,537	<b>\$160,992,666</b>	\$106,197,630	66.0%	\$324,690,232
City of San Antonio (TX)	5,506,529	\$29.49	\$162,387,540	1,598,670	\$73.76	\$117,917,899	<b>\$280,305,439</b>	\$263,204,217	93.9%	\$737,488,902
Sacramento County (CA)	2,602,777	\$24.85	\$64,679,008	598,671	\$32.92	\$19,708,249	<b>\$84,387,257</b>	\$60,497,062	71.7%	\$189,870,895
City of Phoenix (AZ)	5,496,584	\$26.59	\$146,154,169	1,322,999	\$68.80	\$91,022,331	<b>\$237,176,500</b>	\$194,848,978	82.2%	\$590,174,880
City and County of Philadelphia (PA)	6,561,730	\$25.73	\$168,833,313	11,514,661	\$51.79	\$596,344,293	<b>\$765,177,606</b>	\$595,205,033	77.8%	\$1,797,729,620
Broward County (FL)	4,676,804	\$25.91	\$121,175,992	3,358,941	\$43.04	\$144,568,821	<b>\$265,744,813</b>	\$217,514,460	81.9%	\$638,940,574
Santa Clara County (CA) <sup>1</sup>	3,115,576	\$23.07	\$90,386,143	1,134,869	\$35.09	\$48,311,016	<b>\$138,697,159</b>	\$81,845,281	59.0%	\$259,833,767
Riverside County (CA) <sup>1</sup>	1,220,806	\$35.63	\$36,519,571	377,107	\$94.33	\$24,677,356	<b>\$61,196,927</b>	\$47,677,851	77.9%	\$135,700,058
Miami-Dade County (FL) <sup>1</sup>	11,683,950	\$30.10	\$368,613,115	4,387,508	\$49.28	\$209,985,702	<b>\$578,598,817</b>	\$480,526,798	83.1%	\$1,469,444,581
City of Chicago (IL)	24,345,722	\$27.56	\$670,968,098	11,991,177	\$97.23	\$1,165,902,140	<b>\$1,836,870,238</b>	\$1,447,335,712	78.8%	\$4,508,475,709
Harris County (TX) <sup>1</sup>	15,909,263	\$25.86	\$389,454,773	3,927,723	\$40.58	\$139,448,606	<b>\$528,903,379</b>	\$377,778,696	71.4%	\$1,195,945,297
<b>Group F Average</b>	<b>6,244,449</b>	<b>\$26.57</b>	<b>\$165,408,184</b>	<b>3,040,608</b>	<b>\$51.41</b>	<b>\$177,957,947</b>	<b>\$343,366,131</b>	<b>\$269,319,212</b>	<b>75.5%</b>	<b>\$823,387,868</b>
Percent of Group F Total			48.2%			51.8%				
Group F Median	4,607,923	\$25.91	\$107,941,488	1,866,897	\$43.84	\$91,022,331	\$237,176,500	\$194,848,978	78.8%	\$590,174,880
<b>ALL CITY/COUNTY STUDY REGIONS</b>										
<b>Average</b>	<b>1,506,511</b>	<b>\$22.39</b>	<b>\$36,831,381</b>	<b>865,206</b>	<b>\$44.02</b>	<b>\$42,113,316</b>	<b>\$78,944,697</b>	<b>\$59,897,230</b>	<b>77.5%</b>	<b>\$181,561,752</b>
Percent of Total			46.7%			53.3%				
Median	480,002	\$21.53	\$9,467,832	197,614	\$40.04	\$8,104,529	\$18,871,511	\$14,010,287	80.5%	\$38,390,716

SOURCE: Arts and Economic Prosperity 5, Americans for the Arts, 2017. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

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**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Regional Study Regions All Populations Sample Size = 81	RESIDENT Audiences			NON-Resident Audiences			TOTAL DIRECT AUDIENCE SPENDING			Total Spending (Direct, Indirect, and Induced)
	Resident Attendance	Per Person Expenditure	Total Expenditures	Non-Resident Attendance	Per Person Expenditure	Total Expenditures	Total Expenditures	Est. Local Expenditures	Percent Local	
High Peaks Region (ME)	16,547	\$20.43	\$338,055	14,733	\$46.39	\$683,464	\$1,021,519	\$832,271	81.5%	\$2,101,917
Wood River Valley (ID)	109,827	\$40.00	\$4,393,080	91,690	\$103.14	\$9,456,907	\$13,849,987	\$11,665,223	84.2%	\$29,154,247
Southern Oregon Area	77,074	\$25.31	\$1,950,743	360,849	\$169.40	\$61,127,821	\$63,078,564	\$59,875,086	94.9%	\$159,064,836
Southwestern Pennsylvania Area	1,249,765	\$15.71	\$19,633,808	332,216	\$23.92	\$7,946,607	\$27,580,415	\$22,323,446	80.9%	\$61,953,215
Greater Portsmouth Area (NH)	790,394	\$26.56	\$20,992,865	421,866	\$36.96	\$15,592,167	\$36,585,032	\$28,700,585	78.4%	\$82,227,492
Northeast Oregon Region	16,480	\$17.44	\$287,411	2,638	\$102.17	\$269,524	\$556,935	\$435,001	78.1%	\$1,138,245
Toe River Valley (NC)	34,470	\$56.90	\$1,961,343	36,749	\$93.62	\$3,440,441	\$5,401,784	\$4,042,895	74.8%	\$10,687,473
Albemarle Region (NC)	116,601	\$24.50	\$2,856,725	37,226	\$36.94	\$1,375,128	\$4,231,853	\$3,679,963	87.0%	\$9,384,129
Greater Concord Area (NH)	178,624	\$17.58	\$3,140,210	207,174	\$49.29	\$10,211,606	\$13,351,816	\$10,475,468	78.5%	\$29,277,474
North Central Minnesota Region	55,660	\$20.42	\$1,136,577	12,797	\$23.35	\$298,810	\$1,435,387	\$1,163,970	81.1%	\$2,931,060
Northwest Minnesota Region	26,329	\$13.86	\$364,921	5,082	\$22.18	\$112,720	\$477,641	\$387,324	81.1%	\$712,640
Monadnock Region (NH)	188,926	\$18.12	\$3,423,339	58,684	\$31.64	\$1,856,762	\$5,280,101	\$4,114,463	77.9%	\$12,027,918
Bismarck-Mandan Region (ND)	688,006	\$22.24	\$15,301,253	95,600	\$39.48	\$3,774,288	\$19,075,541	\$15,948,632	83.6%	\$45,060,311
Greater Minot Region (ND)	286,805	\$11.57	\$3,318,334	51,408	\$28.25	\$1,452,276	\$4,770,610	\$3,718,339	77.9%	\$10,302,952
Greater Burlington Area (VT)	818,001	\$24.17	\$19,771,084	307,172	\$52.96	\$16,267,829	\$36,038,913	\$28,980,132	80.4%	\$82,539,266
Greater Charlottesville Area (VA)	1,085,690	\$22.88	\$24,840,587	610,700	\$59.62	\$36,409,934	\$61,250,521	\$2,067,173	3.4%	\$63,030,492
BRAINERD Lakes Region (MN)	74,420	\$8.93	\$664,570	17,128	\$12.87	\$220,437	\$885,007	\$717,661	81.1%	\$2,002,771
East Central Minnesota Region	134,213	\$15.11	\$2,027,958	88,859	\$43.85	\$3,896,467	\$5,924,425	\$4,804,175	81.1%	\$11,043,128
Northwest Connecticut Region	318,862	\$18.11	\$5,774,591	215,245	\$33.00	\$7,103,085	\$12,877,676	\$6,178,327	48.0%	\$21,065,683
Central Oregon Region	276,758	\$25.90	\$7,168,032	159,082	\$110.25	\$17,538,791	\$24,706,823	\$20,256,191	82.0%	\$54,910,888
Greater Fargo-Moorhead Area (ND/MN)	991,100	\$14.95	\$14,816,945	221,997	\$41.62	\$9,239,515	\$24,056,460	\$22,577,520	93.9%	\$63,169,957
Black Hills Region (SD)	3,879,727	\$19.27	\$74,762,339	450,325	\$36.80	\$16,571,960	\$91,334,299	\$82,622,555	90.5%	\$225,790,504
Greater Kingsport Area (TN)	392,798	\$24.81	\$9,745,318	292,714	\$34.85	\$10,201,083	\$19,946,401	\$16,678,448	83.6%	\$43,821,519
Lake Region (MN)	182,643	\$13.43	\$2,452,896	24,795	\$35.73	\$885,925	\$3,338,821	\$2,707,483	81.1%	\$7,281,969
South Central Minnesota Region	267,825	\$15.49	\$4,148,610	90,906	\$33.20	\$3,018,081	\$7,166,691	\$5,811,541	81.1%	\$16,010,388
Greater Sioux Falls Area (SD) <sup>1</sup>	1,638,470	\$21.69	\$31,676,790	829,106	\$47.51	\$53,169,151	\$84,845,941	\$80,515,404	94.9%	\$221,174,533
Southwest Tennessee Development District <sup>1</sup>	150,932	\$14.56	\$2,225,754	29,609	\$22.60	\$924,258	\$3,150,012	\$2,720,115	86.4%	\$7,094,483
Northwest Tennessee Development District <sup>1</sup>	219,165	\$15.91	\$4,225,069	87,789	\$30.05	\$5,546,352	\$9,771,421	\$7,766,132	79.5%	\$20,738,817
Southwest Minnesota Region	86,221	\$16.60	\$1,431,269	31,716	\$31.05	\$984,782	\$2,416,051	\$1,959,200	81.1%	\$5,368,465
Arrowhead Region (MN)	583,848	\$19.85	\$11,589,384	189,356	\$44.96	\$8,513,446	\$20,102,830	\$16,301,586	81.1%	\$48,367,409

SOURCE: Arts and Economic Prosperity 5, Americans for the Arts, 2017. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

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Regional Study Regions All Populations Sample Size = 81	RESIDENT Audiences			NON-Resident Audiences			TOTAL DIRECT AUDIENCE SPENDING			Total Spending (Direct, Indirect, and Induced)
	Resident Attendance	Per Person Expenditure	Total Expenditures	Non-Resident Attendance	Per Person Expenditure	Total Expenditures	Total Expenditures	Est. Local Expenditures	Percent Local	
Maple Grove and the Northwest Suburbs (MN)	78,210	\$25.82	\$2,019,382	13,157	\$39.16	\$515,228	<b>\$2,534,610</b>	\$2,053,563	81.0%	\$6,118,549
Greater Augusta Area (GA) <sup>1</sup>	522,460	\$25.54	\$8,159,462	173,226	\$37.39	\$11,826,598	<b>\$19,986,060</b>	\$18,026,323	90.2%	\$49,662,886
Upper Cumberland Development District (TN) <sup>1</sup>	194,098	\$12.51	\$2,338,150	82,789	\$31.72	\$2,439,885	<b>\$4,778,035</b>	\$3,894,484	81.5%	\$10,257,242
City of Huntsville/Madison County (AL)	1,203,277	\$21.81	\$26,243,471	298,942	\$32.83	\$9,814,266	<b>\$36,057,737</b>	\$28,333,771	78.6%	\$78,344,236
Northeast Commission (NC) <sup>1</sup>	830,724	\$27.92	\$27,681,713	210,284	\$75.23	\$25,629,973	<b>\$53,311,686</b>	\$47,743,307	89.6%	\$123,354,798
Greater Ann Arbor Area (MI)	1,217,791	\$20.58	\$25,062,140	566,587	\$44.07	\$24,969,490	<b>\$50,031,630</b>	\$40,536,065	81.0%	\$113,221,579
Greater Fox Cities Region (WI)	403,801	\$24.52	\$9,901,201	190,899	\$43.89	\$8,378,557	<b>\$18,279,758</b>	\$16,158,949	88.4%	\$45,029,889
Central Minnesota Region	262,011	\$20.85	\$5,462,930	91,134	\$23.82	\$2,170,811	<b>\$7,633,741</b>	\$6,190,277	81.1%	\$18,282,810
South Central Tennessee Development District <sup>1</sup>	425,432	\$16.49	\$7,343,642	97,854	\$33.55	\$3,559,591	<b>\$10,903,233</b>	\$8,263,012	75.8%	\$22,070,948
Northwest Arkansas Region	1,324,399	\$23.85	\$31,586,916	450,935	\$71.20	\$32,106,572	<b>\$63,693,488</b>	\$55,861,858	87.7%	\$155,146,830
Southeast Minnesota Region	578,529	\$9.77	\$5,652,229	145,584	\$22.21	\$3,233,421	<b>\$8,885,650</b>	\$7,205,462	81.1%	\$19,548,430
First Tennessee Development District <sup>1</sup>	719,351	\$22.80	\$13,407,636	318,673	\$66.41	\$24,655,546	<b>\$38,063,182</b>	\$33,699,373	88.5%	\$89,079,630
Greater Harrisburg Area (PA)	191,583	\$23.24	\$4,452,389	86,880	\$34.04	\$2,957,395	<b>\$7,409,784</b>	\$5,906,279	79.7%	\$17,721,505
Greater New Haven Area (CT)	389,670	\$23.16	\$9,024,757	295,163	\$36.58	\$10,797,063	<b>\$19,821,820</b>	\$11,881,597	59.9%	\$39,493,882
Treasure Coast Region (FL) <sup>1</sup>	742,017	\$24.12	\$14,112,659	221,642	\$37.76	\$12,325,734	<b>\$26,438,393</b>	\$18,159,835	68.7%	\$51,383,509
Greater Des Moines Region (IA)	2,404,588	\$22.09	\$53,117,349	875,887	\$68.50	\$59,998,260	<b>\$113,115,609</b>	\$93,661,479	82.8%	\$279,607,768
Southeast Tennessee Development District <sup>1</sup>	2,115,712	\$27.48	\$68,652,296	826,864	\$52.97	\$47,364,737	<b>\$116,017,033</b>	\$106,844,563	92.1%	\$298,033,237
Greater Knoxville Region (TN)	980,721	\$35.16	\$34,482,150	659,281	\$95.99	\$63,284,383	<b>\$97,766,533</b>	\$95,364,010	97.5%	\$263,095,309
Greater Columbia Area (SC)	1,010,250	\$30.57	\$30,883,343	192,428	\$58.76	\$11,307,069	<b>\$42,190,412</b>	\$40,367,667	95.7%	\$115,831,996
Pikes Peak Region (CO) <sup>1</sup>	2,479,345	\$28.73	\$71,406,204	522,283	\$64.23	\$30,662,637	<b>\$102,068,841</b>	\$85,824,434	84.1%	\$239,093,395
Lehigh Valley Region (PA)	2,503,655	\$19.35	\$48,445,724	1,140,676	\$48.02	\$54,775,262	<b>\$103,220,986</b>	\$79,950,725	77.5%	\$237,698,088
Greater Sarasota/Bradenton Area (FL) <sup>1</sup>	2,446,354	\$27.45	\$51,585,501	1,140,675	\$55.29	\$74,891,323	<b>\$126,476,824</b>	\$89,514,070	70.8%	\$255,275,829
Dayton Region (OH)	5,119,428	\$17.87	\$91,484,178	896,351	\$30.17	\$27,042,910	<b>\$118,527,088</b>	\$108,584,404	91.6%	\$310,763,217
Richmond & Tri-Cities Region (VA)	4,248,299	\$24.03	\$102,086,625	1,603,352	\$28.88	\$46,304,806	<b>\$148,391,431</b>	\$24,690,648	16.6%	\$175,640,855
Memphis Area Association of Governments (TN) <sup>1</sup>	2,104,258	\$26.78	\$54,471,813	465,044	\$49.21	\$24,770,612	<b>\$79,242,425</b>	\$65,538,327	82.7%	\$195,150,623
Eastern Region (NC) <sup>1</sup>	1,168,843	\$43.91	\$45,863,268	151,884	\$58.61	\$11,135,861	<b>\$56,999,129</b>	\$52,133,912	91.5%	\$141,329,461
Advantage West Region (NC) <sup>1</sup>	2,015,842	\$40.81	\$68,569,218	992,878	\$93.54	\$96,062,265	<b>\$164,631,483</b>	\$149,087,895	90.6%	\$403,741,867
Southeast Commission (NC) <sup>1</sup>	3,091,503	\$19.96	\$51,575,992	537,022	\$23.37	\$25,502,619	<b>\$77,078,611</b>	\$71,084,896	92.2%	\$192,614,482
Greater Fairfax Area (VA) <sup>1</sup>	4,236,326	\$25.66	\$60,957,548	806,919	\$37.45	\$57,313,493	<b>\$118,271,041</b>	\$45,330,034	38.3%	\$179,486,374
Greater Tulsa Region (OK)	3,113,680	\$28.92	\$90,047,626	588,674	\$80.93	\$47,641,387	<b>\$137,689,013</b>	\$109,808,893	79.8%	\$335,127,257

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East Tennessee Development District <sup>1</sup>	2,011,571	\$24.70	\$42,944,400	604,256	\$96.54	\$105,725,620	<b>\$148,670,020</b>	\$143,705,274	96.7%	\$397,435,659
West Valley Region (AZ)	503,377	\$15.44	\$7,772,141	86,748	\$23.32	\$2,022,963	<b>\$9,795,104</b>	\$7,821,529	79.9%	\$24,139,399
Greater St. Louis Area (MO) <sup>1</sup>	9,376,304	\$15.54	\$146,799,906	2,402,973	\$34.21	\$80,388,707	<b>\$227,188,613</b>	\$179,579,202	79.0%	\$547,655,524
Western New York	5,741,737	\$25.83	\$148,309,067	896,109	\$53.36	\$47,816,376	<b>\$196,125,443</b>	\$166,239,935	84.8%	\$436,233,776
Greater Oklahoma City Region (OK) <sup>1</sup>	6,482,150	\$30.91	\$197,637,621	1,980,187	\$92.94	\$184,625,421	<b>\$382,263,042</b>	\$353,458,534	92.5%	\$1,021,160,433
Piedmont Triad Partnership (NC) <sup>1</sup>	6,719,335	\$19.38	\$109,045,223	1,251,406	\$45.66	\$76,116,033	<b>\$185,161,256</b>	\$169,257,299	91.4%	\$492,135,207
Greater Portland Area (OR) <sup>1</sup>	3,918,154	\$22.35	\$83,560,338	729,716	\$40.73	\$32,421,983	<b>\$115,982,321</b>	\$95,036,113	81.9%	\$297,899,126
Greater Kansas City Metropolitan Area (MO/KS) <sup>1</sup>	3,059,751	\$21.67	\$31,382,519	527,296	\$45.24	\$65,178,687	<b>\$96,561,206</b>	\$81,107,901	84.0%	\$251,801,174
Greater Nashville Regional Council (TN) <sup>1</sup>	6,866,454	\$24.12	\$129,482,518	1,230,780	\$58.41	\$158,222,816	<b>\$287,705,334</b>	\$244,610,631	85.0%	\$726,393,378
Research Triangle Regional Partnership (NC) <sup>1</sup>	14,557,439	\$18.05	\$210,640,259	2,079,634	\$49.28	\$264,698,097	<b>\$475,338,356</b>	\$392,549,475	82.6%	\$1,190,938,582
Greater Tampa/St. Petersburg Area (FL) <sup>1</sup>	6,586,968	\$35.80	\$181,600,601	2,498,505	\$72.52	\$217,169,105	<b>\$398,769,706</b>	\$337,585,995	84.7%	\$1,020,207,122
Charlotte Regional Partnership (NC) <sup>1</sup>	4,534,007	\$24.82	\$91,656,563	889,446	\$49.47	\$74,865,882	<b>\$166,522,445</b>	\$141,766,584	85.1%	\$435,105,885
Greater Charlotte Region (NC/SC) <sup>1</sup>	4,956,605	\$25.82	\$100,785,440	888,448	\$51.26	\$79,493,010	<b>\$180,278,450</b>	\$154,894,646	85.9%	\$476,172,273
Seven-County Metro Area (MN)	13,665,035	\$25.82	\$352,831,204	2,289,642	\$39.16	\$89,662,381	<b>\$442,493,585</b>	\$358,822,470	81.1%	\$1,068,179,514
Central Florida Region <sup>1</sup>	5,478,145	\$24.42	\$98,663,551	1,310,139	\$53.62	\$98,963,047	<b>\$197,626,598</b>	\$171,182,086	86.6%	\$496,802,056
Greater Philadelphia Region (PA) <sup>1</sup>	13,111,920	\$25.11	\$223,465,215	8,560,675	\$50.92	\$668,676,204	<b>\$892,141,419</b>	\$645,676,880	72.4%	\$2,076,594,494
Greater Washington Region (DC/MD/VA) <sup>1</sup>	41,075,502	\$24.51	\$564,811,169	7,649,886	\$45.98	\$1,013,011,869	<b>\$1,577,823,038</b>	\$430,337,446	27.3%	\$2,091,921,790
Metro Atlanta Area (GA) <sup>1</sup>	7,172,381	\$22.66	\$84,636,638	3,267,766	\$37.28	\$200,404,503	<b>\$285,041,141</b>	\$241,864,671	84.9%	\$739,898,477
Greater Atlanta Region (GA) <sup>1</sup>	7,251,898	\$22.66	\$86,438,516	3,303,995	\$37.28	\$201,755,083	<b>\$288,193,599</b>	\$245,280,847	85.1%	\$756,776,568
Greater Houston Region (TX) <sup>1</sup>	18,452,504	\$28.65	\$396,718,654	1,670,183	\$75.32	\$141,248,614	<b>\$537,967,268</b>	\$392,821,827	73.0%	\$1,219,364,590
Dallas-Fort Worth-Arlington MSA (TX) <sup>1</sup>	12,489,355	\$25.60	\$222,424,096	1,480,841	\$66.93	\$251,432,337	<b>\$473,856,433</b>	\$368,757,811	77.8%	\$1,146,690,361
<b>Regional Average</b>	<b>3,173,690</b>	<b>\$23.06</b>	<b>\$60,791,395</b>	<b>810,096</b>	<b>\$50.28</b>	<b>\$64,387,977</b>	<b>\$125,179,372</b>	<b>\$90,297,328</b>	<b>81.1%</b>	<b>\$280,545,013</b>
Percent of Regional Total			48.6%			51.4%				
Regional Median	1,010,250	\$22.88	\$25,062,140	332,216	\$44.07	\$17,538,791	\$50,031,630	\$33,699,373	81.5%	\$113,221,579



**Table 16:**  
**Total Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Statewide Study Regions All Populations Sample Size = 20	RESIDENT Audiences			NON-Resident Audiences			TOTAL DIRECT AUDIENCE SPENDING			Total Spending (Direct, Indirect, and Induced)
	Resident Attendance	Per Person Expenditure	Total Expenditures	Non-Resident Attendance	Per Person Expenditure	Total Expenditures	Total Expenditures	Est. Local Expenditures	Percent Local	
State of Vermont <sup>1</sup>	1,186,123	\$23.45	\$25,527,543	232,684	\$46.35	\$18,499,860	<b>\$44,027,403</b>	\$33,186,220	75.4%	\$56,363,501
State of North Dakota <sup>1</sup>	2,257,979	\$19.23	\$34,530,400	364,529	\$47.51	\$19,129,124	<b>\$53,659,524</b>	\$39,792,507	74.2%	\$68,961,371
State of Delaware	1,043,908	\$20.80	\$21,713,286	486,749	\$50.47	\$24,566,222	<b>\$46,279,508</b>	\$34,237,648	74.0%	\$59,372,435
State of Maine <sup>1</sup>	1,766,968	\$25.96	\$30,722,123	273,411	\$66.50	\$27,245,768	<b>\$57,967,891</b>	\$40,396,364	69.7%	\$78,028,146
State of Hawai'i	2,907,608	\$22.50	\$65,421,180	249,404	\$57.34	\$14,300,825	<b>\$79,722,005</b>	\$60,145,258	75.4%	\$101,823,077
State of Nevada <sup>1</sup>	7,679,224	\$24.16	\$182,681,810	731,755	\$78.94	\$61,745,082	<b>\$244,426,892</b>	\$189,841,909	77.7%	\$305,302,477
State of Connecticut <sup>1</sup>	8,317,504	\$23.78	\$170,529,709	1,479,320	\$49.78	\$111,408,312	<b>\$281,938,021</b>	\$234,779,567	83.3%	\$335,361,501
State of Oklahoma <sup>1</sup>	11,219,222	\$31.93	\$303,362,238	1,544,398	\$92.83	\$238,218,608	<b>\$541,580,846</b>	\$363,664,232	67.1%	\$742,017,883
State of Oregon <sup>1</sup>	8,533,846	\$31.52	\$157,654,870	1,377,706	\$111.36	\$165,301,938	<b>\$322,956,808</b>	\$206,323,902	63.9%	\$456,632,340
State of Minnesota <sup>1</sup>	15,916,734	\$19.57	\$387,762,548	2,986,999	\$36.20	\$112,997,281	<b>\$500,759,829</b>	\$406,071,150	81.1%	\$1,199,728,584
State of Wisconsin <sup>1</sup>	9,187,055	\$30.27	\$182,859,014	1,558,038	\$78.38	\$97,082,262	<b>\$279,941,276</b>	\$187,425,651	67.0%	\$385,683,581
State of Maryland <sup>1</sup>	13,880,005	\$22.87	\$163,927,111	2,468,646	\$41.47	\$286,245,781	<b>\$450,172,892</b>	\$360,831,322	80.2%	\$543,867,272
State of Missouri <sup>1</sup>	19,436,672	\$19.87	\$305,682,502	1,969,354	\$39.18	\$130,423,240	<b>\$436,105,742</b>	\$340,574,909	78.1%	\$546,333,457
State of Tennessee <sup>1</sup>	16,398,758	\$23.99	\$325,091,278	2,151,873	\$73.95	\$373,209,417	<b>\$698,300,695</b>	\$474,552,395	68.0%	\$957,771,006
State of Massachusetts <sup>1</sup>	26,142,539	\$24.57	\$348,770,229	3,598,689	\$47.17	\$530,826,044	<b>\$879,596,273</b>	\$695,654,265	79.1%	\$1,085,930,679
State of New Jersey <sup>1</sup>	6,330,032	\$27.64	\$124,741,716	1,152,275	\$51.32	\$98,932,420	<b>\$223,674,136</b>	\$168,256,168	75.2%	\$285,123,756
State of North Carolina <sup>1</sup>	35,907,827	\$27.95	\$605,032,236	3,122,420	\$61.86	\$574,010,730	<b>\$1,179,042,966</b>	\$834,761,090	70.8%	\$1,579,675,250
State of Pennsylvania <sup>1</sup>	40,938,171	\$23.59	\$703,517,240	6,609,066	\$52.79	\$931,318,364	<b>\$1,634,835,604</b>	\$1,200,484,443	73.4%	\$2,140,007,327
State of Illinois <sup>1</sup>	38,515,082	\$23.62	\$894,930,576	9,689,026	\$80.57	\$1,358,086,486	<b>\$2,253,017,062</b>	\$1,485,529,917	65.9%	\$3,121,956,416
State of Florida <sup>1</sup>	59,357,570	\$29.37	\$1,333,011,954	10,639,564	\$56.80	\$1,057,524,119	<b>\$2,390,536,073</b>	\$1,729,253,319	72.3%	\$3,139,327,427
<b>Statewide Average</b>	<b>16,346,141</b>	<b>\$24.83</b>	<b>\$318,373,478</b>	<b>2,634,295</b>	<b>\$61.04</b>	<b>\$311,553,594</b>	<b>\$629,927,072</b>	<b>\$454,288,112</b>	<b>73.2%</b>	<b>\$859,463,374</b>
Percent of Statewide Total			50.5%			49.5%				
Statewide Median	10,203,139	\$23.89	\$182,770,412	1,551,218	\$54.80	\$121,710,261	\$379,531,275	\$287,677,238	74.1%	\$500,249,806

**Table 16:**  
**Total Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Individual Arts Districts All Populations Sample Size = 12	RESIDENT Audiences			NON-Resident Audiences			TOTAL DIRECT AUDIENCE SPENDING			Total Spending (Direct, Indirect, and Induced)
	Resident Attendance	Per Person Expenditure	Total Expenditures	Non-Resident Attendance	Per Person Expenditure	Total Expenditures	Total Expenditures	Est. Local Expenditures	Percent Local	
James River Arts & Cultural District	119,514	\$21.03	\$2,513,379	49,291	\$25.28	\$1,246,076	<b>\$3,759,455</b>	\$242,672	6.5%	\$3,969,707
Center City Charlotte	2,028,212	\$24.06	\$48,798,781	1,073,029	\$40.64	\$43,607,899	<b>\$92,406,680</b>	\$77,342,715	83.7%	\$233,614,566
Loch Haven Cultural Park	568,117	\$23.80	\$13,521,185	483,951	\$35.27	\$17,068,952	<b>\$30,590,137</b>	\$28,461,061	93.0%	\$83,445,990
Downtown Colorado Springs Creative District	479,593	\$27.27	\$13,078,501	64,163	\$49.77	\$3,193,393	<b>\$16,271,894</b>	\$13,682,198	84.1%	\$38,116,455
Fort Worth Cultural District	1,770,194	\$26.67	\$47,211,074	1,170,328	\$57.70	\$67,527,926	<b>\$114,739,000</b>	\$92,390,130	80.5%	\$271,029,798
Dallas Arts District	1,933,327	\$28.07	\$54,268,489	1,575,433	\$37.64	\$59,299,298	<b>\$113,567,787</b>	\$87,684,899	77.2%	\$273,244,350
Grand Center Arts & Entertainment District	1,294,699	\$15.64	\$20,249,092	253,984	\$35.40	\$8,991,034	<b>\$29,240,126</b>	\$23,112,595	79.0%	\$70,485,560
Balboa Park Cultural District	3,865,538	\$20.94	\$80,944,366	2,868,848	\$72.77	\$208,766,069	<b>\$289,710,435</b>	\$230,062,956	79.4%	\$680,059,457
East End Cultural District	172,916	\$21.57	\$3,729,798	46,242	\$28.09	\$1,298,938	<b>\$5,028,736</b>	\$3,591,865	71.4%	\$11,370,873
Houston Museum District Association	11,005,960	\$21.96	\$241,690,882	1,673,717	\$49.49	\$82,832,254	<b>\$324,523,136</b>	\$231,796,453	71.4%	\$733,804,951
Midtown Cultural District	143,668	\$25.41	\$3,650,604	33,045	\$32.36	\$1,069,336	<b>\$4,719,940</b>	\$3,371,302	71.4%	\$10,672,630
Washington Avenue Cultural District	59,010	\$28.52	\$1,682,965	14,752	\$34.82	\$513,665	<b>\$2,196,630</b>	\$1,568,982	71.4%	\$4,966,974
<b>Arts District Average</b>	<b>1,953,396</b>	<b>\$23.75</b>	<b>\$44,278,260</b>	<b>775,565</b>	<b>\$41.60</b>	<b>\$41,284,570</b>	<b>\$85,562,830</b>	<b>\$66,108,986</b>	<b>72.4%</b>	<b>\$201,231,776</b>
Percent of Arts District Total			51.7%			48.3%				
Arts District Median	931,408	\$23.93	\$16,885,139	368,968	\$36.52	\$13,029,993	\$29,915,132	\$25,786,828	78.1%	\$76,965,775

**Explanation of the Outliers and Exclusions:**

<sup>1</sup> These study regions include at least one smaller sub-region that also participated in this study. To calculate the total estimated audience expenditures in these larger regions, the unique findings were first calculated for each of the sub-regions. The residency percentages and per person spending averages for the larger region were then applied to any additional data that were collected for the larger region, and the result was summed with the aggregate of the findings from the sub-region(s). Therefore, total audience expenditures for these study regions do not equal the average per person expenditure multiplied by the total event attendance.

## **Explanation of Table 17:**

# **Total Economic Impact of the Audience Expenditures Induced by Attendance to Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

This table presents for each study region the total economic impact of the expenditures made by arts and cultural audiences in each participating study region as a direct result of their attendance to nonprofit arts and cultural events during 2015. Summary statistics are calculated for each population group.

The total impact is a measure of the effect each expended dollar has on the study region's economy as it is spent and re-spent within the region. It includes direct economic impacts plus indirect and induced economic impacts. It is derived from input-output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* in this *Arts & Economic Prosperity 5* National Statistical Report for more information about direct, indirect, and induced economic impacts.

### **Column Two:**

The total direct expenditures made by arts and cultural event attendees in each participating study region as a direct result of their attendance to nonprofit arts and culture events during 2015. For example, when patrons attend an event they may purchase dinner at a restaurant, pay a valet to park their car, eat dessert after the performance, and/or pay a babysitter upon returning home. In addition to these categories of expense, non-resident cultural attendees often stay overnight at a hotel.

### **Column Three:**

The total number of full-time equivalent (FTE) jobs supported by the expenditures made by nonprofit arts and cultural event attendees in each participating study region. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

### **Column Four:**

The total amount of household income paid to study region residents as a result of the expenditures made by nonprofit arts and cultural event attendees in each participating study region. Household income includes salaries, wages, and proprietary income.

### **Column Five:**

The total amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a result of the expenditures made by nonprofit arts and cultural event attendees in each participating study region. Local government includes the city and county governments located within each participating study region.

### **Column Six:**

The total amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a result of the expenditures made by nonprofit arts and cultural event attendees in each participating study region.

**Table 17:**  
**Total Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	Direct Audience Expenditures	TOTAL Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Town of Crested Butte (CO) <sup>3</sup>	\$5,681,804	150	\$2,779,000	\$343,000	\$152,000
City of Pine City (MN) <sup>2</sup>	\$561,510	8	\$187,000	\$8,000	\$45,000
City of Alva (OK)	\$569,771	12	\$233,000	\$32,000	\$24,000
Cook County (MN) <sup>2</sup>	\$2,027,212	43	\$1,080,000	\$51,000	\$178,000
Town of Hillsborough (NC)	\$3,982,167	119	\$2,381,000	\$242,000	\$244,000
City of Virginia (MN) <sup>2</sup>	\$64,430	1	\$34,000	\$2,000	\$6,000
Town of Jackson (WY) <sup>3</sup>	\$32,521,961	683	\$11,661,000	\$1,449,000	\$2,093,000
City of Guthrie (OK)	\$2,331,481	38	\$673,000	\$96,000	\$102,000
City of Grand Rapids (MN) <sup>2</sup>	\$2,246,065	47	\$1,197,000	\$56,000	\$197,000
Town of Medfield (MA)	\$382,700	7	\$143,000	\$15,000	\$25,000
City of Fergus Falls (MN) <sup>2</sup>	\$682,635	13	\$331,000	\$11,000	\$55,000
Grundy County (TN) <sup>4</sup>	\$916,143	13	\$231,000	\$41,000	\$56,000
City of Falls Church (VA) <sup>3</sup>	\$19,029,073	456	\$4,849,000	\$778,000	\$1,254,000
City of Jamestown (ND)	\$5,806,005	148	\$3,015,000	\$351,000	\$324,000
City of Waterville (ME) <sup>1</sup>	\$1,843,453	48	\$933,000	\$47,000	\$88,000
City of Red Wing (MN) <sup>2</sup>	\$504,243	10	\$229,000	\$9,000	\$42,000
City of Durango (CO) <sup>1</sup>	\$9,476,898	282	\$5,911,000	\$717,000	\$301,000
City of Hannibal (MO)	\$3,692,452	87	\$1,586,000	\$299,000	\$152,000
City of Tullahoma (TN)	\$457,871	10	\$210,000	\$15,000	\$26,000
City of Northfield (MN) <sup>2</sup>	\$874,552	17	\$398,000	\$15,000	\$73,000
Town of Carrboro (NC)	\$4,070,927	122	\$2,434,000	\$248,000	\$249,000
Macon County (TN) <sup>4</sup>	\$66,583	1	\$17,000	\$2,000	\$4,000
City of Laguna Beach (CA) <sup>3</sup>	\$55,244,985	1,327	\$26,265,000	\$2,460,000	\$2,764,000
Hickman County (TN) <sup>4</sup>	\$628,056	12	\$261,000	\$17,000	\$33,000
City of Fairfax (VA)	\$1,052,653	15	\$307,000	\$51,000	\$64,000
City of Ponca City (OK)	\$2,206,719	39	\$834,000	\$91,000	\$76,000
City of Paducah (KY) <sup>1</sup>	\$9,391,310	252	\$4,977,000	\$378,000	\$540,000
Mille Lacs County (MN) <sup>2</sup>	\$270,407	4	\$90,000	\$4,000	\$22,000
McNairy County (TN) <sup>4</sup>	\$288,940	4	\$74,000	\$13,000	\$13,000
City of Winona (MN) <sup>2</sup>	\$1,459,202	29	\$664,000	\$25,000	\$123,000

**Table 17:**  
**Total Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	Direct Audience Expenditures	TOTAL Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Door County (WI) <sup>4</sup>	\$14,967,671	332	\$6,108,000	\$909,000	\$840,000
City of Benicia (CA)	\$1,760,159	30	\$627,000	\$51,000	\$108,000
City of Winter Park (FL) <sup>3</sup>	\$29,406,839	1,044	\$16,824,000	\$1,330,000	\$1,602,000
City of Rochester (NH) <sup>1</sup>	\$7,902,214	188	\$4,178,000	\$283,000	\$393,000
City of Morgantown (WV) <sup>1</sup>	\$8,020,706	191	\$3,758,000	\$173,000	\$547,000
Henry County (TN) <sup>4</sup>	\$541,722	12	\$243,000	\$25,000	\$39,000
City of Fairbanks (AK) <sup>1</sup>	\$9,283,046	193	\$4,376,000	\$424,000	\$443,000
City of Bangor (ME)	\$6,577,435	171	\$3,594,000	\$352,000	\$333,000
Weakley County (TN) <sup>4</sup>	\$1,174,650	31	\$558,000	\$58,000	\$87,000
Dare County (NC) <sup>4</sup>	\$41,040,752	929	\$17,959,000	\$1,754,000	\$1,696,000
City of Columbia (TN)	\$6,362,126	158	\$2,883,000	\$285,000	\$435,000
City of Lake Worth (FL) <sup>3</sup>	\$12,613,298	276	\$5,265,000	\$521,000	\$614,000
Clatsop County (OR) <sup>4</sup>	\$10,849,913	266	\$4,997,000	\$614,000	\$510,000
Yadkin County (NC) <sup>4</sup>	\$70,670	1	\$23,000	\$4,000	\$4,000
Greater Belfast Area (ME) <sup>4</sup>	\$5,124,419	79	\$1,491,000	\$187,000	\$212,000
Campbell County (TN) <sup>4</sup>	\$436,962	6	\$119,000	\$14,000	\$26,000
Monroe County (TN) <sup>4</sup>	\$6,027,214	121	\$2,618,000	\$247,000	\$401,000
Lincoln County (OR) <sup>4</sup>	\$8,828,455	228	\$4,162,000	\$491,000	\$486,000
Iron County (UT) <sup>4</sup>	\$62,797,842	1,715	\$27,431,000	\$3,208,000	\$3,214,000
City of St. Louis Park (MN) <sup>2</sup>	\$759,072	14	\$409,000	\$23,000	\$64,000
City of Logan (UT) <sup>1</sup>	\$13,753,037	332	\$6,450,000	\$948,000	\$646,000
Gibson County (TN) <sup>4</sup>	\$7,117,024	105	\$2,753,000	\$186,000	\$346,000
<b>Group A Average</b>	<b>\$8,148,989</b>	<b>200</b>	<b>\$3,669,423</b>	<b>\$383,712</b>	<b>\$430,212</b>
Group A Average Excluding Outliers/Exclusions	\$4,946,157	122	\$2,475,150	\$254,900	\$256,000
Group A Median	\$3,011,967	64	\$1,344,000	\$134,500	\$165,000

**Table 17:**  
**Total Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	Direct Audience Expenditures	TOTAL Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Joplin (MO)	\$3,558,721	103	\$2,042,000	\$190,000	\$149,000
City of La Crosse (WI)	\$19,855,615	704	\$13,814,000	\$900,000	\$1,225,000
McMinn County (TN) <sup>4</sup>	\$5,383,250	110	\$2,130,000	\$191,000	\$319,000
Lafayette County (MS) <sup>4</sup>	\$8,337,600	214	\$4,082,000	\$210,000	\$616,000
Chisago County (MN) <sup>2</sup>	\$2,200,334	31	\$732,000	\$32,000	\$178,000
City of Grand Forks (ND)	\$3,159,035	84	\$1,723,000	\$109,000	\$169,000
City of Corvallis (OR)	\$44,324,930	886	\$15,866,000	\$1,011,000	\$2,282,000
City of Noblesville (IN)	\$1,701,673	33	\$687,000	\$47,000	\$89,000
City of Ocala (FL)	\$41,671,737	891	\$18,946,000	\$1,633,000	\$2,645,000
Lenoir County (NC) <sup>4</sup>	\$12,666,803	339	\$8,255,000	\$916,000	\$685,000
Town of Chapel Hill (NC)	\$28,613,313	855	\$17,105,000	\$1,740,000	\$1,753,000
City of Grand Junction (CO)	\$5,991,168	173	\$3,580,000	\$446,000	\$179,000
Town of Jupiter (FL)	\$5,110,235	112	\$2,133,000	\$211,000	\$249,000
Hamblen County (TN) <sup>4</sup>	\$1,259,169	36	\$709,000	\$57,000	\$87,000
City of Delray Beach (FL)	\$10,115,146	222	\$4,222,000	\$418,000	\$492,000
City of St. Cloud (MN) <sup>2</sup>	\$7,088,986	155	\$3,914,000	\$160,000	\$592,000
City of Portland (ME)	\$29,028,265	926	\$15,947,000	\$1,696,000	\$1,828,000
City of Jackson (TN)	\$2,052,410	56	\$1,153,000	\$83,000	\$126,000
City of Walnut Creek (CA)	\$20,432,138	320	\$6,575,000	\$550,000	\$997,000
Greene County (TN) <sup>4</sup>	\$2,241,470	41	\$724,000	\$79,000	\$130,000
City of Flagstaff (AZ)	\$38,129,798	1,055	\$23,567,000	\$2,872,000	\$2,451,000
City of Missoula (MT)	\$33,643,180	1,115	\$22,485,000	\$1,755,000	\$1,092,000
City of Fort Myers (FL)	\$36,033,896	922	\$20,187,000	\$2,023,000	\$2,916,000
Putnam County (TN) <sup>4</sup>	\$365,463	12	\$219,000	\$16,000	\$26,000
Monroe County (FL) <sup>4</sup>	\$57,877,545	1,439	\$26,281,000	\$2,464,000	\$3,592,000
City of Lynchburg (VA)	\$4,207,822	111	\$2,380,000	\$214,000	\$183,000
City of Duluth (MN) <sup>2</sup>	\$21,734,978	456	\$11,582,000	\$542,000	\$1,911,000
City of Fishers (IN)	\$11,406,796	222	\$4,604,000	\$317,000	\$596,000
City of Carmel (IN)	\$6,951,895	135	\$2,806,000	\$193,000	\$363,000
City of Sugar Land (TX)	\$523,961	8	\$167,000	\$21,000	\$27,000

**Table 17:**  
**Total Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	Direct Audience Expenditures	TOTAL Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Asheville (NC)	\$39,114,604	1,228	\$24,381,000	\$2,434,000	\$2,388,000
Buchanan County (MO) <sup>4</sup>	\$10,978,269	353	\$7,635,000	\$486,000	\$522,000
City of Boca Raton (FL)	\$11,057,891	242	\$4,616,000	\$457,000	\$538,000
City of Miami Beach (FL) <sup>3</sup>	\$75,134,150	2,047	\$57,472,000	\$5,031,000	\$7,265,000
Moore County (NC) <sup>4</sup>	\$6,389,283	129	\$2,442,000	\$218,000	\$255,000
Sevier County (TN) <sup>4</sup>	\$42,123,668	959	\$17,360,000	\$2,344,000	\$2,301,000
Cape May County (NJ) <sup>4</sup>	\$15,021,250	298	\$5,786,000	\$990,000	\$859,000
Cleveland County (NC) <sup>4</sup>	\$3,367,458	70	\$1,389,000	\$150,000	\$158,000
<b>Group B Average</b>	<b>\$17,601,419</b>	<b>450</b>	<b>\$9,465,737</b>	<b>\$873,842</b>	<b>\$1,111,395</b>
Group B Average Excluding Outliers/Exclusions	\$18,031,101	473	\$9,499,364	\$878,182	\$1,033,500
Group B Median	\$10,546,708	222	\$4,413,000	\$432,000	\$565,000

**Table 17:**  
**Total Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	Direct Audience Expenditures	TOTAL Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Las Cruces (NM)	\$10,596,813	248	\$5,162,000	\$461,000	\$678,000
Eau Claire County (WI) <sup>4</sup>	\$5,800,746	202	\$4,832,000	\$307,000	\$364,000
Yamhill County (OR) <sup>4</sup>	\$24,305,837	433	\$8,371,000	\$671,000	\$1,085,000
City of Lewisville (TX)	\$304,772	6	\$129,000	\$9,000	\$17,000
City of West Palm Beach (FL)	\$105,023,175	2,301	\$43,840,000	\$4,340,000	\$5,112,000
City of Boulder (CO)	\$34,283,259	864	\$18,374,000	\$1,132,000	\$1,303,000
City of Richardson (TX)	\$8,452,425	192	\$4,697,000	\$314,000	\$444,000
City of High Point (NC)	\$3,190,517	112	\$2,672,000	\$185,000	\$176,000
City of Cambridge (MA)	\$55,007,895	925	\$19,228,000	\$1,770,000	\$2,061,000
City of Lowell (MA)	\$3,605,666	56	\$1,220,000	\$90,000	\$142,000
Douglas County (KS) <sup>4</sup>	\$15,090,256	415	\$7,972,000	\$591,000	\$901,000
City of Columbia (MO)	\$5,561,719	176	\$3,516,000	\$317,000	\$250,000
City of Norman (OK)	\$44,621,918	1,082	\$20,944,000	\$1,397,000	\$2,321,000
Wayne County (NC) <sup>4</sup>	\$3,260,763	98	\$2,148,000	\$168,000	\$183,000
City of Lafayette (LA)	\$10,620,627	327	\$7,233,000	\$489,000	\$479,000
Washington County (TN) <sup>4</sup>	\$15,198,698	405	\$8,434,000	\$1,295,000	\$1,064,000
City of Thousand Oaks (CA)	\$4,203,069	86	\$1,801,000	\$105,000	\$224,000
City of Charleston (SC)	\$120,433,761	3,730	\$77,669,000	\$7,585,000	\$6,740,000
City of Waco (TX)	\$32,298,881	931	\$20,383,000	\$2,344,000	\$2,104,000
Robeson County (NC) <sup>4</sup>	\$1,037,548	24	\$486,000	\$48,000	\$52,000
Columbia County (GA) <sup>4</sup>	\$44,626	1	\$14,000	\$2,000	\$1,000
Orange County (NC) <sup>4</sup>	\$36,666,872	1,096	\$21,920,000	\$2,230,000	\$2,246,000
City of Savannah (GA)	\$101,140,651	2,878	\$59,905,000	\$7,984,000	\$4,232,000
Indian River County (FL) <sup>4</sup>	\$8,855,149	180	\$3,193,000	\$331,000	\$565,000
City of Alexandria (VA)	\$76,016,409	1,471	\$29,611,000	\$2,743,000	\$2,429,000
Martin County (FL) <sup>4</sup>	\$12,885,638	262	\$4,923,000	\$362,000	\$783,000
Macon-Bibb County (GA) <sup>4</sup>	\$38,937,787	1,102	\$24,532,000	\$1,846,000	\$1,429,000
City of Springfield (MA)	\$13,876,246	359	\$7,758,000	\$558,000	\$751,000
Catawba County (NC) <sup>4</sup>	\$36,671,219	1,000	\$21,078,000	\$1,569,000	\$1,831,000
Town of Cary (NC)	\$10,826,761	332	\$7,988,000	\$722,000	\$637,000



**Table 17:**  
**Total Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	Direct Audience Expenditures	TOTAL Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Alamance County (NC) <sup>4</sup>	\$4,937,353	133	\$2,510,000	\$188,000	\$258,000
Cumberland County (NJ)	\$7,196,474	137	\$3,087,000	\$410,000	\$448,000
City of Eugene (OR)	\$21,423,287	656	\$14,129,000	\$912,000	\$856,000
Middlesex County (CT) <sup>4</sup>	\$11,117,321	197	\$3,562,000	\$419,000	\$491,000
City of Springfield (MO)	\$17,087,113	555	\$12,465,000	\$922,000	\$732,000
City of Sioux Falls (SD)	\$84,438,598	2,714	\$55,469,000	\$2,761,000	\$4,262,000
Pitt County (NC) <sup>4</sup>	\$5,422,000	166	\$3,561,000	\$311,000	\$293,000
City of Providence (RI)	\$111,948,211	2,833	\$49,204,000	\$5,848,000	\$5,927,000
City of Worcester (MA)	\$61,185,858	1,261	\$26,741,000	\$1,327,000	\$2,888,000
Montgomery County (TN) <sup>4</sup>	\$2,041,349	44	\$925,000	\$106,000	\$160,000
Salt Lake City (UT)	\$194,120,153	5,322	\$121,696,000	\$8,765,000	\$9,117,000
Cabarrus County (NC) <sup>4</sup>	\$4,677,402	147	\$2,655,000	\$216,000	\$235,000
Richmond County (GA) <sup>4</sup>	\$19,941,434	576	\$12,160,000	\$1,183,000	\$791,000
City of Tacoma (WA)	\$62,565,471	1,455	\$30,418,000	\$2,859,000	\$3,537,000
Doña Ana County (NM) <sup>4</sup>	\$20,191,146	472	\$9,835,000	\$879,000	\$1,291,000
New Hanover County (NC) <sup>4</sup>	\$40,963,688	1,405	\$29,863,000	\$2,443,000	\$2,207,000
Arlington County (VA) <sup>4</sup>	\$18,476,219	316	\$6,134,000	\$1,020,000	\$551,000
City of Irving (TX)	\$1,260,973	31	\$683,000	\$49,000	\$64,000
City of Reno (NV)	\$38,895,672	783	\$16,545,000	\$1,195,000	\$2,098,000
York County (SC) <sup>4</sup>	\$13,756,005	277	\$6,720,000	\$448,000	\$656,000
<b>Group C Average</b>	<b>\$31,609,309</b>	<b>815</b>	<b>\$16,967,900</b>	<b>\$1,484,520</b>	<b>\$1,549,320</b>
Group C Average Excluding Outliers/Exclusions	\$28,949,633	743	\$15,255,440	\$1,241,680	\$1,514,560
Group C Median	\$15,144,477	382	\$7,980,000	\$696,500	\$767,000

**Table 17:**  
**Total Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	Direct Audience Expenditures	TOTAL Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Buncombe County (NC) <sup>4</sup>	\$42,520,698	1,335	\$26,505,000	\$2,645,000	\$2,596,000
Alachua County (FL) <sup>4</sup>	\$67,892,593	1,984	\$38,642,000	\$2,835,000	\$3,914,000
Greater Green Bay Area (WI) <sup>4</sup>	\$12,925,635	349	\$7,348,000	\$450,000	\$718,000
City of Orlando (FL)	\$65,576,512	2,395	\$43,861,000	\$3,390,000	\$4,116,000
City of Lincoln (NE)	\$48,329,810	1,579	\$30,859,000	\$2,988,000	\$2,792,000
Southeastern Connecticut Region (CT) <sup>4</sup>	\$81,213,782	1,466	\$28,446,000	\$2,678,000	\$3,660,000
Erie County (PA) <sup>4</sup>	\$23,147,814	784	\$15,002,000	\$896,000	\$1,339,000
San Luis Obispo County (CA) <sup>4</sup>	\$14,029,567	373	\$7,315,000	\$594,000	\$1,018,000
City of Newark (NJ)	\$68,963,054	1,165	\$29,423,000	\$2,165,000	\$3,264,000
Leon County (FL) <sup>4</sup>	\$101,416,276	2,668	\$57,337,000	\$4,629,000	\$6,745,000
Rutherford County (TN) <sup>4</sup>	\$20,370,806	528	\$10,696,000	\$1,091,000	\$1,433,000
St. Lucie County (FL) <sup>4</sup>	\$4,697,606	104	\$1,946,000	\$125,000	\$268,000
Greater Spartanburg Area (SC) <sup>4</sup>	\$10,670,113	331	\$6,402,000	\$305,000	\$641,000
Durham County (NC) <sup>4</sup>	\$49,550,897	1,484	\$33,885,000	\$3,817,000	\$2,451,000
City of St. Paul (MN) <sup>2</sup>	\$195,262,963	3,690	\$105,221,000	\$6,039,000	\$16,504,000
Hamilton County (IN) <sup>4</sup>	\$21,902,882	427	\$8,841,000	\$609,000	\$1,144,000
Osceola County (FL) <sup>4</sup>	\$1,731,658	48	\$962,000	\$48,000	\$127,000
Escambia County (FL) <sup>4</sup>	\$61,364,635	1,828	\$37,048,000	\$3,053,000	\$4,292,000
Lexington-Fayette Urban County (KY) <sup>4</sup>	\$15,984,825	564	\$12,834,000	\$487,000	\$1,291,000
Lake County (FL) <sup>4</sup>	\$8,016,604	157	\$2,971,000	\$317,000	\$536,000
City of Riverside (CA)	\$25,414,927	725	\$15,568,000	\$1,041,000	\$1,894,000
Cumberland County (NC) <sup>4</sup>	\$29,520,110	878	\$18,641,000	\$1,696,000	\$1,805,000
Collier County (FL) <sup>4</sup>	\$44,713,126	912	\$16,520,000	\$1,255,000	\$2,665,000
Hamilton County (TN) <sup>4</sup>	\$107,710,825	3,250	\$80,503,000	\$5,238,000	\$8,736,000
Manatee County (FL) <sup>4</sup>	\$32,987,303	690	\$13,302,000	\$1,451,000	\$2,163,000
City of Tampa (FL)	\$218,525,750	6,096	\$146,476,000	\$10,984,000	\$14,827,000
Forsyth County (NC) <sup>4</sup>	\$52,083,038	1,741	\$39,161,000	\$2,676,000	\$3,545,000
Mercer County (NJ) <sup>4</sup>	\$18,713,948	320	\$7,117,000	\$748,000	\$834,000
City of Wichita (KS)	\$50,788,472	1,592	\$33,776,000	\$3,203,000	\$2,629,000
Clackamas County (OR) <sup>4</sup>	\$9,016,568	162	\$3,671,000	\$237,000	\$580,000

**Table 17:**  
**Total Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	Direct Audience Expenditures	TOTAL Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Sarasota County (FL) <sup>4</sup>	\$93,489,521	1,928	\$53,699,000	\$5,666,000	\$8,295,000
City of Minneapolis (MN) <sup>2</sup>	\$217,285,067	4,107	\$117,088,000	\$6,721,000	\$18,365,000
Berks County (PA) <sup>4</sup>	\$8,140,047	191	\$3,873,000	\$323,000	\$449,000
City of Miami (FL)	\$262,596,886	7,155	\$192,352,000	\$15,737,000	\$23,644,000
City of Raleigh (NC)	\$363,988,155	10,837	\$200,191,000	\$20,308,000	\$18,385,000
Santa Barbara County (CA) <sup>4</sup>	\$72,295,776	2,025	\$35,058,000	\$3,709,000	\$4,677,000
Seminole County (FL) <sup>4</sup>	\$8,306,215	192	\$4,477,000	\$466,000	\$612,000
City of Virginia Beach (VA)	\$61,802,150	1,750	\$33,798,000	\$2,745,000	\$2,443,000
City of Atlanta (GA)	\$232,656,425	7,286	\$140,661,000	\$16,091,000	\$12,864,000
City of Mesa (AZ)	\$12,783,542	372	\$8,334,000	\$626,000	\$782,000
City of Kansas City (MO)	\$82,505,241	2,455	\$58,686,000	\$3,668,000	\$4,186,000
Morris County (NJ) <sup>4</sup>	\$16,028,988	223	\$5,138,000	\$506,000	\$1,117,000
<b>Group D Average</b>	<b>\$69,926,686</b>	<b>1,861</b>	<b>\$41,277,000</b>	<b>\$3,434,667</b>	<b>\$4,627,286</b>
Group D Average Excluding Outliers/Exclusions	\$38,394,495	928	\$18,947,400	\$1,564,300	\$2,130,500
Group D Median	\$46,521,468	1,250	\$27,475,500	\$2,405,000	\$2,523,500

**Table 17:**  
**Total Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 25	Direct Audience Expenditures	TOTAL Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Sonoma County (CA) <sup>4</sup>	\$35,290,315	732	\$14,479,000	\$1,103,000	\$1,918,000
Volusia County (FL) <sup>4</sup>	\$35,015,240	1,057	\$22,434,000	\$2,249,000	\$2,963,000
Guilford County (NC) <sup>4</sup>	\$95,171,867	3,549	\$55,714,000	\$5,420,000	\$4,864,000
Dane County (WI) <sup>4</sup>	\$104,161,585	3,362	\$58,425,000	\$4,488,000	\$5,946,000
Brevard County (FL) <sup>4</sup>	\$3,505,227	81	\$1,467,000	\$105,000	\$230,000
Washington County (OR) <sup>4</sup>	\$7,272,749	170	\$3,599,000	\$171,000	\$547,000
Johnson County (KS) <sup>4</sup>	\$10,438,987	253	\$5,223,000	\$325,000	\$570,000
City of Louisville (KY)	\$237,946,184	7,530	\$161,732,000	\$5,514,000	\$15,947,000
City of Baltimore (MD)	\$279,675,260	6,927	\$132,869,000	\$14,236,000	\$12,215,000
Polk County (FL) <sup>4</sup>	\$30,799,415	858	\$19,470,000	\$1,672,000	\$2,465,000
City of Boston (MA)	\$590,249,049	14,186	\$322,024,000	\$17,548,000	\$26,499,000
District of Columbia (DC) <sup>3,6</sup>	\$1,252,037,358	7,206	\$142,936,000	\$43,709,000	\$0
City of Nashville-Davidson County (TN)	\$250,560,557	6,886	\$155,522,000	\$13,746,000	\$18,392,000
City of El Paso (TX)	\$43,468,775	1,312	\$28,395,000	\$2,421,000	\$2,978,000
Lee County (FL) <sup>4</sup>	\$106,117,364	2,715	\$59,449,000	\$5,958,000	\$8,588,000
City of Fort Worth (TX)	\$194,654,565	5,269	\$128,759,000	\$11,183,000	\$13,977,000
City of Indianapolis (IN)	\$213,236,618	7,780	\$148,419,000	\$10,259,000	\$16,754,000
City and County of San Francisco (CA)	\$667,740,510	16,539	\$347,641,000	\$32,979,000	\$41,083,000
Prince George's County (MD) <sup>4</sup>	\$34,910,511	594	\$11,296,000	\$1,293,000	\$1,187,000
Pinellas County (FL) <sup>4</sup>	\$140,781,982	3,322	\$73,161,000	\$6,132,000	\$9,316,000
Shelby County (TN) <sup>4</sup>	\$79,131,575	2,376	\$58,354,000	\$4,691,000	\$6,817,000
Fairfield County (CT) <sup>4</sup>	\$86,618,360	1,090	\$27,137,000	\$2,680,000	\$3,930,000
Westchester County (NY) <sup>4</sup>	\$65,689,723	1,792	\$44,908,000	\$4,596,000	\$6,123,000
Fulton County (GA) <sup>4</sup>	\$236,232,626	7,383	\$143,284,000	\$16,323,000	\$13,000,000
Wake County (NC) <sup>4</sup>	\$378,008,208	11,264	\$210,506,000	\$21,223,000	\$19,198,000
<b>Group E Average</b>	<b>\$207,148,584</b>	<b>4,569</b>	<b>\$95,088,120</b>	<b>\$9,200,960</b>	<b>\$9,420,280</b>
Group E Average Excluding Outliers/Exclusions	\$251,976,744	6,296	\$139,665,250	\$11,313,875	\$15,188,375
Group E Median	\$104,161,585	3,322	\$58,425,000	\$5,420,000	\$6,123,000

**Table 17:**  
**Total Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Population Cohort Group F Population 1,000,000 or More Sample Size = 21	Direct Audience Expenditures	TOTAL Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Mecklenburg County (NC) <sup>4</sup>	\$104,985,768	3,060	\$56,916,000	\$5,772,000	\$5,070,000
City of San José (CA)	\$117,746,926	1,969	\$34,419,000	\$3,374,000	\$4,417,000
Montgomery County (MD) <sup>4</sup>	\$78,111,500	975	\$18,369,000	\$3,046,000	\$3,124,000
Fairfax County (VA) <sup>4</sup>	\$98,189,315	1,203	\$21,419,000	\$3,461,000	\$3,308,000
Allegheny County (PA) <sup>4</sup>	\$509,510,265	15,693	\$249,285,000	\$24,892,000	\$39,798,000
Greater Columbus Area (OH) <sup>4</sup>	\$189,782,016	6,791	\$168,295,000	\$11,072,000	\$13,715,000
Orange County (FL) <sup>4</sup>	\$110,252,239	3,997	\$70,199,000	\$5,463,000	\$6,537,000
City of Dallas (TX)	\$259,701,224	6,736	\$177,370,000	\$16,712,000	\$16,437,000
Hillsborough County (FL) <sup>4</sup>	\$257,987,724	7,196	\$172,927,000	\$12,968,000	\$17,504,000
City of San Diego (CA)	\$546,370,965	13,401	\$378,177,000	\$26,545,000	\$38,549,000
Palm Beach County (FL) <sup>4</sup>	\$160,992,666	3,528	\$67,204,000	\$6,653,000	\$7,837,000
City of San Antonio (TX)	\$280,305,439	9,352	\$223,897,000	\$16,276,000	\$22,984,000
Sacramento County (CA) <sup>4</sup>	\$84,387,257	2,183	\$53,271,000	\$4,325,000	\$5,838,000
City of Phoenix (AZ)	\$237,176,500	6,848	\$148,768,000	\$12,504,000	\$16,327,000
City and County of Philadelphia (PA)	\$765,177,606	18,810	\$350,233,000	\$45,327,000	\$39,615,000
Broward County (FL) <sup>4</sup>	\$265,744,813	7,266	\$153,220,000	\$13,694,000	\$13,837,000
Santa Clara County (CA) <sup>4</sup>	\$138,697,159	2,319	\$40,211,000	\$5,623,000	\$6,781,000
Riverside County (CA) <sup>4</sup>	\$61,196,927	1,705	\$31,670,000	\$2,948,000	\$4,061,000
Miami-Dade County (FL) <sup>4</sup>	\$578,598,817	16,407	\$443,687,000	\$33,369,000	\$52,597,000
City of Chicago (IL)	\$1,836,870,238	43,627	\$966,259,000	\$117,494,000	\$98,778,000
Harris County (TX) <sup>4</sup>	\$528,903,379	11,226	\$330,032,000	\$33,714,000	\$41,808,000
<b>Group F Average</b>	<b>\$343,366,131</b>	<b>8,776</b>	<b>\$197,896,571</b>	<b>\$19,296,762</b>	<b>\$21,853,429</b>
Group F Average Excluding Outliers/Exclusions	\$261,080,699	6,732	\$160,948,667	\$13,017,167	\$16,964,333
Group F Median	\$237,176,500	6,791	\$153,220,000	\$12,504,000	\$13,837,000
<b>ALL CITY/COUNTY STUDY REGIONS</b>					
<b>Average</b>	<b>\$78,944,697</b>	<b>1,952</b>	<b>\$42,392,842</b>	<b>\$3,977,618</b>	<b>\$4,521,250</b>
Median	\$18,871,511	430	\$8,402,500	\$898,000	\$1,007,500

**Table 17:**  
**Total Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Regional Study Regions All Populations Sample Size = 81	Direct Audience Expenditures	TOTAL Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
High Peaks Region (ME)	\$1,021,519	24	\$426,000	\$41,000	\$54,000
Wood River Valley (ID)	\$13,849,987	321	\$6,076,000	\$604,000	\$784,000
Southern Oregon Area	\$63,078,564	1,741	\$36,932,000	\$5,168,000	\$832,000
Southwestern Pennsylvania Area	\$27,580,415	737	\$16,022,000	\$658,000	\$1,639,000
Greater Portsmouth Area (NH)	\$36,585,032	986	\$19,598,000	\$2,451,000	\$1,972,000
Northeast Oregon Region	\$556,935	12	\$234,000	\$17,000	\$24,000
Toe River Valley (NC)	\$5,401,784	93	\$2,007,000	\$224,000	\$284,000
Albemarle Region (NC)	\$4,231,853	113	\$2,144,000	\$158,000	\$201,000
Greater Concord Area (NH)	\$13,351,816	344	\$7,703,000	\$538,000	\$370,000
North Central Minnesota Region <sup>2</sup>	\$1,435,387	25	\$593,000	\$21,000	\$115,000
Northwest Minnesota Region <sup>2</sup>	\$477,641	9	\$203,000	\$8,000	\$41,000
Monadnock Region (NH)	\$5,280,101	131	\$2,786,000	\$189,000	\$122,000
Bismarck-Mandan Region (ND)	\$19,075,541	482	\$10,694,000	\$502,000	\$1,067,000
Greater Minot Region (ND)	\$4,770,610	125	\$2,584,000	\$279,000	\$403,000
Greater Burlington Area (VT)	\$36,038,913	881	\$18,212,000	\$1,002,000	\$2,414,000
Greater Charlottesville Area (VA)	\$61,250,521	742	\$16,532,000	\$3,657,000	\$2,221,000
Brainerd Lakes Region (MN) <sup>2</sup>	\$885,007	20	\$465,000	\$16,000	\$76,000
East Central Minnesota Region <sup>2</sup>	\$5,924,425	84	\$1,970,000	\$85,000	\$478,000
Northwest Connecticut Region	\$12,877,676	172	\$3,197,000	\$294,000	\$521,000
Central Oregon Region	\$24,706,823	578	\$11,773,000	\$1,125,000	\$742,000
Greater Fargo-Moorhead Area (ND/MN)	\$24,056,460	729	\$15,859,000	\$761,000	\$1,408,000
Black Hills Region (SD)	\$91,334,299	2,680	\$54,223,000	\$2,860,000	\$5,015,000
Greater Kingsport Area (TN)	\$19,946,401	463	\$9,578,000	\$994,000	\$1,274,000
Lake Region (MN) <sup>2</sup>	\$3,338,821	64	\$1,618,000	\$54,000	\$269,000
South Central Minnesota Region <sup>2</sup>	\$7,166,691	146	\$3,586,000	\$162,000	\$586,000
Greater Sioux Falls Area (SD)	\$84,845,941	2,728	\$55,870,000	\$2,777,000	\$4,285,000
Southwest Tennessee Development District	\$3,150,012	81	\$1,640,000	\$130,000	\$191,000
Northwest Tennessee Development District	\$9,771,421	168	\$3,969,000	\$307,000	\$532,000
Southwest Minnesota Region <sup>2</sup>	\$2,416,051	52	\$1,236,000	\$49,000	\$194,000
Arrowhead Region (MN) <sup>2</sup>	\$20,102,830	422	\$10,712,000	\$501,000	\$1,767,000

**Table 17:**  
**Total Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Regional Study Regions All Populations Sample Size = 81	Direct Audience Expenditures	TOTAL Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Maple Grove and the Northwest Suburbs (MN) <sup>2</sup>	\$2,534,610	48	\$1,366,000	\$78,000	\$214,000
Greater Augusta Area (GA)	\$19,986,060	577	\$12,174,000	\$1,185,000	\$792,000
Upper Cumberland Development District (TN)	\$4,778,035	113	\$2,172,000	\$253,000	\$336,000
City of Huntsville/Madison County (AL)	\$36,057,737	804	\$17,618,000	\$1,852,000	\$1,459,000
Northeast Commission (NC)	\$53,311,686	1,255	\$24,200,000	\$2,274,000	\$2,293,000
Greater Ann Arbor Area (MI) <sup>5</sup>	\$50,031,630	882	\$23,185,000	\$1,531,000	\$5,051,000
Greater Fox Cities Region (WI)	\$18,279,758	265	\$5,638,000	\$453,000	\$764,000
Central Minnesota Region <sup>2</sup>	\$7,633,741	167	\$4,215,000	\$172,000	\$637,000
South Central Tennessee Development District	\$10,903,233	248	\$4,728,000	\$459,000	\$708,000
Northwest Arkansas Region	\$63,693,488	1,861	\$36,886,000	\$2,169,000	\$6,517,000
Southeast Minnesota Region <sup>2</sup>	\$8,885,650	174	\$4,043,000	\$154,000	\$746,000
First Tennessee Development District	\$38,063,182	926	\$19,088,000	\$2,411,000	\$2,518,000
Greater Harrisburg Area (PA)	\$7,409,784	208	\$4,991,000	\$326,000	\$628,000
Greater New Haven Area (CT)	\$19,821,820	364	\$7,640,000	\$513,000	\$936,000
Treasure Coast Region (FL)	\$26,438,393	546	\$10,062,000	\$818,000	\$1,616,000
Greater Des Moines Region (IA)	\$113,115,609	2,969	\$66,140,000	\$5,097,000	\$5,907,000
Southeast Tennessee Development District	\$116,017,033	3,428	\$84,078,000	\$5,574,000	\$9,262,000
Greater Knoxville Region (TN)	\$97,766,533	3,106	\$65,324,000	\$6,912,000	\$7,313,000
Greater Columbia Area (SC)	\$42,190,412	1,532	\$35,171,000	\$2,444,000	\$2,909,000
Pikes Peak Region (CO)	\$102,068,841	3,321	\$64,741,000	\$8,517,000	\$3,759,000
Lehigh Valley Region (PA)	\$103,220,986	3,575	\$70,878,000	\$4,436,000	\$7,872,000
Greater Sarasota/Bradenton Area (FL)	\$126,476,824	2,618	\$67,001,000	\$7,117,000	\$10,458,000
Dayton Region (OH)	\$118,527,088	3,758	\$76,344,000	\$5,848,000	\$7,343,000
Richmond & Tri-Cities Region (VA)	\$148,391,431	3,982	\$89,426,000	\$6,128,000	\$8,321,000
Memphis Area Association of Governments (TN)	\$79,242,425	2,379	\$58,419,000	\$4,696,000	\$6,824,000
Eastern Region (NC)	\$56,999,129	1,530	\$34,639,000	\$2,966,000	\$3,165,000
Advantage West Region (NC)	\$164,631,483	4,329	\$92,111,000	\$9,063,000	\$9,408,000
Southeast Commission (NC)	\$77,078,611	2,461	\$52,241,000	\$4,433,000	\$4,355,000
Greater Fairfax Area (VA)	\$118,271,041	1,674	\$26,575,000	\$4,290,000	\$4,626,000
Greater Tulsa Region (OK)	\$137,689,013	3,382	\$76,507,000	\$5,570,000	\$6,810,000

**Table 17:**

\$82,505,241

\$2,455

\$58,686,000

\$3,668,000

\$4,186,000

## Total Economic Impact of the Audience Expenditures Induced by Attendance to Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015

Regional Study Regions All Populations Sample Size = 81	Direct Audience Expenditures	TOTAL Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
East Tennessee Development District	\$148,670,020	4,259	\$86,808,000	\$9,639,000	\$10,209,000
West Valley Region (AZ)	\$9,795,104	293	\$7,404,000	\$420,000	\$667,000
Greater St. Louis Area (MO)	\$227,188,613	7,392	\$144,137,000	\$16,210,000	\$12,748,000
Western New York	\$196,125,443	5,455	\$107,542,000	\$18,561,000	\$8,594,000
Greater Oklahoma City Region (OK)	\$382,263,042	10,702	\$240,871,000	\$19,263,000	\$20,473,000
Piedmont Triad Partnership (NC)	\$185,161,256	6,388	\$118,133,000	\$9,816,000	\$10,360,000
Greater Portland Area (OR)	\$115,982,321	3,513	\$77,797,000	\$5,359,000	\$4,023,000
Greater Kansas City Metropolitan Area (MO/KS)	\$96,561,206	3,116	\$76,476,000	\$5,154,000	\$6,985,000
Greater Nashville Regional Council (TN)	\$287,705,334	7,838	\$175,962,000	\$15,720,000	\$21,072,000
Research Triangle Regional Partnership (NC)	\$475,338,356	14,099	\$271,542,000	\$27,701,000	\$24,382,000
Greater Tampa/St. Petersburg Area (FL)	\$398,769,706	10,518	\$246,088,000	\$19,100,000	\$26,820,000
Charlotte Regional Partnership (NC)	\$166,522,445	4,721	\$92,374,000	\$8,462,000	\$8,142,000
Greater Charlotte Region (NC/SC)	\$180,278,450	4,998	\$99,094,000	\$8,910,000	\$8,798,000
Seven-County Metro Area (MN) <sup>2</sup>	\$442,493,585	8,384	\$238,445,000	\$13,686,000	\$37,401,000
Central Florida Region	\$197,626,598	6,390	\$121,980,000	\$10,320,000	\$13,470,000
Greater Philadelphia Region (PA)	\$892,141,419	23,194	\$483,784,000	\$53,863,000	\$62,389,000
Greater Washington Region (DC/MD/VA)	\$1,577,823,038	12,236	\$234,921,000	\$56,101,000	\$11,917,000
Metro Atlanta Area (GA)	\$285,041,141	8,675	174,234,000	18,931,000	14,834,000
Greater Atlanta Region (GA)	\$288,193,599	8,758	176,258,000	19,102,000	14,953,000
Greater Houston Region (TX)	\$537,967,268	11,428	334,912,000	34,223,000	42,333,000
Dallas-Fort Worth-Arlington MSA (TX)	\$473,856,433	12,480	317,686,000	28,770,000	31,509,000
<b>Regional Average</b>	<b>\$125,179,372</b>	<b>2,993</b>	<b>\$65,215,938</b>	<b>\$6,452,864</b>	<b>\$6,734,654</b>
Regional Median	\$50,031,630	986	\$23,185,000	\$2,411,000	\$2,414,000



**Table 17:**  
**Total Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Statewide Study Regions All Populations Sample Size = 20	Direct Audience Expenditures	TOTAL Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
State of Vermont	\$44,027,403	908	\$18,978,000	\$1,025,000	\$2,496,000
State of North Dakota	\$53,659,524	1,558	\$33,512,000	\$1,989,000	\$3,354,000
State of Delaware	\$46,279,508	1,252	\$32,268,000	\$624,000	\$2,692,000
State of Maine	\$57,967,891	1,306	\$24,026,000	\$2,433,000	\$2,642,000
State of Hawai'i	\$79,722,005	1,565	\$46,452,000	\$1,654,000	\$6,857,000
State of Nevada	\$244,426,892	4,152	\$122,249,000	\$8,243,000	\$14,222,000
State of Connecticut	\$281,938,021	5,443	\$125,726,000	\$9,429,000	\$17,294,000
State of Oklahoma	\$541,580,846	14,217	\$320,944,000	\$25,080,000	\$27,499,000
State of Oregon	\$322,956,808	8,360	\$175,431,000	\$15,426,000	\$10,865,000
State of Minnesota <sup>2</sup>	\$500,759,829	9,547	\$267,086,000	\$14,908,000	\$42,310,000
State of Wisconsin	\$279,941,276	9,215	\$210,783,000	\$15,238,000	\$20,954,000
State of Maryland	\$450,172,892	12,222	\$268,136,000	\$22,730,000	\$23,711,000
State of Missouri	\$436,105,742	11,959	\$254,664,000	\$23,833,000	\$21,708,000
State of Tennessee	\$698,300,695	19,440	\$436,864,000	\$39,189,000	\$51,652,000
State of Massachusetts	\$879,596,273	22,180	\$490,641,000	\$31,909,000	\$55,565,000
State of New Jersey	\$223,674,136	4,442	\$120,443,000	\$7,460,000	\$13,312,000
State of North Carolina	\$1,179,042,966	34,783	\$685,240,000	\$64,715,000	\$62,105,000
State of Pennsylvania	\$1,634,835,604	44,623	\$851,562,000	\$105,747,000	\$124,598,000
State of Illinois	\$2,253,017,062	53,764	\$1,428,393,000	\$162,327,000	\$135,443,000
State of Florida	\$2,390,536,073	60,258	\$1,380,983,000	\$113,865,000	\$160,334,000
<b>Statewide Average</b>	<b>\$629,927,072</b>	<b>16,060</b>	<b>\$364,719,050</b>	<b>\$33,391,200</b>	<b>\$39,980,650</b>
Statewide Median	\$379,531,275	9,381	\$232,723,500	\$15,332,000	\$21,331,000

**Table 17:**  
**Total Economic Impact of the Audience Expenditures Induced by Attendance to Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Individual Arts Districts All Populations Sample Size = 12	Direct Audience Expenditures	TOTAL Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
James River Arts & Cultural District	\$3,759,455	99	\$2,126,000	\$191,000	\$163,000
Center City Charlotte	\$92,406,680	2,693	\$50,096,000	\$5,080,000	\$4,463,000
Loch Haven Cultural Park	\$30,590,137	1,117	\$20,460,000	\$1,581,000	\$1,920,000
Downtown Colorado Springs Creative District	\$16,271,894	529	\$10,321,000	\$1,358,000	\$599,000
Fort Worth Cultural District	\$114,739,000	3,106	\$75,897,000	\$6,592,000	\$8,239,000
Dallas Arts District	\$113,567,787	2,946	\$77,564,000	\$7,308,000	\$7,188,000
Grand Center Arts & Entertainment District	\$29,240,126	951	\$18,551,000	\$2,086,000	\$1,641,000
Balboa Park Cultural District	\$289,710,435	7,106	\$200,526,000	\$14,075,000	\$20,440,000
East End Cultural District	\$5,028,736	107	\$3,138,000	\$321,000	\$398,000
Houston Museum District Association	\$324,523,136	6,888	\$202,500,000	\$20,686,000	\$25,652,000
Midtown Cultural District	\$4,719,940	100	\$2,945,000	\$301,000	\$373,000
Washington Avenue Cultural District	\$2,196,630	47	\$1,371,000	\$140,000	\$174,000
<b>Arts District Average</b>	<b>\$85,562,830</b>	<b>2,141</b>	<b>\$55,457,917</b>	<b>\$4,976,583</b>	<b>\$5,937,500</b>
Arts District Median	\$29,915,132	1,034	\$19,505,500	\$1,833,500	\$1,780,500

**Explanation of the Outliers and Exclusions:**

- <sup>1</sup> The organizational expenditure and attendance findings for these city study regions were determined by researchers to be outliers when compared to the findings for cohort regions in the same population category. For this reason, the organizational expenditure and attendance findings for these study regions are excluded from the national extrapolations.
- <sup>2</sup> The expenditure and attendance data collected from eligible organizations in these study regions were collected for fiscal year 2013 (rather than 2015), and audience-intercepts surveys collected from attendees to cultural events in these study regions were collected during calendar year 2014 (rather than 2016). Where applicable, these study regions are excluded from the national extrapolations.
- <sup>3</sup> Both the organizational expenditure and attendance findings and the audience expenditure findings for these city study regions were determined by researchers to be outliers when compared to the findings for cohort regions in the same population category. For this reason, these study regions are excluded from the national extrapolations.
- <sup>4</sup> These county study regions are excluded from the national extrapolations. The national extrapolations are based on city study regions only.
- <sup>5</sup> The expenditure and attendance data collected from eligible organizations in this study region were collected for fiscal year 2014 (rather than 2015), and audience-intercepts surveys collected from attendees to cultural events in this study region were collected during calendar year 2015 (rather than 2016).
- <sup>6</sup> The economic impact findings for the District of Columbia exclude state government revenues due to Washington, DC's unique status as a study region with no state government.

## **Explanation of Table 18: Direct Economic Impact of the Audience Expenditures Induced by Attendance to Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

This table presents for each study region the direct economic impact of the expenditures made by arts and cultural audiences in each participating study region as a direct result of their attendance to nonprofit arts and cultural events during 2015. Summary statistics are calculated for each population group.

The direct impact is a measure of the effect of the initial direct expenditures made by the organizations. It excludes indirect and induced impacts. Because it includes only one round of spending, the direct impact is always smaller than the total impact (which measures the effect of each dollar as it is spent and re-spent within the study region's economy). The direct impact is derived from input-output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* in this *Arts & Economic Prosperity 5* National Statistical Report for more information about direct, indirect, and induced economic impacts.

### **Column Two:**

The total direct expenditures made by arts and cultural event attendees in each participating study region as a direct result of their attendance to nonprofit arts and culture events during 2015. For example, when patrons attend an event they may purchase dinner at a restaurant, pay a valet to park their car, eat dessert after the performance, and/or pay a babysitter upon returning home. In addition to these categories of expense, non-resident cultural attendees often stay overnight at a hotel.

### **Column Three:**

The number of full-time equivalent (FTE) jobs directly supported by the expenditures made by nonprofit arts and cultural event attendees in each participating study region. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

### **Column Four:**

The amount of household income paid to study region residents as a direct result of the expenditures made by nonprofit arts and cultural event attendees in each participating study region. Household income includes salaries, wages, and proprietary income.

### **Column Five:**

The amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures made by nonprofit arts and cultural event attendees in each participating study region. Local government includes the city and county governments located within each participating study region.

### **Column Six:**

The amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures made by nonprofit arts and cultural event attendees in each participating study region.

**Table 18:**  
**Direct Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	Direct Audience Expenditures	DIRECT Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Town of Crested Butte (CO) <sup>3</sup>	\$5,681,804	99	\$1,685,000	\$236,000	\$98,000
City of Pine City (MN) <sup>2</sup>	\$561,510	6	\$147,000	\$4,000	\$31,000
City of Alva (OK)	\$569,771	8	\$141,000	\$21,000	\$16,000
Cook County (MN) <sup>2</sup>	\$2,027,212	35	\$691,000	\$30,000	\$144,000
Town of Hillsborough (NC)	\$3,982,167	75	\$1,324,000	\$136,000	\$140,000
City of Virginia (MN) <sup>2</sup>	\$64,430	1	\$22,000	\$1,000	\$5,000
Town of Jackson (WY) <sup>3</sup>	\$32,521,961	455	\$7,162,000	\$861,000	\$1,087,000
City of Guthrie (OK)	\$2,331,481	26	\$439,000	\$60,000	\$65,000
City of Grand Rapids (MN) <sup>2</sup>	\$2,246,065	33	\$766,000	\$34,000	\$159,000
Town of Medfield (MA)	\$382,700	4	\$70,000	\$3,000	\$15,000
City of Fergus Falls (MN) <sup>2</sup>	\$682,635	10	\$235,000	\$6,000	\$38,000
Grundy County (TN) <sup>4</sup>	\$916,143	9	\$158,000	\$27,000	\$38,000
City of Falls Church (VA) <sup>3</sup>	\$19,029,073	317	\$3,586,000	\$284,000	\$702,000
City of Jamestown (ND)	\$5,806,005	89	\$1,676,000	\$222,000	\$186,000
City of Waterville (ME) <sup>1</sup>	\$1,843,453	29	\$478,000	\$27,000	\$50,000
City of Red Wing (MN) <sup>2</sup>	\$504,243	8	\$159,000	\$5,000	\$29,000
City of Durango (CO) <sup>1</sup>	\$9,476,898	175	\$3,243,000	\$447,000	\$183,000
City of Hannibal (MO)	\$3,692,452	55	\$900,000	\$209,000	\$98,000
City of Tullahoma (TN)	\$457,871	6	\$124,000	\$8,000	\$16,000
City of Northfield (MN) <sup>2</sup>	\$874,552	13	\$273,000	\$11,000	\$46,000
Town of Carrboro (NC)	\$4,070,927	77	\$1,354,000	\$139,000	\$143,000
Macon County (TN) <sup>4</sup>	\$66,583	1	\$11,000	\$1,000	\$3,000
City of Laguna Beach (CA) <sup>3</sup>	\$55,244,985	734	\$11,874,000	\$1,310,000	\$1,649,000
Hickman County (TN) <sup>4</sup>	\$628,056	8	\$173,000	\$11,000	\$21,000
City of Fairfax (VA)	\$1,052,653	10	\$175,000	\$22,000	\$40,000
City of Ponca City (OK)	\$2,206,719	25	\$506,000	\$56,000	\$47,000
City of Paducah (KY) <sup>1</sup>	\$9,391,310	152	\$2,638,000	\$244,000	\$339,000
Mille Lacs County (MN) <sup>2</sup>	\$270,407	3	\$71,000	\$2,000	\$15,000
McNairy County (TN) <sup>4</sup>	\$288,940	3	\$47,000	\$8,000	\$9,000
City of Winona (MN) <sup>2</sup>	\$1,459,202	21	\$460,000	\$13,000	\$83,000

**Table 18:**  
**Direct Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	Direct Audience Expenditures	DIRECT Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Door County (WI) <sup>4</sup>	\$14,967,671	214	\$3,674,000	\$563,000	\$530,000
City of Benicia (CA)	\$1,760,159	19	\$343,000	\$22,000	\$69,000
City of Winter Park (FL) <sup>3</sup>	\$29,406,839	567	\$7,354,000	\$705,000	\$891,000
City of Rochester (NH) <sup>1</sup>	\$7,902,214	117	\$2,257,000	\$79,000	\$119,000
City of Morgantown (WV) <sup>1</sup>	\$8,020,706	118	\$2,044,000	\$84,000	\$333,000
Henry County (TN) <sup>4</sup>	\$541,722	8	\$138,000	\$15,000	\$25,000
City of Fairbanks (AK) <sup>1</sup>	\$9,283,046	120	\$2,429,000	\$279,000	\$152,000
City of Bangor (ME)	\$6,577,435	99	\$1,784,000	\$166,000	\$193,000
Weakley County (TN) <sup>4</sup>	\$1,174,650	20	\$334,000	\$35,000	\$54,000
Dare County (NC) <sup>4</sup>	\$41,040,752	597	\$10,657,000	\$1,197,000	\$1,132,000
City of Columbia (TN)	\$6,362,126	99	\$1,641,000	\$170,000	\$272,000
City of Lake Worth (FL) <sup>3</sup>	\$12,613,298	167	\$2,726,000	\$285,000	\$348,000
Clatsop County (OR) <sup>4</sup>	\$10,849,913	168	\$2,881,000	\$370,000	\$198,000
Yadkin County (NC) <sup>4</sup>	\$70,670	1	\$15,000	\$3,000	\$3,000
Greater Belfast Area (ME) <sup>4</sup>	\$5,124,419	52	\$912,000	\$95,000	\$133,000
Campbell County (TN) <sup>4</sup>	\$436,962	4	\$74,000	\$8,000	\$17,000
Monroe County (TN) <sup>4</sup>	\$6,027,214	78	\$1,584,000	\$149,000	\$253,000
Lincoln County (OR) <sup>4</sup>	\$8,828,455	146	\$2,417,000	\$303,000	\$192,000
Iron County (UT) <sup>4</sup>	\$62,797,842	1,060	\$15,284,000	\$2,080,000	\$1,993,000
City of St. Louis Park (MN) <sup>2</sup>	\$759,072	10	\$237,000	\$15,000	\$40,000
City of Logan (UT) <sup>1</sup>	\$13,753,037	210	\$3,701,000	\$610,000	\$405,000
Gibson County (TN) <sup>4</sup>	\$7,117,024	65	\$1,628,000	\$103,000	\$203,000
<b>Group A Average</b>	<b>\$8,148,989</b>	<b>124</b>	<b>\$2,013,500</b>	<b>\$226,423</b>	<b>\$250,962</b>
Group A Average Excluding Outliers/Exclusions	\$4,946,157	76	\$1,363,350	\$150,200	\$144,050
Group A Median	\$3,011,967	44	\$833,000	\$69,500	\$108,500

**Table 18:**  
**Direct Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	Direct Audience Expenditures	DIRECT Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Joplin (MO)	\$3,558,721	61	\$1,051,000	\$109,000	\$90,000
City of La Crosse (WI)	\$19,855,615	408	\$6,720,000	\$417,000	\$719,000
McMinn County (TN) <sup>4</sup>	\$5,383,250	72	\$1,318,000	\$116,000	\$203,000
Lafayette County (MS) <sup>4</sup>	\$8,337,600	135	\$2,303,000	\$89,000	\$365,000
Chisago County (MN) <sup>2</sup>	\$2,200,334	25	\$576,000	\$18,000	\$123,000
City of Grand Forks (ND)	\$3,159,035	51	\$909,000	\$58,000	\$99,000
City of Corvallis (OR)	\$44,324,930	579	\$9,469,000	\$414,000	\$855,000
City of Noblesville (IN)	\$1,701,673	20	\$366,000	\$24,000	\$54,000
City of Ocala (FL)	\$41,671,737	532	\$9,831,000	\$730,000	\$1,503,000
Lenoir County (NC) <sup>4</sup>	\$12,666,803	200	\$4,467,000	\$507,000	\$425,000
Town of Chapel Hill (NC)	\$28,613,313	537	\$9,514,000	\$974,000	\$1,004,000
City of Grand Junction (CO)	\$5,991,168	102	\$1,795,000	\$260,000	\$104,000
Town of Jupiter (FL)	\$5,110,235	68	\$1,104,000	\$115,000	\$141,000
Hamblen County (TN) <sup>4</sup>	\$1,259,169	22	\$403,000	\$34,000	\$54,000
City of Delray Beach (FL)	\$10,115,146	135	\$2,186,000	\$228,000	\$279,000
City of St. Cloud (MN) <sup>2</sup>	\$7,088,986	138	\$2,580,000	\$78,000	\$284,000
City of Portland (ME)	\$29,028,265	505	\$6,895,000	\$570,000	\$980,000
City of Jackson (TN)	\$2,052,410	33	\$597,000	\$49,000	\$77,000
City of Walnut Creek (CA)	\$20,432,138	206	\$3,583,000	\$222,000	\$604,000
Greene County (TN) <sup>4</sup>	\$2,241,470	27	\$435,000	\$48,000	\$83,000
City of Flagstaff (AZ)	\$38,129,798	635	\$12,638,000	\$1,817,000	\$1,546,000
City of Missoula (MT)	\$33,643,180	643	\$10,790,000	\$728,000	\$271,000
City of Fort Myers (FL)	\$36,033,896	552	\$10,372,000	\$795,000	\$1,606,000
Putnam County (TN) <sup>4</sup>	\$365,463	7	\$116,000	\$9,000	\$16,000
Monroe County (FL) <sup>4</sup>	\$57,877,545	941	\$15,630,000	\$1,518,000	\$2,186,000
City of Lynchburg (VA)	\$4,207,822	82	\$1,779,000	\$136,000	\$134,000
City of Duluth (MN) <sup>2</sup>	\$21,734,978	348	\$7,412,000	\$326,000	\$1,543,000
City of Fishers (IN)	\$11,406,796	138	\$2,451,000	\$163,000	\$359,000
City of Carmel (IN)	\$6,951,895	84	\$1,494,000	\$99,000	\$219,000
City of Sugar Land (TX)	\$523,961	5	\$94,000	\$10,000	\$16,000

**Table 18:**  
**Direct Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	Direct Audience Expenditures	DIRECT Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Asheville (NC)	\$39,114,604	697	\$11,828,000	\$1,461,000	\$1,408,000
Buchanan County (MO) <sup>4</sup>	\$10,978,269	206	\$3,810,000	\$254,000	\$313,000
City of Boca Raton (FL)	\$11,057,891	147	\$2,390,000	\$250,000	\$305,000
City of Miami Beach (FL) <sup>3</sup>	\$75,134,150	1,108	\$25,312,000	\$2,332,000	\$3,812,000
Moore County (NC) <sup>4</sup>	\$6,389,283	85	\$1,446,000	\$125,000	\$158,000
Sevier County (TN) <sup>4</sup>	\$42,123,668	628	\$10,549,000	\$1,669,000	\$1,558,000
Cape May County (NJ) <sup>4</sup>	\$15,021,250	192	\$3,435,000	\$578,000	\$543,000
Cleveland County (NC) <sup>4</sup>	\$3,367,458	43	\$763,000	\$87,000	\$96,000
<b>Group B Average</b>	<b>\$17,601,419</b>	<b>274</b>	<b>\$4,958,184</b>	<b>\$458,342</b>	<b>\$635,132</b>
Group B Average Excluding Outliers/Exclusions	\$18,031,101	283	\$4,902,545	\$437,682	\$562,409
Group B Median	\$10,546,708	138	\$2,420,500	\$225,000	\$294,500

**Table 18:**  
**Direct Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	Direct Audience Expenditures	DIRECT Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Las Cruces (NM)	\$10,596,813	155	\$2,894,000	\$270,000	\$375,000
Eau Claire County (WI) <sup>4</sup>	\$5,800,746	115	\$2,318,000	\$125,000	\$215,000
Yamhill County (OR) <sup>4</sup>	\$24,305,837	279	\$4,973,000	\$327,000	\$464,000
City of Lewisville (TX)	\$304,772	4	\$71,000	\$3,000	\$10,000
City of West Palm Beach (FL)	\$105,023,175	1,394	\$22,698,000	\$2,370,000	\$2,898,000
City of Boulder (CO)	\$34,283,259	522	\$9,389,000	\$673,000	\$760,000
City of Richardson (TX)	\$8,452,425	104	\$2,124,000	\$142,000	\$254,000
City of High Point (NC)	\$3,190,517	60	\$1,176,000	\$98,000	\$99,000
City of Cambridge (MA)	\$55,007,895	557	\$9,636,000	\$914,000	\$1,295,000
City of Lowell (MA)	\$3,605,666	33	\$604,000	\$41,000	\$90,000
Douglas County (KS) <sup>4</sup>	\$15,090,256	257	\$4,377,000	\$245,000	\$556,000
City of Columbia (MO)	\$5,561,719	101	\$1,681,000	\$174,000	\$144,000
City of Norman (OK)	\$44,621,918	670	\$11,472,000	\$650,000	\$1,294,000
Wayne County (NC) <sup>4</sup>	\$3,260,763	58	\$1,141,000	\$87,000	\$108,000
City of Lafayette (LA)	\$10,620,627	188	\$3,620,000	\$243,000	\$258,000
Washington County (TN) <sup>4</sup>	\$15,198,698	237	\$4,268,000	\$876,000	\$658,000
City of Thousand Oaks (CA)	\$4,203,069	52	\$932,000	\$40,000	\$135,000
City of Charleston (SC)	\$120,433,761	2,110	\$36,653,000	\$4,472,000	\$4,047,000
City of Waco (TX)	\$32,298,881	526	\$9,971,000	\$1,301,000	\$1,223,000
Robeson County (NC) <sup>4</sup>	\$1,037,548	15	\$277,000	\$29,000	\$32,000
Columbia County (GA) <sup>4</sup>	\$44,626	1	\$9,000	\$1,000	\$1,000
Orange County (NC) <sup>4</sup>	\$36,666,872	688	\$12,192,000	\$1,249,000	\$1,287,000
City of Savannah (GA)	\$101,140,651	1,648	\$29,264,000	\$4,796,000	\$2,506,000
Indian River County (FL) <sup>4</sup>	\$8,855,149	117	\$1,859,000	\$163,000	\$328,000
City of Alexandria (VA)	\$76,016,409	905	\$16,235,000	\$1,487,000	\$1,518,000
Martin County (FL) <sup>4</sup>	\$12,885,638	167	\$2,830,000	\$153,000	\$454,000
Macon-Bibb County (GA) <sup>4</sup>	\$38,937,787	615	\$10,935,000	\$1,005,000	\$832,000
City of Springfield (MA)	\$13,876,246	201	\$3,673,000	\$243,000	\$453,000
Catawba County (NC) <sup>4</sup>	\$36,671,219	572	\$10,432,000	\$881,000	\$1,129,000
Town of Cary (NC)	\$10,826,761	182	\$3,650,000	\$384,000	\$347,000



**Table 18:**  
**Direct Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	Direct Audience Expenditures	DIRECT Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Alamance County (NC) <sup>4</sup>	\$4,937,353	82	\$1,371,000	\$102,000	\$156,000
Cumberland County (NJ)	\$7,196,474	82	\$1,681,000	\$229,000	\$287,000
City of Eugene (OR)	\$21,423,287	390	\$7,006,000	\$321,000	\$207,000
Middlesex County (CT) <sup>4</sup>	\$11,117,321	124	\$1,928,000	\$240,000	\$303,000
City of Springfield (MO)	\$17,087,113	292	\$5,405,000	\$499,000	\$424,000
City of Sioux Falls (SD)	\$84,438,598	1,547	\$25,978,000	\$1,269,000	\$2,328,000
Pitt County (NC) <sup>4</sup>	\$5,422,000	98	\$1,854,000	\$178,000	\$172,000
City of Providence (RI)	\$111,948,211	1,568	\$23,004,000	\$1,498,000	\$3,307,000
City of Worcester (MA)	\$61,185,858	733	\$13,176,000	\$391,000	\$1,782,000
Montgomery County (TN) <sup>4</sup>	\$2,041,349	28	\$541,000	\$63,000	\$97,000
Salt Lake City (UT)	\$194,120,153	2,840	\$52,118,000	\$4,524,000	\$4,963,000
Cabarrus County (NC) <sup>4</sup>	\$4,677,402	91	\$1,409,000	\$115,000	\$140,000
Richmond County (GA) <sup>4</sup>	\$19,941,434	330	\$5,930,000	\$660,000	\$465,000
City of Tacoma (WA)	\$62,565,471	861	\$15,235,000	\$1,499,000	\$1,825,000
Doña Ana County (NM) <sup>4</sup>	\$20,191,146	294	\$5,514,000	\$514,000	\$715,000
New Hanover County (NC) <sup>4</sup>	\$40,963,688	826	\$14,678,000	\$1,300,000	\$1,299,000
Arlington County (VA) <sup>4</sup>	\$18,476,219	212	\$3,718,000	\$616,000	\$364,000
City of Irving (TX)	\$1,260,973	17	\$301,000	\$24,000	\$37,000
City of Reno (NV)	\$38,895,672	469	\$8,366,000	\$656,000	\$1,206,000
York County (SC) <sup>4</sup>	\$13,756,005	164	\$3,626,000	\$228,000	\$389,000
<b>Group C Average</b>	<b>\$31,609,309</b>	<b>472</b>	<b>\$8,283,860</b>	<b>\$767,360</b>	<b>\$884,720</b>
Group C Average Excluding Outliers/Exclusions	\$45,666,293	671	\$11,716,000	\$1,073,407	\$1,251,296
Group C Median	\$15,144,477	225	\$3,993,000	\$324,000	\$438,500

**Table 18:**  
**Direct Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	Direct Audience Expenditures	DIRECT Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Buncombe County (NC) <sup>4</sup>	\$42,520,698	757	\$12,859,000	\$1,587,000	\$1,530,000
Alachua County (FL) <sup>4</sup>	\$67,892,593	1,162	\$19,977,000	\$968,000	\$2,131,000
Greater Green Bay Area (WI) <sup>4</sup>	\$12,925,635	199	\$3,497,000	\$214,000	\$426,000
City of Orlando (FL)	\$65,576,512	1,301	\$19,172,000	\$1,797,000	\$2,289,000
City of Lincoln (NE)	\$48,329,810	917	\$14,838,000	\$1,519,000	\$1,607,000
Southeastern Connecticut Region (CT) <sup>4</sup>	\$81,213,782	939	\$16,337,000	\$1,802,000	\$2,381,000
Erie County (PA) <sup>4</sup>	\$23,147,814	453	\$7,165,000	\$376,000	\$780,000
San Luis Obispo County (CA) <sup>4</sup>	\$14,029,567	227	\$3,888,000	\$306,000	\$636,000
City of Newark (NJ)	\$68,963,054	646	\$14,614,000	\$884,000	\$1,902,000
Leon County (FL) <sup>4</sup>	\$101,416,276	1,528	\$28,351,000	\$2,257,000	\$3,714,000
Rutherford County (TN) <sup>4</sup>	\$20,370,806	322	\$5,815,000	\$646,000	\$856,000
St. Lucie County (FL) <sup>4</sup>	\$4,697,606	65	\$1,054,000	\$47,000	\$150,000
Greater Spartanburg Area (SC) <sup>4</sup>	\$10,670,113	197	\$3,217,000	\$115,000	\$388,000
Durham County (NC) <sup>4</sup>	\$49,550,897	886	\$16,899,000	\$2,171,000	\$1,467,000
City of St. Paul (MN) <sup>2</sup>	\$195,262,963	2,293	\$60,922,000	\$3,905,000	\$10,349,000
Hamilton County (IN) <sup>4</sup>	\$21,902,882	265	\$4,707,000	\$312,000	\$689,000
Osceola County (FL) <sup>4</sup>	\$1,731,658	31	\$546,000	\$22,000	\$77,000
Escambia County (FL) <sup>4</sup>	\$61,364,635	1,065	\$18,280,000	\$1,468,000	\$2,376,000
Lexington-Fayette Urban County (KY) <sup>4</sup>	\$15,984,825	318	\$5,984,000	\$176,000	\$720,000
Lake County (FL) <sup>4</sup>	\$8,016,604	98	\$1,619,000	\$159,000	\$310,000
City of Riverside (CA)	\$25,414,927	439	\$8,065,000	\$480,000	\$1,182,000
Cumberland County (NC) <sup>4</sup>	\$29,520,110	542	\$10,273,000	\$866,000	\$1,013,000
Collier County (FL) <sup>4</sup>	\$44,713,126	594	\$9,641,000	\$588,000	\$1,550,000
Hamilton County (TN) <sup>4</sup>	\$107,710,825	1,795	\$37,200,000	\$2,970,000	\$4,912,000
Manatee County (FL) <sup>4</sup>	\$32,987,303	430	\$7,372,000	\$763,000	\$1,250,000
City of Tampa (FL)	\$218,525,750	3,213	\$63,068,000	\$5,487,000	\$7,882,000
Forsyth County (NC) <sup>4</sup>	\$52,083,038	976	\$17,894,000	\$1,362,000	\$1,980,000
Mercer County (NJ) <sup>4</sup>	\$18,713,948	189	\$3,521,000	\$366,000	\$508,000
City of Wichita (KS)	\$50,788,472	913	\$16,160,000	\$1,436,000	\$1,535,000
Clackamas County (OR) <sup>4</sup>	\$9,016,568	96	\$1,887,000	\$97,000	\$203,000

**Table 18:**  
**Direct Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	Direct Audience Expenditures	DIRECT Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Sarasota County (FL) <sup>4</sup>	\$93,489,521	1,209	\$29,340,000	\$3,061,000	\$4,602,000
City of Minneapolis (MN) <sup>2</sup>	\$217,285,067	2,532	\$67,793,000	\$4,346,000	\$11,516,000
Berks County (PA) <sup>4</sup>	\$8,140,047	113	\$1,932,000	\$172,000	\$260,000
City of Miami (FL)	\$262,596,886	3,874	\$84,718,000	\$7,294,000	\$12,407,000
City of Raleigh (NC)	\$363,988,155	5,945	\$91,478,000	\$10,809,000	\$10,005,000
Santa Barbara County (CA) <sup>4</sup>	\$72,295,776	1,244	\$18,547,000	\$1,952,000	\$2,858,000
Seminole County (FL) <sup>4</sup>	\$8,306,215	118	\$2,306,000	\$171,000	\$331,000
City of Virginia Beach (VA)	\$61,802,150	1,072	\$17,700,000	\$1,413,000	\$1,454,000
City of Atlanta (GA)	\$232,656,425	3,918	\$63,642,000	\$9,121,000	\$7,391,000
City of Mesa (AZ)	\$12,783,542	207	\$3,750,000	\$335,000	\$435,000
City of Kansas City (MO)	\$82,505,241	1,339	\$25,632,000	\$1,709,000	\$2,361,000
Morris County (NJ) <sup>4</sup>	\$16,028,988	133	\$2,584,000	\$170,000	\$700,000
<b>Group D Average</b>	<b>\$69,926,686</b>	<b>1,061</b>	<b>\$20,101,048</b>	<b>\$1,802,357</b>	<b>\$2,645,548</b>
Group D Average Excluding Outliers/Exclusions	\$124,494,244	1,982	\$35,236,417	\$3,523,667	\$4,204,167
Group D Median	\$46,521,468	702	\$13,736,500	\$926,000	\$1,498,500

**Table 18:**  
**Direct Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 25	Direct Audience Expenditures	DIRECT Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Sonoma County (CA) <sup>4</sup>	\$35,290,315	451	\$7,634,000	\$488,000	\$1,169,000
Volusia County (FL) <sup>4</sup>	\$35,015,240	611	\$11,307,000	\$1,103,000	\$1,608,000
Guilford County (NC) <sup>4</sup>	\$95,171,867	1,916	\$24,530,000	\$2,872,000	\$2,723,000
Dane County (WI) <sup>4</sup>	\$104,161,585	1,901	\$26,299,000	\$1,539,000	\$3,269,000
Brevard County (FL) <sup>4</sup>	\$3,505,227	51	\$798,000	\$42,000	\$135,000
Washington County (OR) <sup>4</sup>	\$7,272,749	99	\$1,732,000	\$56,000	\$129,000
Johnson County (KS) <sup>4</sup>	\$10,438,987	148	\$2,485,000	\$136,000	\$346,000
City of Louisville (KY)	\$237,946,184	4,075	\$69,201,000	\$2,502,000	\$8,461,000
City of Baltimore (MD)	\$279,675,260	3,989	\$63,732,000	\$6,293,000	\$7,248,000
Polk County (FL) <sup>4</sup>	\$30,799,415	489	\$9,468,000	\$824,000	\$1,373,000
City of Boston (MA)	\$590,249,049	8,126	\$149,280,000	\$10,052,000	\$16,433,000
District of Columbia (DC) <sup>3,6</sup>	\$1,252,037,358	4,958	\$97,560,000	\$30,315,000	\$0
City of Nashville-Davidson County (TN)	\$250,560,557	3,699	\$68,538,000	\$8,148,000	\$10,513,000
City of El Paso (TX)	\$43,468,775	734	\$13,513,000	\$1,063,000	\$1,691,000
Lee County (FL) <sup>4</sup>	\$106,117,364	1,627	\$30,546,000	\$2,343,000	\$4,731,000
City of Fort Worth (TX)	\$194,654,565	3,052	\$61,927,000	\$5,417,000	\$7,910,000
City of Indianapolis (IN)	\$213,236,618	4,164	\$63,311,000	\$4,760,000	\$9,630,000
City and County of San Francisco (CA)	\$667,740,510	9,865	\$172,053,000	\$20,041,000	\$25,555,000
Prince George's County (MD) <sup>4</sup>	\$34,910,511	356	\$6,172,000	\$555,000	\$725,000
Pinellas County (FL) <sup>4</sup>	\$140,781,982	1,857	\$33,249,000	\$2,902,000	\$4,976,000
Shelby County (TN) <sup>4</sup>	\$79,131,575	1,306	\$26,741,000	\$2,631,000	\$3,744,000
Fairfield County (CT) <sup>4</sup>	\$86,618,360	647	\$13,415,000	\$1,124,000	\$2,377,000
Westchester County (NY) <sup>4</sup>	\$65,689,723	1,096	\$23,684,000	\$2,125,000	\$3,439,000
Fulton County (GA) <sup>4</sup>	\$236,232,626	3,970	\$64,829,000	\$9,253,000	\$7,469,000
Wake County (NC) <sup>4</sup>	\$378,008,208	6,179	\$96,192,000	\$11,296,000	\$10,448,000
<b>Group E Average</b>	<b>\$207,148,584</b>	<b>2,615</b>	<b>\$45,527,840</b>	<b>\$5,115,200</b>	<b>\$5,444,080</b>
Group E Average Excluding Outliers/Exclusions	\$309,691,440	4,713	\$82,694,375	\$7,284,500	\$10,930,125
Group E Median	\$104,161,585	1,857	\$26,741,000	\$2,502,000	\$3,439,000

**Table 18:**  
**Direct Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Population Cohort Group F Population 1,000,000 or More Sample Size = 21	Direct Audience Expenditures	DIRECT Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Mecklenburg County (NC) <sup>4</sup>	\$104,985,768	1,660	\$25,047,000	\$3,336,000	\$2,788,000
City of San José (CA)	\$117,746,926	1,201	\$18,382,000	\$1,820,000	\$2,776,000
Montgomery County (MD) <sup>4</sup>	\$78,111,500	621	\$10,530,000	\$1,466,000	\$1,966,000
Fairfax County (VA) <sup>4</sup>	\$98,189,315	779	\$12,274,000	\$1,732,000	\$2,068,000
Allegheny County (PA) <sup>4</sup>	\$509,510,265	8,616	\$109,103,000	\$12,682,000	\$22,177,000
Greater Columbus Area (OH) <sup>4</sup>	\$189,782,016	3,672	\$70,981,000	\$5,743,000	\$7,671,000
Orange County (FL) <sup>4</sup>	\$110,252,239	2,172	\$30,684,000	\$2,896,000	\$3,636,000
City of Dallas (TX)	\$259,701,224	3,717	\$79,429,000	\$8,172,000	\$9,418,000
Hillsborough County (FL) <sup>4</sup>	\$257,987,724	3,792	\$74,457,000	\$6,478,000	\$9,305,000
City of San Diego (CA)	\$546,370,965	7,663	\$179,689,000	\$15,209,000	\$23,253,000
Palm Beach County (FL) <sup>4</sup>	\$160,992,666	2,137	\$34,795,000	\$3,634,000	\$4,442,000
City of San Antonio (TX)	\$280,305,439	5,104	\$102,456,000	\$9,158,000	\$12,836,000
Sacramento County (CA) <sup>4</sup>	\$84,387,257	1,248	\$24,599,000	\$1,674,000	\$3,511,000
City of Phoenix (AZ)	\$237,176,500	3,762	\$66,807,000	\$6,885,000	\$9,094,000
City and County of Philadelphia (PA)	\$765,177,606	10,490	\$160,853,000	\$28,199,000	\$22,577,000
Broward County (FL) <sup>4</sup>	\$265,744,813	4,093	\$71,973,000	\$6,360,000	\$7,405,000
Santa Clara County (CA) <sup>4</sup>	\$138,697,159	1,414	\$21,475,000	\$3,033,000	\$4,262,000
Riverside County (CA) <sup>4</sup>	\$61,196,927	1,032	\$16,407,000	\$1,360,000	\$2,534,000
Miami-Dade County (FL) <sup>4</sup>	\$578,598,817	8,884	\$195,413,000	\$15,466,000	\$27,600,000
City of Chicago (IL)	\$1,836,870,238	23,332	\$419,098,000	\$72,927,000	\$56,976,000
Harris County (TX) <sup>4</sup>	\$528,903,379	6,427	\$155,672,000	\$13,846,000	\$23,858,000
<b>Group F Average</b>	<b>\$343,366,131</b>	<b>4,848</b>	<b>\$89,529,714</b>	<b>\$10,575,048</b>	<b>\$12,388,238</b>
Group F Average Excluding Outliers/Exclusions	\$577,621,271	7,896	\$146,673,429	\$20,338,571	\$19,561,429
Group F Median	\$237,176,500	3,717	\$70,981,000	\$6,360,000	\$7,671,000
<b>ALL CITY/COUNTY STUDY REGIONS</b>					
<b>Average</b>	<b>\$78,944,697</b>	<b>1,106</b>	<b>\$20,043,289</b>	<b>\$2,163,219</b>	<b>\$2,582,408</b>
Median	\$18,871,511	272	\$4,587,000	\$402,500	\$549,500

**Table 18:**  
**Direct Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Regional Study Regions All Populations Sample Size = 81	Direct Audience Expenditures	DIRECT Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
High Peaks Region (ME)	\$1,021,519	16	\$257,000	\$20,000	\$35,000
Wood River Valley (ID)	\$13,849,987	210	\$3,657,000	\$424,000	\$497,000
Southern Oregon Area	\$63,078,564	1,010	\$18,176,000	\$3,066,000	\$325,000
Southwestern Pennsylvania Area	\$27,580,415	444	\$8,378,000	\$221,000	\$959,000
Greater Portsmouth Area (NH)	\$36,585,032	586	\$9,788,000	\$862,000	\$834,000
Northeast Oregon Region	\$556,935	8	\$136,000	\$9,000	\$10,000
Toe River Valley (NC)	\$5,401,784	59	\$1,200,000	\$137,000	\$184,000
Albemarle Region (NC)	\$4,231,853	71	\$1,206,000	\$86,000	\$121,000
Greater Concord Area (NH)	\$13,351,816	203	\$3,968,000	\$260,000	\$141,000
North Central Minnesota Region <sup>2</sup>	\$1,435,387	21	\$445,000	\$11,000	\$78,000
Northwest Minnesota Region <sup>2</sup>	\$477,641	5	\$96,000	\$3,000	\$18,000
Monadnock Region (NH)	\$5,280,101	76	\$1,363,000	\$68,000	\$33,000
Bismarck-Mandan Region (ND)	\$19,075,541	273	\$5,265,000	\$210,000	\$587,000
Greater Minot Region (ND)	\$4,770,610	78	\$1,398,000	\$140,000	\$227,000
Greater Burlington Area (VT)	\$36,038,913	521	\$9,114,000	\$512,000	\$1,330,000
Greater Charlottesville Area (VA)	\$61,250,521	546	\$12,233,000	\$2,209,000	\$1,596,000
Brainerd Lakes Region (MN) <sup>2</sup>	\$885,007	16	\$334,000	\$8,000	\$58,000
East Central Minnesota Region <sup>2</sup>	\$5,924,425	72	\$1,552,000	\$47,000	\$332,000
Northwest Connecticut Region	\$12,877,676	112	\$1,854,000	\$139,000	\$325,000
Central Oregon Region	\$24,706,823	352	\$6,292,000	\$625,000	\$269,000
Greater Fargo-Moorhead Area (ND/MN)	\$24,056,460	407	\$7,356,000	\$351,000	\$772,000
Black Hills Region (SD)	\$91,334,299	1,575	\$26,809,000	\$1,072,000	\$2,726,000
Greater Kingsport Area (TN)	\$19,946,401	283	\$5,176,000	\$603,000	\$771,000
Lake Region (MN) <sup>2</sup>	\$3,338,821	50	\$1,149,000	\$30,000	\$187,000
South Central Minnesota Region <sup>2</sup>	\$7,166,691	117	\$2,544,000	\$108,000	\$459,000
Greater Sioux Falls Area (SD)	\$84,845,941	1,558	\$26,230,000	\$1,279,000	\$2,345,000
Southwest Tennessee Development District	\$3,150,012	53	\$940,000	\$83,000	\$128,000
Northwest Tennessee Development District	\$9,771,421	109	\$2,407,000	\$183,000	\$330,000
Southwest Minnesota Region <sup>2</sup>	\$2,416,051	35	\$807,000	\$34,000	\$152,000
Arrowhead Region (MN) <sup>2</sup>	\$20,102,830	320	\$6,855,000	\$302,000	\$1,427,000

**Table 18:**  
**Direct Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Regional Study Regions All Populations Sample Size = 81	Direct Audience Expenditures	DIRECT Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Maple Grove and the Northwest Suburbs (MN) <sup>2</sup>	\$2,534,610	35	\$791,000	\$51,000	\$134,000
Greater Augusta Area (GA)	\$19,986,060	331	\$5,939,000	\$661,000	\$466,000
Upper Cumberland Development District (TN)	\$4,778,035	90	\$1,557,000	\$203,000	\$267,000
City of Huntsville/Madison County (AL)	\$36,057,737	485	\$9,436,000	\$1,161,000	\$839,000
Northeast Commission (NC)	\$53,311,686	843	\$14,859,000	\$1,567,000	\$1,570,000
Greater Ann Arbor Area (MI) <sup>5</sup>	\$50,031,630	664	\$17,961,000	\$1,151,000	\$2,902,000
Greater Fox Cities Region (WI)	\$18,279,758	151	\$2,717,000	\$197,000	\$436,000
Central Minnesota Region <sup>2</sup>	\$7,633,741	128	\$2,779,000	\$84,000	\$305,000
South Central Tennessee Development District	\$10,903,233	170	\$3,000,000	\$301,000	\$485,000
Northwest Arkansas Region	\$63,693,488	1,087	\$18,122,000	\$1,361,000	\$3,805,000
Southeast Minnesota Region <sup>2</sup>	\$8,885,650	141	\$2,799,000	\$80,000	\$506,000
First Tennessee Development District	\$38,063,182	561	\$10,121,000	\$1,563,000	\$1,552,000
Greater Harrisburg Area (PA)	\$7,409,784	115	\$2,255,000	\$126,000	\$356,000
Greater New Haven Area (CT)	\$19,821,820	213	\$3,712,000	\$178,000	\$561,000
Treasure Coast Region (FL)	\$26,438,393	349	\$5,743,000	\$363,000	\$932,000
Greater Des Moines Region (IA)	\$113,115,609	1,623	\$29,251,000	\$2,842,000	\$3,443,000
Southeast Tennessee Development District	\$116,017,033	1,917	\$39,439,000	\$3,192,000	\$5,266,000
Greater Knoxville Region (TN)	\$97,766,533	1,750	\$29,868,000	\$4,249,000	\$4,216,000
Greater Columbia Area (SC)	\$42,190,412	840	\$15,606,000	\$1,156,000	\$1,648,000
Pikes Peak Region (CO)	\$102,068,841	1,966	\$32,540,000	\$4,410,000	\$2,169,000
Lehigh Valley Region (PA)	\$103,220,986	2,021	\$33,190,000	\$2,331,000	\$4,606,000
Greater Sarasota/Bradenton Area (FL)	\$126,476,824	1,639	\$36,712,000	\$3,824,000	\$5,852,000
Dayton Region (OH)	\$118,527,088	2,123	\$35,053,000	\$2,648,000	\$4,086,000
Richmond & Tri-Cities Region (VA)	\$148,391,431	2,732	\$59,907,000	\$3,126,000	\$5,409,000
Memphis Area Association of Governments (TN)	\$79,242,425	1,308	\$26,781,000	\$2,635,000	\$3,749,000
Eastern Region (NC)	\$56,999,129	1,054	\$21,081,000	\$1,872,000	\$2,242,000
Advantage West Region (NC)	\$164,631,483	3,010	\$55,761,000	\$6,435,000	\$6,816,000
Southeast Commission (NC)	\$77,078,611	1,503	\$27,411,000	\$2,362,000	\$2,561,000
Greater Fairfax Area (VA)	\$118,271,041	1,106	\$16,035,000	\$2,038,000	\$2,810,000
Greater Tulsa Region (OK)	\$137,689,013	1,873	\$34,820,000	\$2,850,000	\$3,704,000

**Table 18:**  
**Direct Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Regional Study Regions All Populations Sample Size = 81	Direct Audience Expenditures	DIRECT Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
East Tennessee Development District	\$148,670,020	2,505	\$42,897,000	\$6,160,000	\$6,159,000
West Valley Region (AZ)	\$9,795,104	163	\$3,296,000	\$216,000	\$371,000
Greater St. Louis Area (MO)	\$227,188,613	4,223	\$65,969,000	\$8,320,000	\$7,134,000
Western New York	\$196,125,443	3,397	\$59,255,000	\$10,165,000	\$5,278,000
Greater Oklahoma City Region (OK)	\$382,263,042	7,611	\$143,792,000	\$13,408,000	\$13,949,000
Piedmont Triad Partnership (NC)	\$185,161,256	3,679	\$56,199,000	\$5,383,000	\$6,095,000
Greater Portland Area (OR)	\$115,982,321	2,285	\$44,167,000	\$2,096,000	\$2,351,000
Greater Kansas City Metropolitan Area (MO/KS)	\$96,561,206	1,565	\$29,615,000	\$1,945,000	\$2,845,000
Greater Nashville Regional Council (TN)	\$287,705,334	4,324	\$80,220,000	\$9,443,000	\$12,271,000
Research Triangle Regional Partnership (NC)	\$475,338,356	7,931	\$128,413,000	\$14,985,000	\$13,526,000
Greater Tampa/St. Petersburg Area (FL)	\$398,769,706	5,649	\$107,706,000	\$9,380,000	\$14,281,000
Charlotte Regional Partnership (NC)	\$166,522,445	2,680	\$43,552,000	\$4,949,000	\$4,776,000
Greater Charlotte Region (NC/SC)	\$180,278,450	2,844	\$47,178,000	\$5,177,000	\$5,165,000
Seven-County Metro Area (MN) <sup>2</sup>	\$442,493,585	6,059	\$138,058,000	\$8,850,000	\$23,452,000
Central Florida Region	\$197,626,598	3,570	\$56,728,000	\$5,217,000	\$7,470,000
Greater Philadelphia Region (PA)	\$892,141,419	12,578	\$203,991,000	\$34,621,000	\$28,361,000
Greater Washington Region (DC/MD/VA)	\$1,577,823,038	8,158	\$150,250,000	\$36,477,000	\$7,383,000
Metro Atlanta Area (GA)	\$285,041,141	4,895	\$83,134,000	\$11,049,000	\$8,817,000
Greater Atlanta Region (GA)	\$288,193,599	4,954	\$84,322,000	\$11,164,000	\$8,903,000
Greater Houston Region (TX)	\$537,967,268	6,582	\$158,775,000	\$14,170,000	\$24,252,000
Dallas-Fort Worth-Arlington MSA (TX)	\$473,856,433	7,076	\$147,494,000	\$14,054,000	\$18,054,000
<b>Regional Average</b>	<b>\$125,179,372</b>	<b>1,775</b>	<b>\$32,558,543</b>	<b>\$3,646,272</b>	<b>\$3,849,901</b>
Regional Median	\$50,031,630	664	\$14,859,000	\$1,161,000	\$1,570,000



**Table 18:**  
**Direct Economic Impact of the Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Statewide Study Regions All Populations Sample Size = 20	Direct Audience Expenditures	DIRECT Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
State of Vermont	\$44,027,403	546	\$9,792,000	\$532,000	\$1,406,000
State of North Dakota	\$53,659,524	889	\$16,281,000	\$969,000	\$1,856,000
State of Delaware	\$46,279,508	858	\$21,836,000	\$428,000	\$1,681,000
State of Maine	\$57,967,891	754	\$11,751,000	\$977,000	\$1,509,000
State of Hawai'i	\$79,722,005	1,024	\$30,657,000	\$1,075,000	\$4,510,000
State of Nevada	\$244,426,892	2,022	\$55,902,000	\$4,563,000	\$6,744,000
State of Connecticut	\$281,938,021	2,173	\$42,332,000	\$3,785,000	\$6,220,000
State of Oklahoma	\$541,580,846	9,592	\$181,465,000	\$16,449,000	\$17,823,000
State of Oregon	\$322,956,808	5,260	\$96,542,000	\$7,583,000	\$4,893,000
State of Minnesota <sup>2</sup>	\$500,759,829	6,964	\$157,418,000	\$9,557,000	\$26,974,000
State of Wisconsin	\$279,941,276	3,446	\$58,070,000	\$3,905,000	\$6,500,000
State of Maryland	\$450,172,892	5,069	\$85,483,000	\$8,446,000	\$10,088,000
State of Missouri	\$436,105,742	6,658	\$114,378,000	\$11,733,000	\$11,195,000
State of Tennessee	\$698,300,695	11,037	\$207,362,000	\$23,763,000	\$30,207,000
State of Massachusetts	\$879,596,273	9,996	\$188,755,000	\$12,176,000	\$20,471,000
State of New Jersey	\$223,674,136	1,513	\$34,640,000	\$2,788,000	\$4,460,000
State of North Carolina	\$1,179,042,966	20,700	\$347,276,000	\$37,553,000	\$37,586,000
State of Pennsylvania	\$1,634,835,604	24,556	\$372,698,000	\$50,844,000	\$57,904,000
State of Illinois	\$2,253,017,062	25,292	\$473,730,000	\$77,334,000	\$60,374,000
State of Florida	\$2,390,536,073	34,265	\$656,818,000	\$54,987,000	\$87,319,000
<b>Statewide Average</b>	<b>\$629,927,072</b>	<b>8,631</b>	<b>\$158,159,300</b>	<b>\$16,472,350</b>	<b>\$19,986,000</b>
Statewide Median	\$379,531,275	5,165	\$91,012,500	\$8,014,500	\$8,416,000

**Table 18:  
Direct Economic Impact of the Audience Expenditures Induced by Attendance to  
Nonprofit Arts and Cultural Events Per Study Region During Fiscal Year 2015**

Individual Arts Districts All Populations Sample Size = 12	Direct Audience Expenditures	DIRECT Economic Impact of AUDIENCE Spending			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
James River Arts & Cultural District	\$3,759,455	73	\$1,589,000	\$121,000	\$119,000
Center City Charlotte	\$92,406,680	1,461	\$22,046,000	\$2,936,000	\$2,454,000
Loch Haven Cultural Park	\$30,590,137	607	\$8,943,000	\$838,000	\$1,068,000
Downtown Colorado Springs Creative District	\$16,271,894	313	\$5,188,000	\$703,000	\$346,000
Fort Worth Cultural District	\$114,739,000	1,799	\$36,503,000	\$3,193,000	\$4,663,000
Dallas Arts District	\$113,567,787	1,626	\$34,734,000	\$3,574,000	\$4,118,000
Grand Center Arts & Entertainment District	\$29,240,126	543	\$8,491,000	\$1,071,000	\$918,000
Balboa Park Cultural District	\$289,710,435	4,063	\$95,279,000	\$8,065,000	\$12,329,000
East End Cultural District	\$5,028,736	61	\$1,480,000	\$132,000	\$227,000
Houston Museum District Association	\$324,523,136	3,944	\$95,517,000	\$8,496,000	\$14,639,000
Midtown Cultural District	\$4,719,940	57	\$1,389,000	\$124,000	\$213,000
Washington Avenue Cultural District	\$2,196,630	27	\$647,000	\$57,000	\$99,000
<b>Arts District Average</b>	<b>\$85,562,830</b>	<b>1,215</b>	<b>\$25,983,833</b>	<b>\$2,442,500</b>	<b>\$3,432,750</b>
Arts District Median	\$29,915,132	575	\$8,717,000	\$954,500	\$993,000

**Explanation of the Outliers and Exclusions:**

- <sup>1</sup> The organizational expenditure and attendance findings for these city study regions were determined by researchers to be outliers when compared to the findings for cohort regions in the same population category. For this reason, the organizational expenditure and attendance findings for these study regions are excluded from the national extrapolations.
- <sup>2</sup> The expenditure and attendance data collected from eligible organizations in these study regions were collected for fiscal year 2013 (rather than 2015), and audience-intercepts surveys collected from attendees to cultural events in these study regions were collected during calendar year 2014 (rather than 2016). Where applicable, these study regions are excluded from the national extrapolations.
- <sup>3</sup> Both the organizational expenditure and attendance findings and the audience expenditure findings for these city study regions were determined by researchers to be outliers when compared to the findings for cohort regions in the same population category. For this reason, these study regions are excluded from the national extrapolations.
- <sup>4</sup> These county study regions are excluded from the national extrapolations. The national extrapolations are based on city study regions only.
- <sup>5</sup> The expenditure and attendance data collected from eligible organizations in this study region were collected for fiscal year 2014 (rather than 2015), and audience-intercepts surveys collected from attendees to cultural events in this study region were collected during calendar year 2015 (rather than 2016).
- <sup>6</sup> The economic impact findings for the District of Columbia exclude state government revenues due to Washington, DC's unique status as a study region with no state government.

## **Explanation of Table 19: Economic Impact per \$100,000 of Direct Spending by Nonprofit Arts and Cultural Event Attendees Per Study Region During 2015**

This table summarizes the total and direct economic impacts of expenditures made by nonprofit arts and cultural event attendees in the form of ratios. Summary statistics are calculated for each population group.

Using this chart, a determination can be made of the economic impact per \$100,000 of direct spending by nonprofit arts and cultural event attendees. These ratios are derived by dividing the total and direct economic impact of expenditures by nonprofit arts and cultural event attendees (found on Tables 16 and 17) by the total expenditures made by nonprofit arts and cultural event attendees and then multiplying by 100,000. See *Background and Scope of Study* and *Frequently Used Terms* in this *Arts & Economic Prosperity 5* National Statistical Report for more information about direct and total economic impact.

### **Column Two:**

The economic impact ratio for the total number of full-time equivalent (FTE) jobs supported per \$100,000 of direct spending by nonprofit arts and culture audiences in each participating study region.

### **Column Three:**

The economic impact ratio for the total amount of household income paid to study region residents per \$100,000 of direct spending by nonprofit arts and culture audiences in each participating study region.

### **Column Four:**

The economic impact ratio for the total amount of revenue generated to local government (e.g., licenses, fees, taxes) per \$100,000 of direct spending by nonprofit arts and culture audiences in each participating study region. Local government includes the city and county governments located within each participating study region.

### **Column Five:**

The economic impact ratio for the total amount of revenue generated to state government (e.g., licenses, fees, taxes) per \$100,000 of direct spending by nonprofit arts and culture audiences in each participating study region.

### **Column Six:**

The direct economic impact ratio for the total number of full-time equivalent (FTE) jobs supported per \$100,000 in direct spending.

### **Column Seven:**

The direct economic impact ratio for the total amount of household income paid to the study region's residents per \$100,000 in direct spending.

### **Column Eight:**

The direct economic impact ratio for the total amount of local government revenue generated per \$100,000 in direct spending.

### **Column Nine:**

The direct economic impact ratio for the total amount of state government revenue generated per \$100,000 in direct spending.

**Table 19:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Cultural Event Attendees Per Study Region During 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	TOTAL Impacts per \$100,000 of Spending by AUDIENCES				DIRECT Impacts per \$100,000 of Spending by AUDIENCES			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
Town of Crested Butte (CO)	2.64	\$48,911	\$6,037	\$2,675	1.74	\$29,656	\$4,154	\$1,725
City of Pine City (MN)	1.42	\$33,303	\$1,425	\$8,014	1.07	\$26,179	\$712	\$5,521
City of Alva (OK)	2.11	\$40,894	\$5,616	\$4,212	1.40	\$24,747	\$3,686	\$2,808
Cook County (MN)	2.12	\$53,275	\$2,516	\$8,781	1.73	\$34,086	\$1,480	\$7,103
Town of Hillsborough (NC)	2.99	\$59,792	\$6,077	\$6,127	1.88	\$33,248	\$3,415	\$3,516
City of Virginia (MN)	1.55	\$52,770	\$3,104	\$9,312	1.55	\$34,146	\$1,552	\$7,760
Town of Jackson (WY)	2.10	\$35,856	\$4,455	\$6,436	1.40	\$22,022	\$2,647	\$3,342
City of Guthrie (OK)	1.63	\$28,866	\$4,118	\$4,375	1.12	\$18,829	\$2,573	\$2,788
City of Grand Rapids (MN)	2.09	\$53,293	\$2,493	\$8,771	1.47	\$34,104	\$1,514	\$7,079
Town of Medfield (MA)	1.83	\$37,366	\$3,920	\$6,533	1.05	\$18,291	\$784	\$3,920
City of Fergus Falls (MN)	1.90	\$48,489	\$1,611	\$8,057	1.46	\$34,425	\$879	\$5,567
Grundy County (TN)	1.42	\$25,214	\$4,475	\$6,113	0.98	\$17,246	\$2,947	\$4,148
City of Falls Church (VA)	2.40	\$25,482	\$4,088	\$6,590	1.67	\$18,845	\$1,492	\$3,689
City of Jamestown (ND)	2.55	\$51,929	\$6,045	\$5,580	1.53	\$28,867	\$3,824	\$3,204
City of Waterville (ME)	2.60	\$50,612	\$2,550	\$4,774	1.57	\$25,930	\$1,465	\$2,712
City of Red Wing (MN)	1.98	\$45,415	\$1,785	\$8,329	1.59	\$31,532	\$992	\$5,751
City of Durango (CO)	2.98	\$62,373	\$7,566	\$3,176	1.85	\$34,220	\$4,717	\$1,931
City of Hannibal (MO)	2.36	\$42,952	\$8,098	\$4,117	1.49	\$24,374	\$5,660	\$2,654
City of Tullahoma (TN)	2.18	\$45,864	\$3,276	\$5,678	1.31	\$27,082	\$1,747	\$3,494
City of Northfield (MN)	1.94	\$45,509	\$1,715	\$8,347	1.49	\$31,216	\$1,258	\$5,260
Town of Carrboro (NC)	3.00	\$59,790	\$6,092	\$6,117	1.89	\$33,260	\$3,414	\$3,513
Macon County (TN)	1.50	\$25,532	\$3,004	\$6,008	1.50	\$16,521	\$1,502	\$4,506
City of Laguna Beach (CA)	2.40	\$47,543	\$4,453	\$5,003	1.33	\$21,493	\$2,371	\$2,985
Hickman County (TN)	1.91	\$41,557	\$2,707	\$5,254	1.27	\$27,545	\$1,751	\$3,344
City of Fairfax (VA)	1.42	\$29,164	\$4,845	\$6,080	0.95	\$16,625	\$2,090	\$3,800
City of Ponca City (OK)	1.77	\$37,794	\$4,124	\$3,444	1.13	\$22,930	\$2,538	\$2,130
City of Paducah (KY)	2.68	\$52,996	\$4,025	\$5,750	1.62	\$28,090	\$2,598	\$3,610
Mille Lacs County (MN)	1.48	\$33,283	\$1,479	\$8,136	1.11	\$26,257	\$740	\$5,547
McNairy County (TN)	1.38	\$25,611	\$4,499	\$4,499	1.04	\$16,266	\$2,769	\$3,115
City of Winona (MN)	1.99	\$45,504	\$1,713	\$8,429	1.44	\$31,524	\$891	\$5,688

**Table 19:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Cultural Event Attendees Per Study Region During 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	TOTAL Impacts per \$100,000 of Spending by AUDIENCES				DIRECT Impacts per \$100,000 of Spending by AUDIENCES			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
Door County (WI)	2.22	\$40,808	\$6,073	\$5,612	1.43	\$24,546	\$3,761	\$3,541
City of Benicia (CA)	1.70	\$35,622	\$2,897	\$6,136	1.08	\$19,487	\$1,250	\$3,920
City of Winter Park (FL)	3.55	\$57,211	\$4,523	\$5,448	1.93	\$25,008	\$2,397	\$3,030
City of Rochester (NH)	2.38	\$52,871	\$3,581	\$4,973	1.48	\$28,562	\$1,000	\$1,506
City of Morgantown (WV)	2.38	\$46,854	\$2,157	\$6,820	1.47	\$25,484	\$1,047	\$4,152
Henry County (TN)	2.22	\$44,857	\$4,615	\$7,199	1.48	\$25,474	\$2,769	\$4,615
City of Fairbanks (AK)	2.08	\$47,140	\$4,567	\$4,772	1.29	\$26,166	\$3,005	\$1,637
City of Bangor (ME)	2.60	\$54,641	\$5,352	\$5,063	1.51	\$27,123	\$2,524	\$2,934
Weakley County (TN)	2.64	\$47,504	\$4,938	\$7,406	1.70	\$28,434	\$2,980	\$4,597
Dare County (NC)	2.26	\$43,759	\$4,274	\$4,132	1.45	\$25,967	\$2,917	\$2,758
City of Columbia (TN)	2.48	\$45,315	\$4,480	\$6,837	1.56	\$25,793	\$2,672	\$4,275
City of Lake Worth (FL)	2.19	\$41,742	\$4,131	\$4,868	1.32	\$21,612	\$2,260	\$2,759
Clatsop County (OR)	2.45	\$46,056	\$5,659	\$4,700	1.55	\$26,553	\$3,410	\$1,825
Yadkin County (NC)	1.42	\$32,546	\$5,660	\$5,660	1.42	\$21,225	\$4,245	\$4,245
Greater Belfast Area (ME)	1.54	\$29,096	\$3,649	\$4,137	1.01	\$17,797	\$1,854	\$2,595
Campbell County (TN)	1.37	\$27,233	\$3,204	\$5,950	0.92	\$16,935	\$1,831	\$3,890
Monroe County (TN)	2.01	\$43,436	\$4,098	\$6,653	1.29	\$26,281	\$2,472	\$4,198
Lincoln County (OR)	2.58	\$47,143	\$5,562	\$5,505	1.65	\$27,377	\$3,432	\$2,175
Iron County (UT)	2.73	\$43,681	\$5,108	\$5,118	1.69	\$24,338	\$3,312	\$3,174
City of St. Louis Park (MN)	1.84	\$53,882	\$3,030	\$8,431	1.32	\$31,222	\$1,976	\$5,270
City of Logan (UT)	2.41	\$46,899	\$6,893	\$4,697	1.53	\$26,910	\$4,435	\$2,945
Gibson County (TN)	1.48	\$38,682	\$2,613	\$4,862	0.91	\$22,875	\$1,447	\$2,852
<b>Group A Average</b>	<b>2.13</b>	<b>\$43,345</b>	<b>\$4,134</b>	<b>\$5,956</b>	<b>1.42</b>	<b>\$25,668</b>	<b>\$2,407</b>	<b>\$3,752</b>
Group A Standard Deviation	0.50	\$9,706	\$1,589	\$1,575	0.26	\$5,256	\$1,152	\$1,411
Group A Confidence Interval (95 percent)	0.13	\$2,589	\$424	\$420	0.07	\$1,402	\$307	\$376
Group A Median	2.11	\$45,365	\$4,127	\$5,714	1.47	\$26,066	\$2,435	\$3,514

**Table 19:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Cultural Event Attendees Per Study Region During 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	TOTAL Impacts per \$100,000 of Spending by AUDIENCES				DIRECT Impacts per \$100,000 of Spending by AUDIENCES			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
City of Joplin (MO)	2.89	\$57,380	\$5,339	\$4,187	1.71	\$29,533	\$3,063	\$2,529
City of La Crosse (WI)	3.55	\$69,572	\$4,533	\$6,170	2.05	\$33,844	\$2,100	\$3,621
McMinn County (TN)	2.04	\$39,567	\$3,548	\$5,926	1.34	\$24,483	\$2,155	\$3,771
Lafayette County (MS)	2.57	\$48,959	\$2,519	\$7,388	1.62	\$27,622	\$1,067	\$4,378
Chisago County (MN)	1.41	\$33,268	\$1,454	\$8,090	1.14	\$26,178	\$818	\$5,590
City of Grand Forks (ND)	2.66	\$54,542	\$3,450	\$5,350	1.61	\$28,775	\$1,836	\$3,134
City of Corvallis (OR)	2.00	\$35,795	\$2,281	\$5,148	1.31	\$21,363	\$934	\$1,929
City of Noblesville (IN)	1.94	\$40,372	\$2,762	\$5,230	1.18	\$21,508	\$1,410	\$3,173
City of Ocala (FL)	2.14	\$45,465	\$3,919	\$6,347	1.28	\$23,592	\$1,752	\$3,607
Lenoir County (NC)	2.68	\$65,170	\$7,232	\$5,408	1.58	\$35,265	\$4,003	\$3,355
Town of Chapel Hill (NC)	2.99	\$59,780	\$6,081	\$6,127	1.88	\$33,250	\$3,404	\$3,509
City of Grand Junction (CO)	2.89	\$59,755	\$7,444	\$2,988	1.70	\$29,961	\$4,340	\$1,736
Town of Jupiter (FL)	2.19	\$41,740	\$4,129	\$4,873	1.33	\$21,604	\$2,250	\$2,759
Hamblen County (TN)	2.86	\$56,307	\$4,527	\$6,909	1.75	\$32,005	\$2,700	\$4,289
City of Delray Beach (FL)	2.19	\$41,739	\$4,132	\$4,864	1.33	\$21,611	\$2,254	\$2,758
City of St. Cloud (MN)	2.19	\$55,212	\$2,257	\$8,351	1.95	\$36,394	\$1,100	\$4,006
City of Portland (ME)	3.19	\$54,936	\$5,843	\$6,297	1.74	\$23,753	\$1,964	\$3,376
City of Jackson (TN)	2.73	\$56,178	\$4,044	\$6,139	1.61	\$29,088	\$2,387	\$3,752
City of Walnut Creek (CA)	1.57	\$32,180	\$2,692	\$4,880	1.01	\$17,536	\$1,087	\$2,956
Greene County (TN)	1.83	\$32,300	\$3,524	\$5,800	1.20	\$19,407	\$2,141	\$3,703
City of Flagstaff (AZ)	2.77	\$61,807	\$7,532	\$6,428	1.67	\$33,145	\$4,765	\$4,055
City of Missoula (MT)	3.31	\$66,834	\$5,217	\$3,246	1.91	\$32,072	\$2,164	\$806
City of Fort Myers (FL)	2.56	\$56,022	\$5,614	\$8,092	1.53	\$28,784	\$2,206	\$4,457
Putnam County (TN)	3.28	\$59,924	\$4,378	\$7,114	1.92	\$31,741	\$2,463	\$4,378
Monroe County (FL)	2.49	\$45,408	\$4,257	\$6,206	1.63	\$27,005	\$2,623	\$3,777
City of Lynchburg (VA)	2.64	\$56,561	\$5,086	\$4,349	1.95	\$42,278	\$3,232	\$3,185
City of Duluth (MN)	2.10	\$53,287	\$2,494	\$8,792	1.60	\$34,102	\$1,500	\$7,099
City of Fishers (IN)	1.95	\$40,362	\$2,779	\$5,225	1.21	\$21,487	\$1,429	\$3,147
City of Carmel (IN)	1.94	\$40,363	\$2,776	\$5,222	1.21	\$21,491	\$1,424	\$3,150
City of Sugar Land (TX)	1.53	\$31,873	\$4,008	\$5,153	0.95	\$17,940	\$1,909	\$3,054

**Table 19:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Cultural Event Attendees Per Study Region During 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	TOTAL Impacts per \$100,000 of Spending by AUDIENCES				DIRECT Impacts per \$100,000 of Spending by AUDIENCES			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
City of Asheville (NC)	3.14	\$62,332	\$6,223	\$6,105	1.78	\$30,239	\$3,735	\$3,600
Buchanan County (MO)	3.22	\$69,546	\$4,427	\$4,755	1.88	\$34,705	\$2,314	\$2,851
City of Boca Raton (FL)	2.19	\$41,744	\$4,133	\$4,865	1.33	\$21,614	\$2,261	\$2,758
City of Miami Beach (FL)	2.72	\$76,493	\$6,696	\$9,669	1.47	\$33,689	\$3,104	\$5,074
Moore County (NC)	2.02	\$38,220	\$3,412	\$3,991	1.33	\$22,632	\$1,956	\$2,473
Sevier County (TN)	2.28	\$41,212	\$5,565	\$5,462	1.49	\$25,043	\$3,962	\$3,699
Cape May County (NJ)	1.98	\$38,519	\$6,591	\$5,719	1.28	\$22,868	\$3,848	\$3,615
Cleveland County (NC)	2.08	\$41,248	\$4,454	\$4,692	1.28	\$22,658	\$2,584	\$2,851
<b>Group B Average</b>	<b>2.44</b>	<b>\$50,052</b>	<b>\$4,404</b>	<b>\$5,830</b>	<b>1.52</b>	<b>\$27,375</b>	<b>\$2,375</b>	<b>\$3,473</b>
Group B Standard Deviation	0.54	\$12,032	\$1,561	\$1,456	0.29	\$5,928	\$991	\$1,068
Group B Confidence Interval (95 percent)	0.17	\$3,729	\$484	\$451	0.09	\$1,837	\$307	\$331
Group B Median	2.38	\$51,123	\$4,195	\$5,591	1.56	\$27,314	\$2,228	\$3,442

**Table 19:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Cultural Event Attendees Per Study Region During 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	TOTAL Impacts per \$100,000 of Spending by AUDIENCES				DIRECT Impacts per \$100,000 of Spending by AUDIENCES			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
City of Las Cruces (NM)	2.34	\$48,713	\$4,350	\$6,398	1.46	\$27,310	\$2,548	\$3,539
Eau Claire County (WI)	3.48	\$83,300	\$5,292	\$6,275	1.98	\$39,960	\$2,155	\$3,706
Yamhill County (OR)	1.78	\$34,440	\$2,761	\$4,464	1.15	\$20,460	\$1,345	\$1,909
City of Lewisville (TX)	1.97	\$42,327	\$2,953	\$5,578	1.31	\$23,296	\$984	\$3,281
City of West Palm Beach (FL)	2.19	\$41,743	\$4,132	\$4,867	1.33	\$21,612	\$2,257	\$2,759
City of Boulder (CO)	2.52	\$53,595	\$3,302	\$3,801	1.52	\$27,387	\$1,963	\$2,217
City of Richardson (TX)	2.27	\$55,570	\$3,715	\$5,253	1.23	\$25,129	\$1,680	\$3,005
City of High Point (NC)	3.51	\$83,748	\$5,798	\$5,516	1.88	\$36,859	\$3,072	\$3,103
City of Cambridge (MA)	1.68	\$34,955	\$3,218	\$3,747	1.01	\$17,517	\$1,662	\$2,354
City of Lowell (MA)	1.55	\$33,836	\$2,496	\$3,938	0.92	\$16,751	\$1,137	\$2,496
Douglas County (KS)	2.75	\$52,829	\$3,916	\$5,971	1.70	\$29,005	\$1,624	\$3,684
City of Columbia (MO)	3.16	\$63,218	\$5,700	\$4,495	1.82	\$30,224	\$3,129	\$2,589
City of Norman (OK)	2.42	\$46,937	\$3,131	\$5,201	1.50	\$25,709	\$1,457	\$2,900
Wayne County (NC)	3.01	\$65,874	\$5,152	\$5,612	1.78	\$34,992	\$2,668	\$3,312
City of Lafayette (LA)	3.08	\$68,103	\$4,604	\$4,510	1.77	\$34,085	\$2,288	\$2,429
Washington County (TN)	2.66	\$55,492	\$8,520	\$7,001	1.56	\$28,081	\$5,764	\$4,329
City of Thousand Oaks (CA)	2.05	\$42,850	\$2,498	\$5,329	1.24	\$22,174	\$952	\$3,212
City of Charleston (SC)	3.10	\$64,491	\$6,298	\$5,596	1.75	\$30,434	\$3,713	\$3,360
City of Waco (TX)	2.88	\$63,107	\$7,257	\$6,514	1.63	\$30,871	\$4,028	\$3,787
Robeson County (NC)	2.31	\$46,841	\$4,626	\$5,012	1.45	\$26,698	\$2,795	\$3,084
Columbia County (GA)	2.24	\$31,372	\$4,482	\$2,241	2.24	\$20,168	\$2,241	\$2,241
Orange County (NC)	2.99	\$59,781	\$6,082	\$6,125	1.88	\$33,251	\$3,406	\$3,510
City of Savannah (GA)	2.85	\$59,229	\$7,894	\$4,184	1.63	\$28,934	\$4,742	\$2,478
Indian River County (FL)	2.03	\$36,058	\$3,738	\$6,380	1.32	\$20,993	\$1,841	\$3,704
City of Alexandria (VA)	1.94	\$38,953	\$3,608	\$3,195	1.19	\$21,357	\$1,956	\$1,997
Martin County (FL)	2.03	\$38,205	\$2,809	\$6,077	1.30	\$21,962	\$1,187	\$3,523
Macon-Bibb County (GA)	2.83	\$63,003	\$4,741	\$3,670	1.58	\$28,083	\$2,581	\$2,137
City of Springfield (MA)	2.59	\$55,908	\$4,021	\$5,412	1.45	\$26,470	\$1,751	\$3,265
Catawba County (NC)	2.73	\$57,478	\$4,279	\$4,993	1.56	\$28,447	\$2,402	\$3,079
Town of Cary (NC)	3.07	\$73,780	\$6,669	\$5,884	1.68	\$33,713	\$3,547	\$3,205



**Table 19:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Cultural Event Attendees Per Study Region During 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	TOTAL Impacts per \$100,000 of Spending by AUDIENCES				DIRECT Impacts per \$100,000 of Spending by AUDIENCES			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
Alamance County (NC)	2.69	\$50,837	\$3,808	\$5,225	1.66	\$27,768	\$2,066	\$3,160
Cumberland County (NJ)	1.90	\$42,896	\$5,697	\$6,225	1.14	\$23,359	\$3,182	\$3,988
City of Eugene (OR)	3.06	\$65,952	\$4,257	\$3,996	1.82	\$32,703	\$1,498	\$966
Middlesex County (CT)	1.77	\$32,040	\$3,769	\$4,417	1.12	\$17,342	\$2,159	\$2,725
City of Springfield (MO)	3.25	\$72,950	\$5,396	\$4,284	1.71	\$31,632	\$2,920	\$2,481
City of Sioux Falls (SD)	3.21	\$65,692	\$3,270	\$5,047	1.83	\$30,766	\$1,503	\$2,757
Pitt County (NC)	3.06	\$65,677	\$5,736	\$5,404	1.81	\$34,194	\$3,283	\$3,172
City of Providence (RI)	2.53	\$43,952	\$5,224	\$5,294	1.40	\$20,549	\$1,338	\$2,954
City of Worcester (MA)	2.06	\$43,705	\$2,169	\$4,720	1.20	\$21,534	\$639	\$2,912
Montgomery County (TN)	2.16	\$45,313	\$5,193	\$7,838	1.37	\$26,502	\$3,086	\$4,752
Salt Lake City (UT)	2.74	\$62,691	\$4,515	\$4,697	1.46	\$26,848	\$2,331	\$2,557
Cabarrus County (NC)	3.14	\$56,762	\$4,618	\$5,024	1.95	\$30,124	\$2,459	\$2,993
Richmond County (GA)	2.89	\$60,979	\$5,932	\$3,967	1.65	\$29,737	\$3,310	\$2,332
City of Tacoma (WA)	2.33	\$48,618	\$4,570	\$5,653	1.38	\$24,350	\$2,396	\$2,917
Doña Ana County (NM)	2.34	\$48,709	\$4,353	\$6,394	1.46	\$27,309	\$2,546	\$3,541
New Hanover County (NC)	3.43	\$72,901	\$5,964	\$5,388	2.02	\$35,832	\$3,174	\$3,171
Arlington County (VA)	1.71	\$33,199	\$5,521	\$2,982	1.15	\$20,123	\$3,334	\$1,970
City of Irving (TX)	2.46	\$54,165	\$3,886	\$5,075	1.35	\$23,870	\$1,903	\$2,934
City of Reno (NV)	2.01	\$42,537	\$3,072	\$5,394	1.21	\$21,509	\$1,687	\$3,101
York County (SC)	2.01	\$48,851	\$3,257	\$4,769	1.19	\$26,359	\$1,657	\$2,828
<b>Group C Average</b>	<b>2.54</b>	<b>\$53,083</b>	<b>\$4,565</b>	<b>\$5,101</b>	<b>1.51</b>	<b>\$26,887</b>	<b>\$2,387</b>	<b>\$2,968</b>
Group C Standard Deviation	0.53	\$13,314	\$1,398	\$1,061	0.29	\$5,441	\$996	\$662
Group C Confidence Interval (95 percent)	0.14	\$3,619	\$380	\$288	0.08	\$1,479	\$271	\$180
Group C Median	2.53	\$53,212	\$4,418	\$5,213	1.48	\$27,079	\$2,272	\$2,999

**Table 19:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Cultural Event Attendees Per Study Region During 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	TOTAL Impacts per \$100,000 of Spending by AUDIENCES				DIRECT Impacts per \$100,000 of Spending by AUDIENCES			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
Buncombe County (NC)	3.14	\$62,334	\$6,220	\$6,105	1.78	\$30,242	\$3,732	\$3,598
Alachua County (FL)	2.92	\$56,916	\$4,176	\$5,765	1.71	\$29,424	\$1,426	\$3,139
Greater Green Bay Area (WI)	2.70	\$56,848	\$3,481	\$5,555	1.54	\$27,055	\$1,656	\$3,296
City of Orlando (FL)	3.65	\$66,885	\$5,170	\$6,277	1.98	\$29,236	\$2,740	\$3,491
City of Lincoln (NE)	3.27	\$63,851	\$6,183	\$5,777	1.90	\$30,702	\$3,143	\$3,325
Southeastern Connecticut Region (CT)	1.81	\$35,026	\$3,297	\$4,507	1.16	\$20,116	\$2,219	\$2,932
Erie County (PA)	3.39	\$64,810	\$3,871	\$5,785	1.96	\$30,953	\$1,624	\$3,370
San Luis Obispo County (CA)	2.66	\$52,140	\$4,234	\$7,256	1.62	\$27,713	\$2,181	\$4,533
City of Newark (NJ)	1.69	\$42,665	\$3,139	\$4,733	0.94	\$21,191	\$1,282	\$2,758
Leon County (FL)	2.63	\$56,536	\$4,564	\$6,651	1.51	\$27,955	\$2,225	\$3,662
Rutherford County (TN)	2.59	\$52,507	\$5,356	\$7,035	1.58	\$28,546	\$3,171	\$4,202
St. Lucie County (FL)	2.21	\$41,425	\$2,661	\$5,705	1.38	\$22,437	\$1,001	\$3,193
Greater Spartanburg Area (SC)	3.10	\$59,999	\$2,858	\$6,007	1.85	\$30,150	\$1,078	\$3,636
Durham County (NC)	2.99	\$68,384	\$7,703	\$4,946	1.79	\$34,104	\$4,381	\$2,961
City of St. Paul (MN)	1.89	\$53,887	\$3,093	\$8,452	1.17	\$31,200	\$2,000	\$5,300
Hamilton County (IN)	1.95	\$40,365	\$2,780	\$5,223	1.21	\$21,490	\$1,424	\$3,146
Osceola County (FL)	2.77	\$55,554	\$2,772	\$7,334	1.79	\$31,530	\$1,270	\$4,447
Escambia County (FL)	2.98	\$60,374	\$4,975	\$6,994	1.74	\$29,789	\$2,392	\$3,872
Lexington-Fayette Urban County (KY)	3.53	\$80,289	\$3,047	\$8,076	1.99	\$37,436	\$1,101	\$4,504
Lake County (FL)	1.96	\$37,061	\$3,954	\$6,686	1.22	\$20,196	\$1,983	\$3,867
City of Riverside (CA)	2.85	\$61,255	\$4,096	\$7,452	1.73	\$31,733	\$1,889	\$4,651
Cumberland County (NC)	2.97	\$63,147	\$5,745	\$6,114	1.84	\$34,800	\$2,934	\$3,432
Collier County (FL)	2.04	\$36,947	\$2,807	\$5,960	1.33	\$21,562	\$1,315	\$3,467
Hamilton County (TN)	3.02	\$74,740	\$4,863	\$8,111	1.67	\$34,537	\$2,757	\$4,560
Manatee County (FL)	2.09	\$40,325	\$4,399	\$6,557	1.30	\$22,348	\$2,313	\$3,789
City of Tampa (FL)	2.79	\$67,029	\$5,026	\$6,785	1.47	\$28,861	\$2,511	\$3,607
Forsyth County (NC)	3.34	\$75,190	\$5,138	\$6,806	1.87	\$34,357	\$2,615	\$3,802
Mercer County (NJ)	1.71	\$38,030	\$3,997	\$4,457	1.01	\$18,815	\$1,956	\$2,715
City of Wichita (KS)	3.13	\$66,503	\$6,307	\$5,176	1.80	\$31,818	\$2,827	\$3,022
Clackamas County (OR)	1.80	\$40,714	\$2,628	\$6,433	1.06	\$20,928	\$1,076	\$2,251

**Table 19:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Cultural Event Attendees Per Study Region During 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	TOTAL Impacts per \$100,000 of Spending by AUDIENCES				DIRECT Impacts per \$100,000 of Spending by AUDIENCES			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
Sarasota County (FL)	2.06	\$57,439	\$6,061	\$8,873	1.29	\$31,383	\$3,274	\$4,922
City of Minneapolis (MN)	1.89	\$53,887	\$3,093	\$8,452	1.17	\$31,200	\$2,000	\$5,300
Berks County (PA)	2.35	\$47,580	\$3,968	\$5,516	1.39	\$23,735	\$2,113	\$3,194
City of Miami (FL)	2.72	\$73,250	\$5,993	\$9,004	1.48	\$32,262	\$2,778	\$4,725
City of Raleigh (NC)	2.98	\$54,999	\$5,579	\$5,051	1.63	\$25,132	\$2,970	\$2,749
Santa Barbara County (CA)	2.80	\$48,492	\$5,130	\$6,469	1.72	\$25,654	\$2,700	\$3,953
Seminole County (FL)	2.31	\$53,899	\$5,610	\$7,368	1.42	\$27,762	\$2,059	\$3,985
City of Virginia Beach (VA)	2.83	\$54,687	\$4,442	\$3,953	1.73	\$28,640	\$2,286	\$2,353
City of Atlanta (GA)	3.13	\$60,459	\$6,916	\$5,529	1.68	\$27,354	\$3,920	\$3,177
City of Mesa (AZ)	2.91	\$65,193	\$4,897	\$6,117	1.62	\$29,335	\$2,621	\$3,403
City of Kansas City (MO)	2.98	\$71,130	\$4,446	\$5,074	1.62	\$31,067	\$2,071	\$2,862
Morris County (NJ)	1.39	\$32,054	\$3,157	\$6,969	0.83	\$16,121	\$1,061	\$4,367
<b>Group D Average</b>	<b>2.62</b>	<b>\$55,829</b>	<b>\$4,472</b>	<b>\$6,359</b>	<b>1.54</b>	<b>\$27,878</b>	<b>\$2,240</b>	<b>\$3,655</b>
Group D Standard Deviation	0.57	\$12,180	\$1,294	\$1,224	0.30	\$4,978	\$816	\$751
Group D Confidence Interval (95 percent)	0.17	\$3,599	\$382	\$362	0.09	\$1,471	\$241	\$222
Group D Median	2.78	\$56,692	\$4,420	\$6,197	1.62	\$29,048	\$2,200	\$3,544

**Table 19:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Cultural Event Attendees Per Study Region During 2015**

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 25	TOTAL Impacts per \$100,000 of Spending by AUDIENCES				DIRECT Impacts per \$100,000 of Spending by AUDIENCES			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
Sonoma County (CA)	2.07	\$41,028	\$3,126	\$5,435	1.28	\$21,632	\$1,383	\$3,313
Volusia County (FL)	3.02	\$64,069	\$6,423	\$8,462	1.74	\$32,292	\$3,150	\$4,592
Guilford County (NC)	3.73	\$58,540	\$5,695	\$5,111	2.01	\$25,774	\$3,018	\$2,861
Dane County (WI)	3.23	\$56,091	\$4,309	\$5,708	1.83	\$25,248	\$1,478	\$3,138
Brevard County (FL)	2.31	\$41,852	\$2,996	\$6,562	1.45	\$22,766	\$1,198	\$3,851
Washington County (OR)	2.34	\$49,486	\$2,351	\$7,521	1.36	\$23,815	\$770	\$1,774
Johnson County (KS)	2.42	\$50,034	\$3,113	\$5,460	1.42	\$23,805	\$1,303	\$3,314
City of Louisville (KY)	3.16	\$67,970	\$2,317	\$6,702	1.71	\$29,083	\$1,051	\$3,556
City of Baltimore (MD)	2.48	\$47,508	\$5,090	\$4,368	1.43	\$22,788	\$2,250	\$2,592
Polk County (FL)	2.79	\$63,215	\$5,429	\$8,003	1.59	\$30,741	\$2,675	\$4,458
City of Boston (MA)	2.40	\$54,557	\$2,973	\$4,489	1.38	\$25,291	\$1,703	\$2,784
District of Columbia (DC) <sup>1</sup>	0.58	\$11,416	\$3,491	\$0	0.40	\$7,792	\$2,421	\$0
Nashville-Davidson County (TN)	2.75	\$62,070	\$5,486	\$7,340	1.48	\$27,354	\$3,252	\$4,196
City of El Paso (TX)	3.02	\$65,323	\$5,570	\$6,851	1.69	\$31,087	\$2,445	\$3,890
Lee County (FL)	2.56	\$56,022	\$5,615	\$8,093	1.53	\$28,785	\$2,208	\$4,458
City of Fort Worth (TX)	2.71	\$66,147	\$5,745	\$7,180	1.57	\$31,814	\$2,783	\$4,064
City of Indianapolis (IN)	3.65	\$69,603	\$4,811	\$7,857	1.95	\$29,690	\$2,232	\$4,516
City and County of San Francisco (CA)	2.48	\$52,062	\$4,939	\$6,153	1.48	\$25,766	\$3,001	\$3,827
Prince George's County (MD)	1.70	\$32,357	\$3,704	\$3,400	1.02	\$17,679	\$1,590	\$2,077
Pinellas County (FL)	2.36	\$51,968	\$4,356	\$6,617	1.32	\$23,617	\$2,061	\$3,535
Shelby County (TN)	3.00	\$73,743	\$5,928	\$8,615	1.65	\$33,793	\$3,325	\$4,731
Fairfield County (CT)	1.26	\$31,329	\$3,094	\$4,537	0.75	\$15,487	\$1,298	\$2,744
Westchester County (NY)	2.73	\$68,364	\$6,997	\$9,321	1.67	\$36,054	\$3,235	\$5,235
Fulton County (GA)	3.13	\$60,654	\$6,910	\$5,503	1.68	\$27,443	\$3,917	\$3,162
Wake County (NC)	2.98	\$55,688	\$5,614	\$5,079	1.63	\$25,447	\$2,988	\$2,764
<b>Group E Average</b>	<b>2.59</b>	<b>\$54,044</b>	<b>\$4,643</b>	<b>\$6,175</b>	<b>1.48</b>	<b>\$25,802</b>	<b>\$2,269</b>	<b>\$3,417</b>
Group E Standard Deviation	0.69	\$14,195	\$1,412	\$1,988	0.35	\$6,073	\$856	\$1,119
Group E Confidence Interval (95 percent)	0.27	\$5,564	\$553	\$779	0.14	\$2,381	\$336	\$439
Group E Median	2.71	\$56,022	\$4,939	\$6,562	1.53	\$25,766	\$2,250	\$3,535

SOURCE: Arts and Economic Prosperity 5, Americans for the Arts, 2017. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 19:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Cultural Event Attendees Per Study Region During 2015**

Population Cohort Group F Population 1,000,000 or More Sample Size = 21	TOTAL Impacts per \$100,000 of Spending by AUDIENCES				DIRECT Impacts per \$100,000 of Spending by AUDIENCES			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
Mecklenburg County (NC)	2.91	\$54,213	\$5,498	\$4,829	1.58	\$23,858	\$3,178	\$2,656
City of San José (CA)	1.67	\$29,231	\$2,865	\$3,751	1.02	\$15,611	\$1,546	\$2,358
Montgomery County (MD)	1.25	\$23,516	\$3,900	\$3,999	0.80	\$13,481	\$1,877	\$2,517
Fairfax County (VA)	1.23	\$21,814	\$3,525	\$3,369	0.79	\$12,500	\$1,764	\$2,106
Allegheny County (PA)	3.08	\$48,926	\$4,885	\$7,811	1.69	\$21,413	\$2,489	\$4,353
Greater Columbus Area (OH)	3.58	\$88,678	\$5,834	\$7,227	1.93	\$37,401	\$3,026	\$4,042
Orange County (FL)	3.63	\$63,671	\$4,955	\$5,929	1.97	\$27,831	\$2,627	\$3,298
City of Dallas (TX)	2.59	\$68,298	\$6,435	\$6,329	1.43	\$30,585	\$3,147	\$3,626
Hillsborough County (FL)	2.79	\$67,029	\$5,027	\$6,785	1.47	\$28,861	\$2,511	\$3,607
City of San Diego (CA)	2.45	\$69,216	\$4,858	\$7,055	1.40	\$32,888	\$2,784	\$4,256
Palm Beach County (FL)	2.19	\$41,744	\$4,132	\$4,868	1.33	\$21,613	\$2,257	\$2,759
City of San Antonio (TX)	3.34	\$79,876	\$5,807	\$8,200	1.82	\$36,552	\$3,267	\$4,579
Sacramento County (CA)	2.59	\$63,127	\$5,125	\$6,918	1.48	\$29,150	\$1,984	\$4,161
City of Phoenix (AZ)	2.89	\$62,725	\$5,272	\$6,884	1.59	\$28,168	\$2,903	\$3,834
City and County of Philadelphia (PA)	2.46	\$45,771	\$5,924	\$5,177	1.37	\$21,022	\$3,685	\$2,951
Broward County (FL)	2.73	\$57,657	\$5,153	\$5,207	1.54	\$27,084	\$2,393	\$2,787
Santa Clara County (CA)	1.67	\$28,992	\$4,054	\$4,889	1.02	\$15,483	\$2,187	\$3,073
Riverside County (CA)	2.79	\$51,751	\$4,817	\$6,636	1.69	\$26,810	\$2,222	\$4,141
Miami-Dade County (FL)	2.84	\$76,683	\$5,767	\$9,090	1.54	\$33,773	\$2,673	\$4,770
City of Chicago (IL)	2.38	\$52,604	\$6,396	\$5,378	1.27	\$22,816	\$3,970	\$3,102
Harris County (TX)	2.12	\$62,399	\$6,374	\$7,905	1.22	\$29,433	\$2,618	\$4,511
<b>Group F Average</b>	<b>2.53</b>	<b>\$55,139</b>	<b>\$5,076</b>	<b>\$6,107</b>	<b>1.43</b>	<b>\$25,540</b>	<b>\$2,624</b>	<b>\$3,499</b>
Group F Standard Deviation	0.67	\$18,380	\$964	\$1,549	0.33	\$7,221	\$618	\$808
Group F Confidence Interval (95 percent)	0.29	\$7,861	\$412	\$663	0.14	\$3,088	\$264	\$345
Group F Median	2.59	\$57,657	\$5,125	\$6,329	1.47	\$27,084	\$2,618	\$3,607
<b>ALL CITY/COUNTY STUDY REGIONS</b>								
<b>Average</b>	<b>2.45</b>	<b>\$51,157</b>	<b>\$4,478</b>	<b>\$5,860</b>	<b>1.48</b>	<b>\$26,630</b>	<b>\$2,371</b>	<b>\$3,456</b>
Standard Deviation	0.59	\$13,502	\$1,431	\$1,496	0.30	\$5,664	\$956	\$1,049
Confidence Interval (95 percent)	0.08	\$1,753	\$186	\$194	0.04	\$735	\$124	\$136
Median	2.46	\$52,101	\$4,449	\$5,692	1.49	\$27,068	\$2,274	\$3,320

SOURCE: Arts and Economic Prosperity 5, Americans for the Arts, 2017. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 19:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Cultural Event Attendees Per Study Region During 2015**

Regional Study Regions All Populations Sample Size = 81	TOTAL Impacts per \$100,000 of Spending by AUDIENCES				DIRECT Impacts per \$100,000 of Spending by AUDIENCES			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
High Peaks Region (ME)	2.35	\$41,703	\$4,014	\$5,286	1.57	\$25,159	\$1,958	\$3,426
Wood River Valley (ID)	2.32	\$43,870	\$4,361	\$5,661	1.52	\$26,404	\$3,061	\$3,588
Southern Oregon Area	2.76	\$58,549	\$8,193	\$1,319	1.60	\$28,815	\$4,861	\$515
Southwestern Pennsylvania Area	2.67	\$58,092	\$2,386	\$5,943	1.61	\$30,377	\$801	\$3,477
Greater Portsmouth Area (NH)	2.70	\$53,568	\$6,699	\$5,390	1.60	\$26,754	\$2,356	\$2,280
Northeast Oregon Region	2.15	\$42,016	\$3,052	\$4,309	1.44	\$24,419	\$1,616	\$1,796
Toe River Valley (NC)	1.72	\$37,154	\$4,147	\$5,258	1.09	\$22,215	\$2,536	\$3,406
Albemarle Region (NC)	2.67	\$50,663	\$3,734	\$4,750	1.68	\$28,498	\$2,032	\$2,859
Greater Concord Area (NH)	2.58	\$57,693	\$4,029	\$2,771	1.52	\$29,719	\$1,947	\$1,056
North Central Minnesota Region	1.74	\$41,313	\$1,463	\$8,012	1.46	\$31,002	\$766	\$5,434
Northwest Minnesota Region	1.88	\$42,501	\$1,675	\$8,584	1.05	\$20,099	\$628	\$3,769
Monadnock Region (NH)	2.48	\$52,764	\$3,579	\$2,311	1.44	\$25,814	\$1,288	\$625
Bismarck-Mandan Region (ND)	2.53	\$56,061	\$2,632	\$5,594	1.43	\$27,601	\$1,101	\$3,077
Greater Minot Region (ND)	2.62	\$54,165	\$5,848	\$8,448	1.64	\$29,304	\$2,935	\$4,758
Greater Burlington Area (VT)	2.44	\$50,534	\$2,780	\$6,698	1.45	\$25,289	\$1,421	\$3,690
Greater Charlottesville Area (VA)	1.21	\$26,991	\$5,971	\$3,626	0.89	\$19,972	\$3,606	\$2,606
Brainerd Lakes Region (MN)	2.26	\$52,542	\$1,808	\$8,588	1.81	\$37,740	\$904	\$6,554
East Central Minnesota Region	1.42	\$33,252	\$1,435	\$8,068	1.22	\$26,197	\$793	\$5,604
Northwest Connecticut Region	1.34	\$24,826	\$2,283	\$4,046	0.87	\$14,397	\$1,079	\$2,524
Central Oregon Region	2.34	\$47,651	\$4,553	\$3,003	1.42	\$25,467	\$2,530	\$1,089
Greater Fargo-Moorhead Area (ND/MN)	3.03	\$65,924	\$3,163	\$5,853	1.69	\$30,578	\$1,459	\$3,209
Black Hills Region (SD)	2.93	\$59,368	\$3,131	\$5,491	1.72	\$29,353	\$1,174	\$2,985
Greater Kingsport Area (TN)	2.32	\$48,019	\$4,983	\$6,387	1.42	\$25,950	\$3,023	\$3,865
Lake Region (MN)	1.92	\$48,460	\$1,617	\$8,057	1.50	\$34,413	\$899	\$5,601
South Central Minnesota Region	2.04	\$50,037	\$2,260	\$8,177	1.63	\$35,498	\$1,507	\$6,405
Greater Sioux Falls Area (SD)	3.22	\$65,849	\$3,273	\$5,050	1.84	\$30,915	\$1,507	\$2,764
Southwest Tennessee Development District	2.57	\$52,063	\$4,127	\$6,063	1.68	\$29,841	\$2,635	\$4,063
Northwest Tennessee Development District	1.72	\$40,618	\$3,142	\$5,444	1.12	\$24,633	\$1,873	\$3,377
Southwest Minnesota Region	2.15	\$51,158	\$2,028	\$8,030	1.45	\$33,402	\$1,407	\$6,291
Arrowhead Region (MN)	2.10	\$53,286	\$2,492	\$8,790	1.59	\$34,100	\$1,502	\$7,099

**Table 19:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Cultural Event Attendees Per Study Region During 2015**

Regional Study Regions All Populations Sample Size = 81	TOTAL Impacts per \$100,000 of Spending by AUDIENCES				DIRECT Impacts per \$100,000 of Spending by AUDIENCES			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
Maple Grove and the Northwest Suburbs (MN)	1.89	\$53,894	\$3,077	\$8,443	1.38	\$31,208	\$2,012	\$5,287
Greater Augusta Area (GA)	2.89	\$60,912	\$5,929	\$3,963	1.66	\$29,716	\$3,307	\$2,332
Upper Cumberland Development District (TN)	2.36	\$45,458	\$5,295	\$7,032	1.88	\$32,587	\$4,249	\$5,588
City of Huntsville/Madison County (AL)	2.23	\$48,861	\$5,136	\$4,046	1.35	\$26,169	\$3,220	\$2,327
Northeast Commission (NC)	2.35	\$45,393	\$4,265	\$4,301	1.58	\$27,872	\$2,939	\$2,945
Greater Ann Arbor Area (MI)	1.76	\$46,341	\$3,060	\$10,096	1.33	\$35,899	\$2,301	\$5,800
Greater Fox Cities Region (WI)	1.45	\$30,843	\$2,478	\$4,179	0.83	\$14,863	\$1,078	\$2,385
Central Minnesota Region	2.19	\$55,215	\$2,253	\$8,345	1.68	\$36,404	\$1,100	\$3,995
South Central Tennessee Development District	2.27	\$43,363	\$4,210	\$6,493	1.56	\$27,515	\$2,761	\$4,448
Northwest Arkansas Region	2.92	\$57,912	\$3,405	\$10,232	1.71	\$28,452	\$2,137	\$5,974
Southeast Minnesota Region	1.96	\$45,500	\$1,733	\$8,396	1.59	\$31,500	\$900	\$5,695
First Tennessee Development District	2.43	\$50,148	\$6,334	\$6,615	1.47	\$26,590	\$4,106	\$4,077
Greater Harrisburg Area (PA)	2.81	\$67,357	\$4,400	\$8,475	1.55	\$30,433	\$1,700	\$4,804
Greater New Haven Area (CT)	1.84	\$38,543	\$2,588	\$4,722	1.07	\$18,727	\$898	\$2,830
Treasure Coast Region (FL)	2.07	\$38,058	\$3,094	\$6,112	1.32	\$21,722	\$1,373	\$3,525
Greater Des Moines Region (IA)	2.62	\$58,471	\$4,506	\$5,222	1.43	\$25,859	\$2,512	\$3,044
Southeast Tennessee Development District	2.95	\$72,470	\$4,804	\$7,983	1.65	\$33,994	\$2,751	\$4,539
Greater Knoxville Region (TN)	3.18	\$66,816	\$7,070	\$7,480	1.79	\$30,550	\$4,346	\$4,312
Greater Columbia Area (SC)	3.63	\$83,363	\$5,793	\$6,895	1.99	\$36,989	\$2,740	\$3,906
Pikes Peak Region (CO)	3.25	\$63,429	\$8,344	\$3,683	1.93	\$31,880	\$4,321	\$2,125
Lehigh Valley Region (PA)	3.46	\$68,666	\$4,298	\$7,626	1.96	\$32,154	\$2,258	\$4,462
Greater Sarasota/Bradenton Area (FL)	2.07	\$52,975	\$5,627	\$8,269	1.30	\$29,027	\$3,023	\$4,627
Dayton Region (OH)	3.17	\$64,411	\$4,934	\$6,195	1.79	\$29,574	\$2,234	\$3,447
Richmond & Tri-Cities Region (VA)	2.68	\$60,264	\$4,130	\$5,607	1.84	\$40,371	\$2,107	\$3,645
Memphis Area Association of Governments (TN)	3.00	\$73,722	\$5,926	\$8,612	1.65	\$33,796	\$3,325	\$4,731
Eastern Region (NC)	2.68	\$60,771	\$5,204	\$5,553	1.85	\$36,985	\$3,284	\$3,933
Advantage West Region (NC)	2.63	\$55,950	\$5,505	\$5,715	1.83	\$33,870	\$3,909	\$4,140
Southeast Commission (NC)	3.19	\$67,776	\$5,751	\$5,650	1.95	\$35,562	\$3,064	\$3,323
Greater Fairfax Area (VA)	1.42	\$22,470	\$3,627	\$3,911	0.94	\$13,558	\$1,723	\$2,376
Greater Tulsa Region (OK)	2.46	\$55,565	\$4,045	\$4,946	1.36	\$25,289	\$2,070	\$2,690

**Table 19:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Cultural Event Attendees Per Study Region During 2015**

Regional Study Regions All Populations Sample Size = 81	TOTAL Impacts per \$100,000 of Spending by AUDIENCES				DIRECT Impacts per \$100,000 of Spending by AUDIENCES			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
East Tennessee Development District	2.86	\$58,390	\$6,483	\$6,867	1.68	\$28,854	\$4,143	\$4,143
West Valley Region (AZ)	2.99	\$75,589	\$4,288	\$6,810	1.66	\$33,649	\$2,205	\$3,788
Greater St. Louis Area (MO)	3.25	\$63,444	\$7,135	\$5,611	1.86	\$29,037	\$3,662	\$3,140
Western New York	2.78	\$54,833	\$9,464	\$4,382	1.73	\$30,213	\$5,183	\$2,691
Greater Oklahoma City Region (OK)	2.80	\$63,012	\$5,039	\$5,356	1.99	\$37,616	\$3,508	\$3,649
Piedmont Triad Partnership (NC)	3.45	\$63,800	\$5,301	\$5,595	1.99	\$30,351	\$2,907	\$3,292
Greater Portland Area (OR)	3.03	\$67,077	\$4,621	\$3,469	1.97	\$38,081	\$1,807	\$2,027
Greater Kansas City Metropolitan Area (MO/KS)	3.23	\$79,200	\$5,338	\$7,234	1.62	\$30,670	\$2,014	\$2,946
Greater Nashville Regional Council (TN)	2.72	\$61,160	\$5,464	\$7,324	1.50	\$27,883	\$3,282	\$4,265
Research Triangle Regional Partnership (NC)	2.97	\$57,126	\$5,828	\$5,129	1.67	\$27,015	\$3,152	\$2,846
Greater Tampa/St. Petersburg Area (FL)	2.64	\$61,712	\$4,790	\$6,726	1.42	\$27,010	\$2,352	\$3,581
Charlotte Regional Partnership (NC)	2.84	\$55,472	\$5,082	\$4,889	1.61	\$26,154	\$2,972	\$2,868
Greater Charlotte Region (NC/SC)	2.77	\$54,967	\$4,942	\$4,880	1.58	\$26,170	\$2,872	\$2,865
Seven-County Metro Area (MN)	1.89	\$53,887	\$3,093	\$8,452	1.37	\$31,200	\$2,000	\$5,300
Central Florida Region	3.23	\$61,722	\$5,222	\$6,816	1.81	\$28,705	\$2,640	\$3,780
Greater Philadelphia Region (PA)	2.60	\$54,227	\$6,037	\$6,993	1.41	\$22,865	\$3,881	\$3,179
Greater Washington Region (DC/MD/VA)	0.78	\$14,889	\$3,556	\$755	0.52	\$9,523	\$2,312	\$468
Metro Atlanta Area (GA)	3.04	\$61,126	\$6,641	\$5,204	1.72	\$29,166	\$3,876	\$3,093
Greater Atlanta Region (GA)	3.04	\$61,160	\$6,628	\$5,189	1.72	\$29,259	\$3,874	\$3,089
Greater Houston Region (TX)	2.12	\$62,255	\$6,362	\$7,869	1.22	\$29,514	\$2,634	\$4,508
Dallas-Fort Worth-Arlington MSA (TX)	2.63	\$67,043	\$6,071	\$6,649	1.49	\$31,126	\$2,966	\$3,810
<b>Regional Average</b>	<b>2.49</b>	<b>\$53,922</b>	<b>\$4,433</b>	<b>\$6,074</b>	<b>1.54</b>	<b>\$28,730</b>	<b>\$2,435</b>	<b>\$3,635</b>
Regional Standard Deviation	0.57	\$12,487	\$1,708	\$1,899	0.29	\$5,634	\$1,069	\$1,370
Regional Confidence Interval (95 percent)	0.12	\$2,719	\$372	\$414	0.06	\$1,227	\$233	\$298
Regional Median	2.60	\$54,967	\$4,361	\$5,853	1.59	\$29,259	\$2,352	\$3,525



**Table 19:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Cultural Event Attendees Per Study Region During 2015**

Statewide Study Regions All Populations Sample Size = 20	TOTAL Impacts per \$100,000 of Spending by AUDIENCES				DIRECT Impacts per \$100,000 of Spending by AUDIENCES			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
State of Vermont	2.06	\$43,105	\$2,328	\$5,669	1.24	\$22,241	\$1,208	\$3,193
State of North Dakota	2.90	\$62,453	\$3,707	\$6,251	1.66	\$30,341	\$1,806	\$3,459
State of Delaware	2.71	\$69,724	\$1,348	\$5,817	1.85	\$47,183	\$925	\$3,632
State of Maine	2.25	\$41,447	\$4,197	\$4,558	1.30	\$20,272	\$1,685	\$2,603
State of Hawai'i	1.96	\$58,267	\$2,075	\$8,601	1.28	\$38,455	\$1,348	\$5,657
State of Nevada	1.70	\$50,015	\$3,372	\$5,819	0.83	\$22,871	\$1,867	\$2,759
State of Connecticut	1.93	\$44,593	\$3,344	\$6,134	0.77	\$15,015	\$1,342	\$2,206
State of Oklahoma	2.63	\$59,261	\$4,631	\$5,078	1.77	\$33,507	\$3,037	\$3,291
State of Oregon	2.59	\$54,320	\$4,776	\$3,364	1.63	\$29,893	\$2,348	\$1,515
State of Minnesota	1.91	\$53,336	\$2,977	\$8,449	1.39	\$31,436	\$1,908	\$5,387
State of Wisconsin	3.29	\$75,295	\$5,443	\$7,485	1.23	\$20,744	\$1,395	\$2,322
State of Maryland	2.71	\$59,563	\$5,049	\$5,267	1.13	\$18,989	\$1,876	\$2,241
State of Missouri	2.74	\$58,395	\$5,465	\$4,978	1.53	\$26,227	\$2,690	\$2,567
State of Tennessee	2.78	\$62,561	\$5,612	\$7,397	1.58	\$29,695	\$3,403	\$4,326
State of Massachusetts	2.52	\$55,780	\$3,628	\$6,317	1.14	\$21,459	\$1,384	\$2,327
State of New Jersey	1.99	\$53,848	\$3,335	\$5,952	0.68	\$15,487	\$1,246	\$1,994
State of North Carolina	2.95	\$58,118	\$5,489	\$5,267	1.76	\$29,454	\$3,185	\$3,188
State of Pennsylvania	2.73	\$52,089	\$6,468	\$7,621	1.50	\$22,797	\$3,110	\$3,542
State of Illinois	2.39	\$63,399	\$7,205	\$6,012	1.12	\$21,026	\$3,432	\$2,680
State of Florida	2.52	\$57,769	\$4,763	\$6,707	1.43	\$27,476	\$2,300	\$3,653
<b>Statewide Average</b>	<b>2.46</b>	<b>\$56,667</b>	<b>\$4,261</b>	<b>\$6,137</b>	<b>1.34</b>	<b>\$26,228</b>	<b>\$2,075</b>	<b>\$3,127</b>
Statewide Standard Deviation	0.42	\$8,294	\$1,502	\$1,298	0.33	\$7,850	\$809	\$1,064
Statewide Confidence Interval (95 percent)	0.19	\$3,635	\$658	\$569	0.15	\$3,440	\$355	\$466
Statewide Median	2.56	\$57,944	\$4,414	\$5,982	1.35	\$24,549	\$1,871	\$2,973

**Table 19:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Cultural Event Attendees Per Study Region During 2015**

Individual Arts Districts All Populations Sample Size = 12	TOTAL Impacts per \$100,000 of Spending by AUDIENCES				DIRECT Impacts per \$100,000 of Spending by AUDIENCES			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
James River Arts & Cultural District	2.63	\$56,551	\$5,081	\$4,336	1.94	\$42,267	\$3,219	\$3,165
Center City Charlotte	2.91	\$54,213	\$5,497	\$4,830	1.58	\$23,858	\$3,177	\$2,656
Loch Haven Cultural Park	3.65	\$66,884	\$5,168	\$6,277	1.98	\$29,235	\$2,739	\$3,491
Downtown Colorado Springs Creative District	3.25	\$63,428	\$8,346	\$3,681	1.92	\$31,883	\$4,320	\$2,126
Fort Worth Cultural District	2.71	\$66,148	\$5,745	\$7,181	1.57	\$31,814	\$2,783	\$4,064
Dallas Arts District	2.59	\$68,298	\$6,435	\$6,329	1.43	\$30,584	\$3,147	\$3,626
Grand Center Arts & Entertainment District	3.25	\$63,444	\$7,134	\$5,612	1.86	\$29,039	\$3,663	\$3,140
Balboa Park Cultural District	2.45	\$69,216	\$4,858	\$7,055	1.40	\$32,888	\$2,784	\$4,256
East End Cultural District	2.13	\$62,401	\$6,383	\$7,915	1.21	\$29,431	\$2,625	\$4,514
Houston Museum District Association	2.12	\$62,399	\$6,374	\$7,905	1.22	\$29,433	\$2,618	\$4,511
Midtown Cultural District	2.12	\$62,395	\$6,377	\$7,903	1.21	\$29,428	\$2,627	\$4,513
Washington Avenue Cultural District	2.14	\$62,414	\$6,373	\$7,921	1.23	\$29,454	\$2,595	\$4,507
<b>Arts District Average</b>	<b>2.66</b>	<b>\$63,149</b>	<b>\$6,148</b>	<b>\$6,412</b>	<b>1.55</b>	<b>\$30,776</b>	<b>\$3,025</b>	<b>\$3,714</b>
Arts District Standard Deviation	0.52	\$4,391	\$974	\$1,505	0.31	\$4,256	\$525	\$814
Arts District Confidence Interval (95 percent)	0.29	\$2,484	\$551	\$852	0.18	\$2,408	\$297	\$461
Arts District Median	2.61	\$62,921	\$6,374	\$6,692	1.50	\$29,444	\$2,783	\$3,845

**Explanation of the Outliers and Exclusions:**

<sup>1</sup> The economic impact findings for the District of Columbia exclude state government revenues due to Washington, DC's unique status as a study region with no state government.

## **Explanation of Table 20: Total Categorized Audience Expenditures by All Attendees to Nonprofit Arts and Cultural Events Per Study Region During 2015**

This table presents the total estimated dollars spent by all nonprofit arts and culture audiences (both residents and non-residents) as a direct result of their attendance to nonprofit arts and cultural events in each participating study region during 2015. To calculate these figures, the total estimated dollars spent by resident attendees and the total estimated dollars spent by non-resident attendees are summed. Therefore, the figures in Table 19 do not equal the overall average per person arts and culture event-related expenditure (for all audiences) multiplied by the total event attendance. Summary statistics are calculated for each population group.

### **Column Two:**

The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—to purchase refreshments (e.g., snacks) while attending nonprofit arts and cultural

### **Column Three:**

The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and cultural events.

### **Column Four:**

The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and cultural events.

### **Column Five:**

The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—to purchase clothing or accessories for the purpose of attending nonprofit arts and cultural events.

### **Column Six:**

The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—on local ground transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and cultural events.

### **Column Seven:**

The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—on child care for the purpose of attending nonprofit arts and cultural events.

### **Column Eight:**

The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and cultural events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

### **Column Nine:**

The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—on miscellaneous products and services for the purpose of or as a result of attending nonprofit arts and cultural events.

### **Column Ten:**

The total estimated expenditures made by all arts and culture audiences—both residents and non-residents—for the purpose of or as a result of attending nonprofit arts and cultural events. This figure is the sum of Column Two through Column Nine.

**Table 20:**  
**Total Categorized Audience Expenditures by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)							TOTAL Audience Expenditures	
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging		Other/ Miscellaneous
Town of Crested Butte (CO)	\$769,096	\$2,577,942	\$393,710	\$113,859	\$117,578	\$216,390	\$1,457,930	\$35,299	\$5,681,804
City of Pine City (MN)	\$60,320	\$117,971	\$204,591	\$11,976	\$85,686	\$4,300	\$76,539	\$127	\$561,510
City of Alva (OK)	\$33,880	\$210,771	\$192,940	\$42,039	\$20,175	\$7,111	\$37,549	\$25,306	\$569,771
Cook County (MN)	\$71,209	\$823,602	\$407,489	\$38,938	\$280,586	\$22,962	\$362,711	\$19,715	\$2,027,212
Town of Hillsborough (NC)	\$705,336	\$1,881,784	\$382,787	\$432,338	\$200,369	\$126,046	\$253,506	\$1	\$3,982,167
City of Virginia (MN)	\$2,263	\$26,176	\$12,951	\$1,238	\$8,918	\$730	\$11,528	\$626	\$64,430
Town of Jackson (WY)	\$5,044,112	\$10,776,588	\$8,124,018	\$1,727,735	\$1,853,763	\$480,873	\$4,200,091	\$314,781	\$32,521,961
City of Guthrie (OK)	\$486,509	\$682,838	\$366,455	\$179,370	\$164,524	\$23,340	\$428,091	\$354	\$2,331,481
City of Grand Rapids (MN)	\$78,896	\$912,516	\$451,480	\$43,142	\$310,878	\$25,441	\$401,868	\$21,844	\$2,246,065
Town of Medfield (MA)	\$55,896	\$195,763	\$66,951	\$30,263	\$8,300	\$4,338	\$6,160	\$15,029	\$382,700
City of Fergus Falls (MN)	\$162,503	\$163,571	\$205,000	\$7,058	\$80,955	\$14,116	\$44,205	\$5,227	\$682,635
Grundy County (TN)	\$148,187	\$217,759	\$233,261	\$63,350	\$102,904	\$1,139	\$140,574	\$8,969	\$916,143
City of Falls Church (VA)	\$1,994,377	\$7,108,672	\$5,107,657	\$2,526,717	\$762,727	\$164,333	\$1,298,416	\$66,174	\$19,029,073
City of Jamestown (ND)	\$831,212	\$1,544,415	\$284,392	\$299,113	\$452,687	\$134,970	\$2,207,188	\$52,028	\$5,806,005
City of Waterville (ME)	\$243,006	\$1,004,242	\$173,631	\$122,014	\$189,528	\$15,570	\$58,437	\$37,025	\$1,843,453
City of Red Wing (MN)	\$45,673	\$298,412	\$34,303	\$31,869	\$60,120	\$985	\$32,881	\$0	\$504,243
City of Durango (CO)	\$1,295,996	\$4,215,058	\$935,713	\$465,941	\$840,114	\$125,488	\$1,407,981	\$190,607	\$9,476,898
City of Hannibal (MO)	\$659,341	\$1,130,598	\$1,001,701	\$163,860	\$336,954	\$15,800	\$315,288	\$68,910	\$3,692,452
City of Tullahoma (TN)	\$29,087	\$230,673	\$28,029	\$80,335	\$50,715	\$16,712	\$13,243	\$9,077	\$457,871
City of Northfield (MN)	\$79,214	\$517,562	\$59,495	\$55,274	\$104,271	\$1,708	\$57,028	\$0	\$874,552
Town of Carrboro (NC)	\$461,967	\$1,922,953	\$502,869	\$372,107	\$328,192	\$64,763	\$336,388	\$81,688	\$4,070,927
Macon County (TN)	\$5,727	\$23,153	\$19,356	\$4,489	\$9,115	\$417	\$3,655	\$671	\$66,583
City of Laguna Beach (CA)	\$7,611,668	\$18,299,347	\$12,085,969	\$4,288,421	\$3,839,432	\$192,757	\$8,771,524	\$155,867	\$55,244,985
Hickman County (TN)	\$91,945	\$178,476	\$145,965	\$46,180	\$97,489	\$5,294	\$60,608	\$2,099	\$628,056
City of Fairfax (VA)	\$118,722	\$515,454	\$251,086	\$17,309	\$69,746	\$19,522	\$57,896	\$2,918	\$1,052,653
City of Ponca City (OK)	\$290,546	\$902,064	\$567,302	\$157,245	\$134,487	\$56,902	\$88,794	\$9,379	\$2,206,719
City of Paducah (KY)	\$1,709,928	\$2,651,617	\$1,874,648	\$255,700	\$526,679	\$14,202	\$2,106,271	\$252,265	\$9,391,310
Mille Lacs County (MN)	\$29,048	\$56,811	\$98,525	\$5,767	\$41,264	\$2,071	\$36,859	\$62	\$270,407
McNairy County (TN)	\$45,294	\$123,685	\$28,595	\$25,377	\$51,669	\$1,646	\$11,796	\$878	\$288,940
City of Winona (MN)	\$132,169	\$863,559	\$99,269	\$92,225	\$173,977	\$2,850	\$95,153	\$0	\$1,459,202

**Table 20:**  
**Total Categorized Audience Expenditures by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								TOTAL Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Door County (WI)	\$1,030,992	\$4,093,484	\$2,854,264	\$685,928	\$1,405,609	\$80,064	\$4,664,162	\$153,168	\$14,967,671
City of Benicia (CA)	\$217,999	\$605,539	\$696,082	\$92,099	\$78,145	\$13,949	\$47,686	\$8,660	\$1,760,159
City of Winter Park (FL)	\$2,442,019	\$14,469,392	\$2,021,054	\$2,259,855	\$3,644,144	\$264,903	\$4,087,551	\$217,921	\$29,406,839
City of Rochester (NH)	\$1,914,274	\$3,495,436	\$892,538	\$528,221	\$429,392	\$67,734	\$366,056	\$208,563	\$7,902,214
City of Morgantown (WV)	\$719,462	\$2,980,770	\$2,705,465	\$334,458	\$514,429	\$43,353	\$686,572	\$36,197	\$8,020,706
Henry County (TN)	\$69,382	\$179,299	\$163,393	\$38,633	\$43,708	\$7,118	\$38,099	\$2,090	\$541,722
City of Fairbanks (AK)	\$1,037,709	\$3,693,952	\$1,710,924	\$441,393	\$1,081,088	\$120,559	\$1,064,610	\$132,811	\$9,283,046
City of Bangor (ME)	\$1,124,899	\$2,321,068	\$774,229	\$320,770	\$635,414	\$69,978	\$1,198,282	\$132,795	\$6,577,435
Weakley County (TN)	\$311,345	\$379,667	\$174,181	\$63,657	\$135,455	\$2,336	\$94,293	\$13,716	\$1,174,650
Dare County (NC)	\$5,061,311	\$11,307,957	\$11,921,018	\$2,381,266	\$2,258,631	\$345,821	\$7,672,982	\$91,766	\$41,040,752
City of Columbia (TN)	\$1,166,853	\$2,239,158	\$1,214,710	\$521,950	\$664,046	\$110,164	\$425,961	\$19,284	\$6,362,126
City of Lake Worth (FL)	\$1,142,046	\$6,335,788	\$1,864,221	\$1,229,971	\$1,017,305	\$70,255	\$707,492	\$246,220	\$12,613,298
Clatsop County (OR)	\$1,222,342	\$3,318,044	\$1,738,523	\$393,073	\$713,482	\$109,921	\$3,317,797	\$36,731	\$10,849,913
Yadkin County (NC)	\$7,573	\$25,648	\$6,291	\$2,635	\$8,403	\$1,429	\$14,875	\$3,816	\$70,670
Greater Belfast Area (ME)	\$862,069	\$1,946,048	\$554,169	\$257,719	\$558,797	\$44,577	\$863,039	\$38,001	\$5,124,419
Campbell County (TN)	\$72,836	\$105,361	\$144,889	\$39,222	\$49,663	\$3,765	\$20,944	\$282	\$436,962
Monroe County (TN)	\$915,006	\$1,370,662	\$1,681,835	\$729,246	\$732,688	\$59,826	\$522,754	\$15,197	\$6,027,214
Lincoln County (OR)	\$713,228	\$3,564,023	\$618,394	\$364,937	\$697,235	\$30,976	\$2,727,637	\$112,025	\$8,828,455
Iron County (UT)	\$3,786,863	\$19,310,670	\$4,201,084	\$1,152,312	\$5,077,256	\$270,990	\$28,408,569	\$590,098	\$62,797,842
City of St. Louis Park (MN)	\$88,198	\$326,100	\$136,096	\$47,849	\$89,505	\$9,501	\$51,271	\$10,552	\$759,072
City of Logan (UT)	\$714,671	\$4,887,231	\$900,551	\$580,769	\$1,359,022	\$118,874	\$4,993,769	\$198,150	\$13,753,037
Gibson County (TN)	\$1,003,113	\$1,938,571	\$1,115,814	\$1,699,233	\$817,361	\$174,753	\$361,593	\$6,586	\$7,117,024
<b>Group A Average</b>	<b>\$940,718</b>	<b>\$2,866,690</b>	<b>\$1,392,882</b>	<b>\$497,432</b>	<b>\$640,665</b>	<b>\$72,762</b>	<b>\$1,667,618</b>	<b>\$70,222</b>	<b>\$8,148,989</b>
Percent of Group A Total	11.5%	35.2%	17.1%	6.1%	7.9%	0.9%	20.5%	0.9%	100.0%
Group A Median	\$474,238	\$1,067,420	\$429,485	\$160,553	\$240,478	\$24,391	\$348,991	\$19,500	\$3,011,967

**Table 20:**  
**Total Categorized Audience Expenditures by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								TOTAL Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Joplin (MO)	\$344,668	\$1,740,620	\$505,182	\$324,823	\$409,001	\$58,689	\$129,953	\$45,785	\$3,558,721
City of La Crosse (WI)	\$3,603,848	\$8,511,141	\$1,597,088	\$922,315	\$1,962,351	\$211,751	\$2,460,718	\$586,403	\$19,855,615
McMinn County (TN)	\$678,532	\$2,352,518	\$753,339	\$398,597	\$577,116	\$217,486	\$382,236	\$23,426	\$5,383,250
Lafayette County (MS)	\$1,431,053	\$2,882,622	\$1,345,227	\$465,570	\$699,834	\$115,429	\$1,305,992	\$91,873	\$8,337,600
Chisago County (MN)	\$236,370	\$462,281	\$801,709	\$46,928	\$335,770	\$16,852	\$299,925	\$499	\$2,200,334
City of Grand Forks (ND)	\$607,535	\$1,160,793	\$682,323	\$288,936	\$203,340	\$34,920	\$166,013	\$15,175	\$3,159,035
City of Corvallis (OR)	\$5,883,137	\$19,898,099	\$8,620,649	\$1,688,908	\$2,614,833	\$415,311	\$4,066,339	\$1,137,654	\$44,324,930
City of Noblesville (IN)	\$355,437	\$820,316	\$285,488	\$102,448	\$63,777	\$11,816	\$33,222	\$29,169	\$1,701,673
City of Ocala (FL)	\$5,519,320	\$14,193,434	\$8,384,113	\$3,550,117	\$3,914,654	\$199,852	\$5,816,167	\$94,080	\$41,671,737
Lenoir County (NC)	\$990,522	\$3,888,074	\$4,681,506	\$843,112	\$1,246,201	\$334,383	\$665,227	\$17,778	\$12,666,803
Town of Chapel Hill (NC)	\$3,983,720	\$12,198,750	\$3,276,005	\$1,961,235	\$3,679,454	\$892,799	\$2,579,654	\$41,696	\$28,613,313
City of Grand Junction (CO)	\$816,150	\$2,492,088	\$607,622	\$450,738	\$522,628	\$55,215	\$921,686	\$125,041	\$5,991,168
Town of Jupiter (FL)	\$367,278	\$2,112,177	\$427,849	\$324,142	\$486,573	\$22,382	\$1,111,970	\$257,864	\$5,110,235
Hamblen County (TN)	\$147,969	\$662,779	\$189,511	\$24,429	\$96,540	\$74,003	\$62,844	\$1,094	\$1,259,169
City of Delray Beach (FL)	\$2,438,138	\$2,130,266	\$2,138,785	\$557,929	\$967,765	\$58,771	\$1,635,293	\$188,199	\$10,115,146
City of St. Cloud (MN)	\$1,069,627	\$2,823,069	\$1,239,205	\$266,269	\$697,356	\$156,990	\$744,220	\$92,250	\$7,088,986
City of Portland (ME)	\$3,876,532	\$16,086,669	\$1,546,966	\$1,013,120	\$3,052,631	\$403,606	\$2,590,952	\$457,789	\$29,028,265
City of Jackson (TN)	\$354,792	\$806,463	\$185,844	\$303,659	\$248,066	\$48,864	\$103,179	\$1,543	\$2,052,410
City of Walnut Creek (CA)	\$2,233,460	\$14,515,576	\$487,050	\$702,972	\$1,576,594	\$192,011	\$476,837	\$247,638	\$20,432,138
Greene County (TN)	\$768,950	\$622,163	\$418,409	\$51,971	\$270,012	\$15,283	\$90,612	\$4,070	\$2,241,470
City of Flagstaff (AZ)	\$3,269,492	\$9,741,339	\$10,858,427	\$2,091,753	\$5,490,748	\$108,159	\$6,377,283	\$192,597	\$38,129,798
City of Missoula (MT)	\$6,228,684	\$14,867,709	\$3,197,095	\$1,596,451	\$2,842,278	\$195,896	\$4,328,517	\$386,550	\$33,643,180
City of Fort Myers (FL)	\$5,681,473	\$17,191,519	\$5,355,597	\$3,184,250	\$2,337,045	\$200,013	\$1,944,458	\$139,541	\$36,033,896
Putnam County (TN)	\$31,682	\$249,900	\$11,802	\$19,963	\$28,677	\$9,237	\$12,265	\$1,937	\$365,463
Monroe County (FL)	\$8,896,749	\$22,343,912	\$6,576,564	\$4,252,166	\$6,147,833	\$591,524	\$8,238,468	\$830,329	\$57,877,545
City of Lynchburg (VA)	\$595,630	\$1,845,670	\$862,593	\$378,693	\$278,536	\$40,460	\$202,940	\$3,300	\$4,207,822
City of Duluth (MN)	\$763,473	\$8,830,341	\$4,368,936	\$417,478	\$3,008,335	\$246,188	\$3,888,844	\$211,383	\$21,734,978
City of Fishers (IN)	\$3,074,952	\$4,833,254	\$1,190,233	\$943,038	\$569,087	\$276,319	\$488,964	\$30,949	\$11,406,796
City of Carmel (IN)	\$1,121,456	\$3,001,207	\$515,733	\$594,113	\$411,977	\$48,520	\$1,252,537	\$6,352	\$6,951,895
City of Sugar Land (TX)	\$94,499	\$201,736	\$48,808	\$60,527	\$49,384	\$8,364	\$58,471	\$2,172	\$523,961

**Table 20:**  
**Total Categorized Audience Expenditures by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								TOTAL Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Asheville (NC)	\$2,601,859	\$13,719,062	\$7,192,018	\$1,850,823	\$3,525,998	\$379,124	\$9,696,093	\$149,627	<b>\$39,114,604</b>
Buchanan County (MO)	\$2,720,628	\$3,782,000	\$1,871,558	\$542,955	\$812,325	\$37,717	\$964,723	\$246,363	<b>\$10,978,269</b>
City of Boca Raton (FL)	\$993,474	\$3,467,540	\$1,877,698	\$682,467	\$1,066,697	\$150,796	\$2,305,193	\$514,026	<b>\$11,057,891</b>
City of Miami Beach (FL)	\$9,158,760	\$40,674,855	\$1,656,138	\$5,144,879	\$9,270,798	\$637,925	\$8,283,006	\$307,789	<b>\$75,134,150</b>
Moore County (NC)	\$921,573	\$3,197,550	\$976,017	\$545,650	\$473,153	\$53,685	\$221,656	-\$1	<b>\$6,389,283</b>
Sevier County (TN)	\$5,657,549	\$10,009,216	\$6,883,801	\$1,980,913	\$3,579,785	\$32,194	\$13,814,512	\$165,698	<b>\$42,123,668</b>
Cape May County (NJ)	\$1,213,977	\$5,024,162	\$1,734,690	\$396,454	\$739,672	\$141,528	\$5,584,188	\$186,579	<b>\$15,021,250</b>
Cleveland County (NC)	\$524,888	\$1,081,409	\$836,328	\$173,037	\$289,035	\$8,705	\$385,127	\$68,929	<b>\$3,367,458</b>
<b>Group B Average</b>	<b>\$2,348,890</b>	<b>\$7,221,639</b>	<b>\$2,478,629</b>	<b>\$1,030,101</b>	<b>\$1,698,575</b>	<b>\$176,389</b>	<b>\$2,465,534</b>	<b>\$181,662</b>	<b>\$17,601,419</b>
Percent of Group B Total	13.3%	41.0%	14.1%	5.9%	9.7%	1.0%	14.0%	1.0%	100.0%
Group B Median	\$1,095,542	\$3,332,545	\$1,292,216	\$544,303	\$719,753	\$111,794	\$1,038,347	\$93,165	\$10,546,708

**Table 20:**  
**Total Categorized Audience Expenditures by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)							TOTAL Audience Expenditures	
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging		Other/ Miscellaneous
City of Las Cruces (NM)	\$1,390,383	\$3,454,081	\$2,595,417	\$848,487	\$565,274	\$131,766	\$1,425,007	\$186,398	\$10,596,813
Eau Claire County (WI)	\$710,049	\$2,547,019	\$1,351,845	\$298,936	\$364,382	\$127,731	\$353,432	\$47,352	\$5,800,746
Yamhill County (OR)	\$4,252,873	\$7,699,002	\$6,815,858	\$949,184	\$1,823,372	\$358,242	\$2,344,458	\$62,848	\$24,305,837
City of Lewisville (TX)	\$52,384	\$142,535	\$26,368	\$21,465	\$42,721	\$6,221	\$13,076	\$2	\$304,772
City of West Palm Beach (FL)	\$22,543,691	\$37,717,274	\$10,456,291	\$6,333,779	\$12,955,005	\$1,076,391	\$11,111,597	\$2,829,147	\$105,023,175
City of Boulder (CO)	\$4,498,881	\$15,854,051	\$5,147,792	\$2,506,100	\$2,277,784	\$356,463	\$3,550,589	\$91,599	\$34,283,259
City of Richardson (TX)	\$1,676,450	\$2,655,511	\$1,915,940	\$512,605	\$549,557	\$259,933	\$858,458	\$23,971	\$8,452,425
City of High Point (NC)	\$686,572	\$1,326,429	\$306,578	\$179,851	\$301,059	\$27,464	\$352,177	\$10,387	\$3,190,517
City of Cambridge (MA)	\$10,473,197	\$25,588,092	\$4,752,993	\$1,057,014	\$6,733,764	\$635,311	\$5,400,345	\$367,179	\$55,007,895
City of Lowell (MA)	\$483,129	\$1,414,512	\$1,085,753	\$149,676	\$222,076	\$16,268	\$215,898	\$18,354	\$3,605,666
Douglas County (KS)	\$2,628,596	\$6,752,477	\$1,667,870	\$1,515,516	\$1,344,501	\$201,118	\$841,687	\$138,491	\$15,090,256
City of Columbia (MO)	\$638,770	\$3,139,543	\$497,203	\$295,659	\$599,835	\$55,393	\$290,865	\$44,451	\$5,561,719
City of Norman (OK)	\$10,499,123	\$11,295,611	\$10,145,942	\$4,177,123	\$3,088,613	\$621,739	\$4,435,741	\$358,026	\$44,621,918
Wayne County (NC)	\$473,466	\$1,289,797	\$567,873	\$345,351	\$372,768	\$59,037	\$138,006	\$14,465	\$3,260,763
City of Lafayette (LA)	\$1,979,115	\$4,188,606	\$620,913	\$910,020	\$630,104	\$609,992	\$1,604,389	\$77,488	\$10,620,627
Washington County (TN)	\$1,663,788	\$4,439,443	\$1,995,733	\$381,221	\$1,753,765	\$106,404	\$4,836,728	\$21,616	\$15,198,698
City of Thousand Oaks (CA)	\$653,635	\$2,308,850	\$259,167	\$154,010	\$411,152	\$102,020	\$295,199	\$19,036	\$4,203,069
City of Charleston (SC)	\$18,273,695	\$52,187,318	\$9,411,830	\$9,010,305	\$8,290,156	\$1,081,631	\$22,178,826	\$0	\$120,433,761
City of Waco (TX)	\$5,361,393	\$9,979,269	\$3,767,928	\$2,842,237	\$3,333,518	\$276,395	\$6,687,343	\$50,798	\$32,298,881
Robeson County (NC)	\$156,065	\$258,512	\$248,074	\$111,988	\$149,564	\$8,064	\$104,902	\$379	\$1,037,548
Columbia County (GA)	\$12,222	\$14,373	\$5,960	\$3,565	\$3,892	\$429	\$3,300	\$885	\$44,626
Orange County (NC)	\$5,151,086	\$16,003,693	\$4,161,714	\$2,765,716	\$4,208,065	\$1,083,620	\$3,169,588	\$123,390	\$36,666,872
City of Savannah (GA)	\$15,538,274	\$32,858,142	\$13,923,334	\$4,334,525	\$7,753,426	\$967,023	\$25,217,523	\$548,404	\$101,140,651
Indian River County (FL)	\$1,844,099	\$3,482,312	\$1,733,329	\$343,137	\$696,036	\$47,640	\$708,597	-\$1	\$8,855,149
City of Alexandria (VA)	\$7,955,693	\$31,578,984	\$14,899,538	\$7,566,964	\$7,127,113	\$631,593	\$6,211,739	\$44,785	\$76,016,409
Martin County (FL)	\$1,809,737	\$5,531,711	\$2,170,656	\$863,397	\$1,223,280	\$202,240	\$1,017,764	\$66,853	\$12,885,638
Macon-Bibb County (GA)	\$5,365,715	\$18,971,772	\$6,162,922	\$2,536,435	\$2,697,998	\$813,005	\$2,297,932	\$92,008	\$38,937,787
City of Springfield (MA)	\$3,573,097	\$4,230,253	\$1,895,188	\$1,131,390	\$1,273,518	\$253,150	\$1,519,650	\$0	\$13,876,246
Catawba County (NC)	\$4,443,041	\$11,159,748	\$12,954,300	\$1,855,753	\$3,406,210	\$266,716	\$2,145,124	\$440,327	\$36,671,219
Town of Cary (NC)	\$2,117,191	\$4,718,417	\$2,309,475	\$346,115	\$573,077	\$300,095	\$441,641	\$20,750	\$10,826,761



**Table 20:**  
**Total Categorized Audience Expenditures by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								TOTAL Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Alamance County (NC)	\$561,177	\$1,917,322	\$1,390,984	\$244,822	\$469,242	\$34,568	\$198,191	\$121,047	\$4,937,353
Cumberland County (NJ)	\$738,479	\$1,791,168	\$2,472,162	\$144,977	\$724,714	\$83,982	\$1,140,361	\$100,631	\$7,196,474
City of Eugene (OR)	\$3,550,261	\$10,818,973	\$2,093,881	\$938,125	\$1,736,366	\$210,309	\$1,379,993	\$695,379	\$21,423,287
Middlesex County (CT)	\$1,649,683	\$5,118,799	\$719,314	\$610,129	\$507,115	\$624,847	\$1,589,668	\$297,766	\$11,117,321
City of Springfield (MO)	\$1,924,470	\$7,855,722	\$3,107,038	\$1,476,095	\$1,565,925	\$263,118	\$894,745	\$0	\$17,087,113
City of Sioux Falls (SD)	\$10,502,827	\$44,287,912	\$4,139,433	\$4,844,636	\$7,815,889	\$805,456	\$9,554,784	\$2,487,661	\$84,438,598
Pitt County (NC)	\$791,849	\$2,304,876	\$656,040	\$383,408	\$439,044	\$125,887	\$692,905	\$27,991	\$5,422,000
City of Providence (RI)	\$16,455,812	\$62,544,680	\$8,134,595	\$6,205,393	\$8,808,125	\$6,759,885	\$3,025,129	\$14,592	\$111,948,211
City of Worcester (MA)	\$11,465,210	\$25,553,121	\$12,922,115	\$2,448,147	\$5,353,090	\$1,189,558	\$1,768,530	\$486,087	\$61,185,858
Montgomery County (TN)	\$250,698	\$574,865	\$574,245	\$165,641	\$192,500	\$68,115	\$208,448	\$6,837	\$2,041,349
Salt Lake City (UT)	\$36,299,293	\$78,726,212	\$22,726,094	\$12,199,322	\$19,454,237	\$3,291,239	\$18,346,404	\$3,077,352	\$194,120,153
Cabarrus County (NC)	\$521,934	\$2,887,417	\$477,897	\$145,824	\$312,066	\$39,275	\$281,850	\$11,139	\$4,677,402
Richmond County (GA)	\$3,772,210	\$8,241,155	\$2,762,870	\$1,752,419	\$1,780,204	\$515,428	\$1,066,000	\$51,148	\$19,941,434
City of Tacoma (WA)	\$7,502,225	\$32,822,398	\$6,975,056	\$3,807,446	\$7,761,890	\$884,634	\$2,318,224	\$493,598	\$62,565,471
Doña Ana County (NM)	\$2,649,127	\$6,692,922	\$4,819,883	\$1,748,556	\$1,090,811	\$272,297	\$2,584,195	\$333,355	\$20,191,146
New Hanover County (NC)	\$5,902,050	\$23,690,930	\$1,426,446	\$3,093,490	\$3,974,811	\$822,964	\$2,052,997	\$0	\$40,963,688
Arlington County (VA)	\$3,014,933	\$9,888,903	\$1,905,087	\$830,012	\$1,408,614	\$149,942	\$1,235,932	\$42,796	\$18,476,219
City of Irving (TX)	\$132,939	\$684,410	\$54,016	\$74,452	\$158,558	\$4,088	\$147,853	\$4,657	\$1,260,973
City of Reno (NV)	\$8,779,024	\$16,832,108	\$2,788,508	\$2,230,772	\$3,091,848	\$388,356	\$3,998,801	\$786,255	\$38,895,672
York County (SC)	\$1,956,569	\$4,446,631	\$1,964,951	\$2,404,883	\$1,371,034	\$284,057	\$1,190,571	\$137,309	\$13,756,005
<b>Group C Average</b>	<b>\$5,106,524</b>	<b>\$13,409,357</b>	<b>\$4,119,288</b>	<b>\$2,001,921</b>	<b>\$2,855,753</b>	<b>\$550,022</b>	<b>\$3,268,943</b>	<b>\$297,500</b>	<b>\$31,609,309</b>
Percent of Group C Total	16.2%	42.4%	13.0%	6.3%	9.0%	1.7%	10.3%	0.9%	100.0%
Group C Median	\$2,372,894	\$6,112,317	\$2,132,269	\$943,655	\$1,357,768	\$264,917	\$1,402,500	\$50,973	\$15,144,477

**Table 20:**  
**Total Categorized Audience Expenditures by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								TOTAL Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Buncombe County (NC)	\$2,962,226	\$14,850,532	\$7,882,693	\$2,055,717	\$3,829,991	\$412,759	\$10,363,384	\$163,396	\$42,520,698
Alachua County (FL)	\$11,080,746	\$24,644,650	\$8,235,265	\$9,443,216	\$6,784,085	\$1,416,800	\$5,711,083	\$576,748	\$67,892,593
Greater Green Bay Area (WI)	\$2,816,077	\$3,364,608	\$3,761,403	\$669,705	\$928,121	\$158,491	\$1,219,825	\$7,405	\$12,925,635
City of Orlando (FL)	\$13,511,512	\$21,531,158	\$6,208,746	\$3,183,589	\$7,057,386	\$704,112	\$9,807,354	\$3,572,655	\$65,576,512
City of Lincoln (NE)	\$5,109,480	\$24,190,850	\$4,355,039	\$2,636,374	\$5,451,396	\$291,510	\$4,547,772	\$1,747,389	\$48,329,810
Southeastern Connecticut Region (CT)	\$10,412,186	\$36,175,263	\$13,617,853	\$3,850,021	\$5,309,887	\$749,551	\$11,099,021	\$0	\$81,213,782
Erie County (PA)	\$3,402,162	\$11,538,485	\$1,912,168	\$1,310,673	\$2,372,354	\$269,310	\$2,339,710	\$2,952	\$23,147,814
San Luis Obispo County (CA)	\$1,526,712	\$5,349,780	\$2,471,248	\$458,924	\$1,281,153	\$128,803	\$2,750,543	\$62,404	\$14,029,567
City of Newark (NJ)	\$14,976,551	\$20,694,141	\$7,256,058	\$7,558,803	\$12,719,690	\$1,641,805	\$4,043,426	\$72,580	\$68,963,054
Leon County (FL)	\$18,196,703	\$31,730,942	\$19,848,775	\$12,093,942	\$7,569,246	\$2,386,453	\$9,327,206	\$263,009	\$101,416,276
Rutherford County (TN)	\$2,274,398	\$8,476,715	\$2,604,352	\$1,776,399	\$2,311,351	\$277,505	\$2,129,494	\$520,592	\$20,370,806
St. Lucie County (FL)	\$1,081,203	\$2,236,460	\$568,828	\$205,895	\$355,544	\$39,403	\$210,274	-\$1	\$4,697,606
Greater Spartanburg Area (SC)	\$1,380,260	\$5,771,093	\$1,360,059	\$615,414	\$709,921	\$128,903	\$704,463	\$0	\$10,670,113
Durham County (NC)	\$4,272,927	\$31,976,786	\$3,100,710	\$1,241,932	\$5,312,998	\$548,757	\$3,048,144	\$48,643	\$49,550,897
City of St. Paul (MN)	\$22,687,912	\$83,885,558	\$35,009,177	\$12,308,628	\$23,024,083	\$2,443,953	\$13,188,828	\$2,714,824	\$195,262,963
Hamilton County (IN)	\$4,921,983	\$9,472,581	\$2,189,478	\$1,782,733	\$1,138,685	\$357,399	\$1,962,809	\$77,214	\$21,902,882
Osceola County (FL)	\$169,294	\$643,432	\$145,675	\$63,375	\$104,598	\$137,606	\$412,520	\$55,158	\$1,731,658
Escambia County (FL)	\$6,438,880	\$32,296,585	\$7,022,125	\$3,030,276	\$4,897,241	\$1,298,069	\$6,221,826	\$159,633	\$61,364,635
Lexington-Fayette Urban County (KY)	\$2,952,648	\$6,746,006	\$2,499,680	\$1,397,690	\$1,414,979	\$302,408	\$560,117	\$111,297	\$15,984,825
Lake County (FL)	\$963,891	\$2,751,592	\$2,363,614	\$340,521	\$495,304	\$55,071	\$1,027,400	\$19,211	\$8,016,604
City of Riverside (CA)	\$5,311,736	\$12,194,000	\$4,932,248	\$453,977	\$1,775,187	\$470,467	\$109,306	\$168,006	\$25,414,927
Cumberland County (NC)	\$6,528,022	\$11,812,989	\$3,758,875	\$2,912,946	\$2,783,732	\$292,819	\$1,385,715	\$45,012	\$29,520,110
Collier County (FL)	\$5,644,897	\$20,685,201	\$5,912,661	\$4,151,657	\$3,515,416	\$233,877	\$4,236,429	\$332,988	\$44,713,126
Hamilton County (TN)	\$18,454,753	\$38,784,010	\$19,053,701	\$10,283,108	\$8,855,943	\$834,240	\$10,196,906	\$1,248,164	\$107,710,825
Manatee County (FL)	\$5,011,782	\$13,152,578	\$5,101,640	\$1,676,260	\$2,789,173	\$145,220	\$4,985,158	\$125,492	\$32,987,303
City of Tampa (FL)	\$38,424,395	\$70,120,738	\$29,471,481	\$13,224,136	\$27,758,562	\$2,020,052	\$37,277,975	\$228,411	\$218,525,750
Forsyth County (NC)	\$8,773,712	\$24,617,680	\$6,578,665	\$3,763,905	\$4,744,751	\$339,026	\$3,122,084	\$143,215	\$52,083,038
Mercer County (NJ)	\$3,699,218	\$7,640,419	\$1,580,266	\$803,833	\$2,377,477	\$339,303	\$1,888,846	\$384,586	\$18,713,948
City of Wichita (KS)	\$6,098,196	\$25,670,018	\$3,840,798	\$4,502,230	\$4,935,578	\$766,308	\$4,249,357	\$725,987	\$50,788,472
Clackamas County (OR)	\$1,563,841	\$2,694,390	\$2,715,583	\$593,460	\$769,806	\$92,225	\$505,454	\$81,809	\$9,016,568

**Table 20:**  
**Total Categorized Audience Expenditures by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)							TOTAL Audience Expenditures	
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging		Other/ Miscellaneous
Sarasota County (FL)	\$9,149,520	\$49,123,092	\$3,417,659	\$7,964,943	\$6,651,986	\$396,293	\$16,003,210	\$782,818	<b>\$93,489,521</b>
City of Minneapolis (MN)	\$25,246,695	\$93,346,320	\$38,957,574	\$13,696,817	\$25,620,780	\$2,719,586	\$14,676,287	\$3,021,008	<b>\$217,285,067</b>
Berks County (PA)	\$1,518,941	\$3,289,999	\$830,283	\$332,566	\$571,330	\$25,090	\$1,470,035	\$101,803	<b>\$8,140,047</b>
City of Miami (FL)	\$55,619,833	\$92,428,269	\$20,146,493	\$22,728,051	\$42,086,042	\$4,725,470	\$24,303,205	\$559,523	<b>\$262,596,886</b>
City of Raleigh (NC)	\$47,109,793	\$146,222,300	\$32,522,919	\$24,095,569	\$43,765,074	\$9,074,482	\$55,229,582	\$5,968,436	<b>\$363,988,155</b>
Santa Barbara County (CA)	\$9,373,961	\$31,672,757	\$3,391,631	\$6,143,621	\$6,935,547	\$1,528,792	\$12,790,153	\$459,314	<b>\$72,295,776</b>
Seminole County (FL)	\$1,799,045	\$4,316,275	\$297,349	\$277,017	\$797,642	\$192,993	\$566,771	\$59,123	<b>\$8,306,215</b>
City of Virginia Beach (VA)	\$5,607,604	\$39,041,928	\$3,467,068	\$2,756,020	\$3,679,345	\$1,137,688	\$5,572,703	\$539,794	<b>\$61,802,150</b>
City of Atlanta (GA)	\$18,866,815	\$96,668,016	\$25,294,010	\$10,126,802	\$28,183,329	\$6,850,649	\$43,024,004	\$3,642,800	<b>\$232,656,425</b>
City of Mesa (AZ)	\$2,450,731	\$4,707,923	\$2,416,556	\$615,507	\$953,441	\$225,626	\$1,307,420	\$106,338	<b>\$12,783,542</b>
City of Kansas City (MO)	\$11,393,633	\$41,426,125	\$4,824,432	\$7,392,282	\$9,543,829	\$1,070,038	\$6,600,014	\$254,888	<b>\$82,505,241</b>
Morris County (NJ)	\$2,550,502	\$7,806,089	\$2,354,300	\$648,685	\$1,520,763	\$227,385	\$664,692	\$256,572	<b>\$16,028,988</b>
<b>Group D Average</b>	<b>\$10,031,795</b>	<b>\$28,946,389</b>	<b>\$8,411,408</b>	<b>\$4,884,934</b>	<b>\$7,706,732</b>	<b>\$1,129,912</b>	<b>\$8,115,250</b>	<b>\$700,267</b>	<b>\$69,926,686</b>
Percent of Group D Total	14.3%	41.4%	12.0%	7.0%	11.0%	1.6%	11.6%	1.0%	100.0%
Group D Median	\$5,459,670	\$20,689,671	\$3,801,101	\$2,696,197	\$3,754,668	\$376,846	\$4,139,928	\$165,701	\$46,521,468

**Table 20:**  
**Total Categorized Audience Expenditures by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 25	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								TOTAL Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Sonoma County (CA)	\$7,370,059	\$17,115,050	\$1,905,809	\$1,396,775	\$3,313,330	\$594,030	\$3,396,869	\$198,393	\$35,290,315
Volusia County (FL)	\$4,742,239	\$10,282,626	\$4,361,991	\$7,295,778	\$4,326,332	\$654,173	\$3,222,396	\$129,705	\$35,015,240
Guilford County (NC)	\$16,110,963	\$40,329,789	\$10,397,635	\$6,783,239	\$10,067,664	\$1,616,464	\$9,190,850	\$675,263	\$95,171,867
Dane County (WI)	\$26,931,518	\$45,327,522	\$11,510,255	\$4,406,130	\$10,807,615	\$930,617	\$3,579,023	\$668,905	\$104,161,585
Brevard County (FL)	\$450,274	\$1,583,131	\$770,566	\$141,303	\$388,639	\$16,297	\$136,768	\$18,249	\$3,505,227
Washington County (OR)	\$1,053,290	\$4,143,872	\$308,345	\$377,000	\$797,680	\$173,618	\$415,311	\$3,633	\$7,272,749
Johnson County (KS)	\$1,603,039	\$5,396,115	\$1,769,396	\$288,258	\$877,253	\$143,555	\$325,576	\$35,795	\$10,438,987
City of Louisville (KY)	\$28,583,014	\$134,219,814	\$7,967,789	\$11,226,829	\$33,502,912	\$4,681,700	\$17,464,933	\$299,193	\$237,946,184
City of Baltimore (MD)	\$48,106,660	\$124,520,071	\$32,909,449	\$13,039,786	\$29,452,845	\$4,832,792	\$21,096,113	\$5,717,544	\$279,675,260
Polk County (FL)	\$3,944,925	\$9,904,288	\$6,860,930	\$2,175,704	\$3,444,295	\$356,674	\$3,950,922	\$161,677	\$30,799,415
City of Boston (MA)	\$85,067,458	\$254,562,357	\$36,477,775	\$37,581,412	\$93,980,847	\$10,510,307	\$71,216,580	\$852,313	\$590,249,049
District of Columbia (DC)	\$168,942,464	\$594,255,656	\$53,463,597	\$66,618,751	\$179,378,143	\$13,998,489	\$170,269,488	\$5,110,770	\$1,252,037,358
Nashville-Davidson County (TN)	\$39,849,870	\$73,979,593	\$48,589,700	\$18,846,195	\$26,906,308	\$1,654,462	\$37,654,794	\$3,079,635	\$250,560,557
City of El Paso (TX)	\$10,316,614	\$13,928,661	\$8,842,023	\$3,073,385	\$4,519,069	\$804,596	\$1,894,437	\$89,990	\$43,468,775
Lee County (FL)	\$15,331,974	\$47,468,175	\$18,282,110	\$9,456,062	\$7,190,096	\$519,547	\$7,502,158	\$367,242	\$106,117,364
City of Fort Worth (TX)	\$30,776,235	\$80,058,257	\$16,434,882	\$10,485,072	\$20,730,782	\$2,362,491	\$32,146,287	\$1,660,559	\$194,654,565
City of Indianapolis (IN)	\$27,463,842	\$105,134,855	\$26,285,435	\$10,250,445	\$22,422,537	\$2,842,804	\$17,760,916	\$1,075,784	\$213,236,618
City and County of San Francisco (CA)	\$91,438,518	\$266,042,003	\$45,627,497	\$31,224,005	\$103,281,417	\$6,482,009	\$118,748,598	\$4,896,463	\$667,740,510
Prince George's County (MD)	\$7,481,928	\$9,030,121	\$6,725,125	\$4,105,319	\$3,816,913	\$654,613	\$2,142,326	\$954,166	\$34,910,511
Pinellas County (FL)	\$18,064,194	\$59,142,537	\$24,526,976	\$8,769,894	\$13,517,865	\$1,087,366	\$15,401,222	\$271,928	\$140,781,982
Shelby County (TN)	\$14,732,296	\$29,495,381	\$7,640,679	\$9,652,193	\$7,871,594	\$1,395,745	\$7,712,523	\$631,164	\$79,131,575
Fairfield County (CT)	\$9,541,067	\$40,230,415	\$24,539,457	\$3,504,684	\$4,707,390	\$1,040,431	\$3,054,918	-\$2	\$86,618,360
Westchester County (NY)	\$5,396,529	\$39,835,214	\$4,812,737	\$3,778,412	\$7,681,665	\$1,254,179	\$2,529,044	\$401,943	\$65,689,723
Fulton County (GA)	\$19,341,293	\$98,073,743	\$25,702,369	\$10,500,597	\$28,550,879	\$6,970,258	\$43,384,694	\$3,708,793	\$236,232,626
Wake County (NC)	\$49,702,560	\$152,236,035	\$35,200,271	\$24,645,701	\$44,674,520	\$9,461,510	\$56,058,680	\$6,028,931	\$378,008,208
<b>Group E Average</b>	<b>\$29,293,713</b>	<b>\$90,251,811</b>	<b>\$18,476,512</b>	<b>\$11,984,917</b>	<b>\$26,648,344</b>	<b>\$3,001,549</b>	<b>\$26,010,217</b>	<b>\$1,481,521</b>	<b>\$207,148,584</b>
Percent of Group E Total	14.1%	43.6%	8.9%	5.8%	12.9%	1.4%	12.6%	0.7%	100.0%
Group E Median	\$16,110,963	\$45,327,522	\$11,510,255	\$8,769,894	\$10,067,664	\$1,254,179	\$7,712,523	\$631,164	\$104,161,585

**Table 20:**  
**Total Categorized Audience Expenditures by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group F Population 1,000,000 or More Sample Size = 21	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								TOTAL Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Mecklenburg County (NC)	\$14,496,272	\$52,238,182	\$3,843,994	\$7,033,942	\$9,603,768	\$2,973,435	\$14,654,276	\$141,899	\$104,985,768
City of San José (CA)	\$19,321,006	\$38,764,947	\$11,532,759	\$7,598,837	\$19,644,747	\$4,038,037	\$16,594,853	\$251,740	\$117,746,926
Montgomery County (MD)	\$8,578,721	\$43,243,836	\$7,802,996	\$3,110,703	\$8,787,687	\$2,487,272	\$3,813,177	\$287,108	\$78,111,500
Fairfax County (VA)	\$21,285,546	\$48,710,256	\$9,364,173	\$4,735,844	\$9,914,796	\$1,661,763	\$2,434,614	\$82,323	\$98,189,315
Allegheny County (PA)	\$49,265,093	\$240,253,908	\$63,236,660	\$26,391,569	\$57,543,430	\$5,915,237	\$57,359,667	\$9,544,701	\$509,510,265
Greater Columbus Area (OH)	\$31,631,045	\$92,126,277	\$20,036,013	\$5,882,612	\$16,845,497	\$3,998,936	\$18,946,778	\$314,858	\$189,782,016
Orange County (FL)	\$18,788,830	\$41,702,686	\$9,518,358	\$6,330,624	\$12,437,891	\$1,124,512	\$16,098,077	\$4,251,261	\$110,252,239
City of Dallas (TX)	\$49,272,111	\$112,978,514	\$15,916,596	\$12,378,006	\$30,719,190	\$5,755,313	\$32,497,582	\$183,912	\$259,701,224
Hillsborough County (FL)	\$45,578,553	\$82,662,650	\$34,848,167	\$16,306,927	\$32,445,490	\$2,424,398	\$43,435,764	\$285,775	\$257,987,724
City of San Diego (CA)	\$70,418,643	\$173,826,758	\$47,767,007	\$21,969,826	\$62,284,941	\$4,048,766	\$165,552,345	\$502,679	\$546,370,965
Palm Beach County (FL)	\$30,224,350	\$57,452,124	\$18,921,096	\$10,168,397	\$18,475,726	\$1,519,066	\$19,702,117	\$4,529,790	\$160,992,666
City of San Antonio (TX)	\$28,546,913	\$95,531,178	\$40,924,171	\$24,401,030	\$30,912,946	\$3,977,135	\$55,100,825	\$911,241	\$280,305,439
Sacramento County (CA)	\$16,606,647	\$34,130,958	\$12,574,647	\$3,779,277	\$11,387,039	\$810,511	\$4,546,121	\$552,057	\$84,387,257
City of Phoenix (AZ)	\$37,550,261	\$78,742,724	\$35,556,623	\$20,367,366	\$29,197,635	\$1,864,747	\$33,179,588	\$717,556	\$237,176,500
City and County of Philadelphia (PA)	\$89,874,731	\$288,383,873	\$55,426,734	\$22,315,666	\$105,038,473	\$3,711,806	\$197,432,511	\$2,993,812	\$765,177,606
Broward County (FL)	\$40,216,975	\$103,309,304	\$20,662,954	\$20,730,936	\$33,784,038	\$4,162,837	\$41,139,635	\$1,738,134	\$265,744,813
Santa Clara County (CA)	\$22,272,902	\$47,078,468	\$13,487,398	\$9,047,676	\$22,865,464	\$4,619,460	\$19,004,932	\$320,859	\$138,697,159
Riverside County (CA)	\$16,122,726	\$20,896,678	\$14,223,396	\$1,464,804	\$4,116,110	\$794,914	\$3,342,205	\$236,094	\$61,196,927
Miami-Dade County (FL)	\$105,182,271	\$236,351,940	\$36,638,271	\$47,274,788	\$83,869,635	\$9,836,772	\$57,368,655	\$2,076,485	\$578,598,817
City of Chicago (IL)	\$177,607,495	\$630,198,111	\$113,799,902	\$66,772,686	\$253,627,923	\$22,067,399	\$565,235,013	\$7,561,709	\$1,836,870,238
Harris County (TX)	\$44,757,726	\$253,318,109	\$50,948,328	\$48,454,535	\$76,535,451	\$12,073,964	\$41,157,380	\$1,657,886	\$528,903,379
<b>Group F Average</b>	<b>\$44,647,563</b>	<b>\$131,995,309</b>	<b>\$30,334,773</b>	<b>\$18,405,526</b>	<b>\$44,287,518</b>	<b>\$4,755,537</b>	<b>\$67,076,005</b>	<b>\$1,863,899</b>	<b>\$343,366,131</b>
Percent of Group F Total	13.0%	38.4%	8.8%	5.4%	12.9%	1.4%	19.5%	0.5%	100.0%
Group F Median	\$31,631,045	\$82,662,650	\$20,036,013	\$12,378,006	\$29,197,635	\$3,977,135	\$32,497,582	\$552,057	\$237,176,500
<b>ALL CITY/COUNTY STUDY REGIONS</b>									
<b>Average</b>	<b>\$10,898,151</b>	<b>\$32,183,786</b>	<b>\$8,003,528</b>	<b>\$4,633,388</b>	<b>\$9,476,216</b>	<b>\$1,141,881</b>	<b>\$12,033,095</b>	<b>\$574,653</b>	<b>\$78,944,697</b>
Percent of Total	13.8%	40.8%	10.1%	5.9%	12.0%	1.4%	15.2%	0.7%	100.0%
Median	\$2,684,878	\$7,752,546	\$2,443,902	\$1,035,067	\$1,543,344	\$230,631	\$2,007,903	\$111,661	\$18,871,511

**Table 20:**  
**Total Categorized Audience Expenditures by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Regional Study Regions All Populations Sample Size = 81	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)							TOTAL Audience Expenditures	
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging		Other/ Miscellaneous
High Peaks Region (ME)	\$166,108	\$332,804	\$224,111	\$35,693	\$112,226	\$5,080	\$142,188	\$3,309	\$1,021,519
Wood River Valley (ID)	\$1,511,044	\$4,860,294	\$1,969,081	\$1,406,377	\$1,032,370	\$102,391	\$2,925,375	\$43,055	\$13,849,987
Southern Oregon Area	\$3,881,681	\$19,862,383	\$5,346,170	\$1,533,923	\$3,219,158	\$38,117	\$28,749,680	\$447,452	\$63,078,564
Southwestern Pennsylvania Area	\$4,410,405	\$14,023,629	\$1,843,166	\$1,641,305	\$3,583,978	\$402,931	\$1,569,325	\$105,676	\$27,580,415
Greater Portsmouth Area (NH)	\$5,215,433	\$19,181,152	\$3,907,502	\$1,034,736	\$2,786,063	\$654,524	\$2,846,335	\$959,287	\$36,585,032
Northeast Oregon Region	\$86,247	\$177,649	\$133,038	\$22,085	\$47,554	\$10,831	\$74,752	\$4,779	\$556,935
Toe River Valley (NC)	\$308,088	\$914,221	\$3,176,780	\$51,825	\$339,065	\$19,135	\$586,147	\$6,523	\$5,401,784
Albemarle Region (NC)	\$607,700	\$2,064,893	\$629,312	\$357,420	\$295,597	\$37,986	\$200,756	\$38,189	\$4,231,853
Greater Concord Area (NH)	\$1,446,852	\$5,321,477	\$1,099,355	\$1,255,578	\$864,655	\$224,341	\$2,937,098	\$202,460	\$13,351,816
North Central Minnesota Region	\$150,560	\$520,694	\$188,606	\$52,143	\$223,982	\$12,233	\$106,537	\$180,632	\$1,435,387
Northwest Minnesota Region	\$59,419	\$145,125	\$108,160	\$15,271	\$101,850	\$20,659	\$24,140	\$3,017	\$477,641
Monadnock Region (NH)	\$567,488	\$2,898,918	\$412,937	\$327,746	\$461,762	\$129,143	\$439,684	\$42,423	\$5,280,101
Bismarck-Mandan Region (ND)	\$2,399,166	\$7,160,310	\$4,393,052	\$1,572,964	\$1,665,602	\$577,016	\$1,046,318	\$261,113	\$19,075,541
Greater Minot Region (ND)	\$516,384	\$2,710,438	\$218,918	\$153,657	\$591,520	\$46,809	\$461,455	\$71,429	\$4,770,610
Greater Burlington Area (VT)	\$4,647,673	\$14,856,907	\$5,801,954	\$1,608,805	\$2,721,725	\$174,919	\$4,453,994	\$1,772,936	\$36,038,913
Greater Charlottesville Area (VA)	\$8,849,048	\$25,194,780	\$9,752,205	\$1,296,042	\$4,617,572	\$393,563	\$11,023,135	\$124,176	\$61,250,521
Brainerd Lakes Region (MN)	\$173,061	\$404,064	\$33,766	\$14,187	\$138,319	\$34,977	\$86,633	\$0	\$885,007
East Central Minnesota Region	\$636,430	\$1,244,697	\$2,158,611	\$126,355	\$904,064	\$45,374	\$807,552	\$1,342	\$5,924,425
Northwest Connecticut Region	\$1,500,130	\$6,889,793	\$1,461,856	\$352,516	\$1,535,547	\$105,230	\$942,682	\$89,922	\$12,877,676
Central Oregon Region	\$3,211,075	\$7,969,753	\$4,447,081	\$1,554,752	\$1,920,511	\$299,509	\$5,118,016	\$186,126	\$24,706,823
Greater Fargo-Moorhead Area (ND/MN)	\$2,878,122	\$10,518,135	\$3,147,223	\$2,198,945	\$2,316,180	\$207,415	\$2,409,783	\$380,657	\$24,056,460
Black Hills Region (SD)	\$14,493,896	\$41,296,918	\$12,393,994	\$4,577,385	\$8,114,169	\$1,428,917	\$7,709,913	\$1,319,107	\$91,334,299
Greater Kingsport Area (TN)	\$2,032,721	\$7,985,030	\$3,124,741	\$2,080,879	\$1,842,541	\$295,072	\$2,479,966	\$105,451	\$19,946,401
Lake Region (MN)	\$794,813	\$800,037	\$1,002,671	\$34,520	\$395,956	\$69,042	\$216,212	\$25,570	\$3,338,821
South Central Minnesota Region	\$512,293	\$3,308,752	\$663,555	\$430,302	\$1,355,769	\$196,532	\$467,257	\$232,231	\$7,166,691
Greater Sioux Falls Area (SD)	\$10,558,470	\$44,494,243	\$4,159,278	\$4,867,052	\$7,857,347	\$810,060	\$9,600,651	\$2,498,840	\$84,845,941
Southwest Tennessee Development District	\$535,573	\$1,258,415	\$290,472	\$428,539	\$416,085	\$63,935	\$153,295	\$3,698	\$3,150,012
Northwest Tennessee Development District	\$1,565,455	\$2,809,061	\$1,603,915	\$1,907,821	\$1,105,675	\$194,959	\$556,032	\$28,503	\$9,771,421
Southwest Minnesota Region	\$246,768	\$758,697	\$319,908	\$134,974	\$484,296	\$0	\$459,347	\$12,061	\$2,416,051
Arrowhead Region (MN)	\$706,141	\$8,167,243	\$4,040,859	\$386,128	\$2,782,430	\$227,701	\$3,596,818	\$195,510	\$20,102,830

**Table 20:  
Total Categorized Audience Expenditures by All Attendees to  
Nonprofit Arts and Cultural Events Per Study Region During 2015**

Regional Study Regions All Populations Sample Size = 81	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								TOTAL Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Maple Grove and the Northwest Suburbs (MN)	\$294,500	\$1,088,876	\$454,436	\$159,772	\$298,864	\$31,724	\$171,198	\$35,240	<b>\$2,534,610</b>
Greater Augusta Area (GA)	\$3,784,432	\$8,255,528	\$2,768,830	\$1,755,984	\$1,784,096	\$515,857	\$1,069,300	\$52,033	<b>\$19,986,060</b>
Upper Cumberland Development District (TN)	\$492,091	\$2,003,365	\$820,814	\$235,219	\$545,998	\$35,844	\$623,739	\$20,965	<b>\$4,778,035</b>
City of Huntsville/Madison County (AL)	\$3,529,238	\$15,933,663	\$6,546,535	\$3,713,771	\$3,862,552	\$258,442	\$1,935,070	\$278,466	<b>\$36,057,737</b>
Northeast Commission (NC)	\$6,783,026	\$16,575,004	\$13,954,734	\$3,286,027	\$3,181,938	\$446,122	\$8,898,326	\$186,509	<b>\$53,311,686</b>
Greater Ann Arbor Area (MI)	\$4,013,001	\$22,606,059	\$9,253,991	\$1,109,720	\$4,769,074	\$606,056	\$7,207,297	\$466,432	<b>\$50,031,630</b>
Greater Fox Cities Region (WI)	\$2,739,224	\$7,157,876	\$2,550,823	\$1,893,216	\$1,810,411	\$216,881	\$1,642,677	\$268,650	<b>\$18,279,758</b>
Central Minnesota Region	\$1,151,823	\$3,040,009	\$1,334,432	\$286,731	\$750,945	\$169,054	\$801,410	\$99,337	<b>\$7,633,741</b>
South Central Tennessee Development District	\$1,758,846	\$3,856,862	\$2,045,757	\$1,009,574	\$1,242,719	\$188,023	\$748,297	\$53,155	<b>\$10,903,233</b>
Northwest Arkansas Region	\$10,620,901	\$23,731,849	\$6,934,739	\$2,653,450	\$6,935,450	\$603,614	\$11,828,522	\$384,963	<b>\$63,693,488</b>
Southeast Minnesota Region	\$804,831	\$5,258,545	\$604,488	\$561,592	\$1,059,414	\$17,356	\$579,424	\$0	<b>\$8,885,650</b>
First Tennessee Development District	\$4,554,307	\$13,279,690	\$5,640,361	\$2,557,562	\$3,936,963	\$424,121	\$7,536,801	\$133,377	<b>\$38,063,182</b>
Greater Harrisburg Area (PA)	\$826,121	\$3,915,145	\$558,975	\$525,760	\$1,066,110	\$101,071	\$410,854	\$5,748	<b>\$7,409,784</b>
Greater New Haven Area (CT)	\$1,483,355	\$10,990,008	\$2,930,695	\$866,670	\$2,631,930	\$102,958	\$709,946	\$106,258	<b>\$19,821,820</b>
Treasure Coast Region (FL)	\$4,735,039	\$11,250,483	\$4,472,813	\$1,412,429	\$2,274,860	\$289,283	\$1,936,635	\$66,851	<b>\$26,438,393</b>
Greater Des Moines Region (IA)	\$22,180,210	\$39,566,566	\$9,073,269	\$6,475,494	\$10,691,167	\$977,450	\$23,625,920	\$525,533	<b>\$113,115,609</b>
Southeast Tennessee Development District	\$19,597,334	\$42,048,513	\$20,416,353	\$10,910,828	\$9,730,003	\$1,078,105	\$10,936,739	\$1,299,158	<b>\$116,017,033</b>
Greater Knoxville Region (TN)	\$19,820,868	\$36,218,594	\$8,722,319	\$3,492,024	\$7,390,145	\$895,080	\$21,135,203	\$92,300	<b>\$97,766,533</b>
Greater Columbia Area (SC)	\$9,794,608	\$19,353,010	\$3,350,660	\$2,056,579	\$3,221,251	\$940,976	\$3,343,920	\$129,408	<b>\$42,190,412</b>
Pikes Peak Region (CO)	\$19,003,738	\$40,796,073	\$17,008,992	\$5,499,733	\$10,177,289	\$1,266,113	\$7,765,815	\$551,088	<b>\$102,068,841</b>
Lehigh Valley Region (PA)	\$13,475,936	\$41,503,867	\$15,341,978	\$5,566,643	\$10,111,854	\$236,736	\$16,281,783	\$702,189	<b>\$103,220,986</b>
Greater Sarasota/Bradenton Area (FL)	\$14,161,302	\$62,275,670	\$8,519,299	\$9,641,203	\$9,441,159	\$541,513	\$20,988,368	\$908,310	<b>\$126,476,824</b>
Dayton Region (OH)	\$19,838,475	\$61,326,535	\$8,384,011	\$9,211,240	\$12,580,257	\$993,205	\$5,681,422	\$511,943	<b>\$118,527,088</b>
Richmond & Tri-Cities Region (VA)	\$24,708,362	\$73,398,545	\$16,313,116	\$9,066,899	\$14,060,932	\$2,528,264	\$6,471,691	\$1,843,622	<b>\$148,391,431</b>
Memphis Area Association of Governments (TN)	\$14,752,946	\$29,536,691	\$7,651,385	\$9,665,727	\$7,882,628	\$1,397,698	\$7,723,313	\$632,037	<b>\$79,242,425</b>
Eastern Region (NC)	\$5,440,926	\$18,749,528	\$18,495,592	\$3,836,297	\$5,525,404	\$1,254,610	\$3,542,099	\$154,673	<b>\$56,999,129</b>
Advantage West Region (NC)	\$13,514,724	\$43,967,757	\$56,230,033	\$6,543,258	\$13,460,520	\$1,170,712	\$29,276,427	\$468,052	<b>\$164,631,483</b>
Southeast Commission (NC)	\$13,620,845	\$37,843,197	\$6,341,515	\$6,668,506	\$7,491,524	\$1,183,393	\$3,877,202	\$52,429	<b>\$77,078,611</b>
Greater Fairfax Area (VA)	\$23,398,645	\$56,334,382	\$14,722,916	\$7,279,870	\$10,747,269	\$1,845,618	\$3,790,926	\$151,415	<b>\$118,271,041</b>
Greater Tulsa Region (OK)	\$18,168,709	\$56,799,032	\$13,677,828	\$6,424,139	\$13,402,001	\$3,256,665	\$25,158,671	\$801,968	<b>\$137,689,013</b>

**Table 20:**  
**Total Categorized Audience Expenditures by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Regional Study Regions All Populations Sample Size = 81	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								TOTAL Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
East Tennessee Development District	\$26,784,641	\$48,688,590	\$17,807,432	\$6,325,301	\$11,943,927	\$1,076,380	\$35,767,052	\$276,697	\$148,670,020
West Valley Region (AZ)	\$1,376,762	\$4,167,114	\$1,833,399	\$637,677	\$1,054,394	\$43,044	\$566,938	\$115,776	\$9,795,104
Greater St. Louis Area (MO)	\$58,692,385	\$100,427,040	\$21,962,290	\$10,162,540	\$17,918,106	\$2,117,350	\$12,233,942	\$3,674,960	\$227,188,613
Western New York	\$30,267,250	\$83,582,429	\$27,251,013	\$10,668,014	\$21,768,815	\$1,273,803	\$18,146,209	\$3,167,910	\$196,125,443
Greater Oklahoma City Region (OK)	\$64,450,907	\$101,601,049	\$60,995,798	\$29,274,288	\$38,133,887	\$4,906,038	\$80,819,976	\$2,081,099	\$382,263,042
Piedmont Triad Partnership (NC)	\$30,480,723	\$80,515,193	\$23,256,045	\$12,952,002	\$18,755,293	\$2,441,072	\$15,423,649	\$1,337,279	\$185,161,256
Greater Portland Area (OR)	\$17,659,575	\$54,656,269	\$14,523,739	\$6,177,273	\$11,960,255	\$2,058,255	\$8,292,131	\$654,824	\$115,982,321
Greater Kansas City Metropolitan Area (MO/KS)	\$13,492,631	\$48,691,100	\$6,867,157	\$7,964,151	\$10,811,580	\$1,259,806	\$7,173,264	\$301,517	\$96,561,206
Greater Nashville Regional Council (TN)	\$44,461,757	\$87,763,963	\$54,682,508	\$21,972,467	\$30,963,821	\$2,216,621	\$41,838,718	\$3,805,479	\$287,705,334
Research Triangle Regional Partnership (NC)	\$60,689,797	\$205,622,193	\$43,970,642	\$29,500,731	\$55,142,578	\$11,249,225	\$62,921,887	\$6,241,303	\$475,338,356
Greater Tampa/St. Petersburg Area (FL)	\$63,642,747	\$141,805,187	\$59,375,143	\$25,076,821	\$45,963,355	\$3,511,764	\$58,836,986	\$557,703	\$398,769,706
Charlotte Regional Partnership (NC)	\$22,156,811	\$73,985,411	\$21,891,836	\$10,128,885	\$15,182,095	\$3,510,730	\$18,829,641	\$837,036	\$166,522,445
Greater Charlotte Region (NC/SC)	\$24,113,380	\$78,432,042	\$23,856,787	\$12,533,768	\$16,553,129	\$3,794,787	\$20,020,212	\$974,345	\$180,278,450
Seven-County Metro Area (MN)	\$51,414,028	\$190,096,579	\$79,335,763	\$27,893,097	\$52,175,840	\$5,538,344	\$29,887,756	\$6,152,178	\$442,493,585
Central Florida Region	\$30,858,498	\$71,184,030	\$24,318,483	\$16,624,322	\$21,994,701	\$2,537,326	\$25,414,854	\$4,694,384	\$197,626,598
Greater Philadelphia Region (PA)	\$105,997,773	\$335,945,471	\$68,282,444	\$26,094,917	\$121,353,013	\$4,526,526	\$226,601,149	\$3,340,126	\$892,141,419
Greater Washington Region (DC/MD/VA)	\$219,372,384	\$744,331,882	\$99,519,259	\$89,511,619	\$211,265,739	\$19,767,527	\$187,463,588	\$6,591,040	\$1,577,823,038
Metro Atlanta Area (GA)	\$25,817,044	\$117,259,304	\$31,275,714	\$15,602,201	\$33,567,253	\$8,602,695	\$48,307,450	\$4,609,480	\$285,041,141
Greater Atlanta Region (GA)	\$26,235,301	\$118,498,467	\$31,635,687	\$15,931,706	\$33,891,253	\$8,708,131	\$48,625,401	\$4,667,653	\$288,193,599
Greater Houston Region (TX)	\$45,804,378	\$257,409,700	\$51,803,927	\$49,174,729	\$77,602,951	\$12,221,732	\$42,239,073	\$1,710,778	\$537,967,268
Dallas-Fort Worth-Arlington MSA (TX)	\$83,503,667	\$200,638,870	\$35,265,845	\$24,052,542	\$53,198,004	\$8,579,536	\$66,720,236	\$1,897,733	\$473,856,433
<b>Regional Average</b>	<b>\$17,543,075</b>	<b>\$52,001,152</b>	<b>\$14,356,603</b>	<b>\$7,457,838</b>	<b>\$14,038,250</b>	<b>\$1,732,613</b>	<b>\$17,086,669</b>	<b>\$963,171</b>	<b>\$125,179,372</b>
Percent of Regional Total	14.0%	41.5%	11.5%	6.0%	11.2%	1.4%	13.6%	0.8%	100.0%
Regional Median	\$5,215,433	\$19,181,152	\$5,801,954	\$2,198,945	\$3,862,552	\$515,857	\$4,453,994	\$261,113	\$50,031,630



**Table 20:**  
**Total Categorized Audience Expenditures by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Statewide Study Regions All Populations Sample Size = 20	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								TOTAL Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
State of Vermont	\$5,583,508	\$18,567,396	\$6,850,850	\$1,919,341	\$3,382,261	\$220,068	\$5,426,816	\$2,077,163	\$44,027,403
State of North Dakota	\$6,835,127	\$21,719,442	\$8,292,384	\$4,227,263	\$4,926,867	\$969,268	\$5,956,946	\$732,227	\$53,659,524
State of Delaware	\$4,640,462	\$18,426,570	\$8,734,511	\$2,636,312	\$4,384,506	\$827,779	\$6,232,285	\$397,083	\$46,279,508
State of Maine	\$8,336,153	\$27,188,273	\$5,137,144	\$2,337,856	\$6,045,608	\$663,940	\$7,410,449	\$848,468	\$57,967,891
State of Hawai'i	\$11,724,448	\$37,560,456	\$4,676,545	\$7,506,270	\$9,617,964	\$1,129,831	\$6,748,430	\$758,061	\$79,722,005
State of Nevada	\$46,211,808	\$96,574,003	\$30,164,524	\$15,156,934	\$26,113,289	\$2,470,537	\$23,658,085	\$4,077,712	\$244,426,892
State of Connecticut	\$32,421,447	\$134,272,739	\$55,874,146	\$11,897,707	\$20,942,004	\$3,333,366	\$22,449,404	\$747,208	\$281,938,021
State of Oklahoma	\$85,749,427	\$165,310,347	\$78,321,511	\$37,192,401	\$53,540,580	\$8,517,754	\$109,901,278	\$3,047,548	\$541,580,846
State of Oregon	\$41,450,472	\$131,248,706	\$45,516,037	\$13,976,437	\$25,375,580	\$3,606,883	\$58,360,401	\$3,422,292	\$322,956,808
State of Minnesota	\$56,650,167	\$213,744,442	\$89,790,819	\$29,935,300	\$60,372,865	\$6,331,272	\$37,033,086	\$6,901,878	\$500,759,829
State of Wisconsin	\$49,390,977	\$107,792,459	\$40,042,396	\$14,187,480	\$27,527,565	\$2,676,120	\$35,537,429	\$2,786,850	\$279,941,276
State of Maryland	\$72,569,883	\$203,445,345	\$54,357,023	\$23,780,410	\$48,293,621	\$9,397,925	\$30,590,680	\$7,738,005	\$450,172,892
State of Missouri	\$90,305,583	\$200,576,819	\$45,413,473	\$25,413,556	\$38,828,989	\$4,559,293	\$25,875,056	\$5,132,973	\$436,105,742
State of Tennessee	\$114,502,950	\$231,245,150	\$110,958,997	\$55,013,038	\$67,767,819	\$6,675,686	\$105,883,986	\$6,253,069	\$698,300,695
State of Massachusetts	\$137,351,126	\$378,407,152	\$79,592,897	\$49,919,896	\$122,623,319	\$14,748,031	\$94,229,228	\$2,724,624	\$879,596,273
State of New Jersey	\$38,243,117	\$82,507,651	\$28,464,974	\$14,525,642	\$28,495,312	\$3,972,304	\$25,659,044	\$1,806,092	\$223,674,136
State of North Carolina	\$152,686,852	\$477,258,283	\$184,140,397	\$72,915,706	\$118,739,352	\$21,255,864	\$142,769,231	\$9,277,281	\$1,179,042,966
State of Pennsylvania	\$187,392,960	\$678,413,297	\$158,569,876	\$64,909,636	\$203,853,661	\$12,016,898	\$315,414,695	\$14,264,581	\$1,634,835,604
State of Illinois	\$219,342,452	\$792,279,739	\$141,113,352	\$85,825,727	\$310,943,932	\$28,024,263	\$666,471,443	\$9,016,154	\$2,253,017,062
State of Florida	\$383,915,850	\$936,751,881	\$264,754,165	\$188,295,092	\$272,286,017	\$30,636,458	\$294,488,691	\$19,407,919	\$2,390,536,073
<b>Statewide Average</b>	<b>\$87,265,238</b>	<b>\$247,664,508</b>	<b>\$72,038,301</b>	<b>\$36,078,600</b>	<b>\$72,703,056</b>	<b>\$8,101,677</b>	<b>\$101,004,833</b>	<b>\$5,070,859</b>	<b>\$629,927,072</b>
Percent of Statewide Total	13.9%	39.3%	11.4%	5.7%	11.5%	1.3%	16.0%	0.8%	100.0%
Statewide Median	\$53,020,572	\$149,791,543	\$49,936,530	\$19,468,672	\$33,662,151	\$4,265,799	\$33,064,055	\$3,234,920	\$379,531,275

**Table 20:**  
**Total Categorized Audience Expenditures by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Individual Arts Districts All Populations Sample Size = 12	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								TOTAL Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
James River Arts & Cultural District	\$534,592	\$1,643,047	\$778,232	\$342,951	\$245,550	\$35,658	\$176,469	\$2,956	<b>\$3,759,455</b>
Center City Charlotte	\$12,827,353	\$45,710,493	\$3,369,126	\$6,223,446	\$8,424,955	\$2,559,640	\$13,164,081	\$127,586	<b>\$92,406,680</b>
Loch Haven Cultural Park	\$6,990,992	\$9,914,268	\$2,795,766	\$1,161,904	\$3,079,613	\$316,041	\$4,365,028	\$1,966,525	<b>\$30,590,137</b>
Downtown Colorado Springs Creative District	\$2,840,525	\$7,812,511	\$3,023,208	\$740,998	\$1,072,591	\$211,391	\$556,283	\$14,387	<b>\$16,271,894</b>
Fort Worth Cultural District	\$18,300,222	\$46,753,008	\$10,012,830	\$5,329,932	\$12,112,128	\$1,518,662	\$19,612,109	\$1,100,109	<b>\$114,739,000</b>
Dallas Arts District	\$22,247,714	\$48,822,536	\$6,781,977	\$5,659,174	\$13,479,428	\$2,069,467	\$14,488,159	\$19,332	<b>\$113,567,787</b>
Grand Center Arts & Entertainment District	\$9,499,188	\$13,639,685	\$783,324	\$926,360	\$2,515,743	\$230,010	\$817,828	\$827,988	<b>\$29,240,126</b>
Balboa Park Cultural District	\$31,205,797	\$91,142,369	\$22,333,243	\$6,441,440	\$32,875,250	\$1,899,232	\$103,813,104	\$0	<b>\$289,710,435</b>
East End Cultural District	\$660,731	\$2,509,081	\$482,913	\$359,198	\$574,915	\$114,666	\$191,282	\$135,950	<b>\$5,028,736</b>
Houston Museum District Association	\$21,374,892	\$153,899,325	\$29,359,538	\$33,348,058	\$49,762,659	\$8,543,059	\$28,235,606	-\$1	<b>\$324,523,136</b>
Midtown Cultural District	\$529,980	\$3,110,554	\$187,029	\$102,306	\$616,270	\$62,108	\$111,692	\$1	<b>\$4,719,940</b>
Washington Avenue Cultural District	\$222,171	\$833,363	\$632,585	\$132,181	\$221,137	\$22,866	\$94,119	\$38,208	<b>\$2,196,630</b>
<b>Arts District Average</b>	<b>\$10,602,846</b>	<b>\$35,482,520</b>	<b>\$6,711,648</b>	<b>\$5,063,996</b>	<b>\$10,415,020</b>	<b>\$1,465,233</b>	<b>\$15,468,813</b>	<b>\$352,753</b>	<b>\$85,562,830</b>
Percent of Arts District Total	12.4%	41.5%	7.8%	5.9%	12.2%	1.7%	18.1%	0.4%	100.0%
Arts District Median	\$8,245,090	\$11,776,977	\$2,909,487	\$1,044,132	\$2,797,678	\$273,026	\$2,591,428	\$28,770	\$29,915,132

## **Explanation of Table 21: Average Per Person Audience Spending by All Attendees to Nonprofit Arts and Cultural Events Per Study Region During 2016**

This table presents the average dollars spent per person by all nonprofit arts and culture audiences (both residents and non-residents) as a direct result of their attendance to nonprofit arts and cultural events in each participating study region during 2016. These averages were calculated using the 212,691 audience-intercept surveys that were collected. Summary statistics are calculated for each population group.

### **Column Two:**

The average dollars spent per person by all arts and culture audience members—both residents and non-residents—to purchase refreshments (e.g., snacks) while attending nonprofit arts and cultural events.

### **Column Three:**

The average dollars spent per person by all arts and culture audience members—both residents and non-residents—to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a café) before or after attending nonprofit arts and cultural events.

### **Column Four:**

The average dollars spent per person by all arts and culture audience members—both residents and non-residents—to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and cultural events.

### **Column Five:**

The average dollars spent per person by all arts and culture audience members—both residents and non-residents—to purchase clothing or accessories for the purpose of attending nonprofit arts and cultural events.

### **Column Six:**

The average dollars spent per person by all arts and culture audience members—both residents and non-residents—on local ground transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and cultural events.

### **Column Seven:**

The average dollars spent per person by all arts and culture audience members—both residents and non-residents—on child care for the purpose of attending nonprofit arts and cultural events.

### **Column Eight:**

The average dollars spent per person by all arts and culture audience members—both residents and non-residents—on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and cultural events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

### **Column Nine:**

The average dollars spent per person by all arts and culture audience members—both residents and non-residents—on miscellaneous products and services for the purpose of or as a result of attending nonprofit arts and cultural events.

### **Column Ten:**

The average dollars spent per person by all arts and culture audience members—both residents and non-residents—for the purpose of or as a result of attending nonprofit arts and cultural events. This figure is the sum of Column Two through Column Nine.

**Table 21:**  
**Average Per Person Audience Spending by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Town of Crested Butte (CO)	\$7.23	\$24.24	\$3.70	\$1.07	\$1.11	\$2.03	\$13.71	\$0.33	\$53.43
City of Pine City (MN)	\$2.87	\$5.47	\$9.29	\$0.57	\$3.92	\$0.19	\$3.37	\$0.00	\$25.68
City of Alva (OK)	\$0.96	\$5.98	\$5.47	\$1.20	\$0.58	\$0.20	\$1.07	\$0.72	\$16.18
Cook County (MN)	\$0.92	\$10.33	\$5.21	\$0.53	\$3.23	\$0.33	\$3.18	\$0.26	\$23.99
Town of Hillsborough (NC)	\$2.48	\$6.62	\$1.35	\$1.52	\$0.70	\$0.44	\$0.89	\$0.00	\$14.00
City of Virginia (MN)	\$0.92	\$10.33	\$5.21	\$0.53	\$3.23	\$0.33	\$3.18	\$0.26	\$23.99
Town of Jackson (WY)	\$8.44	\$18.03	\$13.60	\$2.89	\$3.10	\$0.81	\$7.02	\$0.53	\$54.42
City of Guthrie (OK)	\$6.81	\$9.55	\$5.12	\$2.51	\$2.30	\$0.32	\$5.99	\$0.00	\$32.60
City of Grand Rapids (MN)	\$0.92	\$10.33	\$5.21	\$0.53	\$3.23	\$0.33	\$3.18	\$0.26	\$23.99
Town of Medfield (MA)	\$1.80	\$6.32	\$2.16	\$0.98	\$0.27	\$0.14	\$0.20	\$0.48	\$12.35
City of Fergus Falls (MN)	\$3.85	\$3.89	\$4.92	\$0.16	\$1.96	\$0.33	\$1.16	\$0.12	\$16.39
Grundy County (TN)	\$6.11	\$8.98	\$9.62	\$2.61	\$4.25	\$0.04	\$5.80	\$0.37	\$37.79
City of Falls Church (VA)	\$4.02	\$14.35	\$10.30	\$5.10	\$1.54	\$0.33	\$2.62	\$0.13	\$38.40
City of Jamestown (ND)	\$4.29	\$7.96	\$1.47	\$1.54	\$2.33	\$0.70	\$11.37	\$0.27	\$29.91
City of Waterville (ME)	\$1.92	\$7.96	\$1.37	\$0.97	\$1.50	\$0.12	\$0.46	\$0.30	\$14.61
City of Red Wing (MN)	\$1.09	\$7.23	\$0.78	\$0.78	\$1.41	\$0.03	\$0.73	\$0.00	\$12.05
City of Durango (CO)	\$4.51	\$14.66	\$3.26	\$1.62	\$2.92	\$0.44	\$4.89	\$0.66	\$32.95
City of Hannibal (MO)	\$4.38	\$7.51	\$6.65	\$1.09	\$2.24	\$0.11	\$2.10	\$0.46	\$24.52
City of Tullahoma (TN)	\$0.79	\$6.21	\$0.75	\$2.16	\$1.36	\$0.45	\$0.36	\$0.24	\$12.33
City of Northfield (MN)	\$1.09	\$7.23	\$0.78	\$0.78	\$1.41	\$0.03	\$0.73	\$0.00	\$12.05
Town of Carrboro (NC)	\$2.17	\$9.04	\$2.36	\$1.75	\$1.54	\$0.30	\$1.58	\$0.39	\$19.13
Macon County (TN)	\$1.01	\$4.06	\$3.40	\$0.78	\$1.60	\$0.07	\$0.64	\$0.12	\$11.68
City of Laguna Beach (CA)	\$8.13	\$19.53	\$12.90	\$4.58	\$4.10	\$0.21	\$9.36	\$0.17	\$58.97
Hickman County (TN)	\$3.25	\$6.31	\$5.16	\$1.63	\$3.45	\$0.19	\$2.15	\$0.07	\$22.22
City of Fairfax (VA)	\$2.41	\$10.46	\$5.10	\$0.35	\$1.42	\$0.40	\$1.18	\$0.06	\$21.38
City of Ponca City (OK)	\$3.46	\$10.74	\$6.75	\$1.87	\$1.60	\$0.68	\$1.06	\$0.11	\$26.28
City of Paducah (KY)	\$7.11	\$11.02	\$7.79	\$1.07	\$2.19	\$0.06	\$8.75	\$1.05	\$39.03
Mille Lacs County (MN)	\$2.87	\$5.47	\$9.29	\$0.57	\$3.92	\$0.19	\$3.37	\$0.00	\$25.68
McNairy County (TN)	\$1.97	\$5.39	\$1.25	\$1.10	\$2.25	\$0.07	\$0.51	\$0.04	\$12.58
City of Winona (MN)	\$1.09	\$7.23	\$0.78	\$0.78	\$1.41	\$0.03	\$0.73	\$0.00	\$12.05

**Table 21:**  
**Average Per Person Audience Spending by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Door County (WI)	\$5.30	\$21.06	\$14.68	\$3.52	\$7.23	\$0.41	\$24.00	\$0.79	\$77.00
City of Benicia (CA)	\$4.41	\$12.27	\$14.10	\$1.87	\$1.59	\$0.28	\$0.97	\$0.18	\$35.65
City of Winter Park (FL)	\$2.28	\$13.52	\$1.89	\$2.11	\$3.41	\$0.25	\$3.82	\$0.21	\$27.48
City of Rochester (NH)	\$5.59	\$10.21	\$2.61	\$1.54	\$1.26	\$0.20	\$1.07	\$0.61	\$23.07
City of Morgantown (WV)	\$2.59	\$10.72	\$9.73	\$1.20	\$1.85	\$0.16	\$2.47	\$0.13	\$28.83
Henry County (TN)	\$2.21	\$5.70	\$5.20	\$1.23	\$1.39	\$0.22	\$1.21	\$0.07	\$17.23
City of Fairbanks (AK)	\$2.95	\$10.48	\$4.86	\$1.25	\$3.06	\$0.34	\$3.02	\$0.38	\$26.34
City of Bangor (ME)	\$5.59	\$11.54	\$3.85	\$1.59	\$3.16	\$0.34	\$5.96	\$0.66	\$32.69
Weakley County (TN)	\$4.15	\$5.06	\$2.32	\$0.85	\$1.81	\$0.03	\$1.25	\$0.18	\$15.65
Dare County (NC)	\$7.52	\$16.81	\$17.72	\$3.54	\$3.36	\$0.51	\$11.40	\$0.14	\$60.99
City of Columbia (TN)	\$4.14	\$7.93	\$4.30	\$1.85	\$2.35	\$0.39	\$1.51	\$0.07	\$22.53
City of Lake Worth (FL)	\$2.55	\$14.13	\$4.16	\$2.75	\$2.27	\$0.15	\$1.58	\$0.55	\$28.14
Clatsop County (OR)	\$7.60	\$20.64	\$10.81	\$2.45	\$4.44	\$0.68	\$20.64	\$0.23	\$67.49
Yadkin County (NC)	\$2.53	\$8.55	\$2.10	\$0.88	\$2.80	\$0.48	\$4.95	\$1.27	\$23.55
Greater Belfast Area (ME)	\$4.43	\$9.98	\$2.84	\$1.32	\$2.86	\$0.23	\$4.42	\$0.20	\$26.28
Campbell County (TN)	\$3.83	\$5.54	\$7.62	\$2.06	\$2.61	\$0.20	\$1.10	\$0.01	\$22.96
Monroe County (TN)	\$3.90	\$5.84	\$7.16	\$3.11	\$3.12	\$0.25	\$2.23	\$0.07	\$25.69
Lincoln County (OR)	\$3.37	\$16.82	\$2.92	\$1.73	\$3.29	\$0.15	\$12.87	\$0.53	\$41.67
Iron County (UT)	\$7.62	\$38.84	\$8.45	\$2.32	\$10.21	\$0.54	\$57.14	\$1.18	\$126.30
City of St. Louis Park (MN)	\$3.23	\$11.88	\$5.00	\$1.73	\$3.24	\$0.35	\$1.77	\$0.38	\$27.58
City of Logan (UT)	\$2.25	\$15.41	\$2.84	\$1.83	\$4.28	\$0.37	\$15.74	\$0.62	\$43.35
Gibson County (TN)	\$6.53	\$12.62	\$7.27	\$11.07	\$5.32	\$1.13	\$2.35	\$0.04	\$46.34
<b>Group A Average</b>	<b>\$3.72</b>	<b>\$10.92</b>	<b>\$5.64</b>	<b>\$1.83</b>	<b>\$2.71</b>	<b>\$0.34</b>	<b>\$5.44</b>	<b>\$0.31</b>	<b>\$30.91</b>
Percent of Group A Total	12.0%	35.3%	18.3%	5.9%	8.8%	1.1%	17.6%	1.0%	100.0%
Group A Median	\$3.31	\$10.09	\$5.05	\$1.54	\$2.34	\$0.29	\$2.41	\$0.22	\$25.68

**Table 21:**  
**Average Per Person Audience Spending by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Joplin (MO)	\$1.84	\$9.26	\$2.69	\$1.73	\$2.18	\$0.31	\$0.69	\$0.24	\$18.95
City of La Crosse (WI)	\$3.55	\$8.39	\$1.58	\$0.91	\$1.94	\$0.21	\$2.43	\$0.58	\$19.59
McMinn County (TN)	\$3.10	\$10.75	\$3.44	\$1.82	\$2.64	\$0.99	\$1.75	\$0.11	\$24.60
Lafayette County (MS)	\$6.41	\$12.92	\$6.03	\$2.09	\$3.14	\$0.52	\$5.85	\$0.41	\$37.36
Chisago County (MN)	\$2.87	\$5.47	\$9.29	\$0.57	\$3.92	\$0.19	\$3.37	\$0.00	\$25.68
City of Grand Forks (ND)	\$5.21	\$9.96	\$5.86	\$2.47	\$1.75	\$0.30	\$1.43	\$0.13	\$27.10
City of Corvallis (OR)	\$3.11	\$10.50	\$4.55	\$0.89	\$1.38	\$0.22	\$2.14	\$0.60	\$23.39
City of Noblesville (IN)	\$3.22	\$7.43	\$2.58	\$0.93	\$0.58	\$0.11	\$0.30	\$0.26	\$15.41
City of Ocala (FL)	\$4.84	\$12.43	\$7.35	\$3.11	\$3.43	\$0.17	\$5.09	\$0.08	\$36.51
Lenoir County (NC)	\$5.31	\$20.86	\$25.12	\$4.52	\$6.69	\$1.80	\$3.57	\$0.10	\$67.97
Town of Chapel Hill (NC)	\$2.70	\$8.26	\$2.22	\$1.33	\$2.49	\$0.61	\$1.75	\$0.03	\$19.39
City of Grand Junction (CO)	\$3.54	\$10.83	\$2.64	\$1.96	\$2.27	\$0.24	\$4.00	\$0.55	\$26.03
Town of Jupiter (FL)	\$2.10	\$12.09	\$2.45	\$1.85	\$2.78	\$0.13	\$6.36	\$1.48	\$29.25
Hamblen County (TN)	\$3.57	\$15.98	\$4.57	\$0.59	\$2.33	\$1.79	\$1.51	\$0.02	\$30.37
City of Delray Beach (FL)	\$9.54	\$8.34	\$8.37	\$2.19	\$3.79	\$0.23	\$6.40	\$0.74	\$39.59
City of St. Cloud (MN)	\$3.33	\$8.65	\$3.76	\$0.83	\$2.10	\$0.49	\$2.08	\$0.28	\$21.52
City of Portland (ME)	\$3.77	\$15.63	\$1.50	\$0.98	\$2.97	\$0.39	\$2.52	\$0.45	\$28.22
City of Jackson (TN)	\$3.33	\$7.56	\$1.74	\$2.85	\$2.32	\$0.46	\$0.97	\$0.02	\$19.24
City of Walnut Creek (CA)	\$3.49	\$22.66	\$0.76	\$1.10	\$2.46	\$0.30	\$0.74	\$0.38	\$31.90
Greene County (TN)	\$9.35	\$7.56	\$5.09	\$0.63	\$3.28	\$0.19	\$1.10	\$0.05	\$27.25
City of Flagstaff (AZ)	\$3.93	\$11.72	\$13.06	\$2.51	\$6.61	\$0.13	\$7.68	\$0.23	\$45.86
City of Missoula (MT)	\$4.81	\$11.49	\$2.47	\$1.23	\$2.20	\$0.15	\$3.34	\$0.30	\$25.99
City of Fort Myers (FL)	\$4.74	\$14.33	\$4.46	\$2.65	\$1.95	\$0.17	\$1.62	\$0.12	\$30.03
Putnam County (TN)	\$0.96	\$7.55	\$0.36	\$0.60	\$0.87	\$0.28	\$0.37	\$0.06	\$11.04
Monroe County (FL)	\$5.15	\$12.94	\$3.81	\$2.46	\$3.56	\$0.35	\$4.77	\$0.48	\$33.53
City of Lynchburg (VA)	\$2.74	\$9.11	\$3.79	\$1.61	\$1.48	\$0.21	\$1.19	\$0.02	\$20.15
City of Duluth (MN)	\$0.92	\$10.33	\$5.21	\$0.53	\$3.23	\$0.33	\$3.18	\$0.26	\$23.99
City of Fishers (IN)	\$3.63	\$5.70	\$1.40	\$1.11	\$0.67	\$0.32	\$0.58	\$0.04	\$13.46
City of Carmel (IN)	\$4.26	\$11.39	\$1.96	\$2.25	\$1.56	\$0.19	\$4.75	\$0.03	\$26.39
City of Sugar Land (TX)	\$4.09	\$8.72	\$2.11	\$2.62	\$2.13	\$0.36	\$2.53	\$0.09	\$22.64

**Table 21:**  
**Average Per Person Audience Spending by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Asheville (NC)	\$3.00	\$15.83	\$8.30	\$2.13	\$4.07	\$0.44	\$11.20	\$0.17	<b>\$45.15</b>
Buchanan County (MO)	\$5.65	\$7.86	\$3.89	\$1.13	\$1.68	\$0.08	\$2.00	\$0.51	<b>\$22.81</b>
City of Boca Raton (FL)	\$2.84	\$9.91	\$5.36	\$1.95	\$3.05	\$0.44	\$6.58	\$1.47	<b>\$31.59</b>
City of Miami Beach (FL)	\$4.90	\$21.77	\$0.88	\$2.76	\$4.97	\$0.34	\$4.43	\$0.16	<b>\$40.21</b>
Moore County (NC)	\$2.81	\$9.76	\$2.98	\$1.67	\$1.44	\$0.17	\$0.68	\$0.00	<b>\$19.51</b>
Sevier County (TN)	\$8.64	\$15.29	\$10.51	\$3.03	\$5.47	\$0.05	\$21.11	\$0.25	<b>\$64.33</b>
Cape May County (NJ)	\$4.04	\$16.74	\$5.78	\$1.32	\$2.46	\$0.47	\$18.60	\$0.62	<b>\$50.03</b>
Cleveland County (NC)	\$4.87	\$10.02	\$7.75	\$1.61	\$2.68	\$0.08	\$3.57	\$0.64	<b>\$31.21</b>
<b>Group B Average</b>	<b>\$4.11</b>	<b>\$11.47</b>	<b>\$4.89</b>	<b>\$1.75</b>	<b>\$2.75</b>	<b>\$0.37</b>	<b>\$4.01</b>	<b>\$0.31</b>	<b>\$29.66</b>
Percent of Group B Total	13.9%	38.7%	16.5%	5.9%	9.3%	1.3%	13.5%	1.1%	100.0%
Group B Median	\$3.60	\$10.42	\$3.80	\$1.70	\$2.46	\$0.29	\$2.52	\$0.23	\$26.74

**Table 21:**  
**Average Per Person Audience Spending by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Las Cruces (NM)	\$4.22	\$10.47	\$7.87	\$2.57	\$1.71	\$0.40	\$4.32	\$0.57	\$32.13
Eau Claire County (WI)	\$2.47	\$8.87	\$4.71	\$1.04	\$1.27	\$0.45	\$1.23	\$0.17	\$20.20
Yamhill County (OR)	\$5.46	\$9.89	\$8.75	\$1.22	\$2.34	\$0.46	\$3.01	\$0.08	\$31.22
City of Lewisville (TX)	\$3.19	\$8.68	\$1.61	\$1.31	\$2.60	\$0.38	\$0.80	\$0.00	\$18.57
City of West Palm Beach (FL)	\$6.17	\$10.32	\$2.86	\$1.73	\$3.54	\$0.29	\$3.04	\$0.77	\$28.74
City of Boulder (CO)	\$3.44	\$12.12	\$3.94	\$1.92	\$1.74	\$0.27	\$2.71	\$0.07	\$26.20
City of Richardson (TX)	\$5.15	\$8.15	\$5.88	\$1.57	\$1.69	\$0.80	\$2.63	\$0.08	\$25.95
City of High Point (NC)	\$3.69	\$7.14	\$1.65	\$0.97	\$1.62	\$0.15	\$1.90	\$0.06	\$17.17
City of Cambridge (MA)	\$6.48	\$15.83	\$2.94	\$0.65	\$4.17	\$0.39	\$3.34	\$0.23	\$34.04
City of Lowell (MA)	\$4.16	\$12.17	\$9.34	\$1.29	\$1.92	\$0.14	\$1.86	\$0.16	\$31.03
Douglas County (KS)	\$4.22	\$10.85	\$2.68	\$2.43	\$2.16	\$0.33	\$1.35	\$0.22	\$24.25
City of Columbia (MO)	\$1.90	\$9.35	\$1.48	\$0.88	\$1.79	\$0.17	\$0.87	\$0.13	\$16.57
City of Norman (OK)	\$10.40	\$11.19	\$10.05	\$4.14	\$3.06	\$0.62	\$4.39	\$0.36	\$44.21
Wayne County (NC)	\$3.45	\$9.39	\$4.14	\$2.52	\$2.71	\$0.43	\$1.01	\$0.11	\$23.75
City of Lafayette (LA)	\$6.02	\$12.74	\$1.89	\$2.77	\$1.92	\$1.86	\$4.87	\$0.24	\$32.29
Washington County (TN)	\$6.61	\$17.65	\$7.94	\$1.51	\$6.97	\$0.42	\$19.24	\$0.09	\$60.44
City of Thousand Oaks (CA)	\$4.39	\$15.50	\$1.74	\$1.04	\$2.76	\$0.68	\$1.98	\$0.13	\$28.23
City of Charleston (SC)	\$5.84	\$16.69	\$3.01	\$2.88	\$2.65	\$0.35	\$7.09	\$0.00	\$38.51
City of Waco (TX)	\$4.11	\$7.64	\$2.89	\$2.18	\$2.55	\$0.21	\$5.12	\$0.04	\$24.74
Robeson County (NC)	\$3.21	\$5.31	\$5.10	\$2.30	\$3.07	\$0.17	\$2.16	\$0.01	\$21.33
Columbia County (GA)	\$7.68	\$9.04	\$3.75	\$2.24	\$2.45	\$0.27	\$2.08	\$0.56	\$28.07
Orange County (NC)	\$2.53	\$8.21	\$2.12	\$1.47	\$1.98	\$0.50	\$1.57	\$0.12	\$18.49
City of Savannah (GA)	\$7.67	\$16.21	\$6.87	\$2.14	\$3.83	\$0.48	\$12.43	\$0.27	\$49.89
Indian River County (FL)	\$5.32	\$10.05	\$5.00	\$0.99	\$2.01	\$0.14	\$2.05	\$0.00	\$25.56
City of Alexandria (VA)	\$3.35	\$13.31	\$6.27	\$3.19	\$3.01	\$0.27	\$2.62	\$0.02	\$32.04
Martin County (FL)	\$3.63	\$11.11	\$4.36	\$1.73	\$2.46	\$0.41	\$2.05	\$0.14	\$25.88
Macon-Bibb County (GA)	\$3.67	\$12.97	\$4.21	\$1.74	\$1.84	\$0.55	\$1.57	\$0.07	\$26.63
City of Springfield (MA)	\$6.86	\$8.11	\$3.64	\$2.17	\$2.44	\$0.49	\$2.92	\$0.00	\$26.63
Catawba County (NC)	\$5.03	\$12.65	\$14.68	\$2.10	\$3.86	\$0.30	\$2.43	\$0.50	\$41.56
Town of Cary (NC)	\$3.48	\$7.76	\$3.80	\$0.57	\$0.94	\$0.49	\$0.73	\$0.03	\$17.81



**Table 21:**  
**Average Per Person Audience Spending by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Alamance County (NC)	\$2.24	\$7.63	\$5.54	\$0.98	\$1.86	\$0.13	\$0.79	\$0.48	\$19.65
Cumberland County (NJ)	\$2.11	\$5.11	\$7.04	\$0.41	\$2.07	\$0.24	\$3.25	\$0.29	\$20.51
City of Eugene (OR)	\$3.18	\$9.70	\$1.87	\$0.84	\$1.56	\$0.19	\$1.24	\$0.62	\$19.21
Middlesex County (CT)	\$4.79	\$14.87	\$2.09	\$1.77	\$1.47	\$1.82	\$4.62	\$0.86	\$32.29
City of Springfield (MO)	\$2.71	\$11.05	\$4.37	\$2.08	\$2.20	\$0.37	\$1.26	\$0.00	\$24.03
City of Sioux Falls (SD)	\$4.28	\$18.05	\$1.69	\$1.97	\$3.18	\$0.33	\$3.90	\$1.01	\$34.41
Pitt County (NC)	\$3.68	\$10.71	\$3.05	\$1.78	\$2.04	\$0.59	\$3.22	\$0.13	\$25.19
City of Providence (RI)	\$4.29	\$16.29	\$2.12	\$1.62	\$2.30	\$1.76	\$0.79	\$0.00	\$29.16
City of Worcester (MA)	\$5.08	\$11.32	\$5.73	\$1.09	\$2.37	\$0.53	\$0.78	\$0.22	\$27.12
Montgomery County (TN)	\$3.33	\$7.65	\$7.64	\$2.20	\$2.56	\$0.91	\$2.77	\$0.09	\$27.15
Salt Lake City (UT)	\$4.91	\$10.64	\$3.07	\$1.65	\$2.63	\$0.45	\$2.48	\$0.42	\$26.25
Cabarrus County (NC)	\$1.91	\$10.55	\$1.74	\$0.53	\$1.14	\$0.15	\$1.03	\$0.04	\$17.09
Richmond County (GA)	\$5.43	\$11.87	\$3.98	\$2.52	\$2.57	\$0.74	\$1.54	\$0.07	\$28.73
City of Tacoma (WA)	\$2.78	\$12.14	\$2.58	\$1.41	\$2.87	\$0.33	\$0.85	\$0.18	\$23.14
Doña Ana County (NM)	\$3.80	\$9.76	\$6.70	\$2.71	\$1.59	\$0.43	\$3.50	\$0.44	\$28.93
New Hanover County (NC)	\$3.27	\$13.10	\$0.79	\$1.71	\$2.20	\$0.46	\$1.14	\$0.00	\$22.66
Arlington County (VA)	\$4.02	\$13.20	\$2.54	\$1.11	\$1.88	\$0.20	\$1.65	\$0.05	\$24.66
City of Irving (TX)	\$1.95	\$10.05	\$0.79	\$1.09	\$2.33	\$0.06	\$2.17	\$0.07	\$18.51
City of Reno (NV)	\$6.72	\$12.89	\$2.14	\$1.71	\$2.37	\$0.30	\$3.05	\$0.60	\$29.78
York County (SC)	\$4.64	\$10.54	\$4.66	\$5.70	\$3.25	\$0.67	\$2.82	\$0.32	\$32.62
<b>Group C Average</b>	<b>\$4.38</b>	<b>\$11.13</b>	<b>\$4.31</b>	<b>\$1.80</b>	<b>\$2.43</b>	<b>\$0.47</b>	<b>\$2.92</b>	<b>\$0.22</b>	<b>\$27.66</b>
Percent of Group C Total	15.8%	40.2%	15.6%	6.5%	8.8%	1.7%	10.6%	0.8%	100.0%
Group C Median	\$4.13	\$10.68	\$3.77	\$1.72	\$2.34	\$0.40	\$2.17	\$0.13	\$26.44

**Table 21:**  
**Average Per Person Audience Spending by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Buncombe County (NC)	\$5.48	\$17.21	\$10.50	\$3.12	\$4.62	\$0.51	\$10.14	\$0.21	\$51.80
Alachua County (FL)	\$4.57	\$10.17	\$3.40	\$3.89	\$2.80	\$0.58	\$2.36	\$0.24	\$28.01
Greater Green Bay Area (WI)	\$7.44	\$8.89	\$9.93	\$1.77	\$2.45	\$0.42	\$3.22	\$0.02	\$34.15
City of Orlando (FL)	\$5.88	\$10.47	\$3.07	\$1.82	\$3.59	\$0.35	\$4.91	\$1.45	\$31.54
City of Lincoln (NE)	\$2.21	\$10.44	\$1.88	\$1.14	\$2.35	\$0.13	\$1.96	\$0.75	\$20.86
Southeastern Connecticut Region (CT)	\$3.30	\$11.48	\$4.32	\$1.22	\$1.69	\$0.24	\$3.52	\$0.00	\$25.77
Erie County (PA)	\$2.90	\$9.84	\$1.63	\$1.12	\$2.02	\$0.23	\$1.99	\$0.00	\$19.75
San Luis Obispo County (CA)	\$3.34	\$11.70	\$5.41	\$1.00	\$2.80	\$0.28	\$6.00	\$0.14	\$30.67
City of Newark (NJ)	\$5.98	\$8.27	\$2.90	\$3.01	\$5.08	\$0.66	\$1.61	\$0.03	\$27.53
Leon County (FL)	\$6.40	\$11.15	\$6.98	\$4.25	\$2.66	\$0.84	\$3.28	\$0.09	\$35.64
Rutherford County (TN)	\$2.41	\$8.96	\$2.75	\$1.88	\$2.44	\$0.29	\$2.25	\$0.55	\$21.53
St. Lucie County (FL)	\$9.08	\$18.77	\$4.77	\$1.73	\$2.98	\$0.33	\$1.76	\$0.00	\$39.44
Greater Spartanburg Area (SC)	\$2.02	\$8.46	\$1.99	\$0.90	\$1.04	\$0.19	\$1.03	\$0.00	\$15.63
Durham County (NC)	\$1.53	\$11.41	\$1.11	\$0.44	\$1.90	\$0.20	\$1.09	\$0.02	\$17.69
City of St. Paul (MN)	\$3.23	\$11.88	\$5.00	\$1.73	\$3.24	\$0.35	\$1.77	\$0.38	\$27.58
Hamilton County (IN)	\$3.70	\$8.18	\$1.98	\$1.43	\$0.94	\$0.21	\$1.88	\$0.11	\$18.43
Osceola County (FL)	\$2.31	\$8.77	\$1.99	\$0.86	\$1.43	\$1.88	\$5.63	\$0.75	\$23.61
Escambia County (FL)	\$2.60	\$13.01	\$2.83	\$1.22	\$1.98	\$0.52	\$2.50	\$0.06	\$24.71
Lexington-Fayette Urban County (KY)	\$4.09	\$9.33	\$3.45	\$1.93	\$1.96	\$0.42	\$0.77	\$0.16	\$22.11
Lake County (FL)	\$2.97	\$8.48	\$7.28	\$1.05	\$1.53	\$0.17	\$3.17	\$0.06	\$24.70
City of Riverside (CA)	\$6.07	\$13.94	\$5.64	\$0.52	\$2.03	\$0.53	\$0.13	\$0.19	\$29.05
Cumberland County (NC)	\$4.35	\$7.87	\$2.50	\$1.94	\$1.86	\$0.20	\$0.92	\$0.03	\$19.68
Collier County (FL)	\$4.08	\$14.94	\$4.27	\$3.00	\$2.54	\$0.17	\$3.06	\$0.24	\$32.30
Hamilton County (TN)	\$6.99	\$14.68	\$7.22	\$3.89	\$3.36	\$0.32	\$3.86	\$0.47	\$40.78
Manatee County (FL)	\$4.50	\$11.80	\$4.58	\$1.51	\$2.50	\$0.13	\$4.47	\$0.11	\$29.60
City of Tampa (FL)	\$9.51	\$17.36	\$7.29	\$3.27	\$6.87	\$0.50	\$9.23	\$0.06	\$54.08
Forsyth County (NC)	\$3.60	\$10.11	\$2.70	\$1.54	\$1.95	\$0.14	\$1.28	\$0.06	\$21.39
Mercer County (NJ)	\$5.42	\$11.19	\$2.31	\$1.18	\$3.48	\$0.50	\$2.77	\$0.56	\$27.41
City of Wichita (KS)	\$2.52	\$10.65	\$1.60	\$1.87	\$2.05	\$0.32	\$1.76	\$0.30	\$21.07
Clackamas County (OR)	\$4.65	\$8.02	\$8.08	\$1.77	\$2.29	\$0.27	\$1.50	\$0.24	\$26.83

**Table 21:**  
**Average Per Person Audience Spending by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Sarasota County (FL)	\$3.70	\$19.86	\$1.38	\$3.22	\$2.69	\$0.16	\$6.47	\$0.32	<b>\$37.80</b>
City of Minneapolis (MN)	\$3.23	\$11.88	\$5.00	\$1.73	\$3.24	\$0.35	\$1.77	\$0.38	<b>\$27.58</b>
Berks County (PA)	\$5.73	\$12.42	\$3.13	\$1.26	\$2.16	\$0.10	\$5.55	\$0.39	<b>\$30.73</b>
City of Miami (FL)	\$7.53	\$12.51	\$2.73	\$3.08	\$5.69	\$0.64	\$3.29	\$0.08	<b>\$35.54</b>
City of Raleigh (NC)	\$4.45	\$13.79	\$3.07	\$2.27	\$4.13	\$0.86	\$5.21	\$0.56	<b>\$34.34</b>
Santa Barbara County (CA)	\$3.66	\$12.37	\$1.32	\$2.40	\$2.71	\$0.60	\$5.00	\$0.18	<b>\$28.25</b>
Seminole County (FL)	\$3.74	\$8.98	\$0.62	\$0.58	\$1.66	\$0.40	\$1.18	\$0.13	<b>\$17.29</b>
City of Virginia Beach (VA)	\$2.82	\$19.64	\$1.75	\$1.39	\$1.85	\$0.58	\$2.81	\$0.27	<b>\$31.10</b>
City of Atlanta (GA)	\$2.22	\$11.35	\$2.97	\$1.19	\$3.31	\$0.80	\$5.05	\$0.43	<b>\$27.33</b>
City of Mesa (AZ)	\$3.40	\$6.54	\$3.36	\$0.85	\$1.33	\$0.31	\$1.81	\$0.15	<b>\$17.77</b>
City of Kansas City (MO)	\$3.86	\$14.05	\$1.64	\$2.50	\$3.23	\$0.36	\$2.24	\$0.09	<b>\$27.97</b>
Morris County (NJ)	\$4.90	\$15.02	\$4.53	\$1.24	\$2.93	\$0.44	\$1.28	\$0.49	<b>\$30.84</b>
<b>Group D Average</b>	<b>\$4.34</b>	<b>\$11.81</b>	<b>\$3.83</b>	<b>\$1.85</b>	<b>\$2.70</b>	<b>\$0.42</b>	<b>\$3.13</b>	<b>\$0.26</b>	<b>\$28.33</b>
Percent of Group D Total	15.3%	41.7%	13.5%	6.5%	9.5%	1.5%	11.1%	0.9%	100.0%
Group D Median	\$3.80	\$11.38	\$3.07	\$1.73	\$2.48	\$0.35	\$2.43	\$0.17	\$27.58

**Table 21:**  
**Average Per Person Audience Spending by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 25	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Sonoma County (CA)	\$6.27	\$14.56	\$1.62	\$1.18	\$2.82	\$0.50	\$2.89	\$0.17	\$30.02
Volusia County (FL)	\$4.34	\$9.41	\$3.99	\$6.68	\$3.96	\$0.60	\$2.95	\$0.12	\$32.04
Guilford County (NC)	\$4.17	\$10.55	\$2.73	\$1.79	\$2.64	\$0.43	\$2.39	\$0.18	\$24.90
Dane County (WI)	\$4.91	\$8.27	\$2.10	\$0.80	\$1.97	\$0.17	\$0.66	\$0.12	\$19.00
Brevard County (FL)	\$2.95	\$10.34	\$5.03	\$0.92	\$2.54	\$0.11	\$0.89	\$0.12	\$22.90
Washington County (OR)	\$2.91	\$11.47	\$0.86	\$1.04	\$2.20	\$0.48	\$1.15	\$0.01	\$20.11
Johnson County (KS)	\$3.24	\$10.92	\$3.58	\$0.58	\$1.78	\$0.29	\$0.66	\$0.08	\$21.13
City of Louisville (KY)	\$3.06	\$14.39	\$0.86	\$1.20	\$3.59	\$0.50	\$1.87	\$0.03	\$25.51
City of Baltimore (MD)	\$5.18	\$13.39	\$3.54	\$1.40	\$3.17	\$0.52	\$2.27	\$0.62	\$30.08
Polk County (FL)	\$4.24	\$10.64	\$7.37	\$2.34	\$3.70	\$0.38	\$4.24	\$0.17	\$33.09
City of Boston (MA)	\$4.36	\$13.05	\$1.87	\$1.93	\$4.81	\$0.54	\$3.66	\$0.04	\$30.26
District of Columbia (DC)	\$4.73	\$16.62	\$1.49	\$1.86	\$5.02	\$0.39	\$4.76	\$0.14	\$35.02
Nashville-Davidson County (TN)	\$6.06	\$11.25	\$7.39	\$2.87	\$4.09	\$0.25	\$5.72	\$0.47	\$38.11
City of El Paso (TX)	\$5.27	\$7.11	\$4.52	\$1.57	\$2.31	\$0.41	\$0.97	\$0.05	\$22.21
Lee County (FL)	\$4.34	\$13.62	\$5.81	\$2.82	\$2.19	\$0.14	\$2.50	\$0.10	\$31.53
City of Fort Worth (TX)	\$5.66	\$15.10	\$2.91	\$2.34	\$3.91	\$0.38	\$5.69	\$0.26	\$36.26
City of Indianapolis (IN)	\$3.95	\$15.13	\$3.78	\$1.47	\$3.22	\$0.41	\$2.55	\$0.16	\$30.67
City and County of San Francisco (CA)	\$5.86	\$17.05	\$2.92	\$2.00	\$6.62	\$0.42	\$7.62	\$0.31	\$42.80
Prince George's County (MD)	\$5.58	\$6.73	\$5.01	\$3.06	\$2.84	\$0.49	\$1.60	\$0.71	\$26.03
Pinellas County (FL)	\$4.23	\$13.87	\$5.75	\$2.06	\$3.17	\$0.26	\$3.62	\$0.07	\$33.02
Shelby County (TN)	\$5.74	\$11.50	\$2.98	\$3.76	\$3.07	\$0.55	\$3.01	\$0.24	\$30.85
Fairfield County (CT)	\$3.75	\$15.81	\$9.64	\$1.37	\$1.85	\$0.41	\$1.20	\$0.00	\$34.04
Westchester County (NY)	\$1.80	\$13.25	\$1.60	\$1.26	\$2.55	\$0.41	\$0.84	\$0.13	\$21.84
Fulton County (GA)	\$3.61	\$10.71	\$3.11	\$2.85	\$2.80	\$0.91	\$2.75	\$0.50	\$27.23
Wake County (NC)	\$4.22	\$11.49	\$3.26	\$1.81	\$2.99	\$0.77	\$3.44	\$0.35	\$28.33
<b>Group E Average</b>	<b>\$4.42</b>	<b>\$12.25</b>	<b>\$3.75</b>	<b>\$2.04</b>	<b>\$3.19</b>	<b>\$0.43</b>	<b>\$2.80</b>	<b>\$0.21</b>	<b>\$29.08</b>
Percent of Group E Total	15.2%	42.1%	12.9%	7.0%	11.0%	1.5%	9.6%	0.7%	100.0%
Group E Median	\$4.34	\$11.50	\$3.26	\$1.81	\$2.99	\$0.41	\$2.55	\$0.14	\$30.08

**Table 21:**  
**Average Per Person Audience Spending by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group F Population 1,000,000 or More Sample Size = 21	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Mecklenburg County (NC)	\$3.51	\$13.73	\$1.00	\$1.71	\$2.48	\$0.87	\$3.14	\$0.03	\$26.45
City of San José (CA)	\$5.60	\$11.23	\$3.34	\$2.20	\$5.69	\$1.17	\$4.81	\$0.08	\$34.12
Montgomery County (MD)	\$2.48	\$12.47	\$2.25	\$0.90	\$2.53	\$0.71	\$1.10	\$0.08	\$22.53
Fairfax County (VA)	\$4.73	\$10.83	\$2.08	\$1.05	\$2.20	\$0.37	\$0.54	\$0.02	\$21.83
Allegheny County (PA)	\$2.96	\$14.45	\$3.80	\$1.59	\$3.46	\$0.36	\$3.44	\$0.58	\$30.64
Greater Columbus Area (OH)	\$4.17	\$12.12	\$2.63	\$0.77	\$2.22	\$0.52	\$2.50	\$0.04	\$24.98
Orange County (FL)	\$5.66	\$11.38	\$2.57	\$1.77	\$3.46	\$0.31	\$4.40	\$0.92	\$30.48
City of Dallas (TX)	\$5.89	\$13.98	\$1.99	\$1.47	\$3.75	\$0.80	\$3.92	\$0.04	\$31.84
Hillsborough County (FL)	\$9.18	\$16.09	\$6.90	\$3.95	\$6.01	\$0.52	\$7.90	\$0.07	\$50.63
City of San Diego (CA)	\$6.97	\$14.71	\$4.52	\$2.76	\$5.23	\$0.38	\$11.00	\$0.09	\$45.66
Palm Beach County (FL)	\$5.10	\$10.59	\$4.02	\$1.94	\$3.69	\$0.26	\$5.28	\$0.92	\$31.80
City of San Antonio (TX)	\$4.02	\$13.44	\$5.76	\$3.44	\$4.35	\$0.56	\$7.75	\$0.13	\$39.45
Sacramento County (CA)	\$5.19	\$10.66	\$3.93	\$1.18	\$3.55	\$0.25	\$1.42	\$0.17	\$26.36
City of Phoenix (AZ)	\$5.51	\$11.55	\$5.22	\$2.99	\$4.29	\$0.27	\$4.87	\$0.10	\$34.80
City and County of Philadelphia (PA)	\$4.97	\$15.95	\$3.07	\$1.23	\$5.81	\$0.20	\$10.93	\$0.17	\$42.34
Broward County (FL)	\$5.00	\$12.86	\$2.57	\$2.58	\$4.21	\$0.52	\$5.12	\$0.22	\$33.08
Santa Clara County (CA)	\$3.70	\$10.43	\$2.45	\$1.82	\$4.04	\$0.73	\$3.02	\$0.08	\$26.27
Riverside County (CA)	\$14.96	\$12.04	\$12.85	\$1.40	\$3.24	\$0.45	\$4.48	\$0.10	\$49.51
Miami-Dade County (FL)	\$5.93	\$15.14	\$2.18	\$2.85	\$4.77	\$0.66	\$3.63	\$0.18	\$35.34
City of Chicago (IL)	\$4.89	\$17.34	\$3.13	\$1.84	\$6.98	\$0.61	\$15.56	\$0.21	\$50.56
Harris County (TX)	\$3.29	\$13.90	\$3.03	\$2.17	\$3.79	\$0.50	\$1.88	\$0.22	\$28.77
<b>Group F Average</b>	<b>\$5.41</b>	<b>\$13.09</b>	<b>\$3.78</b>	<b>\$1.98</b>	<b>\$4.08</b>	<b>\$0.53</b>	<b>\$5.08</b>	<b>\$0.21</b>	<b>\$34.16</b>
Percent of Group F Total	15.8%	38.3%	11.1%	5.8%	12.0%	1.5%	14.9%	0.6%	100.0%
Group F Median	\$5.00	\$12.86	\$3.07	\$1.82	\$3.79	\$0.52	\$4.40	\$0.10	\$31.84
<b>ALL CITY/COUNTY STUDY REGIONS</b>									
<b>Average</b>	<b>\$4.28</b>	<b>\$11.57</b>	<b>\$4.51</b>	<b>\$1.85</b>	<b>\$2.83</b>	<b>\$0.41</b>	<b>\$3.90</b>	<b>\$0.26</b>	<b>\$29.61</b>
Percent of Total	14.4%	39.1%	15.2%	6.3%	9.6%	1.4%	13.2%	0.9%	100.0%
Median	\$4.03	\$10.97	\$3.67	\$1.72	\$2.55	\$0.35	\$2.54	\$0.16	\$27.37

**Table 21:**  
**Average Per Person Audience Spending by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
High Peaks Region (ME)	\$5.31	\$10.64	\$7.16	\$1.15	\$3.59	\$0.16	\$4.55	\$0.10	\$32.67
Wood River Valley (ID)	\$7.49	\$24.12	\$9.77	\$6.98	\$5.13	\$0.51	\$14.52	\$0.21	\$68.74
Southern Oregon Area	\$8.86	\$45.34	\$12.20	\$3.50	\$7.35	\$0.08	\$65.61	\$1.02	\$143.96
Southwestern Pennsylvania Area	\$2.79	\$8.87	\$1.17	\$1.04	\$2.27	\$0.26	\$0.99	\$0.07	\$17.44
Greater Portsmouth Area (NH)	\$4.31	\$15.82	\$3.22	\$0.85	\$2.30	\$0.54	\$2.35	\$0.79	\$30.18
Northeast Oregon Region	\$4.52	\$9.30	\$6.96	\$1.16	\$2.49	\$0.56	\$3.92	\$0.25	\$29.17
Toe River Valley (NC)	\$4.33	\$12.84	\$44.61	\$0.73	\$4.76	\$0.27	\$8.23	\$0.09	\$75.86
Albemarle Region (NC)	\$3.95	\$13.43	\$4.09	\$2.33	\$1.92	\$0.25	\$1.30	\$0.25	\$27.53
Greater Concord Area (NH)	\$3.75	\$13.79	\$2.85	\$3.25	\$2.24	\$0.58	\$7.61	\$0.52	\$34.60
North Central Minnesota Region	\$2.20	\$7.49	\$2.83	\$0.75	\$3.27	\$0.18	\$1.56	\$2.59	\$20.87
Northwest Minnesota Region	\$1.84	\$4.58	\$3.47	\$0.50	\$3.25	\$0.63	\$0.66	\$0.08	\$15.01
Monadnock Region (NH)	\$2.29	\$11.71	\$1.67	\$1.33	\$1.86	\$0.52	\$1.78	\$0.17	\$21.32
Bismarck-Mandan Region (ND)	\$3.06	\$9.13	\$5.60	\$2.01	\$2.12	\$0.74	\$1.33	\$0.33	\$24.33
Greater Minot Region (ND)	\$1.53	\$8.01	\$0.64	\$0.45	\$1.75	\$0.14	\$1.36	\$0.21	\$14.10
Greater Burlington Area (VT)	\$4.13	\$13.20	\$5.16	\$1.43	\$2.41	\$0.16	\$3.95	\$1.58	\$32.01
Greater Charlottesville Area (VA)	\$5.21	\$14.85	\$5.75	\$0.76	\$2.73	\$0.24	\$6.50	\$0.07	\$36.11
Brainerd Lakes Region (MN)	\$1.91	\$4.41	\$0.37	\$0.16	\$1.48	\$0.39	\$0.90	\$0.00	\$9.62
East Central Minnesota Region	\$2.87	\$5.47	\$9.29	\$0.57	\$3.92	\$0.19	\$3.37	\$0.00	\$25.68
Northwest Connecticut Region	\$2.81	\$12.90	\$2.74	\$0.66	\$2.87	\$0.20	\$1.76	\$0.17	\$24.10
Central Oregon Region	\$7.37	\$18.29	\$10.21	\$3.57	\$4.41	\$0.69	\$11.76	\$0.43	\$56.71
Greater Fargo-Moorhead Area (ND/MN)	\$2.37	\$8.67	\$2.59	\$1.81	\$1.91	\$0.17	\$1.99	\$0.31	\$19.83
Black Hills Region (SD)	\$3.34	\$9.54	\$2.86	\$1.06	\$1.88	\$0.33	\$1.78	\$0.31	\$21.10
Greater Kingsport Area (TN)	\$2.96	\$11.65	\$4.56	\$3.03	\$2.69	\$0.43	\$3.62	\$0.15	\$29.09
Lake Region (MN)	\$3.85	\$3.89	\$4.92	\$0.16	\$1.96	\$0.33	\$1.16	\$0.12	\$16.39
South Central Minnesota Region	\$1.41	\$9.22	\$1.85	\$1.19	\$3.68	\$0.52	\$1.23	\$0.61	\$19.71
Greater Sioux Falls Area (SD)	\$4.15	\$15.38	\$1.48	\$1.67	\$3.09	\$0.34	\$3.41	\$0.83	\$30.35
Southwest Tennessee Development District	\$2.66	\$6.44	\$1.49	\$1.95	\$2.29	\$0.26	\$0.75	\$0.03	\$15.87
Northwest Tennessee Development District	\$3.87	\$6.62	\$3.20	\$2.26	\$2.32	\$0.23	\$1.32	\$0.13	\$19.94
Southwest Minnesota Region	\$2.04	\$6.31	\$2.68	\$1.12	\$4.08	\$0.00	\$3.44	\$0.10	\$19.77
Arrowhead Region (MN)	\$0.92	\$10.33	\$5.21	\$0.53	\$3.23	\$0.33	\$3.18	\$0.26	\$23.99

**Table 21:**  
**Average Per Person Audience Spending by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Maple Grove and the Northwest Suburbs (MN)	\$3.23	\$11.88	\$5.00	\$1.73	\$3.24	\$0.35	\$1.77	\$0.38	\$27.58
Greater Augusta Area (GA)	\$6.21	\$10.90	\$3.90	\$2.43	\$2.53	\$0.58	\$1.72	\$0.24	\$28.50
Upper Cumberland Development District (TN)	\$1.91	\$7.27	\$3.32	\$0.88	\$2.13	\$0.11	\$2.55	\$0.08	\$18.26
City of Huntsville/Madison County (AL)	\$2.35	\$10.60	\$4.36	\$2.47	\$2.57	\$0.17	\$1.29	\$0.19	\$24.01
Northeast Commission (NC)	\$5.20	\$14.92	\$6.54	\$2.55	\$2.92	\$0.29	\$4.77	\$0.26	\$37.45
Greater Ann Arbor Area (MI)	\$2.41	\$12.49	\$5.17	\$0.90	\$2.58	\$0.25	\$3.62	\$0.25	\$27.67
Greater Fox Cities Region (WI)	\$4.60	\$12.04	\$4.29	\$3.19	\$3.04	\$0.37	\$2.77	\$0.45	\$30.74
Central Minnesota Region	\$3.33	\$8.65	\$3.76	\$0.83	\$2.10	\$0.49	\$2.08	\$0.28	\$21.52
South Central Tennessee Development District	\$2.69	\$6.88	\$3.75	\$2.06	\$2.46	\$0.32	\$1.41	\$0.13	\$19.68
Northwest Arkansas Region	\$5.99	\$13.37	\$3.91	\$1.50	\$3.91	\$0.34	\$6.67	\$0.22	\$35.89
Southeast Minnesota Region	\$1.09	\$7.23	\$0.78	\$0.78	\$1.41	\$0.03	\$0.73	\$0.00	\$12.05
First Tennessee Development District	\$4.76	\$12.47	\$5.43	\$2.32	\$3.78	\$0.39	\$6.93	\$0.12	\$36.21
Greater Harrisburg Area (PA)	\$2.97	\$14.06	\$2.01	\$1.89	\$3.83	\$0.36	\$1.47	\$0.02	\$26.61
Greater New Haven Area (CT)	\$2.17	\$16.04	\$4.28	\$1.26	\$3.84	\$0.15	\$1.04	\$0.16	\$28.94
Treasure Coast Region (FL)	\$5.02	\$11.49	\$4.70	\$1.39	\$2.31	\$0.27	\$2.01	\$0.06	\$27.27
Greater Des Moines Region (IA)	\$6.76	\$12.07	\$2.77	\$1.98	\$3.26	\$0.29	\$7.21	\$0.16	\$34.49
Southeast Tennessee Development District	\$5.45	\$11.99	\$6.49	\$2.87	\$3.35	\$0.43	\$3.74	\$0.32	\$34.64
Greater Knoxville Region (TN)	\$12.08	\$22.08	\$5.32	\$2.13	\$4.50	\$0.55	\$12.87	\$0.06	\$59.59
Greater Columbia Area (SC)	\$8.14	\$16.09	\$2.78	\$1.71	\$2.68	\$0.78	\$2.78	\$0.11	\$35.08
Pikes Peak Region (CO)	\$6.58	\$13.42	\$5.69	\$1.93	\$3.71	\$0.43	\$2.94	\$0.22	\$34.92
Lehigh Valley Region (PA)	\$3.70	\$11.39	\$4.21	\$1.53	\$2.77	\$0.06	\$4.47	\$0.19	\$28.33
Greater Sarasota/Bradenton Area (FL)	\$3.84	\$18.40	\$1.96	\$2.91	\$2.66	\$0.15	\$6.11	\$0.28	\$36.31
Dayton Region (OH)	\$3.30	\$10.19	\$1.39	\$1.53	\$2.09	\$0.16	\$0.95	\$0.09	\$19.71
Richmond & Tri-Cities Region (VA)	\$4.23	\$12.54	\$2.79	\$1.55	\$2.40	\$0.43	\$1.10	\$0.31	\$25.36
Memphis Area Association of Governments (TN)	\$5.74	\$11.50	\$2.98	\$3.76	\$3.07	\$0.55	\$3.01	\$0.24	\$30.85
Eastern Region (NC)	\$4.07	\$14.42	\$16.10	\$2.89	\$4.44	\$0.94	\$2.62	\$0.12	\$45.60
Advantage West Region (NC)	\$5.11	\$14.07	\$22.53	\$2.21	\$4.64	\$0.37	\$9.16	\$0.15	\$58.24
Southeast Commission (NC)	\$3.81	\$7.66	\$3.34	\$2.03	\$2.15	\$0.22	\$1.23	\$0.02	\$20.46
Greater Fairfax Area (VA)	\$4.36	\$12.03	\$5.09	\$2.42	\$1.93	\$0.36	\$1.30	\$0.06	\$27.55
Greater Tulsa Region (OK)	\$4.91	\$15.34	\$3.69	\$1.74	\$3.62	\$0.88	\$6.79	\$0.22	\$37.19

**Table 21:**  
**Average Per Person Audience Spending by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
East Tennessee Development District	\$6.67	\$12.59	\$7.24	\$2.33	\$3.72	\$0.45	\$8.24	\$0.09	\$41.30
West Valley Region (AZ)	\$2.34	\$7.06	\$3.11	\$1.08	\$1.78	\$0.07	\$0.96	\$0.19	\$16.60
Greater St. Louis Area (MO)	\$4.81	\$8.48	\$2.07	\$0.90	\$1.50	\$0.19	\$1.12	\$0.28	\$19.35
Western New York	\$4.56	\$12.59	\$4.10	\$1.60	\$3.28	\$0.19	\$2.74	\$0.48	\$29.54
Greater Oklahoma City Region (OK)	\$7.24	\$12.13	\$6.84	\$3.37	\$4.72	\$0.58	\$10.28	\$0.23	\$45.40
Piedmont Triad Partnership (NC)	\$3.59	\$9.74	\$3.49	\$1.54	\$2.47	\$0.32	\$2.07	\$0.28	\$23.50
Greater Portland Area (OR)	\$3.81	\$12.10	\$2.91	\$1.32	\$2.63	\$0.46	\$1.86	\$0.14	\$25.23
Greater Kansas City Metropolitan Area (MO/KS)	\$3.44	\$12.98	\$1.90	\$1.97	\$2.71	\$0.32	\$1.72	\$0.07	\$25.12
Greater Nashville Regional Council (TN)	\$4.16	\$9.43	\$5.80	\$2.36	\$3.09	\$0.43	\$3.68	\$0.39	\$29.35
Research Triangle Regional Partnership (NC)	\$2.98	\$10.26	\$2.47	\$1.41	\$2.21	\$0.47	\$1.97	\$0.18	\$21.96
Greater Tampa/St. Petersburg Area (FL)	\$7.85	\$15.50	\$6.59	\$3.44	\$5.25	\$0.45	\$6.75	\$0.07	\$45.89
Charlotte Regional Partnership (NC)	\$3.73	\$11.36	\$6.48	\$1.58	\$2.70	\$0.39	\$2.34	\$0.30	\$28.88
Charlotte Regional Partnership (NC/SC)	\$3.99	\$11.15	\$6.08	\$2.51	\$2.82	\$0.44	\$2.42	\$0.30	\$29.70
Seven-County Metro Area (MN)	\$3.23	\$11.88	\$5.00	\$1.73	\$3.24	\$0.35	\$1.77	\$0.38	\$27.58
Central Florida Region	\$5.11	\$10.94	\$3.67	\$1.86	\$3.31	\$0.33	\$4.14	\$0.69	\$30.06
Greater Philadelphia Region (PA)	\$4.48	\$13.23	\$3.58	\$1.05	\$4.53	\$0.23	\$8.11	\$0.10	\$35.31
Greater Washington Region (DC/MD/VA)	\$3.94	\$12.69	\$3.92	\$2.06	\$2.71	\$0.40	\$2.04	\$0.12	\$27.88
Metro Atlanta Area (GA)	\$3.61	\$10.71	\$3.11	\$2.85	\$2.80	\$0.91	\$2.75	\$0.50	\$27.23
Greater Atlanta Region (GA)	\$3.61	\$10.71	\$3.11	\$2.85	\$2.80	\$0.91	\$2.75	\$0.50	\$27.23
Greater Houston Region (TX)	\$3.63	\$14.81	\$3.07	\$2.51	\$3.88	\$0.53	\$3.89	\$0.19	\$32.51
Dallas-Fort Worth-Arlington MSA (TX)	\$5.03	\$13.03	\$2.91	\$1.84	\$3.15	\$0.60	\$3.34	\$0.08	\$29.98
<b>Regional Average</b>	<b>\$4.15</b>	<b>\$11.96</b>	<b>\$5.02</b>	<b>\$1.85</b>	<b>\$3.02</b>	<b>\$0.37</b>	<b>\$4.30</b>	<b>\$0.28</b>	<b>\$30.94</b>
Percent of Regional Total	13.4%	38.7%	16.2%	6.0%	9.8%	1.2%	13.9%	0.9%	100.0%
Regional Median	\$3.85	\$11.88	\$3.76	\$1.73	\$2.80	\$0.35	\$2.62	\$0.19	\$27.88



**Table 21:**  
**Average Per Person Audience Spending by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Statewide Study Regions All Populations Sample Size = 20	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
State of Vermont	\$3.19	\$12.64	\$3.57	\$1.06	\$2.25	\$0.16	\$3.31	\$1.04	\$27.21
State of North Dakota	\$3.36	\$8.91	\$3.63	\$1.82	\$1.95	\$0.38	\$2.87	\$0.25	\$23.17
State of Delaware	\$3.03	\$12.04	\$5.71	\$1.72	\$2.86	\$0.54	\$4.07	\$0.26	\$30.24
State of Maine	\$4.51	\$12.00	\$4.07	\$1.28	\$3.27	\$0.28	\$5.58	\$0.39	\$31.38
State of Hawai'i	\$3.71	\$11.90	\$1.48	\$2.38	\$3.05	\$0.35	\$2.14	\$0.24	\$25.26
State of Nevada	\$5.27	\$11.21	\$3.85	\$1.82	\$3.24	\$0.29	\$2.76	\$0.46	\$28.90
State of Connecticut	\$3.09	\$13.74	\$4.97	\$1.07	\$2.47	\$0.28	\$1.99	\$0.10	\$27.70
State of Oklahoma	\$5.84	\$12.08	\$6.02	\$2.70	\$3.85	\$0.61	\$7.90	\$0.27	\$39.26
State of Oregon	\$4.74	\$15.72	\$5.64	\$1.69	\$3.08	\$0.36	\$10.95	\$0.41	\$42.59
State of Minnesota	\$2.39	\$7.90	\$3.84	\$0.91	\$2.94	\$0.32	\$1.78	\$0.40	\$20.48
State of Wisconsin	\$4.15	\$13.18	\$5.88	\$1.90	\$3.68	\$0.34	\$7.75	\$0.38	\$37.26
State of Maryland	\$3.75	\$11.91	\$3.09	\$1.57	\$2.79	\$0.64	\$1.58	\$0.35	\$25.68
State of Missouri	\$3.51	\$10.14	\$2.54	\$1.53	\$2.11	\$0.24	\$1.37	\$0.20	\$21.64
State of Tennessee	\$4.56	\$9.95	\$5.08	\$2.32	\$3.07	\$0.38	\$4.23	\$0.18	\$29.77
State of Massachusetts	\$4.62	\$11.75	\$3.94	\$1.32	\$2.65	\$0.37	\$2.49	\$0.18	\$27.32
State of New Jersey	\$4.82	\$12.66	\$4.18	\$1.59	\$3.33	\$0.49	\$3.95	\$0.26	\$31.30
State of North Carolina	\$3.83	\$11.21	\$7.26	\$1.86	\$2.88	\$0.42	\$2.98	\$0.20	\$30.66
State of Pennsylvania	\$3.69	\$12.13	\$2.84	\$1.32	\$3.14	\$0.23	\$4.06	\$0.20	\$27.62
State of Illinois	\$3.52	\$13.66	\$2.30	\$1.60	\$4.83	\$0.50	\$8.55	\$0.12	\$35.08
State of Florida	\$5.15	\$12.94	\$3.81	\$2.46	\$3.56	\$0.35	\$4.77	\$0.48	\$33.53
<b>Statewide Average</b>	<b>\$4.04</b>	<b>\$11.89</b>	<b>\$4.19</b>	<b>\$1.70</b>	<b>\$3.05</b>	<b>\$0.38</b>	<b>\$4.25</b>	<b>\$0.32</b>	<b>\$29.80</b>
Percent of Statewide Total	13.5%	39.9%	14.0%	5.7%	10.2%	1.3%	14.3%	1.1%	100.0%
Statewide Median	\$3.79	\$12.02	\$3.90	\$1.65	\$3.06	\$0.36	\$3.63	\$0.26	\$29.33

**Table 21:**  
**Average Per Person Audience Spending by All Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Individual Arts Districts All Populations Sample Size = 12	ALL CULTURAL AUDIENCES (Both Residents and Non-Residents)								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
James River Arts & Cultural District	\$3.17	\$9.73	\$4.61	\$2.04	\$1.46	\$0.21	\$1.04	\$0.02	\$22.27
Center City Charlotte	\$4.13	\$14.74	\$1.09	\$2.00	\$2.72	\$0.82	\$4.25	\$0.04	\$29.79
Loch Haven Cultural Park	\$6.65	\$9.42	\$2.66	\$1.10	\$2.93	\$0.30	\$4.14	\$1.87	\$29.07
Downtown Colorado Springs Creative District	\$5.23	\$14.37	\$5.56	\$1.36	\$1.97	\$0.39	\$1.03	\$0.03	\$29.93
Fort Worth Cultural District	\$6.23	\$15.90	\$3.40	\$1.81	\$4.12	\$0.51	\$6.68	\$0.37	\$39.03
Dallas Arts District	\$6.34	\$13.92	\$1.93	\$1.61	\$3.84	\$0.59	\$4.13	\$0.01	\$32.37
Grand Center Arts & Entertainment District	\$6.13	\$8.80	\$0.50	\$0.60	\$1.62	\$0.15	\$0.53	\$0.54	\$18.87
Balboa Park Cultural District	\$4.63	\$13.54	\$3.31	\$0.96	\$4.88	\$0.28	\$15.42	\$0.00	\$43.03
East End Cultural District	\$3.01	\$11.45	\$2.20	\$1.64	\$2.62	\$0.52	\$0.87	\$0.62	\$22.94
Houston Museum District Association	\$1.69	\$12.14	\$2.31	\$2.63	\$3.92	\$0.67	\$2.22	\$0.00	\$25.58
Midtown Cultural District	\$3.00	\$17.61	\$1.06	\$0.58	\$3.49	\$0.35	\$0.63	\$0.00	\$26.72
Washington Avenue Cultural District	\$3.02	\$11.30	\$8.57	\$1.79	\$3.00	\$0.31	\$1.28	\$0.51	\$29.78
<b>Arts District Average</b>	<b>\$4.44</b>	<b>\$12.74</b>	<b>\$3.10</b>	<b>\$1.51</b>	<b>\$3.05</b>	<b>\$0.43</b>	<b>\$3.52</b>	<b>\$0.33</b>	<b>\$29.12</b>
Percent of Arts District Total	15.2%	43.8%	10.7%	5.2%	10.5%	1.5%	12.1%	1.1%	100.0%
Arts District Median	\$4.38	\$12.84	\$2.49	\$1.63	\$2.97	\$0.37	\$1.75	\$0.03	\$29.43
<b>Average for the 161,656 Surveys Where Residency Was Determined Based on a Single County</b>									
Average	\$4.54	\$12.36	\$4.47	\$1.99	\$3.10	\$0.39	\$4.49	\$0.30	\$31.66
<b>Average for the 75,452 Surveys Where Residency Was Determined Based on a Multi-City or Multi-County Region</b>									
Average	\$4.16	\$12.57	\$4.95	\$1.75	\$3.04	\$0.34	\$4.72	\$0.28	\$31.81
<b>Average for the 135,427 Surveys Where Residency Was Determined Based on an Entire State</b>									
Average	\$3.41	\$12.40	\$3.26	\$1.49	\$3.08	\$0.38	\$3.44	\$0.21	\$27.67
<b>Average Per Person Expenditure for All 212,691 Audience-Intercept Surveys Collected For This Study</b>									
Average	\$4.42	\$12.40	\$4.49	\$1.92	\$3.09	\$0.38	\$4.48	\$0.29	\$31.47

## **Explanation of Table 22: Total Categorized Audience Expenditures by Resident Attendees to Nonprofit Arts and Cultural Events Per Study Region During 2015**

This table presents the total estimated dollars spent by residents as a direct result of their attendance to nonprofit arts and cultural events in each participating study region during 2015. Residents are attendees who reside within the county in which the nonprofit arts and cultural event at which they were surveyed took place (within the multi-city or multi-county region for regional analyses, and within the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group.

### **Column Two:**

The total estimated dollars spent by resident audience members to purchase refreshments (e.g., food, snacks, drinks) while attending nonprofit arts and cultural events.

### **Column Three:**

The total estimated dollars spent by resident audience members to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and cultural events.

### **Column Four:**

The total estimated dollars spent by resident audience members to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and cultural events.

### **Column Five:**

The total estimated dollars spent by resident audience members to purchase clothing or accessories for the purpose of attending nonprofit arts and cultural events.

### **Column Six:**

The total estimated dollars spent by resident audience members on local ground transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and cultural events.

### **Column Seven:**

The total estimated dollars spent by resident audience members on child care for the purpose of attending nonprofit arts and cultural events.

### **Column Eight:**

The total estimated dollars spent by resident audience members on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and cultural events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

### **Column Nine:**

The total estimated dollars spent by resident audience members on miscellaneous products and services for the purpose of or as a result of attending nonprofit arts and cultural events.

### **Column Ten:**

The total estimated expenditures made by resident audience members for the purpose of or as a result of attending nonprofit arts and cultural events. This figure is the sum of Column Two through Column Nine.

**Table 22:**  
**Total Categorized Audience Expenditures by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	RESIDENT ARTS ATTENDEES ONLY							Resident Audience Expenditures	
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging		Other/ Miscellaneous
Town of Crested Butte (CO)	\$521,855	\$1,322,438	\$202,228	\$78,013	\$60,593	\$168,902	\$34,841	\$21,207	\$2,410,079
City of Pine City (MN)	\$39,469	\$52,074	\$58,185	\$8,530	\$29,538	\$764	\$3,692	\$127	\$192,381
City of Alva (OK)	\$26,540	\$166,032	\$165,415	\$39,811	\$8,641	\$3,703	\$16,665	\$25,306	\$452,114
Cook County (MN)	\$55,920	\$580,389	\$303,733	\$34,729	\$144,214	\$22,957	\$10,595	\$15,893	\$1,168,431
Town of Hillsborough (NC)	\$427,687	\$1,101,511	\$111,722	\$345,641	\$78,555	\$64,589	\$0	\$0	\$2,129,705
City of Virginia (MN)	\$1,777	\$18,448	\$9,654	\$1,104	\$4,584	\$730	\$337	\$505	\$37,139
Town of Jackson (WY)	\$3,275,840	\$7,141,151	\$6,853,165	\$1,160,943	\$733,464	\$350,983	\$791,961	\$116,994	\$20,424,501
City of Guthrie (OK)	\$223,665	\$281,351	\$125,635	\$75,027	\$41,406	\$6,370	\$5,662	\$354	\$759,469
City of Grand Rapids (MN)	\$61,957	\$643,049	\$336,525	\$38,479	\$159,784	\$25,435	\$11,739	\$17,609	\$1,294,577
Town of Medfield (MA)	\$50,230	\$181,403	\$59,128	\$28,703	\$7,750	\$2,870	\$287	\$14,639	\$345,010
City of Fergus Falls (MN)	\$135,019	\$132,035	\$153,668	\$6,341	\$55,947	\$12,681	\$0	\$5,222	\$500,912
Grundy County (TN)	\$39,899	\$45,683	\$28,698	\$17,497	\$21,011	\$293	\$1,830	\$0	\$154,912
City of Falls Church (VA)	\$683,515	\$2,429,274	\$1,817,898	\$844,024	\$100,994	\$16,231	\$100,994	\$0	\$5,992,931
City of Jamestown (ND)	\$349,258	\$593,054	\$19,175	\$28,762	\$87,657	\$39,720	\$16,436	\$17,805	\$1,151,867
City of Waterville (ME)	\$161,979	\$452,771	\$148,095	\$114,157	\$53,993	\$7,713	\$0	\$37,024	\$975,732
City of Red Wing (MN)	\$27,252	\$225,570	\$9,850	\$28,237	\$28,894	\$985	\$0	\$0	\$320,788
City of Durango (CO)	\$718,172	\$2,509,353	\$278,345	\$291,093	\$346,338	\$123,237	\$84,991	\$0	\$4,351,529
City of Hannibal (MO)	\$461,134	\$705,201	\$708,441	\$93,955	\$177,110	\$2,160	\$53,997	\$5,400	\$2,207,397
City of Tullahoma (TN)	\$26,221	\$195,017	\$27,204	\$71,779	\$43,592	\$16,060	\$6,555	\$0	\$386,429
City of Northfield (MN)	\$47,266	\$391,226	\$17,084	\$48,974	\$50,113	\$1,708	\$0	\$0	\$556,372
Town of Carrboro (NC)	\$194,488	\$742,103	\$187,318	\$151,468	\$97,692	\$27,784	\$23,303	\$8,963	\$1,433,120
Macon County (TN)	\$3,525	\$14,854	\$12,840	\$3,860	\$3,063	\$252	\$0	\$671	\$39,065
City of Laguna Beach (CA)	\$4,662,548	\$11,136,271	\$5,953,622	\$2,594,384	\$1,511,351	\$140,733	\$1,052,439	\$55,069	\$27,106,417
Hickman County (TN)	\$46,336	\$90,412	\$68,939	\$19,858	\$43,753	\$1,776	\$807	\$2,099	\$273,981
City of Fairfax (VA)	\$84,909	\$320,725	\$178,716	\$10,011	\$41,527	\$11,494	\$0	\$0	\$647,382
City of Ponca City (OK)	\$215,705	\$779,855	\$435,738	\$139,955	\$83,685	\$35,350	\$61,321	\$9,378	\$1,760,986
City of Paducah (KY)	\$670,600	\$650,323	\$853,820	\$15,208	\$60,832	\$5,794	\$47,797	\$0	\$2,304,373
Mille Lacs County (MN)	\$19,006	\$25,076	\$28,019	\$4,108	\$14,224	\$368	\$1,778	\$61	\$92,639
McNairy County (TN)	\$33,050	\$90,713	\$22,151	\$20,920	\$30,941	\$1,055	\$4,922	\$879	\$204,631
City of Winona (MN)	\$78,864	\$652,767	\$28,505	\$81,715	\$83,615	\$2,851	\$0	\$0	\$928,316

**Table 22:**  
**Total Categorized Audience Expenditures by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	RESIDENT ARTS ATTENDEES ONLY								Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Door County (WI)	\$151,416	\$450,827	\$301,977	\$114,204	\$131,741	\$7,271	\$81,269	\$0	\$1,238,706
City of Benicia (CA)	\$132,480	\$322,560	\$290,560	\$42,560	\$31,040	\$3,520	\$7,360	\$6,400	\$836,480
City of Winter Park (FL)	\$1,011,421	\$5,205,117	\$567,382	\$1,031,156	\$725,263	\$207,218	\$320,694	\$212,152	\$9,280,403
City of Rochester (NH)	\$1,407,288	\$2,475,648	\$638,560	\$395,416	\$216,128	\$63,856	\$191,568	\$194,024	\$5,582,488
City of Morgantown (WV)	\$513,270	\$1,944,918	\$1,883,955	\$239,919	\$243,852	\$29,498	\$125,859	\$1,967	\$4,983,238
Henry County (TN)	\$50,757	\$124,405	\$131,372	\$19,158	\$14,431	\$3,981	\$0	\$0	\$344,104
City of Fairbanks (AK)	\$894,052	\$3,057,918	\$1,282,771	\$362,804	\$667,300	\$110,137	\$165,205	\$132,812	\$6,672,999
City of Bangor (ME)	\$543,842	\$956,017	\$370,957	\$185,479	\$231,276	\$56,102	\$141,971	\$18,319	\$2,503,962
Weakley County (TN)	\$175,455	\$182,975	\$99,425	\$48,041	\$67,676	\$1,671	\$2,924	\$2,089	\$580,255
Dare County (NC)	\$2,716,453	\$5,717,487	\$7,067,089	\$1,466,022	\$1,401,345	\$237,151	\$1,440,151	\$0	\$20,045,698
City of Columbia (TN)	\$965,906	\$1,581,813	\$734,089	\$409,090	\$393,181	\$72,727	\$154,545	\$18,182	\$4,329,532
City of Lake Worth (FL)	\$1,044,449	\$5,444,639	\$1,509,090	\$1,147,703	\$750,574	\$43,684	\$59,569	\$246,220	\$10,245,928
Clatsop County (OR)	\$266,826	\$1,236,149	\$529,278	\$122,478	\$131,226	\$13,123	\$55,990	\$13,997	\$2,369,067
Yadkin County (NC)	\$2,949	\$8,824	\$1,909	\$2,263	\$1,977	\$537	\$0	\$846	\$19,305
Greater Belfast Area (ME)	\$443,337	\$953,663	\$188,784	\$143,719	\$165,643	\$14,616	\$3,654	\$32,885	\$1,946,300
Campbell County (TN)	\$46,452	\$71,398	\$86,882	\$31,972	\$27,957	\$3,298	\$1,577	\$0	\$269,536
Monroe County (TN)	\$252,178	\$659,904	\$687,007	\$266,318	\$258,070	\$25,925	\$25,925	\$0	\$2,175,326
Lincoln County (OR)	\$397,823	\$1,536,975	\$182,030	\$183,498	\$229,005	\$26,424	\$110,099	\$52,847	\$2,718,699
Iron County (UT)	\$133,665	\$400,528	\$65,898	\$26,172	\$104,221	\$32,248	\$164,978	\$0	\$927,710
City of St. Louis Park (MN)	\$77,296	\$269,130	\$125,313	\$35,135	\$67,927	\$8,198	\$12,180	\$9,603	\$604,782
City of Logan (UT)	\$147,138	\$1,392,156	\$222,594	\$133,934	\$218,821	\$86,774	\$201,844	\$41,501	\$2,444,761
Gibson County (TN)	\$373,453	\$766,192	\$331,374	\$1,035,324	\$256,858	\$3,507	\$0	\$0	\$2,766,707
<b>Group A Average</b>	<b>\$482,531</b>	<b>\$1,315,949</b>	<b>\$701,958</b>	<b>\$266,147</b>	<b>\$202,699</b>	<b>\$41,289</b>	<b>\$107,698</b>	<b>\$25,751</b>	<b>\$3,144,023</b>
Percent of Group A Total	15.3%	41.9%	22.3%	8.5%	6.4%	1.3%	3.4%	0.8%	100.0%
Group A Median	\$168,717	\$618,052	\$184,674	\$76,520	\$83,650	\$12,902	\$11,960	\$2,094	\$1,203,569

**Table 22:**  
**Total Categorized Audience Expenditures by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	RESIDENT ARTS ATTENDEES ONLY							Resident Audience Expenditures	
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging		Other/ Miscellaneous
City of Joplin (MO)	\$287,472	\$1,414,877	\$452,889	\$316,380	\$284,260	\$54,604	\$28,908	\$44,968	\$2,884,358
City of La Crosse (WI)	\$1,711,780	\$4,314,190	\$821,149	\$612,703	\$720,084	\$120,014	\$549,538	\$410,574	\$9,260,033
McMinn County (TN)	\$401,550	\$1,418,909	\$415,035	\$347,610	\$271,196	\$185,792	\$49,445	\$0	\$3,089,536
Lafayette County (MS)	\$920,963	\$1,539,038	\$595,013	\$184,500	\$259,838	\$52,275	\$63,038	\$38,438	\$3,653,100
Chisago County (MN)	\$154,671	\$204,066	\$228,016	\$33,429	\$115,754	\$2,994	\$14,469	\$499	\$753,898
City of Grand Forks (ND)	\$427,340	\$781,350	\$443,355	\$177,848	\$89,345	\$27,815	\$23,601	\$0	\$1,970,653
City of Corvallis (OR)	\$3,747,845	\$13,246,199	\$6,680,318	\$1,373,256	\$929,809	\$257,486	\$0	\$715,238	\$26,950,149
City of Noblesville (IN)	\$270,148	\$639,442	\$267,419	\$99,145	\$36,384	\$9,096	\$0	\$28,197	\$1,349,832
City of Ocala (FL)	\$3,786,417	\$8,680,426	\$6,379,383	\$2,069,221	\$2,000,533	\$154,548	\$283,337	\$60,102	\$23,413,967
Lenoir County (NC)	\$853,373	\$2,644,567	\$4,262,419	\$742,257	\$740,775	\$312,607	\$81,485	\$17,779	\$9,655,261
Town of Chapel Hill (NC)	\$1,682,134	\$4,301,641	\$1,483,103	\$1,027,258	\$1,444,581	\$584,253	\$353,120	\$0	\$10,876,090
City of Grand Junction (CO)	\$618,370	\$1,794,060	\$456,885	\$334,786	\$228,442	\$47,264	\$31,509	\$90,589	\$3,601,905
Town of Jupiter (FL)	\$201,853	\$1,158,555	\$130,364	\$238,650	\$129,312	\$16,821	\$110,389	\$125,107	\$2,111,051
Hamblen County (TN)	\$76,147	\$301,259	\$108,054	\$17,422	\$16,835	\$36,997	\$0	\$0	\$556,713
City of Delray Beach (FL)	\$1,231,917	\$1,364,519	\$1,226,214	\$429,175	\$471,950	\$32,794	\$189,635	\$101,234	\$5,047,438
City of St. Cloud (MN)	\$956,314	\$2,185,166	\$871,146	\$240,904	\$467,207	\$126,535	\$148,436	\$77,868	\$5,073,576
City of Portland (ME)	\$2,193,297	\$9,113,760	\$687,959	\$606,222	\$1,355,485	\$320,140	\$163,476	\$224,779	\$14,665,116
City of Jackson (TN)	\$261,427	\$560,641	\$122,616	\$225,953	\$137,268	\$44,728	\$47,041	\$1,542	\$1,401,216
City of Walnut Creek (CA)	\$1,715,937	\$10,749,703	\$358,483	\$458,858	\$1,080,228	\$152,953	\$0	\$215,090	\$14,731,251
Greene County (TN)	\$453,486	\$317,689	\$162,374	\$34,468	\$109,634	\$11,213	\$12,458	\$0	\$1,101,323
City of Flagstaff (AZ)	\$1,787,519	\$5,742,626	\$7,256,969	\$1,116,457	\$1,306,492	\$53,447	\$142,526	\$59,386	\$17,465,423
City of Missoula (MT)	\$4,546,341	\$10,139,469	\$1,672,807	\$974,949	\$1,457,292	\$174,465	\$194,990	\$164,202	\$19,324,513
City of Fort Myers (FL)	\$4,464,477	\$12,900,538	\$3,601,914	\$2,000,010	\$1,412,329	\$104,266	\$170,617	\$104,266	\$24,758,417
Putnam County (TN)	\$18,771	\$161,569	\$2,011	\$16,090	\$7,375	\$5,363	\$0	\$0	\$211,179
Monroe County (FL)	\$5,554,443	\$12,920,117	\$3,787,120	\$2,700,381	\$2,755,267	\$384,201	\$680,584	\$340,292	\$29,122,405
City of Lynchburg (VA)	\$437,946	\$1,239,740	\$585,404	\$316,693	\$138,874	\$30,130	\$42,816	-\$1	\$2,791,602
City of Duluth (MN)	\$599,548	\$6,222,676	\$3,256,491	\$372,351	\$1,546,202	\$246,130	\$113,599	\$170,398	\$12,527,395
City of Fishers (IN)	\$1,642,102	\$3,128,069	\$339,188	\$667,609	\$188,438	\$242,277	\$0	\$0	\$6,207,683
City of Carmel (IN)	\$481,953	\$1,445,859	\$303,977	\$110,251	\$113,401	\$22,050	\$0	\$0	\$2,477,491
City of Sugar Land (TX)	\$70,220	\$144,787	\$35,611	\$51,495	\$28,757	\$6,186	\$26,249	\$2,173	\$365,477

**Table 22:**  
**Total Categorized Audience Expenditures by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	RESIDENT ARTS ATTENDEES ONLY								Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Asheville (NC)	\$1,269,817	\$6,128,248	\$1,681,378	\$496,885	\$898,408	\$185,704	\$65,248	\$0	\$10,725,688
Buchanan County (MO)	\$1,984,198	\$2,378,365	\$1,616,754	\$444,273	\$330,700	\$20,042	\$0	\$3,340	\$6,777,672
City of Boca Raton (FL)	\$528,017	\$1,871,686	\$1,058,088	\$571,162	\$302,017	\$30,818	\$242,436	\$154,091	\$4,758,315
City of Miami Beach (FL)	\$6,361,757	\$26,649,554	\$930,989	\$3,142,087	\$5,495,420	\$620,659	\$1,060,293	\$77,582	\$44,338,342
Moore County (NC)	\$499,746	\$2,349,075	\$833,801	\$451,642	\$320,693	\$37,414	\$48,104	\$0	\$4,540,476
Sevier County (TN)	\$1,026,058	\$1,166,546	\$1,294,489	\$574,492	\$504,249	\$20,070	\$388,849	\$0	\$4,974,752
Cape May County (NJ)	\$530,650	\$1,755,369	\$716,102	\$132,204	\$80,791	\$1,836	\$0	\$42,232	\$3,259,184
Cleveland County (NC)	\$249,292	\$584,108	\$356,045	\$55,803	\$99,474	\$3,033	\$35,786	\$10,311	\$1,393,852
<b>Group B Average</b>	<b>\$1,421,192</b>	<b>\$4,306,801</b>	<b>\$1,460,035</b>	<b>\$625,391</b>	<b>\$733,555</b>	<b>\$124,711</b>	<b>\$141,105</b>	<b>\$86,323</b>	<b>\$8,899,114</b>
Percent of Group B Total	16.0%	48.4%	16.4%	7.0%	8.2%	1.4%	1.6%	1.0%	100.0%
Group B Median	\$735,871	\$1,832,873	\$702,031	\$400,763	\$311,355	\$49,769	\$48,774	\$33,317	\$4,866,534

**Table 22:**  
**Total Categorized Audience Expenditures by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	RESIDENT ARTS ATTENDEES ONLY								Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Las Cruces (NM)	\$979,582	\$2,461,443	\$1,850,938	\$635,480	\$224,777	\$116,551	\$308,027	\$108,226	\$6,685,023
Eau Claire County (WI)	\$349,450	\$1,336,521	\$920,825	\$119,244	\$96,057	\$82,808	\$23,186	\$0	\$2,928,091
Yamhill County (OR)	\$2,031,229	\$3,566,916	\$3,954,518	\$554,418	\$515,167	\$225,692	\$402,321	\$19,625	\$11,269,886
City of Lewisville (TX)	\$36,515	\$92,464	\$13,244	\$14,358	\$20,795	\$5,818	\$3,466	\$0	\$186,660
City of West Palm Beach (FL)	\$15,609,873	\$27,630,018	\$7,125,064	\$4,677,523	\$8,566,394	\$571,093	\$1,604,499	\$1,930,838	\$67,715,301
City of Boulder (CO)	\$3,108,412	\$10,547,096	\$3,518,957	\$1,651,955	\$1,026,362	\$273,697	\$107,524	\$68,424	\$20,302,426
City of Richardson (TX)	\$1,307,828	\$2,013,682	\$1,496,943	\$263,696	\$335,614	\$191,779	\$466,130	\$23,972	\$6,099,644
City of High Point (NC)	\$442,502	\$691,848	\$181,449	\$84,286	\$126,429	\$19,901	\$62,044	\$3,512	\$1,611,971
City of Cambridge (MA)	\$4,683,258	\$9,655,317	\$1,912,330	\$413,688	\$2,021,606	\$351,244	\$312,217	\$124,887	\$19,474,548
City of Lowell (MA)	\$374,558	\$1,002,197	\$832,633	\$93,640	\$107,137	\$11,810	\$11,810	\$17,716	\$2,451,502
Douglas County (KS)	\$1,947,385	\$4,478,022	\$1,248,447	\$1,200,245	\$751,961	\$134,967	\$159,069	\$38,562	\$9,958,657
City of Columbia (MO)	\$461,150	\$2,333,039	\$354,731	\$204,653	\$327,444	\$49,117	\$19,101	\$30,016	\$3,779,250
City of Norman (OK)	\$5,364,032	\$6,786,750	\$4,819,297	\$2,685,220	\$1,121,512	\$448,605	\$685,724	\$192,259	\$22,103,399
Wayne County (NC)	\$388,165	\$989,979	\$472,778	\$252,783	\$188,265	\$39,134	\$35,961	\$8,461	\$2,375,527
City of Lafayette (LA)	\$1,122,778	\$2,775,949	\$309,969	\$619,939	\$422,477	\$413,293	\$0	\$0	\$5,664,405
Washington County (TN)	\$384,391	\$1,064,645	\$513,686	\$40,769	\$193,360	\$10,483	\$58,241	\$0	\$2,265,575
City of Thousand Oaks (CA)	\$438,672	\$1,491,904	\$122,493	\$88,991	\$172,747	\$61,770	\$12,563	\$11,516	\$2,400,656
City of Charleston (SC)	\$10,936,281	\$32,026,128	\$4,478,875	\$6,500,891	\$4,435,390	\$652,263	\$1,674,142	\$0	\$60,703,971
City of Waco (TX)	\$3,193,526	\$5,170,470	\$1,842,763	\$1,994,835	\$1,350,763	\$214,691	\$751,418	\$17,891	\$14,536,356
Robeson County (NC)	\$119,829	\$160,654	\$201,857	\$78,248	\$105,843	\$4,158	\$25,705	\$378	\$696,672
Columbia County (GA)	\$5,752	\$7,450	\$2,970	\$1,565	\$1,763	\$255	\$660	\$886	\$21,302
Orange County (NC)	\$2,304,336	\$6,145,332	\$1,782,164	\$1,524,386	\$1,620,846	\$676,633	\$376,427	\$8,964	\$14,439,088
City of Savannah (GA)	\$9,976,614	\$16,051,140	\$7,070,804	\$2,947,321	\$2,352,322	\$678,022	\$1,037,789	\$124,535	\$40,238,549
Indian River County (FL)	\$1,280,203	\$2,168,295	\$838,753	\$111,661	\$350,563	\$41,548	\$116,854	\$0	\$4,907,876
City of Alexandria (VA)	\$3,178,637	\$10,231,515	\$7,898,166	\$1,655,357	\$1,364,789	\$79,246	\$255,348	\$0	\$24,663,057
Martin County (FL)	\$1,270,775	\$3,389,731	\$1,066,971	\$413,601	\$323,688	\$134,870	\$32,968	\$56,945	\$6,689,550
Macon-Bibb County (GA)	\$3,179,538	\$9,972,615	\$3,358,799	\$1,368,050	\$1,207,658	\$537,785	\$179,262	\$66,044	\$19,869,752
City of Springfield (MA)	\$2,648,736	\$2,819,873	\$1,291,307	\$844,017	\$762,338	\$237,258	\$400,616	\$0	\$9,004,146
Catawba County (NC)	\$2,867,206	\$6,624,419	\$7,066,758	\$1,289,710	\$1,023,241	\$175,870	\$90,599	\$426,350	\$19,564,154
Town of Cary (NC)	\$1,914,250	\$3,870,002	\$2,069,880	\$285,322	\$420,201	\$140,067	\$0	\$20,751	\$8,720,473



**Table 22:**  
**Total Categorized Audience Expenditures by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	RESIDENT ARTS ATTENDEES ONLY								Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Alamance County (NC)	\$365,348	\$1,117,249	\$1,167,810	\$177,781	\$238,129	\$19,572	\$35,882	\$40,776	\$3,162,548
Cumberland County (NJ)	\$226,110	\$609,999	\$839,835	\$63,360	\$146,598	\$65,845	\$0	\$100,631	\$2,052,379
City of Eugene (OR)	\$3,168,152	\$8,190,114	\$1,549,746	\$882,767	\$1,186,831	\$176,553	\$39,234	\$519,852	\$15,713,249
Middlesex County (CT)	\$745,968	\$1,879,578	\$407,188	\$187,306	\$231,283	\$312,720	\$0	\$141,701	\$3,905,743
City of Springfield (MO)	\$1,143,200	\$4,846,386	\$2,203,347	\$1,182,284	\$840,301	\$180,762	\$400,609	\$0	\$10,796,889
City of Sioux Falls (SD)	\$5,801,269	\$19,173,257	\$1,996,951	\$2,047,507	\$1,971,673	\$341,251	\$151,667	\$0	\$31,483,575
Pitt County (NC)	\$556,401	\$1,664,391	\$545,176	\$192,415	\$205,243	\$94,604	\$194,019	\$0	\$3,452,249
City of Providence (RI)	\$9,451,705	\$33,069,062	\$3,975,906	\$4,118,753	\$4,999,642	\$4,118,753	\$1,142,775	\$0	\$60,876,596
City of Worcester (MA)	\$9,536,614	\$20,790,192	\$11,645,494	\$2,202,193	\$3,639,217	\$1,045,108	\$0	\$466,566	\$49,325,384
Montgomery County (TN)	\$186,258	\$387,989	\$503,182	\$126,082	\$75,076	\$44,129	\$38,398	\$573	\$1,361,686
Salt Lake City (UT)	\$25,725,100	\$53,617,108	\$16,057,352	\$7,667,524	\$10,501,175	\$2,278,033	\$3,111,459	\$166,685	\$119,124,435
Cabarrus County (NC)	\$319,155	\$1,958,364	\$311,601	\$107,644	\$132,194	\$35,881	\$43,435	\$9,442	\$2,917,717
Richmond County (GA)	\$1,674,386	\$3,269,875	\$1,151,323	\$695,469	\$610,727	\$350,657	\$382,800	\$2,922	\$8,138,160
City of Tacoma (WA)	\$5,102,474	\$22,490,135	\$3,767,981	\$2,237,239	\$4,651,101	\$647,622	\$392,498	\$412,123	\$39,701,173
Doña Ana County (NM)	\$1,876,372	\$4,756,007	\$3,428,624	\$1,297,001	\$446,207	\$241,105	\$548,832	\$194,028	\$12,788,176
New Hanover County (NC)	\$3,736,964	\$13,602,548	\$1,011,855	\$2,817,096	\$2,092,700	\$816,383	\$1,184,330	\$0	\$25,261,875
Arlington County (VA)	\$1,108,552	\$3,353,369	\$828,334	\$437,262	\$415,707	\$30,793	\$40,031	\$3,079	\$6,217,127
City of Irving (TX)	\$69,671	\$381,762	\$41,965	\$38,298	\$68,448	\$2,445	\$5,704	\$0	\$608,293
City of Reno (NV)	\$6,956,242	\$12,347,597	\$2,197,272	\$1,929,312	\$1,554,168	\$332,270	\$514,483	\$117,902	\$25,949,246
York County (SC)	\$1,353,463	\$2,962,062	\$1,462,363	\$2,069,088	\$743,627	\$252,024	\$155,571	\$130,679	\$9,128,877
<b>Group C Average</b>	<b>\$3,220,177</b>	<b>\$7,760,449</b>	<b>\$2,474,234</b>	<b>\$1,261,845</b>	<b>\$1,325,751</b>	<b>\$359,339</b>	<b>\$351,908</b>	<b>\$112,154</b>	<b>\$16,865,857</b>
Percent of Group C Total	19.1%	46.0%	14.7%	7.5%	7.9%	2.1%	2.1%	0.7%	100.0%
Group C Median	\$1,513,925	\$3,371,550	\$1,376,835	\$627,709	\$480,687	\$178,658	\$134,261	\$17,803	\$8,862,310

**Table 22:**  
**Total Categorized Audience Expenditures by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	RESIDENT ARTS ATTENDEES ONLY								Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Buncombe County (NC)	\$1,456,150	\$6,626,918	\$1,876,111	\$569,051	\$991,193	\$198,686	\$69,448	\$0	\$11,787,557
Alachua County (FL)	\$6,214,321	\$16,017,194	\$3,571,047	\$4,691,375	\$2,975,872	\$1,207,854	\$507,649	\$192,556	\$35,377,868
Greater Green Bay Area (WI)	\$1,673,718	\$1,999,574	\$2,387,146	\$385,103	\$382,635	\$150,585	\$140,711	\$7,406	\$7,126,877
City of Orlando (FL)	\$7,878,694	\$11,303,065	\$3,618,936	\$1,837,954	\$3,054,723	\$523,923	\$264,047	\$663,865	\$29,145,207
City of Lincoln (NE)	\$3,871,166	\$15,209,464	\$2,495,159	\$1,797,982	\$2,825,401	\$238,508	\$110,081	\$1,082,459	\$27,630,221
Southeastern Connecticut Region (CT)	\$5,516,122	\$21,019,766	\$5,620,594	\$2,235,701	\$1,943,179	\$271,627	\$605,938	\$0	\$37,212,926
Erie County (PA)	\$3,000,587	\$9,452,360	\$1,423,486	\$1,167,464	\$1,310,836	\$256,023	\$522,286	\$0	\$17,133,042
San Luis Obispo County (CA)	\$1,269,483	\$4,014,310	\$2,184,425	\$285,920	\$697,644	\$118,180	\$301,169	\$38,123	\$8,909,252
City of Newark (NJ)	\$7,220,794	\$10,097,370	\$4,373,570	\$3,991,984	\$4,124,071	\$895,261	\$2,436,284	\$0	\$33,139,334
Leon County (FL)	\$14,680,783	\$24,412,181	\$15,613,276	\$8,751,086	\$4,016,892	\$1,434,604	\$1,147,683	\$263,011	\$70,319,516
Rutherford County (TN)	\$1,731,556	\$6,144,230	\$1,612,860	\$1,270,739	\$1,277,721	\$230,409	\$377,032	\$342,122	\$12,986,669
St. Lucie County (FL)	\$630,988	\$1,297,514	\$264,867	\$150,203	\$137,463	\$34,198	\$0	\$0	\$2,515,233
Greater Spartanburg Area (SC)	\$1,105,365	\$4,461,970	\$1,290,557	\$422,469	\$503,491	\$92,596	\$190,979	\$0	\$8,067,427
Durham County (NC)	\$2,156,918	\$15,146,004	\$2,188,637	\$475,791	\$1,871,443	\$475,791	\$190,316	\$0	\$22,504,900
City of St. Paul (MN)	\$19,883,190	\$69,229,651	\$32,234,868	\$9,037,814	\$17,473,106	\$2,108,823	\$3,133,109	\$2,470,336	\$155,570,896
Hamilton County (IN)	\$2,601,375	\$5,712,778	\$1,042,982	\$946,977	\$371,151	\$288,515	\$0	\$36,430	\$11,000,208
Osceola County (FL)	\$80,980	\$237,659	\$64,696	\$44,891	\$25,086	\$45,771	\$0	\$0	\$499,085
Escambia County (FL)	\$4,134,500	\$19,666,810	\$4,230,280	\$1,452,662	\$2,123,122	\$846,056	\$0	\$159,633	\$32,613,063
Lexington-Fayette Urban County (KY)	\$2,144,869	\$4,310,613	\$1,826,531	\$1,132,449	\$761,924	\$187,872	\$93,936	\$20,875	\$10,479,069
Lake County (FL)	\$525,635	\$1,680,112	\$1,291,286	\$160,811	\$252,017	\$43,203	\$0	\$4,800	\$3,957,864
City of Riverside (CA)	\$3,830,743	\$8,209,679	\$3,421,250	\$389,679	\$587,821	\$284,003	\$0	\$112,280	\$16,835,457
Cumberland County (NC)	\$4,887,417	\$8,676,538	\$2,624,927	\$2,108,728	\$1,746,291	\$252,608	\$669,961	\$32,949	\$20,999,420
Collier County (FL)	\$3,346,207	\$11,936,217	\$2,727,794	\$2,685,437	\$1,812,882	\$169,428	\$525,227	\$0	\$23,203,192
Hamilton County (TN)	\$12,247,961	\$25,189,202	\$14,443,350	\$6,374,332	\$4,159,685	\$712,539	\$847,343	\$288,867	\$64,263,279
Manatee County (FL)	\$2,947,326	\$7,318,959	\$2,742,847	\$1,177,520	\$761,510	\$63,459	\$782,663	\$84,612	\$15,878,897
City of Tampa (FL)	\$17,829,369	\$32,452,017	\$16,204,630	\$5,686,585	\$8,914,684	\$1,410,957	\$3,206,721	\$0	\$85,704,963
Forsyth County (NC)	\$5,589,247	\$15,637,152	\$4,219,802	\$2,786,662	\$2,579,652	\$254,780	\$493,637	\$0	\$31,560,932
Mercer County (NJ)	\$1,459,865	\$2,071,244	\$630,975	\$248,863	\$444,818	\$76,422	\$0	\$0	\$4,932,187
City of Wichita (KS)	\$4,796,797	\$17,388,391	\$2,136,074	\$3,335,273	\$2,042,386	\$599,600	\$974,349	\$0	\$31,272,871
Clackamas County (OR)	\$781,231	\$1,507,957	\$1,730,517	\$347,466	\$295,233	\$45,420	\$88,570	\$56,776	\$4,853,170

**Table 22:**  
**Total Categorized Audience Expenditures by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	RESIDENT ARTS ATTENDEES ONLY								Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Sarasota County (FL)	\$4,633,869	\$22,812,894	\$1,302,892	\$3,834,926	\$2,335,372	\$147,497	\$565,406	\$73,749	<b>\$35,706,604</b>
City of Minneapolis (MN)	\$22,125,652	\$77,037,497	\$35,870,375	\$10,057,115	\$19,443,755	\$2,346,660	\$3,486,466	\$2,748,945	<b>\$173,116,464</b>
Berks County (PA)	\$1,100,547	\$2,272,032	\$496,564	\$152,009	\$243,215	\$18,241	\$32,429	\$4,054	<b>\$4,319,089</b>
City of Miami (FL)	\$41,559,761	\$64,972,905	\$14,711,926	\$17,974,883	\$29,023,139	\$3,778,160	\$2,747,753	\$343,469	<b>\$175,111,996</b>
City of Raleigh (NC)	\$24,651,238	\$71,041,616	\$10,293,923	\$13,612,359	\$15,644,055	\$8,194,505	\$6,027,363	\$5,891,917	<b>\$155,356,975</b>
Santa Barbara County (CA)	\$6,277,077	\$18,011,671	\$2,570,435	\$1,508,734	\$3,017,467	\$651,922	\$4,153,674	\$0	<b>\$36,190,979</b>
Seminole County (FL)	\$1,006,787	\$2,552,418	\$238,226	\$229,718	\$314,798	\$96,425	\$158,817	\$0	<b>\$4,597,188</b>
City of Virginia Beach (VA)	\$3,623,492	\$23,351,394	\$1,723,675	\$1,836,909	\$1,673,349	\$641,660	\$1,144,923	\$0	<b>\$33,995,402</b>
City of Atlanta (GA)	\$2,527,782	\$23,919,141	\$3,222,923	\$4,234,036	\$7,772,931	\$3,475,701	\$9,542,379	\$0	<b>\$54,694,892</b>
City of Mesa (AZ)	\$2,090,636	\$3,711,818	\$2,121,933	\$588,383	\$663,495	\$219,079	\$287,932	\$87,631	<b>\$9,770,908</b>
City of Kansas City (MO)	\$3,928,518	\$11,955,491	\$1,569,408	\$1,759,336	\$2,059,223	\$309,883	\$89,966	\$59,977	<b>\$21,731,804</b>
Morris County (NJ)	\$1,365,557	\$4,085,362	\$1,441,892	\$435,395	\$684,192	\$101,781	\$50,890	\$135,708	<b>\$8,300,777</b>
<b>Group D Average</b>	<b>\$6,199,626</b>	<b>\$16,765,503</b>	<b>\$5,134,706</b>	<b>\$2,908,876</b>	<b>\$3,650,927</b>	<b>\$797,600</b>	<b>\$1,094,456</b>	<b>\$361,965</b>	<b>\$36,913,659</b>
Percent of Group D Total	16.8%	45.4%	13.9%	7.9%	9.9%	2.2%	3.0%	1.0%	100.0%
Group D Median	\$3,484,850	\$10,700,218	\$2,287,892	\$1,480,698	\$1,779,586	\$255,402	\$339,100	\$26,912	\$22,118,352

**Table 22:**  
**Total Categorized Audience Expenditures by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 25	RESIDENT ARTS ATTENDEES ONLY								Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Sonoma County (CA)	\$5,755,986	\$13,276,873	\$1,534,261	\$952,646	\$1,815,041	\$521,448	\$120,334	\$10,028	\$23,986,617
Volusia County (FL)	\$4,579,715	\$8,166,690	\$3,671,264	\$7,230,143	\$3,427,762	\$524,466	\$1,301,800	\$0	\$28,901,840
Guilford County (NC)	\$9,983,488	\$24,063,565	\$7,183,103	\$4,152,148	\$4,169,637	\$833,473	\$900,270	\$151,435	\$51,437,119
Dane County (WI)	\$21,404,920	\$37,649,726	\$8,361,297	\$3,917,865	\$7,262,384	\$286,673	\$621,125	\$668,904	\$80,172,894
Brevard County (FL)	\$361,836	\$1,189,270	\$168,946	\$95,780	\$228,808	\$2,661	\$0	\$0	\$2,047,301
Washington County (OR)	\$660,985	\$2,518,952	\$216,322	\$264,394	\$516,770	\$98,547	\$0	\$0	\$4,275,969
Johnson County (KS)	\$1,199,129	\$3,500,741	\$1,370,945	\$254,144	\$476,072	\$93,067	\$60,851	\$35,795	\$6,990,744
City of Louisville (KY)	\$20,494,726	\$99,706,094	\$3,665,115	\$8,826,196	\$24,085,043	\$3,739,914	\$2,617,939	\$299,193	\$163,434,220
City of Baltimore (MD)	\$9,243,437	\$32,431,129	\$3,480,414	\$3,887,215	\$6,712,227	\$1,875,807	\$45,200	\$226,001	\$57,901,431
Polk County (FL)	\$2,709,094	\$4,884,760	\$3,050,727	\$1,516,373	\$1,174,740	\$167,820	\$47,949	\$131,859	\$13,683,320
City of Boston (MA)	\$24,431,431	\$65,957,526	\$5,429,207	\$12,986,076	\$24,578,166	\$3,448,280	\$8,510,649	\$0	\$145,341,334
District of Columbia (DC)	\$72,388,747	\$222,534,051	\$18,557,285	\$12,115,913	\$57,512,246	\$8,895,227	\$14,109,671	\$4,294,248	\$410,407,389
Nashville-Davidson County (TN)	\$18,581,931	\$35,218,317	\$24,458,268	\$10,958,574	\$11,157,099	\$873,510	\$3,136,693	\$476,460	\$104,860,852
City of El Paso (TX)	\$8,980,932	\$11,896,585	\$7,181,146	\$2,573,694	\$4,049,519	\$791,906	\$1,313,844	\$89,989	\$36,877,615
Lee County (FL)	\$11,986,633	\$34,928,508	\$11,628,913	\$5,803,158	\$3,953,371	\$272,547	\$439,866	\$272,547	\$69,285,543
City of Fort Worth (TX)	\$16,367,876	\$38,891,103	\$9,582,230	\$5,511,224	\$9,957,576	\$584,076	\$2,201,664	-\$1	\$83,095,748
City of Indianapolis (IN)	\$19,281,535	\$53,179,718	\$13,861,380	\$4,753,743	\$10,751,455	\$1,688,245	\$844,123	\$799,695	\$105,159,893
City and County of San Francisco (CA)	\$30,371,306	\$77,297,201	\$11,906,571	\$8,404,638	\$23,367,441	\$1,400,773	\$3,820,290	\$0	\$156,568,219
Prince George's County (MD)	\$4,209,939	\$5,730,482	\$4,313,377	\$2,854,897	\$2,379,081	\$227,564	\$403,409	\$382,722	\$20,501,471
Pinellas County (FL)	\$11,946,354	\$36,622,430	\$17,206,107	\$5,483,572	\$5,595,482	\$867,300	\$671,458	\$139,887	\$78,532,590
Shelby County (TN)	\$11,350,690	\$21,592,994	\$6,014,018	\$7,963,956	\$4,618,274	\$1,005,757	\$1,313,642	\$533,667	\$54,392,999
Fairfield County (CT)	\$6,547,382	\$30,756,530	\$17,964,885	\$2,849,324	\$3,071,611	\$909,359	\$1,293,310	\$0	\$63,392,402
Westchester County (NY)	\$3,392,826	\$29,309,639	\$3,283,380	\$2,976,931	\$3,567,940	\$788,011	\$1,269,574	\$328,338	\$44,916,638
Fulton County (GA)	\$2,756,905	\$24,763,469	\$3,466,479	\$4,495,633	\$8,033,626	\$3,540,649	\$9,642,508	\$39,691	\$56,738,960
Wake County (NC)	\$26,880,885	\$75,658,955	\$12,572,438	\$14,026,448	\$16,199,543	\$8,400,585	\$6,067,297	\$5,951,786	\$165,757,937
<b>Group E Average</b>	<b>\$13,834,747</b>	<b>\$39,669,012</b>	<b>\$8,005,123</b>	<b>\$5,394,187</b>	<b>\$9,546,436</b>	<b>\$1,673,507</b>	<b>\$2,430,139</b>	<b>\$593,290</b>	<b>\$81,146,442</b>
Percent of Group E Total	17.0%	48.9%	9.9%	6.6%	11.8%	2.1%	3.0%	0.7%	100.0%
Group E Median	\$9,983,488	\$30,756,530	\$6,014,018	\$4,495,633	\$4,618,274	\$833,473	\$1,269,574	\$139,887	\$57,901,431

**Table 22:**  
**Total Categorized Audience Expenditures by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group F Population 1,000,000 or More Sample Size = 21	RESIDENT ARTS ATTENDEES ONLY								Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Mecklenburg County (NC)	\$9,703,094	\$33,186,520	\$1,663,981	\$3,781,570	\$4,835,236	\$1,817,830	\$676,712	\$23,444	\$55,688,387
City of San José (CA)	\$13,960,553	\$26,945,223	\$9,297,999	\$5,557,113	\$12,903,346	\$3,117,405	\$4,960,740	\$162,647	\$76,905,027
Montgomery County (MD)	\$4,321,703	\$24,888,577	\$5,474,157	\$1,595,706	\$4,255,215	\$997,316	\$332,439	\$199,463	\$42,064,577
Fairfax County (VA)	\$9,710,785	\$29,369,203	\$6,526,490	\$4,026,423	\$4,052,739	\$578,963	\$26,316	\$26,316	\$54,317,235
Allegheny County (PA)	\$37,466,217	\$180,151,148	\$50,651,192	\$21,278,723	\$35,769,141	\$4,699,595	\$3,263,608	\$6,005,038	\$339,284,662
Greater Columbus Area (OH)	\$21,128,289	\$53,061,425	\$16,100,291	\$5,027,998	\$8,344,337	\$2,941,914	\$1,337,234	\$0	\$107,941,488
Orange County (FL)	\$10,560,909	\$19,287,458	\$4,850,869	\$3,348,017	\$4,428,394	\$849,523	\$681,599	\$970,184	\$44,976,953
City of Dallas (TX)	\$27,440,576	\$64,146,702	\$7,577,208	\$5,887,853	\$14,889,229	\$2,951,358	\$2,256,800	\$45,446	\$125,195,172
Hillsborough County (FL)	\$21,549,699	\$38,663,115	\$19,355,384	\$7,499,285	\$10,478,760	\$1,713,827	\$3,789,859	\$18,082	\$103,068,011
City of San Diego (CA)	\$41,741,403	\$90,166,075	\$21,545,862	\$14,472,179	\$24,876,953	\$3,484,841	\$9,605,598	\$118,585	\$206,011,496
Palm Beach County (FL)	\$20,384,565	\$41,137,457	\$12,310,484	\$7,865,157	\$11,194,847	\$759,002	\$2,482,960	\$2,812,657	\$98,947,129
City of San Antonio (TX)	\$22,631,834	\$66,243,544	\$25,385,099	\$18,501,937	\$18,667,133	\$3,193,787	\$7,764,206	\$0	\$162,387,540
Sacramento County (CA)	\$13,846,774	\$25,168,854	\$10,515,219	\$2,941,138	\$8,615,192	\$702,750	\$2,498,666	\$390,417	\$64,679,008
City of Phoenix (AZ)	\$29,241,827	\$57,879,030	\$24,020,072	\$12,257,382	\$16,324,854	\$1,758,907	\$4,232,370	\$439,727	\$146,154,169
City and County of Philadelphia (PA)	\$25,853,216	\$86,877,305	\$14,895,127	\$8,267,780	\$20,866,301	\$2,099,754	\$9,973,830	\$0	\$168,833,313
Broward County (FL)	\$23,758,164	\$54,671,839	\$11,224,330	\$12,299,995	\$12,253,226	\$2,852,850	\$3,788,211	\$327,376	\$121,175,992
Santa Clara County (CA)	\$16,075,925	\$32,619,329	\$10,805,640	\$6,597,268	\$14,966,126	\$3,549,829	\$5,574,315	\$197,711	\$90,386,143
Riverside County (CA)	\$9,371,907	\$14,043,646	\$9,437,529	\$792,974	\$1,466,231	\$449,741	\$801,066	\$156,477	\$36,519,571
Miami-Dade County (FL)	\$76,862,070	\$159,216,488	\$26,049,620	\$35,438,579	\$54,935,524	\$8,165,055	\$7,227,392	\$718,387	\$368,613,115
City of Chicago (IL)	\$113,694,522	\$317,468,215	\$40,413,899	\$30,919,067	\$129,519,241	\$16,311,634	\$22,154,607	\$486,914	\$670,968,098
Harris County (TX)	\$35,128,520	\$206,800,652	\$40,111,866	\$40,804,958	\$55,537,760	\$10,057,565	\$955,685	\$57,767	\$389,454,773
<b>Group F Average</b>	<b>\$27,830,122</b>	<b>\$77,237,705</b>	<b>\$17,533,920</b>	<b>\$11,864,814</b>	<b>\$22,341,895</b>	<b>\$3,478,735</b>	<b>\$4,494,486</b>	<b>\$626,507</b>	<b>\$165,408,184</b>
Percent of Group F Total	16.8%	46.7%	10.6%	7.2%	13.5%	2.1%	2.7%	0.4%	100.0%
Group F Median	\$21,549,699	\$53,061,425	\$12,310,484	\$7,499,285	\$12,903,346	\$2,852,850	\$3,263,608	\$162,647	\$107,941,488
<b>ALL CITY/COUNTY STUDY REGIONS</b>									
<b>Average</b>	<b>\$6,275,400</b>	<b>\$17,271,836</b>	<b>\$4,384,618</b>	<b>\$2,661,778</b>	<b>\$4,236,327</b>	<b>\$759,839</b>	<b>\$1,007,292</b>	<b>\$234,292</b>	<b>\$36,831,381</b>
Percent of Total	17.0%	46.9%	11.9%	7.2%	11.5%	2.1%	2.7%	0.6%	100.0%
Median	\$1,657,910	\$4,193,502	\$1,490,023	\$609,463	\$690,918	\$161,184	\$141,341	\$18,132	\$9,467,832

**Table 22:**  
**Total Categorized Audience Expenditures by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Regional Study Regions All Populations Sample Size = 81	RESIDENT ARTS ATTENDEES ONLY								Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
High Peaks Region (ME)	\$81,246	\$96,634	\$96,965	\$20,518	\$23,828	\$1,986	\$13,569	\$3,309	\$338,055
Wood River Valley (ID)	\$705,089	\$1,908,793	\$730,350	\$682,026	\$232,833	\$64,798	\$47,226	\$21,965	\$4,393,080
Southern Oregon Area	\$403,097	\$1,040,499	\$99,425	\$141,045	\$119,465	\$9,249	\$137,962	\$0	\$1,950,743
Southwestern Pennsylvania Area	\$3,486,844	\$10,747,979	\$1,374,742	\$1,362,244	\$2,162,093	\$299,944	\$137,474	\$62,488	\$19,633,808
Greater Portsmouth Area (NH)	\$3,295,943	\$11,768,967	\$2,797,995	\$545,372	\$1,161,879	\$553,276	\$268,734	\$600,699	\$20,992,865
Northeast Oregon Region	\$62,294	\$102,176	\$64,107	\$17,469	\$21,094	\$9,723	\$5,768	\$4,779	\$287,411
Toe River Valley (NC)	\$120,300	\$307,128	\$1,447,740	\$16,546	\$63,080	\$5,171	\$0	\$1,379	\$1,961,343
Albemarle Region (NC)	\$436,088	\$1,454,014	\$445,416	\$283,340	\$150,415	\$26,818	\$46,640	\$13,992	\$2,856,725
Greater Concord Area (NH)	\$435,843	\$1,729,080	\$328,668	\$219,708	\$176,838	\$151,830	\$94,671	\$3,572	\$3,140,210
North Central Minnesota Region	\$121,895	\$386,837	\$178,112	\$38,962	\$182,008	\$8,906	\$86,830	\$133,027	\$1,136,577
Northwest Minnesota Region	\$41,073	\$114,531	\$95,048	\$15,271	\$86,096	\$12,375	\$0	\$527	\$364,920
Monadnock Region (NH)	\$353,292	\$2,074,407	\$298,503	\$262,607	\$239,936	\$103,909	\$62,346	\$28,339	\$3,423,339
Bismarck-Mandan Region (ND)	\$2,119,058	\$5,731,090	\$3,680,832	\$1,341,612	\$1,128,330	\$474,724	\$681,126	\$144,481	\$15,301,253
Greater Minot Region (ND)	\$453,152	\$2,156,774	\$157,743	\$123,326	\$349,902	\$20,076	\$22,944	\$34,417	\$3,318,334
Greater Burlington Area (VT)	\$2,863,004	\$9,668,772	\$4,106,365	\$564,421	\$1,357,882	\$122,700	\$0	\$1,087,941	\$19,771,084
Greater Charlottesville Area (VA)	\$5,276,453	\$12,333,438	\$4,646,753	\$477,704	\$1,509,109	\$271,423	\$293,136	\$32,571	\$24,840,587
Brainerd Lakes Region (MN)	\$154,049	\$325,960	\$30,512	\$10,419	\$78,885	\$34,977	\$29,768	\$0	\$664,571
East Central Minnesota Region	\$416,060	\$548,931	\$613,353	\$89,923	\$311,374	\$8,053	\$38,922	\$1,342	\$2,027,958
Northwest Connecticut Region	\$781,212	\$3,271,524	\$915,134	\$124,356	\$446,407	\$19,132	\$178,563	\$38,263	\$5,774,591
Central Oregon Region	\$1,547,077	\$3,946,569	\$345,948	\$517,537	\$337,645	\$262,920	\$210,336	\$0	\$7,168,032
Greater Fargo-Moorhead Area (ND/MN)	\$2,101,132	\$7,403,517	\$2,319,174	\$1,526,294	\$882,079	\$158,576	\$138,754	\$287,419	\$14,816,945
Black Hills Region (SD)	\$12,453,924	\$36,973,798	\$10,669,249	\$4,190,105	\$5,664,401	\$1,280,310	\$2,211,444	\$1,319,107	\$74,762,339
Greater Kingsport Area (TN)	\$1,268,738	\$4,238,290	\$2,062,190	\$1,170,538	\$671,685	\$216,039	\$106,055	\$11,784	\$9,745,318
Lake Region (MN)	\$661,168	\$646,556	\$752,489	\$31,049	\$273,965	\$62,099	\$0	\$25,570	\$2,452,895
South Central Minnesota Region	\$321,390	\$2,450,599	\$500,833	\$281,216	\$527,615	\$40,174	\$0	\$26,783	\$4,148,609
Greater Sioux Falls Area (SD)	\$5,840,731	\$19,286,834	\$2,007,106	\$2,057,484	\$1,987,351	\$344,458	\$152,825	\$1	\$31,676,790
Southwest Tennessee Development District	\$404,323	\$910,216	\$207,354	\$326,916	\$246,975	\$57,704	\$68,568	\$3,698	\$2,225,754
Northwest Tennessee Development District	\$711,097	\$1,257,503	\$648,430	\$1,184,755	\$401,058	\$11,844	\$3,931	\$6,451	\$4,225,069
Southwest Minnesota Region	\$156,060	\$495,771	\$221,588	\$87,083	\$343,160	\$0	\$121,572	\$6,035	\$1,431,269
Arrowhead Region (MN)	\$554,656	\$5,756,741	\$3,012,656	\$344,470	\$1,430,428	\$227,701	\$105,093	\$157,639	\$11,589,383

**Table 22:**  
**Total Categorized Audience Expenditures by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Regional Study Regions All Populations Sample Size = 81	RESIDENT ARTS ATTENDEES ONLY							Resident Audience Expenditures	
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging		Other/ Miscellaneous
Maple Grove and the Northwest Suburbs (MN)	\$258,093	\$898,633	\$418,424	\$117,315	\$226,809	\$27,374	\$40,669	\$32,066	\$2,019,382
Greater Augusta Area (GA)	\$1,680,139	\$3,277,324	\$1,154,294	\$697,035	\$612,491	\$350,911	\$383,460	\$3,809	\$8,159,462
Upper Cumberland Development District (TN)	\$277,651	\$1,167,803	\$452,126	\$180,173	\$194,027	\$23,974	\$23,366	\$19,030	\$2,338,150
City of Huntsville/Madison County (AL)	\$2,671,275	\$11,984,639	\$5,222,222	\$3,020,225	\$2,430,620	\$216,590	\$625,704	\$72,197	\$26,243,471
Northeast Commission (NC)	\$3,845,812	\$9,280,414	\$8,442,002	\$2,158,477	\$1,875,286	\$305,052	\$1,709,322	\$65,348	\$27,681,713
Greater Ann Arbor Area (MI)	\$2,094,601	\$13,724,505	\$5,796,685	\$1,096,012	\$1,510,061	\$280,092	\$267,914	\$292,270	\$25,062,139
Greater Fox Cities Region (WI)	\$1,748,458	\$4,223,758	\$1,724,230	\$1,041,807	\$783,374	\$161,520	\$157,482	\$60,570	\$9,901,201
Central Minnesota Region	\$1,029,703	\$2,352,859	\$937,999	\$259,391	\$503,061	\$136,246	\$159,827	\$83,844	\$5,462,929
South Central Tennessee Development District	\$1,389,591	\$2,783,601	\$1,229,890	\$791,906	\$764,569	\$136,238	\$214,719	\$33,128	\$7,343,642
Northwest Arkansas Region	\$6,873,631	\$15,177,613	\$3,814,269	\$1,801,183	\$2,940,166	\$450,296	\$397,320	\$132,440	\$31,586,916
Southeast Minnesota Region	\$480,179	\$3,974,494	\$173,559	\$497,535	\$509,106	\$17,356	\$0	\$0	\$5,652,228
First Tennessee Development District	\$2,157,406	\$5,747,603	\$2,794,095	\$1,271,300	\$1,001,241	\$242,400	\$181,289	\$12,302	\$13,407,636
Greater Harrisburg Area (PA)	\$475,126	\$2,674,499	\$367,839	\$356,344	\$486,621	\$49,812	\$36,401	\$5,747	\$4,452,389
Greater New Haven Area (CT)	\$724,786	\$5,225,475	\$1,410,605	\$506,571	\$981,968	\$35,070	\$140,281	\$0	\$9,024,757
Treasure Coast Region (FL)	\$3,181,965	\$6,855,540	\$2,170,592	\$675,465	\$811,713	\$210,616	\$149,822	\$56,945	\$14,112,659
Greater Des Moines Region (IA)	\$15,076,767	\$21,497,017	\$5,674,828	\$3,558,790	\$4,568,717	\$793,514	\$1,947,716	\$0	\$53,117,349
Southeast Tennessee Development District	\$12,891,001	\$27,095,711	\$15,115,330	\$6,862,726	\$4,544,357	\$920,283	\$928,607	\$294,281	\$68,652,296
Greater Knoxville Region (TN)	\$9,905,282	\$16,044,596	\$2,755,826	\$1,441,660	\$2,412,574	\$578,625	\$1,343,588	\$0	\$34,482,150
Greater Columbia Area (SC)	\$7,758,720	\$15,042,623	\$2,596,343	\$1,565,888	\$1,980,090	\$929,430	\$919,328	\$90,923	\$30,883,343
Pikes Peak Region (CO)	\$13,411,552	\$32,007,414	\$13,617,327	\$4,482,296	\$4,906,401	\$1,110,224	\$1,815,999	\$54,991	\$71,406,204
Lehigh Valley Region (PA)	\$6,860,015	\$23,834,796	\$8,862,939	\$3,855,629	\$3,530,154	\$225,329	\$1,076,572	\$200,292	\$48,445,724
Greater Sarasota/Bradenton Area (FL)	\$7,581,195	\$30,131,853	\$4,045,738	\$5,012,447	\$3,096,882	\$210,956	\$1,348,069	\$158,361	\$51,585,501
Dayton Region (OH)	\$15,921,421	\$49,351,286	\$6,501,674	\$6,450,479	\$8,958,999	\$921,497	\$2,866,880	\$511,943	\$91,484,178
Richmond & Tri-Cities Region (VA)	\$18,182,720	\$50,342,343	\$13,042,278	\$6,245,000	\$9,218,809	\$1,614,354	\$1,741,803	\$1,699,320	\$102,086,625
Memphis Area Association of Governments (TN)	\$11,367,024	\$21,624,396	\$6,022,700	\$7,975,257	\$4,625,219	\$1,007,170	\$1,315,643	\$534,404	\$54,471,813
Eastern Region (NC)	\$4,600,033	\$14,826,056	\$17,194,461	\$3,103,949	\$3,777,246	\$1,131,301	\$1,114,040	\$116,182	\$45,863,268
Advantage West Region (NC)	\$7,057,138	\$22,301,467	\$29,558,617	\$2,990,115	\$4,748,365	\$499,384	\$1,385,888	\$28,244	\$68,569,218
Southeast Commission (NC)	\$9,614,139	\$24,177,284	\$4,632,218	\$5,501,505	\$4,423,757	\$1,128,676	\$2,060,460	\$37,953	\$51,575,992
Greater Fairfax Area (VA)	\$10,479,209	\$32,119,202	\$8,523,103	\$4,880,458	\$4,195,261	\$606,688	\$127,311	\$26,316	\$60,957,548
Greater Tulsa Region (OK)	\$13,170,866	\$43,871,751	\$10,493,102	\$4,981,888	\$8,033,294	\$3,144,817	\$5,573,487	\$778,420	\$90,047,626

**Table 22:**  
**Total Categorized Audience Expenditures by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Regional Study Regions All Populations Sample Size = 81	RESIDENT ARTS ATTENDEES ONLY								Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
East Tennessee Development District	\$7,574,460	\$13,342,372	\$8,939,241	\$3,118,857	\$3,855,498	\$701,091	\$2,043,011	\$38,422	<b>\$39,612,952</b>
West Valley Region (AZ)	\$1,248,375	\$3,478,335	\$1,238,307	\$533,580	\$855,741	\$35,236	\$266,790	\$115,777	<b>\$7,772,141</b>
Greater St. Louis Area (MO)	\$44,057,106	\$67,412,946	\$16,414,509	\$7,082,442	\$9,834,169	\$1,510,120	\$0	\$488,614	<b>\$146,799,906</b>
Western New York	\$25,033,973	\$70,221,444	\$21,990,853	\$6,832,667	\$15,962,029	\$1,148,347	\$4,650,807	\$2,468,947	<b>\$148,309,067</b>
Greater Oklahoma City Region (OK)	\$41,831,831	\$64,459,358	\$34,856,237	\$19,214,292	\$15,920,670	\$3,904,105	\$16,693,086	\$758,042	<b>\$197,637,621</b>
Piedmont Triad Partnership (NC)	\$19,834,507	\$51,480,754	\$16,277,325	\$8,806,027	\$9,065,915	\$1,415,121	\$1,771,943	\$393,631	<b>\$109,045,223</b>
Greater Portland Area (OR)	\$13,730,857	\$41,958,513	\$11,604,579	\$5,074,402	\$8,171,867	\$1,675,884	\$854,529	\$489,707	<b>\$83,560,338</b>
Greater Kansas City Metropolitan Area (MO/KS)	\$5,553,586	\$16,920,628	\$3,169,894	\$2,245,476	\$2,802,888	\$431,182	\$158,182	\$100,683	<b>\$31,382,519</b>
Greater Nashville Regional Council (TN)	\$22,084,186	\$45,430,528	\$28,929,675	\$13,335,023	\$13,510,820	\$1,343,974	\$3,926,937	\$921,375	<b>\$129,482,518</b>
Research Triangle Regional Partnership (NC)	\$32,355,799	\$101,012,414	\$17,783,654	\$16,724,871	\$20,319,368	\$9,684,547	\$6,763,090	\$5,996,516	<b>\$210,640,259</b>
Greater Tampa/St. Petersburg Area (FL)	\$33,496,053	\$75,285,545	\$36,561,491	\$12,982,857	\$16,074,242	\$2,581,127	\$4,461,317	\$157,969	<b>\$181,600,601</b>
Charlotte Regional Partnership (NC)	\$14,843,968	\$47,746,781	\$12,107,250	\$5,980,152	\$7,025,581	\$2,227,496	\$1,114,495	\$610,840	<b>\$91,656,563</b>
Greater Charlotte Region (NC/SC)	\$16,197,431	\$50,708,843	\$13,569,613	\$8,049,240	\$7,769,208	\$2,479,520	\$1,270,066	\$741,519	<b>\$100,785,440</b>
Seven-County Metro Area (MN)	\$45,094,616	\$157,011,252	\$73,107,937	\$20,497,553	\$39,628,602	\$4,782,762	\$7,105,818	\$5,602,664	<b>\$352,831,204</b>
Central Florida Region	\$19,824,956	\$37,998,367	\$13,336,014	\$12,625,733	\$9,851,605	\$1,729,869	\$2,190,165	\$1,106,842	<b>\$98,663,551</b>
Greater Philadelphia Region (PA)	\$34,120,887	\$111,440,992	\$22,466,573	\$11,052,680	\$28,089,635	\$2,687,194	\$13,346,170	\$261,084	<b>\$223,465,215</b>
Greater Washington Region (DC/MD/VA)	\$95,686,787	\$298,857,196	\$45,594,423	\$23,539,593	\$70,122,298	\$10,836,834	\$15,268,208	\$4,905,830	<b>\$564,811,169</b>
Metro Atlanta Area (GA)	\$5,884,006	\$36,286,958	\$6,790,562	\$8,065,945	\$11,591,626	\$4,427,071	\$11,009,076	\$581,394	<b>\$84,636,638</b>
Greater Atlanta Region (GA)	\$6,085,982	\$37,031,246	\$7,005,261	\$8,296,547	\$11,821,433	\$4,484,324	\$11,097,341	\$616,382	<b>\$86,438,516</b>
Greater Houston Region (TX)	\$36,043,885	\$210,364,543	\$40,843,337	\$41,448,777	\$56,394,807	\$10,196,181	\$1,331,068	\$96,056	<b>\$396,718,654</b>
Dallas-Fort Worth-Arlington MSA (TX)	\$46,585,355	\$108,997,969	\$19,469,379	\$12,215,909	\$26,004,003	\$3,899,475	\$5,159,970	\$92,036	<b>\$222,424,096</b>
<b>Regional Average</b>	<b>\$9,969,881</b>	<b>\$28,520,956</b>	<b>\$8,415,509</b>	<b>\$4,310,565</b>	<b>\$6,122,112</b>	<b>\$1,166,767</b>	<b>\$1,799,991</b>	<b>\$444,484</b>	<b>\$60,750,266</b>
Percent of Regional Total	16.4%	46.9%	13.9%	7.1%	10.1%	1.9%	3.0%	0.7%	100.0%
Regional Median	\$3,486,844	\$11,984,639	\$3,169,894	\$1,441,660	\$1,875,286	\$299,944	\$267,914	\$65,348	\$25,062,139



**Table 22:**  
**Total Categorized Audience Expenditures by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Statewide Study Regions All Populations Sample Size = 20	RESIDENT ARTS ATTENDEES ONLY								Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
State of Vermont	\$3,626,441	\$12,540,865	\$4,990,086	\$812,354	\$1,802,197	\$166,886	\$255,297	\$1,333,417	\$25,527,543
State of North Dakota	\$5,156,068	\$15,679,227	\$6,294,831	\$2,996,212	\$2,409,315	\$695,949	\$851,395	\$447,403	\$34,530,400
State of Delaware	\$2,912,503	\$10,366,006	\$3,497,092	\$1,920,791	\$2,004,303	\$365,368	\$605,467	\$41,756	\$21,713,286
State of Maine	\$5,124,656	\$15,862,899	\$2,840,836	\$1,569,676	\$2,884,896	\$511,575	\$1,468,535	\$459,050	\$30,722,123
State of Hawai'i	\$10,380,161	\$33,001,351	\$3,140,217	\$6,832,879	\$7,879,618	\$1,104,891	\$2,907,608	\$174,456	\$65,421,180
State of Nevada	\$36,538,216	\$79,101,657	\$24,448,625	\$12,957,680	\$17,318,246	\$2,278,453	\$9,337,177	\$701,756	\$182,681,810
State of Connecticut	\$20,690,958	\$89,421,006	\$35,709,327	\$7,992,523	\$10,637,589	\$2,150,995	\$3,639,653	\$287,658	\$170,529,709
State of Oklahoma	\$57,526,171	\$114,008,122	\$48,147,387	\$25,387,952	\$25,197,446	\$7,349,410	\$24,069,185	\$1,676,565	\$303,362,238
State of Oregon	\$26,103,168	\$77,141,732	\$25,784,887	\$9,127,580	\$12,035,871	\$2,719,984	\$2,869,867	\$1,871,781	\$157,654,870
State of Minnesota	\$49,030,849	\$174,064,531	\$79,624,086	\$22,152,872	\$43,874,298	\$5,330,647	\$7,647,829	\$6,037,431	\$387,762,543
State of Wisconsin	\$36,179,007	\$78,513,919	\$25,660,323	\$10,008,896	\$16,153,171	\$1,524,740	\$12,907,908	\$1,911,050	\$182,859,014
State of Maryland	\$24,464,100	\$84,067,395	\$18,588,760	\$11,416,288	\$18,021,236	\$4,202,855	\$1,731,193	\$1,435,284	\$163,927,111
State of Missouri	\$70,579,799	\$146,813,842	\$36,268,717	\$20,067,655	\$24,666,522	\$3,219,067	\$2,669,129	\$1,397,771	\$305,682,502
State of Tennessee	\$58,856,739	\$119,359,733	\$64,338,841	\$35,046,913	\$29,143,764	\$4,444,678	\$8,706,071	\$1,863,091	\$321,759,830
State of Massachusetts	\$64,420,818	\$156,396,618	\$39,866,797	\$22,817,213	\$42,314,236	\$7,146,208	\$14,384,670	\$1,423,669	\$348,770,229
State of New Jersey	\$23,331,711	\$50,126,205	\$18,601,578	\$8,757,300	\$12,828,547	\$2,304,150	\$7,852,856	\$939,369	\$124,741,716
State of North Carolina	\$92,151,396	\$270,825,170	\$105,995,527	\$45,265,096	\$51,235,518	\$16,391,577	\$15,919,238	\$7,248,714	\$605,032,236
State of Pennsylvania	\$93,431,535	\$363,301,095	\$90,978,100	\$41,823,064	\$76,589,319	\$8,712,102	\$21,826,016	\$6,856,009	\$703,517,240
State of Illinois	\$145,458,887	\$428,027,169	\$55,395,301	\$43,245,537	\$168,110,574	\$21,147,403	\$32,963,973	\$581,732	\$894,930,576
State of Florida	\$258,530,718	\$591,317,007	\$170,283,939	\$126,274,908	\$143,032,111	\$22,595,366	\$41,246,147	-\$20,268,242	\$1,333,011,954
<b>Statewide Average</b>	<b>\$54,224,695</b>	<b>\$145,496,777</b>	<b>\$43,022,763</b>	<b>\$22,823,669</b>	<b>\$35,406,939</b>	<b>\$5,718,115</b>	<b>\$10,692,961</b>	<b>\$820,986</b>	<b>\$318,206,906</b>
Percent of Statewide Total	17.0%	45.7%	13.5%	7.2%	11.1%	1.8%	3.4%	0.3%	100.0%
Statewide Median	\$36,358,612	\$86,744,201	\$30,747,107	\$12,186,984	\$17,669,741	\$2,969,526	\$7,750,342	\$1,365,594	\$182,770,412

**Table 22:**  
**Total Categorized Audience Expenditures by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Individual Arts Districts All Populations Sample Size = 12	RESIDENT ARTS ATTENDEES ONLY								Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
James River Arts & Cultural District	\$395,591	\$1,112,675	\$525,862	\$289,224	\$124,295	\$26,293	\$39,440	\$0	<b>\$2,513,379</b>
Center City Charlotte	\$8,599,619	\$29,003,432	\$1,480,595	\$3,326,268	\$4,218,681	\$1,561,723	\$588,181	\$20,282	<b>\$48,798,781</b>
Loch Haven Cultural Park	\$3,971,138	\$5,181,227	\$1,590,728	\$721,509	\$1,318,031	\$238,609	\$96,580	\$403,363	<b>\$13,521,185</b>
Downtown Colorado Springs Creative District	\$1,880,005	\$6,508,077	\$2,877,558	\$685,818	\$724,185	\$196,633	\$191,837	\$14,388	<b>\$13,078,501</b>
Fort Worth Cultural District	\$9,417,432	\$21,649,473	\$5,717,727	\$2,708,397	\$6,248,785	\$371,741	\$1,097,520	\$0	<b>\$47,211,074</b>
Dallas Arts District	\$11,928,628	\$27,743,242	\$3,189,990	\$2,571,325	\$6,689,311	\$966,664	\$1,159,996	\$19,333	<b>\$54,268,489</b>
Grand Center Arts & Entertainment District	\$7,573,989	\$9,593,720	\$453,145	\$893,342	\$1,527,745	\$207,152	\$0	\$0	<b>\$20,249,092</b>
Balboa Park Cultural District	\$15,771,395	\$40,162,940	\$8,620,150	\$3,285,707	\$9,895,777	\$1,468,904	\$1,739,492	\$0	<b>\$80,944,366</b>
East End Cultural District	\$511,831	\$2,036,950	\$395,978	\$280,124	\$402,894	\$86,458	\$15,562	\$0	<b>\$3,729,798</b>
Houston Museum District Association	\$16,839,119	\$128,659,672	\$22,011,920	\$29,716,092	\$37,310,204	\$7,153,874	\$0	\$0	<b>\$241,690,882</b>
Midtown Cultural District	\$449,681	\$2,450,976	\$132,175	\$93,384	\$462,611	\$61,777	\$0	\$0	<b>\$3,650,604</b>
Washington Avenue Cultural District	\$164,638	\$655,601	\$569,447	\$95,596	\$145,165	\$20,063	\$28,325	\$4,131	<b>\$1,682,965</b>
<b>Arts District Average</b>	<b>\$6,458,589</b>	<b>\$22,896,499</b>	<b>\$3,963,773</b>	<b>\$3,722,232</b>	<b>\$5,755,640</b>	<b>\$1,029,991</b>	<b>\$413,078</b>	<b>\$38,458</b>	<b>\$44,278,260</b>
Percent of Arts District Total	14.6%	51.7%	9.0%	8.4%	13.0%	2.3%	0.9%	0.1%	100.0%
Arts District Median	\$5,772,563	\$8,050,898	\$1,535,661	\$807,425	\$1,422,888	\$222,880	\$68,010	\$0	\$16,885,139

## **Explanation of Table 23: Average Per Person Audience Spending by Resident Attendees to Nonprofit Arts and Cultural Events Per Study Region During 2016**

This table presents the average dollars spent per person by resident audience members as a direct result of their attendance to nonprofit arts and cultural events in each participating study region during 2016. Residents are attendees who reside within the county in which the nonprofit arts and cultural event at which they were surveyed took place (within the multi-city or multi-county region for regional analyses, and within the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group.

### **Column Two:**

The average dollars spent per person by resident audience members to purchase refreshments (e.g., snacks) while attending nonprofit arts and cultural events.

### **Column Three:**

The average dollars spent per person by resident audience members to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and cultural events.

### **Column Four:**

The average dollars spent per person by resident audience members to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and cultural events.

### **Column Five:**

The average dollars spent per person by resident audience members to purchase clothing or accessories for the purpose of attending nonprofit arts and cultural events.

### **Column Six:**

The average dollars spent per person by resident audience members on local ground transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and cultural events.

### **Column Seven:**

The average dollars spent per person by resident audience members on child care for the purpose of attending nonprofit arts and cultural events.

### **Column Eight:**

The average dollars spent per person by resident audience members on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and cultural events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

### **Column Nine:**

The average dollars spent per person by resident audience members on miscellaneous products and services for the purpose of or as a result of attending nonprofit arts and cultural events.

### **Column Ten:**

The average dollars spent per person by resident audience members for the purpose of or as a result of attending nonprofit arts and cultural events. This figure is the sum of Column Two through Column Nine.

**Table 23:**  
**Average Per Person Audience Spending by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Town of Crested Butte (CO)	\$6.89	\$17.46	\$2.67	\$1.03	\$0.80	\$2.23	\$0.46	\$0.28	\$31.82
City of Pine City (MN)	\$3.10	\$4.09	\$4.57	\$0.67	\$2.32	\$0.06	\$0.29	\$0.01	\$15.11
City of Alva (OK)	\$0.86	\$5.38	\$5.36	\$1.29	\$0.28	\$0.12	\$0.54	\$0.82	\$14.65
Cook County (MN)	\$0.95	\$9.86	\$5.16	\$0.59	\$2.45	\$0.39	\$0.18	\$0.27	\$19.85
Town of Hillsborough (NC)	\$2.45	\$6.31	\$0.64	\$1.98	\$0.45	\$0.37	\$0.00	\$0.00	\$12.20
City of Virginia (MN)	\$0.95	\$9.86	\$5.16	\$0.59	\$2.45	\$0.39	\$0.18	\$0.27	\$19.85
Town of Jackson (WY)	\$7.28	\$15.87	\$15.23	\$2.58	\$1.63	\$0.78	\$1.76	\$0.26	\$45.39
City of Guthrie (OK)	\$6.32	\$7.95	\$3.55	\$2.12	\$1.17	\$0.18	\$0.16	\$0.01	\$21.46
City of Grand Rapids (MN)	\$0.95	\$9.86	\$5.16	\$0.59	\$2.45	\$0.39	\$0.18	\$0.27	\$19.85
Town of Medfield (MA)	\$1.75	\$6.32	\$2.06	\$1.00	\$0.27	\$0.10	\$0.01	\$0.51	\$12.02
City of Fergus Falls (MN)	\$3.62	\$3.54	\$4.12	\$0.17	\$1.50	\$0.34	\$0.00	\$0.14	\$13.43
Grundy County (TN)	\$5.45	\$6.24	\$3.92	\$2.39	\$2.87	\$0.04	\$0.25	\$0.00	\$21.16
City of Falls Church (VA)	\$3.79	\$13.47	\$10.08	\$4.68	\$0.56	\$0.09	\$0.56	\$0.00	\$33.23
City of Jamestown (ND)	\$2.55	\$4.33	\$0.14	\$0.21	\$0.64	\$0.29	\$0.12	\$0.13	\$8.41
City of Waterville (ME)	\$2.10	\$5.87	\$1.92	\$1.48	\$0.70	\$0.10	\$0.00	\$0.48	\$12.65
City of Red Wing (MN)	\$0.83	\$6.87	\$0.30	\$0.86	\$0.88	\$0.03	\$0.00	\$0.00	\$9.77
City of Durango (CO)	\$3.38	\$11.81	\$1.31	\$1.37	\$1.63	\$0.58	\$0.40	\$0.00	\$20.48
City of Hannibal (MO)	\$4.27	\$6.53	\$6.56	\$0.87	\$1.64	\$0.02	\$0.50	\$0.05	\$20.44
City of Tullahoma (TN)	\$0.80	\$5.95	\$0.83	\$2.19	\$1.33	\$0.49	\$0.20	\$0.00	\$11.79
City of Northfield (MN)	\$0.83	\$6.87	\$0.30	\$0.86	\$0.88	\$0.03	\$0.00	\$0.00	\$9.77
Town of Carrboro (NC)	\$2.17	\$8.28	\$2.09	\$1.69	\$1.09	\$0.31	\$0.26	\$0.10	\$15.99
Macon County (TN)	\$0.84	\$3.54	\$3.06	\$0.92	\$0.73	\$0.06	\$0.00	\$0.16	\$9.31
City of Laguna Beach (CA)	\$7.62	\$18.20	\$9.73	\$4.24	\$2.47	\$0.23	\$1.72	\$0.09	\$44.30
Hickman County (TN)	\$2.87	\$5.60	\$4.27	\$1.23	\$2.71	\$0.11	\$0.05	\$0.13	\$16.97
City of Fairfax (VA)	\$2.29	\$8.65	\$4.82	\$0.27	\$1.12	\$0.31	\$0.00	\$0.00	\$17.46
City of Ponca City (OK)	\$2.99	\$10.81	\$6.04	\$1.94	\$1.16	\$0.49	\$0.85	\$0.13	\$24.41
City of Paducah (KY)	\$9.26	\$8.98	\$11.79	\$0.21	\$0.84	\$0.08	\$0.66	\$0.00	\$31.82
Mille Lacs County (MN)	\$3.10	\$4.09	\$4.57	\$0.67	\$2.32	\$0.06	\$0.29	\$0.01	\$15.11
McNairy County (TN)	\$1.88	\$5.16	\$1.26	\$1.19	\$1.76	\$0.06	\$0.28	\$0.05	\$11.64
City of Winona (MN)	\$0.83	\$6.87	\$0.30	\$0.86	\$0.88	\$0.03	\$0.00	\$0.00	\$9.77

**Table 23:**  
**Average Per Person Audience Spending by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Door County (WI)	\$3.54	\$10.54	\$7.06	\$2.67	\$3.08	\$0.17	\$1.90	\$0.00	\$28.96
City of Benicia (CA)	\$4.14	\$10.08	\$9.08	\$1.33	\$0.97	\$0.11	\$0.23	\$0.20	\$26.14
City of Winter Park (FL)	\$2.05	\$10.55	\$1.15	\$2.09	\$1.47	\$0.42	\$0.65	\$0.43	\$18.81
City of Rochester (NH)	\$5.73	\$10.08	\$2.60	\$1.61	\$0.88	\$0.26	\$0.78	\$0.79	\$22.73
City of Morgantown (WV)	\$2.61	\$9.89	\$9.58	\$1.22	\$1.24	\$0.15	\$0.64	\$0.01	\$25.34
Henry County (TN)	\$2.04	\$5.00	\$5.28	\$0.77	\$0.58	\$0.16	\$0.00	\$0.00	\$13.83
City of Fairbanks (AK)	\$2.76	\$9.44	\$3.96	\$1.12	\$2.06	\$0.34	\$0.51	\$0.41	\$20.60
City of Bangor (ME)	\$4.75	\$8.35	\$3.24	\$1.62	\$2.02	\$0.49	\$1.24	\$0.16	\$21.87
Weakley County (TN)	\$4.20	\$4.38	\$2.38	\$1.15	\$1.62	\$0.04	\$0.07	\$0.05	\$13.89
Dare County (NC)	\$6.30	\$13.26	\$16.39	\$3.40	\$3.25	\$0.55	\$3.34	\$0.00	\$46.49
City of Columbia (TN)	\$4.25	\$6.96	\$3.23	\$1.80	\$1.73	\$0.32	\$0.68	\$0.08	\$19.05
City of Lake Worth (FL)	\$2.63	\$13.71	\$3.80	\$2.89	\$1.89	\$0.11	\$0.15	\$0.62	\$25.80
Clatsop County (OR)	\$3.05	\$14.13	\$6.05	\$1.40	\$1.50	\$0.15	\$0.64	\$0.16	\$27.08
Yadkin County (NC)	\$2.58	\$7.72	\$1.67	\$1.98	\$1.73	\$0.47	\$0.00	\$0.74	\$16.89
Greater Belfast Area (ME)	\$3.64	\$7.83	\$1.55	\$1.18	\$1.36	\$0.12	\$0.03	\$0.27	\$15.98
Campbell County (TN)	\$3.24	\$4.98	\$6.06	\$2.23	\$1.95	\$0.23	\$0.11	\$0.00	\$18.80
Monroe County (TN)	\$2.14	\$5.60	\$5.83	\$2.26	\$2.19	\$0.22	\$0.22	\$0.00	\$18.46
Lincoln County (OR)	\$2.71	\$10.47	\$1.24	\$1.25	\$1.56	\$0.18	\$0.75	\$0.36	\$18.52
Iron County (UT)	\$2.86	\$8.57	\$1.41	\$0.56	\$2.23	\$0.69	\$3.53	\$0.00	\$19.85
City of St. Louis Park (MN)	\$3.30	\$11.49	\$5.35	\$1.50	\$2.90	\$0.35	\$0.52	\$0.41	\$25.82
City of Logan (UT)	\$0.78	\$7.38	\$1.18	\$0.71	\$1.16	\$0.46	\$1.07	\$0.22	\$12.96
Gibson County (TN)	\$4.26	\$8.74	\$3.78	\$11.81	\$2.93	\$0.04	\$0.00	\$0.00	\$31.56
<b>Group A Average</b>	<b>\$3.20</b>	<b>\$8.53</b>	<b>\$4.40</b>	<b>\$1.68</b>	<b>\$1.58</b>	<b>\$0.28</b>	<b>\$0.52</b>	<b>\$0.17</b>	<b>\$20.38</b>
Percent of Group A Total	15.7%	41.9%	21.6%	8.2%	7.8%	1.4%	2.5%	0.9%	100.0%
Group A Median	\$2.87	\$8.12	\$3.86	\$1.27	\$1.53	\$0.20	\$0.26	\$0.10	\$18.93

**Table 23:**  
**Average Per Person Audience Spending by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Joplin (MO)	\$1.79	\$8.81	\$2.82	\$1.97	\$1.77	\$0.34	\$0.18	\$0.28	\$17.96
City of La Crosse (WI)	\$2.71	\$6.83	\$1.30	\$0.97	\$1.14	\$0.19	\$0.87	\$0.65	\$14.66
McMinn County (TN)	\$2.68	\$9.47	\$2.77	\$2.32	\$1.81	\$1.24	\$0.33	\$0.00	\$20.62
Lafayette County (MS)	\$5.99	\$10.01	\$3.87	\$1.20	\$1.69	\$0.34	\$0.41	\$0.25	\$23.76
Chisago County (MN)	\$3.10	\$4.09	\$4.57	\$0.67	\$2.32	\$0.06	\$0.29	\$0.01	\$15.11
City of Grand Forks (ND)	\$5.07	\$9.27	\$5.26	\$2.11	\$1.06	\$0.33	\$0.28	\$0.00	\$23.38
City of Corvallis (OR)	\$2.62	\$9.26	\$4.67	\$0.96	\$0.65	\$0.18	\$0.00	\$0.50	\$18.84
City of Noblesville (IN)	\$2.97	\$7.03	\$2.94	\$1.09	\$0.40	\$0.10	\$0.00	\$0.31	\$14.84
City of Ocala (FL)	\$4.41	\$10.11	\$7.43	\$2.41	\$2.33	\$0.18	\$0.33	\$0.07	\$27.27
Lenoir County (NC)	\$5.76	\$17.85	\$28.77	\$5.01	\$5.00	\$2.11	\$0.55	\$0.12	\$65.17
Town of Chapel Hill (NC)	\$2.62	\$6.70	\$2.31	\$1.60	\$2.25	\$0.91	\$0.55	\$0.00	\$16.94
City of Grand Junction (CO)	\$3.14	\$9.11	\$2.32	\$1.70	\$1.16	\$0.24	\$0.16	\$0.46	\$18.29
Town of Jupiter (FL)	\$1.92	\$11.02	\$1.24	\$2.27	\$1.23	\$0.16	\$1.05	\$1.19	\$20.08
Hamblen County (TN)	\$3.89	\$15.39	\$5.52	\$0.89	\$0.86	\$1.89	\$0.00	\$0.00	\$28.44
City of Delray Beach (FL)	\$8.64	\$9.57	\$8.60	\$3.01	\$3.31	\$0.23	\$1.33	\$0.71	\$35.40
City of St. Cloud (MN)	\$3.93	\$8.98	\$3.58	\$0.99	\$1.92	\$0.52	\$0.61	\$0.32	\$20.85
City of Portland (ME)	\$3.22	\$13.38	\$1.01	\$0.89	\$1.99	\$0.47	\$0.24	\$0.33	\$21.53
City of Jackson (TN)	\$3.39	\$7.27	\$1.59	\$2.93	\$1.78	\$0.58	\$0.61	\$0.02	\$18.17
City of Walnut Creek (CA)	\$3.59	\$22.49	\$0.75	\$0.96	\$2.26	\$0.32	\$0.00	\$0.45	\$30.82
Greene County (TN)	\$10.92	\$7.65	\$3.91	\$0.83	\$2.64	\$0.27	\$0.30	\$0.00	\$26.52
City of Flagstaff (AZ)	\$3.01	\$9.67	\$12.22	\$1.88	\$2.20	\$0.09	\$0.24	\$0.10	\$29.41
City of Missoula (MT)	\$4.43	\$9.88	\$1.63	\$0.95	\$1.42	\$0.17	\$0.19	\$0.16	\$18.83
City of Fort Myers (FL)	\$4.71	\$13.61	\$3.80	\$2.11	\$1.49	\$0.11	\$0.18	\$0.11	\$26.12
Putnam County (TN)	\$0.84	\$7.23	\$0.09	\$0.72	\$0.33	\$0.24	\$0.00	\$0.00	\$9.45
Monroe County (FL)	\$5.06	\$11.77	\$3.45	\$2.46	\$2.51	\$0.35	\$0.62	\$0.31	\$26.53
City of Lynchburg (VA)	\$2.76	\$8.28	\$3.88	\$1.79	\$0.95	\$0.25	\$0.22	\$0.00	\$18.13
City of Duluth (MN)	\$0.95	\$9.86	\$5.16	\$0.59	\$2.45	\$0.39	\$0.18	\$0.27	\$19.85
City of Fishers (IN)	\$3.05	\$5.81	\$0.63	\$1.24	\$0.35	\$0.45	\$0.00	\$0.00	\$11.53
City of Carmel (IN)	\$3.06	\$9.18	\$1.93	\$0.70	\$0.72	\$0.14	\$0.00	\$0.00	\$15.73
City of Sugar Land (TX)	\$4.20	\$8.66	\$2.13	\$3.08	\$1.72	\$0.37	\$1.57	\$0.13	\$21.86

**Table 23:**  
**Average Per Person Audience Spending by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Asheville (NC)	\$2.53	\$12.21	\$3.35	\$0.99	\$1.79	\$0.37	\$0.13	\$0.00	\$21.37
Buchanan County (MO)	\$5.94	\$7.12	\$4.84	\$1.33	\$0.99	\$0.06	\$0.00	\$0.01	\$20.29
City of Boca Raton (FL)	\$2.57	\$9.11	\$5.15	\$2.78	\$1.47	\$0.15	\$1.18	\$0.75	\$23.16
City of Miami Beach (FL)	\$4.92	\$20.61	\$0.72	\$2.43	\$4.25	\$0.48	\$0.82	\$0.06	\$34.29
Moore County (NC)	\$1.87	\$8.79	\$3.12	\$1.69	\$1.20	\$0.14	\$0.18	\$0.00	\$16.99
Sevier County (TN)	\$4.09	\$4.65	\$5.16	\$2.29	\$2.01	\$0.08	\$1.55	\$0.00	\$19.83
Cape May County (NJ)	\$2.89	\$9.56	\$3.90	\$0.72	\$0.44	\$0.01	\$0.00	\$0.23	\$17.75
Cleveland County (NC)	\$4.11	\$9.63	\$5.87	\$0.92	\$1.64	\$0.05	\$0.59	\$0.17	\$22.98
<b>Group B Average</b>	<b>\$3.77</b>	<b>\$10.00</b>	<b>\$4.27</b>	<b>\$1.67</b>	<b>\$1.72</b>	<b>\$0.38</b>	<b>\$0.41</b>	<b>\$0.21</b>	<b>\$22.44</b>
Percent of Group B Total	16.8%	44.6%	19.0%	7.4%	7.7%	1.7%	1.8%	0.9%	100.0%
Group B Median	\$3.18	\$9.27	\$3.52	\$1.47	\$1.71	\$0.25	\$0.26	\$0.12	\$20.46

**Table 23:**  
**Average Per Person Audience Spending by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Las Cruces (NM)	\$3.53	\$8.87	\$6.67	\$2.29	\$0.81	\$0.42	\$1.11	\$0.39	\$24.09
Eau Claire County (WI)	\$2.11	\$8.07	\$5.56	\$0.72	\$0.58	\$0.50	\$0.14	\$0.00	\$17.68
Yamhill County (OR)	\$4.14	\$7.27	\$8.06	\$1.13	\$1.05	\$0.46	\$0.82	\$0.04	\$22.97
City of Lewisville (TX)	\$2.95	\$7.47	\$1.07	\$1.16	\$1.68	\$0.47	\$0.28	\$0.00	\$15.08
City of West Palm Beach (FL)	\$5.74	\$10.16	\$2.62	\$1.72	\$3.15	\$0.21	\$0.59	\$0.71	\$24.90
City of Boulder (CO)	\$3.18	\$10.79	\$3.60	\$1.69	\$1.05	\$0.28	\$0.11	\$0.07	\$20.77
City of Richardson (TX)	\$4.91	\$7.56	\$5.62	\$0.99	\$1.26	\$0.72	\$1.75	\$0.09	\$22.90
City of High Point (NC)	\$3.78	\$5.91	\$1.55	\$0.72	\$1.08	\$0.17	\$0.53	\$0.03	\$13.77
City of Cambridge (MA)	\$6.00	\$12.37	\$2.45	\$0.53	\$2.59	\$0.45	\$0.40	\$0.16	\$24.95
City of Lowell (MA)	\$4.44	\$11.88	\$9.87	\$1.11	\$1.27	\$0.14	\$0.14	\$0.21	\$29.06
Douglas County (KS)	\$4.04	\$9.29	\$2.59	\$2.49	\$1.56	\$0.28	\$0.33	\$0.08	\$20.66
City of Columbia (MO)	\$1.69	\$8.55	\$1.30	\$0.75	\$1.20	\$0.18	\$0.07	\$0.11	\$13.85
City of Norman (OK)	\$8.37	\$10.59	\$7.52	\$4.19	\$1.75	\$0.70	\$1.07	\$0.30	\$34.49
Wayne County (NC)	\$3.67	\$9.36	\$4.47	\$2.39	\$1.78	\$0.37	\$0.34	\$0.08	\$22.46
City of Lafayette (LA)	\$4.89	\$12.09	\$1.35	\$2.70	\$1.84	\$1.80	\$0.00	\$0.00	\$24.67
Washington County (TN)	\$3.30	\$9.14	\$4.41	\$0.35	\$1.66	\$0.09	\$0.50	\$0.00	\$19.45
City of Thousand Oaks (CA)	\$4.19	\$14.25	\$1.17	\$0.85	\$1.65	\$0.59	\$0.12	\$0.11	\$22.93
City of Charleston (SC)	\$5.03	\$14.73	\$2.06	\$2.99	\$2.04	\$0.30	\$0.77	\$0.00	\$27.92
City of Waco (TX)	\$3.57	\$5.78	\$2.06	\$2.23	\$1.51	\$0.24	\$0.84	\$0.02	\$16.25
Robeson County (NC)	\$3.17	\$4.25	\$5.34	\$2.07	\$2.80	\$0.11	\$0.68	\$0.01	\$18.43
Columbia County (GA)	\$6.10	\$7.90	\$3.15	\$1.66	\$1.87	\$0.27	\$0.70	\$0.94	\$22.59
Orange County (NC)	\$2.48	\$6.99	\$1.92	\$1.70	\$1.61	\$0.66	\$0.37	\$0.02	\$15.75
City of Savannah (GA)	\$7.21	\$11.60	\$5.11	\$2.13	\$1.70	\$0.49	\$0.75	\$0.09	\$29.08
Indian River County (FL)	\$4.93	\$8.35	\$3.23	\$0.43	\$1.35	\$0.16	\$0.45	\$0.00	\$18.90
City of Alexandria (VA)	\$3.61	\$11.62	\$8.97	\$1.88	\$1.55	\$0.09	\$0.29	\$0.00	\$28.01
Martin County (FL)	\$4.24	\$11.31	\$3.56	\$1.38	\$1.08	\$0.45	\$0.11	\$0.19	\$22.32
Macon-Bibb County (GA)	\$3.37	\$10.57	\$3.56	\$1.45	\$1.28	\$0.57	\$0.19	\$0.07	\$21.06
City of Springfield (MA)	\$6.81	\$7.25	\$3.32	\$2.17	\$1.96	\$0.61	\$1.03	\$0.00	\$23.15
Catawba County (NC)	\$5.38	\$12.43	\$13.26	\$2.42	\$1.92	\$0.33	\$0.17	\$0.80	\$36.71
Town of Cary (NC)	\$3.69	\$7.46	\$3.99	\$0.55	\$0.81	\$0.27	\$0.00	\$0.04	\$16.81



**Table 23:**  
**Average Per Person Audience Spending by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Alamance County (NC)	\$2.24	\$6.85	\$7.16	\$1.09	\$1.46	\$0.12	\$0.22	\$0.25	\$19.39
Cumberland County (NJ)	\$1.82	\$4.91	\$6.76	\$0.51	\$1.18	\$0.53	\$0.00	\$0.81	\$16.52
City of Eugene (OR)	\$3.23	\$8.35	\$1.58	\$0.90	\$1.21	\$0.18	\$0.04	\$0.53	\$16.02
Middlesex County (CT)	\$4.58	\$11.54	\$2.50	\$1.15	\$1.42	\$1.92	\$0.00	\$0.87	\$23.98
City of Springfield (MO)	\$2.34	\$9.92	\$4.51	\$2.42	\$1.72	\$0.37	\$0.82	\$0.00	\$22.10
City of Sioux Falls (SD)	\$4.59	\$15.17	\$1.58	\$1.62	\$1.56	\$0.27	\$0.12	\$0.00	\$24.91
Pitt County (NC)	\$3.47	\$10.38	\$3.40	\$1.20	\$1.28	\$0.59	\$1.21	\$0.00	\$21.53
City of Providence (RI)	\$3.97	\$13.89	\$1.67	\$1.73	\$2.10	\$1.73	\$0.48	\$0.00	\$25.57
City of Worcester (MA)	\$5.11	\$11.14	\$6.24	\$1.18	\$1.95	\$0.56	\$0.00	\$0.25	\$26.43
Montgomery County (TN)	\$3.25	\$6.77	\$8.78	\$2.20	\$1.31	\$0.77	\$0.67	\$0.01	\$23.76
Salt Lake City (UT)	\$4.63	\$9.65	\$2.89	\$1.38	\$1.89	\$0.41	\$0.56	\$0.03	\$21.44
Cabarrus County (NC)	\$1.69	\$10.37	\$1.65	\$0.57	\$0.70	\$0.19	\$0.23	\$0.05	\$15.45
Richmond County (GA)	\$5.73	\$11.19	\$3.94	\$2.38	\$2.09	\$1.20	\$1.31	\$0.01	\$27.85
City of Tacoma (WA)	\$2.60	\$11.46	\$1.92	\$1.14	\$2.37	\$0.33	\$0.20	\$0.21	\$20.23
Doña Ana County (NM)	\$3.24	\$8.29	\$5.70	\$2.39	\$0.80	\$0.45	\$0.87	\$0.31	\$22.05
New Hanover County (NC)	\$3.25	\$11.83	\$0.88	\$2.45	\$1.82	\$0.71	\$1.03	\$0.00	\$21.97
Arlington County (VA)	\$3.60	\$10.89	\$2.69	\$1.42	\$1.35	\$0.10	\$0.13	\$0.01	\$20.19
City of Irving (TX)	\$1.71	\$9.37	\$1.03	\$0.94	\$1.68	\$0.06	\$0.14	\$0.00	\$14.93
City of Reno (NV)	\$6.49	\$11.52	\$2.05	\$1.80	\$1.45	\$0.31	\$0.48	\$0.11	\$24.21
York County (SC)	\$4.35	\$9.52	\$4.70	\$6.65	\$2.39	\$0.81	\$0.50	\$0.42	\$29.34
<b>Group C Average</b>	<b>\$4.05</b>	<b>\$9.74</b>	<b>\$4.02</b>	<b>\$1.68</b>	<b>\$1.58</b>	<b>\$0.48</b>	<b>\$0.47</b>	<b>\$0.17</b>	<b>\$22.19</b>
Percent of Group C Total	18.2%	43.9%	18.1%	7.6%	7.1%	2.2%	2.1%	0.8%	100.0%
Group C Median	\$3.74	\$9.79	\$3.36	\$1.54	\$1.56	\$0.39	\$0.39	\$0.06	\$22.21

**Table 23:**  
**Average Per Person Audience Spending by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Buncombe County (NC)	\$4.88	\$13.06	\$5.10	\$1.89	\$2.43	\$0.34	\$0.11	\$0.00	\$27.81
Alachua County (FL)	\$3.55	\$9.15	\$2.04	\$2.68	\$1.70	\$0.69	\$0.29	\$0.11	\$20.21
Greater Green Bay Area (WI)	\$6.78	\$8.10	\$9.67	\$1.56	\$1.55	\$0.61	\$0.57	\$0.03	\$28.87
City of Orlando (FL)	\$6.30	\$9.87	\$3.27	\$1.80	\$2.80	\$0.46	\$0.27	\$0.42	\$25.19
City of Lincoln (NE)	\$2.11	\$8.29	\$1.36	\$0.98	\$1.54	\$0.13	\$0.06	\$0.59	\$15.06
Southeastern Connecticut Region (CT)	\$2.64	\$10.06	\$2.69	\$1.07	\$0.93	\$0.13	\$0.29	\$0.00	\$17.81
Erie County (PA)	\$2.93	\$9.23	\$1.39	\$1.14	\$1.28	\$0.25	\$0.51	\$0.00	\$16.73
San Luis Obispo County (CA)	\$3.33	\$10.53	\$5.73	\$0.75	\$1.83	\$0.31	\$0.79	\$0.10	\$23.37
City of Newark (NJ)	\$4.92	\$6.88	\$2.98	\$2.72	\$2.81	\$0.61	\$1.66	\$0.00	\$22.58
Leon County (FL)	\$6.14	\$10.21	\$6.53	\$3.66	\$1.68	\$0.60	\$0.48	\$0.11	\$29.41
Rutherford County (TN)	\$2.48	\$8.80	\$2.31	\$1.82	\$1.83	\$0.33	\$0.54	\$0.49	\$18.60
St. Lucie County (FL)	\$9.41	\$19.35	\$3.95	\$2.24	\$2.05	\$0.51	\$0.00	\$0.00	\$37.51
Greater Spartanburg Area (SC)	\$1.91	\$7.71	\$2.23	\$0.73	\$0.87	\$0.16	\$0.33	\$0.00	\$13.94
Durham County (NC)	\$1.36	\$9.55	\$1.38	\$0.30	\$1.18	\$0.30	\$0.12	\$0.00	\$14.19
City of St. Paul (MN)	\$3.30	\$11.49	\$5.35	\$1.50	\$2.90	\$0.35	\$0.52	\$0.41	\$25.82
Hamilton County (IN)	\$3.02	\$7.28	\$1.93	\$1.02	\$0.48	\$0.22	\$0.00	\$0.12	\$14.07
Osceola County (FL)	\$1.84	\$5.40	\$1.47	\$1.02	\$0.57	\$1.04	\$0.00	\$0.00	\$11.34
Escambia County (FL)	\$2.59	\$12.32	\$2.65	\$0.91	\$1.33	\$0.53	\$0.00	\$0.10	\$20.43
Lexington-Fayette Urban County (KY)	\$4.11	\$8.26	\$3.50	\$2.17	\$1.46	\$0.36	\$0.18	\$0.04	\$20.08
Lake County (FL)	\$2.19	\$7.00	\$5.38	\$0.67	\$1.05	\$0.18	\$0.00	\$0.02	\$16.49
City of Riverside (CA)	\$5.80	\$12.43	\$5.18	\$0.59	\$0.89	\$0.43	\$0.00	\$0.17	\$25.49
Cumberland County (NC)	\$4.45	\$7.90	\$2.39	\$1.92	\$1.59	\$0.23	\$0.61	\$0.03	\$19.12
Collier County (FL)	\$3.95	\$14.09	\$3.22	\$3.17	\$2.14	\$0.20	\$0.62	\$0.00	\$27.39
Hamilton County (TN)	\$6.36	\$13.08	\$7.50	\$3.31	\$2.16	\$0.37	\$0.44	\$0.15	\$33.37
Manatee County (FL)	\$4.18	\$10.38	\$3.89	\$1.67	\$1.08	\$0.09	\$1.11	\$0.12	\$22.52
City of Tampa (FL)	\$8.34	\$15.18	\$7.58	\$2.66	\$4.17	\$0.66	\$1.50	\$0.00	\$40.09
Forsyth County (NC)	\$3.51	\$9.82	\$2.65	\$1.75	\$1.62	\$0.16	\$0.31	\$0.00	\$19.82
Mercer County (NJ)	\$7.45	\$10.57	\$3.22	\$1.27	\$2.27	\$0.39	\$0.00	\$0.00	\$25.17
City of Wichita (KS)	\$2.56	\$9.28	\$1.14	\$1.78	\$1.09	\$0.32	\$0.52	\$0.00	\$16.69
Clackamas County (OR)	\$3.44	\$6.64	\$7.62	\$1.53	\$1.30	\$0.20	\$0.39	\$0.25	\$21.37

**Table 23:**  
**Average Per Person Audience Spending by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Sarasota County (FL)	\$3.77	\$18.56	\$1.06	\$3.12	\$1.90	\$0.12	\$0.46	\$0.06	\$29.05
City of Minneapolis (MN)	\$3.30	\$11.49	\$5.35	\$1.50	\$2.90	\$0.35	\$0.52	\$0.41	\$25.82
Berks County (PA)	\$5.43	\$11.21	\$2.45	\$0.75	\$1.20	\$0.09	\$0.16	\$0.02	\$21.31
City of Miami (FL)	\$7.26	\$11.35	\$2.57	\$3.14	\$5.07	\$0.66	\$0.48	\$0.06	\$30.59
City of Raleigh (NC)	\$3.64	\$10.49	\$1.52	\$2.01	\$2.31	\$1.21	\$0.89	\$0.87	\$22.94
Santa Barbara County (CA)	\$3.37	\$9.67	\$1.38	\$0.81	\$1.62	\$0.35	\$2.23	\$0.00	\$19.43
Seminole County (FL)	\$3.55	\$9.00	\$0.84	\$0.81	\$1.11	\$0.34	\$0.56	\$0.00	\$16.21
City of Virginia Beach (VA)	\$2.88	\$18.56	\$1.37	\$1.46	\$1.33	\$0.51	\$0.91	\$0.00	\$27.02
City of Atlanta (GA)	\$0.80	\$7.57	\$1.02	\$1.34	\$2.46	\$1.10	\$3.02	\$0.00	\$17.31
City of Mesa (AZ)	\$3.34	\$5.93	\$3.39	\$0.94	\$1.06	\$0.35	\$0.46	\$0.14	\$15.61
City of Kansas City (MO)	\$3.93	\$11.96	\$1.57	\$1.76	\$2.06	\$0.31	\$0.09	\$0.06	\$21.74
Morris County (NJ)	\$4.83	\$14.45	\$5.10	\$1.54	\$2.42	\$0.36	\$0.18	\$0.48	\$29.36
<b>Group D Average</b>	<b>\$4.09</b>	<b>\$10.53</b>	<b>\$3.40</b>	<b>\$1.65</b>	<b>\$1.81</b>	<b>\$0.40</b>	<b>\$0.53</b>	<b>\$0.13</b>	<b>\$22.55</b>
Percent of Group D Total	18.2%	46.7%	15.1%	7.3%	8.0%	1.8%	2.3%	0.6%	100.0%
Group D Median	\$3.55	\$9.97	\$2.67	\$1.54	\$1.62	\$0.35	\$0.45	\$0.04	\$21.56

**Table 23:**  
**Average Per Person Audience Spending by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 25	RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Sonoma County (CA)	\$5.74	\$13.24	\$1.53	\$0.95	\$1.81	\$0.52	\$0.12	\$0.01	\$23.92
Volusia County (FL)	\$4.89	\$8.72	\$3.92	\$7.72	\$3.66	\$0.56	\$1.39	\$0.00	\$30.86
Guilford County (NC)	\$3.87	\$9.48	\$2.84	\$1.65	\$1.64	\$0.33	\$0.34	\$0.06	\$20.21
Dane County (WI)	\$4.48	\$7.88	\$1.75	\$0.82	\$1.52	\$0.06	\$0.13	\$0.14	\$16.78
Brevard County (FL)	\$2.72	\$8.94	\$1.27	\$0.72	\$1.72	\$0.02	\$0.00	\$0.00	\$15.39
Washington County (OR)	\$2.75	\$10.48	\$0.90	\$1.10	\$2.15	\$0.41	\$0.00	\$0.00	\$17.79
Johnson County (KS)	\$3.35	\$9.78	\$3.83	\$0.71	\$1.33	\$0.26	\$0.17	\$0.10	\$19.53
City of Louisville (KY)	\$2.74	\$13.33	\$0.49	\$1.18	\$3.22	\$0.50	\$0.35	\$0.04	\$21.85
City of Baltimore (MD)	\$4.09	\$14.35	\$1.54	\$1.72	\$2.97	\$0.83	\$0.02	\$0.10	\$25.62
Polk County (FL)	\$4.52	\$8.15	\$5.09	\$2.53	\$1.96	\$0.28	\$0.08	\$0.22	\$22.83
City of Boston (MA)	\$3.33	\$8.99	\$0.74	\$1.77	\$3.35	\$0.47	\$1.16	\$0.00	\$19.81
District of Columbia (DC)	\$4.72	\$14.51	\$1.21	\$0.79	\$3.75	\$0.58	\$0.92	\$0.28	\$26.76
Nashville-Davidson County (TN)	\$4.68	\$8.87	\$6.16	\$2.76	\$2.81	\$0.22	\$0.79	\$0.12	\$26.41
City of El Paso (TX)	\$4.99	\$6.61	\$3.99	\$1.43	\$2.25	\$0.44	\$0.73	\$0.05	\$20.49
Lee County (FL)	\$4.47	\$13.09	\$4.77	\$2.26	\$1.51	\$0.10	\$0.16	\$0.10	\$26.46
City of Fort Worth (TX)	\$4.91	\$12.18	\$2.73	\$1.98	\$2.62	\$0.15	\$0.78	\$0.00	\$25.35
City of Indianapolis (IN)	\$4.34	\$11.97	\$3.12	\$1.07	\$2.42	\$0.38	\$0.19	\$0.18	\$23.67
City and County of San Francisco (CA)	\$4.77	\$12.14	\$1.87	\$1.32	\$3.67	\$0.22	\$0.60	\$0.00	\$24.59
Prince George's County (MD)	\$4.07	\$5.54	\$4.17	\$2.76	\$2.30	\$0.22	\$0.39	\$0.37	\$19.82
Pinellas County (FL)	\$4.27	\$13.09	\$6.15	\$1.96	\$2.00	\$0.31	\$0.24	\$0.05	\$28.07
Shelby County (TN)	\$5.53	\$10.52	\$2.93	\$3.88	\$2.25	\$0.49	\$0.64	\$0.26	\$26.50
Fairfield County (CT)	\$3.24	\$15.22	\$8.89	\$1.41	\$1.52	\$0.45	\$0.64	\$0.00	\$31.37
Westchester County (NY)	\$1.55	\$13.39	\$1.50	\$1.36	\$1.63	\$0.36	\$0.58	\$0.15	\$20.52
Fulton County (GA)	\$2.54	\$9.36	\$2.70	\$2.90	\$2.89	\$0.72	\$1.11	\$0.44	\$22.66
Wake County (NC)	\$3.87	\$9.17	\$2.56	\$1.58	\$1.66	\$0.81	\$0.49	\$0.48	\$20.62
<b>Group E Average</b>	<b>\$4.02</b>	<b>\$10.76</b>	<b>\$3.07</b>	<b>\$1.93</b>	<b>\$2.34</b>	<b>\$0.39</b>	<b>\$0.48</b>	<b>\$0.13</b>	<b>\$23.12</b>
Percent of Group E Total	17.4%	46.5%	13.3%	8.4%	10.1%	1.7%	2.1%	0.5%	100.0%
Group E Median	\$4.27	\$10.48	\$2.73	\$1.58	\$2.25	\$0.38	\$0.39	\$0.10	\$22.83

**Table 23:**  
**Average Per Person Audience Spending by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group F Population 1,000,000 or More Sample Size = 21	RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Mecklenburg County (NC)	\$3.49	\$13.23	\$0.58	\$1.44	\$1.95	\$0.81	\$0.28	\$0.01	\$21.79
City of San José (CA)	\$5.15	\$9.94	\$3.43	\$2.05	\$4.76	\$1.15	\$1.83	\$0.06	\$28.37
Montgomery County (MD)	\$1.95	\$11.23	\$2.47	\$0.72	\$1.92	\$0.45	\$0.15	\$0.09	\$18.98
Fairfax County (VA)	\$3.69	\$11.16	\$2.48	\$1.53	\$1.54	\$0.22	\$0.01	\$0.01	\$20.64
Allegheny County (PA)	\$2.87	\$13.80	\$3.88	\$1.63	\$2.74	\$0.36	\$0.25	\$0.46	\$25.99
Greater Columbus Area (OH)	\$3.95	\$9.92	\$3.01	\$0.94	\$1.56	\$0.55	\$0.25	\$0.00	\$20.18
Orange County (FL)	\$6.21	\$10.33	\$2.47	\$1.78	\$2.41	\$0.44	\$0.36	\$0.35	\$24.35
City of Dallas (TX)	\$5.94	\$13.94	\$1.68	\$1.27	\$3.14	\$0.76	\$0.42	\$0.01	\$27.16
Hillsborough County (FL)	\$8.23	\$13.74	\$6.97	\$4.01	\$3.46	\$0.67	\$1.29	\$0.04	\$38.41
City of San Diego (CA)	\$6.57	\$12.65	\$3.27	\$2.83	\$3.79	\$0.51	\$1.99	\$0.03	\$31.64
Palm Beach County (FL)	\$4.99	\$10.35	\$3.56	\$2.26	\$2.75	\$0.18	\$0.78	\$0.72	\$25.59
City of San Antonio (TX)	\$4.11	\$12.03	\$4.61	\$3.36	\$3.39	\$0.58	\$1.41	\$0.00	\$29.49
Sacramento County (CA)	\$5.32	\$9.67	\$4.04	\$1.13	\$3.31	\$0.27	\$0.96	\$0.15	\$24.85
City of Phoenix (AZ)	\$5.32	\$10.53	\$4.37	\$2.23	\$2.97	\$0.32	\$0.77	\$0.08	\$26.59
City and County of Philadelphia (PA)	\$3.94	\$13.24	\$2.27	\$1.26	\$3.18	\$0.32	\$1.52	\$0.00	\$25.73
Broward County (FL)	\$5.08	\$11.69	\$2.40	\$2.63	\$2.62	\$0.61	\$0.81	\$0.07	\$25.91
Santa Clara County (CA)	\$3.62	\$9.71	\$2.58	\$1.78	\$3.53	\$0.74	\$1.05	\$0.06	\$23.07
Riverside County (CA)	\$10.03	\$10.56	\$10.89	\$0.73	\$1.59	\$0.30	\$1.45	\$0.08	\$35.63
Miami-Dade County (FL)	\$5.84	\$13.64	\$2.10	\$2.89	\$4.12	\$0.76	\$0.69	\$0.06	\$30.10
City of Chicago (IL)	\$4.67	\$13.04	\$1.66	\$1.27	\$5.32	\$0.67	\$0.91	\$0.02	\$27.56
Harris County (TX)	\$3.20	\$13.61	\$3.17	\$1.98	\$3.21	\$0.51	\$0.17	\$0.01	\$25.86
<b>Group F Average</b>	<b>\$4.96</b>	<b>\$11.81</b>	<b>\$3.42</b>	<b>\$1.89</b>	<b>\$3.01</b>	<b>\$0.53</b>	<b>\$0.83</b>	<b>\$0.11</b>	<b>\$26.57</b>
Percent of Group F Total	18.7%	44.5%	12.9%	7.1%	11.3%	2.0%	3.1%	0.4%	100.0%
Group F Median	\$4.99	\$11.69	\$3.01	\$1.78	\$3.14	\$0.51	\$0.78	\$0.06	\$25.91
<b>ALL CITY/COUNTY STUDY REGIONS</b>									
<b>Average</b>	<b>\$3.90</b>	<b>\$9.95</b>	<b>\$3.88</b>	<b>\$1.72</b>	<b>\$1.86</b>	<b>\$0.40</b>	<b>\$0.52</b>	<b>\$0.16</b>	<b>\$22.39</b>
Percent of Total	17.4%	44.5%	17.3%	7.7%	8.3%	1.8%	2.3%	0.7%	100.0%
Median	\$3.62	\$9.69	\$3.23	\$1.50	\$1.70	\$0.33	\$0.35	\$0.06	\$21.53

**Table 23:**  
**Average Per Person Audience Spending by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
High Peaks Region (ME)	\$4.91	\$5.84	\$5.86	\$1.24	\$1.44	\$0.12	\$0.82	\$0.20	\$20.43
Wood River Valley (ID)	\$6.42	\$17.38	\$6.65	\$6.21	\$2.12	\$0.59	\$0.43	\$0.20	\$40.00
Southern Oregon Area	\$5.23	\$13.50	\$1.29	\$1.83	\$1.55	\$0.12	\$1.79	\$0.00	\$25.31
Southwestern Pennsylvania Area	\$2.79	\$8.60	\$1.10	\$1.09	\$1.73	\$0.24	\$0.11	\$0.05	\$15.71
Greater Portsmouth Area (NH)	\$4.17	\$14.89	\$3.54	\$0.69	\$1.47	\$0.70	\$0.34	\$0.76	\$26.56
Northeast Oregon Region	\$3.78	\$6.20	\$3.89	\$1.06	\$1.28	\$0.59	\$0.35	\$0.29	\$17.44
Toe River Valley (NC)	\$3.49	\$8.91	\$42.00	\$0.48	\$1.83	\$0.15	\$0.00	\$0.04	\$56.90
Albemarle Region (NC)	\$3.74	\$12.47	\$3.82	\$2.43	\$1.29	\$0.23	\$0.40	\$0.12	\$24.50
Greater Concord Area (NH)	\$2.44	\$9.68	\$1.84	\$1.23	\$0.99	\$0.85	\$0.53	\$0.02	\$17.58
North Central Minnesota Region	\$2.19	\$6.95	\$3.20	\$0.70	\$3.27	\$0.16	\$1.56	\$2.39	\$20.42
Northwest Minnesota Region	\$1.56	\$4.35	\$3.61	\$0.58	\$3.27	\$0.47	\$0.00	\$0.02	\$13.86
Monadnock Region (NH)	\$1.87	\$10.98	\$1.58	\$1.39	\$1.27	\$0.55	\$0.33	\$0.15	\$18.12
Bismarck-Mandan Region (ND)	\$3.08	\$8.33	\$5.35	\$1.95	\$1.64	\$0.69	\$0.99	\$0.21	\$22.24
Greater Minot Region (ND)	\$1.58	\$7.52	\$0.55	\$0.43	\$1.22	\$0.07	\$0.08	\$0.12	\$11.57
Greater Burlington Area (VT)	\$3.50	\$11.82	\$5.02	\$0.69	\$1.66	\$0.15	\$0.00	\$1.33	\$24.17
Greater Charlottesville Area (VA)	\$4.86	\$11.36	\$4.28	\$0.44	\$1.39	\$0.25	\$0.27	\$0.03	\$22.88
Brainerd Lakes Region (MN)	\$2.07	\$4.38	\$0.41	\$0.14	\$1.06	\$0.47	\$0.40	\$0.00	\$8.93
East Central Minnesota Region	\$3.10	\$4.09	\$4.57	\$0.67	\$2.32	\$0.06	\$0.29	\$0.01	\$15.11
Northwest Connecticut Region	\$2.45	\$10.26	\$2.87	\$0.39	\$1.40	\$0.06	\$0.56	\$0.12	\$18.11
Central Oregon Region	\$5.59	\$14.26	\$1.25	\$1.87	\$1.22	\$0.95	\$0.76	\$0.00	\$25.90
Greater Fargo-Moorhead Area (ND/MN)	\$2.12	\$7.47	\$2.34	\$1.54	\$0.89	\$0.16	\$0.14	\$0.29	\$14.95
Black Hills Region (SD)	\$3.21	\$9.53	\$2.75	\$1.08	\$1.46	\$0.33	\$0.57	\$0.34	\$19.27
Greater Kingsport Area (TN)	\$3.23	\$10.79	\$5.25	\$2.98	\$1.71	\$0.55	\$0.27	\$0.03	\$24.81
Lake Region (MN)	\$3.62	\$3.54	\$4.12	\$0.17	\$1.50	\$0.34	\$0.00	\$0.14	\$13.43
South Central Minnesota Region	\$1.20	\$9.15	\$1.87	\$1.05	\$1.97	\$0.15	\$0.00	\$0.10	\$15.49
Greater Sioux Falls Area (SD)	\$4.43	\$12.75	\$1.14	\$1.12	\$1.76	\$0.36	\$0.13	\$0.00	\$21.69
Southwest Tennessee Development District	\$2.58	\$6.08	\$1.47	\$1.88	\$1.85	\$0.28	\$0.39	\$0.03	\$14.56
Northwest Tennessee Development District	\$3.32	\$5.48	\$2.57	\$2.45	\$1.85	\$0.08	\$0.03	\$0.13	\$15.91
Southwest Minnesota Region	\$1.81	\$5.75	\$2.57	\$1.01	\$3.98	\$0.00	\$1.41	\$0.07	\$16.60
Arrowhead Region (MN)	\$0.95	\$9.86	\$5.16	\$0.59	\$2.45	\$0.39	\$0.18	\$0.27	\$19.85

**Table 23:**  
**Average Per Person Audience Spending by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Maple Grove and the Northwest Suburbs (MN)	\$3.30	\$11.49	\$5.35	\$1.50	\$2.90	\$0.35	\$0.52	\$0.41	\$25.82
Greater Augusta Area (GA)	\$5.65	\$10.39	\$3.50	\$2.21	\$2.08	\$0.67	\$0.75	\$0.29	\$25.54
Upper Cumberland Development District (TN)	\$1.53	\$5.94	\$2.62	\$0.96	\$1.10	\$0.11	\$0.14	\$0.11	\$12.51
City of Huntsville/Madison County (AL)	\$2.22	\$9.96	\$4.34	\$2.51	\$2.02	\$0.18	\$0.52	\$0.06	\$21.81
Northeast Commission (NC)	\$4.05	\$12.32	\$5.43	\$2.39	\$1.89	\$0.24	\$1.30	\$0.30	\$27.92
Greater Ann Arbor Area (MI)	\$1.72	\$11.27	\$4.76	\$0.90	\$1.24	\$0.23	\$0.22	\$0.24	\$20.58
Greater Fox Cities Region (WI)	\$4.33	\$10.46	\$4.27	\$2.58	\$1.94	\$0.40	\$0.39	\$0.15	\$24.52
Central Minnesota Region	\$3.93	\$8.98	\$3.58	\$0.99	\$1.92	\$0.52	\$0.61	\$0.32	\$20.85
South Central Tennessee Development District	\$2.46	\$6.42	\$2.80	\$2.04	\$1.99	\$0.32	\$0.37	\$0.09	\$16.49
Northwest Arkansas Region	\$5.19	\$11.46	\$2.88	\$1.36	\$2.22	\$0.34	\$0.30	\$0.10	\$23.85
Southeast Minnesota Region	\$0.83	\$6.87	\$0.30	\$0.86	\$0.88	\$0.03	\$0.00	\$0.00	\$9.77
First Tennessee Development District	\$3.92	\$9.80	\$4.31	\$1.97	\$2.05	\$0.36	\$0.35	\$0.04	\$22.80
Greater Harrisburg Area (PA)	\$2.48	\$13.96	\$1.92	\$1.86	\$2.54	\$0.26	\$0.19	\$0.03	\$23.24
Greater New Haven Area (CT)	\$1.86	\$13.41	\$3.62	\$1.30	\$2.52	\$0.09	\$0.36	\$0.00	\$23.16
Treasure Coast Region (FL)	\$5.36	\$11.12	\$3.65	\$1.31	\$1.56	\$0.30	\$0.76	\$0.06	\$24.12
Greater Des Moines Region (IA)	\$6.27	\$8.94	\$2.36	\$1.48	\$1.90	\$0.33	\$0.81	\$0.00	\$22.09
Southeast Tennessee Development District	\$4.84	\$10.61	\$5.48	\$2.96	\$2.22	\$0.52	\$0.72	\$0.13	\$27.48
Greater Knoxville Region (TN)	\$10.10	\$16.36	\$2.81	\$1.47	\$2.46	\$0.59	\$1.37	\$0.00	\$35.16
Greater Columbia Area (SC)	\$7.68	\$14.89	\$2.57	\$1.55	\$1.96	\$0.92	\$0.91	\$0.09	\$30.57
Pikes Peak Region (CO)	\$5.68	\$12.56	\$5.29	\$1.87	\$2.06	\$0.45	\$0.80	\$0.02	\$28.73
Lehigh Valley Region (PA)	\$2.74	\$9.52	\$3.54	\$1.54	\$1.41	\$0.09	\$0.43	\$0.08	\$19.35
Greater Sarasota/Bradenton Area (FL)	\$3.80	\$16.39	\$1.82	\$2.87	\$1.76	\$0.14	\$0.55	\$0.12	\$27.45
Dayton Region (OH)	\$3.11	\$9.64	\$1.27	\$1.26	\$1.75	\$0.18	\$0.56	\$0.10	\$17.87
Richmond & Tri-Cities Region (VA)	\$4.28	\$11.85	\$3.07	\$1.47	\$2.17	\$0.38	\$0.41	\$0.40	\$24.03
Memphis Area Association of Governments (TN)	\$5.55	\$10.67	\$2.95	\$3.84	\$2.36	\$0.48	\$0.68	\$0.25	\$26.78
Eastern Region (NC)	\$4.05	\$13.77	\$17.22	\$2.77	\$3.82	\$0.99	\$1.16	\$0.13	\$43.91
Advantage West Region (NC)	\$4.08	\$11.44	\$19.53	\$1.79	\$2.75	\$0.22	\$0.98	\$0.02	\$40.81
Southeast Commission (NC)	\$3.76	\$7.51	\$3.43	\$2.15	\$2.07	\$0.24	\$0.78	\$0.02	\$19.96
Greater Fairfax Area (VA)	\$4.23	\$11.61	\$5.31	\$2.38	\$1.48	\$0.36	\$0.27	\$0.02	\$25.66
Greater Tulsa Region (OK)	\$4.23	\$14.09	\$3.37	\$1.60	\$2.58	\$1.01	\$1.79	\$0.25	\$28.92

**Table 23:**  
**Average Per Person Audience Spending by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
East Tennessee Development District	\$4.82	\$8.70	\$5.28	\$1.74	\$2.38	\$0.48	\$1.27	\$0.03	\$24.70
West Valley Region (AZ)	\$2.48	\$6.91	\$2.46	\$1.06	\$1.70	\$0.07	\$0.53	\$0.23	\$15.44
Greater St. Louis Area (MO)	\$4.48	\$7.10	\$1.96	\$0.76	\$1.02	\$0.16	\$0.00	\$0.06	\$15.54
Western New York	\$4.36	\$12.23	\$3.83	\$1.19	\$2.78	\$0.20	\$0.81	\$0.43	\$25.83
Greater Oklahoma City Region (OK)	\$6.41	\$10.15	\$5.29	\$2.91	\$2.61	\$0.61	\$2.83	\$0.10	\$30.91
Piedmont Triad Partnership (NC)	\$3.30	\$9.03	\$3.14	\$1.43	\$1.76	\$0.26	\$0.29	\$0.17	\$19.38
Greater Portland Area (OR)	\$3.69	\$11.39	\$2.90	\$1.34	\$2.21	\$0.46	\$0.23	\$0.13	\$22.35
Greater Kansas City Metropolitan Area (MO/KS)	\$3.47	\$11.93	\$1.87	\$1.89	\$2.18	\$0.23	\$0.06	\$0.04	\$21.67
Greater Nashville Regional Council (TN)	\$3.72	\$8.64	\$5.53	\$2.30	\$2.35	\$0.46	\$0.88	\$0.24	\$24.12
Research Triangle Regional Partnership (NC)	\$2.73	\$9.10	\$2.16	\$1.31	\$1.63	\$0.50	\$0.43	\$0.19	\$18.05
Greater Tampa/St. Petersburg Area (FL)	\$7.07	\$13.89	\$6.15	\$3.46	\$3.46	\$0.49	\$1.22	\$0.06	\$35.80
Charlotte Regional Partnership (NC)	\$3.50	\$11.07	\$5.56	\$1.53	\$1.92	\$0.40	\$0.55	\$0.29	\$24.82
Charlotte Regional Partnership (NC/SC)	\$3.79	\$10.73	\$5.37	\$2.58	\$2.05	\$0.47	\$0.53	\$0.30	\$25.82
Seven-County Metro Area (MN)	\$3.30	\$11.49	\$5.35	\$1.50	\$2.90	\$0.35	\$0.52	\$0.41	\$25.82
Central Florida Region	\$5.35	\$10.24	\$2.93	\$1.83	\$2.59	\$0.36	\$0.83	\$0.29	\$24.42
Greater Philadelphia Region (PA)	\$3.80	\$11.29	\$3.48	\$1.28	\$3.32	\$0.27	\$1.55	\$0.12	\$25.11
Greater Washington Region (DC/MD/VA)	\$3.74	\$11.99	\$3.97	\$1.81	\$2.21	\$0.36	\$0.35	\$0.08	\$24.51
Metro Atlanta Area (GA)	\$2.54	\$9.36	\$2.70	\$2.90	\$2.89	\$0.72	\$1.11	\$0.44	\$22.66
Greater Atlanta Region (GA)	\$2.54	\$9.36	\$2.70	\$2.90	\$2.89	\$0.72	\$1.11	\$0.44	\$22.66
Greater Houston Region (TX)	\$3.51	\$14.20	\$2.89	\$2.46	\$3.44	\$0.55	\$1.45	\$0.15	\$28.65
Dallas-Fort Worth-Arlington MSA (TX)	\$4.82	\$12.28	\$2.68	\$1.77	\$2.59	\$0.58	\$0.80	\$0.08	\$25.60
<b>Regional Average</b>	<b>\$3.73</b>	<b>\$10.21</b>	<b>\$4.24</b>	<b>\$1.67</b>	<b>\$2.04</b>	<b>\$0.37</b>	<b>\$0.61</b>	<b>\$0.19</b>	<b>\$23.06</b>
Percent of Regional Total	16.2%	44.3%	18.4%	7.2%	8.9%	1.6%	2.6%	0.8%	100.0%
Regional Median	\$3.69	\$10.39	\$3.43	\$1.50	\$1.96	\$0.35	\$0.52	\$0.12	\$22.88



**Table 23:**  
**Average Per Person Audience Spending by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Statewide Study Regions All Populations Sample Size = 20	RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
State of Vermont	\$3.11	\$11.70	\$3.60	\$1.01	\$1.81	\$0.18	\$1.04	\$1.00	\$23.45
State of North Dakota	\$3.04	\$8.24	\$3.41	\$1.61	\$1.51	\$0.37	\$0.81	\$0.24	\$19.23
State of Delaware	\$2.79	\$9.93	\$3.35	\$1.84	\$1.92	\$0.35	\$0.58	\$0.04	\$20.80
State of Maine	\$4.29	\$10.82	\$3.40	\$1.26	\$2.66	\$0.28	\$2.89	\$0.36	\$25.96
State of Hawai'i	\$3.57	\$11.35	\$1.08	\$2.35	\$2.71	\$0.38	\$1.00	\$0.06	\$22.50
State of Nevada	\$4.56	\$10.29	\$3.43	\$1.70	\$2.43	\$0.30	\$1.36	\$0.09	\$24.16
State of Connecticut	\$2.96	\$12.66	\$4.36	\$0.97	\$1.84	\$0.28	\$0.66	\$0.05	\$23.78
State of Oklahoma	\$5.41	\$11.22	\$5.21	\$2.40	\$2.73	\$0.62	\$4.09	\$0.25	\$31.93
State of Oregon	\$4.16	\$12.89	\$4.31	\$1.45	\$2.19	\$0.35	\$5.86	\$0.31	\$31.52
State of Minnesota	\$2.35	\$7.77	\$3.77	\$0.89	\$2.86	\$0.31	\$1.26	\$0.36	\$19.57
State of Wisconsin	\$3.83	\$11.96	\$4.67	\$1.60	\$2.84	\$0.30	\$4.75	\$0.32	\$30.27
State of Maryland	\$3.52	\$11.06	\$2.80	\$1.62	\$2.46	\$0.58	\$0.50	\$0.33	\$22.87
State of Missouri	\$3.44	\$9.57	\$2.53	\$1.52	\$1.88	\$0.21	\$0.53	\$0.19	\$19.87
State of Tennessee	\$3.98	\$8.72	\$4.49	\$2.16	\$2.45	\$0.39	\$1.63	\$0.17	\$23.99
State of Massachusetts	\$4.54	\$11.20	\$3.74	\$1.25	\$2.24	\$0.41	\$1.03	\$0.16	\$24.57
State of New Jersey	\$4.74	\$11.92	\$4.01	\$1.47	\$2.78	\$0.44	\$2.03	\$0.25	\$27.64
State of North Carolina	\$3.67	\$10.78	\$6.79	\$1.83	\$2.52	\$0.41	\$1.78	\$0.17	\$27.95
State of Pennsylvania	\$3.49	\$11.46	\$2.69	\$1.31	\$2.52	\$0.24	\$1.72	\$0.16	\$23.59
State of Illinois	\$3.35	\$11.66	\$1.58	\$1.30	\$4.07	\$0.51	\$1.14	\$0.01	\$23.62
State of Florida	\$5.21	\$12.27	\$3.54	\$2.47	\$3.01	\$0.36	\$2.16	\$0.35	\$29.37
<b>Statewide Average</b>	<b>\$3.80</b>	<b>\$10.87</b>	<b>\$3.64</b>	<b>\$1.60</b>	<b>\$2.47</b>	<b>\$0.36</b>	<b>\$1.84</b>	<b>\$0.24</b>	<b>\$24.83</b>
Percent of Statewide Total	15.3%	43.8%	14.7%	6.4%	10.0%	1.5%	7.4%	1.0%	100.0%
Statewide Median	\$3.62	\$11.21	\$3.57	\$1.56	\$2.49	\$0.36	\$1.31	\$0.22	\$23.89

**Table 23:**  
**Average Per Person Audience Spending by Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Individual Arts Districts All Populations Sample Size = 12	RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
James River Arts & Cultural District	\$3.31	\$9.31	\$4.40	\$2.42	\$1.04	\$0.22	\$0.33	\$0.00	\$21.03
Center City Charlotte	\$4.24	\$14.30	\$0.73	\$1.64	\$2.08	\$0.77	\$0.29	\$0.01	\$24.06
Loch Haven Cultural Park	\$6.99	\$9.12	\$2.80	\$1.27	\$2.32	\$0.42	\$0.17	\$0.71	\$23.80
Downtown Colorado Springs Creative District	\$3.92	\$13.57	\$6.00	\$1.43	\$1.51	\$0.41	\$0.40	\$0.03	\$27.27
Fort Worth Cultural District	\$5.32	\$12.23	\$3.23	\$1.53	\$3.53	\$0.21	\$0.62	\$0.00	\$26.67
Dallas Arts District	\$6.17	\$14.35	\$1.65	\$1.33	\$3.46	\$0.50	\$0.60	\$0.01	\$28.07
Grand Center Arts & Entertainment District	\$5.85	\$7.41	\$0.35	\$0.69	\$1.18	\$0.16	\$0.00	\$0.00	\$15.64
Balboa Park Cultural District	\$4.08	\$10.39	\$2.23	\$0.85	\$2.56	\$0.38	\$0.45	\$0.00	\$20.94
East End Cultural District	\$2.96	\$11.78	\$2.29	\$1.62	\$2.33	\$0.50	\$0.09	\$0.00	\$21.57
Houston Museum District Association	\$1.53	\$11.69	\$2.00	\$2.70	\$3.39	\$0.65	\$0.00	\$0.00	\$21.96
Midtown Cultural District	\$3.13	\$17.06	\$0.92	\$0.65	\$3.22	\$0.43	\$0.00	\$0.00	\$25.41
Washington Avenue Cultural District	\$2.79	\$11.11	\$9.65	\$1.62	\$2.46	\$0.34	\$0.48	\$0.07	\$28.52
<b>Arts District Average</b>	<b>\$4.19</b>	<b>\$11.86</b>	<b>\$3.02</b>	<b>\$1.48</b>	<b>\$2.42</b>	<b>\$0.42</b>	<b>\$0.29</b>	<b>\$0.07</b>	<b>\$23.75</b>
Percent of Arts District Total	17.6%	49.9%	12.7%	6.2%	10.2%	1.8%	1.2%	0.3%	100.0%
Arts District Median	\$4.00	\$11.74	\$2.26	\$1.48	\$2.40	\$0.42	\$0.31	\$0.00	\$23.93

**Average for the 106,575 RESIDENT Surveys Where Residency Was Determined Based on a Single County**

<b>Average</b>	<b>\$4.12</b>	<b>\$10.53</b>	<b>\$3.87</b>	<b>\$1.83</b>	<b>\$1.98</b>	<b>\$0.38</b>	<b>\$0.53</b>	<b>\$0.19</b>	<b>\$23.44</b>
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**Average for the 57,519 RESIDENT Surveys Where Residency Was Determined Based on a Multi-City or Multi-County Region**

<b>Average</b>	<b>\$3.64</b>	<b>\$10.53</b>	<b>\$4.02</b>	<b>\$1.50</b>	<b>\$1.94</b>	<b>\$0.35</b>	<b>\$0.68</b>	<b>\$0.21</b>	<b>\$22.86</b>
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**Average for the 117,931 RESIDENT Surveys Where Residency Was Determined Based on an Entire State**

<b>Average</b>	<b>\$3.24</b>	<b>\$11.45</b>	<b>\$2.61</b>	<b>\$1.45</b>	<b>\$2.40</b>	<b>\$0.36</b>	<b>\$1.35</b>	<b>\$0.12</b>	<b>\$22.98</b>
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## **Explanation of Table 24: Total Categorized Audience Expenditures by Non-Resident Attendees to Nonprofit Arts and Cultural Events Per Study Region During 2015**

This table presents the total estimated dollars spent by non-residents as a direct result of their attendance to nonprofit arts and cultural events in each participating study region during 2015. Non-residents are attendees who reside outside the county in which the nonprofit arts and cultural event at which they were surveyed took place (outside the multi-city or multi-county region for regional analyses, and outside the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group.

### **Column Two:**

The total estimated dollars spent by non-resident audience members to purchase refreshments (e.g., food, snacks, drinks) while attending nonprofit arts and cultural events.

### **Column Three:**

The total estimated dollars spent by non-resident audience members to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and cultural events.

### **Column Four:**

The total estimated dollars spent by non-resident audience members to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and cultural events.

### **Column Five:**

The total estimated dollars spent by non-resident audience members to purchase clothing or accessories for the purpose of attending nonprofit arts and cultural events.

### **Column Six:**

The total estimated dollars spent by non-resident audience members on local ground transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and cultural events.

### **Column Seven:**

The total estimated dollars spent by non-resident audience members on child care for the purpose of attending nonprofit arts and cultural events.

### **Column Eight:**

The total estimated dollars spent by non-resident audience members on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and cultural events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

### **Column Nine:**

The total estimated dollars spent by non-resident audience members on miscellaneous products and services for the purpose of or as a result of attending nonprofit arts and cultural events.

### **Column Ten:**

The total estimated expenditures made by non-resident audience members for the purpose of or as a result of attending nonprofit arts and cultural events. This figure is the sum of Column Two through Column Nine.

**Table 24:**  
**Total Categorized Audience Expenditures by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	NON-RESIDENT ARTS ATTENDEES ONLY								Non-Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Town of Crested Butte (CO)	\$247,241	\$1,255,504	\$191,482	\$35,846	\$56,985	\$47,488	\$1,423,089	\$14,092	\$3,271,725
City of Pine City (MN)	\$20,851	\$65,897	\$146,406	\$3,446	\$56,148	\$3,536	\$72,847	\$0	\$369,129
City of Alva (OK)	\$7,340	\$44,739	\$27,525	\$2,228	\$11,534	\$3,408	\$20,884	\$0	\$117,657
Cook County (MN)	\$15,289	\$243,213	\$103,756	\$4,209	\$136,372	\$5	\$352,116	\$3,822	\$858,781
Town of Hillsborough (NC)	\$277,649	\$780,273	\$271,065	\$86,697	\$121,814	\$61,457	\$253,506	\$1	\$1,852,462
City of Virginia (MN)	\$486	\$7,728	\$3,297	\$134	\$4,334	\$0	\$11,191	\$121	\$27,291
Town of Jackson (WY)	\$1,768,272	\$3,635,437	\$1,270,853	\$566,792	\$1,120,299	\$129,890	\$3,408,130	\$197,787	\$12,097,460
City of Guthrie (OK)	\$262,844	\$401,488	\$240,821	\$104,343	\$123,118	\$16,970	\$422,429	\$0	\$1,572,012
City of Grand Rapids (MN)	\$16,939	\$269,467	\$114,955	\$4,663	\$151,094	\$6	\$390,129	\$4,235	\$951,488
Town of Medfield (MA)	\$5,666	\$14,360	\$7,823	\$1,560	\$550	\$1,468	\$5,873	\$390	\$37,690
City of Fergus Falls (MN)	\$27,484	\$31,536	\$51,332	\$717	\$25,008	\$1,435	\$44,205	\$5	\$181,723
Grundy County (TN)	\$108,288	\$172,076	\$204,563	\$45,853	\$81,893	\$846	\$138,744	\$8,969	\$761,231
City of Falls Church (VA)	\$1,310,862	\$4,679,398	\$3,289,759	\$1,682,693	\$661,733	\$148,102	\$1,197,422	\$66,174	\$13,036,142
City of Jamestown (ND)	\$481,954	\$951,361	\$265,217	\$270,351	\$365,030	\$95,250	\$2,190,752	\$34,223	\$4,654,138
City of Waterville (ME)	\$81,027	\$551,471	\$25,536	\$7,857	\$135,535	\$7,857	\$58,437	\$1	\$867,721
City of Red Wing (MN)	\$18,421	\$72,842	\$24,453	\$3,632	\$31,226	\$0	\$32,881	\$0	\$183,455
City of Durango (CO)	\$577,824	\$1,705,705	\$657,368	\$174,848	\$493,776	\$2,251	\$1,322,990	\$190,607	\$5,125,369
City of Hannibal (MO)	\$198,207	\$425,397	\$293,260	\$69,905	\$159,844	\$13,640	\$261,291	\$63,510	\$1,485,055
City of Tullahoma (TN)	\$2,866	\$35,656	\$825	\$8,556	\$7,123	\$652	\$6,688	\$9,077	\$71,442
City of Northfield (MN)	\$31,948	\$126,336	\$42,411	\$6,300	\$54,158	\$0	\$57,028	\$0	\$318,180
Town of Carrboro (NC)	\$267,479	\$1,180,850	\$315,551	\$220,639	\$230,500	\$36,979	\$313,085	\$72,725	\$2,637,807
Macon County (TN)	\$2,202	\$8,299	\$6,516	\$629	\$6,052	\$165	\$3,655	\$0	\$27,518
City of Laguna Beach (CA)	\$2,949,120	\$7,163,076	\$6,132,347	\$1,694,037	\$2,328,081	\$52,024	\$7,719,085	\$100,798	\$28,138,568
Hickman County (TN)	\$45,609	\$88,064	\$77,026	\$26,322	\$53,736	\$3,518	\$59,801	\$0	\$354,075
City of Fairfax (VA)	\$33,813	\$194,729	\$72,370	\$7,298	\$28,219	\$8,028	\$57,896	\$2,918	\$405,271
City of Ponca City (OK)	\$74,841	\$122,209	\$131,564	\$17,290	\$50,802	\$21,552	\$27,473	\$1	\$445,733
City of Paducah (KY)	\$1,039,328	\$2,001,294	\$1,020,828	\$240,492	\$465,847	\$8,408	\$2,058,474	\$252,265	\$7,086,937
Mille Lacs County (MN)	\$10,042	\$31,735	\$70,506	\$1,659	\$27,040	\$1,703	\$35,081	\$1	\$177,768
McNairy County (TN)	\$12,244	\$32,972	\$6,444	\$4,457	\$20,728	\$591	\$6,874	-\$1	\$84,309
City of Winona (MN)	\$53,305	\$210,792	\$70,764	\$10,510	\$90,362	-\$1	\$95,153	\$0	\$530,886

**Table 24:**  
**Total Categorized Audience Expenditures by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	NON-RESIDENT ARTS ATTENDEES ONLY								Non-Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Door County (WI)	\$879,576	\$3,642,657	\$2,552,287	\$571,724	\$1,273,868	\$72,793	\$4,582,893	\$153,168	\$13,728,965
City of Benicia (CA)	\$85,519	\$282,979	\$405,522	\$49,539	\$47,105	\$10,429	\$40,326	\$2,260	\$923,679
City of Winter Park (FL)	\$1,430,598	\$9,264,275	\$1,453,672	\$1,228,699	\$2,918,881	\$57,685	\$3,766,857	\$5,769	\$20,126,436
City of Rochester (NH)	\$506,986	\$1,019,788	\$253,978	\$132,805	\$213,264	\$3,878	\$174,488	\$14,539	\$2,319,726
City of Morgantown (WV)	\$206,192	\$1,035,852	\$821,510	\$94,539	\$270,577	\$13,855	\$560,713	\$34,230	\$3,037,468
Henry County (TN)	\$18,625	\$54,894	\$32,021	\$19,475	\$29,277	\$3,137	\$38,099	\$2,090	\$197,618
City of Fairbanks (AK)	\$143,657	\$636,034	\$428,153	\$78,589	\$413,788	\$10,422	\$899,405	-\$1	\$2,610,047
City of Bangor (ME)	\$581,057	\$1,365,051	\$403,272	\$135,291	\$404,138	\$13,876	\$1,056,311	\$114,476	\$4,073,473
Weakley County (TN)	\$135,890	\$196,693	\$74,757	\$15,616	\$67,780	\$665	\$91,369	\$11,627	\$594,395
Dare County (NC)	\$2,344,858	\$5,590,470	\$4,853,929	\$915,244	\$857,286	\$108,670	\$6,232,831	\$91,766	\$20,995,054
City of Columbia (TN)	\$200,947	\$657,345	\$480,621	\$112,860	\$270,865	\$37,437	\$271,416	\$1,102	\$2,032,594
City of Lake Worth (FL)	\$97,597	\$891,149	\$355,131	\$82,268	\$266,731	\$26,571	\$647,923	\$0	\$2,367,370
Clatsop County (OR)	\$955,516	\$2,081,895	\$1,209,245	\$270,595	\$582,256	\$96,798	\$3,261,807	\$22,734	\$8,480,846
Yadkin County (NC)	\$4,624	\$16,824	\$4,382	\$372	\$6,426	\$892	\$14,875	\$2,970	\$51,365
Greater Belfast Area (ME)	\$418,732	\$992,385	\$365,385	\$114,000	\$393,154	\$29,961	\$859,385	\$5,116	\$3,178,119
Campbell County (TN)	\$26,384	\$33,963	\$58,007	\$7,250	\$21,706	\$467	\$19,367	\$282	\$167,426
Monroe County (TN)	\$662,828	\$710,758	\$994,828	\$462,928	\$474,618	\$33,901	\$496,829	\$15,197	\$3,851,888
Lincoln County (OR)	\$315,405	\$2,027,048	\$436,364	\$181,440	\$468,230	\$4,552	\$2,617,539	\$59,178	\$6,109,756
Iron County (UT)	\$3,653,198	\$18,910,142	\$4,135,186	\$1,126,140	\$4,973,035	\$238,742	\$28,243,591	\$590,098	\$61,870,132
City of St. Louis Park (MN)	\$10,902	\$56,970	\$10,783	\$12,715	\$21,578	\$1,303	\$39,091	\$949	\$154,290
City of Logan (UT)	\$567,533	\$3,495,075	\$677,957	\$446,835	\$1,140,201	\$32,100	\$4,791,925	\$156,649	\$11,308,276
Gibson County (TN)	\$629,660	\$1,172,379	\$784,440	\$663,909	\$560,503	\$171,246	\$361,593	\$6,586	\$4,350,317
<b>Group A Average</b>	<b>\$458,187</b>	<b>\$1,550,741</b>	<b>\$690,924</b>	<b>\$231,285</b>	<b>\$437,966</b>	<b>\$31,473</b>	<b>\$1,559,920</b>	<b>\$44,471</b>	<b>\$5,004,967</b>
Percent of Group A Total	9.2%	31.0%	13.8%	4.6%	8.8%	0.6%	31.2%	0.9%	100.0%
Group A Median	\$139,773	\$488,434	\$247,399	\$59,722	\$135,953	\$8,218	\$266,354	\$4,029	\$1,528,534

**Table 24:**  
**Total Categorized Audience Expenditures by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	NON-RESIDENT ARTS ATTENDEES ONLY								Non-Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Joplin (MO)	\$57,196	\$325,743	\$52,293	\$8,443	\$124,741	\$4,085	\$101,045	\$817	\$674,363
City of La Crosse (WI)	\$1,892,068	\$4,196,951	\$775,939	\$309,612	\$1,242,267	\$91,737	\$1,911,180	\$175,829	\$10,595,582
McMinn County (TN)	\$276,982	\$933,609	\$338,304	\$50,987	\$305,920	\$31,694	\$332,791	\$23,426	\$2,293,714
Lafayette County (MS)	\$510,091	\$1,343,585	\$750,215	\$281,070	\$439,997	\$63,154	\$1,242,955	\$53,436	\$4,684,500
Chisago County (MN)	\$81,699	\$258,215	\$573,693	\$13,499	\$220,016	\$13,858	\$285,456	\$0	\$1,446,436
City of Grand Forks (ND)	\$180,195	\$379,443	\$238,968	\$111,088	\$113,995	\$7,105	\$142,412	\$15,175	\$1,188,382
City of Corvallis (OR)	\$2,135,293	\$6,651,901	\$1,940,331	\$315,652	\$1,685,024	\$157,826	\$4,066,339	\$422,417	\$17,374,781
City of Noblesville (IN)	\$85,289	\$180,874	\$18,069	\$3,303	\$27,393	\$2,720	\$33,222	\$972	\$351,841
City of Ocala (FL)	\$1,732,903	\$5,513,008	\$2,004,730	\$1,480,896	\$1,914,121	\$45,304	\$5,532,830	\$33,978	\$18,257,770
Lenoir County (NC)	\$137,149	\$1,243,507	\$419,087	\$100,855	\$505,426	\$21,776	\$583,742	-\$1	\$3,011,542
Town of Chapel Hill (NC)	\$2,301,586	\$7,897,109	\$1,792,902	\$933,977	\$2,234,873	\$308,546	\$2,226,534	\$41,696	\$17,737,223
City of Grand Junction (CO)	\$197,780	\$698,028	\$150,737	\$115,952	\$294,186	\$7,951	\$890,177	\$34,452	\$2,389,263
Town of Jupiter (FL)	\$165,425	\$953,622	\$297,485	\$85,492	\$357,261	\$5,561	\$1,001,581	\$132,757	\$2,999,184
Hamblen County (TN)	\$71,822	\$361,520	\$81,457	\$7,007	\$79,706	\$37,006	\$62,844	\$1,094	\$702,456
City of Delray Beach (FL)	\$1,206,221	\$765,747	\$912,571	\$128,754	\$495,815	\$25,977	\$1,445,658	\$86,965	\$5,067,708
City of St. Cloud (MN)	\$113,313	\$637,903	\$368,059	\$25,365	\$230,149	\$30,455	\$595,784	\$14,382	\$2,015,410
City of Portland (ME)	\$1,683,235	\$6,972,909	\$859,007	\$406,898	\$1,697,146	\$83,466	\$2,427,476	\$233,010	\$14,363,149
City of Jackson (TN)	\$93,365	\$245,822	\$63,228	\$77,706	\$110,798	\$4,136	\$56,138	\$1	\$651,194
City of Walnut Creek (CA)	\$517,523	\$3,765,873	\$128,567	\$244,114	\$496,366	\$39,058	\$476,837	\$32,548	\$5,700,887
Greene County (TN)	\$315,464	\$304,474	\$256,035	\$17,503	\$160,378	\$4,070	\$78,154	\$4,070	\$1,140,147
City of Flagstaff (AZ)	\$1,481,973	\$3,998,713	\$3,601,458	\$975,296	\$4,184,256	\$54,712	\$6,234,757	\$133,211	\$20,664,375
City of Missoula (MT)	\$1,682,343	\$4,728,240	\$1,524,288	\$621,502	\$1,384,986	\$21,431	\$4,133,527	\$222,348	\$14,318,667
City of Fort Myers (FL)	\$1,216,996	\$4,290,981	\$1,753,683	\$1,184,240	\$924,716	\$95,747	\$1,773,841	\$35,275	\$11,275,479
Putnam County (TN)	\$12,911	\$88,331	\$9,791	\$3,873	\$21,302	\$3,874	\$12,265	\$1,937	\$154,284
Monroe County (FL)	\$3,342,306	\$9,423,795	\$2,789,444	\$1,551,785	\$3,392,566	\$207,323	\$7,557,884	\$490,037	\$28,755,140
City of Lynchburg (VA)	\$157,684	\$605,930	\$277,189	\$62,000	\$139,662	\$10,331	\$160,124	\$3,301	\$1,416,220
City of Duluth (MN)	\$163,925	\$2,607,665	\$1,112,445	\$45,127	\$1,462,133	\$58	\$3,775,245	\$40,985	\$9,207,583
City of Fishers (IN)	\$1,432,850	\$1,705,185	\$851,045	\$275,429	\$380,649	\$34,042	\$488,964	\$30,949	\$5,199,113
City of Carmel (IN)	\$639,503	\$1,555,348	\$211,756	\$483,862	\$298,576	\$26,470	\$1,252,537	\$6,352	\$4,474,404
City of Sugar Land (TX)	\$24,279	\$56,949	\$13,197	\$9,032	\$20,627	\$2,178	\$32,222	-\$1	\$158,484

**Table 24:**  
**Total Categorized Audience Expenditures by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	NON-RESIDENT ARTS ATTENDEES ONLY								Non-Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Asheville (NC)	\$1,332,042	\$7,590,814	\$5,510,640	\$1,353,938	\$2,627,590	\$193,420	\$9,630,845	\$149,627	\$28,388,916
Buchanan County (MO)	\$736,430	\$1,403,635	\$254,804	\$98,682	\$481,625	\$17,675	\$964,723	\$243,023	\$4,200,597
City of Boca Raton (FL)	\$465,457	\$1,595,854	\$819,610	\$111,305	\$764,680	\$119,978	\$2,062,757	\$359,936	\$6,299,576
City of Miami Beach (FL)	\$2,797,003	\$14,025,301	\$725,149	\$2,002,792	\$3,775,378	\$17,266	\$7,222,713	\$230,207	\$30,795,808
Moore County (NC)	\$421,827	\$848,475	\$142,216	\$94,008	\$152,460	\$16,271	\$173,552	-\$1	\$1,848,807
Sevier County (TN)	\$4,631,491	\$8,842,671	\$5,589,312	\$1,406,421	\$3,075,536	\$12,124	\$13,425,664	\$165,698	\$37,148,916
Cape May County (NJ)	\$683,327	\$3,268,793	\$1,018,588	\$264,250	\$658,881	\$139,692	\$5,584,188	\$144,347	\$11,762,066
Cleveland County (NC)	\$275,596	\$497,301	\$480,283	\$117,234	\$189,561	\$5,672	\$349,341	\$58,618	\$1,973,606
<b>Group B Average</b>	<b>\$927,698</b>	<b>\$2,914,837</b>	<b>\$1,018,594</b>	<b>\$404,709</b>	<b>\$965,020</b>	<b>\$51,678</b>	<b>\$2,324,429</b>	<b>\$95,339</b>	<b>\$8,702,305</b>
Percent of Group B Total	10.7%	33.5%	11.7%	4.7%	11.1%	0.6%	26.7%	1.1%	100.0%
Group B Median	\$487,774	\$1,373,610	\$526,988	\$116,593	\$460,811	\$23,876	\$983,152	\$34,863	\$4,579,452

**Table 24:**  
**Total Categorized Audience Expenditures by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	NON-RESIDENT ARTS ATTENDEES ONLY								Non-Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Las Cruces (NM)	\$410,801	\$992,638	\$744,479	\$213,007	\$340,497	\$15,215	\$1,116,980	\$78,172	\$3,911,790
Eau Claire County (WI)	\$360,599	\$1,210,498	\$431,020	\$179,692	\$268,325	\$44,923	\$330,246	\$47,352	\$2,872,655
Yamhill County (OR)	\$2,221,644	\$4,132,086	\$2,861,340	\$394,766	\$1,308,205	\$132,550	\$1,942,137	\$43,223	\$13,035,951
City of Lewisville (TX)	\$15,869	\$50,071	\$13,124	\$7,107	\$21,926	\$403	\$9,610	\$2	\$118,112
City of West Palm Beach (FL)	\$6,933,818	\$10,087,256	\$3,331,227	\$1,656,256	\$4,388,612	\$505,298	\$9,507,098	\$898,309	\$37,307,874
City of Boulder (CO)	\$1,390,469	\$5,306,955	\$1,628,835	\$854,145	\$1,251,422	\$82,766	\$3,443,065	\$23,175	\$13,980,833
City of Richardson (TX)	\$368,622	\$641,829	\$418,997	\$248,909	\$213,943	\$68,154	\$392,328	-\$1	\$2,352,781
City of High Point (NC)	\$244,070	\$634,581	\$125,129	\$95,565	\$174,630	\$7,563	\$290,133	\$6,875	\$1,578,546
City of Cambridge (MA)	\$5,789,939	\$15,932,775	\$2,840,663	\$643,326	\$4,712,158	\$284,067	\$5,088,128	\$242,292	\$35,533,347
City of Lowell (MA)	\$108,571	\$412,315	\$253,120	\$56,036	\$114,939	\$4,458	\$204,088	\$638	\$1,154,164
Douglas County (KS)	\$681,211	\$2,274,455	\$419,423	\$315,271	\$592,540	\$66,151	\$682,618	\$99,929	\$5,131,599
City of Columbia (MO)	\$177,620	\$806,505	\$142,472	\$91,007	\$272,391	\$6,276	\$271,764	\$14,435	\$1,782,469
City of Norman (OK)	\$5,135,091	\$4,508,861	\$5,326,645	\$1,491,903	\$1,967,101	\$173,134	\$3,750,017	\$165,767	\$22,518,519
Wayne County (NC)	\$85,301	\$299,818	\$95,095	\$92,568	\$184,503	\$19,903	\$102,045	\$6,004	\$885,236
City of Lafayette (LA)	\$856,337	\$1,412,657	\$310,944	\$290,081	\$207,627	\$196,699	\$1,604,389	\$77,488	\$4,956,222
Washington County (TN)	\$1,279,397	\$3,374,798	\$1,482,047	\$340,452	\$1,560,405	\$95,921	\$4,778,487	\$21,616	\$12,933,123
City of Thousand Oaks (CA)	\$214,963	\$816,946	\$136,674	\$65,019	\$238,405	\$40,250	\$282,636	\$7,520	\$1,802,413
City of Charleston (SC)	\$7,337,414	\$20,161,190	\$4,932,955	\$2,509,414	\$3,854,766	\$429,368	\$20,504,684	\$0	\$59,729,790
City of Waco (TX)	\$2,167,867	\$4,808,799	\$1,925,165	\$847,402	\$1,982,755	\$61,704	\$5,935,925	\$32,907	\$17,762,525
Robeson County (NC)	\$36,236	\$97,858	\$46,217	\$33,740	\$43,721	\$3,906	\$79,197	\$1	\$340,876
Columbia County (GA)	\$6,470	\$6,923	\$2,990	\$2,000	\$2,129	\$174	\$2,640	-\$1	\$23,324
Orange County (NC)	\$2,846,750	\$9,858,361	\$2,379,550	\$1,241,330	\$2,587,219	\$406,987	\$2,793,161	\$114,426	\$22,227,784
City of Savannah (GA)	\$5,561,660	\$16,807,002	\$6,852,530	\$1,387,204	\$5,401,104	\$289,001	\$24,179,734	\$423,869	\$60,902,102
Indian River County (FL)	\$563,896	\$1,314,017	\$894,576	\$231,476	\$345,473	\$6,092	\$591,743	-\$1	\$3,947,273
City of Alexandria (VA)	\$4,777,056	\$21,347,469	\$7,001,372	\$5,911,607	\$5,762,324	\$552,347	\$5,956,391	\$44,785	\$51,353,352
Martin County (FL)	\$538,962	\$2,141,980	\$1,103,685	\$449,796	\$899,592	\$67,370	\$984,796	\$9,908	\$6,196,088
Macon-Bibb County (GA)	\$2,186,177	\$8,999,157	\$2,804,123	\$1,168,385	\$1,490,340	\$275,220	\$2,118,670	\$25,964	\$19,068,035
City of Springfield (MA)	\$924,361	\$1,410,380	\$603,881	\$287,373	\$511,180	\$15,892	\$1,119,034	\$0	\$4,872,100
Catawba County (NC)	\$1,575,835	\$4,535,329	\$5,887,542	\$566,043	\$2,382,969	\$90,846	\$2,054,525	\$13,977	\$17,107,065
Town of Cary (NC)	\$202,941	\$848,415	\$239,595	\$60,793	\$152,876	\$160,028	\$441,641	-\$1	\$2,106,288



**Table 24:**  
**Total Categorized Audience Expenditures by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	NON-RESIDENT ARTS ATTENDEES ONLY								Non-Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Alamance County (NC)	\$195,829	\$800,073	\$223,174	\$67,041	\$231,113	\$14,996	\$162,309	\$80,272	\$1,774,805
Cumberland County (NJ)	\$512,369	\$1,181,169	\$1,632,327	\$81,617	\$578,116	\$18,137	\$1,140,361	\$0	\$5,144,095
City of Eugene (OR)	\$382,109	\$2,628,859	\$544,135	\$55,358	\$549,535	\$33,756	\$1,340,759	\$175,527	\$5,710,038
Middlesex County (CT)	\$903,716	\$3,239,222	\$312,127	\$422,823	\$275,833	\$312,127	\$1,589,668	\$156,065	\$7,211,578
City of Springfield (MO)	\$781,270	\$3,009,336	\$903,691	\$293,811	\$725,624	\$82,356	\$494,136	\$0	\$6,290,224
City of Sioux Falls (SD)	\$4,701,558	\$25,114,655	\$2,142,482	\$2,797,129	\$5,844,216	\$464,205	\$9,403,117	\$2,487,661	\$52,955,023
Pitt County (NC)	\$235,448	\$640,485	\$110,864	\$190,993	\$233,801	\$31,283	\$498,886	\$27,991	\$1,969,751
City of Providence (RI)	\$7,004,107	\$29,475,618	\$4,158,689	\$2,086,640	\$3,808,483	\$2,641,132	\$1,882,354	\$14,592	\$51,071,615
City of Worcester (MA)	\$1,928,596	\$4,762,929	\$1,276,621	\$245,954	\$1,713,873	\$144,450	\$1,768,530	\$19,521	\$11,860,474
Montgomery County (TN)	\$64,441	\$186,876	\$71,063	\$39,559	\$117,424	\$23,986	\$170,050	\$6,264	\$679,663
Salt Lake City (UT)	\$10,574,193	\$25,109,104	\$6,668,742	\$4,531,798	\$8,953,062	\$1,013,206	\$15,234,945	\$2,910,667	\$74,995,718
Cabarrus County (NC)	\$202,779	\$929,053	\$166,296	\$38,180	\$179,872	\$3,394	\$238,415	\$1,697	\$1,759,685
Richmond County (GA)	\$2,097,824	\$4,971,280	\$1,611,547	\$1,056,950	\$1,169,477	\$164,771	\$683,200	\$48,226	\$11,803,274
City of Tacoma (WA)	\$2,399,751	\$10,332,263	\$3,207,075	\$1,570,207	\$3,110,789	\$237,012	\$1,925,726	\$81,475	\$22,864,298
Doña Ana County (NM)	\$772,755	\$1,936,915	\$1,391,259	\$451,555	\$644,604	\$31,192	\$2,035,363	\$139,327	\$7,402,970
New Hanover County (NC)	\$2,165,086	\$10,088,382	\$414,591	\$276,394	\$1,882,111	\$6,581	\$868,667	\$0	\$15,701,813
Arlington County (VA)	\$1,906,381	\$6,535,534	\$1,076,753	\$392,750	\$992,907	\$119,149	\$1,195,901	\$39,717	\$12,259,092
City of Irving (TX)	\$63,268	\$302,648	\$12,051	\$36,154	\$90,110	\$1,643	\$142,149	\$4,657	\$652,680
City of Reno (NV)	\$1,822,782	\$4,484,511	\$591,236	\$301,460	\$1,537,680	\$56,086	\$3,484,318	\$668,353	\$12,946,426
York County (SC)	\$603,106	\$1,484,569	\$502,588	\$335,795	\$627,407	\$32,033	\$1,035,001	\$6,630	\$4,627,128
<b>Group C Average</b>	<b>\$1,886,346</b>	<b>\$5,648,908</b>	<b>\$1,645,054</b>	<b>\$740,077</b>	<b>\$1,530,002</b>	<b>\$190,683</b>	<b>\$2,917,035</b>	<b>\$185,345</b>	<b>\$14,743,452</b>
Percent of Group C Total	12.8%	38.3%	11.2%	5.0%	10.4%	1.3%	19.8%	1.3%	100.0%
Group C Median	\$818,803	\$2,451,657	\$819,527	\$297,636	\$636,006	\$66,760	\$1,129,697	\$22,395	\$6,243,156

**Table 24:**  
**Total Categorized Audience Expenditures by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	NON-RESIDENT ARTS ATTENDEES ONLY							Non-Resident Audience Expenditures	
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging		Other/ Miscellaneous
Buncombe County (NC)	\$1,506,076	\$8,223,614	\$6,006,582	\$1,486,666	\$2,838,798	\$214,073	\$10,293,936	\$163,396	\$30,733,141
Alachua County (FL)	\$4,866,425	\$8,627,456	\$4,664,218	\$4,751,841	\$3,808,213	\$208,946	\$5,203,434	\$384,192	\$32,514,725
Greater Green Bay Area (WI)	\$1,142,359	\$1,365,034	\$1,374,257	\$284,602	\$545,486	\$7,906	\$1,079,114	-\$1	\$5,798,758
City of Orlando (FL)	\$5,632,818	\$10,228,093	\$2,589,810	\$1,345,635	\$4,002,663	\$180,189	\$9,543,307	\$2,908,790	\$36,431,305
City of Lincoln (NE)	\$1,238,314	\$8,981,386	\$1,859,880	\$838,392	\$2,625,995	\$53,002	\$4,437,691	\$664,930	\$20,699,589
Southeastern Connecticut Region (CT)	\$4,896,064	\$15,155,497	\$7,997,259	\$1,614,320	\$3,366,708	\$477,924	\$10,493,083	\$0	\$44,000,856
Erie County (PA)	\$401,575	\$2,086,125	\$488,682	\$143,209	\$1,061,518	\$13,287	\$1,817,424	\$2,952	\$6,014,772
San Luis Obispo County (CA)	\$257,229	\$1,335,470	\$286,823	\$173,005	\$583,509	\$10,623	\$2,449,374	\$24,281	\$5,120,315
City of Newark (NJ)	\$7,755,757	\$10,596,771	\$2,882,488	\$3,566,819	\$8,595,619	\$746,544	\$1,607,142	\$72,580	\$35,823,720
Leon County (FL)	\$3,515,920	\$7,318,761	\$4,235,499	\$3,342,856	\$3,552,354	\$951,849	\$8,179,523	-\$2	\$31,096,760
Rutherford County (TN)	\$542,842	\$2,332,485	\$991,492	\$505,660	\$1,033,630	\$47,096	\$1,752,462	\$178,470	\$7,384,137
St. Lucie County (FL)	\$450,215	\$938,946	\$303,961	\$55,692	\$218,081	\$5,205	\$210,274	-\$1	\$2,182,373
Greater Spartanburg Area (SC)	\$274,895	\$1,309,123	\$69,502	\$192,945	\$206,430	\$36,307	\$513,484	\$0	\$2,602,686
Durham County (NC)	\$2,116,009	\$16,830,782	\$912,073	\$766,141	\$3,441,555	\$72,966	\$2,857,828	\$48,643	\$27,045,997
City of St. Paul (MN)	\$2,804,722	\$14,655,907	\$2,774,309	\$3,270,815	\$5,550,977	\$335,130	\$10,055,719	\$244,488	\$39,692,067
Hamilton County (IN)	\$2,320,608	\$3,759,803	\$1,146,496	\$835,756	\$767,534	\$68,884	\$1,962,809	\$40,784	\$10,902,674
Osceola County (FL)	\$88,314	\$405,773	\$80,979	\$18,484	\$79,512	\$91,835	\$412,520	\$55,158	\$1,232,573
Escambia County (FL)	\$2,304,380	\$12,629,775	\$2,791,845	\$1,577,614	\$2,774,119	\$452,013	\$6,221,826	\$0	\$28,751,572
Lexington-Fayette Urban County (KY)	\$807,779	\$2,435,393	\$673,149	\$265,241	\$653,055	\$114,536	\$466,181	\$90,422	\$5,505,756
Lake County (FL)	\$438,256	\$1,071,480	\$1,072,328	\$179,710	\$243,287	\$11,868	\$1,027,400	\$14,411	\$4,058,740
City of Riverside (CA)	\$1,480,993	\$3,984,321	\$1,510,998	\$64,298	\$1,187,366	\$186,464	\$109,306	\$55,726	\$8,579,470
Cumberland County (NC)	\$1,640,605	\$3,136,451	\$1,133,948	\$804,218	\$1,037,441	\$40,211	\$715,754	\$12,063	\$8,520,690
Collier County (FL)	\$2,298,690	\$8,748,984	\$3,184,867	\$1,466,220	\$1,702,534	\$64,449	\$3,711,202	\$332,988	\$21,509,934
Hamilton County (TN)	\$6,206,792	\$13,594,808	\$4,610,351	\$3,908,776	\$4,696,258	\$121,701	\$9,349,563	\$959,297	\$43,447,546
Manatee County (FL)	\$2,064,456	\$5,833,619	\$2,358,793	\$498,740	\$2,027,663	\$81,761	\$4,202,495	\$40,880	\$17,108,406
City of Tampa (FL)	\$20,595,026	\$37,668,721	\$13,266,851	\$7,537,551	\$18,843,878	\$609,095	\$34,071,254	\$228,411	\$132,820,787
Forsyth County (NC)	\$3,184,465	\$8,980,528	\$2,358,863	\$977,244	\$2,165,099	\$84,246	\$2,628,447	\$143,215	\$20,522,106
Mercer County (NJ)	\$2,239,353	\$5,569,175	\$949,291	\$554,970	\$1,932,659	\$262,881	\$1,888,846	\$384,586	\$13,781,761
City of Wichita (KS)	\$1,301,399	\$8,281,627	\$1,704,724	\$1,166,957	\$2,893,192	\$166,708	\$3,275,008	\$725,987	\$19,515,601
Clackamas County (OR)	\$782,610	\$1,186,433	\$985,066	\$245,994	\$474,573	\$46,805	\$416,884	\$25,034	\$4,163,398

**Table 24:**  
**Total Categorized Audience Expenditures by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	NON-RESIDENT ARTS ATTENDEES ONLY								Non-Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Sarasota County (FL)	\$4,515,651	\$26,310,198	\$2,114,767	\$4,130,017	\$4,316,614	\$248,796	\$15,437,804	\$709,069	<b>\$57,782,917</b>
City of Minneapolis (MN)	\$3,121,043	\$16,308,823	\$3,087,199	\$3,639,703	\$6,177,025	\$372,926	\$11,189,821	\$272,063	<b>\$44,168,603</b>
Berks County (PA)	\$418,394	\$1,017,967	\$333,719	\$180,557	\$328,115	\$6,849	\$1,437,606	\$97,749	<b>\$3,820,958</b>
City of Miami (FL)	\$14,060,072	\$27,455,364	\$5,434,567	\$4,753,168	\$13,062,903	\$947,310	\$21,555,452	\$216,054	<b>\$87,484,890</b>
City of Raleigh (NC)	\$22,458,555	\$75,180,684	\$22,228,996	\$10,483,210	\$28,121,019	\$879,977	\$49,202,219	\$76,519	<b>\$208,631,180</b>
Santa Barbara County (CA)	\$3,096,884	\$13,661,086	\$821,196	\$4,634,887	\$3,918,080	\$876,870	\$8,636,479	\$459,314	<b>\$36,104,797</b>
Seminole County (FL)	\$792,258	\$1,763,857	\$59,123	\$47,299	\$482,844	\$96,568	\$407,954	\$59,123	<b>\$3,709,027</b>
City of Virginia Beach (VA)	\$1,984,112	\$15,690,534	\$1,743,393	\$919,111	\$2,005,996	\$496,028	\$4,427,780	\$539,794	<b>\$27,806,748</b>
City of Atlanta (GA)	\$16,339,033	\$72,748,875	\$22,071,087	\$5,892,766	\$20,410,398	\$3,374,948	\$33,481,625	\$3,642,800	<b>\$177,961,533</b>
City of Mesa (AZ)	\$360,095	\$996,105	\$294,623	\$27,124	\$289,946	\$6,547	\$1,019,488	\$18,707	<b>\$3,012,634</b>
City of Kansas City (MO)	\$7,465,115	\$29,470,634	\$3,255,024	\$5,632,946	\$7,484,606	\$760,155	\$6,510,048	\$194,911	<b>\$60,773,437</b>
Morris County (NJ)	\$1,184,945	\$3,720,727	\$912,408	\$213,290	\$836,571	\$125,604	\$613,802	\$120,864	<b>\$7,728,211</b>
<b>Group D Average</b>	<b>\$3,832,169</b>	<b>\$12,180,886</b>	<b>\$3,276,702</b>	<b>\$1,976,058</b>	<b>\$4,055,805</b>	<b>\$332,311</b>	<b>\$7,020,794</b>	<b>\$338,301</b>	<b>\$33,013,027</b>
Percent of Group D Total	11.6%	36.9%	9.9%	6.0%	12.3%	1.0%	21.3%	1.0%	100.0%
Group D Median	\$2,090,232	\$8,252,621	\$1,724,059	\$878,751	\$2,096,381	\$123,653	\$3,066,418	\$94,086	\$20,610,848

**Table 24:**  
**Total Categorized Audience Expenditures by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 25	NON-RESIDENT ARTS ATTENDEES ONLY								Non-Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Sonoma County (CA)	\$1,614,073	\$3,838,177	\$371,548	\$444,129	\$1,498,289	\$72,582	\$3,276,535	\$188,365	\$11,303,698
Volusia County (FL)	\$162,524	\$2,115,936	\$690,727	\$65,635	\$898,570	\$129,707	\$1,920,596	\$129,705	\$6,113,400
Guilford County (NC)	\$6,127,475	\$16,266,224	\$3,214,532	\$2,631,091	\$5,898,027	\$782,991	\$8,290,580	\$523,828	\$43,734,748
Dane County (WI)	\$5,526,598	\$7,677,796	\$3,148,958	\$488,265	\$3,545,231	\$643,944	\$2,957,898	\$1	\$23,988,691
Brevard County (FL)	\$88,438	\$393,861	\$601,620	\$45,523	\$159,831	\$13,636	\$136,768	\$18,249	\$1,457,926
Washington County (OR)	\$392,306	\$1,624,920	\$92,023	\$112,606	\$280,910	\$75,071	\$415,311	\$3,633	\$2,996,780
Johnson County (KS)	\$403,910	\$1,895,374	\$398,451	\$34,114	\$401,181	\$50,488	\$264,725	\$0	\$3,448,243
City of Louisville (KY)	\$8,088,288	\$34,513,720	\$4,302,674	\$2,400,633	\$9,417,869	\$941,787	\$14,846,994	\$0	\$74,511,964
City of Baltimore (MD)	\$38,863,223	\$92,088,942	\$29,429,035	\$9,152,571	\$22,740,618	\$2,956,985	\$21,050,913	\$5,491,543	\$221,773,829
Polk County (FL)	\$1,235,831	\$5,019,528	\$3,810,203	\$659,331	\$2,269,555	\$188,854	\$3,902,973	\$29,818	\$17,116,095
City of Boston (MA)	\$60,636,027	\$188,604,831	\$31,048,568	\$24,595,336	\$69,402,681	\$7,062,027	\$62,705,931	\$852,313	\$444,907,715
District of Columbia (DC)	\$96,553,717	\$371,721,605	\$34,906,312	\$54,502,838	\$121,865,897	\$5,103,262	\$156,159,817	\$816,522	\$841,629,969
Nashville-Davidson County (TN)	\$21,267,939	\$38,761,276	\$24,131,432	\$7,887,621	\$15,749,209	\$780,952	\$34,518,101	\$2,603,175	\$145,699,705
City of El Paso (TX)	\$1,335,682	\$2,032,076	\$1,660,877	\$499,691	\$469,551	\$12,690	\$580,593	\$1	\$6,591,160
Lee County (FL)	\$3,345,341	\$12,539,667	\$6,653,197	\$3,652,904	\$3,236,725	\$247,000	\$7,062,292	\$94,695	\$36,831,821
City of Fort Worth (TX)	\$14,408,359	\$41,167,154	\$6,852,652	\$4,973,848	\$10,773,206	\$1,778,415	\$29,944,623	\$1,660,560	\$111,558,817
City of Indianapolis (IN)	\$8,182,307	\$51,955,138	\$12,424,055	\$5,496,703	\$11,671,082	\$1,154,559	\$16,916,794	\$276,089	\$108,076,725
City and County of San Francisco (CA)	\$61,067,213	\$188,744,802	\$33,720,927	\$22,819,367	\$79,913,977	\$5,081,236	\$114,928,308	\$4,896,463	\$511,172,291
Prince George's County (MD)	\$3,271,989	\$3,299,639	\$2,411,748	\$1,250,422	\$1,437,832	\$427,049	\$1,738,917	\$571,444	\$14,409,040
Pinellas County (FL)	\$6,117,840	\$22,520,107	\$7,320,869	\$3,286,322	\$7,922,383	\$220,066	\$14,729,764	\$132,041	\$62,249,392
Shelby County (TN)	\$3,381,606	\$7,902,387	\$1,626,661	\$1,688,237	\$3,253,321	\$389,988	\$6,398,881	\$97,497	\$24,738,576
Fairfield County (CT)	\$2,993,685	\$9,473,885	\$6,574,572	\$655,360	\$1,635,779	\$131,072	\$1,761,608	-\$2	\$23,225,958
Westchester County (NY)	\$2,003,703	\$10,525,575	\$1,529,357	\$801,481	\$4,113,725	\$466,168	\$1,259,470	\$73,605	\$20,773,085
Fulton County (GA)	\$16,584,388	\$73,310,274	\$22,235,890	\$6,004,964	\$20,517,253	\$3,429,609	\$33,742,186	\$3,669,102	\$179,493,666
Wake County (NC)	\$22,821,675	\$76,577,080	\$22,627,833	\$10,619,253	\$28,474,977	\$1,060,925	\$49,991,383	\$77,145	\$212,250,271
<b>Group E Average</b>	<b>\$15,458,965</b>	<b>\$50,582,799</b>	<b>\$10,471,389</b>	<b>\$6,590,730</b>	<b>\$17,101,907</b>	<b>\$1,328,042</b>	<b>\$23,580,078</b>	<b>\$888,232</b>	<b>\$126,002,143</b>
Percent of Group E Total	12.3%	40.1%	8.3%	5.2%	13.6%	1.1%	18.7%	0.7%	100.0%
Group E Median	\$5,526,598	\$12,539,667	\$4,302,674	\$2,400,633	\$4,113,725	\$466,168	\$7,062,292	\$129,705	\$36,831,821

**Table 24:**  
**Total Categorized Audience Expenditures by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Population Cohort Group F Population 1,000,000 or More Sample Size = 21	NON-RESIDENT ARTS ATTENDEES ONLY								Non-Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Mecklenburg County (NC)	\$4,793,178	\$19,051,662	\$2,180,013	\$3,252,372	\$4,768,532	\$1,155,605	\$13,977,564	\$118,455	\$49,297,381
City of San José (CA)	\$5,360,453	\$11,819,724	\$2,234,760	\$2,041,724	\$6,741,401	\$920,632	\$11,634,113	\$89,093	\$40,841,899
Montgomery County (MD)	\$4,257,018	\$18,355,259	\$2,328,839	\$1,514,997	\$4,532,472	\$1,489,956	\$3,480,738	\$87,645	\$36,046,923
Fairfax County (VA)	\$11,574,761	\$19,341,053	\$2,837,683	\$709,421	\$5,862,057	\$1,082,800	\$2,408,298	\$56,007	\$43,872,080
Allegheny County (PA)	\$11,798,876	\$60,102,760	\$12,585,468	\$5,112,846	\$21,774,289	\$1,215,642	\$54,096,059	\$3,539,663	\$170,225,603
Greater Columbus Area (OH)	\$10,502,756	\$39,064,852	\$3,935,722	\$854,614	\$8,501,160	\$1,057,022	\$17,609,545	\$314,858	\$81,840,528
Orange County (FL)	\$8,227,921	\$22,415,228	\$4,667,489	\$2,982,607	\$8,009,497	\$274,989	\$15,416,478	\$3,281,077	\$65,275,286
City of Dallas (TX)	\$21,831,535	\$48,831,812	\$8,339,388	\$6,490,153	\$15,829,961	\$2,803,955	\$30,240,782	\$138,466	\$134,506,052
Hillsborough County (FL)	\$24,028,854	\$43,999,535	\$15,492,783	\$8,807,642	\$21,966,730	\$710,571	\$39,645,905	\$267,693	\$154,919,713
City of San Diego (CA)	\$28,677,240	\$83,660,683	\$26,221,145	\$7,497,647	\$37,407,988	\$563,925	\$155,946,747	\$384,094	\$340,359,469
Palm Beach County (FL)	\$9,839,785	\$16,314,667	\$6,610,612	\$2,303,240	\$7,280,879	\$760,064	\$17,219,157	\$1,717,133	\$62,045,537
City of San Antonio (TX)	\$5,915,079	\$29,287,634	\$15,539,072	\$5,899,093	\$12,245,813	\$783,348	\$47,336,619	\$911,241	\$117,917,899
Sacramento County (CA)	\$2,759,873	\$8,962,104	\$2,059,428	\$838,139	\$2,771,847	\$107,761	\$2,047,455	\$161,640	\$19,708,249
City of Phoenix (AZ)	\$8,308,434	\$20,863,694	\$11,536,551	\$8,109,984	\$12,872,781	\$105,840	\$28,947,218	\$277,829	\$91,022,331
City and County of Philadelphia (PA)	\$64,021,515	\$201,506,568	\$40,531,607	\$14,047,886	\$84,172,172	\$1,612,052	\$187,458,681	\$2,993,812	\$596,344,293
Broward County (FL)	\$16,458,811	\$48,637,465	\$9,438,624	\$8,430,941	\$21,530,812	\$1,309,987	\$37,351,424	\$1,410,758	\$144,568,821
Santa Clara County (CA)	\$6,196,977	\$14,459,139	\$2,681,758	\$2,450,408	\$7,899,338	\$1,069,631	\$13,430,617	\$123,148	\$48,311,016
Riverside County (CA)	\$6,750,819	\$6,853,032	\$4,785,867	\$671,830	\$2,649,879	\$345,173	\$2,541,139	\$79,617	\$24,677,356
Miami-Dade County (FL)	\$28,320,201	\$77,135,452	\$10,588,651	\$11,836,209	\$28,934,111	\$1,671,717	\$50,141,263	\$1,358,098	\$209,985,702
City of Chicago (IL)	\$63,912,973	\$312,729,896	\$73,386,003	\$35,853,619	\$124,108,682	\$5,755,765	\$543,080,406	\$7,074,795	\$1,165,902,140
Harris County (TX)	\$9,629,206	\$46,517,457	\$10,836,462	\$7,649,577	\$20,997,691	\$2,016,399	\$40,201,695	\$1,600,119	\$139,448,606
<b>Group F Average</b>	<b>\$16,817,441</b>	<b>\$54,757,604</b>	<b>\$12,800,854</b>	<b>\$6,540,712</b>	<b>\$21,945,623</b>	<b>\$1,276,802</b>	<b>\$62,581,519</b>	<b>\$1,237,392</b>	<b>\$177,957,947</b>
Percent of Group F Total	9.5%	30.8%	7.2%	3.7%	12.3%	0.7%	35.2%	0.7%	100.0%
Group F Median	\$9,839,785	\$29,287,634	\$8,339,388	\$5,112,846	\$12,245,813	\$1,069,631	\$28,947,218	\$314,858	\$91,022,331
<b>ALL CITY/COUNTY STUDY REGIONS</b>									
<b>Average</b>	<b>\$4,622,750</b>	<b>\$14,911,950</b>	<b>\$3,618,910</b>	<b>\$1,971,611</b>	<b>\$5,239,889</b>	<b>\$382,042</b>	<b>\$11,025,803</b>	<b>\$340,361</b>	<b>\$42,113,316</b>
Percent of Total	11.0%	35.4%	8.6%	4.7%	12.4%	0.9%	26.2%	0.8%	100.0%
Median	\$1,090,844	\$3,187,836	\$967,178	\$325,724	\$846,929	\$66,760	\$1,745,689	\$44,004	\$8,104,529

**Table 24:**  
**Total Categorized Audience Expenditures by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Regional Study Regions All Populations Sample Size = 81	NON-RESIDENT ARTS ATTENDEES ONLY							Non-Resident Audience Expenditures	
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging		Other/ Miscellaneous
High Peaks Region (ME)	\$84,862	\$236,170	\$127,146	\$15,175	\$88,398	\$3,094	\$128,619	\$0	\$683,464
Wood River Valley (ID)	\$805,955	\$2,951,501	\$1,238,731	\$724,351	\$799,537	\$37,593	\$2,878,149	\$21,090	\$9,456,907
Southern Oregon Area	\$3,478,584	\$18,821,884	\$5,246,745	\$1,392,878	\$3,099,693	\$28,868	\$28,611,718	\$447,452	\$61,127,821
Southwestern Pennsylvania Area	\$923,561	\$3,275,650	\$468,425	\$279,061	\$1,421,885	\$102,987	\$1,431,851	\$43,188	\$7,946,607
Greater Portsmouth Area (NH)	\$1,919,490	\$7,412,185	\$1,109,507	\$489,364	\$1,624,184	\$101,248	\$2,577,601	\$358,588	\$15,592,167
Northeast Oregon Region	\$23,953	\$75,473	\$68,931	\$4,616	\$26,460	\$1,108	\$68,984	\$0	\$269,524
Toe River Valley (NC)	\$187,788	\$607,093	\$1,729,040	\$35,279	\$275,985	\$13,965	\$586,147	\$5,144	\$3,440,441
Albemarle Region (NC)	\$171,612	\$610,879	\$183,896	\$74,080	\$145,182	\$11,168	\$154,116	\$24,197	\$1,375,128
Greater Concord Area (NH)	\$1,011,009	\$3,592,397	\$770,687	\$1,035,870	\$687,817	\$72,511	\$2,842,427	\$198,888	\$10,211,606
North Central Minnesota Region	\$28,665	\$133,857	\$10,494	\$13,181	\$41,974	\$3,327	\$19,707	\$47,605	\$298,810
Northwest Minnesota Region	\$18,346	\$30,594	\$13,112	\$0	\$15,754	\$8,284	\$24,140	\$2,490	\$112,721
Monadnock Region (NH)	\$214,196	\$824,511	\$114,434	\$65,139	\$221,826	\$25,234	\$377,338	\$14,084	\$1,856,762
Bismarck-Mandan Region (ND)	\$280,108	\$1,429,220	\$712,220	\$231,352	\$537,272	\$102,292	\$365,192	\$116,632	\$3,774,288
Greater Minot Region (ND)	\$63,232	\$553,664	\$61,175	\$30,331	\$241,618	\$26,733	\$438,511	\$37,012	\$1,452,276
Greater Burlington Area (VT)	\$1,784,670	\$5,188,135	\$1,695,589	\$1,044,384	\$1,363,843	\$52,219	\$4,453,994	\$684,995	\$16,267,829
Greater Charlottesville Area (VA)	\$3,572,595	\$12,861,342	\$5,105,452	\$818,338	\$3,108,463	\$122,141	\$10,729,999	\$91,605	\$36,409,934
Brainerd Lakes Region (MN)	\$19,012	\$78,104	\$3,254	\$3,768	\$59,434	\$0	\$56,865	\$0	\$220,436
East Central Minnesota Region	\$220,370	\$695,766	\$1,545,258	\$36,432	\$592,690	\$37,321	\$768,630	\$0	\$3,896,467
Northwest Connecticut Region	\$718,918	\$3,618,269	\$546,722	\$228,160	\$1,089,140	\$86,098	\$764,119	\$51,659	\$7,103,085
Central Oregon Region	\$1,663,998	\$4,023,184	\$4,101,134	\$1,037,215	\$1,582,866	\$36,589	\$4,907,680	\$186,126	\$17,538,791
Greater Fargo-Moorhead Area (ND/MN)	\$776,990	\$3,114,618	\$828,049	\$672,651	\$1,434,101	\$48,839	\$2,271,029	\$93,238	\$9,239,515
Black Hills Region (SD)	\$2,039,972	\$4,323,120	\$1,724,745	\$387,280	\$2,449,768	\$148,607	\$5,498,469	\$0	\$16,571,960
Greater Kingsport Area (TN)	\$763,983	\$3,746,740	\$1,062,552	\$910,341	\$1,170,856	\$79,033	\$2,373,911	\$93,667	\$10,201,083
Lake Region (MN)	\$133,645	\$153,481	\$250,182	\$3,471	\$121,992	\$6,943	\$216,212	\$0	\$885,926
South Central Minnesota Region	\$190,903	\$858,153	\$162,722	\$149,086	\$828,154	\$156,358	\$467,257	\$205,449	\$3,018,082
Greater Sioux Falls Area (SD)	\$4,717,739	\$25,207,409	\$2,152,172	\$2,809,568	\$5,869,996	\$465,602	\$9,447,826	\$2,498,839	\$53,169,151
Southwest Tennessee Development District	\$131,250	\$348,199	\$83,118	\$101,623	\$169,110	\$6,231	\$84,727	\$0	\$924,258
Northwest Tennessee Development District	\$854,358	\$1,551,558	\$955,485	\$723,066	\$704,617	\$183,115	\$552,101	\$22,052	\$5,546,352
Southwest Minnesota Region	\$90,708	\$262,926	\$98,320	\$47,891	\$141,136	\$0	\$337,775	\$6,026	\$984,782
Arrowhead Region (MN)	\$151,485	\$2,410,502	\$1,028,203	\$41,658	\$1,352,002	\$0	\$3,491,725	\$37,871	\$8,513,447

**Table 24:**  
**Total Categorized Audience Expenditures by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Regional Study Regions All Populations Sample Size = 81	NON-RESIDENT ARTS ATTENDEES ONLY								Non-Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Maple Grove and the Northwest Suburbs (MN)	\$36,407	\$190,243	\$36,013	\$42,457	\$72,055	\$4,351	\$130,529	\$3,174	\$515,228
Greater Augusta Area (GA)	\$2,104,293	\$4,978,204	\$1,614,536	\$1,058,949	\$1,171,605	\$164,946	\$685,840	\$48,224	\$11,826,598
Upper Cumberland Development District (TN)	\$214,440	\$835,562	\$368,688	\$55,046	\$351,971	\$11,870	\$600,373	\$1,935	\$2,439,885
City of Huntsville/Madison County (AL)	\$857,963	\$3,949,024	\$1,324,313	\$693,546	\$1,431,932	\$41,852	\$1,309,366	\$206,269	\$9,814,266
Northeast Commission (NC)	\$2,937,214	\$7,294,590	\$5,512,732	\$1,127,550	\$1,306,652	\$141,070	\$7,189,004	\$121,161	\$25,629,973
Greater Ann Arbor Area (MI)	\$1,918,400	\$8,881,554	\$3,457,306	\$13,708	\$3,259,013	\$325,964	\$6,939,383	\$174,162	\$24,969,491
Greater Fox Cities Region (WI)	\$990,766	\$2,934,118	\$826,593	\$851,409	\$1,027,037	\$55,361	\$1,485,195	\$208,080	\$8,378,557
Central Minnesota Region	\$122,120	\$687,150	\$396,433	\$27,340	\$247,884	\$32,808	\$641,583	\$15,493	\$2,170,812
South Central Tennessee Development District	\$369,255	\$1,073,261	\$815,867	\$217,668	\$478,150	\$51,785	\$533,578	\$20,027	\$3,559,591
Northwest Arkansas Region	\$3,747,270	\$8,554,236	\$3,120,470	\$852,267	\$3,995,284	\$153,318	\$11,431,202	\$252,523	\$32,106,572
Southeast Minnesota Region	\$324,652	\$1,284,051	\$430,929	\$64,057	\$550,308	\$0	\$579,424	\$0	\$3,233,422
First Tennessee Development District	\$2,396,901	\$7,532,087	\$2,846,266	\$1,286,262	\$2,935,722	\$181,721	\$7,355,512	\$121,075	\$24,655,546
Greater Harrisburg Area (PA)	\$350,995	\$1,240,646	\$191,136	\$169,416	\$579,489	\$51,259	\$374,453	\$1	\$2,957,395
Greater New Haven Area (CT)	\$758,569	\$5,764,533	\$1,520,090	\$360,099	\$1,649,962	\$67,888	\$569,665	\$106,258	\$10,797,063
Treasure Coast Region (FL)	\$1,553,074	\$4,394,943	\$2,302,221	\$736,964	\$1,463,147	\$78,667	\$1,786,813	\$9,906	\$12,325,734
Greater Des Moines Region (IA)	\$7,103,443	\$18,069,549	\$3,398,441	\$2,916,704	\$6,122,450	\$183,936	\$21,678,204	\$525,533	\$59,998,260
Southeast Tennessee Development District	\$6,706,333	\$14,952,802	\$5,301,023	\$4,048,102	\$5,185,646	\$157,822	\$10,008,132	\$1,004,877	\$47,364,737
Greater Knoxville Region (TN)	\$9,915,586	\$20,173,998	\$5,966,493	\$2,050,364	\$4,977,571	\$316,455	\$19,791,615	\$92,300	\$63,284,383
Greater Columbia Area (SC)	\$2,035,888	\$4,310,388	\$754,318	\$490,692	\$1,241,161	\$11,546	\$2,424,593	\$38,486	\$11,307,069
Pikes Peak Region (CO)	\$5,592,186	\$8,788,659	\$3,391,665	\$1,017,437	\$5,270,888	\$155,889	\$5,949,816	\$496,097	\$30,662,637
Lehigh Valley Region (PA)	\$6,615,921	\$17,669,071	\$6,479,039	\$1,711,014	\$6,581,700	\$11,407	\$15,205,211	\$501,897	\$54,775,262
Greater Sarasota/Bradenton Area (FL)	\$6,580,107	\$32,143,817	\$4,473,561	\$4,628,757	\$6,344,277	\$330,557	\$19,640,299	\$749,949	\$74,891,323
Dayton Region (OH)	\$3,917,054	\$11,975,249	\$1,882,337	\$2,760,761	\$3,621,258	\$71,708	\$2,814,542	\$0	\$27,042,910
Richmond & Tri-Cities Region (VA)	\$6,525,642	\$23,056,202	\$3,270,838	\$2,821,899	\$4,842,123	\$913,910	\$4,729,888	\$144,302	\$46,304,806
Memphis Area Association of Governments (TN)	\$3,385,922	\$7,912,295	\$1,628,685	\$1,690,470	\$3,257,409	\$390,528	\$6,407,670	\$97,633	\$24,770,612
Eastern Region (NC)	\$840,893	\$3,923,472	\$1,301,131	\$732,348	\$1,748,158	\$123,309	\$2,428,059	\$38,491	\$11,135,861
Advantage West Region (NC)	\$6,457,586	\$21,666,290	\$26,671,416	\$3,553,143	\$8,712,155	\$671,328	\$27,890,539	\$439,808	\$96,062,265
Southeast Commission (NC)	\$4,006,706	\$13,665,913	\$1,709,297	\$1,167,001	\$3,067,767	\$54,717	\$1,816,742	\$14,476	\$25,502,619
Greater Fairfax Area (VA)	\$12,919,436	\$24,215,180	\$6,199,813	\$2,399,412	\$6,552,008	\$1,238,930	\$3,663,615	\$125,099	\$57,313,493
Greater Tulsa Region (OK)	\$4,997,843	\$12,927,281	\$3,184,726	\$1,442,251	\$5,368,707	\$111,848	\$19,585,184	\$23,548	\$47,641,387

SOURCE: Arts and Economic Prosperity 5, Americans for the Arts, 2017. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 24:**  
**Total Categorized Audience Expenditures by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Regional Study Regions All Populations Sample Size = 81	NON-RESIDENT ARTS ATTENDEES ONLY								Non-Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
East Tennessee Development District	\$19,210,181	\$35,346,218	\$8,868,191	\$3,206,444	\$8,088,429	\$375,289	\$33,724,041	\$238,275	<b>\$109,057,068</b>
West Valley Region (AZ)	\$128,387	\$688,779	\$595,092	\$104,097	\$198,653	\$7,808	\$300,148	-\$1	<b>\$2,022,963</b>
Greater St. Louis Area (MO)	\$14,635,279	\$33,014,094	\$5,547,781	\$3,080,098	\$8,083,937	\$607,230	\$12,233,942	\$3,186,346	<b>\$80,388,707</b>
Western New York	\$5,233,277	\$13,360,985	\$5,260,160	\$3,835,347	\$5,806,786	\$125,456	\$13,495,402	\$698,963	<b>\$47,816,376</b>
Greater Oklahoma City Region (OK)	\$22,619,076	\$37,141,691	\$26,139,561	\$10,059,996	\$22,213,217	\$1,001,933	\$64,126,890	\$1,323,057	<b>\$184,625,421</b>
Piedmont Triad Partnership (NC)	\$10,646,216	\$29,034,439	\$6,978,720	\$4,145,975	\$9,689,378	\$1,025,951	\$13,651,706	\$943,648	<b>\$76,116,033</b>
Greater Portland Area (OR)	\$3,928,718	\$12,697,756	\$2,919,160	\$1,102,871	\$3,788,388	\$382,371	\$7,437,602	\$165,117	<b>\$32,421,983</b>
Greater Kansas City Metropolitan Area (MO/KS)	\$7,939,045	\$31,770,472	\$3,697,263	\$5,718,675	\$8,008,692	\$828,624	\$7,015,082	\$200,834	<b>\$65,178,687</b>
Greater Nashville Regional Council (TN)	\$22,377,571	\$42,333,435	\$25,752,833	\$8,637,444	\$17,453,001	\$872,647	\$37,911,781	\$2,884,104	<b>\$158,222,816</b>
Research Triangle Regional Partnership (NC)	\$28,333,998	\$104,609,779	\$26,186,988	\$12,775,860	\$34,823,210	\$1,564,678	\$56,158,797	\$244,787	<b>\$264,698,097</b>
Greater Tampa/St. Petersburg Area (FL)	\$30,146,694	\$66,519,642	\$22,813,652	\$12,093,964	\$29,889,113	\$930,637	\$54,375,669	\$399,734	<b>\$217,169,105</b>
Charlotte Regional Partnership (NC)	\$7,312,843	\$26,238,630	\$9,784,586	\$4,148,733	\$8,156,514	\$1,283,234	\$17,715,146	\$226,196	<b>\$74,865,882</b>
Greater Charlotte Region (NC/SC)	\$7,915,949	\$27,723,199	\$10,287,174	\$4,484,528	\$8,783,921	\$1,315,267	\$18,750,146	\$232,826	<b>\$79,493,010</b>
Seven-County Metro Area (MN)	\$6,319,413	\$33,085,327	\$6,227,826	\$7,395,545	\$12,547,239	\$755,582	\$22,781,938	\$549,514	<b>\$89,662,381</b>
Central Florida Region	\$11,033,542	\$33,185,663	\$10,982,469	\$3,998,589	\$12,143,096	\$807,457	\$23,224,689	\$3,587,542	<b>\$98,963,047</b>
Greater Philadelphia Region (PA)	\$71,876,886	\$224,504,479	\$45,815,871	\$15,042,237	\$93,263,378	\$1,839,332	\$213,254,979	\$3,079,042	<b>\$668,676,204</b>
Greater Washington Region (DC/MD/VA)	\$123,685,597	\$445,474,686	\$53,924,836	\$65,972,026	\$141,143,441	\$8,930,693	\$172,195,380	\$1,685,210	<b>\$1,013,011,869</b>
Metro Atlanta Area (GA)	\$19,933,038	\$80,972,346	\$24,485,152	\$7,536,256	\$21,975,627	\$4,175,624	\$37,298,374	\$4,028,086	<b>\$200,404,503</b>
Greater Atlanta Region (GA)	\$20,149,319	\$81,467,221	\$24,630,426	\$7,635,159	\$22,069,820	\$4,223,807	\$37,528,060	\$4,051,271	<b>\$201,755,083</b>
Greater Houston Region (TX)	\$9,760,493	\$47,045,157	\$10,960,590	\$7,725,952	\$21,208,144	\$2,025,551	\$40,908,005	\$1,614,722	<b>\$141,248,614</b>
Dallas-Fort Worth-Arlington MSA (TX)	\$36,918,312	\$91,640,901	\$15,796,466	\$11,836,633	\$27,194,001	\$4,680,061	\$61,560,266	\$1,805,697	<b>\$251,432,337</b>
<b>Regional Average</b>	<b>\$7,573,193</b>	<b>\$23,480,196</b>	<b>\$5,941,095</b>	<b>\$3,147,273</b>	<b>\$7,916,139</b>	<b>\$565,846</b>	<b>\$15,286,678</b>	<b>\$518,687</b>	<b>\$64,429,106</b>
Percent of Regional Total	11.8%	36.4%	9.2%	4.9%	12.3%	0.9%	23.7%	0.8%	100.0%
Regional Median	\$2,039,972	\$7,294,590	\$1,729,040	\$1,017,437	\$1,748,158	\$111,848	\$3,663,615	\$121,075	\$17,538,791



**Table 24:**  
**Total Categorized Audience Expenditures by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Statewide Study Regions All Populations Sample Size = 20	NON-RESIDENT ARTS ATTENDEES ONLY								Non-Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
State of Vermont	\$1,957,067	\$6,026,531	\$1,860,764	\$1,106,987	\$1,580,064	\$53,182	\$5,171,519	\$743,746	\$18,499,860
State of North Dakota	\$1,679,059	\$6,040,215	\$1,997,553	\$1,231,051	\$2,517,552	\$273,319	\$5,105,551	\$284,824	\$19,129,124
State of Delaware	\$1,727,959	\$8,060,564	\$5,237,419	\$715,521	\$2,380,203	\$462,411	\$5,626,818	\$355,327	\$24,566,222
State of Maine	\$3,211,497	\$11,325,374	\$2,296,308	\$768,180	\$3,160,712	\$152,365	\$5,941,914	\$389,418	\$27,245,768
State of Hawai'i	\$1,344,287	\$4,559,105	\$1,536,328	\$673,391	\$1,738,346	\$24,940	\$3,840,822	\$583,605	\$14,300,825
State of Nevada	\$9,673,592	\$17,472,346	\$5,715,899	\$2,199,254	\$8,795,043	\$192,084	\$14,320,908	\$3,375,956	\$61,745,082
State of Connecticut	\$11,730,489	\$44,851,733	\$20,164,819	\$3,905,184	\$10,304,415	\$1,182,371	\$18,809,751	\$459,550	\$111,408,312
State of Oklahoma	\$28,223,256	\$51,302,225	\$30,174,124	\$11,804,449	\$28,343,134	\$1,168,344	\$85,832,093	\$1,370,983	\$238,218,608
State of Oregon	\$15,347,304	\$54,106,974	\$19,731,150	\$4,848,857	\$13,339,709	\$886,899	\$55,490,534	\$1,550,511	\$165,301,938
State of Minnesota	\$7,619,318	\$39,679,911	\$10,166,733	\$7,782,428	\$16,498,567	\$1,000,625	\$29,385,257	\$864,447	\$112,997,286
State of Wisconsin	\$13,211,970	\$29,278,540	\$14,382,073	\$4,178,584	\$11,374,394	\$1,151,380	\$22,629,521	\$875,800	\$97,082,262
State of Maryland	\$48,105,783	\$119,377,950	\$35,768,263	\$12,364,122	\$30,272,385	\$5,195,070	\$28,859,487	\$6,302,721	\$286,245,781
State of Missouri	\$19,725,784	\$53,762,977	\$9,144,756	\$5,345,901	\$14,162,467	\$1,340,226	\$23,205,927	\$3,735,202	\$130,423,240
State of Tennessee	\$55,646,211	\$111,885,417	\$46,620,156	\$19,966,125	\$38,624,055	\$2,231,008	\$97,177,915	\$4,389,978	\$376,540,865
State of Massachusetts	\$72,930,308	\$222,010,534	\$39,726,100	\$27,102,683	\$80,309,083	\$7,601,823	\$79,844,558	\$1,300,955	\$530,826,044
State of New Jersey	\$14,911,406	\$32,381,446	\$9,863,396	\$5,768,342	\$15,666,765	\$1,668,154	\$17,806,188	\$866,723	\$98,932,420
State of North Carolina	\$60,535,456	\$206,433,113	\$78,144,870	\$27,650,610	\$67,503,834	\$4,864,287	\$126,849,993	\$2,028,567	\$574,010,730
State of Pennsylvania	\$93,961,425	\$315,112,202	\$67,591,776	\$23,086,572	\$127,264,342	\$3,304,796	\$293,588,679	\$7,408,572	\$931,318,364
State of Illinois	\$73,883,565	\$364,252,570	\$85,718,051	\$42,580,190	\$142,833,358	\$6,876,860	\$633,507,470	\$8,434,422	\$1,358,086,486
State of Florida	\$125,385,132	\$345,434,874	\$94,470,226	\$62,020,184	\$129,253,906	\$8,041,092	\$253,242,544	\$39,676,161	\$1,057,524,119
<b>Statewide Average</b>	<b>\$33,040,543</b>	<b>\$102,167,730</b>	<b>\$29,015,538</b>	<b>\$13,254,931</b>	<b>\$37,296,117</b>	<b>\$2,383,562</b>	<b>\$90,311,872</b>	<b>\$4,249,873</b>	<b>\$311,720,167</b>
Percent of Statewide Total	10.6%	32.8%	9.3%	4.3%	12.0%	0.8%	29.0%	1.4%	100.0%
Statewide Median	\$15,129,355	\$48,076,979	\$17,056,612	\$5,557,122	\$14,914,616	\$1,175,358	\$26,032,707	\$1,335,969	\$121,710,263

**Table 24:**  
**Total Categorized Audience Expenditures by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2015**

Individual Arts Districts All Populations Sample Size = 12	NON-RESIDENT ARTS ATTENDEES ONLY								Non-Resident Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
James River Arts & Cultural District	\$139,001	\$530,372	\$252,370	\$53,727	\$121,255	\$9,365	\$137,029	\$2,956	\$1,246,076
Center City Charlotte	\$4,227,734	\$16,707,061	\$1,888,531	\$2,897,178	\$4,206,274	\$997,917	\$12,575,900	\$107,304	\$43,607,899
Loch Haven Cultural Park	\$3,019,854	\$4,733,041	\$1,205,038	\$440,395	\$1,761,582	\$77,432	\$4,268,448	\$1,563,162	\$17,068,952
Downtown Colorado Springs Creative District	\$960,520	\$1,304,434	\$145,650	\$55,180	\$348,406	\$14,758	\$364,446	-\$1	\$3,193,393
Fort Worth Cultural District	\$8,882,790	\$25,103,535	\$4,295,103	\$2,621,535	\$5,863,343	\$1,146,921	\$18,514,589	\$1,100,109	\$67,527,926
Dallas Arts District	\$10,319,086	\$21,079,294	\$3,591,987	\$3,087,849	\$6,790,117	\$1,102,804	\$13,328,163	-\$1	\$59,299,298
Grand Center Arts & Entertainment District	\$1,925,199	\$4,045,965	\$330,179	\$33,018	\$987,998	\$22,858	\$817,828	\$827,988	\$8,991,034
Balboa Park Cultural District	\$15,434,402	\$50,979,429	\$13,713,093	\$3,155,733	\$22,979,473	\$430,328	\$102,073,612	\$0	\$208,766,069
East End Cultural District	\$148,900	\$472,131	\$86,935	\$79,074	\$172,021	\$28,208	\$175,720	\$135,950	\$1,298,938
Houston Museum District Association	\$4,535,773	\$25,239,653	\$7,347,618	\$3,631,966	\$12,452,455	\$1,389,185	\$28,235,606	-\$1	\$82,832,254
Midtown Cultural District	\$80,299	\$659,578	\$54,854	\$8,922	\$153,659	\$331	\$111,692	\$1	\$1,069,336
Washington Avenue Cultural District	\$57,533	\$177,762	\$63,139	\$36,585	\$75,972	\$2,803	\$65,794	\$34,077	\$513,665
<b>Arts District Average</b>	<b>\$4,144,258</b>	<b>\$12,586,021</b>	<b>\$2,747,875</b>	<b>\$1,341,764</b>	<b>\$4,659,380</b>	<b>\$435,242</b>	<b>\$15,055,735</b>	<b>\$314,295</b>	<b>\$41,284,570</b>
Percent of Arts District Total	10.0%	30.5%	6.7%	3.3%	11.3%	1.1%	36.5%	0.8%	100.0%
Arts District Median	\$2,472,527	\$4,389,503	\$767,609	\$259,735	\$1,374,790	\$52,820	\$2,543,138	\$18,517	\$13,029,993

## **Explanation of Table 25: Average Per Person Audience Spending by Non-Resident Attendees to Nonprofit Arts and Cultural Events Per Study Region During 2016**

This table presents the average dollars spent per person by non-resident audience members as a direct result of their attendance to nonprofit arts and cultural events in each participating study region during 2016. Non-residents are attendees who reside outside the county in which the nonprofit arts and cultural event at which they were surveyed took place (outside the multi-city or multi-county region for regional analyses, and outside the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group.

### **Column Two:**

The average dollars spent per person by non-resident audience members to purchase refreshments (e.g., snacks) while attending nonprofit arts and cultural events.

### **Column Three:**

The average dollars spent per person by non-resident audience members to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and cultural events.

### **Column Four:**

The average dollars spent per person by non-resident audience members to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and cultural events.

### **Column Five:**

The average dollars spent per person by non-resident audience members to purchase clothing or accessories for the purpose of attending nonprofit arts and cultural events.

### **Column Six:**

The average dollars spent per person by non-resident audience members on local ground transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and cultural events.

### **Column Seven:**

The average dollars spent per person by non-resident audience members on child care for the purpose of attending nonprofit arts and cultural events.

### **Column Eight:**

The average dollars spent per person by non-resident audience members on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and cultural events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

### **Column Nine:**

The average dollars spent per person by non-resident audience members on miscellaneous products and services for the purpose of or as a result of attending nonprofit arts and cultural events.

### **Column Ten:**

The average dollars spent per person by non-resident audience members for the purpose of or as a result of attending nonprofit arts and cultural events. This figure is the sum of Column Two through Column Nine.

**Table 25:**  
**Average Per Person Audience Spending by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	NON-RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Town of Crested Butte (CO)	\$8.07	\$40.98	\$6.25	\$1.17	\$1.86	\$1.55	\$46.45	\$0.46	\$106.79
City of Pine City (MN)	\$2.48	\$7.83	\$17.39	\$0.41	\$6.67	\$0.42	\$8.65	\$0.00	\$43.85
City of Alva (OK)	\$1.68	\$10.24	\$6.30	\$0.51	\$2.64	\$0.78	\$4.78	\$0.00	\$26.93
Cook County (MN)	\$0.80	\$12.73	\$5.43	\$0.22	\$7.14	\$0.00	\$18.44	\$0.20	\$44.96
Town of Hillsborough (NC)	\$2.53	\$7.11	\$2.47	\$0.79	\$1.11	\$0.56	\$2.31	\$0.00	\$16.88
City of Virginia (MN)	\$0.80	\$12.73	\$5.43	\$0.22	\$7.14	\$0.00	\$18.44	\$0.20	\$44.96
Town of Jackson (WY)	\$11.98	\$24.63	\$8.61	\$3.84	\$7.59	\$0.88	\$23.09	\$1.34	\$81.96
City of Guthrie (OK)	\$7.28	\$11.12	\$6.67	\$2.89	\$3.41	\$0.47	\$11.70	\$0.00	\$43.54
City of Grand Rapids (MN)	\$0.80	\$12.73	\$5.43	\$0.22	\$7.14	\$0.00	\$18.44	\$0.20	\$44.96
Town of Medfield (MA)	\$2.47	\$6.26	\$3.41	\$0.68	\$0.24	\$0.64	\$2.56	\$0.17	\$16.43
City of Fergus Falls (MN)	\$5.39	\$6.19	\$10.09	\$0.14	\$4.92	\$0.28	\$8.72	\$0.00	\$35.73
Grundy County (TN)	\$6.40	\$10.17	\$12.09	\$2.71	\$4.84	\$0.05	\$8.20	\$0.53	\$44.99
City of Falls Church (VA)	\$4.16	\$14.85	\$10.44	\$5.34	\$2.10	\$0.47	\$3.80	\$0.21	\$41.37
City of Jamestown (ND)	\$8.45	\$16.68	\$4.65	\$4.74	\$6.40	\$1.67	\$38.41	\$0.60	\$81.60
City of Waterville (ME)	\$1.65	\$11.23	\$0.52	\$0.16	\$2.76	\$0.16	\$1.19	\$0.00	\$17.67
City of Red Wing (MN)	\$2.23	\$8.82	\$2.96	\$0.44	\$3.78	\$0.00	\$3.98	\$0.00	\$22.21
City of Durango (CO)	\$7.70	\$22.73	\$8.76	\$2.33	\$6.58	\$0.03	\$17.63	\$2.54	\$68.30
City of Hannibal (MO)	\$4.65	\$9.98	\$6.88	\$1.64	\$3.75	\$0.32	\$6.13	\$1.49	\$34.84
City of Tullahoma (TN)	\$0.66	\$8.21	\$0.19	\$1.97	\$1.64	\$0.15	\$1.54	\$2.09	\$16.45
City of Northfield (MN)	\$2.23	\$8.82	\$2.96	\$0.44	\$3.78	\$0.00	\$3.98	\$0.00	\$22.21
Town of Carrboro (NC)	\$2.17	\$9.58	\$2.56	\$1.79	\$1.87	\$0.30	\$2.54	\$0.59	\$21.40
Macon County (TN)	\$1.47	\$5.54	\$4.35	\$0.42	\$4.04	\$0.11	\$2.44	\$0.00	\$18.37
City of Laguna Beach (CA)	\$9.07	\$22.03	\$18.86	\$5.21	\$7.16	\$0.16	\$23.74	\$0.31	\$86.54
Hickman County (TN)	\$3.76	\$7.26	\$6.35	\$2.17	\$4.43	\$0.29	\$4.93	\$0.00	\$29.19
City of Fairfax (VA)	\$2.78	\$16.01	\$5.95	\$0.60	\$2.32	\$0.66	\$4.76	\$0.24	\$33.32
City of Ponca City (OK)	\$6.32	\$10.32	\$11.11	\$1.46	\$4.29	\$1.82	\$2.32	\$0.00	\$37.64
City of Paducah (KY)	\$6.18	\$11.90	\$6.07	\$1.43	\$2.77	\$0.05	\$12.24	\$1.50	\$42.14
Mille Lacs County (MN)	\$2.48	\$7.83	\$17.39	\$0.41	\$6.67	\$0.42	\$8.65	\$0.00	\$43.85
McNairy County (TN)	\$2.28	\$6.14	\$1.20	\$0.83	\$3.86	\$0.11	\$1.28	\$0.00	\$15.70
City of Winona (MN)	\$2.23	\$8.82	\$2.96	\$0.44	\$3.78	\$0.00	\$3.98	\$0.00	\$22.21

**Table 25:**  
**Average Per Person Audience Spending by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	NON-RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Door County (WI)	\$5.80	\$24.02	\$16.83	\$3.77	\$8.40	\$0.48	\$30.22	\$1.01	\$90.53
City of Benicia (CA)	\$4.92	\$16.28	\$23.33	\$2.85	\$2.71	\$0.60	\$2.32	\$0.13	\$53.14
City of Winter Park (FL)	\$2.48	\$16.06	\$2.52	\$2.13	\$5.06	\$0.10	\$6.53	\$0.01	\$34.89
City of Rochester (NH)	\$5.23	\$10.52	\$2.62	\$1.37	\$2.20	\$0.04	\$1.80	\$0.15	\$23.93
City of Morgantown (WV)	\$2.53	\$12.71	\$10.08	\$1.16	\$3.32	\$0.17	\$6.88	\$0.42	\$37.27
Henry County (TN)	\$2.85	\$8.40	\$4.90	\$2.98	\$4.48	\$0.48	\$5.83	\$0.32	\$30.24
City of Fairbanks (AK)	\$5.10	\$22.58	\$15.20	\$2.79	\$14.69	\$0.37	\$31.93	\$0.00	\$92.66
City of Bangor (ME)	\$6.70	\$15.74	\$4.65	\$1.56	\$4.66	\$0.16	\$12.18	\$1.32	\$46.97
Weakley County (TN)	\$4.09	\$5.92	\$2.25	\$0.47	\$2.04	\$0.02	\$2.75	\$0.35	\$17.89
Dare County (NC)	\$9.71	\$23.15	\$20.10	\$3.79	\$3.55	\$0.45	\$25.81	\$0.38	\$86.94
City of Columbia (TN)	\$3.65	\$11.94	\$8.73	\$2.05	\$4.92	\$0.68	\$4.93	\$0.02	\$36.92
City of Lake Worth (FL)	\$1.91	\$17.44	\$6.95	\$1.61	\$5.22	\$0.52	\$12.68	\$0.00	\$46.33
Clatsop County (OR)	\$13.03	\$28.39	\$16.49	\$3.69	\$7.94	\$1.32	\$44.48	\$0.31	\$115.65
Yadkin County (NC)	\$2.49	\$9.06	\$2.36	\$0.20	\$3.46	\$0.48	\$8.01	\$1.60	\$27.66
Greater Belfast Area (ME)	\$5.73	\$13.58	\$5.00	\$1.56	\$5.38	\$0.41	\$11.76	\$0.07	\$43.49
Campbell County (TN)	\$5.64	\$7.26	\$12.40	\$1.55	\$4.64	\$0.10	\$4.14	\$0.06	\$35.79
Monroe County (TN)	\$5.67	\$6.08	\$8.51	\$3.96	\$4.06	\$0.29	\$4.25	\$0.13	\$32.95
Lincoln County (OR)	\$4.85	\$31.17	\$6.71	\$2.79	\$7.20	\$0.07	\$40.25	\$0.91	\$93.95
Iron County (UT)	\$8.11	\$41.98	\$9.18	\$2.50	\$11.04	\$0.53	\$62.70	\$1.31	\$137.35
City of St. Louis Park (MN)	\$2.76	\$14.45	\$2.72	\$3.23	\$5.48	\$0.33	\$9.95	\$0.24	\$39.16
City of Logan (UT)	\$4.42	\$27.22	\$5.28	\$3.48	\$8.88	\$0.25	\$37.32	\$1.22	\$88.07
Gibson County (TN)	\$9.56	\$17.80	\$11.91	\$10.08	\$8.51	\$2.60	\$5.49	\$0.10	\$66.05
<b>Group A Average</b>	<b>\$4.58</b>	<b>\$14.45</b>	<b>\$7.74</b>	<b>\$2.02</b>	<b>\$4.89</b>	<b>\$0.44</b>	<b>\$13.22</b>	<b>\$0.44</b>	<b>\$47.79</b>
Percent of Group A Total	9.6%	30.2%	16.2%	4.2%	10.2%	0.9%	27.7%	0.9%	100.0%
Group A Median	\$4.13	\$11.92	\$6.28	\$1.59	\$4.46	\$0.31	\$7.45	\$0.20	\$40.27

**Table 25:**  
**Average Per Person Audience Spending by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	NON-RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Joplin (MO)	\$2.10	\$11.96	\$1.92	\$0.31	\$4.58	\$0.15	\$3.71	\$0.03	\$24.76
City of La Crosse (WI)	\$4.95	\$10.98	\$2.03	\$0.81	\$3.25	\$0.24	\$5.00	\$0.46	\$27.72
McMinn County (TN)	\$4.02	\$13.55	\$4.91	\$0.74	\$4.44	\$0.46	\$4.83	\$0.34	\$33.29
Lafayette County (MS)	\$7.35	\$19.36	\$10.81	\$4.05	\$6.34	\$0.91	\$17.91	\$0.77	\$67.50
Chisago County (MN)	\$2.48	\$7.83	\$17.39	\$0.41	\$6.67	\$0.42	\$8.65	\$0.00	\$43.85
City of Grand Forks (ND)	\$5.58	\$11.75	\$7.40	\$3.44	\$3.53	\$0.22	\$4.41	\$0.47	\$36.80
City of Corvallis (OR)	\$4.60	\$14.33	\$4.18	\$0.68	\$3.63	\$0.34	\$8.76	\$0.91	\$37.43
City of Noblesville (IN)	\$4.39	\$9.31	\$0.93	\$0.17	\$1.41	\$0.14	\$1.71	\$0.05	\$18.11
City of Ocala (FL)	\$6.12	\$19.47	\$7.08	\$5.23	\$6.76	\$0.16	\$19.54	\$0.12	\$64.48
Lenoir County (NC)	\$3.59	\$32.55	\$10.97	\$2.64	\$13.23	\$0.57	\$15.28	\$0.00	\$78.83
Town of Chapel Hill (NC)	\$2.76	\$9.47	\$2.15	\$1.12	\$2.68	\$0.37	\$2.67	\$0.05	\$21.27
City of Grand Junction (CO)	\$5.97	\$21.07	\$4.55	\$3.50	\$8.88	\$0.24	\$26.87	\$1.04	\$72.12
Town of Jupiter (FL)	\$2.38	\$13.72	\$4.28	\$1.23	\$5.14	\$0.08	\$14.41	\$1.91	\$43.15
Hamblen County (TN)	\$3.28	\$16.51	\$3.72	\$0.32	\$3.64	\$1.69	\$2.87	\$0.05	\$32.08
City of Delray Beach (FL)	\$10.68	\$6.78	\$8.08	\$1.14	\$4.39	\$0.23	\$12.80	\$0.77	\$44.87
City of St. Cloud (MN)	\$1.34	\$7.54	\$4.35	\$0.30	\$2.72	\$0.36	\$7.04	\$0.17	\$23.82
City of Portland (ME)	\$4.84	\$20.05	\$2.47	\$1.17	\$4.88	\$0.24	\$6.98	\$0.67	\$41.30
City of Jackson (TN)	\$3.16	\$8.32	\$2.14	\$2.63	\$3.75	\$0.14	\$1.90	\$0.00	\$22.04
City of Walnut Creek (CA)	\$3.18	\$23.14	\$0.79	\$1.50	\$3.05	\$0.24	\$2.93	\$0.20	\$35.03
Greene County (TN)	\$7.75	\$7.48	\$6.29	\$0.43	\$3.94	\$0.10	\$1.92	\$0.10	\$28.01
City of Flagstaff (AZ)	\$6.23	\$16.81	\$15.14	\$4.10	\$17.59	\$0.23	\$26.21	\$0.56	\$86.87
City of Missoula (MT)	\$6.28	\$17.65	\$5.69	\$2.32	\$5.17	\$0.08	\$15.43	\$0.83	\$53.45
City of Fort Myers (FL)	\$4.83	\$17.03	\$6.96	\$4.70	\$3.67	\$0.38	\$7.04	\$0.14	\$44.75
Putnam County (TN)	\$1.20	\$8.21	\$0.91	\$0.36	\$1.98	\$0.36	\$1.14	\$0.18	\$14.34
Monroe County (FL)	\$5.32	\$15.00	\$4.44	\$2.47	\$5.40	\$0.33	\$12.03	\$0.78	\$45.77
City of Lynchburg (VA)	\$2.71	\$10.96	\$3.60	\$1.20	\$2.67	\$0.14	\$3.35	\$0.05	\$24.68
City of Duluth (MN)	\$0.80	\$12.73	\$5.43	\$0.22	\$7.14	\$0.00	\$18.44	\$0.20	\$44.96
City of Fishers (IN)	\$4.63	\$5.51	\$2.75	\$0.89	\$1.23	\$0.11	\$1.58	\$0.10	\$16.80
City of Carmel (IN)	\$6.04	\$14.69	\$2.00	\$4.57	\$2.82	\$0.25	\$11.83	\$0.06	\$42.26
City of Sugar Land (TX)	\$3.79	\$8.89	\$2.06	\$1.41	\$3.22	\$0.34	\$5.03	\$0.00	\$24.74

**Table 25:**  
**Average Per Person Audience Spending by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	NON-RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Asheville (NC)	\$3.65	\$20.80	\$15.10	\$3.71	\$7.20	\$0.53	\$26.39	\$0.41	\$77.79
Buchanan County (MO)	\$5.00	\$9.53	\$1.73	\$0.67	\$3.27	\$0.12	\$6.55	\$1.65	\$28.52
City of Boca Raton (FL)	\$3.22	\$11.04	\$5.67	\$0.77	\$5.29	\$0.83	\$14.27	\$2.49	\$43.58
City of Miami Beach (FL)	\$4.86	\$24.37	\$1.26	\$3.48	\$6.56	\$0.03	\$12.55	\$0.40	\$53.51
Moore County (NC)	\$7.00	\$14.08	\$2.36	\$1.56	\$2.53	\$0.27	\$2.88	\$0.00	\$30.68
Sevier County (TN)	\$11.46	\$21.88	\$13.83	\$3.48	\$7.61	\$0.03	\$33.22	\$0.41	\$91.92
Cape May County (NJ)	\$5.87	\$28.08	\$8.75	\$2.27	\$5.66	\$1.20	\$47.97	\$1.24	\$101.04
Cleveland County (NC)	\$5.83	\$10.52	\$10.16	\$2.48	\$4.01	\$0.12	\$7.39	\$1.24	\$41.75
<b>Group B Average</b>	<b>\$4.72</b>	<b>\$14.55</b>	<b>\$5.64</b>	<b>\$1.91</b>	<b>\$5.00</b>	<b>\$0.33</b>	<b>\$11.14</b>	<b>\$0.50</b>	<b>\$43.79</b>
Percent of Group B Total	10.8%	33.2%	12.9%	4.4%	11.4%	0.8%	25.5%	1.1%	100.0%
Group B Median	\$4.73	\$13.64	\$4.40	\$1.32	\$4.20	\$0.24	\$7.22	\$0.27	\$41.53

**Table 25:**  
**Average Per Person Audience Spending by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	NON-RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Las Cruces (NM)	\$7.83	\$18.92	\$14.19	\$4.06	\$6.49	\$0.29	\$21.29	\$1.49	\$74.56
Eau Claire County (WI)	\$2.97	\$9.97	\$3.55	\$1.48	\$2.21	\$0.37	\$2.72	\$0.39	\$23.66
Yamhill County (OR)	\$7.71	\$14.34	\$9.93	\$1.37	\$4.54	\$0.46	\$6.74	\$0.15	\$45.24
City of Lewisville (TX)	\$3.93	\$12.40	\$3.25	\$1.76	\$5.43	\$0.10	\$2.38	\$0.00	\$29.25
City of West Palm Beach (FL)	\$7.41	\$10.78	\$3.56	\$1.77	\$4.69	\$0.54	\$10.16	\$0.96	\$39.87
City of Boulder (CO)	\$4.20	\$16.03	\$4.92	\$2.58	\$3.78	\$0.25	\$10.40	\$0.07	\$42.23
City of Richardson (TX)	\$6.22	\$10.83	\$7.07	\$4.20	\$3.61	\$1.15	\$6.62	\$0.00	\$39.70
City of High Point (NC)	\$3.55	\$9.23	\$1.82	\$1.39	\$2.54	\$0.11	\$4.22	\$0.10	\$22.96
City of Cambridge (MA)	\$6.93	\$19.07	\$3.40	\$0.77	\$5.64	\$0.34	\$6.09	\$0.29	\$42.53
City of Lowell (MA)	\$3.41	\$12.95	\$7.95	\$1.76	\$3.61	\$0.14	\$6.41	\$0.02	\$36.25
Douglas County (KS)	\$4.84	\$16.16	\$2.98	\$2.24	\$4.21	\$0.47	\$4.85	\$0.71	\$36.46
City of Columbia (MO)	\$2.83	\$12.85	\$2.27	\$1.45	\$4.34	\$0.10	\$4.33	\$0.23	\$28.40
City of Norman (OK)	\$13.94	\$12.24	\$14.46	\$4.05	\$5.34	\$0.47	\$10.18	\$0.45	\$61.13
Wayne County (NC)	\$2.70	\$9.49	\$3.01	\$2.93	\$5.84	\$0.63	\$3.23	\$0.19	\$28.02
City of Lafayette (LA)	\$8.62	\$14.22	\$3.13	\$2.92	\$2.09	\$1.98	\$16.15	\$0.78	\$49.89
Washington County (TN)	\$9.47	\$24.98	\$10.97	\$2.52	\$11.55	\$0.71	\$35.37	\$0.16	\$95.73
City of Thousand Oaks (CA)	\$4.86	\$18.47	\$3.09	\$1.47	\$5.39	\$0.91	\$6.39	\$0.17	\$40.75
City of Charleston (SC)	\$7.69	\$21.13	\$5.17	\$2.63	\$4.04	\$0.45	\$21.49	\$0.00	\$62.60
City of Waco (TX)	\$5.27	\$11.69	\$4.68	\$2.06	\$4.82	\$0.15	\$14.43	\$0.08	\$43.18
Robeson County (NC)	\$3.34	\$9.02	\$4.26	\$3.11	\$4.03	\$0.36	\$7.30	\$0.00	\$31.42
Columbia County (GA)	\$10.00	\$10.70	\$4.62	\$3.09	\$3.29	\$0.27	\$4.08	\$0.00	\$36.05
Orange County (NC)	\$2.57	\$9.24	\$2.30	\$1.27	\$2.29	\$0.37	\$2.60	\$0.19	\$20.83
City of Savannah (GA)	\$8.66	\$26.17	\$10.67	\$2.16	\$8.41	\$0.45	\$37.65	\$0.66	\$94.83
Indian River County (FL)	\$6.48	\$15.10	\$10.28	\$2.66	\$3.97	\$0.07	\$6.80	\$0.00	\$45.36
City of Alexandria (VA)	\$3.20	\$14.30	\$4.69	\$3.96	\$3.86	\$0.37	\$3.99	\$0.03	\$34.40
Martin County (FL)	\$2.72	\$10.81	\$5.57	\$2.27	\$4.54	\$0.34	\$4.97	\$0.05	\$31.27
Macon-Bibb County (GA)	\$4.21	\$17.33	\$5.40	\$2.25	\$2.87	\$0.53	\$4.08	\$0.05	\$36.72
City of Springfield (MA)	\$6.98	\$10.65	\$4.56	\$2.17	\$3.86	\$0.12	\$8.45	\$0.00	\$36.79
Catawba County (NC)	\$4.51	\$12.98	\$16.85	\$1.62	\$6.82	\$0.26	\$5.88	\$0.04	\$48.96
Town of Cary (NC)	\$2.27	\$9.49	\$2.68	\$0.68	\$1.71	\$1.79	\$4.94	\$0.00	\$23.56



**Table 25:**  
**Average Per Person Audience Spending by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	NON-RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Alamance County (NC)	\$2.22	\$9.07	\$2.53	\$0.76	\$2.62	\$0.17	\$1.84	\$0.91	\$20.12
Cumberland County (NJ)	\$2.26	\$5.21	\$7.20	\$0.36	\$2.55	\$0.08	\$5.03	\$0.00	\$22.69
City of Eugene (OR)	\$2.83	\$19.47	\$4.03	\$0.41	\$4.07	\$0.25	\$9.93	\$1.30	\$42.29
Middlesex County (CT)	\$4.98	\$17.85	\$1.72	\$2.33	\$1.52	\$1.72	\$8.76	\$0.86	\$39.74
City of Springfield (MO)	\$3.51	\$13.52	\$4.06	\$1.32	\$3.26	\$0.37	\$2.22	\$0.00	\$28.26
City of Sioux Falls (SD)	\$3.95	\$21.10	\$1.80	\$2.35	\$4.91	\$0.39	\$7.90	\$2.09	\$44.49
Pitt County (NC)	\$4.29	\$11.67	\$2.02	\$3.48	\$4.26	\$0.57	\$9.09	\$0.51	\$35.89
City of Providence (RI)	\$4.80	\$20.20	\$2.85	\$1.43	\$2.61	\$1.81	\$1.29	\$0.01	\$35.00
City of Worcester (MA)	\$4.94	\$12.20	\$3.27	\$0.63	\$4.39	\$0.37	\$4.53	\$0.05	\$30.38
Montgomery County (TN)	\$3.60	\$10.44	\$3.97	\$2.21	\$6.56	\$1.34	\$9.50	\$0.35	\$37.97
Salt Lake City (UT)	\$5.74	\$13.63	\$3.62	\$2.46	\$4.86	\$0.55	\$8.27	\$1.58	\$40.71
Cabarrus County (NC)	\$2.39	\$10.95	\$1.96	\$0.45	\$2.12	\$0.04	\$2.81	\$0.02	\$20.74
Richmond County (GA)	\$5.22	\$12.37	\$4.01	\$2.63	\$2.91	\$0.41	\$1.70	\$0.12	\$29.37
City of Tacoma (WA)	\$3.24	\$13.95	\$4.33	\$2.12	\$4.20	\$0.32	\$2.60	\$0.11	\$30.87
Doña Ana County (NM)	\$6.57	\$17.14	\$11.74	\$4.33	\$5.52	\$0.29	\$16.67	\$1.11	\$63.37
New Hanover County (NC)	\$3.29	\$15.33	\$0.63	\$0.42	\$2.86	\$0.01	\$1.32	\$0.00	\$23.86
Arlington County (VA)	\$4.32	\$14.81	\$2.44	\$0.89	\$2.25	\$0.27	\$2.71	\$0.09	\$27.78
City of Irving (TX)	\$2.31	\$11.05	\$0.44	\$1.32	\$3.29	\$0.06	\$5.19	\$0.17	\$23.83
City of Reno (NV)	\$7.80	\$19.19	\$2.53	\$1.29	\$6.58	\$0.24	\$14.91	\$2.86	\$55.40
York County (SC)	\$5.46	\$13.44	\$4.55	\$3.04	\$5.68	\$0.29	\$9.37	\$0.06	\$41.89
<b>Group C Average</b>	<b>\$5.06</b>	<b>\$14.08</b>	<b>\$5.02</b>	<b>\$2.06</b>	<b>\$4.26</b>	<b>\$0.48</b>	<b>\$8.20</b>	<b>\$0.39</b>	<b>\$39.55</b>
Percent of Group C Total	12.8%	35.6%	12.7%	5.2%	10.8%	1.2%	20.7%	1.0%	100.0%
Group C Median	\$4.42	\$13.21	\$3.99	\$2.14	\$4.06	\$0.37	\$6.24	\$0.12	\$36.59

**Table 25:**  
**Average Per Person Audience Spending by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	NON-RESIDENT ARTS ATTENDEES ONLY							Per Person Audience Expenditures	
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging		Other/ Miscellaneous
Buncombe County (NC)	\$6.32	\$22.98	\$18.01	\$4.82	\$7.67	\$0.75	\$24.08	\$0.50	\$85.13
Alachua County (FL)	\$7.22	\$12.80	\$6.92	\$7.05	\$5.65	\$0.31	\$7.72	\$0.57	\$48.24
Greater Green Bay Area (WI)	\$8.67	\$10.36	\$10.43	\$2.16	\$4.14	\$0.06	\$8.19	\$0.00	\$44.01
City of Orlando (FL)	\$5.34	\$11.23	\$2.83	\$1.85	\$4.58	\$0.21	\$10.78	\$2.75	\$39.57
City of Lincoln (NE)	\$2.57	\$18.64	\$3.86	\$1.74	\$5.45	\$0.11	\$9.21	\$1.38	\$42.96
Southeastern Connecticut Region (CT)	\$4.61	\$14.27	\$7.53	\$1.52	\$3.17	\$0.45	\$9.88	\$0.00	\$41.43
Erie County (PA)	\$2.72	\$14.13	\$3.31	\$0.97	\$7.19	\$0.09	\$12.31	\$0.02	\$40.74
San Luis Obispo County (CA)	\$3.39	\$17.60	\$3.78	\$2.28	\$7.69	\$0.14	\$32.28	\$0.32	\$67.48
City of Newark (NJ)	\$7.48	\$10.22	\$2.78	\$3.44	\$8.29	\$0.72	\$1.55	\$0.07	\$34.55
Leon County (FL)	\$7.72	\$16.07	\$9.30	\$7.34	\$7.80	\$2.09	\$17.96	\$0.00	\$68.28
Rutherford County (TN)	\$2.19	\$9.41	\$4.00	\$2.04	\$4.17	\$0.19	\$7.07	\$0.72	\$29.79
St. Lucie County (FL)	\$8.65	\$18.04	\$5.84	\$1.07	\$4.19	\$0.10	\$4.04	\$0.00	\$41.93
Greater Spartanburg Area (SC)	\$2.65	\$12.62	\$0.67	\$1.86	\$1.99	\$0.35	\$4.95	\$0.00	\$25.09
Durham County (NC)	\$1.74	\$13.84	\$0.75	\$0.63	\$2.83	\$0.06	\$2.35	\$0.04	\$22.24
City of St. Paul (MN)	\$2.76	\$14.45	\$2.72	\$3.23	\$5.48	\$0.33	\$9.95	\$0.24	\$39.16
Hamilton County (IN)	\$5.19	\$10.14	\$2.09	\$2.33	\$1.94	\$0.18	\$5.99	\$0.08	\$27.94
Osceola County (FL)	\$3.01	\$13.83	\$2.76	\$0.63	\$2.71	\$3.13	\$14.06	\$1.88	\$42.01
Escambia County (FL)	\$2.60	\$14.25	\$3.15	\$1.78	\$3.13	\$0.51	\$7.02	\$0.00	\$32.44
Lexington-Fayette Urban County (KY)	\$4.02	\$12.12	\$3.35	\$1.32	\$3.25	\$0.57	\$2.32	\$0.45	\$27.40
Lake County (FL)	\$5.17	\$12.64	\$12.65	\$2.12	\$2.87	\$0.14	\$12.12	\$0.17	\$47.88
City of Riverside (CA)	\$6.91	\$18.59	\$7.05	\$0.30	\$5.54	\$0.87	\$0.51	\$0.26	\$40.03
Cumberland County (NC)	\$4.08	\$7.80	\$2.82	\$2.00	\$2.58	\$0.10	\$1.78	\$0.03	\$21.19
Collier County (FL)	\$4.28	\$16.29	\$5.93	\$2.73	\$3.17	\$0.12	\$6.91	\$0.62	\$40.05
Hamilton County (TN)	\$8.67	\$18.99	\$6.44	\$5.46	\$6.56	\$0.17	\$13.06	\$1.34	\$60.69
Manatee County (FL)	\$5.05	\$14.27	\$5.77	\$1.22	\$4.96	\$0.20	\$10.28	\$0.10	\$41.85
City of Tampa (FL)	\$10.82	\$19.79	\$6.97	\$3.96	\$9.90	\$0.32	\$17.90	\$0.12	\$69.78
Forsyth County (NC)	\$3.78	\$10.66	\$2.80	\$1.16	\$2.57	\$0.10	\$3.12	\$0.17	\$24.36
Mercer County (NJ)	\$4.60	\$11.44	\$1.95	\$1.14	\$3.97	\$0.54	\$3.88	\$0.79	\$28.31
City of Wichita (KS)	\$2.42	\$15.40	\$3.17	\$2.17	\$5.38	\$0.31	\$6.09	\$1.35	\$36.29
Clackamas County (OR)	\$7.19	\$10.90	\$9.05	\$2.26	\$4.36	\$0.43	\$3.83	\$0.23	\$38.25

**Table 25:**  
**Average Per Person Audience Spending by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	NON-RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Sarasota County (FL)	\$3.63	\$21.15	\$1.70	\$3.32	\$3.47	\$0.20	\$12.41	\$0.57	<b>\$46.45</b>
City of Minneapolis (MN)	\$2.76	\$14.45	\$2.72	\$3.23	\$5.48	\$0.33	\$9.95	\$0.24	<b>\$39.16</b>
Berks County (PA)	\$6.72	\$16.35	\$5.36	\$2.90	\$5.27	\$0.11	\$23.09	\$1.57	<b>\$61.37</b>
City of Miami (FL)	\$8.46	\$16.52	\$3.27	\$2.86	\$7.86	\$0.57	\$12.97	\$0.13	<b>\$52.64</b>
City of Raleigh (NC)	\$5.87	\$19.65	\$5.81	\$2.74	\$7.35	\$0.23	\$12.86	\$0.02	<b>\$54.53</b>
Santa Barbara County (CA)	\$4.45	\$19.63	\$1.18	\$6.66	\$5.63	\$1.26	\$12.41	\$0.66	<b>\$51.88</b>
Seminole County (FL)	\$4.02	\$8.95	\$0.30	\$0.24	\$2.45	\$0.49	\$2.07	\$0.30	<b>\$18.82</b>
City of Virginia Beach (VA)	\$2.72	\$21.51	\$2.39	\$1.26	\$2.75	\$0.68	\$6.07	\$0.74	<b>\$38.12</b>
City of Atlanta (GA)	\$3.05	\$13.58	\$4.12	\$1.10	\$3.81	\$0.63	\$6.25	\$0.68	<b>\$33.22</b>
City of Mesa (AZ)	\$3.85	\$10.65	\$3.15	\$0.29	\$3.10	\$0.07	\$10.90	\$0.20	<b>\$32.21</b>
City of Kansas City (MO)	\$3.83	\$15.12	\$1.67	\$2.89	\$3.84	\$0.39	\$3.34	\$0.10	<b>\$31.18</b>
Morris County (NJ)	\$5.00	\$15.70	\$3.85	\$0.90	\$3.53	\$0.53	\$2.59	\$0.51	<b>\$32.61</b>
<b>Group D Average</b>	<b>\$4.91</b>	<b>\$14.69</b>	<b>\$4.62</b>	<b>\$2.40</b>	<b>\$4.71</b>	<b>\$0.46</b>	<b>\$9.19</b>	<b>\$0.47</b>	<b>\$41.46</b>
Percent of Group D Total	11.8%	35.4%	11.2%	5.8%	11.4%	1.1%	22.2%	1.1%	100.0%
Group D Median	\$4.37	\$14.27	\$3.33	\$2.08	\$4.18	\$0.32	\$7.96	\$0.24	\$39.80

**Table 25:**  
**Average Per Person Audience Spending by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 25	NON-RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Sonoma County (CA)	\$9.34	\$22.21	\$2.15	\$2.57	\$8.67	\$0.42	\$18.96	\$1.09	\$65.41
Volusia County (FL)	\$1.04	\$13.54	\$4.42	\$0.42	\$5.75	\$0.83	\$12.29	\$0.83	\$39.12
Guilford County (NC)	\$4.78	\$12.70	\$2.51	\$2.06	\$4.65	\$0.63	\$6.50	\$0.42	\$34.25
Dane County (WI)	\$7.81	\$10.85	\$4.45	\$0.69	\$5.01	\$0.91	\$4.18	\$0.00	\$33.90
Brevard County (FL)	\$4.41	\$19.64	\$30.00	\$2.27	\$7.97	\$0.68	\$6.82	\$0.91	\$72.70
Washington County (OR)	\$3.24	\$13.42	\$0.76	\$0.93	\$2.32	\$0.62	\$3.43	\$0.03	\$24.75
Johnson County (KS)	\$2.96	\$13.89	\$2.92	\$0.25	\$2.94	\$0.37	\$1.94	\$0.00	\$25.27
City of Louisville (KY)	\$4.38	\$18.69	\$2.33	\$1.30	\$5.10	\$0.51	\$8.04	\$0.00	\$40.35
City of Baltimore (MD)	\$5.52	\$13.08	\$4.18	\$1.30	\$3.23	\$0.42	\$2.99	\$0.78	\$31.50
Polk County (FL)	\$3.73	\$15.15	\$11.50	\$1.99	\$6.85	\$0.57	\$11.78	\$0.09	\$51.66
City of Boston (MA)	\$4.98	\$15.49	\$2.55	\$2.02	\$5.70	\$0.58	\$5.15	\$0.07	\$36.54
District of Columbia (DC)	\$4.73	\$18.21	\$1.71	\$2.67	\$5.97	\$0.25	\$7.65	\$0.04	\$41.23
Nashville-Davidson County (TN)	\$8.17	\$14.89	\$9.27	\$3.03	\$6.05	\$0.30	\$13.26	\$1.00	\$55.97
City of El Paso (TX)	\$8.42	\$12.81	\$10.47	\$3.15	\$2.96	\$0.08	\$3.66	\$0.00	\$41.55
Lee County (FL)	\$3.94	\$15.27	\$9.07	\$4.57	\$4.28	\$0.28	\$9.79	\$0.11	\$47.31
City of Fort Worth (TX)	\$7.00	\$20.35	\$3.24	\$2.98	\$6.22	\$0.80	\$14.48	\$0.71	\$55.78
City of Indianapolis (IN)	\$3.26	\$20.70	\$4.95	\$2.19	\$4.65	\$0.46	\$6.74	\$0.11	\$43.06
City and County of San Francisco (CA)	\$6.61	\$20.43	\$3.65	\$2.47	\$8.65	\$0.55	\$12.44	\$0.53	\$55.33
Prince George's County (MD)	\$10.65	\$10.74	\$7.85	\$4.07	\$4.68	\$1.39	\$5.66	\$1.86	\$46.90
Pinellas County (FL)	\$4.17	\$15.35	\$4.99	\$2.24	\$5.40	\$0.15	\$10.04	\$0.09	\$42.43
Shelby County (TN)	\$6.59	\$15.40	\$3.17	\$3.29	\$6.34	\$0.76	\$12.47	\$0.19	\$48.21
Fairfield County (CT)	\$5.71	\$18.07	\$12.54	\$1.25	\$3.12	\$0.25	\$3.36	\$0.00	\$44.30
Westchester County (NY)	\$2.45	\$12.87	\$1.87	\$0.98	\$5.03	\$0.57	\$1.54	\$0.09	\$25.40
Fulton County (GA)	\$5.97	\$13.66	\$4.01	\$2.73	\$2.60	\$1.33	\$6.34	\$0.64	\$37.28
Wake County (NC)	\$5.13	\$17.55	\$5.10	\$2.41	\$6.44	\$0.67	\$11.13	\$0.02	\$48.45
<b>Group E Average</b>	<b>\$5.40</b>	<b>\$15.80</b>	<b>\$5.99</b>	<b>\$2.15</b>	<b>\$5.22</b>	<b>\$0.58</b>	<b>\$8.03</b>	<b>\$0.38</b>	<b>\$43.55</b>
Percent of Group E Total	12.4%	36.3%	13.7%	4.9%	12.0%	1.3%	18.4%	0.9%	100.0%
Group E Median	\$4.98	\$15.27	\$4.18	\$2.24	\$5.10	\$0.57	\$6.82	\$0.11	\$42.43

**Table 25:**  
**Average Per Person Audience Spending by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Population Cohort Group F Population 1,000,000 or More Sample Size = 21	NON-RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Mecklenburg County (NC)	\$3.55	\$14.72	\$1.83	\$2.23	\$3.53	\$0.99	\$8.80	\$0.07	\$35.72
City of San José (CA)	\$7.22	\$15.92	\$3.01	\$2.75	\$9.08	\$1.24	\$15.67	\$0.12	\$55.01
Montgomery County (MD)	\$3.40	\$14.66	\$1.86	\$1.21	\$3.62	\$1.19	\$2.78	\$0.07	\$28.79
Fairfax County (VA)	\$6.20	\$10.36	\$1.52	\$0.38	\$3.14	\$0.58	\$1.29	\$0.03	\$23.50
Allegheny County (PA)	\$3.30	\$16.81	\$3.52	\$1.43	\$6.09	\$0.34	\$15.13	\$0.99	\$47.61
Greater Columbus Area (OH)	\$4.67	\$17.37	\$1.75	\$0.38	\$3.78	\$0.47	\$7.83	\$0.14	\$36.39
Orange County (FL)	\$5.02	\$12.60	\$2.69	\$1.76	\$4.69	\$0.16	\$9.08	\$1.58	\$37.58
City of Dallas (TX)	\$5.82	\$14.03	\$2.40	\$1.72	\$4.57	\$0.86	\$8.55	\$0.07	\$38.02
Hillsborough County (FL)	\$10.49	\$19.34	\$6.80	\$3.88	\$9.54	\$0.31	\$17.03	\$0.12	\$67.51
City of San Diego (CA)	\$7.93	\$19.57	\$7.49	\$2.60	\$8.64	\$0.08	\$32.26	\$0.23	\$78.80
Palm Beach County (FL)	\$5.32	\$11.07	\$4.90	\$1.31	\$5.52	\$0.42	\$13.99	\$1.31	\$43.84
City of San Antonio (TX)	\$3.70	\$18.32	\$9.72	\$3.69	\$7.66	\$0.49	\$29.61	\$0.57	\$73.76
Sacramento County (CA)	\$4.61	\$14.97	\$3.44	\$1.40	\$4.63	\$0.18	\$3.42	\$0.27	\$32.92
City of Phoenix (AZ)	\$6.28	\$15.77	\$8.72	\$6.13	\$9.73	\$0.08	\$21.88	\$0.21	\$68.80
City and County of Philadelphia (PA)	\$5.56	\$17.50	\$3.52	\$1.22	\$7.31	\$0.14	\$16.28	\$0.26	\$51.79
Broward County (FL)	\$4.90	\$14.48	\$2.81	\$2.51	\$6.41	\$0.39	\$11.12	\$0.42	\$43.04
Santa Clara County (CA)	\$3.93	\$12.40	\$2.10	\$1.92	\$5.44	\$0.70	\$8.44	\$0.16	\$35.09
Riverside County (CA)	\$30.88	\$16.81	\$19.19	\$3.56	\$8.57	\$0.93	\$14.25	\$0.14	\$94.33
Miami-Dade County (FL)	\$6.16	\$19.16	\$2.38	\$2.73	\$6.50	\$0.38	\$11.48	\$0.49	\$49.28
City of Chicago (IL)	\$5.33	\$26.08	\$6.12	\$2.99	\$10.35	\$0.48	\$45.29	\$0.59	\$97.23
Harris County (TX)	\$3.63	\$15.08	\$2.48	\$2.94	\$6.15	\$0.45	\$8.77	\$1.08	\$40.58
<b>Group F Average</b>	<b>\$6.57</b>	<b>\$16.05</b>	<b>\$4.68</b>	<b>\$2.32</b>	<b>\$6.43</b>	<b>\$0.52</b>	<b>\$14.43</b>	<b>\$0.42</b>	<b>\$51.41</b>
Percent of Group F Total	12.8%	31.2%	9.1%	4.5%	12.5%	1.0%	28.1%	0.8%	100.0%
Group F Median	\$5.32	\$15.77	\$3.01	\$2.23	\$6.15	\$0.45	\$11.48	\$0.23	\$43.84
<b>ALL CITY/COUNTY STUDY REGIONS</b>									
<b>Average</b>	<b>\$5.04</b>	<b>\$14.73</b>	<b>\$5.74</b>	<b>\$2.12</b>	<b>\$4.91</b>	<b>\$0.46</b>	<b>\$10.57</b>	<b>\$0.44</b>	<b>\$44.02</b>
Percent of Total	11.5%	33.5%	13.1%	4.8%	11.2%	1.0%	24.0%	1.0%	100.0%
Median	\$4.64	\$14.06	\$4.27	\$2.01	\$4.54	\$0.34	\$7.69	\$0.19	\$40.04

**Table 25:**  
**Average Per Person Audience Spending by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	NON-RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
High Peaks Region (ME)	\$5.76	\$16.03	\$8.63	\$1.03	\$6.00	\$0.21	\$8.73	\$0.00	\$46.39
Wood River Valley (ID)	\$8.79	\$32.19	\$13.51	\$7.90	\$8.72	\$0.41	\$31.39	\$0.23	\$103.14
Southern Oregon Area	\$9.64	\$52.16	\$14.54	\$3.86	\$8.59	\$0.08	\$79.29	\$1.24	\$169.40
Southwestern Pennsylvania Area	\$2.78	\$9.86	\$1.41	\$0.84	\$4.28	\$0.31	\$4.31	\$0.13	\$23.92
Greater Portsmouth Area (NH)	\$4.55	\$17.57	\$2.63	\$1.16	\$3.85	\$0.24	\$6.11	\$0.85	\$36.96
Northeast Oregon Region	\$9.08	\$28.61	\$26.13	\$1.75	\$10.03	\$0.42	\$26.15	\$0.00	\$102.17
Toe River Valley (NC)	\$5.11	\$16.52	\$47.05	\$0.96	\$7.51	\$0.38	\$15.95	\$0.14	\$93.62
Albemarle Region (NC)	\$4.61	\$16.41	\$4.94	\$1.99	\$3.90	\$0.30	\$4.14	\$0.65	\$36.94
Greater Concord Area (NH)	\$4.88	\$17.34	\$3.72	\$5.00	\$3.32	\$0.35	\$13.72	\$0.96	\$49.29
North Central Minnesota Region	\$2.24	\$10.46	\$0.82	\$1.03	\$3.28	\$0.26	\$1.54	\$3.72	\$23.35
Northwest Minnesota Region	\$3.61	\$6.02	\$2.58	\$0.00	\$3.10	\$1.63	\$4.75	\$0.49	\$22.18
Monadnock Region (NH)	\$3.65	\$14.05	\$1.95	\$1.11	\$3.78	\$0.43	\$6.43	\$0.24	\$31.64
Bismarck-Mandan Region (ND)	\$2.93	\$14.95	\$7.45	\$2.42	\$5.62	\$1.07	\$3.82	\$1.22	\$39.48
Greater Minot Region (ND)	\$1.23	\$10.77	\$1.19	\$0.59	\$4.70	\$0.52	\$8.53	\$0.72	\$28.25
Greater Burlington Area (VT)	\$5.81	\$16.89	\$5.52	\$3.40	\$4.44	\$0.17	\$14.50	\$2.23	\$52.96
Greater Charlottesville Area (VA)	\$5.85	\$21.06	\$8.36	\$1.34	\$5.09	\$0.20	\$17.57	\$0.15	\$59.62
Brainerd Lakes Region (MN)	\$1.11	\$4.56	\$0.19	\$0.22	\$3.47	\$0.00	\$3.32	\$0.00	\$12.87
East Central Minnesota Region	\$2.48	\$7.83	\$17.39	\$0.41	\$6.67	\$0.42	\$8.65	\$0.00	\$43.85
Northwest Connecticut Region	\$3.34	\$16.81	\$2.54	\$1.06	\$5.06	\$0.40	\$3.55	\$0.24	\$33.00
Central Oregon Region	\$10.46	\$25.29	\$25.78	\$6.52	\$9.95	\$0.23	\$30.85	\$1.17	\$110.25
Greater Fargo-Moorhead Area (ND/MN)	\$3.50	\$14.03	\$3.73	\$3.03	\$6.46	\$0.22	\$10.23	\$0.42	\$41.62
Black Hills Region (SD)	\$4.53	\$9.60	\$3.83	\$0.86	\$5.44	\$0.33	\$12.21	\$0.00	\$36.80
Greater Kingsport Area (TN)	\$2.61	\$12.80	\$3.63	\$3.11	\$4.00	\$0.27	\$8.11	\$0.32	\$34.85
Lake Region (MN)	\$5.39	\$6.19	\$10.09	\$0.14	\$4.92	\$0.28	\$8.72	\$0.00	\$35.73
South Central Minnesota Region	\$2.10	\$9.44	\$1.79	\$1.64	\$9.11	\$1.72	\$5.14	\$2.26	\$33.20
Greater Sioux Falls Area (SD)	\$3.59	\$20.58	\$2.15	\$2.76	\$5.72	\$0.31	\$9.92	\$2.48	\$47.51
Southwest Tennessee Development District	\$3.07	\$8.31	\$1.61	\$2.33	\$4.50	\$0.18	\$2.60	\$0.00	\$22.60
Northwest Tennessee Development District	\$5.22	\$9.49	\$4.78	\$1.79	\$3.50	\$0.60	\$4.54	\$0.13	\$30.05
Southwest Minnesota Region	\$2.86	\$8.29	\$3.10	\$1.51	\$4.45	\$0.00	\$10.65	\$0.19	\$31.05
Arrowhead Region (MN)	\$0.80	\$12.73	\$5.43	\$0.22	\$7.14	\$0.00	\$18.44	\$0.20	\$44.96

**Table 25:**  
**Average Per Person Audience Spending by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	NON-RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Maple Grove and the Northwest Suburbs (MN)	\$2.76	\$14.45	\$2.72	\$3.23	\$5.48	\$0.33	\$9.95	\$0.24	\$39.16
Greater Augusta Area (GA)	\$7.90	\$12.42	\$5.09	\$3.09	\$3.88	\$0.29	\$4.65	\$0.07	\$37.39
Upper Cumberland Development District (TN)	\$2.80	\$10.38	\$4.95	\$0.71	\$4.56	\$0.11	\$8.21	\$0.00	\$31.72
City of Huntsville/Madison County (AL)	\$2.87	\$13.21	\$4.43	\$2.32	\$4.79	\$0.14	\$4.38	\$0.69	\$32.83
Northeast Commission (NC)	\$9.71	\$25.23	\$10.96	\$3.19	\$7.02	\$0.49	\$18.51	\$0.12	\$75.23
Greater Ann Arbor Area (MI)	\$4.02	\$15.33	\$6.11	\$0.88	\$5.68	\$0.29	\$11.49	\$0.27	\$44.07
Greater Fox Cities Region (WI)	\$5.19	\$15.37	\$4.33	\$4.46	\$5.38	\$0.29	\$7.78	\$1.09	\$43.89
Central Minnesota Region	\$1.34	\$7.54	\$4.35	\$0.30	\$2.72	\$0.36	\$7.04	\$0.17	\$23.82
South Central Tennessee Development District	\$3.65	\$8.90	\$7.84	\$2.13	\$4.46	\$0.31	\$5.96	\$0.30	\$33.55
Northwest Arkansas Region	\$8.31	\$18.97	\$6.92	\$1.89	\$8.86	\$0.34	\$25.35	\$0.56	\$71.20
Southeast Minnesota Region	\$2.23	\$8.82	\$2.96	\$0.44	\$3.78	\$0.00	\$3.98	\$0.00	\$22.21
First Tennessee Development District	\$6.63	\$18.48	\$7.95	\$3.13	\$7.68	\$0.47	\$21.77	\$0.30	\$66.41
Greater Harrisburg Area (PA)	\$4.04	\$14.28	\$2.20	\$1.95	\$6.67	\$0.59	\$4.31	\$0.00	\$34.04
Greater New Haven Area (CT)	\$2.57	\$19.53	\$5.15	\$1.22	\$5.59	\$0.23	\$1.93	\$0.36	\$36.58
Treasure Coast Region (FL)	\$3.89	\$12.73	\$8.21	\$1.67	\$4.83	\$0.19	\$6.20	\$0.04	\$37.76
Greater Des Moines Region (IA)	\$8.11	\$20.63	\$3.88	\$3.33	\$6.99	\$0.21	\$24.75	\$0.60	\$68.50
Southeast Tennessee Development District	\$7.02	\$15.50	\$9.08	\$2.61	\$6.24	\$0.22	\$11.49	\$0.81	\$52.97
Greater Knoxville Region (TN)	\$15.04	\$30.60	\$9.05	\$3.11	\$7.55	\$0.48	\$30.02	\$0.14	\$95.99
Greater Columbia Area (SC)	\$10.58	\$22.40	\$3.92	\$2.55	\$6.45	\$0.06	\$12.60	\$0.20	\$58.76
Pikes Peak Region (CO)	\$10.83	\$17.50	\$7.59	\$2.25	\$11.51	\$0.33	\$13.06	\$1.16	\$64.23
Lehigh Valley Region (PA)	\$5.80	\$15.49	\$5.68	\$1.50	\$5.77	\$0.01	\$13.33	\$0.44	\$48.02
Greater Sarasota/Bradenton Area (FL)	\$3.93	\$22.71	\$2.26	\$2.98	\$4.57	\$0.18	\$18.03	\$0.63	\$55.29
Dayton Region (OH)	\$4.37	\$13.36	\$2.10	\$3.08	\$4.04	\$0.08	\$3.14	\$0.00	\$30.17
Richmond & Tri-Cities Region (VA)	\$4.07	\$14.38	\$2.04	\$1.76	\$3.02	\$0.57	\$2.95	\$0.09	\$28.88
Memphis Area Association of Governments (TN)	\$6.63	\$15.22	\$3.11	\$3.43	\$6.28	\$0.83	\$13.50	\$0.21	\$49.21
Eastern Region (NC)	\$4.26	\$19.35	\$7.52	\$3.87	\$9.17	\$0.56	\$13.83	\$0.05	\$58.61
Advantage West Region (NC)	\$7.20	\$19.40	\$28.62	\$3.07	\$8.46	\$0.67	\$25.71	\$0.41	\$93.54
Southeast Commission (NC)	\$4.10	\$8.54	\$2.85	\$1.31	\$2.60	\$0.10	\$3.81	\$0.06	\$23.37
Greater Fairfax Area (VA)	\$5.05	\$14.23	\$3.94	\$2.62	\$4.29	\$0.36	\$6.67	\$0.29	\$37.45
Greater Tulsa Region (OK)	\$8.49	\$21.96	\$5.41	\$2.45	\$9.12	\$0.19	\$33.27	\$0.04	\$80.93

**Table 25:**  
**Average Per Person Audience Spending by Non-Resident Attendees to**  
**Nonprofit Arts and Cultural Events Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	NON-RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
East Tennessee Development District	\$12.79	\$25.52	\$13.74	\$4.27	\$8.17	\$0.35	\$31.44	\$0.26	\$96.54
West Valley Region (AZ)	\$1.48	\$7.94	\$6.86	\$1.20	\$2.29	\$0.09	\$3.46	\$0.00	\$23.32
Greater St. Louis Area (MO)	\$6.09	\$13.88	\$2.50	\$1.46	\$3.40	\$0.28	\$5.47	\$1.13	\$34.21
Western New York	\$5.84	\$14.91	\$5.87	\$4.28	\$6.48	\$0.14	\$15.06	\$0.78	\$53.36
Greater Oklahoma City Region (OK)	\$9.97	\$18.66	\$11.91	\$4.90	\$11.65	\$0.47	\$34.71	\$0.67	\$92.94
Piedmont Triad Partnership (NC)	\$5.16	\$13.52	\$5.36	\$2.14	\$6.32	\$0.65	\$11.63	\$0.88	\$45.66
Greater Portland Area (OR)	\$4.44	\$15.94	\$2.97	\$1.20	\$4.89	\$0.42	\$10.65	\$0.22	\$40.73
Greater Kansas City Metropolitan Area (MO/KS)	\$3.31	\$19.12	\$2.07	\$2.44	\$5.81	\$0.85	\$11.36	\$0.28	\$45.24
Greater Nashville Regional Council (TN)	\$6.58	\$13.79	\$7.32	\$2.68	\$7.24	\$0.27	\$19.27	\$1.26	\$58.41
Research Triangle Regional Partnership (NC)	\$4.75	\$18.41	\$4.66	\$2.05	\$6.21	\$0.28	\$12.75	\$0.17	\$49.28
Greater Tampa/St. Petersburg Area (FL)	\$9.91	\$19.74	\$7.75	\$3.40	\$9.96	\$0.34	\$21.32	\$0.10	\$72.52
Charlotte Regional Partnership (NC)	\$4.87	\$12.82	\$11.20	\$1.83	\$6.65	\$0.29	\$11.46	\$0.35	\$49.47
Charlotte Regional Partnership (NC/SC)	\$5.09	\$13.48	\$10.01	\$2.06	\$7.07	\$0.26	\$12.99	\$0.30	\$51.26
Seven-County Metro Area (MN)	\$2.76	\$14.45	\$2.72	\$3.23	\$5.48	\$0.33	\$9.95	\$0.24	\$39.16
Central Florida Region	\$4.09	\$13.88	\$6.75	\$1.98	\$6.33	\$0.23	\$17.97	\$2.39	\$53.62
Greater Philadelphia Region (PA)	\$5.53	\$16.19	\$3.72	\$0.70	\$6.40	\$0.16	\$18.16	\$0.06	\$50.92
Greater Washington Region (DC/MD/VA)	\$5.02	\$16.45	\$3.66	\$3.43	\$5.40	\$0.57	\$11.12	\$0.33	\$45.98
Metro Atlanta Area (GA)	\$5.97	\$13.66	\$4.01	\$2.73	\$2.60	\$1.33	\$6.34	\$0.64	\$37.28
Greater Atlanta Region (GA)	\$5.97	\$13.66	\$4.01	\$2.73	\$2.60	\$1.33	\$6.34	\$0.64	\$37.28
Greater Houston Region (TX)	\$4.91	\$21.60	\$5.09	\$3.09	\$8.71	\$0.32	\$30.93	\$0.67	\$75.32
Dallas-Fort Worth-Arlington MSA (TX)	\$6.88	\$19.31	\$4.78	\$2.40	\$7.90	\$0.82	\$24.78	\$0.06	\$66.93
<b>Regional Average</b>	<b>\$5.26</b>	<b>\$15.93</b>	<b>\$6.72</b>	<b>\$2.28</b>	<b>\$5.87</b>	<b>\$0.38</b>	<b>\$13.32</b>	<b>\$0.51</b>	<b>\$50.28</b>
Percent of Regional Total	10.5%	31.7%	13.4%	4.5%	11.7%	0.8%	26.5%	1.0%	100.0%
Regional Median	\$4.87	\$14.95	\$4.78	\$2.14	\$5.62	\$0.31	\$10.65	\$0.27	\$44.07



**Table 25:  
Average Per Person Audience Spending by Non-Resident Attendees to  
Nonprofit Arts and Cultural Events Per Study Region During 2016**

Statewide Study Regions All Populations Sample Size = 20	NON-RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
State of Vermont	\$3.58	\$17.41	\$3.43	\$1.30	\$4.49	\$0.02	\$14.90	\$1.22	\$46.35
State of North Dakota	\$5.32	\$13.04	\$5.00	\$3.10	\$4.68	\$0.46	\$15.57	\$0.34	\$47.51
State of Delaware	\$3.55	\$16.56	\$10.76	\$1.47	\$4.89	\$0.95	\$11.56	\$0.73	\$50.47
State of Maine	\$5.91	\$19.68	\$8.41	\$1.45	\$7.21	\$0.23	\$23.01	\$0.60	\$66.50
State of Hawai'i	\$5.39	\$18.28	\$6.16	\$2.70	\$6.97	\$0.10	\$15.40	\$2.34	\$57.34
State of Nevada	\$12.70	\$21.01	\$8.29	\$3.07	\$11.74	\$0.22	\$17.53	\$4.38	\$78.94
State of Connecticut	\$3.81	\$19.84	\$8.39	\$1.63	\$5.97	\$0.28	\$9.48	\$0.38	\$49.78
State of Oklahoma	\$9.03	\$18.37	\$11.90	\$4.87	\$12.04	\$0.51	\$35.69	\$0.42	\$92.83
State of Oregon	\$8.34	\$33.31	\$13.91	\$3.22	\$8.58	\$0.43	\$42.58	\$0.99	\$111.36
State of Minnesota	\$3.23	\$10.19	\$5.08	\$1.22	\$4.26	\$0.53	\$10.68	\$1.01	\$36.20
State of Wisconsin	\$5.98	\$20.39	\$13.03	\$3.69	\$8.58	\$0.58	\$25.41	\$0.72	\$78.38
State of Maryland	\$5.07	\$16.67	\$4.73	\$1.32	\$4.62	\$0.95	\$7.66	\$0.45	\$41.47
State of Missouri	\$4.26	\$15.86	\$2.63	\$1.55	\$4.36	\$0.58	\$9.68	\$0.26	\$39.18
State of Tennessee	\$8.99	\$19.36	\$9.61	\$3.53	\$7.80	\$0.31	\$24.10	\$0.25	\$73.95
State of Massachusetts	\$5.14	\$15.80	\$5.37	\$1.85	\$5.60	\$0.13	\$13.01	\$0.27	\$47.17
State of New Jersey	\$5.27	\$16.72	\$5.13	\$2.26	\$6.37	\$0.78	\$14.49	\$0.30	\$51.32
State of North Carolina	\$5.70	\$16.22	\$12.73	\$2.26	\$7.02	\$0.52	\$16.78	\$0.63	\$61.86
State of Pennsylvania	\$4.92	\$16.29	\$3.84	\$1.40	\$7.04	\$0.20	\$18.65	\$0.45	\$52.79
State of Illinois	\$4.18	\$21.60	\$5.17	\$2.82	\$7.85	\$0.47	\$37.91	\$0.57	\$80.57
State of Florida	\$4.83	\$16.71	\$5.31	\$2.45	\$6.67	\$0.26	\$19.37	\$1.20	\$56.80
<b>Statewide Average</b>	<b>\$5.76</b>	<b>\$18.17</b>	<b>\$7.44</b>	<b>\$2.36</b>	<b>\$6.84</b>	<b>\$0.43</b>	<b>\$19.17</b>	<b>\$0.88</b>	<b>\$61.04</b>
Percent of Statewide Total	9.4%	29.8%	12.2%	3.9%	11.2%	0.7%	31.4%	1.4%	100.0%
Statewide Median	\$5.21	\$17.07	\$5.77	\$2.26	\$6.82	\$0.45	\$16.18	\$0.59	\$54.80

**Table 25:  
Average Per Person Audience Spending by Non-Resident Attendees to  
Nonprofit Arts and Cultural Events Per Study Region During 2016**

Individual Arts Districts All Populations Sample Size = 12	NON-RESIDENT ARTS ATTENDEES ONLY								Per Person Audience Expenditures
	Refreshments and/or Snacks	Meals/Drinks (before/after)	Retail/Gifts and Souvenirs	Clothing and Accessories	Local Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
James River Arts & Cultural District	\$2.82	\$10.76	\$5.12	\$1.09	\$2.46	\$0.19	\$2.78	\$0.06	\$25.28
Center City Charlotte	\$3.94	\$15.57	\$1.76	\$2.70	\$3.92	\$0.93	\$11.72	\$0.10	\$40.64
Loch Haven Cultural Park	\$6.24	\$9.78	\$2.49	\$0.91	\$3.64	\$0.16	\$8.82	\$3.23	\$35.27
Downtown Colorado Springs Creative District	\$14.97	\$20.33	\$2.27	\$0.86	\$5.43	\$0.23	\$5.68	\$0.00	\$49.77
Fort Worth Cultural District	\$7.59	\$21.45	\$3.67	\$2.24	\$5.01	\$0.98	\$15.82	\$0.94	\$57.70
Dallas Arts District	\$6.55	\$13.38	\$2.28	\$1.96	\$4.31	\$0.70	\$8.46	\$0.00	\$37.64
Grand Center Arts & Entertainment District	\$7.58	\$15.93	\$1.30	\$0.13	\$3.89	\$0.09	\$3.22	\$3.26	\$35.40
Balboa Park Cultural District	\$5.38	\$17.77	\$4.78	\$1.10	\$8.01	\$0.15	\$35.58	\$0.00	\$72.77
East End Cultural District	\$3.22	\$10.21	\$1.88	\$1.71	\$3.72	\$0.61	\$3.80	\$2.94	\$28.09
Houston Museum District Association	\$2.71	\$15.08	\$4.39	\$2.17	\$7.44	\$0.83	\$16.87	\$0.00	\$49.49
Midtown Cultural District	\$2.43	\$19.96	\$1.66	\$0.27	\$4.65	\$0.01	\$3.38	\$0.00	\$32.36
Washington Avenue Cultural District	\$3.90	\$12.05	\$4.28	\$2.48	\$5.15	\$0.19	\$4.46	\$2.31	\$34.82
<b>Arts District Average</b>	<b>\$5.61</b>	<b>\$15.19</b>	<b>\$2.99</b>	<b>\$1.47</b>	<b>\$4.80</b>	<b>\$0.42</b>	<b>\$10.05</b>	<b>\$1.07</b>	<b>\$41.60</b>
Percent of Arts District Total	13.5%	36.5%	7.2%	3.5%	11.5%	1.0%	24.2%	2.6%	100.0%
Arts District Median	\$4.66	\$15.33	\$2.39	\$1.41	\$4.48	\$0.21	\$7.07	\$0.08	\$36.52

**Average for the 55,081 NON-RESIDENT Surveys Where Residency Was Determined Based on a Single County**

<b>Average</b>	<b>\$5.36</b>	<b>\$15.90</b>	<b>\$5.63</b>	<b>\$2.30</b>	<b>\$5.28</b>	<b>\$0.41</b>	<b>\$12.16</b>	<b>\$0.53</b>	<b>\$47.57</b>
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**Average for the 17,933 NON-RESIDENT Surveys Where Residency Was Determined Based on a Multi-City or Multi-County Region**

<b>Average</b>	<b>\$5.54</b>	<b>\$17.95</b>	<b>\$7.41</b>	<b>\$2.41</b>	<b>\$5.97</b>	<b>\$0.31</b>	<b>\$15.39</b>	<b>\$0.48</b>	<b>\$55.45</b>
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**Average for the 17,496 NON-RESIDENT Surveys Where Residency Was Determined Based on an Entire State**

<b>Average</b>	<b>\$4.33</b>	<b>\$17.58</b>	<b>\$6.76</b>	<b>\$1.71</b>	<b>\$6.78</b>	<b>\$0.48</b>	<b>\$14.83</b>	<b>\$0.74</b>	<b>\$53.21</b>
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## **Explanation of Table 26: Travel Party Characteristics of Attendees to Cultural Events Per Study Region During 2016**

This table presents the travel party characteristics of the respondents to the audience-intercept survey in each participating study region during 2016. Residents are attendees who reside within the county in which the nonprofit arts and cultural event at which they were surveyed took place (within the multi-city or multi-county region for regional analyses, and within the state for statewide analyses). Non-residents are attendees who reside outside the county in which the nonprofit arts and cultural event at which they were surveyed took place (outside the multi-city or multi-county region for regional analyses, and outside the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group.

### **Columns Two through Four:**

The average number of adults (18 years of age or older), the average number of children (younger than 18 years of age), and the average number of people in total (adults plus children) in each travel party for which an audience-intercept survey was completed by a resident.

### **Column Five:**

The average number nights that resident audience-intercept survey respondents reported that they would spend away from their primary residence as a direct result of attending the nonprofit arts or cultural event where they completed the survey.

### **Columns Six through Eight:**

The average number of adults (18 years of age or older), the average number of children (younger than 18 years of age), and the average number of people in total (adults plus children) in each travel party for which an audience-intercept survey was completed by a non-resident.

### **Column Nine:**

The average number nights that non-resident audience-intercept survey respondents reported that they would spend away from their primary residence as a direct result of attending the nonprofit arts or cultural event where they completed the survey. These are not always nights spent in paid lodging; they can include nights spent at the homes of family and/or friends.

### **Column Ten:**

The percentage of non-resident audience-intercept survey respondents who reported spending any dollars on overnight paid lodging located within the study region for the purpose of or as a direct result of attending the nonprofit arts or cultural event where they completed the survey.

### **Column Eleven:**

The average per person expenditure made by only those non-resident audience members who reported spending any dollars on overnight paid lodging expenses within the study region for the purpose of or as a direct result of attending the nonprofit arts or cultural event where they completed the survey.

### **Column Twelve:**

The percentage of non-resident audience-intercept survey respondents who reported that attending the nonprofit arts or cultural event where they completed the audience-intercept survey was the primary reason for their trip. Other reasons requested on the survey include a vacation or holiday, to visit friends and/or relatives, or other (the "other" category included work/business, for a combination of business and pleasure, for personal business, and other miscellaneous responses).

**Table 26:  
Travel Party Characteristics of Attendees to Cultural Events  
Per Study Region During 2016**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	RESIDENT ATTENDEES ONLY				NON-RESIDENT ATTENDEES ONLY						
	Average Travel Party Size			Nights Away	Average Travel Party Size			Nights Away	With Paid Lodging Expenses		Arts Event is Primary Reason for Trip
	Adults	Children	Total		Adults	Children	Total		Percent	Per Person \$	
Town of Crested Butte (CO)	1.9	0.4	2.3	0.0	2.2	0.1	2.3	1.5	61.8%	\$146.38	26.9%
City of Pine City (MN)	2.4	0.1	2.5	0.1	2.6	0.3	2.9	0.3	7.9%	\$205.10	61.1%
City of Alva (OK)	1.9	0.2	2.1	0.0	1.8	0.3	2.1	0.2	8.7%	\$84.75	60.9%
Cook County (MN)	2.0	0.2	2.2	0.2	2.7	0.9	3.6	1.3	35.1%	\$88.37	22.2%
Town of Hillsborough (NC)	2.5	0.8	3.3	0.0	2.5	0.7	3.2	0.3	1.9%	\$187.00	79.6%
City of Virginia (MN)	2.0	0.2	2.2	0.2	2.7	0.9	3.6	1.3	35.1%	\$88.37	22.2%
Town of Jackson (WY)	2.0	0.2	2.2	0.1	2.0	0.2	2.2	1.2	23.5%	\$192.79	33.5%
City of Guthrie (OK)	2.2	0.8	3.0	0.1	2.6	0.8	3.4	0.6	19.7%	\$125.03	85.3%
City of Grand Rapids (MN)	2.0	0.2	2.2	0.2	2.7	0.9	3.6	1.3	35.1%	\$88.37	22.2%
Town of Medfield (MA)	1.8	0.7	2.5	0.1	2.1	0.4	2.5	0.5	2.6%	\$138.33	79.5%
City of Fergus Falls (MN)	2.0	0.2	2.2	0.1	1.8	0.2	2.0	0.2	8.3%	\$202.33	78.3%
Grundy County (TN)	2.2	0.9	3.1	0.2	2.2	0.4	2.6	0.5	11.4%	\$158.24	86.3%
City of Falls Church (VA)	2.1	0.7	2.8	0.1	2.0	0.6	2.6	0.3	5.9%	\$162.92	51.7%
City of Jamestown (ND)	2.3	0.1	2.4	0.0	2.4	0.0	2.4	1.3	57.9%	\$123.96	92.1%
City of Waterville (ME)	2.0	0.2	2.2	0.0	2.2	0.3	2.5	0.0	1.6%	\$95.00	96.8%
City of Red Wing (MN)	2.7	0.1	2.8	0.1	3.0	0.1	3.1	0.3	6.1%	\$92.50	84.0%
City of Durango (CO)	2.1	0.1	2.2	0.1	2.4	0.1	2.5	0.9	21.4%	\$204.87	48.3%
City of Hannibal (MO)	2.1	0.2	2.3	0.1	2.7	0.4	3.1	0.4	12.9%	\$114.03	87.1%
City of Tullahoma (TN)	2.3	0.5	2.8	0.1	2.4	0.2	2.6	0.3	1.2%	\$170.00	79.0%
City of Northfield (MN)	2.7	0.1	2.8	0.1	3.0	0.1	3.1	0.3	6.1%	\$92.50	84.0%
Town of Carrboro (NC)	2.0	0.4	2.4	0.1	2.2	0.1	2.3	0.1	3.0%	\$199.75	97.8%
Macon County (TN)	1.6	0.4	2.0	0.1	1.7	0.4	2.1	0.2	4.3%	\$89.04	82.6%
City of Laguna Beach (CA)	2.4	0.2	2.6	0.2	2.6	0.1	2.7	1.0	22.0%	\$210.62	42.1%
Hickman County (TN)	1.9	0.2	2.1	0.0	2.1	0.3	2.4	0.7	3.7%	\$182.10	86.2%
City of Fairfax (VA)	2.2	0.5	2.7	0.0	3.9	0.1	4.0	0.1	4.8%	\$101.26	71.4%
City of Ponca City (OK)	2.2	0.2	2.4	0.0	2.1	0.0	2.1	0.6	7.3%	\$92.92	70.7%
City of Paducah (KY)	2.2	0.2	2.4	0.1	2.2	0.1	2.3	0.8	23.7%	\$117.22	49.6%
Mille Lacs County (MN)	2.4	0.1	2.5	0.1	2.6	0.3	2.9	0.3	7.9%	\$205.10	61.1%
McNairy County (TN)	2.1	0.6	2.7	0.1	2.2	0.3	2.5	0.2	1.9%	\$148.17	88.1%
City of Winona (MN)	2.7	0.1	2.8	0.1	3.0	0.1	3.1	0.3	6.1%	\$92.50	84.0%

**Table 26:**  
**Travel Party Characteristics of Attendees to Cultural Events**  
**Per Study Region During 2016**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	RESIDENT ATTENDEES ONLY				NON-RESIDENT ATTENDEES ONLY						
	Average Travel Party Size			Nights Away	Average Travel Party Size			Nights Away	With Paid Lodging Expenses		Arts Event is Primary Reason for Trip
	Adults	Children	Total		Adults	Children	Total		Percent	Per Person \$	
Door County (WI)	2.2	0.1	2.3	0.2	2.6	0.2	2.8	2.5	42.8%	\$132.17	50.6%
City of Benicia (CA)	2.2	0.2	2.4	0.1	2.4	0.1	2.5	0.2	2.4%	\$169.03	51.2%
City of Winter Park (FL)	2.1	0.2	2.3	0.1	2.2	0.1	2.3	0.5	8.0%	\$144.76	80.7%
City of Rochester (NH)	2.1	0.5	2.6	0.2	2.3	0.4	2.7	0.1	2.7%	\$110.97	58.4%
City of Morgantown (WV)	2.1	0.4	2.5	0.1	2.3	0.3	2.6	0.5	8.9%	\$146.67	53.6%
Henry County (TN)	2.0	0.7	2.7	0.1	2.5	0.5	3.0	0.8	14.3%	\$69.92	61.9%
City of Fairbanks (AK)	2.0	0.3	2.3	0.1	2.3	0.3	2.6	1.9	39.0%	\$169.49	26.8%
City of Bangor (ME)	2.0	0.3	2.3	0.1	2.4	0.2	2.6	0.6	15.5%	\$160.69	86.5%
Weakley County (TN)	2.2	0.5	2.7	0.0	2.2	0.2	2.4	0.2	3.0%	\$152.62	93.6%
Dare County (NC)	2.1	0.1	2.2	0.2	2.7	0.3	3.0	2.3	31.8%	\$160.94	43.5%
City of Columbia (TN)	1.8	1.0	2.8	0.0	2.0	0.4	2.4	0.3	5.8%	\$142.08	69.2%
City of Lake Worth (FL)	2.9	0.2	3.1	0.0	2.9	0.1	3.0	0.8	15.4%	\$134.29	73.1%
Clatsop County (OR)	2.2	0.1	2.3	0.1	2.4	0.1	2.5	1.5	47.6%	\$186.94	66.0%
Yadkin County (NC)	2.7	0.0	2.7	0.1	2.5	0.1	2.6	0.6	10.5%	\$148.68	94.2%
Greater Belfast Area (ME)	1.9	0.2	2.1	0.0	2.1	0.2	2.3	0.6	16.2%	\$151.05	78.5%
Campbell County (TN)	1.9	0.4	2.3	0.0	2.3	0.3	2.6	0.4	5.7%	\$141.70	80.4%
Monroe County (TN)	2.2	0.5	2.7	0.1	2.3	0.6	2.9	0.4	5.8%	\$163.31	90.5%
Lincoln County (OR)	2.1	0.2	2.3	0.1	2.2	0.1	2.3	1.7	43.9%	\$174.10	61.7%
Iron County (UT)	2.1	0.2	2.3	0.2	2.4	0.2	2.6	2.2	71.0%	\$176.91	57.1%
City of St. Louis Park (MN)	2.3	0.2	2.5	0.1	2.5	0.2	2.7	0.6	11.4%	\$151.74	50.0%
City of Logan (UT)	2.4	0.3	2.7	0.1	2.5	0.2	2.7	1.4	45.3%	\$159.97	58.7%
Gibson County (TN)	2.3	0.5	2.8	0.1	2.6	0.6	3.2	0.6	7.8%	\$291.25	96.1%
<b>Group A Average</b>	<b>2.2</b>	<b>0.3</b>	<b>2.5</b>	<b>0.1</b>	<b>2.4</b>	<b>0.3</b>	<b>2.7</b>	<b>0.7</b>	<b>17.4%</b>	<b>\$146.90</b>	<b>67.2%</b>
Group A Median	2.1	0.2	2.4	0.1	2.4	0.2	2.6	0.6	8.8%	\$148.43	71.1%

**Table 26:**  
**Travel Party Characteristics of Attendees to Cultural Events**  
**Per Study Region During 2016**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	RESIDENT ATTENDEES ONLY				NON-RESIDENT ATTENDEES ONLY						
	Average Travel Party Size			Nights Away	Average Travel Party Size			Nights Away	With Paid Lodging Expenses		Arts Event is Primary Reason for Trip
	Adults	Children	Total		Adults	Children	Total		Percent	Per Person \$	
City of Joplin (MO)	2.1	0.3	2.4	0.1	2.7	0.1	2.8	0.4	6.2%	\$127.93	83.2%
City of La Crosse (WI)	2.2	0.2	2.4	0.1	2.5	0.2	2.7	0.3	10.0%	\$109.19	84.0%
McMinn County (TN)	1.9	0.3	2.2	0.0	2.1	0.2	2.3	0.3	9.1%	\$111.58	86.6%
Lafayette County (MS)	2.2	0.4	2.6	0.1	2.5	0.2	2.7	0.8	22.7%	\$162.49	53.6%
Chisago County (MN)	2.4	0.1	2.5	0.1	2.6	0.3	2.9	0.3	7.9%	\$205.10	61.1%
City of Grand Forks (ND)	2.4	0.2	2.6	0.1	2.5	0.3	2.8	0.5	9.4%	\$113.28	79.4%
City of Corvallis (OR)	2.3	0.2	2.5	0.1	2.3	0.2	2.5	0.4	10.3%	\$139.04	83.0%
City of Noblesville (IN)	2.3	0.4	2.7	0.0	2.6	0.3	2.9	0.2	4.3%	\$94.54	52.2%
City of Ocala (FL)	2.3	0.4	2.7	0.1	2.6	0.1	2.7	0.7	15.7%	\$223.13	87.7%
Lenoir County (NC)	1.9	0.1	2.0	0.0	2.4	0.2	2.6	0.3	20.9%	\$198.65	91.8%
Town of Chapel Hill (NC)	1.7	0.3	2.0	0.0	2.0	0.4	2.4	0.2	2.6%	\$174.72	92.8%
City of Grand Junction (CO)	2.1	0.2	2.3	0.1	2.7	0.2	2.9	1.0	39.5%	\$147.25	54.7%
Town of Jupiter (FL)	2.7	0.2	2.9	0.0	2.6	0.3	2.9	0.3	17.6%	\$135.68	44.6%
Hamblen County (TN)	2.3	0.7	3.0	0.0	2.3	0.7	3.0	0.1	5.9%	\$91.51	69.1%
City of Delray Beach (FL)	2.5	0.2	2.7	0.1	2.5	0.2	2.7	0.9	13.2%	\$143.64	63.2%
City of St. Cloud (MN)	2.6	0.2	2.8	0.1	2.3	1.0	3.3	0.3	7.4%	\$189.38	66.7%
City of Portland (ME)	2.2	0.2	2.4	0.1	2.4	0.3	2.7	0.4	9.2%	\$145.84	82.0%
City of Jackson (TN)	2.3	0.3	2.6	0.1	2.3	0.3	2.6	0.2	3.8%	\$87.45	79.9%
City of Walnut Creek (CA)	2.3	0.1	2.4	0.1	2.4	0.1	2.5	0.2	4.8%	\$115.77	65.5%
Greene County (TN)	1.7	0.3	2.0	0.1	2.1	0.2	2.3	0.2	5.1%	\$71.27	83.8%
City of Flagstaff (AZ)	1.8	0.3	2.1	0.0	2.1	0.4	2.5	0.5	40.2%	\$133.81	35.8%
City of Missoula (MT)	2.2	0.2	2.4	0.1	2.6	0.3	2.9	1.1	22.1%	\$146.60	41.1%
City of Fort Myers (FL)	2.4	0.2	2.6	0.0	2.3	0.1	2.4	0.5	6.3%	\$177.69	81.0%
Putnam County (TN)	1.8	0.2	2.0	0.0	2.2	0.2	2.4	0.1	1.8%	\$62.50	90.9%
Monroe County (FL)	2.3	0.3	2.6	0.1	2.4	0.3	2.7	0.8	12.1%	\$171.27	70.2%
City of Lynchburg (VA)	2.3	0.4	2.7	0.1	2.5	0.3	2.8	0.2	4.2%	\$148.47	64.2%
City of Duluth (MN)	2.0	0.2	2.2	0.2	2.7	0.9	3.6	1.3	35.1%	\$88.37	22.2%
City of Fishers (IN)	2.4	0.8	3.2	0.0	2.4	0.8	3.2	0.2	2.8%	\$136.75	62.5%
City of Carmel (IN)	2.3	0.4	2.7	0.0	2.1	0.3	2.4	0.4	13.2%	\$169.24	62.9%
City of Sugar Land (TX)	1.9	0.7	2.6	0.1	2.0	0.4	2.4	0.2	4.2%	\$207.74	53.4%

**Table 26:**  
**Travel Party Characteristics of Attendees to Cultural Events**  
**Per Study Region During 2016**

<b>Population Cohort Group B</b> Population 50,000 to 99,999 Sample Size = 38	<b>RESIDENT ATTENDEES ONLY</b>				<b>NON-RESIDENT ATTENDEES ONLY</b>						
	<b>Average Travel Party Size</b>			<b>Nights Away</b>	<b>Average Travel Party Size</b>			<b>Nights Away</b>	<b>With Paid Lodging Expenses</b>		<b>Arts Event is Primary Reason for Trip</b>
	<b>Adults</b>	<b>Children</b>	<b>Total</b>		<b>Adults</b>	<b>Children</b>	<b>Total</b>		<b>Percent</b>	<b>Per Person \$</b>	
City of Asheville (NC)	2.0	0.1	2.1	0.0	2.2	0.1	2.3	0.9	25.8%	\$178.26	62.4%
Buchanan County (MO)	2.4	0.5	2.9	0.1	2.7	0.4	3.1	0.5	13.0%	\$99.60	83.3%
City of Boca Raton (FL)	2.2	0.2	2.4	0.0	2.2	0.2	2.4	0.9	12.1%	\$192.08	57.8%
City of Miami Beach (FL)	2.1	0.0	2.1	0.1	2.3	0.1	2.4	0.5	9.1%	\$200.14	84.8%
Moore County (NC)	2.4	0.2	2.6	0.1	2.4	0.2	2.6	0.3	4.5%	\$126.66	74.8%
Sevier County (TN)	2.1	1.0	3.1	0.2	2.9	0.5	3.4	1.9	37.2%	\$203.90	72.1%
Cape May County (NJ)	1.7	0.0	1.7	0.0	2.4	0.0	2.4	1.8	43.8%	\$190.36	54.3%
Cleveland County (NC)	2.0	0.5	2.5	0.0	2.7	0.4	3.1	0.5	10.7%	\$150.68	76.6%
<b>Group B Average</b>	<b>2.2</b>	<b>0.3</b>	<b>2.5</b>	<b>0.1</b>	<b>2.4</b>	<b>0.3</b>	<b>2.7</b>	<b>0.5</b>	<b>13.8%</b>	<b>\$146.62</b>	<b>68.8%</b>
Group B Median	2.2	0.2	2.5	0.1	2.4	0.3	2.7	0.4	9.7%	\$146.22	69.7%

**Table 26:  
Travel Party Characteristics of Attendees to Cultural Events  
Per Study Region During 2016**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	RESIDENT ATTENDEES ONLY				NON-RESIDENT ATTENDEES ONLY						
	Average Travel Party Size			Nights Away	Average Travel Party Size			Nights Away	With Paid Lodging Expenses		Arts Event is Primary Reason for Trip
	Adults	Children	Total		Adults	Children	Total		Percent	Per Person \$	
City of Las Cruces (NM)	2.1	0.5	2.6	0.1	2.5	0.3	2.8	0.9	24.8%	\$166.54	46.5%
Eau Claire County (WI)	2.3	0.3	2.6	0.1	2.7	0.2	2.9	0.2	5.4%	\$108.05	91.1%
Yamhill County (OR)	2.1	0.4	2.5	0.1	2.5	0.3	2.8	0.7	11.0%	\$145.72	82.9%
City of Lewisville (TX)	2.5	0.5	3.0	0.1	2.4	0.4	2.8	0.3	5.8%	\$181.24	52.5%
City of West Palm Beach (FL)	2.2	0.5	2.7	0.0	2.4	0.7	3.1	0.7	10.6%	\$142.73	69.3%
City of Boulder (CO)	2.1	0.3	2.4	0.1	2.4	0.2	2.6	0.7	11.4%	\$174.48	52.6%
City of Richardson (TX)	2.3	0.3	2.6	0.1	2.3	0.3	2.6	0.4	9.4%	\$169.43	50.0%
City of High Point (NC)	2.5	0.3	2.8	0.1	2.8	0.3	3.1	0.3	7.0%	\$115.84	93.0%
City of Cambridge (MA)	2.1	0.1	2.2	0.1	2.1	0.1	2.2	0.4	7.0%	\$136.77	80.8%
City of Lowell (MA)	1.9	0.2	2.1	0.2	2.0	0.1	2.1	0.2	4.1%	\$225.84	81.9%
Douglas County (KS)	2.2	0.5	2.7	0.1	2.5	0.5	3.0	0.5	9.1%	\$112.27	52.2%
City of Columbia (MO)	2.0	0.2	2.2	0.1	2.3	0.2	2.5	0.6	9.0%	\$106.26	83.2%
City of Norman (OK)	2.5	0.4	2.9	0.1	2.6	0.6	3.2	0.5	18.0%	\$185.94	91.8%
Wayne County (NC)	2.3	0.4	2.7	0.1	2.4	0.5	2.9	0.4	6.9%	\$82.26	83.2%
City of Lafayette (LA)	2.5	0.4	2.9	0.0	2.2	1.0	3.2	0.0	12.5%	\$178.12	75.0%
Washington County (TN)	1.8	0.2	2.0	0.1	2.2	0.2	2.4	1.0	29.5%	\$261.89	88.4%
City of Thousand Oaks (CA)	2.4	0.3	2.7	0.2	2.2	0.3	2.5	0.3	8.5%	\$145.56	63.1%
City of Charleston (SC)	2.3	0.3	2.6	0.1	2.4	0.4	2.8	1.3	20.5%	\$181.43	48.5%
City of Waco (TX)	2.1	0.6	2.7	0.0	2.3	0.5	2.8	0.6	19.6%	\$145.96	51.5%
Robeson County (NC)	2.2	0.5	2.7	0.1	2.4	0.4	2.8	0.4	9.6%	\$153.96	84.6%
Columbia County (GA)	2.4	0.6	3.0	0.1	2.2	0.4	2.6	0.4	5.2%	\$170.46	63.8%
Orange County (NC)	2.0	0.4	2.4	0.0	2.1	0.3	2.4	0.2	2.6%	\$183.37	92.7%
City of Savannah (GA)	2.3	0.7	3.0	0.0	2.6	0.6	3.2	1.4	39.0%	\$190.74	40.2%
Indian River County (FL)	2.2	0.2	2.4	0.1	2.3	0.1	2.4	0.4	7.3%	\$222.35	71.0%
City of Alexandria (VA)	1.8	0.4	2.2	0.1	2.1	0.3	2.4	0.3	5.0%	\$141.90	57.9%
Martin County (FL)	2.2	0.5	2.7	0.1	2.5	0.7	3.2	0.8	7.6%	\$125.84	60.4%
Macon-Bibb County (GA)	2.2	0.1	2.3	0.1	2.6	0.2	2.8	0.3	6.3%	\$153.13	55.4%
City of Springfield (MA)	2.4	0.5	2.9	0.2	2.3	0.2	2.5	0.4	9.9%	\$198.44	77.8%
Catawba County (NC)	2.5	0.2	2.7	0.0	2.5	0.2	2.7	0.3	9.5%	\$141.89	89.3%
Town of Cary (NC)	2.2	0.3	2.5	0.1	2.2	0.3	2.5	0.6	8.3%	\$104.03	78.3%



**Table 26:**  
**Travel Party Characteristics of Attendees to Cultural Events**  
**Per Study Region During 2016**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	RESIDENT ATTENDEES ONLY				NON-RESIDENT ATTENDEES ONLY						
	Average Travel Party Size			Nights Away	Average Travel Party Size			Nights Away	With Paid Lodging Expenses		Arts Event is Primary Reason for Trip
	Adults	Children	Total		Adults	Children	Total		Percent	Per Person \$	
Alamance County (NC)	2.4	0.6	3.0	0.1	2.4	0.6	3.0	0.2	5.3%	\$82.43	89.8%
Cumberland County (NJ)	2.3	0.5	2.8	0.0	2.4	0.7	3.1	0.4	8.0%	\$109.91	67.3%
City of Eugene (OR)	2.2	0.1	2.3	0.1	2.3	0.1	2.4	0.8	15.7%	\$124.88	77.8%
Middlesex County (CT)	2.5	0.0	2.5	0.0	2.4	0.1	2.5	0.6	10.3%	\$117.00	89.7%
City of Springfield (MO)	2.1	0.5	2.6	0.1	2.2	0.4	2.6	0.2	4.0%	\$123.19	83.9%
City of Sioux Falls (SD)	2.3	0.2	2.5	0.1	2.5	0.2	2.7	0.4	12.9%	\$122.29	62.3%
Pitt County (NC)	2.3	0.5	2.8	0.1	2.2	0.3	2.5	0.4	10.1%	\$152.81	84.8%
City of Providence (RI)	2.0	0.3	2.3	0.1	2.2	0.5	2.7	0.3	2.6%	\$128.25	62.5%
City of Worcester (MA)	2.0	0.2	2.2	0.2	2.1	0.1	2.2	0.3	6.1%	\$166.04	76.5%
Montgomery County (TN)	2.0	0.2	2.2	0.1	2.1	0.2	2.3	0.4	12.7%	\$144.57	80.3%
Salt Lake City (UT)	2.4	0.2	2.6	0.1	2.4	0.3	2.7	0.5	10.4%	\$163.24	60.7%
Cabarrus County (NC)	2.5	0.1	2.6	0.1	2.5	0.2	2.7	0.2	6.1%	\$103.44	89.8%
Richmond County (GA)	2.2	0.5	2.7	0.2	2.3	0.4	2.7	0.3	3.2%	\$157.65	60.9%
City of Tacoma (WA)	2.2	0.2	2.4	0.1	2.4	0.3	2.7	0.2	4.2%	\$113.87	61.4%
Doña Ana County (NM)	2.3	0.6	2.9	0.1	2.8	0.3	3.1	0.7	19.3%	\$164.55	38.5%
New Hanover County (NC)	2.3	0.2	2.5	0.0	2.2	0.2	2.4	0.2	2.8%	\$88.75	91.7%
Arlington County (VA)	2.0	0.4	2.4	0.1	2.2	0.2	2.4	0.3	3.3%	\$129.55	61.6%
City of Irving (TX)	2.4	0.2	2.6	0.1	2.7	0.2	2.9	0.3	7.7%	\$114.68	71.1%
City of Reno (NV)	2.4	0.4	2.8	0.1	2.2	0.2	2.4	0.8	23.6%	\$132.49	76.4%
York County (SC)	2.3	0.3	2.6	0.1	2.4	0.2	2.6	0.4	10.7%	\$171.62	59.4%
<b>Group C Average</b>	<b>2.2</b>	<b>0.3</b>	<b>2.6</b>	<b>0.1</b>	<b>2.4</b>	<b>0.3</b>	<b>2.7</b>	<b>0.5</b>	<b>10.4%</b>	<b>\$147.27</b>	<b>71.1%</b>
Group C Median	2.3	0.3	2.6	0.1	2.4	0.3	2.7	0.4	8.8%	\$145.07	73.1%

**Table 26:**  
**Travel Party Characteristics of Attendees to Cultural Events**  
**Per Study Region During 2016**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	RESIDENT ATTENDEES ONLY				NON-RESIDENT ATTENDEES ONLY						
	Average Travel Party Size			Nights Away	Average Travel Party Size			Nights Away	With Paid Lodging Expenses		Arts Event is Primary Reason for Trip
	Adults	Children	Total		Adults	Children	Total		Percent	Per Person \$	
Buncombe County (NC)	2.1	0.1	2.2	0.1	2.2	0.1	2.3	1.1	24.0%	\$184.87	64.4%
Alachua County (FL)	2.2	0.4	2.6	0.1	2.3	0.6	2.9	0.5	10.9%	\$143.92	86.5%
Greater Green Bay Area (WI)	2.1	0.6	2.7	0.1	2.4	0.3	2.7	0.5	13.3%	\$127.27	93.7%
City of Orlando (FL)	2.1	0.5	2.6	0.1	2.2	0.6	2.8	0.6	12.8%	\$151.97	81.6%
City of Lincoln (NE)	2.0	0.3	2.3	0.0	2.2	0.2	2.4	0.4	14.6%	\$120.73	64.4%
Southeastern Connecticut Region (CT)	2.0	0.4	2.4	0.1	2.6	0.5	3.1	0.5	11.7%	\$148.88	78.1%
Erie County (PA)	2.4	0.3	2.7	0.1	2.6	0.5	3.1	0.8	19.4%	\$126.86	73.5%
San Luis Obispo County (CA)	2.3	0.3	2.6	0.1	2.4	0.3	2.7	1.3	24.3%	\$190.10	46.7%
City of Newark (NJ)	2.0	0.3	2.3	0.4	2.1	0.2	2.3	0.3	1.7%	\$156.17	79.4%
Leon County (FL)	2.1	0.2	2.3	0.1	2.2	0.4	2.6	0.8	28.0%	\$159.58	76.8%
Rutherford County (TN)	2.2	0.4	2.6	0.1	2.3	0.3	2.6	0.5	8.0%	\$134.52	80.7%
St. Lucie County (FL)	2.3	0.1	2.4	0.1	2.4	0.0	2.4	0.5	4.8%	\$327.75	79.5%
Greater Spartanburg Area (SC)	2.3	0.4	2.7	0.1	2.4	0.3	2.7	0.3	4.6%	\$218.50	56.9%
Durham County (NC)	2.1	0.2	2.3	0.0	2.1	0.2	2.3	0.3	3.6%	\$124.60	89.1%
City of St. Paul (MN)	2.3	0.2	2.5	0.1	2.5	0.2	2.7	0.6	11.4%	\$151.74	50.0%
Hamilton County (IN)	2.3	0.5	2.8	0.0	2.3	0.5	2.8	0.3	7.5%	\$156.60	60.8%
Osceola County (FL)	2.8	0.5	3.3	0.1	2.3	0.1	2.4	0.3	12.5%	\$223.00	87.5%
Escambia County (FL)	2.3	0.3	2.6	0.0	2.1	0.9	3.0	0.7	8.0%	\$191.38	76.8%
Lexington-Fayette Urban County (KY)	2.1	0.3	2.4	0.1	2.3	0.3	2.6	0.4	4.6%	\$101.44	56.5%
Lake County (FL)	2.2	0.1	2.3	0.1	2.2	0.3	2.5	0.7	10.8%	\$200.81	74.3%
City of Riverside (CA)	1.8	0.3	2.1	0.0	2.0	0.5	2.5	0.0	1.0%	\$88.75	66.3%
Cumberland County (NC)	2.1	0.4	2.5	0.1	2.3	0.6	2.9	0.4	3.4%	\$116.28	73.1%
Collier County (FL)	2.3	0.2	2.5	0.1	2.4	0.1	2.5	1.1	6.6%	\$183.37	61.7%
Hamilton County (TN)	2.3	0.4	2.7	0.1	2.5	0.4	2.9	0.6	16.0%	\$160.97	79.3%
Manatee County (FL)	2.5	0.3	2.8	0.1	2.6	0.3	2.9	0.7	10.6%	\$172.85	63.3%
City of Tampa (FL)	2.3	0.2	2.5	0.1	2.4	0.2	2.6	0.7	18.0%	\$211.92	78.7%
Forsyth County (NC)	2.2	0.4	2.6	0.1	2.4	0.4	2.8	0.3	4.4%	\$140.00	85.3%
Mercer County (NJ)	2.0	0.3	2.3	0.0	2.9	0.3	3.2	0.2	3.9%	\$183.13	86.6%
City of Wichita (KS)	2.2	0.2	2.4	0.0	2.5	0.3	2.8	0.4	8.8%	\$163.17	57.6%
Clackamas County (OR)	1.9	0.3	2.2	0.0	2.2	0.3	2.5	0.4	5.7%	\$142.54	79.5%

**Table 26:  
Travel Party Characteristics of Attendees to Cultural Events  
Per Study Region During 2016**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	RESIDENT ATTENDEES ONLY				NON-RESIDENT ATTENDEES ONLY						
	Average Travel Party Size			Nights Away	Average Travel Party Size			Nights Away	With Paid Lodging Expenses		Arts Event is Primary Reason for Trip
	Adults	Children	Total		Adults	Children	Total		Percent	Per Person \$	
Sarasota County (FL)	2.3	0.1	2.4	0.1	2.4	0.0	2.4	0.6	9.9%	\$191.31	76.3%
City of Minneapolis (MN)	2.3	0.2	2.5	0.1	2.5	0.2	2.7	0.6	11.4%	\$151.74	50.0%
Berks County (PA)	2.4	0.2	2.6	0.1	2.4	0.1	2.5	0.7	20.3%	\$212.94	84.1%
City of Miami (FL)	2.3	0.2	2.5	0.1	2.4	0.2	2.6	0.7	10.2%	\$211.33	74.5%
City of Raleigh (NC)	2.2	0.4	2.6	0.1	2.2	0.4	2.6	0.8	14.8%	\$166.83	80.9%
Santa Barbara County (CA)	1.9	0.1	2.0	0.0	2.1	0.2	2.3	0.7	13.2%	\$136.06	56.6%
Seminole County (FL)	1.9	0.6	2.5	0.0	2.3	0.3	2.6	0.1	2.4%	\$145.00	95.1%
City of Virginia Beach (VA)	2.4	0.1	2.5	0.0	2.4	0.2	2.6	0.3	7.9%	\$142.70	59.2%
City of Atlanta (GA)	1.8	1.0	2.8	0.2	2.2	0.5	2.7	0.3	8.2%	\$205.72	72.6%
City of Mesa (AZ)	2.1	0.9	3.0	0.0	2.4	0.4	2.8	0.5	11.8%	\$154.96	46.4%
City of Kansas City (MO)	2.2	0.1	2.3	0.1	2.3	0.1	2.4	0.2	3.9%	\$158.71	96.0%
Morris County (NJ)	2.3	0.5	2.8	0.1	2.4	0.4	2.8	0.1	2.3%	\$231.46	93.8%
<b>Group D Average</b>	<b>2.2</b>	<b>0.3</b>	<b>2.5</b>	<b>0.1</b>	<b>2.3</b>	<b>0.3</b>	<b>2.7</b>	<b>0.5</b>	<b>10.3%</b>	<b>\$166.96</b>	<b>73.2%</b>
Group D Median	2.2	0.3	2.5	0.1	2.4	0.3	2.6	0.5	10.1%	\$157.66	76.6%

**Table 26:**  
**Travel Party Characteristics of Attendees to Cultural Events**  
**Per Study Region During 2016**

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 25	RESIDENT ATTENDEES ONLY				NON-RESIDENT ATTENDEES ONLY						
	Average Travel Party Size			Nights Away	Average Travel Party Size			Nights Away	With Paid Lodging Expenses		Arts Event is Primary Reason for Trip
	Adults	Children	Total		Adults	Children	Total		Percent	Per Person \$	
Sonoma County (CA)	2.4	0.1	2.5	0.1	2.5	0.1	2.6	0.6	13.7%	\$234.93	51.6%
Volusia County (FL)	1.5	0.0	1.5	0.0	1.4	0.0	1.4	0.3	8.3%	\$337.50	75.0%
Guilford County (NC)	2.3	0.2	2.5	0.1	2.6	0.2	2.8	0.4	9.9%	\$140.86	91.1%
Dane County (WI)	2.2	0.3	2.5	0.0	2.4	0.3	2.7	0.8	5.5%	\$147.50	80.8%
Brevard County (FL)	2.4	0.2	2.6	0.0	2.0	0.0	2.0	0.2	9.1%	\$135.00	100.0%
Washington County (OR)	2.2	0.2	2.4	0.1	2.5	0.1	2.6	0.2	4.6%	\$110.33	91.5%
Johnson County (KS)	2.2	0.2	2.4	0.1	2.3	0.2	2.5	0.3	1.8%	\$158.25	63.3%
City of Louisville (KY)	2.4	0.4	2.8	0.0	2.3	0.3	2.6	0.7	10.2%	\$127.40	57.3%
City of Baltimore (MD)	2.3	0.4	2.7	0.1	2.3	0.3	2.6	0.2	4.6%	\$150.24	94.5%
Polk County (FL)	2.2	0.4	2.6	0.0	2.7	0.4	3.1	1.0	18.1%	\$130.83	67.7%
City of Boston (MA)	2.1	0.2	2.3	0.1	2.3	0.3	2.6	0.3	5.6%	\$169.06	82.8%
District of Columbia (DC)	2.0	0.1	2.1	0.1	2.2	0.1	2.3	0.4	7.8%	\$159.73	53.7%
Nashville-Davidson County (TN)	2.1	0.3	2.4	0.1	2.3	0.4	2.7	0.8	12.9%	\$186.50	75.0%
City of El Paso (TX)	2.2	1.0	3.2	0.2	2.4	0.7	3.1	0.8	8.2%	\$218.55	45.9%
Lee County (FL)	2.4	0.2	2.6	0.0	2.4	0.1	2.5	0.6	8.9%	\$173.69	73.2%
City of Fort Worth (TX)	2.3	0.3	2.6	0.1	2.3	0.3	2.6	0.6	16.3%	\$186.70	59.7%
City of Indianapolis (IN)	2.1	0.2	2.3	0.1	2.4	0.2	2.6	0.3	8.2%	\$147.76	60.1%
City and County of San Francisco (CA)	2.2	0.2	2.4	0.1	2.3	0.2	2.5	0.6	9.3%	\$228.43	54.6%
Prince George's County (MD)	2.0	0.5	2.5	0.1	2.2	0.3	2.5	0.4	4.4%	\$230.00	77.9%
Pinellas County (FL)	2.3	0.1	2.4	0.1	2.3	0.2	2.5	0.7	11.6%	\$156.36	70.1%
Shelby County (TN)	2.4	0.5	2.9	0.1	2.4	0.5	2.9	0.7	19.7%	\$134.47	73.7%
Fairfield County (CT)	2.1	0.2	2.3	0.0	2.4	0.3	2.7	0.2	3.7%	\$144.71	90.8%
Westchester County (NY)	2.2	0.1	2.3	0.1	2.3	0.2	2.5	0.3	2.4%	\$133.96	62.1%
Fulton County (GA)	2.3	0.5	2.8	0.1	2.6	0.4	3.0	0.4	8.9%	\$183.59	93.0%
Wake County (NC)	2.2	0.4	2.6	0.1	2.2	0.4	2.6	0.7	13.6%	\$156.06	80.6%
<b>Group E Average</b>	<b>2.2</b>	<b>0.3</b>	<b>2.5</b>	<b>0.1</b>	<b>2.3</b>	<b>0.3</b>	<b>2.6</b>	<b>0.5</b>	<b>9.1%</b>	<b>\$171.30</b>	<b>73.0%</b>
Group E Median	2.2	0.2	2.5	0.1	2.3	0.3	2.6	0.4	8.9%	\$156.36	73.7%

**Table 26:  
Travel Party Characteristics of Attendees to Cultural Events  
Per Study Region During 2016**

Population Cohort Group F Population 1,000,000 or More Sample Size = 21	RESIDENT ATTENDEES ONLY				NON-RESIDENT ATTENDEES ONLY						
	Average Travel Party Size			Nights Away	Average Travel Party Size			Nights Away	With Paid Lodging Expenses		Arts Event is Primary Reason for Trip
	Adults	Children	Total		Adults	Children	Total		Percent	Per Person \$	
Mecklenburg County (NC)	2.0	0.5	2.5	0.1	2.3	0.7	3.0	0.4	7.0%	\$186.92	84.0%
City of San José (CA)	2.2	0.2	2.4	0.1	2.1	0.2	2.3	0.6	15.7%	\$187.71	52.1%
Montgomery County (MD)	2.1	0.4	2.5	0.0	2.1	0.3	2.4	0.2	3.4%	\$146.38	89.8%
Fairfax County (VA)	2.2	0.3	2.5	0.1	2.3	0.3	2.6	0.1	1.7%	\$148.29	64.0%
Allegheny County (PA)	2.1	0.2	2.3	0.1	2.2	0.1	2.3	0.4	13.3%	\$192.13	84.5%
Greater Columbus Area (OH)	2.3	0.3	2.6	0.1	2.7	0.5	3.2	0.5	11.6%	\$131.99	55.6%
Orange County (FL)	2.1	0.4	2.5	0.1	2.2	0.4	2.6	0.5	10.9%	\$156.08	82.6%
City of Dallas (TX)	2.3	0.2	2.5	0.2	2.5	0.4	2.9	0.6	10.8%	\$122.79	52.4%
Hillsborough County (FL)	2.4	0.1	2.5	0.1	2.4	0.2	2.6	0.7	17.1%	\$211.92	78.7%
City of San Diego (CA)	2.3	0.3	2.6	0.1	2.5	0.4	2.9	1.8	34.1%	\$164.44	22.9%
Palm Beach County (FL)	2.4	0.4	2.8	0.0	2.4	0.5	2.9	1.0	13.5%	\$160.48	59.1%
City of San Antonio (TX)	2.4	0.5	2.9	0.2	2.6	0.4	3.0	1.0	29.9%	\$181.71	37.9%
Sacramento County (CA)	2.1	0.4	2.5	0.1	2.4	0.2	2.6	0.2	3.8%	\$145.36	62.7%
City of Phoenix (AZ)	2.3	0.4	2.7	0.1	2.6	0.4	3.0	1.9	35.8%	\$141.62	28.9%
City and County of Philadelphia (PA)	2.0	0.2	2.2	0.2	2.1	0.4	2.5	0.7	16.4%	\$163.00	66.5%
Broward County (FL)	2.4	0.3	2.7	0.2	2.5	0.2	2.7	1.1	13.1%	\$150.14	63.0%
Santa Clara County (CA)	2.1	0.3	2.4	0.1	2.1	0.2	2.3	0.4	7.6%	\$200.26	60.1%
Riverside County (CA)	1.9	0.4	2.3	0.0	2.2	0.5	2.7	0.4	14.6%	\$369.44	67.0%
Miami-Dade County (FL)	2.3	0.2	2.5	0.1	2.4	0.2	2.6	0.7	9.9%	\$188.67	76.6%
City of Chicago (IL)	2.1	0.1	2.2	0.1	2.4	0.3	2.7	1.5	37.1%	\$204.03	37.9%
Harris County (TX)	2.1	0.2	2.3	0.1	2.3	0.4	2.7	0.6	9.8%	\$176.41	60.7%
<b>Group F Average</b>	<b>2.2</b>	<b>0.3</b>	<b>2.5</b>	<b>0.1</b>	<b>2.3</b>	<b>0.3</b>	<b>2.7</b>	<b>0.7</b>	<b>15.1%</b>	<b>\$177.61</b>	<b>61.3%</b>
Group F Median	2.2	0.3	2.5	0.1	2.4	0.4	2.7	0.6	13.1%	\$164.44	62.7%
<b>ALL CITY/COUNTY STUDY REGIONS</b>											
<b>Average</b>	<b>2.2</b>	<b>0.3</b>	<b>2.5</b>	<b>0.1</b>	<b>2.4</b>	<b>0.3</b>	<b>2.7</b>	<b>0.6</b>	<b>12.8%</b>	<b>\$156.13</b>	<b>69.5%</b>
Median	2.2	0.3	2.5	0.1	2.4	0.3	2.6	0.5	9.4%	\$151.74	72.4%

**Table 26:**  
**Travel Party Characteristics of Attendees to Cultural Events**  
**Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	RESIDENT ATTENDEES ONLY				NON-RESIDENT ATTENDEES ONLY						
	Average Travel Party Size			Nights Away	Average Travel Party Size			Nights Away	With Paid Lodging Expenses		Arts Event is Primary Reason for Trip
	Adults	Children	Total		Adults	Children	Total		Percent	Per Person \$	
High Peaks Region (ME)	2.2	0.4	2.6	0.1	2.3	0.4	2.7	1.1	14.0%	\$152.42	71.1%
Wood River Valley (ID)	2.4	0.3	2.7	0.2	2.9	0.3	3.2	1.7	25.3%	\$227.57	72.3%
Southern Oregon Area	2.4	0.2	2.6	0.0	2.6	0.2	2.8	3.0	79.8%	\$201.39	76.5%
Southwestern Pennsylvania Area	2.4	0.1	2.5	0.1	2.7	0.1	2.8	0.4	6.9%	\$116.29	87.3%
Greater Portsmouth Area (NH)	2.1	0.3	2.4	0.1	2.1	0.3	2.4	0.3	6.3%	\$165.32	81.3%
Northeast Oregon Region	1.9	0.2	2.1	0.1	2.0	0.0	2.0	0.9	30.0%	\$239.53	83.3%
Toe River Valley (NC)	1.9	0.2	2.1	0.0	2.4	0.2	2.6	0.8	18.2%	\$205.11	77.3%
Albemarle Region (NC)	2.1	0.2	2.3	0.1	2.7	0.2	2.9	0.6	5.5%	\$158.18	83.6%
Greater Concord Area (NH)	2.1	0.2	2.3	0.1	2.3	0.2	2.5	0.4	17.1%	\$157.72	93.3%
North Central Minnesota Region	2.1	0.4	2.5	0.2	2.9	0.3	3.2	5.0	2.6%	\$171.20	75.0%
Northwest Minnesota Region	2.3	0.3	2.6	0.1	2.8	0.3	3.1	0.4	5.0%	\$132.50	40.9%
Monadnock Region (NH)	2.3	0.3	2.6	0.1	2.3	0.2	2.5	0.5	11.4%	\$101.05	89.0%
Bismarck-Mandan Region (ND)	2.3	0.2	2.5	0.1	2.5	0.2	2.7	0.7	7.3%	\$123.65	75.6%
Greater Minot Region (ND)	2.3	0.2	2.5	0.0	2.4	0.2	2.6	0.5	15.5%	\$104.44	87.9%
Greater Burlington Area (VT)	1.9	0.3	2.2	0.0	2.1	0.5	2.6	0.6	17.3%	\$156.31	77.4%
Greater Charlottesville Area (VA)	2.2	0.2	2.4	0.1	2.4	0.2	2.6	0.7	15.4%	\$221.05	84.4%
Brainerd Lakes Region (MN)	2.6	0.2	2.8	0.1	2.5	0.6	3.1	0.8	8.9%	\$52.50	60.0%
East Central Minnesota Region	2.4	0.1	2.5	0.1	2.6	0.3	2.9	0.3	7.9%	\$205.10	61.1%
Northwest Connecticut Region	1.9	0.1	2.0	0.1	2.2	0.1	2.3	0.3	5.1%	\$153.20	90.3%
Central Oregon Region	2.2	0.1	2.3	0.1	2.5	0.2	2.7	1.9	35.2%	\$217.72	71.4%
Greater Fargo-Moorhead Area (ND/MN)	2.2	0.2	2.4	0.0	2.2	0.2	2.4	0.5	13.5%	\$142.23	83.2%
Black Hills Region (SD)	2.2	0.2	2.4	0.1	2.4	0.2	2.6	1.0	16.9%	\$144.30	74.6%
Greater Kingsport Area (TN)	2.1	0.4	2.5	0.1	2.3	0.4	2.7	0.4	10.0%	\$152.39	84.8%
Lake Region (MN)	2.0	0.2	2.2	0.1	1.8	0.2	2.0	0.2	8.3%	\$202.33	78.3%
South Central Minnesota Region	2.4	0.4	2.8	0.1	2.6	0.4	3.0	0.6	8.1%	\$155.13	68.4%
Greater Sioux Falls Area (SD)	2.5	0.2	2.7	0.0	2.7	0.2	2.9	0.5	17.0%	\$118.08	59.7%
Southwest Tennessee Development District	2.2	0.5	2.7	0.1	2.3	0.2	2.5	0.3	5.0%	\$100.15	79.7%
Northwest Tennessee Development District	2.3	0.5	2.8	0.1	2.4	0.4	2.8	0.4	6.6%	\$160.19	92.2%
Southwest Minnesota Region	2.1	0.4	2.5	0.1	2.6	0.6	3.2	0.7	11.5%	\$177.71	50.0%
Arrowhead Region (MN)	2.0	0.2	2.2	0.2	2.7	0.9	3.6	1.3	35.1%	\$88.37	22.2%

**Table 26:**  
**Travel Party Characteristics of Attendees to Cultural Events**  
**Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	RESIDENT ATTENDEES ONLY				NON-RESIDENT ATTENDEES ONLY						
	Average Travel Party Size			Nights Away	Average Travel Party Size			Nights Away	With Paid Lodging Expenses		Arts Event is Primary Reason for Trip
	Adults	Children	Total		Adults	Children	Total		Percent	Per Person \$	
Maple Grove and the Northwest Suburbs (MN)	2.3	0.2	2.5	0.1	2.5	0.2	2.7	0.6	11.4%	\$151.74	50.0%
Greater Augusta Area (GA)	2.3	0.5	2.8	0.2	2.3	0.3	2.6	0.4	7.4%	\$161.29	55.1%
Upper Cumberland Development District (TN)	2.0	0.3	2.3	0.1	2.4	0.5	2.9	0.6	10.1%	\$128.96	88.6%
City of Huntsville/Madison County (AL)	2.2	0.5	2.7	0.1	2.3	0.5	2.8	0.6	7.7%	\$112.62	74.1%
Northeast Commission (NC)	2.2	0.2	2.4	0.1	2.7	0.2	2.9	1.7	24.6%	\$153.59	68.5%
Greater Ann Arbor Area (MI)	2.3	0.4	2.7	0.2	2.3	0.5	2.8	0.6	10.0%	\$186.74	74.8%
Greater Fox Cities Region (WI)	2.4	0.3	2.7	0.2	2.4	0.3	2.7	0.5	12.6%	\$152.69	95.6%
Central Minnesota Region	2.6	0.2	2.8	0.1	2.3	1.0	3.3	0.3	7.4%	\$189.38	66.7%
South Central Tennessee Development District	2.1	0.5	2.6	0.0	2.1	0.3	2.4	0.7	5.1%	\$183.74	82.3%
Northwest Arkansas Region	2.3	0.3	2.6	0.0	2.3	0.4	2.7	1.0	34.0%	\$140.17	85.6%
Southeast Minnesota Region	2.7	0.1	2.8	0.1	3.0	0.1	3.1	0.3	6.1%	\$92.50	84.0%
First Tennessee Development District	2.0	0.4	2.4	0.1	2.3	0.3	2.6	0.8	21.4%	\$211.79	82.6%
Greater Harrisburg Area (PA)	2.2	0.2	2.4	0.1	2.3	0.2	2.5	0.3	5.4%	\$175.63	90.3%
Greater New Haven Area (CT)	2.3	0.3	2.6	0.1	2.4	0.4	2.8	0.3	2.9%	\$180.42	84.1%
Treasure Coast Region (FL)	2.2	0.3	2.5	0.1	2.5	0.4	2.9	0.8	8.0%	\$167.06	55.3%
Greater Des Moines Region (IA)	2.4	0.5	2.9	0.1	2.8	0.5	3.3	1.0	32.9%	\$163.32	79.0%
Southeast Tennessee Development District	2.2	0.4	2.6	0.1	2.3	0.3	2.6	0.6	15.5%	\$148.88	81.2%
Greater Knoxville Region (TN)	2.3	0.2	2.5	0.1	2.4	0.2	2.6	1.7	32.7%	\$216.77	68.6%
Greater Columbia Area (SC)	2.2	0.3	2.5	0.2	2.3	0.3	2.6	0.6	19.8%	\$139.70	79.3%
Pikes Peak Region (CO)	2.3	0.3	2.6	0.2	2.7	0.3	3.0	1.5	18.5%	\$140.22	72.8%
Lehigh Valley Region (PA)	2.5	0.3	2.8	0.1	2.5	0.1	2.6	0.5	13.0%	\$186.75	82.5%
Greater Sarasota/Bradenton Area (FL)	2.3	0.1	2.4	0.1	2.4	0.1	2.5	0.9	14.7%	\$189.37	62.6%
Dayton Region (OH)	2.1	0.4	2.5	0.1	2.0	0.4	2.4	0.4	4.7%	\$129.00	87.5%
Richmond & Tri-Cities Region (VA)	2.2	0.3	2.5	0.1	2.3	0.4	2.7	0.3	3.4%	\$176.94	92.7%
Memphis Area Association of Governments (TN)	2.4	0.6	3.0	0.1	2.5	0.4	2.9	0.8	21.0%	\$136.86	71.0%
Eastern Region (NC)	2.1	0.2	2.3	0.1	2.2	0.3	2.5	0.5	19.7%	\$160.65	83.0%
Advantage West Region (NC)	2.1	0.2	2.3	0.1	2.4	0.2	2.6	1.3	29.3%	\$176.12	66.3%
Southeast Commission (NC)	2.2	0.4	2.6	0.1	2.3	0.5	2.8	0.5	6.1%	\$137.89	72.0%
Greater Fairfax Area (VA)	2.2	0.4	2.6	0.1	2.2	0.4	2.6	0.4	10.1%	\$159.01	57.4%
Greater Tulsa Region (OK)	2.3	0.5	2.8	0.1	2.4	0.2	2.6	0.8	31.0%	\$207.08	85.7%

**Table 26:**  
**Travel Party Characteristics of Attendees to Cultural Events**  
**Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	RESIDENT ATTENDEES ONLY				NON-RESIDENT ATTENDEES ONLY						
	Average Travel Party Size			Nights Away	Average Travel Party Size			Nights Away	With Paid Lodging Expenses		Arts Event is Primary Reason for Trip
	Adults	Children	Total		Adults	Children	Total		Percent	Per Person \$	
East Tennessee Development District	2.2	0.5	2.7	0.1	2.7	0.4	3.1	1.9	35.9%	\$202.87	67.3%
West Valley Region (AZ)	2.3	0.2	2.5	0.1	2.5	0.1	2.6	0.4	5.7%	\$97.25	82.5%
Greater St. Louis Area (MO)	2.1	0.3	2.4	0.1	2.5	0.6	3.1	0.4	6.8%	\$174.86	86.1%
Western New York	2.1	0.3	2.4	0.1	2.3	0.4	2.7	0.9	19.3%	\$141.15	67.0%
Greater Oklahoma City Region (OK)	2.3	0.6	2.9	0.1	2.6	0.5	3.1	1.5	42.5%	\$180.57	65.9%
Piedmont Triad Partnership (NC)	2.4	0.3	2.7	0.1	2.5	0.3	2.8	0.7	18.0%	\$137.25	85.1%
Greater Portland Area (OR)	2.1	0.2	2.3	0.1	2.4	0.2	2.6	0.6	11.7%	\$149.69	79.2%
Greater Kansas City Metropolitan Area (MO/KS)	2.3	0.1	2.4	0.1	2.4	0.1	2.5	0.7	12.9%	\$159.44	81.3%
Greater Nashville Regional Council (TN)	2.1	0.3	2.4	0.1	2.3	0.4	2.7	1.0	20.7%	\$166.95	64.4%
Research Triangle Regional Partnership (NC)	2.2	0.3	2.5	0.1	2.2	0.3	2.5	0.9	15.4%	\$155.25	74.1%
Greater Tampa/St. Petersburg Area (FL)	2.3	0.1	2.4	0.1	2.4	0.2	2.6	0.9	21.9%	\$201.40	70.8%
Charlotte Regional Partnership (NC)	2.3	0.3	2.6	0.1	2.5	0.3	2.8	0.7	15.5%	\$151.74	78.9%
Charlotte Regional Partnership (NC/SC)	2.3	0.3	2.6	0.1	2.5	0.3	2.8	0.7	16.8%	\$157.36	75.5%
Seven-County Metro Area (MN)	2.3	0.2	2.5	0.1	2.5	0.2	2.7	0.6	11.4%	\$151.74	50.0%
Central Florida Region	2.2	0.3	2.5	0.1	2.3	0.5	2.8	1.1	21.3%	\$156.51	65.3%
Greater Philadelphia Region (PA)	2.2	0.3	2.5	0.1	2.2	0.4	2.6	0.8	18.6%	\$161.65	65.6%
Greater Washington Region (DC/MD/VA)	2.1	0.3	2.4	0.1	2.3	0.3	2.6	0.7	13.1%	\$153.60	56.5%
Metro Atlanta Area (GA)	2.3	0.5	2.8	0.1	2.6	0.4	3.0	0.4	8.9%	\$183.59	93.0%
Greater Atlanta Region (GA)	2.3	0.5	2.8	0.1	2.6	0.4	3.0	0.4	8.9%	\$183.59	93.0%
Greater Houston Region (TX)	2.1	0.3	2.4	0.2	2.5	0.2	2.7	1.5	33.9%	\$173.42	55.4%
Dallas-Fort Worth-Arlington MSA (TX)	2.4	0.3	2.7	0.1	2.4	0.3	2.7	1.3	31.0%	\$146.43	34.9%
<b>Regional Average</b>	<b>2.2</b>	<b>0.3</b>	<b>2.5</b>	<b>0.1</b>	<b>2.4</b>	<b>0.3</b>	<b>2.7</b>	<b>0.8</b>	<b>16.1%</b>	<b>\$159.83</b>	<b>74.1%</b>
Regional Median	2.2	0.3	2.5	0.1	2.4	0.3	2.7	0.6	13.1%	\$157.72	76.5%



**Table 26:**  
**Travel Party Characteristics of Attendees to Cultural Events**  
**Per Study Region During 2016**

Statewide Study Regions All Populations Sample Size = 20	RESIDENT ATTENDEES ONLY				NON-RESIDENT ATTENDEES ONLY						
	Average Travel Party Size			Nights Away	Average Travel Party Size			Nights Away	With Paid Lodging Expenses		Arts Event is Primary Reason for Trip
	Adults	Children	Total		Adults	Children	Total		Percent	Per Person \$	
State of Vermont	2.1	0.4	2.5	0.1	2.3	0.4	2.7	0.8	18.8%	\$153.72	70.0%
State of North Dakota	2.3	0.2	2.5	0.1	2.4	0.2	2.6	0.8	24.0%	\$122.06	82.6%
State of Delaware	2.4	0.2	2.6	0.1	2.4	0.2	2.6	0.6	10.6%	\$221.43	81.8%
State of Maine	2.1	0.3	2.4	0.2	2.3	0.2	2.5	1.3	27.4%	\$167.46	55.9%
State of Hawai'i	2.1	0.3	2.4	0.1	2.6	0.1	2.7	1.1	14.6%	\$240.60	44.8%
State of Nevada	2.2	0.4	2.6	0.1	2.4	0.4	2.8	1.8	28.8%	\$146.03	54.2%
State of Connecticut	2.1	0.3	2.4	0.1	2.4	0.3	2.7	0.7	12.2%	\$152.05	76.2%
State of Oklahoma	2.3	0.5	2.8	0.2	2.4	0.4	2.8	1.6	43.0%	\$184.09	57.0%
State of Oregon	2.2	0.2	2.4	0.3	2.4	0.2	2.6	1.9	45.3%	\$200.28	68.1%
State of Minnesota	2.3	0.3	2.6	0.2	2.6	0.3	2.9	0.8	10.8%	\$176.15	60.0%
State of Wisconsin	2.3	0.2	2.5	0.4	2.4	0.2	2.6	2.0	34.6%	\$142.26	59.3%
State of Maryland	2.2	0.4	2.6	0.1	2.2	0.3	2.5	0.4	9.0%	\$174.62	83.7%
State of Missouri	2.2	0.3	2.5	0.1	2.5	0.3	2.8	0.6	13.5%	\$141.48	80.3%
State of Tennessee	2.2	0.4	2.6	0.1	2.5	0.3	2.8	1.4	26.6%	\$191.70	69.0%
State of Massachusetts	2.1	0.3	2.4	0.2	2.3	0.1	2.4	0.8	13.9%	\$166.04	71.2%
State of New Jersey	2.2	0.3	2.5	0.2	2.3	0.2	2.5	0.7	14.1%	\$177.27	70.0%
State of North Carolina	2.2	0.3	2.5	0.1	2.4	0.3	2.7	1.2	22.4%	\$150.61	64.6%
State of Pennsylvania	2.3	0.2	2.5	0.1	2.3	0.3	2.6	0.8	19.3%	\$172.74	70.1%
State of Illinois	2.3	0.3	2.6	0.1	2.4	0.2	2.6	1.3	32.2%	\$201.45	46.8%
State of Florida	2.3	0.3	2.6	0.1	2.4	0.3	2.7	1.4	18.5%	\$177.08	46.1%
<b>Statewide Average</b>	<b>2.2</b>	<b>0.3</b>	<b>2.5</b>	<b>0.2</b>	<b>2.4</b>	<b>0.3</b>	<b>2.7</b>	<b>1.1</b>	<b>22.0%</b>	<b>\$172.96</b>	<b>65.6%</b>
Statewide Median	2.2	0.3	2.5	0.1	2.4	0.3	2.7	1.0	19.1%	\$173.68	68.6%

**Table 26:  
Travel Party Characteristics of Attendees to Cultural Events  
Per Study Region During 2016**

Individual Arts Districts All Populations Sample Size = 12	RESIDENT ATTENDEES ONLY				NON-RESIDENT ATTENDEES ONLY						
	Average Travel Party Size			Nights Away	Average Travel Party Size			Nights Away	With Paid Lodging Expenses		Arts Event is Primary Reason for Trip
	Adults	Children	Total		Adults	Children	Total		Percent	Per Person \$	
James River Arts & Cultural District	2.3	0.4	2.7	0.1	2.6	0.3	2.9	0.2	3.9%	\$161.14	63.9%
Center City Charlotte	2.1	0.4	2.5	0.1	2.2	0.7	2.9	0.5	9.4%	\$186.92	81.3%
Loch Haven Cultural Park	2.0	0.7	2.7	0.0	2.2	0.8	3.0	0.6	9.9%	\$151.25	83.7%
Downtown Colorado Springs Creative District	2.2	0.1	2.3	0.1	2.5	0.0	2.5	0.5	6.8%	\$154.83	88.6%
Fort Worth Cultural District	2.2	0.3	2.5	0.0	2.2	0.4	2.6	0.6	16.8%	\$193.81	61.1%
Dallas Arts District	2.4	0.2	2.6	0.2	2.6	0.3	2.9	0.5	9.9%	\$130.33	54.3%
Grand Center Arts & Entertainment District	2.0	0.2	2.2	0.0	2.2	0.4	2.6	0.4	5.4%	\$161.63	92.4%
Balboa Park Cultural District	2.2	0.4	2.6	0.0	2.3	0.4	2.7	1.8	38.3%	\$147.37	16.3%
East End Cultural District	1.9	0.2	2.1	0.2	2.5	0.2	2.7	0.6	6.5%	\$124.00	55.4%
Houston Museum District Association	1.8	0.0	1.8	0.1	2.1	0.1	2.2	1.4	16.7%	\$193.78	52.1%
Midtown Cultural District	2.4	0.2	2.6	0.2	2.6	0.5	3.1	0.4	6.8%	\$108.80	56.2%
Washington Avenue Cultural District	2.0	0.1	2.1	0.2	2.5	0.0	2.5	0.4	3.1%	\$336.00	72.3%
<b>Arts District Average</b>	<b>2.1</b>	<b>0.3</b>	<b>2.4</b>	<b>0.1</b>	<b>2.4</b>	<b>0.3</b>	<b>2.7</b>	<b>0.7</b>	<b>11.1%</b>	<b>\$170.82</b>	<b>64.8%</b>
Arts District Median	2.2	0.2	2.5	0.1	2.4	0.4	2.7	0.5	8.1%	\$157.99	62.5%

## **Explanation of Table 27: Educational Attainment and Annual Household Income of Resident Attendees to Cultural Events Per Study Region During 2016**

This table presents a demographic description of resident nonprofit arts and cultural audience members in each participating study region during 2016. Residents are attendees who reside within the county in which the nonprofit arts and cultural event at which they were surveyed took place (within the multi-city or multi-county region for regional analyses, and within the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group. This table details only the educational attainment and annual household income reported by resident arts attendees who completed the audience-intercept survey. Table 28 provides details about resident cultural attendees' age, willingness to travel to attend cultural experiences, repeat visitation at the site where they were surveyed, and civic engagement (i.e., their participation status in the 2016 U.S. presidential election). Note: the percentages may not add exactly to 100 percent where appropriate due to rounding.

### **Column Two:**

The percentage of resident audience-intercept survey respondents in each participating study region whose highest completed level of education is a high school degree (or less).

### **Column Three:**

The percentage of resident audience-intercept survey respondents whose highest completed level of education is a two-year (e.g., associates or technical) college degree.

### **Column Four:**

The percentage of resident audience-intercept survey respondents whose highest completed level of education is a four-year (e.g., bachelors) degree.

### **Column Five:**

The percentage of resident audience-intercept survey respondents whose highest completed level of education is a master's degree.

### **Column Six:**

The percentage of resident audience-intercept survey respondents whose highest completed level of education is a doctoral degree.

### **Column Seven:**

The percentage of resident audience-intercept survey respondents whose annual household income is less than \$40,000.

### **Column Eight:**

The percentage of resident audience-intercept survey respondents whose annual household income is \$40,000 to \$59,999.

### **Column Nine:**

The percentage of resident audience-intercept survey respondents whose annual household income is \$60,000 to \$79,999.

### **Column Ten:**

The percentage of resident audience-intercept survey respondents whose annual household income is \$80,000 to \$99,999.

### **Column Eleven:**

The percentage of resident audience-intercept survey respondents whose annual household income is \$100,000 to \$119,999.

### **Column Twelve:**

The percentage of resident audience-intercept survey respondents whose annual household income is \$120,000 or more.

**Table 27:  
Educational Attainment and Annual Household Income  
of Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
Town of Crested Butte (CO)	1.2%	6.0%	51.0%	36.7%	5.1%	4.8%	5.5%	24.0%	26.9%	29.6%	9.2%
City of Pine City (MN)	21.5%	27.9%	27.3%	20.4%	2.9%	30.0%	20.0%	19.4%	13.8%	10.6%	6.3%
City of Alva (OK)	13.1%	11.5%	62.0%	7.8%	5.6%	15.0%	21.2%	24.3%	24.6%	12.1%	2.8%
Cook County (MN)	12.4%	12.4%	37.1%	28.0%	10.2%	27.3%	19.2%	20.9%	14.5%	8.7%	9.3%
Town of Hillsborough (NC)	1.2%	6.0%	43.4%	39.8%	9.6%	4.1%	6.8%	17.6%	35.1%	12.2%	24.3%
City of Virginia (MN)	12.4%	12.4%	37.1%	28.0%	10.2%	27.3%	19.2%	20.9%	14.5%	8.7%	9.3%
Town of Jackson (WY)	5.3%	10.5%	54.4%	23.3%	6.5%	22.0%	17.5%	14.5%	12.1%	10.9%	23.0%
City of Guthrie (OK)	26.5%	30.8%	26.0%	14.9%	1.9%	28.5%	24.5%	18.0%	11.0%	8.5%	9.5%
City of Grand Rapids (MN)	12.4%	12.4%	37.1%	28.0%	10.2%	27.3%	19.2%	20.9%	14.5%	8.7%	9.3%
Town of Medfield (MA)	3.1%	6.5%	42.2%	37.6%	10.6%	6.5%	4.5%	6.5%	6.2%	13.2%	63.3%
City of Fergus Falls (MN)	16.4%	22.4%	34.5%	22.8%	3.9%	21.1%	22.0%	30.7%	11.9%	8.7%	5.5%
Grundy County (TN)	28.8%	29.6%	25.6%	14.4%	1.6%	35.3%	31.1%	20.2%	2.5%	6.7%	4.2%
City of Falls Church (VA)	2.6%	5.2%	42.9%	36.6%	12.6%	6.5%	8.6%	5.4%	9.7%	18.9%	50.8%
City of Jamestown (ND)	28.0%	13.8%	34.6%	17.6%	5.9%	20.4%	20.0%	22.4%	13.3%	12.5%	11.4%
City of Waterville (ME)	11.6%	17.9%	33.7%	29.5%	7.4%	25.0%	22.7%	23.9%	3.4%	13.6%	11.4%
City of Red Wing (MN)	10.2%	13.5%	40.9%	29.3%	6.1%	8.2%	18.0%	21.3%	15.9%	16.4%	20.2%
City of Durango (CO)	7.3%	11.6%	43.3%	26.2%	11.6%	17.4%	13.6%	17.2%	12.8%	13.4%	25.6%
City of Hannibal (MO)	18.1%	20.6%	40.0%	16.8%	4.5%	23.6%	21.5%	26.4%	13.2%	3.5%	11.8%
City of Tullahoma (TN)	18.3%	22.5%	32.2%	20.5%	6.4%	16.3%	22.6%	15.0%	16.5%	11.0%	18.4%
City of Northfield (MN)	10.2%	13.5%	40.9%	29.3%	6.1%	8.2%	18.0%	21.3%	15.9%	16.4%	20.2%
Town of Carrboro (NC)	4.1%	2.1%	29.2%	45.8%	18.8%	15.3%	12.9%	15.3%	10.6%	10.6%	35.3%
Macon County (TN)	34.4%	25.6%	23.6%	15.6%	0.8%	38.7%	23.0%	18.3%	14.1%	3.1%	2.6%
City of Laguna Beach (CA)	6.1%	17.8%	42.8%	25.7%	7.5%	10.0%	11.1%	13.3%	11.1%	12.6%	41.9%
Hickman County (TN)	30.6%	22.7%	32.8%	10.0%	3.8%	29.9%	26.1%	21.7%	13.0%	4.9%	4.3%
City of Fairfax (VA)	1.6%	6.3%	34.4%	46.9%	10.9%	5.7%	1.9%	7.5%	13.2%	17.0%	54.7%
City of Ponca City (OK)	18.0%	18.5%	37.4%	18.5%	7.6%	24.2%	19.3%	20.8%	14.5%	9.7%	11.6%
City of Paducah (KY)	23.3%	24.4%	30.2%	19.8%	2.3%	22.1%	19.5%	13.0%	13.0%	13.0%	19.5%
Mille Lacs County (MN)	21.5%	27.9%	27.3%	20.4%	2.9%	30.0%	20.0%	19.4%	13.8%	10.6%	6.3%
McNairy County (TN)	35.9%	22.0%	24.7%	13.9%	3.5%	31.1%	24.7%	19.5%	11.2%	5.5%	8.0%
City of Winona (MN)	10.2%	13.5%	40.9%	29.3%	6.1%	8.2%	18.0%	21.3%	15.9%	16.4%	20.2%

**Table 27:  
Educational Attainment and Annual Household Income  
of Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
Door County (WI)	7.3%	9.4%	40.8%	33.0%	9.4%	12.3%	18.1%	20.2%	18.1%	13.2%	18.1%
City of Benicia (CA)	6.3%	18.2%	38.8%	29.6%	7.1%	7.9%	15.8%	15.0%	15.6%	15.0%	30.7%
City of Winter Park (FL)	6.6%	16.6%	41.8%	26.4%	8.6%	15.6%	15.9%	15.9%	13.0%	12.0%	27.6%
City of Rochester (NH)	22.3%	27.9%	31.6%	16.1%	2.0%	21.5%	21.9%	20.9%	12.6%	9.9%	13.2%
City of Morgantown (WV)	10.8%	10.2%	36.3%	25.4%	17.3%	19.7%	13.7%	16.3%	12.5%	14.5%	23.3%
Henry County (TN)	18.8%	17.5%	42.5%	15.0%	6.3%	19.7%	26.3%	14.5%	19.7%	9.2%	10.5%
City of Fairbanks (AK)	10.0%	14.0%	34.4%	30.4%	11.3%	12.6%	17.7%	17.3%	18.6%	13.2%	20.6%
City of Bangor (ME)	14.1%	14.4%	32.0%	26.1%	13.4%	28.3%	21.4%	14.9%	12.4%	10.2%	12.9%
Weakley County (TN)	30.5%	11.1%	24.2%	17.6%	16.6%	33.2%	20.4%	18.5%	12.5%	6.4%	9.1%
Dare County (NC)	6.7%	20.8%	38.9%	26.8%	6.7%	11.9%	25.9%	17.8%	17.8%	10.4%	16.3%
City of Columbia (TN)	20.4%	20.2%	39.9%	16.4%	3.1%	14.9%	26.3%	23.9%	17.3%	8.3%	9.3%
City of Lake Worth (FL)	10.0%	17.5%	34.2%	28.3%	10.0%	7.9%	13.5%	18.2%	16.4%	12.9%	31.1%
Clatsop County (OR)	9.1%	18.1%	37.9%	28.2%	6.7%	20.3%	21.3%	18.9%	17.4%	9.9%	12.1%
Yadkin County (NC)	20.0%	29.0%	27.0%	19.0%	5.0%	12.5%	19.3%	15.9%	19.3%	18.2%	14.8%
Greater Belfast Area (ME)	9.9%	14.0%	40.9%	30.4%	4.8%	28.2%	23.6%	16.3%	13.7%	7.6%	10.6%
Campbell County (TN)	35.5%	21.2%	30.0%	10.6%	2.6%	29.6%	25.4%	16.4%	14.1%	9.6%	4.9%
Monroe County (TN)	23.7%	23.2%	28.8%	19.1%	5.1%	25.2%	21.4%	20.3%	15.9%	7.0%	10.1%
Lincoln County (OR)	9.2%	21.9%	30.7%	28.7%	9.6%	21.8%	20.5%	20.0%	15.3%	9.4%	13.0%
Iron County (UT)	9.9%	19.7%	32.4%	28.2%	9.9%	31.7%	20.6%	25.4%	3.2%	7.9%	11.1%
City of St. Louis Park (MN)	8.1%	12.7%	39.6%	30.0%	9.6%	18.9%	17.4%	16.2%	14.8%	12.1%	20.7%
City of Logan (UT)	14.0%	16.6%	34.8%	21.3%	13.2%	23.3%	17.0%	21.2%	11.9%	9.1%	17.4%
Gibson County (TN)	13.1%	31.1%	34.4%	19.7%	1.6%	18.2%	14.5%	21.8%	18.2%	12.7%	14.5%
<b>Group A Average</b>	<b>14.7%</b>	<b>17.2%</b>	<b>36.2%</b>	<b>24.6%</b>	<b>7.4%</b>	<b>19.7%</b>	<b>18.7%</b>	<b>18.6%</b>	<b>14.4%</b>	<b>11.3%</b>	<b>17.3%</b>
Group A Median	12.4%	17.5%	35.6%	25.9%	6.6%	20.4%	19.4%	19.2%	14.0%	10.6%	13.0%

**Table 27:  
Educational Attainment and Annual Household Income  
of Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
City of Joplin (MO)	13.6%	18.0%	40.5%	18.5%	9.5%	26.6%	23.5%	15.2%	9.7%	10.3%	14.7%
City of La Crosse (WI)	22.2%	16.9%	30.5%	23.3%	7.2%	31.4%	19.1%	16.8%	9.7%	10.1%	12.9%
McMinn County (TN)	13.2%	16.6%	35.0%	27.2%	8.0%	14.9%	16.7%	22.4%	21.5%	7.2%	17.3%
Lafayette County (MS)	7.1%	7.5%	44.1%	28.1%	13.3%	30.2%	17.4%	13.7%	12.5%	9.5%	16.8%
Chisago County (MN)	21.5%	27.9%	27.3%	20.4%	2.9%	30.0%	20.0%	19.4%	13.8%	10.6%	6.3%
City of Grand Forks (ND)	10.0%	20.1%	41.4%	19.8%	8.7%	24.6%	21.7%	16.4%	13.6%	10.6%	13.0%
City of Corvallis (OR)	4.3%	10.0%	34.7%	34.1%	16.9%	13.3%	16.2%	19.6%	17.3%	14.5%	19.1%
City of Noblesville (IN)	11.6%	12.3%	47.8%	25.8%	2.5%	9.9%	13.1%	16.3%	21.2%	15.5%	24.0%
City of Ocala (FL)	14.3%	27.8%	33.8%	18.2%	5.8%	18.6%	23.7%	22.5%	14.4%	7.4%	13.4%
Lenoir County (NC)	4.5%	34.3%	43.5%	14.0%	3.8%	6.1%	25.2%	26.1%	25.7%	9.9%	7.1%
Town of Chapel Hill (NC)	11.5%	4.0%	31.3%	33.9%	19.4%	25.0%	10.4%	10.4%	10.8%	10.8%	32.5%
City of Grand Junction (CO)	15.5%	17.7%	38.2%	22.1%	6.6%	29.2%	17.5%	16.4%	12.9%	10.8%	13.3%
Town of Jupiter (FL)	13.3%	40.0%	26.7%	20.0%	0.0%	4.8%	5.6%	11.3%	18.1%	18.1%	42.1%
Hamblen County (TN)	6.1%	15.3%	46.9%	29.1%	2.6%	4.6%	20.9%	22.4%	30.6%	17.3%	4.1%
City of Delray Beach (FL)	6.7%	26.7%	20.0%	33.3%	13.3%	14.9%	14.3%	17.6%	20.6%	14.5%	18.2%
City of St. Cloud (MN)	14.4%	17.2%	43.9%	19.4%	5.0%	30.2%	16.0%	23.1%	13.0%	8.9%	8.9%
City of Portland (ME)	5.4%	9.0%	37.5%	34.3%	13.8%	18.6%	15.1%	14.0%	12.7%	13.0%	26.6%
City of Jackson (TN)	13.6%	17.0%	38.7%	21.4%	9.2%	20.0%	22.0%	16.8%	10.7%	10.4%	20.0%
City of Walnut Creek (CA)	4.7%	11.9%	39.5%	31.3%	12.6%	4.5%	5.3%	11.6%	12.2%	14.5%	51.8%
Greene County (TN)	15.1%	16.2%	57.6%	10.1%	1.0%	25.3%	26.3%	18.2%	16.2%	7.1%	7.1%
City of Flagstaff (AZ)	7.9%	12.6%	37.3%	27.7%	14.4%	22.9%	19.5%	20.5%	13.3%	10.5%	13.3%
City of Missoula (MT)	10.0%	10.4%	36.6%	29.3%	13.7%	24.6%	21.4%	23.2%	11.6%	10.3%	8.9%
City of Fort Myers (FL)	7.8%	17.3%	34.6%	30.2%	10.1%	9.6%	14.3%	16.8%	19.1%	15.7%	24.4%
Putnam County (TN)	13.5%	12.6%	30.6%	28.8%	14.4%	17.6%	11.1%	23.1%	18.5%	17.6%	12.0%
Monroe County (FL)	8.7%	17.0%	35.4%	27.6%	11.3%	13.6%	15.7%	17.1%	14.1%	13.5%	25.9%
City of Lynchburg (VA)	10.3%	12.4%	37.7%	27.9%	11.7%	20.3%	19.0%	17.3%	11.4%	13.3%	18.6%
City of Duluth (MN)	12.4%	12.4%	37.1%	28.0%	10.2%	27.3%	19.2%	20.9%	14.5%	8.7%	9.3%
City of Fishers (IN)	5.8%	10.7%	59.1%	19.4%	5.0%	6.7%	10.2%	16.9%	21.3%	21.8%	23.1%
City of Carmel (IN)	2.2%	8.4%	55.5%	26.0%	7.9%	2.8%	4.2%	12.6%	28.8%	25.6%	26.0%
City of Sugar Land (TX)	6.9%	8.9%	43.4%	33.8%	7.0%	5.2%	13.3%	12.2%	12.2%	16.2%	41.0%

**Table 27:  
Educational Attainment and Annual Household Income  
of Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
City of Asheville (NC)	5.4%	10.1%	42.0%	29.2%	13.4%	29.2%	14.6%	18.7%	13.4%	7.6%	16.6%
Buchanan County (MO)	27.2%	19.9%	31.2%	16.9%	4.8%	26.0%	19.0%	15.8%	16.7%	10.6%	11.9%
City of Boca Raton (FL)	12.8%	9.1%	40.0%	21.8%	16.4%	15.8%	13.9%	14.5%	11.6%	16.0%	28.1%
City of Miami Beach (FL)	2.5%	7.8%	28.1%	38.8%	22.8%	11.3%	9.7%	13.3%	11.8%	11.0%	43.0%
Moore County (NC)	5.8%	11.3%	38.3%	34.6%	10.0%	6.4%	14.0%	20.7%	19.5%	15.0%	24.4%
Sevier County (TN)	41.0%	25.5%	23.8%	8.4%	1.3%	31.4%	29.1%	16.1%	6.3%	9.9%	7.2%
Cape May County (NJ)	20.7%	15.3%	34.1%	24.0%	6.0%	19.2%	27.9%	20.6%	13.6%	7.7%	11.1%
Cleveland County (NC)	12.7%	28.3%	35.1%	19.9%	4.0%	18.6%	23.6%	22.4%	12.7%	11.8%	11.0%
<b>Group B Average</b>	<b>11.6%</b>	<b>16.2%</b>	<b>37.9%</b>	<b>25.2%</b>	<b>9.1%</b>	<b>18.2%</b>	<b>17.1%</b>	<b>17.7%</b>	<b>15.5%</b>	<b>12.5%</b>	<b>19.1%</b>
Group B Median	10.9%	15.3%	37.4%	26.6%	9.0%	18.6%	17.1%	17.0%	13.6%	10.8%	16.7%

**Table 27:  
Educational Attainment and Annual Household Income  
of Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
City of Las Cruces (NM)	11.3%	19.2%	34.4%	25.9%	9.3%	29.0%	21.0%	15.0%	13.1%	8.2%	13.7%
Eau Claire County (WI)	12.4%	22.8%	40.0%	19.7%	5.0%	13.7%	22.3%	24.5%	18.4%	9.1%	12.1%
Yamhill County (OR)	15.3%	23.0%	35.2%	21.5%	5.0%	25.3%	18.9%	18.9%	13.0%	11.0%	13.0%
City of Lewisville (TX)	9.4%	22.1%	44.2%	18.2%	6.1%	6.2%	14.9%	16.7%	15.2%	15.8%	31.3%
City of West Palm Beach (FL)	7.1%	15.7%	37.1%	28.6%	11.4%	12.0%	13.8%	18.9%	17.8%	17.0%	20.5%
City of Boulder (CO)	3.7%	6.4%	39.0%	35.7%	15.3%	17.1%	12.0%	11.1%	15.7%	14.8%	29.2%
City of Richardson (TX)	5.2%	11.5%	42.5%	30.8%	10.0%	7.3%	9.9%	14.4%	12.1%	15.2%	41.1%
City of High Point (NC)	11.6%	14.6%	47.4%	20.8%	5.6%	18.0%	17.8%	18.0%	15.1%	14.2%	17.0%
City of Cambridge (MA)	1.4%	2.8%	29.9%	46.5%	19.4%	12.5%	11.6%	12.5%	13.7%	12.2%	37.5%
City of Lowell (MA)	12.3%	11.8%	39.0%	30.8%	6.1%	23.3%	16.7%	14.3%	14.7%	11.4%	19.5%
Douglas County (KS)	6.3%	11.2%	33.6%	30.5%	18.4%	15.9%	14.9%	16.2%	14.9%	13.4%	24.8%
City of Columbia (MO)	7.1%	9.7%	35.5%	29.4%	18.2%	20.3%	13.4%	19.4%	14.4%	12.6%	19.9%
City of Norman (OK)	21.2%	17.5%	31.5%	21.7%	8.2%	29.7%	20.3%	17.5%	10.8%	9.3%	12.4%
Wayne County (NC)	18.2%	27.6%	28.1%	20.5%	5.7%	25.6%	21.4%	18.5%	14.3%	8.1%	12.1%
City of Lafayette (LA)	8.1%	0.0%	70.3%	18.9%	2.7%	17.6%	20.6%	29.4%	17.6%	11.8%	2.9%
Washington County (TN)	14.1%	9.9%	32.4%	28.2%	15.5%	26.5%	25.0%	21.2%	9.1%	6.8%	11.4%
City of Thousand Oaks (CA)	8.8%	18.5%	38.6%	25.4%	8.6%	8.4%	11.0%	13.3%	13.0%	15.0%	39.3%
City of Charleston (SC)	7.2%	12.2%	37.8%	30.4%	12.4%	12.5%	13.8%	16.1%	13.6%	14.4%	29.5%
City of Waco (TX)	19.3%	19.9%	32.7%	19.3%	8.8%	30.4%	17.0%	15.8%	10.4%	9.5%	16.9%
Robeson County (NC)	20.7%	24.0%	29.0%	18.9%	7.5%	37.6%	19.5%	15.7%	11.5%	6.6%	9.1%
Columbia County (GA)	11.3%	15.9%	41.5%	24.1%	7.3%	12.1%	11.7%	21.6%	14.9%	14.3%	25.4%
Orange County (NC)	7.6%	3.9%	33.3%	37.9%	17.2%	18.6%	10.2%	12.9%	15.6%	11.1%	31.5%
City of Savannah (GA)	6.7%	14.4%	38.3%	31.1%	9.7%	18.1%	16.4%	15.4%	16.2%	12.8%	21.1%
Indian River County (FL)	9.3%	25.4%	42.4%	18.2%	4.8%	12.3%	19.4%	31.5%	11.0%	8.9%	16.8%
City of Alexandria (VA)	2.3%	5.4%	34.4%	46.0%	11.8%	3.3%	9.2%	14.7%	16.1%	16.1%	40.6%
Martin County (FL)	8.2%	20.3%	39.4%	24.7%	7.5%	10.7%	14.6%	13.5%	16.9%	17.7%	26.6%
Macon-Bibb County (GA)	5.9%	12.0%	39.7%	26.9%	15.5%	16.5%	16.9%	13.6%	14.6%	12.7%	25.6%
City of Springfield (MA)	15.9%	19.9%	41.9%	19.1%	3.1%	17.4%	24.5%	24.7%	15.2%	11.4%	6.7%
Catawba County (NC)	8.0%	18.6%	38.7%	25.8%	9.0%	9.3%	14.6%	19.1%	13.5%	14.0%	29.5%
Town of Cary (NC)	5.4%	11.7%	38.7%	34.8%	9.3%	12.5%	12.5%	12.8%	17.2%	14.3%	30.8%



**Table 27:  
Educational Attainment and Annual Household Income  
of Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
Alamance County (NC)	14.6%	17.7%	36.0%	24.5%	7.2%	16.8%	18.5%	20.3%	15.9%	11.2%	17.2%
Cumberland County (NJ)	29.3%	15.5%	36.2%	15.5%	3.4%	20.9%	22.0%	23.1%	16.5%	8.8%	8.8%
City of Eugene (OR)	9.7%	15.2%	33.9%	27.7%	13.6%	26.5%	18.1%	16.3%	11.3%	10.4%	17.4%
Middlesex County (CT)	19.2%	3.8%	30.8%	38.5%	7.7%	0.0%	8.3%	20.8%	8.3%	16.7%	45.8%
City of Springfield (MO)	9.9%	18.8%	40.3%	23.0%	8.0%	27.1%	16.0%	18.4%	12.0%	10.6%	15.8%
City of Sioux Falls (SD)	14.0%	14.9%	35.4%	24.6%	11.1%	13.0%	19.3%	16.8%	16.1%	12.7%	22.2%
Pitt County (NC)	10.7%	12.4%	45.0%	23.8%	8.2%	28.3%	15.9%	17.0%	11.2%	9.1%	18.5%
City of Providence (RI)	6.0%	8.5%	43.4%	32.8%	9.4%	16.1%	20.0%	17.6%	17.6%	5.9%	22.9%
City of Worcester (MA)	9.1%	12.8%	40.1%	31.2%	6.8%	23.6%	20.8%	16.0%	7.2%	10.3%	22.0%
Montgomery County (TN)	10.9%	16.5%	24.4%	28.0%	20.3%	16.9%	16.6%	16.6%	14.0%	18.3%	17.6%
Salt Lake City (UT)	11.7%	14.7%	37.2%	25.9%	10.5%	23.7%	16.3%	17.3%	12.0%	10.2%	20.4%
Cabarrus County (NC)	16.8%	17.7%	38.1%	18.7%	8.6%	10.8%	15.2%	20.7%	10.2%	11.9%	31.2%
Richmond County (GA)	10.0%	15.9%	36.0%	26.4%	11.6%	17.1%	16.2%	19.6%	15.2%	12.5%	19.4%
City of Tacoma (WA)	7.0%	13.1%	34.9%	32.4%	12.7%	16.1%	16.0%	17.9%	14.3%	15.1%	20.6%
Doña Ana County (NM)	14.9%	18.7%	34.7%	23.6%	8.0%	30.5%	22.4%	15.0%	13.2%	7.1%	11.9%
New Hanover County (NC)	3.4%	11.1%	39.3%	32.5%	13.7%	11.9%	14.7%	11.0%	11.9%	19.3%	31.2%
Arlington County (VA)	7.6%	6.3%	29.9%	39.5%	16.7%	13.1%	8.3%	8.8%	13.1%	15.0%	41.7%
City of Irving (TX)	13.1%	14.5%	44.5%	20.1%	7.8%	16.0%	18.7%	19.5%	9.3%	12.5%	24.1%
City of Reno (NV)	11.4%	22.8%	36.1%	23.3%	6.5%	19.9%	15.0%	16.9%	14.3%	15.0%	18.9%
York County (SC)	10.5%	14.3%	44.4%	25.3%	5.5%	19.6%	14.0%	17.6%	14.6%	14.0%	20.2%
<b>Group C Average</b>	<b>10.8%</b>	<b>14.7%</b>	<b>37.7%</b>	<b>27.0%</b>	<b>9.8%</b>	<b>17.8%</b>	<b>16.4%</b>	<b>17.5%</b>	<b>13.8%</b>	<b>12.3%</b>	<b>22.3%</b>
Group C Median	10.0%	14.8%	37.5%	25.9%	8.7%	17.0%	16.3%	17.0%	14.3%	12.5%	20.5%

**Table 27:  
Educational Attainment and Annual Household Income  
of Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
Buncombe County (NC)	5.7%	10.7%	42.8%	29.2%	11.6%	28.9%	15.5%	17.7%	14.1%	8.5%	15.3%
Alachua County (FL)	6.9%	15.1%	32.4%	26.6%	19.1%	25.9%	17.6%	15.7%	10.0%	11.3%	19.6%
Greater Green Bay Area (WI)	10.4%	21.5%	38.9%	23.6%	5.6%	15.1%	21.7%	16.9%	15.8%	14.7%	15.8%
City of Orlando (FL)	10.3%	14.5%	42.7%	24.7%	7.8%	16.3%	18.2%	17.5%	13.7%	10.5%	23.8%
City of Lincoln (NE)	8.3%	12.4%	35.0%	27.2%	17.0%	16.7%	16.1%	20.7%	14.4%	10.8%	21.2%
Southeastern Connecticut Region (CT)	11.7%	14.5%	35.8%	30.4%	7.6%	16.0%	14.6%	16.7%	16.4%	12.8%	23.5%
Erie County (PA)	21.7%	13.9%	29.7%	26.8%	7.9%	19.2%	21.9%	17.6%	15.8%	12.5%	13.0%
San Luis Obispo County (CA)	6.6%	16.9%	42.0%	24.9%	9.6%	11.7%	12.6%	18.2%	18.3%	13.8%	25.4%
City of Newark (NJ)	23.2%	27.7%	27.3%	15.2%	6.6%	38.0%	24.3%	15.3%	7.4%	5.6%	9.5%
Leon County (FL)	4.4%	8.8%	33.2%	34.7%	18.9%	16.2%	17.0%	15.1%	13.0%	13.1%	25.6%
Rutherford County (TN)	18.0%	16.6%	38.3%	20.9%	6.1%	21.1%	18.8%	17.3%	11.8%	11.1%	19.9%
St. Lucie County (FL)	18.2%	31.3%	27.3%	22.2%	1.0%	15.5%	17.5%	17.5%	16.5%	14.4%	18.6%
Greater Spartanburg Area (SC)	13.1%	19.4%	37.6%	24.2%	5.7%	21.2%	22.9%	14.7%	11.8%	6.5%	22.9%
Durham County (NC)	3.9%	10.0%	34.9%	33.6%	17.6%	15.9%	15.4%	15.2%	18.0%	12.9%	22.7%
City of St. Paul (MN)	8.1%	12.7%	39.6%	30.0%	9.6%	18.9%	17.4%	16.2%	14.8%	12.1%	20.7%
Hamilton County (IN)	7.1%	10.7%	53.5%	23.9%	4.8%	6.8%	9.5%	15.4%	23.5%	20.5%	24.3%
Osceola County (FL)	13.0%	26.1%	39.1%	13.0%	8.7%	50.0%	0.0%	15.0%	10.0%	10.0%	15.0%
Escambia County (FL)	7.7%	14.1%	38.7%	26.6%	12.9%	14.8%	16.6%	17.5%	20.5%	11.4%	19.2%
Lexington-Fayette Urban County (KY)	10.8%	10.7%	38.5%	27.3%	12.7%	25.7%	16.5%	15.5%	9.5%	11.3%	21.4%
Lake County (FL)	16.5%	27.3%	32.0%	21.6%	2.6%	18.9%	25.0%	23.2%	12.8%	10.4%	9.8%
City of Riverside (CA)	21.2%	20.2%	43.0%	14.2%	1.3%	16.9%	12.9%	23.5%	26.5%	14.2%	6.0%
Cumberland County (NC)	16.5%	25.6%	32.9%	20.2%	4.8%	24.6%	19.7%	19.2%	12.6%	10.6%	13.4%
Collier County (FL)	8.7%	15.6%	34.4%	32.3%	8.9%	9.0%	10.9%	12.0%	13.6%	15.2%	39.4%
Hamilton County (TN)	6.6%	15.9%	44.4%	25.0%	8.1%	24.5%	18.6%	16.1%	11.9%	10.0%	18.9%
Manatee County (FL)	13.9%	21.9%	33.7%	24.3%	6.3%	16.4%	17.9%	16.4%	12.3%	14.7%	22.3%
City of Tampa (FL)	7.1%	14.5%	39.5%	28.1%	10.7%	14.7%	17.4%	16.6%	13.4%	12.6%	25.4%
Forsyth County (NC)	10.3%	14.7%	35.8%	29.4%	9.7%	15.7%	17.8%	17.6%	13.5%	12.7%	22.6%
Mercer County (NJ)	2.0%	13.7%	17.6%	45.1%	21.6%	9.3%	4.7%	4.7%	11.6%	18.6%	51.2%
City of Wichita (KS)	11.8%	15.4%	38.2%	25.8%	8.9%	16.8%	16.8%	17.6%	15.3%	13.9%	19.7%
Clackamas County (OR)	10.0%	18.5%	39.4%	28.5%	3.6%	16.1%	18.8%	21.4%	17.9%	12.1%	13.8%

**Table 27:  
Educational Attainment and Annual Household Income  
of Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
Sarasota County (FL)	4.4%	11.4%	30.4%	35.7%	18.2%	6.3%	10.2%	13.9%	13.5%	14.5%	41.5%
City of Minneapolis (MN)	8.1%	12.7%	39.6%	30.0%	9.6%	18.9%	17.4%	16.2%	14.8%	12.1%	20.7%
Berks County (PA)	20.1%	17.5%	32.7%	26.4%	3.4%	13.1%	18.8%	21.1%	19.3%	12.3%	15.4%
City of Miami (FL)	6.7%	16.4%	35.7%	28.6%	12.6%	15.6%	17.4%	17.9%	12.6%	11.0%	25.5%
City of Raleigh (NC)	3.9%	10.4%	43.8%	28.5%	13.5%	15.5%	11.8%	14.8%	12.4%	13.9%	31.5%
Santa Barbara County (CA)	8.9%	14.8%	36.3%	23.0%	17.0%	11.0%	9.3%	18.6%	11.9%	12.7%	36.4%
Seminole County (FL)	13.2%	31.6%	39.5%	13.2%	2.6%	13.3%	23.3%	10.0%	16.7%	13.3%	23.3%
City of Virginia Beach (VA)	8.8%	14.6%	38.9%	28.0%	9.6%	6.6%	14.1%	14.4%	14.4%	15.6%	34.9%
City of Atlanta (GA)	3.7%	13.6%	39.5%	30.9%	12.3%	16.0%	8.6%	17.3%	8.6%	14.8%	34.6%
City of Mesa (AZ)	12.3%	19.2%	43.5%	19.6%	5.3%	11.4%	19.1%	25.4%	17.4%	11.4%	15.2%
City of Kansas City (MO)	6.1%	11.1%	36.0%	34.1%	12.6%	13.5%	17.5%	18.3%	14.0%	10.5%	26.3%
Morris County (NJ)	6.5%	10.8%	42.8%	34.3%	5.7%	4.5%	12.7%	17.5%	19.0%	18.1%	28.1%
<b>Group D Average</b>	<b>10.4%</b>	<b>16.5%</b>	<b>37.1%</b>	<b>26.5%</b>	<b>9.5%</b>	<b>17.2%</b>	<b>16.1%</b>	<b>16.9%</b>	<b>14.6%</b>	<b>12.6%</b>	<b>22.7%</b>
Group D Median	8.9%	14.8%	38.3%	26.7%	8.9%	16.0%	17.4%	17.1%	13.9%	12.6%	21.9%

**Table 27:  
Educational Attainment and Annual Household Income  
of Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 25	RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
Sonoma County (CA)	9.0%	15.6%	37.4%	28.1%	9.9%	10.0%	12.4%	16.9%	13.1%	17.2%	30.4%
Volusia County (FL)	9.7%	22.2%	34.7%	26.4%	6.9%	21.7%	26.7%	16.7%	18.3%	8.3%	8.3%
Guilford County (NC)	7.7%	12.2%	43.4%	25.9%	10.8%	14.5%	16.6%	17.6%	14.3%	12.8%	24.1%
Dane County (WI)	8.3%	5.6%	41.7%	32.3%	12.1%	26.7%	18.0%	18.0%	11.6%	10.3%	15.5%
Brevard County (FL)	16.7%	16.7%	30.6%	29.2%	6.9%	8.8%	17.5%	19.3%	19.3%	19.3%	15.8%
Washington County (OR)	8.5%	13.2%	44.1%	26.4%	7.8%	12.2%	15.6%	18.1%	15.6%	15.2%	23.3%
Johnson County (KS)	5.8%	13.7%	38.3%	33.2%	9.0%	10.9%	14.9%	16.5%	13.3%	15.7%	28.6%
City of Louisville (KY)	8.8%	8.3%	40.8%	31.6%	10.5%	10.6%	13.5%	19.2%	18.3%	16.2%	22.2%
City of Baltimore (MD)	9.8%	9.8%	30.1%	29.5%	20.8%	9.9%	17.4%	15.7%	16.9%	14.0%	26.2%
Polk County (FL)	13.5%	22.3%	36.0%	23.9%	4.3%	18.2%	21.9%	22.4%	13.2%	11.2%	13.2%
City of Boston (MA)	14.7%	8.1%	45.2%	24.6%	7.4%	27.8%	12.8%	19.9%	13.9%	9.4%	16.2%
District of Columbia (DC)	3.9%	4.3%	29.6%	43.0%	19.2%	12.5%	10.9%	10.5%	12.5%	13.1%	40.6%
Nashville-Davidson County (TN)	5.3%	9.7%	47.3%	27.1%	10.6%	21.7%	19.3%	15.8%	10.4%	10.8%	21.9%
City of El Paso (TX)	19.2%	28.8%	34.8%	15.2%	2.1%	39.1%	24.6%	13.7%	10.1%	5.6%	6.9%
Lee County (FL)	7.9%	16.9%	34.7%	29.8%	10.7%	10.1%	15.0%	17.2%	18.1%	15.2%	24.3%
City of Fort Worth (TX)	8.0%	16.6%	40.5%	27.5%	7.4%	8.9%	17.2%	19.6%	12.6%	11.0%	30.7%
City of Indianapolis (IN)	4.7%	10.5%	36.4%	33.2%	15.2%	15.9%	18.5%	12.0%	15.0%	11.0%	27.6%
City and County of San Francisco (CA)	7.9%	11.1%	41.6%	30.5%	8.9%	20.2%	14.4%	17.1%	12.0%	11.6%	24.7%
Prince George's County (MD)	15.1%	15.7%	29.8%	32.0%	7.3%	11.3%	15.4%	15.7%	12.5%	16.5%	28.7%
Pinellas County (FL)	9.7%	19.4%	33.8%	28.7%	8.3%	17.2%	18.1%	17.6%	10.8%	13.7%	22.7%
Shelby County (TN)	7.8%	12.4%	36.9%	29.6%	13.3%	17.0%	19.9%	13.5%	13.7%	9.0%	26.9%
Fairfield County (CT)	8.9%	10.2%	44.2%	30.3%	6.5%	6.7%	4.8%	12.5%	17.3%	20.2%	38.6%
Westchester County (NY)	7.9%	8.0%	28.7%	40.6%	14.8%	6.3%	9.3%	12.6%	10.8%	14.9%	46.1%
Fulton County (GA)	5.1%	11.0%	41.3%	33.4%	9.2%	12.2%	15.8%	21.7%	15.0%	11.0%	24.3%
Wake County (NC)	5.8%	12.0%	41.5%	29.7%	11.1%	15.0%	11.7%	14.3%	14.8%	14.2%	30.0%
<b>Group E Average</b>	<b>9.2%</b>	<b>13.4%</b>	<b>37.7%</b>	<b>29.7%</b>	<b>10.0%</b>	<b>15.4%</b>	<b>16.1%</b>	<b>16.6%</b>	<b>14.1%</b>	<b>13.1%</b>	<b>24.7%</b>
Group E Median	8.3%	12.2%	37.4%	29.6%	9.2%	12.5%	15.8%	16.9%	13.7%	13.1%	24.3%

**Table 27:  
Educational Attainment and Annual Household Income  
of Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group F Population 1,000,000 or More Sample Size = 21	RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
Mecklenburg County (NC)	4.6%	12.1%	40.2%	33.2%	9.9%	12.7%	11.9%	16.0%	14.5%	14.0%	31.0%
City of San José (CA)	8.5%	16.2%	40.6%	27.6%	7.1%	16.3%	14.0%	14.0%	9.5%	13.3%	32.8%
Montgomery County (MD)	3.6%	4.8%	32.1%	38.8%	20.7%	6.7%	7.9%	10.2%	12.2%	18.0%	45.0%
Fairfax County (VA)	4.4%	6.0%	31.2%	43.1%	15.4%	2.4%	5.5%	11.2%	11.8%	15.9%	53.1%
Allegheny County (PA)	7.7%	8.1%	31.2%	35.0%	18.1%	20.2%	14.8%	13.5%	12.9%	11.3%	27.3%
Greater Columbus Area (OH)	11.3%	8.7%	40.3%	27.5%	12.1%	17.3%	16.6%	14.1%	11.5%	12.2%	28.2%
Orange County (FL)	9.0%	15.1%	42.7%	25.3%	7.9%	15.7%	17.7%	18.0%	12.3%	11.1%	25.2%
City of Dallas (TX)	10.5%	10.2%	45.1%	26.1%	8.2%	17.6%	19.3%	13.2%	9.9%	10.1%	29.9%
Hillsborough County (FL)	10.2%	16.2%	37.6%	26.3%	9.7%	15.0%	17.6%	17.1%	13.6%	12.9%	23.9%
City of San Diego (CA)	6.2%	14.2%	38.0%	27.8%	13.8%	13.9%	11.4%	13.5%	14.6%	14.6%	32.1%
Palm Beach County (FL)	9.0%	16.2%	36.2%	27.0%	11.6%	12.0%	13.2%	17.2%	16.7%	16.2%	24.8%
City of San Antonio (TX)	9.3%	20.9%	38.7%	24.3%	6.8%	22.4%	19.4%	17.5%	10.4%	13.4%	16.8%
Sacramento County (CA)	8.0%	15.2%	46.9%	23.3%	6.6%	13.4%	20.3%	22.5%	18.0%	10.8%	15.0%
City of Phoenix (AZ)	11.4%	17.3%	35.2%	25.6%	10.5%	20.7%	17.4%	18.8%	13.9%	9.8%	19.5%
City and County of Philadelphia (PA)	8.4%	7.1%	34.6%	33.3%	16.5%	21.3%	19.6%	14.3%	12.9%	10.5%	21.3%
Broward County (FL)	12.1%	22.1%	35.4%	22.6%	7.8%	14.6%	20.7%	17.0%	11.9%	11.6%	24.1%
Santa Clara County (CA)	5.9%	11.7%	38.9%	33.7%	9.9%	11.8%	10.0%	12.2%	9.0%	15.0%	41.9%
Riverside County (CA)	16.7%	22.1%	45.3%	14.7%	1.2%	11.4%	12.5%	30.4%	27.9%	13.0%	4.7%
Miami-Dade County (FL)	6.1%	14.3%	34.3%	30.7%	14.7%	13.7%	15.5%	16.5%	12.0%	11.0%	31.4%
City of Chicago (IL)	3.0%	5.6%	40.6%	35.6%	15.2%	19.2%	15.3%	13.1%	11.9%	11.5%	29.0%
Harris County (TX)	7.2%	8.6%	35.8%	29.1%	19.3%	15.6%	12.9%	12.9%	12.2%	9.7%	36.7%
<b>Group F Average</b>	<b>8.2%</b>	<b>13.0%</b>	<b>38.1%</b>	<b>29.1%</b>	<b>11.6%</b>	<b>14.9%</b>	<b>14.9%</b>	<b>15.9%</b>	<b>13.3%</b>	<b>12.7%</b>	<b>28.3%</b>
Group F Median	8.4%	14.2%	38.0%	27.6%	10.5%	15.0%	15.3%	14.3%	12.2%	12.2%	28.2%
<b>ALL CITY/COUNTY STUDY REGIONS</b>											
<b>Average</b>	<b>11.3%</b>	<b>15.5%</b>	<b>37.3%</b>	<b>26.5%</b>	<b>9.3%</b>	<b>17.7%</b>	<b>16.8%</b>	<b>17.4%</b>	<b>14.3%</b>	<b>12.3%</b>	<b>21.5%</b>
Median	9.9%	14.7%	37.4%	27.0%	8.8%	16.5%	17.4%	17.2%	13.7%	12.1%	20.3%

**Table 27:  
Educational Attainment and Annual Household Income  
of Resident Attendees to Cultural Events Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
High Peaks Region (ME)	21.9%	16.7%	39.0%	19.5%	2.8%	25.6%	29.1%	21.6%	11.5%	7.0%	5.3%
Wood River Valley (ID)	5.5%	10.0%	47.9%	25.2%	11.3%	7.4%	9.8%	12.6%	11.9%	13.7%	44.6%
Southern Oregon Area	7.4%	21.0%	35.8%	21.0%	14.8%	7.9%	13.2%	15.8%	17.1%	21.1%	25.0%
Southwestern Pennsylvania Area	25.7%	18.5%	29.0%	21.4%	5.4%	25.0%	25.0%	20.7%	11.0%	10.6%	7.7%
Greater Portsmouth Area (NH)	2.9%	7.3%	43.5%	36.5%	9.8%	12.3%	11.6%	14.8%	18.3%	13.9%	29.2%
Northeast Oregon Region	11.4%	13.7%	43.7%	25.1%	6.0%	38.5%	23.0%	12.6%	12.6%	6.9%	6.3%
Toe River Valley (NC)	10.1%	12.6%	40.5%	27.0%	9.8%	18.9%	30.1%	22.1%	12.8%	7.1%	9.0%
Albemarle Region (NC)	10.5%	24.8%	32.8%	22.1%	9.7%	12.0%	18.0%	19.7%	15.7%	10.6%	23.9%
Greater Concord Area (NH)	10.6%	17.2%	33.5%	29.5%	9.1%	19.3%	17.9%	15.0%	12.4%	10.9%	24.5%
North Central Minnesota Region	12.7%	17.3%	42.1%	22.9%	5.1%	23.3%	28.0%	19.7%	12.4%	9.8%	6.7%
Northwest Minnesota Region	32.4%	29.9%	27.0%	8.7%	2.1%	28.1%	28.1%	18.2%	12.8%	5.9%	6.9%
Monadnock Region (NH)	12.1%	13.8%	35.5%	29.4%	9.2%	14.3%	15.2%	19.0%	16.5%	14.3%	20.7%
Bismarck-Mandan Region (ND)	12.6%	19.0%	41.6%	20.0%	6.9%	14.8%	19.3%	16.3%	15.2%	11.4%	22.9%
Greater Minot Region (ND)	16.3%	17.0%	37.2%	21.2%	8.3%	17.6%	16.9%	18.3%	17.3%	11.3%	18.7%
Greater Burlington Area (VT)	3.6%	7.3%	36.9%	38.9%	13.3%	17.9%	14.8%	15.0%	14.8%	14.3%	23.1%
Greater Charlottesville Area (VA)	6.5%	6.5%	36.7%	33.2%	17.0%	19.2%	11.1%	12.1%	15.4%	13.0%	29.2%
Brainerd Lakes Region (MN)	24.4%	24.0%	34.1%	13.8%	3.7%	23.5%	21.0%	16.5%	17.0%	13.5%	8.5%
East Central Minnesota Region	21.5%	27.9%	27.3%	20.4%	2.9%	30.0%	20.0%	19.4%	13.8%	10.6%	6.3%
Northwest Connecticut Region	8.4%	14.8%	31.8%	36.1%	8.9%	13.5%	13.8%	17.8%	14.0%	12.9%	28.0%
Central Oregon Region	6.0%	20.5%	37.2%	27.2%	9.1%	10.7%	11.5%	20.6%	16.4%	16.4%	24.4%
Greater Fargo-Moorhead Area (ND/MN)	7.9%	12.5%	41.7%	24.1%	13.9%	17.9%	14.6%	16.9%	15.7%	14.2%	20.7%
Black Hills Region (SD)	11.4%	16.5%	37.1%	25.3%	9.6%	19.6%	19.1%	20.3%	16.1%	9.9%	15.0%
Greater Kingsport Area (TN)	21.7%	15.4%	37.0%	19.9%	6.1%	20.4%	14.4%	17.5%	15.4%	13.9%	18.3%
Lake Region (MN)	16.4%	22.4%	34.5%	22.8%	3.9%	21.1%	22.0%	30.7%	11.9%	8.7%	5.5%
South Central Minnesota Region	16.2%	18.3%	35.3%	20.4%	9.8%	20.4%	19.0%	21.8%	16.6%	8.5%	13.7%
Greater Sioux Falls Area (SD)	14.7%	19.1%	32.8%	21.8%	11.6%	11.9%	18.3%	18.1%	16.5%	11.9%	23.3%
Southwest Tennessee Development District	26.1%	20.9%	30.1%	17.1%	5.9%	25.7%	22.9%	18.9%	11.7%	7.9%	12.8%
Northwest Tennessee Development District	28.1%	17.8%	26.4%	17.8%	9.8%	29.9%	22.4%	16.8%	14.6%	6.9%	9.3%
Southwest Minnesota Region	29.0%	25.7%	32.4%	8.4%	4.5%	19.1%	29.9%	25.5%	11.5%	8.3%	5.7%
Arrowhead Region (MN)	12.4%	12.4%	37.1%	28.0%	10.2%	27.3%	19.2%	20.9%	14.5%	8.7%	9.3%

**Table 27:  
Educational Attainment and Annual Household Income  
of Resident Attendees to Cultural Events Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
Maple Grove and the Northwest Suburbs (MN)	8.1%	12.7%	39.6%	30.0%	9.6%	18.9%	17.4%	16.2%	14.8%	12.1%	20.7%
Greater Augusta Area (GA)	9.6%	17.7%	37.7%	25.6%	9.4%	14.1%	14.1%	19.5%	15.5%	13.0%	23.8%
Upper Cumberland Development District (TN)	28.2%	22.6%	26.5%	18.9%	3.7%	28.8%	21.8%	20.1%	14.4%	8.7%	6.1%
City of Huntsville/Madison County (AL)	7.0%	9.2%	37.9%	33.5%	12.5%	9.3%	11.7%	12.4%	12.1%	16.2%	38.3%
Northeast Commission (NC)	11.5%	23.5%	34.1%	22.9%	8.0%	13.5%	19.7%	19.6%	15.8%	11.2%	20.3%
Greater Ann Arbor Area (MI)	8.2%	6.4%	32.0%	35.4%	18.0%	18.7%	11.2%	16.3%	13.4%	12.9%	27.5%
Greater Fox Cities Region (WI)	17.8%	19.8%	37.8%	19.1%	5.5%	13.7%	18.7%	19.3%	15.3%	14.1%	18.9%
Central Minnesota Region	14.4%	17.2%	43.9%	19.4%	5.0%	30.2%	16.0%	23.1%	13.0%	8.9%	8.9%
South Central Tennessee Development District	22.5%	22.3%	34.1%	16.4%	4.7%	20.6%	24.2%	20.3%	15.4%	8.4%	11.1%
Northwest Arkansas Region	10.3%	12.5%	36.9%	29.6%	10.7%	15.0%	15.3%	13.4%	13.7%	11.4%	31.2%
Southeast Minnesota Region	10.2%	13.5%	40.9%	29.3%	6.1%	8.2%	18.0%	21.3%	15.9%	16.4%	20.2%
First Tennessee Development District	17.7%	16.4%	37.1%	20.5%	8.3%	23.1%	20.5%	17.0%	13.5%	11.1%	14.8%
Greater Harrisburg Area (PA)	7.2%	10.1%	34.2%	33.3%	15.3%	10.6%	15.0%	15.7%	15.7%	17.3%	25.7%
Greater New Haven Area (CT)	9.5%	11.4%	31.1%	36.7%	11.4%	9.8%	15.7%	16.6%	11.9%	20.9%	25.1%
Treasure Coast Region (FL)	10.5%	24.0%	39.0%	21.1%	5.4%	12.6%	16.4%	21.6%	14.9%	13.0%	21.5%
Greater Des Moines Region (IA)	10.0%	16.5%	46.1%	22.6%	4.8%	17.3%	16.0%	15.5%	15.3%	13.8%	22.2%
Southeast Tennessee Development District	11.8%	17.2%	38.8%	24.6%	7.6%	23.2%	18.9%	18.3%	13.7%	8.3%	17.5%
Greater Knoxville Region (TN)	6.7%	13.3%	44.0%	24.7%	11.2%	15.7%	17.9%	18.1%	13.0%	13.2%	22.1%
Greater Columbia Area (SC)	5.7%	9.6%	43.4%	28.2%	13.0%	23.4%	19.6%	13.9%	10.7%	10.8%	21.6%
Pikes Peak Region (CO)	7.0%	19.4%	35.7%	30.3%	7.6%	16.4%	16.2%	14.9%	15.0%	15.9%	21.6%
Lehigh Valley Region (PA)	13.1%	14.6%	34.0%	30.2%	8.2%	16.1%	16.3%	15.8%	13.3%	15.4%	23.2%
Greater Sarasota/Bradenton Area (FL)	6.5%	13.3%	31.3%	33.2%	15.7%	8.4%	11.8%	14.2%	13.5%	14.8%	37.3%
Dayton Region (OH)	13.2%	16.2%	30.6%	32.0%	8.0%	16.9%	13.8%	20.9%	15.3%	14.0%	19.1%
Richmond & Tri-Cities Region (VA)	5.7%	9.1%	44.6%	29.2%	11.5%	16.5%	13.5%	13.5%	11.2%	11.2%	34.0%
Memphis Area Association of Governments (TN)	8.1%	12.3%	36.7%	29.6%	13.3%	16.8%	19.8%	13.6%	13.4%	9.3%	27.1%
Eastern Region (NC)	10.7%	24.0%	40.5%	19.6%	5.2%	16.5%	20.6%	21.1%	19.2%	11.0%	11.6%
Advantage West Region (NC)	8.9%	12.0%	40.8%	28.4%	9.9%	22.3%	22.1%	20.2%	13.9%	8.7%	12.8%
Southeast Commission (NC)	16.9%	23.2%	32.9%	21.2%	5.8%	25.0%	19.6%	19.2%	12.6%	10.1%	13.6%
Greater Fairfax Area (VA)	3.3%	5.8%	35.0%	40.4%	15.6%	4.7%	6.2%	10.0%	13.8%	15.0%	50.3%
Greater Tulsa Region (OK)	8.2%	16.4%	40.9%	27.5%	7.1%	19.3%	17.7%	17.3%	14.9%	9.6%	21.3%

**Table 27:  
Educational Attainment and Annual Household Income  
of Resident Attendees to Cultural Events Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
East Tennessee Development District	23.4%	19.3%	34.0%	18.2%	5.0%	21.1%	22.3%	19.2%	15.7%	11.8%	9.8%
West Valley Region (AZ)	15.1%	21.5%	33.2%	22.7%	7.5%	14.7%	18.6%	21.2%	17.0%	10.0%	18.4%
Greater St. Louis Area (MO)	7.0%	8.3%	46.4%	26.2%	12.1%	12.5%	14.7%	15.3%	22.1%	14.4%	20.9%
Western New York	10.1%	17.9%	30.7%	34.3%	6.9%	22.0%	18.4%	17.9%	14.0%	12.0%	15.7%
Greater Oklahoma City Region (OK)	18.7%	19.5%	34.3%	21.0%	6.5%	23.4%	21.2%	17.8%	12.7%	10.5%	14.4%
Piedmont Triad Partnership (NC)	11.2%	15.9%	39.1%	25.2%	8.7%	14.9%	18.7%	18.3%	14.5%	12.7%	20.9%
Greater Portland Area (OR)	6.8%	13.1%	38.3%	32.7%	9.1%	13.4%	14.9%	17.0%	15.7%	14.8%	24.3%
Greater Kansas City Metropolitan Area (MO/KS)	7.6%	13.4%	36.5%	32.3%	10.2%	12.7%	15.6%	17.5%	14.3%	13.4%	26.5%
Greater Nashville Regional Council (TN)	12.6%	14.5%	37.8%	23.9%	11.1%	20.2%	18.1%	16.0%	12.7%	12.7%	20.3%
Research Triangle Regional Partnership (NC)	5.6%	9.6%	37.5%	32.7%	14.6%	14.1%	12.9%	15.6%	15.9%	13.6%	27.9%
Greater Tampa/St. Petersburg Area (FL)	9.6%	16.7%	36.9%	27.3%	9.5%	15.6%	18.2%	16.9%	12.5%	13.5%	23.2%
Charlotte Regional Partnership (NC)	11.6%	18.6%	37.8%	23.9%	8.0%	12.8%	15.3%	19.5%	12.8%	13.6%	26.0%
Charlotte Regional Partnership (NC/SC)	11.3%	18.1%	39.1%	24.3%	7.3%	14.0%	15.3%	19.0%	13.4%	13.6%	24.8%
Seven-County Metro Area (MN)	8.1%	12.7%	39.6%	30.0%	9.6%	18.9%	17.4%	16.2%	14.8%	12.1%	20.7%
Central Florida Region	10.2%	18.2%	40.2%	24.4%	7.0%	16.3%	18.8%	18.9%	13.7%	11.9%	20.3%
Greater Philadelphia Region (PA)	8.4%	9.6%	35.2%	32.6%	14.2%	15.6%	15.8%	13.6%	12.9%	13.7%	28.4%
Greater Washington Region (DC/MD/VA)	4.4%	6.4%	33.4%	40.0%	15.8%	7.6%	8.9%	11.4%	13.1%	15.5%	43.6%
Metro Atlanta Area (GA)	5.1%	11.0%	41.3%	33.4%	9.2%	12.2%	15.8%	21.7%	15.0%	11.0%	24.3%
Greater Atlanta Region (GA)	5.1%	11.0%	41.3%	33.4%	9.2%	12.2%	15.8%	21.7%	15.0%	11.0%	24.3%
Greater Houston Region (TX)	7.8%	10.1%	37.5%	28.8%	15.8%	12.9%	12.5%	13.8%	12.3%	11.6%	37.0%
Dallas-Fort Worth-Arlington MSA (TX)	9.2%	13.7%	43.6%	25.7%	7.8%	13.0%	15.6%	15.5%	12.2%	12.6%	31.1%
<b>Regional Average</b>	<b>12.1%</b>	<b>15.8%</b>	<b>36.9%</b>	<b>26.1%</b>	<b>9.1%</b>	<b>17.5%</b>	<b>17.7%</b>	<b>17.8%</b>	<b>14.3%</b>	<b>12.1%</b>	<b>20.7%</b>
Regional Median	10.3%	16.4%	37.1%	25.3%	9.1%	16.5%	17.7%	17.8%	14.3%	12.0%	20.9%



**Table 27:  
Educational Attainment and Annual Household Income  
of Resident Attendees to Cultural Events Per Study Region During 2016**

Statewide Study Regions All Populations Sample Size = 20	RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
State of Vermont	6.3%	8.3%	35.0%	37.4%	13.0%	15.7%	15.5%	18.2%	15.1%	14.4%	21.1%
State of North Dakota	13.0%	16.7%	40.3%	20.8%	9.2%	19.1%	18.2%	18.0%	15.0%	11.9%	17.7%
State of Delaware	11.3%	14.0%	32.8%	31.0%	10.9%	9.1%	15.0%	18.4%	16.3%	13.8%	27.4%
State of Maine	12.0%	12.8%	36.9%	28.7%	9.5%	23.5%	20.8%	17.0%	13.0%	10.7%	14.9%
State of Hawai'i	8.2%	15.9%	32.5%	30.9%	12.5%	18.7%	15.9%	13.7%	12.5%	12.8%	26.4%
State of Nevada	18.2%	24.7%	31.1%	20.8%	5.2%	21.8%	17.5%	18.8%	13.8%	12.1%	16.0%
State of Connecticut	9.8%	12.5%	35.8%	33.8%	8.2%	10.5%	11.6%	15.8%	15.3%	16.8%	30.0%
State of Oklahoma	15.8%	17.4%	38.6%	21.3%	6.9%	21.8%	20.2%	18.4%	14.5%	10.9%	14.2%
State of Oregon	8.5%	16.4%	35.0%	29.9%	10.2%	18.2%	17.2%	18.4%	15.2%	12.7%	18.3%
State of Minnesota	16.5%	18.7%	36.9%	21.5%	6.4%	21.7%	21.2%	19.8%	14.3%	10.5%	12.6%
State of Wisconsin	13.0%	15.1%	37.3%	26.7%	8.0%	16.5%	18.3%	19.1%	15.7%	12.6%	17.9%
State of Maryland	8.9%	10.2%	32.5%	34.1%	14.4%	11.2%	13.0%	14.8%	14.0%	14.4%	32.6%
State of Missouri	11.2%	14.1%	38.8%	25.3%	10.5%	19.3%	17.1%	17.9%	15.1%	11.8%	18.9%
State of Tennessee	19.7%	18.5%	34.4%	20.2%	7.1%	22.2%	21.0%	18.3%	14.2%	10.3%	14.0%
State of Massachusetts	9.7%	11.0%	39.0%	30.5%	9.7%	17.2%	15.2%	16.3%	13.1%	12.2%	26.2%
State of New Jersey	13.3%	15.8%	36.0%	26.9%	7.9%	12.6%	14.6%	15.4%	14.3%	13.8%	29.3%
State of North Carolina	10.4%	16.8%	38.0%	25.7%	9.0%	16.3%	17.4%	18.4%	15.1%	12.1%	20.6%
State of Pennsylvania	15.1%	13.2%	32.2%	29.1%	10.4%	17.3%	17.9%	16.9%	14.4%	13.3%	20.3%
State of Illinois	8.2%	10.5%	34.2%	34.1%	13.0%	18.7%	14.4%	15.8%	12.9%	11.3%	27.1%
State of Florida	9.0%	17.4%	35.6%	27.1%	11.0%	13.8%	16.0%	17.5%	14.2%	13.3%	25.2%
<b>Statewide Average</b>	<b>11.9%</b>	<b>15.0%</b>	<b>35.6%</b>	<b>27.8%</b>	<b>9.7%</b>	<b>17.3%</b>	<b>16.9%</b>	<b>17.3%</b>	<b>14.4%</b>	<b>12.6%</b>	<b>21.5%</b>
Statewide Median	11.3%	15.5%	35.7%	27.9%	9.6%	17.8%	17.2%	18.0%	14.4%	12.4%	20.5%

**Table 27:  
Educational Attainment and Annual Household Income  
of Resident Attendees to Cultural Events Per Study Region During 2016**

Individual Arts Districts All Populations Sample Size = 12	RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
James River Arts & Cultural District	9.7%	11.8%	38.2%	29.2%	11.0%	20.1%	21.2%	17.4%	12.3%	11.8%	17.2%
Center City Charlotte	5.1%	11.1%	41.6%	31.8%	10.5%	13.9%	11.7%	17.1%	13.2%	12.5%	31.7%
Loch Haven Cultural Park	10.7%	14.6%	44.1%	23.9%	6.7%	15.6%	16.0%	17.3%	13.9%	10.1%	27.2%
Downtown Colorado Springs Creative District	7.0%	15.8%	36.4%	33.5%	7.3%	14.3%	16.3%	15.0%	14.3%	17.6%	22.5%
Fort Worth Cultural District	7.3%	17.4%	35.6%	29.7%	10.0%	8.6%	17.6%	20.0%	11.4%	11.4%	31.0%
Dallas Arts District	11.2%	8.8%	45.8%	26.0%	8.1%	18.2%	17.7%	12.2%	9.7%	11.6%	30.7%
Grand Center Arts & Entertainment District	5.9%	8.1%	47.1%	27.0%	12.0%	8.6%	14.6%	14.3%	25.2%	14.3%	22.9%
Balboa Park Cultural District	7.5%	15.4%	39.5%	26.5%	11.1%	14.6%	12.1%	14.6%	15.8%	15.0%	27.9%
East End Cultural District	10.9%	12.1%	40.0%	28.2%	8.8%	23.4%	17.1%	16.8%	12.1%	8.7%	21.8%
Houston Museum District Association	1.6%	4.5%	28.5%	33.0%	32.4%	8.4%	14.3%	9.4%	12.9%	9.8%	45.1%
Midtown Cultural District	6.3%	8.2%	40.5%	27.1%	18.0%	9.8%	11.6%	15.4%	10.5%	8.8%	43.9%
Washington Avenue Cultural District	11.0%	13.0%	35.0%	28.0%	13.0%	28.5%	13.2%	13.2%	12.3%	11.1%	21.7%
<b>Arts District Average</b>	<b>7.9%</b>	<b>11.7%</b>	<b>39.4%</b>	<b>28.7%</b>	<b>12.4%</b>	<b>15.3%</b>	<b>15.3%</b>	<b>15.2%</b>	<b>13.6%</b>	<b>11.9%</b>	<b>28.6%</b>
Arts District Median	7.4%	12.0%	39.8%	28.1%	10.8%	14.5%	15.3%	15.2%	12.6%	11.5%	27.6%

## Explanation of Table 28: Age, Willingness to Travel, Repeat Visitation, and Civic Engagement of Resident Attendees to Cultural Events Per Study Region During 2016

This table presents a demographic description of resident nonprofit arts and cultural audience members in each participating study region during 2016. Residents are attendees who reside within the county in which the nonprofit arts and cultural event at which they were surveyed took place (within the multi-city or multi-county region for regional analyses, and within the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group. This table details the age, willingness to travel to attend cultural experiences, repeat visitation at the site where they were surveyed, and civic engagement (i.e., their participation status in the 2016 U.S. presidential election) reported by resident arts attendees who completed the audience-intercept survey. Table 27 provides details about resident attendees' educational attainment and annual household income. Note: the percentages may not add exactly to 100 percent where appropriate due to rounding.

### Column Two:

The percentage of resident audience-intercept survey respondents in each participating study region who are 18 to 34 years of age. Audience-intercept survey respondents were required to be at least 18 years old.

### Column Three:

The percentage of resident audience-intercept survey respondents who are 35 to 44 years of age.

### Column Four:

The percentage of resident audience-intercept survey respondents who are 45 to 54 years of age.

### Column Five:

The percentage of resident audience-intercept survey respondents who are 55 to 64 years of age.

### Column Six:

The percentage of resident audience-intercept survey respondents who are 65 years of age or older.

### Columns Seven through Nine:

The audience-intercept survey included the question, "If this arts event or exhibit were not happening, would you have traveled to another community to attend a similar cultural experience?"

**Column Seven:** The percentage of resident audience-intercept survey respondents who responded, "No, I would have skipped the cultural experience altogether."

**Column Eight:** The percentage of resident audience-intercept survey respondents who responded, "No, I would have replaced it with another nearby cultural experience."

**Column Nine:** The percentage of resident audience-intercept survey respondents who responded, "Yes, I would have traveled to a different community."

### Column Ten:

The percentage of resident audience-intercept survey respondents in each participating study region who reported that they were first time visitors/attendees to the specific nonprofit arts or cultural event (or facility) where they filled out the audience-intercept survey.

### Column Eleven:

The percentage of resident audience-intercept survey respondents in each participating study region who reported that they planned to vote in the 2016 U.S. presidential election.

**Table 28:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
Town of Crested Butte (CO)	10.8%	24.9%	42.5%	19.5%	2.4%	30.2%	45.6%	24.2%	13.6%	92.8%
City of Pine City (MN)	5.8%	5.2%	9.8%	35.8%	43.4%	40.4%	16.4%	43.3%	n/a	n/a
City of Alva (OK)	29.4%	30.3%	17.3%	14.6%	8.4%	90.7%	3.1%	6.2%	39.9%	93.5%
Cook County (MN)	15.1%	7.5%	17.2%	30.7%	29.6%	40.0%	27.2%	32.8%	n/a	n/a
Town of Hillsborough (NC)	8.3%	21.4%	19.0%	25.0%	26.2%	51.2%	16.7%	32.1%	45.0%	93.5%
City of Virginia (MN)	15.1%	7.5%	17.2%	30.7%	29.6%	40.0%	27.2%	32.8%	n/a	n/a
Town of Jackson (WY)	32.9%	18.1%	17.3%	16.9%	14.8%	41.0%	31.6%	27.4%	10.0%	91.1%
City of Guthrie (OK)	19.2%	19.7%	20.7%	24.0%	16.3%	26.8%	13.6%	59.6%	24.7%	88.6%
City of Grand Rapids (MN)	15.1%	7.5%	17.2%	30.7%	29.6%	40.0%	27.2%	32.8%	n/a	n/a
Town of Medfield (MA)	3.2%	20.5%	33.1%	22.2%	21.1%	53.0%	7.2%	39.8%	24.4%	92.9%
City of Fergus Falls (MN)	11.1%	14.5%	14.1%	27.4%	32.9%	39.4%	19.5%	41.1%	n/a	n/a
Grundy County (TN)	22.6%	16.9%	15.3%	25.0%	20.2%	28.5%	9.8%	61.8%	56.9%	85.6%
City of Falls Church (VA)	12.1%	28.8%	24.2%	20.2%	14.6%	49.7%	13.1%	37.2%	18.8%	82.1%
City of Jamestown (ND)	8.8%	12.6%	15.6%	23.5%	39.5%	52.1%	16.1%	31.8%	6.8%	91.5%
City of Waterville (ME)	10.8%	6.5%	10.8%	29.0%	43.0%	31.6%	20.0%	48.4%	19.8%	94.8%
City of Red Wing (MN)	1.4%	5.5%	14.3%	25.4%	53.5%	31.6%	24.5%	43.9%	n/a	n/a
City of Durango (CO)	17.3%	8.9%	10.6%	26.7%	36.4%	43.2%	26.0%	30.8%	16.3%	94.0%
City of Hannibal (MO)	9.7%	11.0%	9.7%	21.9%	47.7%	52.7%	15.8%	31.5%	6.0%	88.5%
City of Tullahoma (TN)	7.8%	20.8%	25.3%	19.4%	26.7%	39.1%	14.1%	46.9%	11.6%	88.4%
City of Northfield (MN)	1.4%	5.5%	14.3%	25.4%	53.5%	31.6%	24.5%	43.9%	n/a	n/a
Town of Carrboro (NC)	8.3%	21.9%	13.5%	17.7%	38.5%	39.4%	17.0%	43.6%	9.7%	95.9%
Macon County (TN)	7.8%	13.2%	18.9%	24.7%	35.4%	40.8%	14.7%	44.5%	n/a	88.0%
City of Laguna Beach (CA)	8.6%	8.6%	23.1%	28.6%	31.0%	35.2%	14.8%	50.0%	20.9%	91.6%
Hickman County (TN)	14.7%	9.9%	16.1%	31.2%	28.2%	40.9%	26.6%	32.5%	24.6%	83.0%
City of Fairfax (VA)	15.9%	12.7%	19.0%	33.3%	19.0%	46.0%	9.5%	44.4%	46.0%	95.2%
City of Ponca City (OK)	14.8%	15.2%	11.8%	18.1%	40.1%	37.6%	19.0%	43.5%	20.2%	91.8%
City of Paducah (KY)	18.4%	18.4%	18.4%	29.6%	15.3%	44.9%	13.3%	41.8%	11.1%	93.0%
Mille Lacs County (MN)	5.8%	5.2%	9.8%	35.8%	43.4%	40.4%	16.4%	43.3%	n/a	n/a
McNairy County (TN)	17.1%	17.7%	18.9%	18.3%	27.9%	36.4%	11.2%	52.4%	22.3%	89.7%
City of Winona (MN)	1.4%	5.5%	14.3%	25.4%	53.5%	31.6%	24.5%	43.9%	n/a	n/a

**Table 28:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
Door County (WI)	5.8%	3.1%	6.0%	19.1%	66.0%	30.7%	21.9%	47.5%	7.0%	94.3%
City of Benicia (CA)	3.9%	11.1%	16.6%	30.9%	37.5%	39.4%	8.4%	52.2%	26.7%	90.3%
City of Winter Park (FL)	14.2%	10.9%	15.1%	17.3%	42.5%	29.7%	21.2%	49.2%	28.9%	91.7%
City of Rochester (NH)	16.4%	20.1%	18.6%	25.2%	19.7%	36.6%	7.8%	55.7%	31.7%	90.9%
City of Morgantown (WV)	24.0%	17.9%	19.1%	23.5%	15.5%	39.2%	17.8%	43.0%	21.6%	86.5%
Henry County (TN)	19.0%	22.8%	22.8%	17.7%	17.7%	50.0%	22.4%	27.6%	12.3%	91.1%
City of Fairbanks (AK)	12.9%	12.8%	15.0%	26.5%	32.7%	42.0%	29.8%	28.2%	12.5%	89.9%
City of Bangor (ME)	20.7%	13.6%	14.6%	18.4%	32.8%	41.8%	17.6%	40.5%	17.8%	91.3%
Weakley County (TN)	38.7%	17.8%	16.0%	16.4%	11.1%	39.6%	12.6%	47.7%	21.1%	87.2%
Dare County (NC)	12.8%	6.1%	13.5%	20.9%	46.6%	39.0%	21.2%	39.7%	15.6%	93.4%
City of Columbia (TN)	33.3%	26.2%	17.3%	11.8%	11.3%	43.2%	8.6%	48.2%	27.1%	83.2%
City of Lake Worth (FL)	3.7%	5.3%	8.2%	19.7%	63.2%	31.2%	26.6%	42.2%	24.0%	95.2%
Clatsop County (OR)	7.2%	14.9%	17.3%	26.7%	33.7%	35.1%	20.0%	45.0%	16.1%	93.3%
Yadkin County (NC)	2.9%	3.8%	8.7%	46.2%	38.5%	35.4%	5.1%	59.6%	14.0%	91.9%
Greater Belfast Area (ME)	12.8%	9.1%	17.1%	26.7%	34.3%	34.4%	15.4%	50.1%	23.0%	93.8%
Campbell County (TN)	18.8%	18.3%	22.4%	19.3%	21.2%	42.6%	14.7%	42.8%	55.0%	83.1%
Monroe County (TN)	8.8%	16.6%	12.3%	29.1%	33.2%	36.2%	9.7%	54.1%	17.3%	90.9%
Lincoln County (OR)	4.1%	7.6%	10.9%	26.5%	50.8%	39.4%	20.7%	39.8%	6.6%	94.2%
Iron County (UT)	21.7%	14.5%	14.5%	17.4%	31.9%	47.8%	17.4%	34.8%	20.3%	91.4%
City of St. Louis Park (MN)	22.5%	13.2%	18.8%	20.0%	25.6%	24.9%	28.0%	47.1%	n/a	n/a
City of Logan (UT)	16.3%	11.2%	11.6%	17.4%	43.4%	40.7%	24.8%	34.5%	13.8%	90.9%
Gibson County (TN)	8.3%	18.3%	26.7%	20.0%	26.7%	15.5%	5.2%	79.3%	13.1%	95.1%
<b>Group A Average</b>	<b>13.5%</b>	<b>13.8%</b>	<b>16.8%</b>	<b>24.1%</b>	<b>31.9%</b>	<b>39.6%</b>	<b>18.1%</b>	<b>42.3%</b>	<b>21.3%</b>	<b>90.8%</b>
Group A Median	12.8%	13.2%	16.4%	24.4%	32.3%	39.4%	17.2%	43.3%	19.8%	91.5%

**Table 28:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
City of Joplin (MO)	26.7%	13.1%	11.6%	18.9%	29.7%	36.3%	18.1%	45.6%	25.5%	92.2%
City of La Crosse (WI)	26.9%	9.1%	12.5%	16.8%	34.7%	34.4%	22.0%	43.6%	15.6%	94.0%
McMinn County (TN)	22.8%	11.8%	13.3%	29.7%	22.5%	32.9%	15.9%	51.3%	12.1%	91.2%
Lafayette County (MS)	38.3%	22.8%	12.1%	13.8%	12.9%	40.8%	22.3%	37.0%	25.9%	92.2%
Chisago County (MN)	5.8%	5.2%	9.8%	35.8%	43.4%	40.4%	16.4%	43.3%	n/a	n/a
City of Grand Forks (ND)	32.6%	14.1%	14.0%	16.4%	22.9%	35.2%	19.7%	45.1%	33.1%	87.9%
City of Corvallis (OR)	14.6%	11.0%	11.2%	27.7%	35.5%	38.6%	22.2%	39.2%	15.0%	88.1%
City of Noblesville (IN)	11.1%	17.2%	20.1%	27.7%	23.9%	31.5%	15.1%	53.3%	29.6%	90.3%
City of Ocala (FL)	12.5%	13.1%	14.1%	18.0%	42.3%	33.8%	21.1%	45.1%	25.1%	91.8%
Lenoir County (NC)	24.6%	29.2%	20.3%	18.2%	7.8%	23.1%	9.3%	67.5%	12.3%	88.5%
Town of Chapel Hill (NC)	30.0%	15.9%	15.9%	13.7%	24.7%	40.4%	22.9%	36.8%	27.6%	90.2%
City of Grand Junction (CO)	23.3%	9.2%	12.0%	22.0%	33.5%	40.2%	23.3%	36.5%	15.1%	92.1%
Town of Jupiter (FL)	5.8%	9.0%	5.0%	19.6%	60.5%	33.6%	27.7%	38.7%	19.4%	100.0%
Hamblen County (TN)	16.8%	24.4%	36.0%	10.2%	12.7%	44.2%	18.8%	37.1%	42.9%	87.3%
City of Delray Beach (FL)	13.3%	7.9%	10.1%	22.2%	46.6%	63.0%	17.5%	19.5%	31.1%	94.4%
City of St. Cloud (MN)	19.9%	18.2%	19.3%	17.7%	24.9%	35.6%	26.6%	37.9%	n/a	n/a
City of Portland (ME)	17.4%	16.2%	16.4%	22.8%	27.3%	36.7%	21.0%	42.3%	14.4%	94.0%
City of Jackson (TN)	23.9%	13.6%	15.0%	19.4%	28.1%	37.0%	11.7%	51.3%	18.4%	91.3%
City of Walnut Creek (CA)	3.8%	4.5%	11.9%	21.3%	58.5%	36.3%	6.1%	57.6%	5.3%	93.7%
Greene County (TN)	41.0%	27.0%	12.0%	11.0%	9.0%	25.5%	11.2%	63.3%	48.1%	89.0%
City of Flagstaff (AZ)	20.3%	17.3%	16.5%	20.7%	25.1%	39.1%	52.2%	8.6%	24.1%	93.8%
City of Missoula (MT)	13.7%	13.2%	11.3%	26.3%	35.4%	33.2%	33.0%	33.8%	14.5%	94.3%
City of Fort Myers (FL)	5.5%	9.9%	13.7%	18.3%	52.7%	40.1%	16.4%	43.5%	19.2%	93.0%
Putnam County (TN)	21.4%	9.8%	17.9%	14.3%	36.6%	31.3%	33.9%	34.8%	13.1%	82.1%
Monroe County (FL)	14.4%	11.2%	13.4%	19.5%	41.5%	36.4%	22.2%	41.4%	24.8%	90.0%
City of Lynchburg (VA)	25.9%	14.1%	18.3%	22.6%	19.1%	33.2%	24.2%	42.5%	24.7%	91.3%
City of Duluth (MN)	15.1%	7.5%	17.2%	30.7%	29.6%	40.0%	27.2%	32.8%	n/a	n/a
City of Fishers (IN)	13.1%	33.6%	26.6%	19.3%	7.4%	37.1%	16.9%	46.0%	27.7%	88.6%
City of Carmel (IN)	6.5%	21.1%	26.7%	27.2%	18.5%	26.7%	12.9%	60.3%	30.4%	90.5%
City of Sugar Land (TX)	20.5%	25.4%	18.5%	18.5%	17.2%	31.7%	13.3%	55.0%	51.7%	84.5%

**Table 28:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
City of Asheville (NC)	20.1%	11.9%	11.4%	27.9%	28.7%	34.0%	27.5%	38.5%	26.1%	94.6%
Buchanan County (MO)	16.7%	14.7%	15.5%	23.6%	29.6%	39.5%	18.6%	41.8%	8.8%	88.2%
City of Boca Raton (FL)	17.7%	7.9%	11.1%	22.8%	40.4%	44.8%	24.5%	30.7%	36.9%	91.1%
City of Miami Beach (FL)	8.7%	4.8%	10.8%	16.1%	59.5%	39.6%	21.0%	39.4%	8.5%	90.8%
Moore County (NC)	3.8%	5.2%	10.0%	16.3%	64.6%	39.4%	16.4%	44.2%	14.4%	95.8%
Sevier County (TN)	23.0%	25.8%	14.5%	19.9%	16.8%	39.2%	12.8%	48.0%	39.5%	77.7%
Cape May County (NJ)	0.6%	0.6%	0.9%	17.1%	80.9%	38.6%	20.4%	41.1%	10.7%	90.6%
Cleveland County (NC)	16.6%	14.6%	17.0%	27.5%	24.3%	39.6%	13.1%	47.3%	21.8%	89.5%
<b>Group B Average</b>	<b>17.8%</b>	<b>14.2%</b>	<b>14.8%</b>	<b>20.8%</b>	<b>32.4%</b>	<b>36.9%</b>	<b>20.4%</b>	<b>42.7%</b>	<b>23.2%</b>	<b>90.7%</b>
Group B Median	17.1%	13.2%	13.9%	19.6%	29.2%	36.9%	20.1%	42.4%	24.1%	91.1%

**Table 28:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
City of Las Cruces (NM)	26.4%	15.3%	16.3%	16.5%	25.4%	36.5%	24.1%	39.4%	30.1%	85.1%
Eau Claire County (WI)	12.5%	15.0%	21.7%	23.7%	27.2%	40.0%	23.3%	36.7%	13.3%	88.3%
Yamhill County (OR)	20.4%	13.6%	13.4%	19.8%	32.9%	32.6%	15.2%	52.2%	24.2%	91.0%
City of Lewisville (TX)	9.2%	15.9%	20.6%	29.2%	25.1%	30.8%	8.1%	61.1%	21.3%	91.1%
City of West Palm Beach (FL)	20.1%	14.3%	13.4%	18.6%	33.7%	41.8%	28.2%	30.0%	29.8%	85.0%
City of Boulder (CO)	14.6%	13.7%	21.8%	21.9%	28.0%	35.6%	24.8%	39.7%	24.6%	93.6%
City of Richardson (TX)	7.7%	14.6%	15.6%	24.9%	37.3%	29.4%	9.2%	61.4%	18.3%	94.0%
City of High Point (NC)	8.3%	10.3%	15.1%	25.0%	41.3%	34.9%	9.2%	55.9%	32.1%	94.3%
City of Cambridge (MA)	25.2%	12.5%	14.1%	22.8%	25.5%	34.3%	13.8%	51.9%	27.5%	92.2%
City of Lowell (MA)	23.4%	12.7%	17.7%	23.6%	22.7%	34.0%	20.1%	46.0%	29.3%	90.4%
Douglas County (KS)	9.3%	15.5%	15.8%	19.9%	39.4%	36.2%	21.6%	42.2%	13.9%	93.3%
City of Columbia (MO)	18.6%	13.2%	13.6%	20.0%	34.7%	39.8%	27.5%	32.7%	17.7%	93.1%
City of Norman (OK)	37.0%	16.8%	13.6%	17.2%	15.4%	32.2%	19.0%	48.8%	20.2%	88.6%
Wayne County (NC)	18.5%	18.8%	20.0%	20.9%	21.8%	31.9%	12.8%	55.3%	14.6%	87.2%
City of Lafayette (LA)	40.5%	45.9%	8.1%	2.7%	2.7%	10.8%	86.5%	2.7%	10.8%	56.8%
Washington County (TN)	25.4%	8.5%	14.8%	21.8%	29.6%	37.1%	13.3%	49.7%	23.9%	87.6%
City of Thousand Oaks (CA)	12.4%	9.8%	21.7%	26.6%	29.5%	32.6%	9.5%	57.9%	14.4%	90.5%
City of Charleston (SC)	15.8%	13.9%	14.1%	22.0%	34.2%	34.9%	26.1%	39.1%	29.5%	93.4%
City of Waco (TX)	40.1%	13.7%	15.7%	13.9%	16.6%	34.2%	23.4%	42.3%	25.1%	82.9%
Robeson County (NC)	12.7%	12.7%	20.4%	22.1%	32.2%	26.6%	13.0%	60.4%	37.1%	87.9%
Columbia County (GA)	23.5%	23.2%	21.9%	16.3%	15.0%	32.4%	19.9%	47.7%	25.2%	89.5%
Orange County (NC)	20.4%	18.4%	16.0%	17.0%	28.3%	42.4%	20.2%	37.4%	26.9%	92.2%
City of Savannah (GA)	25.7%	24.1%	13.8%	14.7%	21.6%	44.8%	22.3%	33.0%	28.0%	87.5%
Indian River County (FL)	12.0%	17.1%	14.0%	28.1%	28.8%	31.9%	25.0%	43.2%	33.1%	91.8%
City of Alexandria (VA)	18.6%	19.4%	18.9%	22.0%	21.2%	38.1%	15.3%	46.6%	36.4%	86.3%
Martin County (FL)	10.2%	13.7%	14.2%	19.2%	42.7%	38.2%	18.6%	43.2%	20.2%	87.4%
Macon-Bibb County (GA)	18.3%	11.5%	12.7%	21.4%	36.1%	36.6%	31.5%	31.9%	14.7%	92.0%
City of Springfield (MA)	20.7%	20.3%	20.5%	25.0%	13.5%	38.9%	8.9%	52.1%	28.1%	84.6%
Catawba County (NC)	10.9%	5.9%	20.1%	28.1%	35.0%	29.9%	14.0%	56.2%	18.8%	94.7%
Town of Cary (NC)	7.5%	10.5%	24.1%	26.2%	31.6%	35.4%	12.7%	51.9%	28.1%	94.6%



**Table 28:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
Alamance County (NC)	13.1%	20.2%	20.4%	18.4%	27.8%	35.7%	14.1%	50.2%	15.3%	89.3%
Cumberland County (NJ)	10.8%	9.2%	13.3%	15.8%	50.8%	45.9%	17.1%	36.9%	10.6%	83.1%
City of Eugene (OR)	17.8%	7.0%	11.1%	25.5%	38.6%	45.9%	25.9%	28.3%	16.6%	93.4%
Middlesex County (CT)	7.7%	3.8%	11.5%	30.8%	46.2%	26.9%	3.8%	69.2%	0.0%	96.2%
City of Springfield (MO)	24.8%	18.8%	14.4%	18.6%	23.5%	35.1%	22.0%	42.9%	15.0%	94.2%
City of Sioux Falls (SD)	15.7%	11.0%	17.1%	30.1%	26.1%	41.1%	24.4%	34.5%	10.2%	90.8%
Pitt County (NC)	39.6%	24.0%	16.6%	9.5%	10.2%	36.4%	22.1%	41.4%	24.7%	92.6%
City of Providence (RI)	27.2%	17.7%	17.7%	11.6%	25.9%	36.4%	21.2%	42.4%	31.5%	92.7%
City of Worcester (MA)	37.8%	12.3%	16.4%	17.1%	16.4%	29.9%	15.0%	55.1%	25.1%	89.3%
Montgomery County (TN)	17.3%	10.4%	11.7%	19.8%	40.8%	43.0%	13.6%	43.4%	16.4%	90.6%
Salt Lake City (UT)	34.8%	15.7%	12.2%	16.4%	20.9%	34.6%	24.4%	41.0%	19.7%	89.7%
Cabarrus County (NC)	3.1%	5.0%	12.6%	33.1%	46.2%	38.4%	13.4%	48.2%	14.4%	94.6%
Richmond County (GA)	23.6%	14.5%	19.5%	22.7%	19.7%	28.6%	21.7%	49.7%	21.8%	93.3%
City of Tacoma (WA)	10.5%	10.8%	13.0%	20.8%	44.9%	33.5%	19.6%	46.9%	17.3%	94.2%
Doña Ana County (NM)	29.8%	18.7%	16.2%	14.0%	21.4%	39.3%	26.1%	34.6%	32.0%	81.8%
New Hanover County (NC)	10.3%	9.4%	11.1%	17.9%	51.3%	41.9%	27.4%	30.8%	12.6%	94.0%
Arlington County (VA)	14.8%	15.3%	18.9%	21.4%	29.6%	34.8%	16.7%	48.5%	28.6%	90.9%
City of Irving (TX)	8.8%	7.1%	11.3%	28.3%	44.5%	33.8%	8.6%	57.6%	9.1%	88.7%
City of Reno (NV)	17.6%	15.8%	12.8%	21.4%	32.3%	36.8%	24.6%	38.6%	13.6%	91.0%
York County (SC)	20.8%	19.0%	15.6%	19.7%	24.9%	30.3%	11.5%	58.2%	30.2%	91.2%
<b>Group C Average</b>	<b>19.0%</b>	<b>14.7%</b>	<b>15.9%</b>	<b>20.9%</b>	<b>29.4%</b>	<b>35.3%</b>	<b>19.8%</b>	<b>44.9%</b>	<b>21.6%</b>	<b>89.8%</b>
Group C Median	18.1%	14.1%	15.6%	21.2%	28.6%	35.3%	19.8%	44.7%	21.6%	91.0%

**Table 28:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
Buncombe County (NC)	20.8%	15.1%	12.2%	25.3%	26.6%	32.5%	26.4%	41.1%	28.0%	95.5%
Alachua County (FL)	26.8%	12.3%	15.7%	20.3%	24.9%	34.1%	25.4%	40.5%	23.5%	90.1%
Greater Green Bay Area (WI)	21.3%	21.3%	14.6%	18.5%	24.4%	33.8%	19.4%	46.8%	23.5%	92.1%
City of Orlando (FL)	27.4%	16.4%	18.9%	16.3%	21.0%	34.9%	22.5%	42.6%	25.5%	88.6%
City of Lincoln (NE)	13.5%	12.0%	10.4%	19.7%	44.3%	41.4%	26.4%	32.2%	12.3%	95.2%
Southeastern Connecticut Region (CT)	10.9%	12.3%	15.7%	23.7%	37.4%	36.7%	8.8%	54.5%	17.2%	84.8%
Erie County (PA)	11.4%	16.7%	16.1%	27.6%	28.2%	39.4%	22.5%	38.1%	16.7%	90.6%
San Luis Obispo County (CA)	11.8%	13.7%	13.3%	24.4%	36.8%	32.4%	22.9%	44.6%	22.1%	92.5%
City of Newark (NJ)	30.1%	17.0%	20.5%	20.0%	12.4%	21.8%	9.7%	68.5%	31.3%	86.6%
Leon County (FL)	19.2%	10.5%	16.5%	22.0%	31.8%	31.9%	22.2%	45.9%	20.1%	95.9%
Rutherford County (TN)	27.1%	15.6%	17.9%	19.0%	20.4%	36.7%	16.7%	46.6%	23.9%	87.7%
St. Lucie County (FL)	3.8%	3.8%	17.3%	39.4%	35.6%	23.5%	14.7%	61.8%	24.8%	84.8%
Greater Spartanburg Area (SC)	18.1%	14.3%	24.5%	19.0%	24.2%	38.2%	18.5%	43.2%	24.0%	91.0%
Durham County (NC)	16.6%	14.6%	14.6%	26.4%	27.7%	35.4%	25.6%	39.0%	22.8%	92.5%
City of St. Paul (MN)	22.5%	13.2%	18.8%	20.0%	25.6%	24.9%	28.0%	47.1%	n/a	n/a
Hamilton County (IN)	10.4%	23.4%	24.1%	24.9%	17.2%	31.9%	15.1%	53.1%	29.2%	89.9%
Osceola County (FL)	8.3%	20.8%	20.8%	8.3%	41.7%	41.7%	12.5%	45.8%	8.3%	95.2%
Escambia County (FL)	23.4%	13.3%	13.3%	11.3%	38.7%	45.0%	27.7%	27.3%	24.8%	86.2%
Lexington-Fayette Urban County (KY)	33.4%	15.2%	13.7%	18.0%	19.7%	36.0%	26.2%	37.8%	19.9%	90.3%
Lake County (FL)	4.5%	1.0%	3.5%	14.4%	76.7%	34.3%	13.2%	52.5%	18.5%	87.9%
City of Riverside (CA)	31.5%	29.8%	20.9%	10.9%	7.0%	23.6%	46.8%	29.6%	37.3%	89.7%
Cumberland County (NC)	25.7%	16.5%	19.5%	20.3%	18.0%	33.7%	18.2%	48.1%	26.0%	86.4%
Collier County (FL)	9.8%	4.0%	10.5%	17.6%	58.1%	38.6%	18.2%	43.2%	20.9%	87.6%
Hamilton County (TN)	33.0%	20.6%	19.0%	15.6%	11.7%	29.7%	23.6%	46.7%	23.4%	88.5%
Manatee County (FL)	6.4%	5.3%	10.0%	22.5%	55.8%	30.4%	16.3%	53.3%	24.2%	88.7%
City of Tampa (FL)	21.2%	17.6%	18.8%	19.7%	22.6%	30.2%	16.2%	53.6%	24.3%	90.7%
Forsyth County (NC)	17.4%	13.6%	16.8%	23.6%	28.6%	33.7%	19.8%	46.5%	28.3%	92.3%
Mercer County (NJ)	10.2%	20.4%	10.2%	26.5%	32.7%	22.9%	16.7%	60.4%	8.2%	94.1%
City of Wichita (KS)	10.5%	5.7%	8.2%	27.7%	48.0%	37.8%	26.2%	36.0%	8.5%	91.0%
Clackamas County (OR)	10.4%	10.8%	16.1%	26.5%	36.1%	38.5%	11.7%	49.8%	37.7%	94.4%

**Table 28:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
Sarasota County (FL)	1.8%	2.1%	4.7%	15.2%	76.3%	33.0%	28.9%	38.2%	13.2%	93.6%
City of Minneapolis (MN)	22.5%	13.2%	18.8%	20.0%	25.6%	24.9%	28.0%	47.1%	n/a	n/a
Berks County (PA)	4.4%	7.2%	16.9%	35.4%	36.0%	28.9%	16.9%	54.2%	12.8%	89.1%
City of Miami (FL)	16.8%	13.4%	17.9%	21.5%	30.4%	34.7%	18.6%	46.7%	18.3%	85.9%
City of Raleigh (NC)	16.0%	18.4%	23.5%	21.7%	20.4%	35.4%	20.5%	44.1%	23.8%	91.7%
Santa Barbara County (CA)	10.9%	3.6%	14.6%	28.5%	42.3%	50.0%	22.1%	27.9%	12.6%	91.9%
Seminole County (FL)	3.5%	12.3%	31.6%	26.3%	26.3%	29.8%	12.3%	57.9%	34.0%	83.8%
City of Virginia Beach (VA)	7.8%	4.3%	10.7%	30.1%	47.1%	38.0%	12.8%	49.2%	11.5%	92.7%
City of Atlanta (GA)	8.3%	36.9%	23.8%	11.9%	19.0%	18.5%	12.3%	69.1%	22.2%	92.9%
City of Mesa (AZ)	16.2%	27.0%	20.3%	17.0%	19.5%	26.0%	21.5%	52.5%	30.4%	77.2%
City of Kansas City (MO)	19.2%	8.2%	12.5%	22.6%	37.5%	43.0%	27.9%	29.1%	15.0%	93.9%
Morris County (NJ)	15.3%	18.4%	23.4%	25.4%	17.5%	31.3%	17.4%	51.3%	24.6%	85.8%
<b>Group D Average</b>	<b>16.2%</b>	<b>14.1%</b>	<b>16.5%</b>	<b>21.5%</b>	<b>31.7%</b>	<b>33.3%</b>	<b>20.4%</b>	<b>46.3%</b>	<b>21.8%</b>	<b>90.0%</b>
Group D Median	16.1%	13.7%	16.7%	20.9%	28.0%	33.8%	19.6%	46.7%	23.5%	90.5%

**Table 28:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 25	RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
Sonoma County (CA)	5.9%	4.6%	9.5%	23.0%	57.0%	38.7%	16.4%	44.8%	12.8%	93.5%
Volusia County (FL)	0.0%	1.4%	1.4%	19.4%	77.8%	29.6%	11.3%	59.2%	4.3%	93.0%
Guilford County (NC)	10.8%	11.6%	14.5%	23.2%	40.0%	36.3%	15.2%	48.6%	25.5%	94.9%
Dane County (WI)	30.6%	19.7%	14.5%	18.4%	16.8%	41.8%	29.8%	28.4%	30.7%	93.3%
Brevard County (FL)	6.8%	2.7%	17.8%	35.6%	37.0%	45.1%	16.9%	38.0%	22.2%	91.4%
Washington County (OR)	8.8%	6.5%	17.0%	25.9%	41.8%	33.6%	12.1%	54.4%	19.3%	95.4%
Johnson County (KS)	8.6%	8.3%	18.3%	26.6%	38.1%	34.9%	25.8%	39.3%	16.7%	95.8%
City of Louisville (KY)	23.8%	26.8%	16.1%	15.8%	17.5%	58.0%	33.2%	8.8%	20.6%	96.5%
City of Baltimore (MD)	11.0%	20.3%	16.5%	27.5%	24.7%	33.5%	13.6%	52.8%	32.3%	92.4%
Polk County (FL)	11.7%	14.0%	13.3%	24.4%	36.6%	34.9%	15.0%	50.1%	22.3%	92.1%
City of Boston (MA)	49.1%	22.9%	13.3%	9.6%	5.2%	21.5%	42.5%	36.0%	48.9%	87.2%
District of Columbia (DC)	31.8%	13.8%	16.5%	17.1%	20.7%	36.1%	26.6%	37.3%	32.9%	89.9%
Nashville-Davidson County (TN)	35.2%	20.0%	17.1%	15.8%	12.0%	36.5%	27.1%	36.4%	31.3%	90.6%
City of El Paso (TX)	45.4%	24.9%	12.9%	10.3%	6.4%	27.7%	25.9%	46.4%	39.3%	71.3%
Lee County (FL)	5.7%	9.3%	13.7%	17.9%	53.4%	39.8%	16.7%	43.5%	20.5%	92.9%
City of Fort Worth (TX)	21.3%	13.4%	13.4%	27.4%	24.5%	29.6%	22.4%	48.1%	30.4%	89.6%
City of Indianapolis (IN)	20.8%	10.8%	15.3%	23.8%	29.3%	33.0%	28.6%	38.4%	23.0%	95.9%
City and County of San Francisco (CA)	30.3%	20.1%	19.4%	16.1%	14.1%	37.8%	22.7%	39.5%	32.5%	90.8%
Prince George's County (MD)	8.5%	20.8%	16.0%	24.5%	30.1%	27.1%	16.2%	56.7%	30.1%	94.8%
Pinellas County (FL)	9.7%	8.0%	12.9%	26.6%	42.9%	30.8%	20.9%	48.4%	18.6%	91.6%
Shelby County (TN)	17.0%	20.7%	21.9%	19.5%	20.9%	32.1%	25.5%	42.4%	22.9%	90.3%
Fairfield County (CT)	10.7%	12.5%	25.6%	27.6%	23.5%	24.4%	11.2%	64.4%	23.0%	91.8%
Westchester County (NY)	3.3%	5.5%	14.4%	26.8%	49.9%	25.4%	10.0%	64.6%	24.2%	92.1%
Fulton County (GA)	13.9%	25.3%	19.8%	17.2%	23.8%	27.4%	17.5%	55.1%	30.8%	92.5%
Wake County (NC)	12.7%	15.5%	24.5%	22.8%	24.5%	34.2%	17.2%	48.6%	25.5%	93.1%
<b>Group E Average</b>	<b>17.3%</b>	<b>14.4%</b>	<b>15.8%</b>	<b>21.7%</b>	<b>30.7%</b>	<b>34.0%</b>	<b>20.8%</b>	<b>45.2%</b>	<b>25.6%</b>	<b>91.7%</b>
Group E Median	11.7%	13.8%	16.0%	23.0%	24.7%	33.6%	17.5%	46.4%	24.2%	92.4%

**Table 28:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group F Population 1,000,000 or More Sample Size = 21	RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
Mecklenburg County (NC)	11.2%	19.5%	27.3%	16.6%	25.4%	34.6%	22.9%	42.4%	20.4%	92.0%
City of San José (CA)	29.8%	14.7%	15.9%	16.3%	23.3%	25.0%	15.5%	59.5%	24.4%	89.6%
Montgomery County (MD)	9.2%	13.2%	20.5%	23.0%	34.1%	39.2%	14.2%	46.6%	28.3%	94.1%
Fairfax County (VA)	5.6%	13.3%	18.0%	18.9%	44.2%	44.5%	11.2%	44.3%	19.2%	92.6%
Allegheny County (PA)	22.6%	11.0%	17.0%	21.5%	27.9%	32.0%	17.5%	50.4%	n/a	92.9%
Greater Columbus Area (OH)	25.3%	12.7%	17.8%	18.7%	25.5%	39.6%	25.1%	35.4%	20.0%	91.1%
Orange County (FL)	23.3%	14.8%	18.2%	17.5%	26.2%	32.9%	21.4%	45.7%	25.8%	89.8%
City of Dallas (TX)	42.5%	16.5%	13.8%	14.3%	12.9%	37.6%	20.2%	42.3%	25.5%	86.6%
Hillsborough County (FL)	17.3%	15.0%	16.8%	20.8%	30.2%	32.7%	16.0%	51.3%	26.0%	90.6%
City of San Diego (CA)	27.8%	17.5%	18.2%	17.0%	19.6%	33.6%	21.5%	45.0%	29.9%	86.2%
Palm Beach County (FL)	16.4%	11.7%	11.9%	19.2%	40.8%	41.8%	26.4%	31.7%	29.5%	92.5%
City of San Antonio (TX)	36.6%	18.8%	11.6%	17.5%	15.4%	26.7%	28.5%	44.8%	34.7%	84.5%
Sacramento County (CA)	18.3%	17.1%	17.8%	23.3%	23.5%	29.6%	22.1%	48.2%	34.8%	89.8%
City of Phoenix (AZ)	30.1%	15.1%	12.3%	18.6%	24.0%	28.9%	20.5%	50.6%	31.0%	83.3%
City and County of Philadelphia (PA)	36.3%	19.0%	10.3%	14.5%	19.9%	32.2%	25.6%	42.2%	30.0%	92.5%
Broward County (FL)	13.3%	16.6%	19.9%	19.9%	30.2%	30.1%	13.8%	56.1%	31.8%	85.8%
Santa Clara County (CA)	22.6%	16.1%	18.6%	19.0%	23.7%	28.0%	17.4%	54.6%	22.6%	88.1%
Riverside County (CA)	28.9%	29.3%	19.7%	13.2%	8.9%	31.0%	38.6%	30.4%	38.4%	76.0%
Miami-Dade County (FL)	15.1%	11.7%	15.9%	19.6%	37.7%	34.6%	18.3%	47.1%	18.9%	87.0%
City of Chicago (IL)	31.1%	12.8%	12.6%	18.1%	25.5%	29.6%	27.0%	43.3%	21.7%	94.1%
Harris County (TX)	23.2%	14.2%	14.4%	20.9%	27.4%	31.9%	34.9%	33.2%	26.2%	88.0%
<b>Group F Average</b>	<b>23.2%</b>	<b>15.7%</b>	<b>16.6%</b>	<b>18.5%</b>	<b>26.0%</b>	<b>33.1%</b>	<b>21.8%</b>	<b>45.0%</b>	<b>27.0%</b>	<b>88.9%</b>
Group F Median	23.2%	15.0%	17.0%	18.7%	25.5%	32.2%	21.4%	45.0%	26.1%	89.8%
<b>ALL CITY/COUNTY STUDY REGIONS</b>										
<b>Average</b>	<b>17.2%</b>	<b>14.4%</b>	<b>16.1%</b>	<b>21.6%</b>	<b>30.7%</b>	<b>35.8%</b>	<b>19.9%</b>	<b>44.2% #</b>	<b>22.9%</b>	<b>90.3%</b>
Median	16.1%	13.8%	15.9%	20.8%	28.5%	35.4%	19.5%	44.0% #	23.0%	91.1%

**Table 28:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Resident Attendees to Cultural Events Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
High Peaks Region (ME)	12.4%	13.1%	13.9%	24.3%	36.3%	36.4%	13.2%	50.4%	21.8%	91.3%
Wood River Valley (ID)	6.1%	7.3%	13.7%	23.2%	49.7%	35.6%	27.4%	37.0%	12.1%	90.0%
Southern Oregon Area	9.8%	9.8%	23.2%	29.3%	28.0%	38.0%	16.5%	45.6%	7.4%	92.9%
Southwestern Pennsylvania Area	5.9%	6.0%	11.1%	27.7%	49.3%	39.2%	17.1%	43.7%	12.5%	91.0%
Greater Portsmouth Area (NH)	10.4%	13.0%	27.2%	23.6%	25.8%	34.1%	25.4%	40.6%	17.2%	92.5%
Northeast Oregon Region	22.8%	20.7%	11.4%	16.8%	28.3%	42.3%	24.6%	33.1%	10.9%	92.9%
Toe River Valley (NC)	3.4%	9.8%	20.9%	32.0%	33.8%	61.1%	7.9%	31.0%	20.0%	94.8%
Albemarle Region (NC)	7.7%	9.9%	16.2%	24.5%	41.7%	40.9%	15.2%	44.0%	11.5%	91.9%
Greater Concord Area (NH)	6.0%	8.8%	16.7%	29.6%	39.0%	33.9%	16.6%	49.5%	5.3%	94.7%
North Central Minnesota Region	10.2%	12.6%	10.7%	26.1%	40.5%	27.4%	28.4%	44.2%	n/a	n/a
Northwest Minnesota Region	9.7%	8.5%	13.8%	23.9%	44.1%	36.4%	14.4%	49.2%	n/a	n/a
Monadnock Region (NH)	12.3%	15.1%	19.0%	24.5%	29.2%	39.7%	13.3%	47.0%	12.0%	93.2%
Bismarck-Mandan Region (ND)	20.2%	18.8%	22.4%	15.7%	22.9%	49.8%	23.9%	26.3%	21.8%	89.4%
Greater Minot Region (ND)	11.3%	9.0%	11.0%	28.7%	40.0%	48.1%	28.6%	23.4%	9.1%	93.3%
Greater Burlington Area (VT)	18.8%	13.9%	17.2%	22.0%	28.2%	42.8%	18.2%	39.0%	13.4%	82.8%
Greater Charlottesville Area (VA)	24.7%	11.6%	15.1%	22.2%	26.4%	41.9%	23.2%	34.9%	18.7%	93.3%
Brainerd Lakes Region (MN)	14.3%	12.9%	21.7%	22.1%	29.0%	36.7%	15.7%	47.6%	n/a	n/a
East Central Minnesota Region	5.8%	5.2%	9.8%	35.8%	43.4%	40.4%	16.4%	43.3%	n/a	n/a
Northwest Connecticut Region	4.0%	5.2%	11.9%	26.7%	52.3%	29.8%	12.3%	57.9%	19.3%	93.2%
Central Oregon Region	5.1%	9.1%	17.2%	33.3%	35.4%	40.4%	20.9%	38.7%	16.7%	94.7%
Greater Fargo-Moorhead Area (ND/MN)	11.9%	14.3%	15.5%	23.6%	34.7%	37.6%	34.8%	27.6%	16.2%	94.3%
Black Hills Region (SD)	14.1%	11.6%	11.7%	26.7%	35.9%	38.5%	20.8%	40.7%	10.9%	90.8%
Greater Kingsport Area (TN)	13.4%	18.8%	26.4%	17.3%	24.0%	32.4%	13.4%	54.2%	27.0%	84.9%
Lake Region (MN)	11.1%	14.5%	14.1%	27.4%	32.9%	39.4%	19.5%	41.1%	n/a	n/a
South Central Minnesota Region	8.9%	13.6%	12.3%	24.7%	40.4%	36.3%	20.8%	42.9%	n/a	n/a
Greater Sioux Falls Area (SD)	14.7%	12.2%	17.4%	28.1%	27.6%	41.6%	21.6%	36.7%	12.9%	90.9%
Southwest Tennessee Development District	19.9%	15.4%	17.5%	18.9%	28.2%	36.7%	10.9%	52.4%	21.7%	90.3%
Northwest Tennessee Development District	28.4%	18.2%	18.6%	16.5%	18.2%	35.3%	12.0%	52.7%	24.2%	88.3%
Southwest Minnesota Region	8.8%	10.4%	13.7%	29.7%	37.4%	32.8%	11.9%	55.4%	n/a	n/a
Arrowhead Region (MN)	15.1%	7.5%	17.2%	30.7%	29.6%	40.0%	27.2%	32.8%	n/a	n/a

**Table 28:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Resident Attendees to Cultural Events Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
Maple Grove and the Northwest Suburbs (MN)	22.5%	13.2%	18.8%	20.0%	25.6%	24.9%	28.0%	47.1%	n/a	n/a
Greater Augusta Area (GA)	23.1%	18.6%	20.9%	20.8%	16.7%	30.8%	20.7%	48.6%	23.6%	92.1%
Upper Cumberland Development District (TN)	13.1%	11.6%	18.0%	19.1%	38.1%	39.4%	17.6%	43.0%	17.3%	87.0%
City of Huntsville/Madison County (AL)	12.7%	16.7%	18.9%	21.7%	30.0%	36.7%	25.0%	38.3%	16.5%	92.2%
Northeast Commission (NC)	8.5%	9.3%	14.6%	26.5%	41.2%	39.9%	14.4%	45.7%	15.3%	91.6%
Greater Ann Arbor Area (MI)	23.2%	17.9%	16.8%	17.3%	24.8%	30.3%	31.2%	38.4%	n/a	n/a
Greater Fox Cities Region (WI)	16.8%	15.9%	20.2%	21.4%	25.7%	36.0%	13.4%	50.5%	8.2%	92.9%
Central Minnesota Region	19.9%	18.2%	19.3%	17.7%	24.9%	35.6%	26.6%	37.9%	n/a	n/a
South Central Tennessee Development District	16.3%	18.6%	19.9%	21.2%	24.1%	40.9%	15.1%	44.0%	21.5%	85.6%
Northwest Arkansas Region	20.5%	17.6%	16.9%	16.4%	28.6%	36.8%	21.6%	41.6%	11.1%	89.1%
Southeast Minnesota Region	1.4%	5.5%	14.3%	25.4%	53.5%	31.6%	24.5%	43.9%	n/a	n/a
First Tennessee Development District	21.5%	16.6%	20.4%	18.0%	23.4%	33.3%	11.8%	54.9%	31.7%	86.7%
Greater Harrisburg Area (PA)	9.8%	10.9%	15.4%	25.0%	38.8%	32.4%	19.1%	48.5%	14.2%	96.4%
Greater New Haven Area (CT)	13.7%	23.4%	19.1%	26.6%	17.2%	25.8%	27.4%	46.8%	18.9%	94.6%
Treasure Coast Region (FL)	11.8%	14.8%	14.5%	25.6%	33.3%	33.1%	19.5%	47.4%	27.9%	88.8%
Greater Des Moines Region (IA)	31.3%	20.2%	17.2%	13.5%	17.8%	41.3%	22.4%	36.3%	20.9%	90.0%
Southeast Tennessee Development District	27.0%	16.5%	17.4%	21.1%	18.0%	31.8%	18.1%	50.1%	24.8%	89.1%
Greater Knoxville Region (TN)	21.7%	17.5%	15.2%	20.5%	25.1%	33.9%	18.2%	47.8%	20.0%	93.2%
Greater Columbia Area (SC)	37.0%	23.3%	14.6%	16.0%	9.2%	28.7%	28.2%	43.1%	26.7%	91.7%
Pikes Peak Region (CO)	17.1%	11.6%	19.1%	22.8%	29.4%	33.2%	21.7%	45.1%	17.4%	89.6%
Lehigh Valley Region (PA)	16.8%	12.6%	12.6%	25.2%	32.8%	30.9%	16.2%	52.9%	21.9%	89.0%
Greater Sarasota/Bradenton Area (FL)	2.9%	2.7%	5.7%	17.1%	71.5%	31.4%	25.0%	43.7%	16.6%	92.5%
Dayton Region (OH)	9.3%	14.0%	15.9%	24.6%	36.1%	36.4%	18.4%	45.2%	22.5%	92.9%
Richmond & Tri-Cities Region (VA)	20.0%	16.0%	16.4%	20.0%	27.6%	38.5%	26.0%	35.5%	20.4%	93.2%
Memphis Area Association of Governments (TN)	17.1%	20.6%	21.9%	19.7%	20.7%	32.2%	25.0%	42.7%	22.9%	90.6%
Eastern Region (NC)	22.4%	22.1%	19.0%	19.3%	17.2%	28.5%	12.2%	59.3%	20.9%	90.6%
Advantage West Region (NC)	11.6%	11.3%	13.7%	27.6%	35.8%	41.1%	15.2%	43.8%	25.7%	94.6%
Southeast Commission (NC)	20.3%	14.1%	17.7%	21.2%	26.6%	33.1%	16.9%	50.0%	28.8%	88.4%
Greater Fairfax Area (VA)	11.8%	17.8%	19.9%	19.5%	31.0%	43.4%	9.6%	47.1%	26.1%	91.2%
Greater Tulsa Region (OK)	25.8%	18.0%	13.8%	20.2%	22.2%	37.6%	28.3%	34.2%	17.6%	86.7%

**Table 28:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Resident Attendees to Cultural Events Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
East Tennessee Development District	15.8%	19.6%	20.0%	21.6%	22.9%	38.5%	14.1%	47.4%	39.0%	86.5%
West Valley Region (AZ)	6.6%	5.7%	6.9%	15.2%	65.6%	30.9%	10.6%	58.5%	30.3%	90.3%
Greater St. Louis Area (MO)	18.9%	24.8%	18.8%	18.4%	19.0%	50.8%	26.7%	22.5%	33.8%	89.0%
Western New York	23.4%	14.5%	14.0%	21.4%	26.7%	32.6%	24.5%	42.9%	22.0%	88.1%
Greater Oklahoma City Region (OK)	31.5%	17.8%	16.0%	17.9%	16.9%	32.3%	15.5%	52.2%	27.5%	87.6%
Piedmont Triad Partnership (NC)	12.8%	14.7%	16.3%	22.8%	33.5%	34.5%	13.5%	52.0%	27.5%	92.6%
Greater Portland Area (OR)	10.3%	11.7%	17.5%	23.2%	37.2%	38.5%	16.1%	45.4%	25.5%	96.3%
Greater Kansas City Metropolitan Area (MO/KS)	14.7%	9.6%	13.5%	24.3%	38.0%	40.1%	25.9%	34.0%	16.0%	93.8%
Greater Nashville Regional Council (TN)	27.9%	16.2%	16.2%	18.5%	21.2%	38.1%	18.0%	43.8%	27.7%	88.9%
Research Triangle Regional Partnership (NC)	13.5%	14.6%	18.0%	21.6%	32.3%	36.3%	16.6%	47.0%	25.0%	92.9%
Greater Tampa/St. Petersburg Area (FL)	14.9%	12.6%	16.3%	22.5%	33.7%	30.8%	15.7%	53.5%	24.3%	90.7%
Charlotte Regional Partnership (NC)	10.1%	11.8%	19.1%	25.6%	33.5%	34.5%	14.2%	51.4%	23.8%	93.6%
Charlotte Regional Partnership (NC/SC)	12.2%	13.3%	18.3%	24.7%	31.5%	33.5%	13.3%	53.2%	26.2%	92.9%
Seven-County Metro Area (MN)	22.5%	13.2%	18.8%	20.0%	25.6%	24.9%	28.0%	47.1%	n/a	n/a
Central Florida Region	17.5%	12.8%	15.7%	19.3%	34.6%	32.6%	17.0%	50.4%	26.6%	90.0%
Greater Philadelphia Region (PA)	21.3%	15.7%	14.5%	22.7%	25.8%	30.7%	20.8%	48.6%	29.1%	91.7%
Greater Washington Region (DC/MD/VA)	15.6%	16.0%	18.4%	21.0%	28.9%	36.8%	12.3%	50.8%	31.2%	90.9%
Metro Atlanta Area (GA)	13.9%	25.3%	19.8%	17.2%	23.8%	27.4%	17.5%	55.1%	30.8%	92.5%
Greater Atlanta Region (GA)	13.9%	25.3%	19.8%	17.2%	23.8%	27.4%	17.5%	55.1%	30.8%	92.5%
Greater Houston Region (TX)	22.1%	15.3%	15.0%	21.7%	25.9%	33.3%	27.0%	39.8%	31.6%	87.4%
Dallas-Fort Worth-Arlington MSA (TX)	25.8%	15.2%	16.4%	20.8%	21.8%	31.8%	14.8%	53.4%	26.7%	88.6%
<b>Regional Average</b>	<b>15.5%</b>	<b>14.2%</b>	<b>16.6%</b>	<b>22.5%</b>	<b>31.1%</b>	<b>35.9%</b>	<b>19.4%</b>	<b>44.7%</b>	<b>21.1%</b>	<b>91.0%</b>
Regional Median	14.3%	14.1%	16.8%	22.0%	29.0%	36.0%	18.1%	45.4%	21.8%	91.3%



**Table 28:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Resident Attendees to Cultural Events Per Study Region During 2016**

Statewide Study Regions All Populations Sample Size = 20	RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
State of Vermont	14.1%	13.4%	16.4%	23.3%	32.7%	37.8%	14.6%	47.6%	16.3%	87.5%
State of North Dakota	18.2%	14.1%	16.1%	21.4%	30.2%	42.7%	24.9%	32.3%	20.4%	91.1%
State of Delaware	7.8%	9.9%	14.8%	23.8%	43.6%	36.3%	14.4%	49.4%	20.8%	92.0%
State of Maine	15.1%	12.2%	14.6%	23.0%	35.2%	36.5%	14.3%	49.2%	23.3%	92.7%
State of Hawai'i	19.4%	13.7%	15.8%	21.5%	29.6%	31.2%	18.1%	50.7%	22.1%	88.2%
State of Nevada	17.9%	15.5%	16.5%	21.7%	28.4%	38.5%	19.7%	41.8%	26.4%	87.2%
State of Connecticut	9.5%	11.4%	18.5%	26.3%	34.3%	28.6%	11.0%	60.4%	23.3%	90.7%
State of Oklahoma	28.6%	18.8%	15.2%	18.5%	18.9%	40.0%	16.4%	43.6%	28.0%	88.4%
State of Oregon	11.8%	10.8%	14.2%	25.2%	38.0%	39.8%	18.3%	41.9%	21.3%	93.7%
State of Minnesota	13.3%	11.6%	16.3%	24.9%	33.9%	32.8%	22.1%	45.2%	n/a	n/a
State of Wisconsin	14.1%	11.6%	14.7%	23.7%	35.8%	37.1%	19.8%	43.1%	19.9%	93.4%
State of Maryland	13.6%	14.8%	17.4%	22.9%	31.3%	33.5%	15.7%	50.8%	30.3%	93.8%
State of Missouri	19.8%	15.5%	14.9%	21.3%	28.4%	42.0%	22.8%	35.3%	22.2%	91.4%
State of Tennessee	21.3%	17.0%	18.6%	20.1%	23.0%	36.8%	14.9%	48.3%	30.1%	87.8%
State of Massachusetts	23.9%	15.1%	18.1%	20.5%	22.4%	34.3%	14.6%	51.1%	30.4%	89.6%
State of New Jersey	13.0%	14.0%	19.6%	23.0%	30.5%	28.8%	10.4%	60.8%	27.5%	89.8%
State of North Carolina	14.6%	14.3%	17.3%	23.3%	30.5%	34.5%	14.0%	51.4%	27.1%	92.3%
State of Pennsylvania	13.8%	11.4%	15.3%	26.6%	32.8%	32.9%	17.2%	49.9%	20.9%	91.5%
State of Illinois	24.7%	14.2%	14.4%	17.7%	29.0%	36.3%	21.9%	41.8%	22.7%	92.2%
State of Florida	15.1%	11.4%	13.7%	19.4%	40.4%	35.4%	19.7%	44.8%	28.6%	90.0%
<b>Statewide Average</b>	<b>16.5%</b>	<b>13.5%</b>	<b>16.1%</b>	<b>22.4%</b>	<b>31.4%</b>	<b>35.8%</b>	<b>17.2%</b>	<b>47.0%</b>	<b>24.3%</b>	<b>90.7%</b>
Statewide Median	14.9%	13.9%	16.0%	23.0%	30.9%	36.3%	16.8%	48.0%	23.3%	91.1%

**Table 28:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Resident Attendees to Cultural Events Per Study Region During 2016**

Individual Arts Districts All Populations Sample Size = 12	RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
James River Arts & Cultural District	29.8%	14.8%	16.3%	21.1%	18.1%	33.2%	24.6%	42.1%	26.2%	90.2%
Center City Charlotte	12.9%	18.0%	29.9%	15.0%	24.1%	36.1%	23.6%	40.2%	18.6%	92.2%
Loch Haven Cultural Park	24.9%	19.5%	21.9%	17.8%	16.0%	35.7%	22.6%	41.7%	24.2%	89.9%
Downtown Colorado Springs Creative District	10.5%	7.3%	19.2%	24.0%	39.0%	35.6%	21.7%	42.7%	8.7%	92.4%
Fort Worth Cultural District	24.7%	14.2%	10.5%	22.8%	27.9%	29.2%	22.2%	48.6%	29.4%	86.9%
Dallas Arts District	50.8%	14.7%	13.5%	11.9%	9.0%	40.4%	17.7%	41.9%	28.2%	84.1%
Grand Center Arts & Entertainment District	21.7%	28.1%	17.4%	16.2%	16.7%	59.0%	26.0%	15.0%	37.3%	88.4%
Balboa Park Cultural District	33.2%	17.8%	19.4%	13.8%	15.8%	35.8%	26.0%	38.2%	32.9%	84.7%
East End Cultural District	34.7%	20.3%	14.4%	19.4%	11.2%	25.7%	35.0%	39.2%	34.4%	85.0%
Houston Museum District Association	11.2%	5.4%	9.9%	26.3%	47.1%	37.1%	36.4%	26.5%	14.8%	90.6%
Midtown Cultural District	20.8%	10.9%	18.6%	22.4%	27.2%	31.8%	35.1%	33.1%	38.3%	88.8%
Washington Avenue Cultural District	42.4%	16.1%	15.3%	12.5%	13.7%	25.8%	38.9%	35.3%	30.1%	85.6%
<b>Arts District Average</b>	<b>26.5%</b>	<b>15.6%</b>	<b>17.2%</b>	<b>18.6%</b>	<b>22.2%</b>	<b>35.5%</b>	<b>27.5%</b>	<b>37.0%</b>	<b>26.9%</b>	<b>88.2%</b>
Arts District Median	24.8%	15.5%	16.9%	18.6%	17.4%	35.7%	25.3%	39.7%	28.8%	88.6%

## **Explanation of Table 29: Educational Attainment and Annual Household Income of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

This table presents a demographic description of non-resident nonprofit arts and cultural audience members in each participating study region during 2016. Non-residents are attendees who reside outside the county in which the nonprofit arts and cultural event at which they were surveyed took place (within the multi-city or multi-county region for regional analyses, and within the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group. This table details only the educational attainment and annual household income reported by non-resident arts attendees who completed the audience-intercept survey. Table 30 provides details about non-resident cultural attendees' age, willingness to travel to attend cultural experiences, repeat visitation at the site where they were surveyed, and civic engagement (i.e., their participation status in the 2016 U.S. presidential election). Note: the percentages may not add exactly to 100 percent where appropriate due to rounding.

### **Column Two:**

The percentage of non-resident audience-intercept survey respondents in each participating study region whose highest completed level of education is a high school degree (or less).

### **Column Three:**

The percentage of non-resident audience-intercept survey respondents whose highest completed level of education is a two-year (e.g., associates or technical) college degree.

### **Column Four:**

The percentage of non-resident audience-intercept survey respondents whose highest completed level of education is a four-year (e.g., bachelors) degree.

### **Column Five:**

The percentage of non-resident audience-intercept survey respondents whose highest completed level of education is a master's degree.

### **Column Six:**

The percentage of non-resident audience-intercept survey respondents whose highest completed level of education is a doctoral degree.

### **Column Seven:**

The percentage of non-resident audience-intercept survey respondents whose annual household income is less than \$40,000.

### **Column Eight:**

The percentage of non-resident audience-intercept survey respondents whose annual household income is \$40,000 to \$59,999.

### **Column Nine:**

The percentage of non-resident audience-intercept survey respondents whose annual household income is \$60,000 to \$79,999.

### **Column Ten:**

The percentage of non-resident audience-intercept survey respondents whose annual household income is \$80,000 to \$99,999.

### **Column Eleven:**

The percentage of non-resident audience-intercept survey respondents whose annual household income is \$100,000 to \$119,999.

### **Column Twelve:**

The percentage of non-resident audience-intercept survey respondents whose annual household income is \$120,000 or more.

**Table 29:  
Educational Attainment and Annual Household Income  
of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	NON-RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					NON-RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
Town of Crested Butte (CO)	0.0%	1.7%	46.8%	43.0%	8.4%	0.0%	1.3%	16.0%	32.8%	40.8%	9.2%
City of Pine City (MN)	9.9%	17.8%	36.6%	27.7%	7.9%	13.5%	21.9%	19.8%	10.4%	12.5%	21.9%
City of Alva (OK)	13.0%	10.9%	54.3%	15.2%	6.5%	15.2%	17.4%	10.9%	23.9%	28.3%	4.3%
Cook County (MN)	18.9%	13.5%	35.1%	18.9%	13.5%	14.3%	22.9%	14.3%	17.1%	11.4%	20.0%
Town of Hillsborough (NC)	5.8%	11.5%	34.6%	38.5%	9.6%	3.8%	13.5%	28.8%	21.2%	15.4%	17.3%
City of Virginia (MN)	18.9%	13.5%	35.1%	18.9%	13.5%	14.3%	22.9%	14.3%	17.1%	11.4%	20.0%
Town of Jackson (WY)	9.1%	12.8%	36.6%	32.3%	9.1%	25.0%	15.0%	17.5%	8.8%	9.4%	24.4%
City of Guthrie (OK)	12.3%	19.0%	41.2%	22.3%	5.2%	18.0%	21.8%	21.8%	13.1%	10.2%	15.0%
City of Grand Rapids (MN)	18.9%	13.5%	35.1%	18.9%	13.5%	14.3%	22.9%	14.3%	17.1%	11.4%	20.0%
Town of Medfield (MA)	10.3%	12.8%	41.0%	17.9%	17.9%	11.4%	11.4%	11.4%	17.1%	11.4%	37.1%
City of Fergus Falls (MN)	27.8%	22.2%	27.8%	19.4%	2.8%	27.8%	13.9%	36.1%	8.3%	5.6%	8.3%
Grundy County (TN)	13.5%	14.9%	37.6%	25.4%	8.5%	23.8%	15.5%	21.7%	9.7%	9.0%	20.2%
City of Falls Church (VA)	3.4%	9.9%	39.3%	33.7%	13.6%	6.2%	8.7%	12.7%	19.9%	13.4%	39.1%
City of Jamestown (ND)	15.4%	22.0%	35.8%	22.8%	4.1%	11.9%	23.8%	19.8%	18.8%	12.9%	12.9%
City of Waterville (ME)	20.6%	15.9%	28.6%	33.3%	1.6%	34.0%	20.8%	18.9%	11.3%	5.7%	9.4%
City of Red Wing (MN)	36.8%	10.2%	32.7%	8.2%	12.2%	19.5%	34.2%	12.2%	17.1%	9.8%	7.3%
City of Durango (CO)	10.6%	18.4%	29.1%	32.6%	9.2%	21.3%	15.0%	19.7%	17.3%	12.6%	14.2%
City of Hannibal (MO)	27.1%	16.9%	35.6%	18.6%	1.7%	35.6%	22.0%	13.6%	13.6%	3.4%	11.9%
City of Tullahoma (TN)	27.3%	19.5%	29.9%	18.2%	5.2%	24.6%	26.1%	14.5%	13.0%	8.7%	13.0%
City of Northfield (MN)	36.8%	10.2%	32.7%	8.2%	12.2%	19.5%	34.2%	12.2%	17.1%	9.8%	7.3%
Town of Carrboro (NC)	1.5%	5.2%	43.3%	34.3%	15.7%	16.8%	16.8%	12.8%	15.2%	10.4%	28.0%
Macon County (TN)	23.3%	24.4%	32.2%	18.9%	1.1%	35.1%	27.3%	18.2%	7.8%	9.1%	2.6%
City of Laguna Beach (CA)	6.4%	18.6%	41.0%	26.9%	7.1%	7.3%	7.3%	15.3%	11.7%	14.6%	43.8%
Hickman County (TN)	21.1%	20.5%	35.9%	19.6%	2.9%	14.5%	18.4%	25.1%	21.9%	12.7%	7.4%
City of Fairfax (VA)	4.8%	0.0%	33.3%	47.6%	14.3%	15.0%	0.0%	20.0%	20.0%	10.0%	35.0%
City of Ponca City (OK)	10.3%	15.4%	35.9%	38.5%	0.0%	14.3%	11.4%	11.4%	22.9%	17.1%	22.9%
City of Paducah (KY)	12.7%	21.7%	48.4%	16.6%	0.6%	8.4%	16.1%	23.8%	23.1%	16.1%	12.6%
Mille Lacs County (MN)	9.9%	17.8%	36.6%	27.7%	7.9%	13.5%	21.9%	19.8%	10.4%	12.5%	21.9%
McNairy County (TN)	30.5%	22.1%	26.0%	17.5%	3.9%	21.8%	25.2%	20.4%	12.2%	11.6%	8.8%
City of Winona (MN)	36.8%	10.2%	32.7%	8.2%	12.2%	19.5%	34.2%	12.2%	17.1%	9.8%	7.3%

**Table 29:  
Educational Attainment and Annual Household Income  
of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	NON-RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					NON-RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
Door County (WI)	6.7%	12.4%	38.3%	31.8%	10.8%	7.6%	12.8%	18.5%	17.2%	14.7%	29.2%
City of Benicia (CA)	8.3%	17.2%	43.3%	24.2%	7.0%	9.0%	10.8%	19.1%	18.3%	14.2%	28.6%
City of Winter Park (FL)	13.3%	15.3%	36.0%	23.0%	12.3%	10.5%	18.2%	21.9%	13.6%	13.6%	22.2%
City of Rochester (NH)	22.6%	28.2%	31.0%	16.9%	1.4%	25.5%	18.2%	17.2%	15.1%	12.5%	11.5%
City of Morgantown (WV)	23.2%	16.6%	34.9%	19.1%	6.2%	19.5%	17.7%	17.7%	12.4%	11.5%	21.2%
Henry County (TN)	14.3%	14.3%	38.1%	23.8%	9.5%	11.1%	11.1%	44.4%	11.1%	11.1%	11.1%
City of Fairbanks (AK)	11.1%	16.0%	38.3%	25.9%	8.6%	7.9%	15.8%	21.1%	14.5%	14.5%	26.3%
City of Bangor (ME)	10.6%	13.1%	34.0%	32.3%	10.1%	18.5%	17.5%	20.6%	14.5%	13.3%	15.6%
Weakley County (TN)	49.3%	19.3%	18.5%	8.6%	4.3%	40.5%	16.7%	16.3%	12.1%	7.0%	7.4%
Dare County (NC)	7.5%	27.5%	38.8%	17.5%	8.8%	7.9%	11.8%	22.4%	15.8%	23.7%	18.4%
City of Columbia (TN)	20.8%	20.8%	44.6%	11.9%	2.0%	25.0%	21.9%	17.7%	13.5%	8.3%	13.5%
City of Lake Worth (FL)	10.5%	15.8%	31.6%	31.6%	10.5%	7.0%	7.0%	16.3%	16.3%	11.6%	41.9%
Clatsop County (OR)	8.0%	16.0%	39.5%	28.7%	7.7%	13.7%	14.8%	15.4%	16.0%	10.8%	29.4%
Yadkin County (NC)	9.9%	18.5%	39.5%	25.3%	6.8%	16.7%	22.2%	16.0%	12.5%	9.0%	23.6%
Greater Belfast Area (ME)	13.7%	8.9%	45.2%	25.7%	6.5%	27.1%	16.8%	19.8%	11.7%	10.3%	14.3%
Campbell County (TN)	27.4%	22.6%	32.8%	14.0%	3.2%	17.5%	29.4%	22.0%	13.0%	10.2%	7.9%
Monroe County (TN)	22.8%	24.7%	28.8%	19.8%	3.8%	22.6%	19.9%	21.4%	15.2%	8.9%	11.9%
Lincoln County (OR)	6.5%	14.6%	31.3%	36.1%	11.6%	13.5%	13.5%	18.6%	17.2%	15.2%	22.1%
Iron County (UT)	4.0%	12.4%	35.8%	32.3%	15.5%	9.3%	11.8%	16.1%	14.2%	15.0%	33.5%
City of St. Louis Park (MN)	9.7%	12.5%	35.6%	26.0%	16.4%	13.3%	21.4%	16.3%	13.3%	13.3%	22.5%
City of Logan (UT)	8.4%	11.3%	34.2%	28.5%	17.6%	12.9%	15.8%	17.2%	18.2%	12.9%	23.0%
Gibson County (TN)	14.6%	16.7%	43.8%	22.9%	2.1%	15.2%	23.9%	15.2%	15.2%	17.4%	13.0%
<b>Group A Average</b>	<b>15.7%</b>	<b>15.7%</b>	<b>36.2%</b>	<b>24.1%</b>	<b>8.2%</b>	<b>16.8%</b>	<b>17.9%</b>	<b>18.5%</b>	<b>15.5%</b>	<b>12.6%</b>	<b>18.7%</b>
Group A Median	12.9%	15.9%	35.8%	23.4%	8.2%	14.8%	17.5%	17.7%	15.2%	11.6%	17.9%

**Table 29:  
Educational Attainment and Annual Household Income  
of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	NON-RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					NON-RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
City of Joplin (MO)	15.2%	21.4%	27.7%	24.1%	11.6%	30.0%	13.0%	28.0%	10.0%	14.0%	5.0%
City of La Crosse (WI)	26.0%	14.7%	33.5%	21.6%	4.1%	26.1%	18.2%	17.9%	13.4%	9.1%	15.3%
McMinn County (TN)	18.7%	17.5%	38.8%	18.1%	6.9%	15.4%	16.1%	18.1%	19.5%	10.1%	20.8%
Lafayette County (MS)	15.7%	12.2%	42.4%	22.1%	7.6%	27.7%	18.9%	13.2%	11.8%	8.8%	19.7%
Chisago County (MN)	9.9%	17.8%	36.6%	27.7%	7.9%	13.5%	21.9%	19.8%	10.4%	12.5%	21.9%
City of Grand Forks (ND)	21.0%	23.7%	35.2%	14.2%	5.9%	17.5%	19.0%	24.5%	17.0%	11.0%	11.0%
City of Corvallis (OR)	4.7%	15.7%	29.8%	41.4%	8.4%	16.3%	17.9%	16.3%	21.2%	12.5%	15.8%
City of Noblesville (IN)	22.4%	22.4%	40.3%	14.9%	0.0%	17.2%	25.0%	20.3%	9.4%	17.2%	10.9%
City of Ocala (FL)	10.9%	21.4%	35.3%	27.4%	5.0%	15.6%	16.3%	28.1%	15.6%	11.3%	13.1%
Lenoir County (NC)	11.0%	16.2%	49.4%	20.8%	2.6%	13.9%	20.1%	15.3%	20.1%	13.9%	16.7%
Town of Chapel Hill (NC)	8.8%	9.8%	37.8%	28.4%	15.2%	21.7%	15.5%	17.3%	9.4%	9.4%	26.7%
City of Grand Junction (CO)	26.3%	20.1%	34.0%	15.3%	4.3%	23.9%	15.7%	11.2%	14.2%	11.7%	23.4%
Town of Jupiter (FL)	12.5%	18.8%	37.5%	28.1%	3.1%	12.4%	13.6%	13.6%	15.8%	17.9%	26.7%
Hamblen County (TN)	5.9%	10.0%	40.5%	39.5%	4.1%	2.8%	10.7%	22.0%	31.3%	29.4%	3.7%
City of Delray Beach (FL)	9.5%	19.0%	38.1%	23.8%	9.5%	13.4%	17.2%	14.7%	14.7%	12.7%	27.4%
City of St. Cloud (MN)	13.4%	23.1%	40.4%	23.2%	0.0%	14.3%	24.5%	24.5%	14.3%	8.2%	14.3%
City of Portland (ME)	12.2%	11.4%	38.2%	26.8%	11.4%	16.9%	21.0%	10.3%	16.5%	15.6%	19.8%
City of Jackson (TN)	23.2%	21.9%	35.6%	15.6%	3.8%	21.8%	23.2%	17.6%	18.3%	7.7%	11.3%
City of Walnut Creek (CA)	3.6%	15.2%	40.3%	28.4%	12.5%	7.4%	10.8%	13.0%	14.1%	15.6%	39.0%
Greene County (TN)	19.4%	25.5%	45.9%	7.1%	2.0%	29.9%	21.6%	15.5%	20.6%	4.1%	8.2%
City of Flagstaff (AZ)	6.3%	18.8%	38.6%	28.6%	7.8%	15.1%	15.7%	20.9%	15.8%	12.4%	20.1%
City of Missoula (MT)	11.2%	7.5%	35.6%	32.5%	13.1%	18.6%	7.6%	24.1%	15.2%	12.4%	22.1%
City of Fort Myers (FL)	7.0%	12.7%	40.1%	28.9%	11.3%	4.3%	10.3%	19.7%	22.2%	18.8%	24.8%
Putnam County (TN)	24.5%	13.2%	39.6%	20.8%	1.9%	13.2%	30.2%	34.0%	9.4%	9.4%	3.8%
Monroe County (FL)	9.0%	16.4%	34.5%	28.8%	11.3%	12.0%	14.8%	17.0%	14.4%	13.9%	27.9%
City of Lynchburg (VA)	13.3%	18.1%	37.1%	23.0%	8.5%	16.8%	23.2%	16.8%	13.2%	14.1%	15.9%
City of Duluth (MN)	18.9%	13.5%	35.1%	18.9%	13.5%	14.3%	22.9%	14.3%	17.1%	11.4%	20.0%
City of Fishers (IN)	15.1%	19.4%	39.6%	18.0%	7.9%	14.8%	14.8%	22.2%	16.3%	10.4%	21.5%
City of Carmel (IN)	8.3%	14.6%	43.3%	25.5%	8.3%	8.1%	14.2%	16.9%	18.9%	12.8%	29.1%
City of Sugar Land (TX)	5.2%	12.1%	30.2%	39.7%	12.9%	15.0%	14.0%	21.5%	17.8%	17.8%	14.0%

**Table 29:  
Educational Attainment and Annual Household Income  
of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	NON-RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					NON-RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
City of Asheville (NC)	10.1%	8.9%	42.8%	29.0%	9.3%	14.8%	14.8%	12.8%	14.4%	13.6%	29.6%
Buchanan County (MO)	29.6%	22.6%	25.8%	16.8%	5.2%	21.8%	25.4%	24.6%	15.5%	7.7%	4.9%
City of Boca Raton (FL)	4.2%	20.8%	50.0%	20.8%	4.2%	19.9%	14.6%	14.3%	11.9%	12.1%	27.1%
City of Miami Beach (FL)	4.1%	8.1%	32.0%	28.9%	26.9%	9.0%	11.3%	14.7%	11.9%	11.9%	41.2%
Moore County (NC)	12.4%	12.4%	40.0%	24.8%	10.5%	10.3%	12.4%	16.5%	19.6%	13.4%	27.8%
Sevier County (TN)	24.4%	26.2%	28.6%	16.3%	4.5%	16.1%	21.5%	22.7%	13.4%	12.5%	13.7%
Cape May County (NJ)	10.0%	12.3%	32.7%	33.2%	11.8%	5.9%	14.6%	20.5%	7.0%	14.1%	37.8%
Cleveland County (NC)	11.6%	19.6%	37.7%	23.6%	7.5%	15.6%	19.0%	14.5%	19.0%	13.4%	18.4%
<b>Group B Average</b>	<b>13.6%</b>	<b>16.7%</b>	<b>37.4%</b>	<b>24.4%</b>	<b>8.0%</b>	<b>15.9%</b>	<b>17.4%</b>	<b>18.7%</b>	<b>15.5%</b>	<b>12.8%</b>	<b>19.7%</b>
Group B Median	11.9%	17.0%	37.8%	24.0%	7.9%	15.3%	16.2%	17.5%	15.4%	12.5%	19.9%

**Table 29:  
Educational Attainment and Annual Household Income  
of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	NON-RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					NON-RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
City of Las Cruces (NM)	7.8%	12.2%	40.0%	30.0%	10.0%	18.4%	24.1%	13.8%	18.4%	9.2%	16.1%
Eau Claire County (WI)	17.0%	29.6%	37.3%	13.5%	2.6%	18.7%	20.8%	25.8%	14.8%	10.2%	9.5%
Yamhill County (OR)	11.8%	17.8%	32.1%	30.3%	8.0%	15.5%	16.7%	20.1%	13.3%	15.9%	18.6%
City of Lewisville (TX)	5.9%	16.1%	36.4%	33.9%	7.6%	10.6%	8.0%	14.2%	15.0%	15.9%	36.3%
City of West Palm Beach (FL)	2.0%	3.9%	47.1%	33.3%	13.7%	14.4%	13.6%	19.2%	15.3%	15.5%	22.0%
City of Boulder (CO)	7.9%	10.8%	42.2%	27.9%	11.3%	16.2%	15.7%	16.2%	13.6%	13.6%	24.7%
City of Richardson (TX)	10.4%	14.6%	36.5%	29.2%	9.4%	11.8%	9.4%	9.4%	14.1%	12.9%	42.4%
City of High Point (NC)	17.6%	22.8%	36.3%	18.9%	4.4%	14.3%	24.5%	20.9%	13.4%	10.7%	16.1%
City of Cambridge (MA)	5.9%	6.4%	39.0%	33.3%	15.4%	17.6%	12.3%	11.8%	11.8%	11.5%	35.0%
City of Lowell (MA)	11.5%	10.0%	34.2%	32.9%	11.4%	22.8%	10.4%	13.9%	12.9%	14.9%	25.2%
Douglas County (KS)	8.5%	11.5%	40.4%	29.6%	10.0%	15.1%	15.5%	18.5%	12.8%	15.5%	22.6%
City of Columbia (MO)	15.4%	10.0%	32.0%	32.0%	10.7%	25.7%	11.8%	18.4%	17.6%	9.6%	16.9%
City of Norman (OK)	26.3%	20.4%	32.2%	16.1%	4.9%	31.1%	23.1%	15.7%	10.8%	9.8%	9.4%
Wayne County (NC)	21.7%	20.2%	34.1%	20.9%	3.1%	25.6%	19.0%	22.3%	15.7%	6.6%	10.7%
City of Lafayette (LA)	0.0%	6.3%	68.8%	25.0%	0.0%	26.7%	13.3%	40.0%	13.3%	0.0%	6.7%
Washington County (TN)	13.3%	18.2%	27.9%	27.3%	13.3%	22.8%	20.9%	14.6%	11.4%	9.5%	20.9%
City of Thousand Oaks (CA)	9.4%	19.7%	39.4%	25.6%	5.9%	7.4%	11.8%	14.8%	14.0%	12.2%	39.7%
City of Charleston (SC)	7.9%	14.6%	37.4%	32.7%	7.5%	9.9%	16.4%	18.1%	19.0%	15.1%	21.6%
City of Waco (TX)	28.1%	16.9%	33.3%	16.9%	4.7%	23.5%	12.5%	15.2%	16.7%	8.0%	24.1%
Robeson County (NC)	22.0%	17.6%	29.7%	26.4%	4.4%	18.1%	30.1%	18.1%	13.3%	12.0%	8.4%
Columbia County (GA)	13.5%	27.8%	35.9%	17.0%	5.8%	21.2%	16.5%	17.9%	16.5%	11.8%	16.0%
Orange County (NC)	6.4%	8.7%	39.0%	31.1%	14.7%	18.3%	15.6%	17.4%	12.3%	10.4%	26.0%
City of Savannah (GA)	5.8%	16.9%	35.5%	34.3%	7.4%	6.7%	12.0%	20.4%	16.9%	12.4%	31.6%
Indian River County (FL)	6.3%	21.5%	36.1%	29.1%	7.0%	12.1%	12.1%	20.2%	17.7%	12.9%	25.0%
City of Alexandria (VA)	3.5%	8.1%	38.0%	38.0%	12.5%	8.3%	9.2%	11.2%	14.1%	19.3%	38.0%
Martin County (FL)	11.7%	24.6%	29.9%	28.1%	5.7%	12.9%	8.7%	17.1%	18.6%	17.9%	24.7%
Macon-Bibb County (GA)	10.2%	17.7%	38.2%	27.9%	6.0%	14.9%	18.3%	18.3%	16.0%	13.0%	19.5%
City of Springfield (MA)	14.8%	16.8%	40.8%	19.9%	7.7%	12.6%	28.8%	19.4%	19.4%	7.3%	12.6%
Catawba County (NC)	8.5%	16.4%	37.5%	31.2%	6.3%	11.5%	18.0%	18.6%	14.2%	13.9%	23.7%
Town of Cary (NC)	10.7%	12.5%	33.9%	33.9%	8.9%	14.0%	18.6%	9.3%	16.3%	9.3%	32.6%



**Table 29:  
Educational Attainment and Annual Household Income  
of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	NON-RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					NON-RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
Alamance County (NC)	12.0%	17.5%	41.1%	23.3%	6.2%	11.6%	20.9%	18.1%	21.7%	13.3%	14.5%
Cumberland County (NJ)	14.1%	14.1%	38.8%	24.3%	8.7%	10.4%	14.8%	13.2%	21.4%	12.6%	27.5%
City of Eugene (OR)	12.4%	12.4%	37.1%	24.8%	13.3%	19.2%	17.2%	17.2%	11.1%	16.2%	19.2%
Middlesex County (CT)	3.8%	15.4%	42.3%	30.8%	7.7%	12.5%	8.3%	4.2%	4.2%	29.2%	41.7%
City of Springfield (MO)	15.2%	19.7%	38.9%	20.9%	5.3%	18.9%	16.7%	21.9%	15.5%	11.6%	15.5%
City of Sioux Falls (SD)	13.4%	18.9%	33.8%	17.4%	16.5%	10.7%	14.1%	18.6%	15.1%	12.7%	28.9%
Pitt County (NC)	14.8%	15.8%	44.2%	18.9%	6.3%	25.3%	7.7%	17.6%	17.6%	9.9%	22.0%
City of Providence (RI)	7.4%	10.1%	37.2%	35.1%	10.1%	11.6%	14.7%	20.2%	14.7%	3.9%	34.9%
City of Worcester (MA)	11.8%	14.2%	37.0%	27.6%	9.4%	18.7%	21.1%	19.5%	8.9%	8.1%	23.6%
Montgomery County (TN)	10.1%	17.4%	31.9%	29.7%	10.9%	21.3%	17.2%	20.5%	20.5%	5.7%	14.8%
Salt Lake City (UT)	11.1%	22.1%	33.7%	24.0%	9.1%	31.3%	14.9%	14.4%	10.4%	10.0%	18.9%
Cabarrus County (NC)	13.4%	23.5%	40.6%	16.0%	6.4%	8.6%	21.0%	22.2%	10.5%	15.4%	22.2%
Richmond County (GA)	9.6%	19.6%	36.3%	26.2%	8.3%	10.9%	14.7%	20.5%	16.2%	11.2%	26.6%
City of Tacoma (WA)	7.3%	16.1%	41.6%	28.2%	6.7%	13.8%	16.9%	16.6%	14.8%	14.8%	23.1%
Doña Ana County (NM)	10.5%	12.9%	38.7%	29.0%	8.9%	15.7%	22.3%	15.7%	16.5%	11.6%	18.2%
New Hanover County (NC)	10.3%	10.3%	33.8%	39.7%	5.9%	9.7%	14.5%	16.1%	9.7%	16.1%	33.9%
Arlington County (VA)	3.6%	6.4%	35.5%	40.3%	14.3%	10.3%	10.1%	10.9%	11.0%	13.5%	44.2%
City of Irving (TX)	10.0%	12.1%	47.9%	21.6%	8.4%	16.6%	12.0%	17.1%	12.6%	16.0%	25.7%
City of Reno (NV)	11.5%	19.4%	31.7%	31.7%	5.8%	14.4%	14.4%	12.1%	23.5%	13.6%	22.0%
York County (SC)	12.3%	19.5%	41.5%	24.1%	2.6%	15.6%	19.4%	17.8%	16.1%	10.6%	20.6%
<b>Group C Average</b>	<b>11.1%</b>	<b>15.8%</b>	<b>37.7%</b>	<b>27.2%</b>	<b>8.2%</b>	<b>16.1%</b>	<b>16.0%</b>	<b>17.3%</b>	<b>14.8%</b>	<b>12.3%</b>	<b>23.5%</b>
Group C Median	10.6%	16.3%	37.2%	28.0%	7.7%	15.0%	15.6%	17.7%	14.8%	12.3%	22.4%

**Table 29:  
Educational Attainment and Annual Household Income  
of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	NON-RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					NON-RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
Buncombe County (NC)	8.8%	11.6%	42.3%	28.2%	9.1%	18.9%	13.9%	12.8%	13.2%	13.2%	28.0%
Alachua County (FL)	16.9%	30.4%	25.6%	19.2%	8.0%	25.4%	20.5%	20.5%	10.6%	9.6%	13.5%
Greater Green Bay Area (WI)	17.6%	24.2%	37.3%	18.3%	2.6%	15.5%	18.3%	20.4%	19.7%	14.1%	12.0%
City of Orlando (FL)	11.1%	19.2%	35.4%	27.2%	7.1%	13.9%	17.6%	16.9%	17.4%	13.6%	20.6%
City of Lincoln (NE)	8.8%	18.0%	35.1%	28.5%	9.6%	13.0%	16.9%	25.6%	14.5%	9.7%	20.3%
Southeastern Connecticut Region (CT)	7.2%	14.8%	36.5%	33.1%	8.4%	10.2%	13.0%	15.3%	16.2%	15.7%	29.6%
Erie County (PA)	17.7%	22.9%	19.8%	33.3%	6.3%	22.0%	18.7%	20.9%	15.4%	11.0%	12.1%
San Luis Obispo County (CA)	8.7%	18.7%	41.3%	24.7%	6.7%	11.6%	18.1%	9.4%	16.7%	14.5%	29.7%
City of Newark (NJ)	12.0%	15.1%	40.7%	25.0%	7.1%	11.0%	13.9%	18.8%	16.2%	13.3%	26.9%
Leon County (FL)	9.8%	18.0%	37.7%	21.3%	13.1%	24.8%	10.7%	15.7%	14.0%	14.9%	19.8%
Rutherford County (TN)	34.2%	19.0%	31.7%	11.2%	3.9%	31.7%	20.1%	20.6%	4.2%	9.5%	13.8%
St. Lucie County (FL)	16.7%	24.4%	35.9%	20.5%	2.6%	14.1%	21.8%	11.5%	15.4%	12.8%	24.4%
Greater Spartanburg Area (SC)	5.1%	13.6%	47.5%	27.1%	6.8%	7.3%	26.8%	26.8%	12.2%	9.8%	17.1%
Durham County (NC)	4.0%	6.5%	34.6%	35.7%	19.3%	13.2%	10.8%	13.5%	14.8%	16.0%	31.7%
City of St. Paul (MN)	9.7%	12.5%	35.6%	26.0%	16.4%	13.3%	21.4%	16.3%	13.3%	13.3%	22.5%
Hamilton County (IN)	13.5%	17.9%	41.3%	20.7%	6.6%	12.4%	16.4%	19.6%	16.1%	12.7%	22.8%
Osceola County (FL)	12.5%	31.3%	31.3%	25.0%	0.0%	46.2%	7.7%	7.7%	30.8%	0.0%	7.7%
Escambia County (FL)	10.9%	16.1%	38.7%	26.3%	8.0%	7.8%	17.8%	16.3%	19.4%	16.3%	22.5%
Lexington-Fayette Urban County (KY)	13.4%	18.5%	36.2%	22.8%	9.1%	26.5%	16.4%	14.6%	13.7%	11.4%	17.4%
Lake County (FL)	16.4%	19.4%	31.3%	26.9%	6.0%	16.4%	21.3%	24.6%	9.8%	14.8%	13.1%
City of Riverside (CA)	11.2%	11.2%	46.9%	22.4%	8.2%	8.2%	9.2%	14.3%	31.6%	23.5%	13.3%
Cumberland County (NC)	24.7%	23.8%	30.9%	16.1%	4.5%	27.6%	17.9%	22.6%	9.0%	8.6%	14.3%
Collier County (FL)	8.7%	12.4%	35.6%	32.4%	10.9%	7.4%	7.4%	15.3%	13.2%	12.0%	44.6%
Hamilton County (TN)	14.7%	22.9%	40.0%	20.0%	2.4%	26.9%	15.9%	12.9%	10.9%	16.9%	16.4%
Manatee County (FL)	10.2%	18.4%	30.5%	32.1%	8.9%	8.6%	17.3%	12.6%	16.5%	14.4%	30.6%
City of Tampa (FL)	10.1%	14.8%	39.2%	28.5%	7.3%	13.4%	19.0%	17.7%	15.0%	14.3%	20.7%
Forsyth County (NC)	11.0%	16.7%	41.8%	22.8%	7.6%	14.2%	19.3%	13.7%	11.6%	15.0%	26.2%
Mercer County (NJ)	10.3%	6.8%	35.0%	35.0%	12.8%	4.6%	7.3%	11.0%	15.6%	22.9%	38.5%
City of Wichita (KS)	13.2%	20.3%	31.6%	26.9%	8.0%	8.2%	19.2%	29.1%	16.5%	14.3%	12.6%
Clackamas County (OR)	8.4%	16.8%	39.5%	27.7%	7.6%	14.3%	20.5%	17.9%	10.7%	10.7%	25.9%

**Table 29:  
Educational Attainment and Annual Household Income  
of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	NON-RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					NON-RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
Sarasota County (FL)	4.3%	10.2%	29.1%	36.5%	19.9%	6.1%	8.7%	12.9%	12.8%	14.5%	45.0%
City of Minneapolis (MN)	9.7%	12.5%	35.6%	26.0%	16.4%	13.3%	21.4%	16.3%	13.3%	13.3%	22.5%
Berks County (PA)	14.5%	18.0%	33.5%	26.0%	8.0%	7.6%	18.6%	16.3%	17.4%	14.0%	26.2%
City of Miami (FL)	6.9%	12.4%	36.4%	30.1%	14.2%	10.1%	17.6%	13.7%	12.2%	13.4%	33.0%
City of Raleigh (NC)	7.7%	14.3%	34.5%	28.2%	15.3%	11.8%	16.0%	17.9%	15.2%	11.8%	27.4%
Santa Barbara County (CA)	11.5%	7.7%	46.2%	25.0%	9.6%	6.4%	10.6%	12.8%	21.3%	10.6%	38.3%
Seminole County (FL)	8.3%	33.3%	41.7%	12.5%	4.2%	0.0%	22.7%	27.3%	13.6%	18.2%	18.2%
City of Virginia Beach (VA)	11.9%	14.5%	36.2%	28.0%	9.5%	11.0%	13.0%	14.5%	14.9%	12.1%	34.4%
City of Atlanta (GA)	3.5%	14.7%	34.3%	35.0%	12.6%	13.3%	15.6%	13.3%	15.6%	13.3%	28.9%
City of Mesa (AZ)	10.4%	19.8%	34.9%	30.2%	4.7%	10.2%	14.8%	23.9%	14.8%	8.0%	28.4%
City of Kansas City (MO)	6.3%	11.3%	36.7%	32.3%	13.4%	13.0%	13.0%	15.8%	13.3%	15.3%	29.5%
Morris County (NJ)	7.7%	13.2%	44.6%	25.0%	9.5%	7.6%	12.7%	15.3%	14.9%	14.9%	34.5%
<b>Group D Average</b>	<b>11.4%</b>	<b>17.1%</b>	<b>36.4%</b>	<b>26.2%</b>	<b>8.9%</b>	<b>14.3%</b>	<b>16.2%</b>	<b>17.0%</b>	<b>15.1%</b>	<b>13.3%</b>	<b>24.2%</b>
Group D Median	10.4%	16.8%	36.1%	26.6%	8.0%	13.0%	17.1%	16.1%	14.9%	13.4%	23.6%

**Table 29:  
Educational Attainment and Annual Household Income  
of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 25	NON-RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					NON-RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
Sonoma County (CA)	7.1%	21.2%	37.2%	23.7%	10.9%	9.3%	10.0%	11.4%	12.1%	18.6%	38.6%
Volusia County (FL)	8.3%	33.3%	41.7%	16.7%	0.0%	18.2%	45.5%	18.2%	18.2%	0.0%	0.0%
Guilford County (NC)	12.7%	18.5%	38.3%	24.9%	5.6%	14.0%	22.0%	20.8%	13.4%	13.4%	16.3%
Dane County (WI)	11.5%	13.0%	37.7%	30.4%	7.2%	31.1%	32.8%	11.5%	4.9%	9.8%	9.8%
Brevard County (FL)	9.1%	27.3%	36.4%	18.2%	9.1%	9.1%	9.1%	45.5%	9.1%	9.1%	18.2%
Washington County (OR)	3.3%	9.3%	32.7%	38.7%	16.0%	10.7%	16.4%	20.0%	13.6%	15.7%	23.6%
Johnson County (KS)	6.7%	13.5%	41.3%	31.7%	6.7%	12.9%	20.4%	16.1%	19.4%	12.9%	18.3%
City of Louisville (KY)	7.1%	14.8%	36.8%	33.5%	7.7%	7.2%	10.5%	21.1%	22.4%	11.2%	27.6%
City of Baltimore (MD)	13.2%	12.3%	31.8%	31.3%	11.4%	20.2%	13.8%	15.4%	14.1%	9.7%	26.8%
Polk County (FL)	8.8%	19.3%	35.7%	30.5%	5.6%	9.7%	18.4%	21.7%	19.8%	12.0%	18.4%
City of Boston (MA)	9.7%	7.5%	42.4%	27.4%	13.0%	14.4%	10.6%	19.7%	15.6%	14.0%	25.7%
District of Columbia (DC)	4.8%	5.3%	32.0%	38.2%	19.8%	8.0%	8.0%	14.0%	10.6%	11.8%	47.7%
Nashville-Davidson County (TN)	11.5%	16.0%	42.7%	21.1%	8.7%	16.0%	18.1%	13.1%	17.2%	12.8%	22.7%
City of El Paso (TX)	18.4%	15.0%	33.3%	23.3%	10.0%	31.0%	20.7%	13.8%	13.8%	10.3%	10.3%
Lee County (FL)	7.6%	14.1%	40.0%	27.6%	10.8%	6.6%	8.6%	20.4%	19.1%	18.4%	27.0%
City of Fort Worth (TX)	8.4%	19.5%	40.5%	26.8%	4.7%	11.4%	17.9%	15.2%	15.2%	15.2%	25.0%
City of Indianapolis (IN)	4.6%	8.3%	38.3%	33.3%	15.5%	11.4%	8.8%	16.9%	18.0%	12.5%	32.4%
City and County of San Francisco (CA)	6.3%	13.0%	41.1%	29.2%	10.3%	19.9%	17.8%	10.2%	11.4%	13.7%	27.0%
Prince George's County (MD)	7.2%	21.4%	39.3%	25.9%	6.3%	12.1%	10.3%	19.6%	13.1%	12.1%	32.7%
Pinellas County (FL)	8.4%	21.6%	36.4%	25.4%	8.3%	18.8%	17.1%	20.4%	10.6%	13.5%	19.6%
Shelby County (TN)	13.8%	15.8%	33.6%	30.3%	6.6%	17.0%	15.6%	15.6%	13.5%	14.2%	24.1%
Fairfield County (CT)	14.4%	18.9%	38.4%	20.8%	7.5%	7.5%	10.2%	19.0%	17.7%	15.0%	30.6%
Westchester County (NY)	5.4%	15.8%	34.4%	30.8%	13.6%	11.7%	12.6%	15.0%	12.6%	16.0%	32.0%
Fulton County (GA)	7.7%	19.2%	41.3%	25.0%	6.7%	12.3%	15.9%	13.3%	12.3%	14.9%	31.3%
Wake County (NC)	8.0%	13.9%	34.9%	29.1%	14.1%	11.8%	17.6%	16.7%	14.9%	11.8%	27.2%
<b>Group E Average</b>	<b>9.0%</b>	<b>16.3%</b>	<b>37.5%</b>	<b>27.8%</b>	<b>9.4%</b>	<b>14.1%</b>	<b>16.3%</b>	<b>17.8%</b>	<b>14.5%</b>	<b>12.7%</b>	<b>24.5%</b>
Group E Median	8.3%	15.8%	37.7%	27.6%	8.7%	12.1%	15.9%	16.7%	13.8%	12.9%	25.7%

**Table 29:  
Educational Attainment and Annual Household Income  
of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group F Population 1,000,000 or More Sample Size = 21	NON-RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					NON-RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
Mecklenburg County (NC)	8.1%	16.2%	38.1%	27.6%	10.0%	13.2%	10.0%	15.3%	14.2%	18.9%	28.4%
City of San José (CA)	6.1%	12.2%	35.7%	34.8%	11.3%	14.7%	11.9%	13.8%	9.2%	11.0%	39.4%
Montgomery County (MD)	5.9%	7.8%	30.5%	39.6%	16.3%	8.1%	11.4%	15.3%	11.7%	12.2%	41.4%
Fairfax County (VA)	4.1%	6.8%	32.0%	41.3%	15.9%	2.8%	6.1%	10.0%	12.8%	12.0%	56.3%
Allegheny County (PA)	12.8%	11.1%	31.0%	32.7%	12.4%	17.9%	13.0%	14.0%	13.5%	12.6%	29.0%
Greater Columbus Area (OH)	12.9%	13.0%	33.7%	29.5%	10.9%	10.2%	12.9%	17.2%	12.9%	18.8%	28.0%
Orange County (FL)	11.5%	18.2%	36.9%	24.6%	8.8%	13.9%	18.3%	18.6%	15.9%	13.0%	20.3%
City of Dallas (TX)	11.3%	13.1%	45.6%	22.2%	7.7%	20.6%	14.1%	15.1%	11.5%	10.0%	28.8%
Hillsborough County (FL)	11.2%	15.6%	38.1%	27.8%	7.2%	13.6%	18.8%	17.7%	14.8%	14.1%	21.0%
City of San Diego (CA)	9.2%	14.9%	39.2%	26.2%	10.5%	13.3%	13.8%	13.8%	13.8%	11.6%	33.6%
Palm Beach County (FL)	6.4%	14.1%	40.4%	30.8%	8.3%	14.1%	14.4%	16.1%	14.3%	14.1%	27.1%
City of San Antonio (TX)	11.6%	14.0%	46.5%	19.8%	8.1%	13.9%	21.5%	20.3%	8.9%	8.9%	26.6%
Sacramento County (CA)	10.5%	25.4%	32.0%	24.3%	7.7%	12.7%	11.0%	20.8%	15.6%	15.6%	24.3%
City of Phoenix (AZ)	8.0%	14.6%	37.7%	29.8%	9.9%	15.4%	18.2%	15.4%	16.8%	14.7%	19.6%
City and County of Philadelphia (PA)	7.3%	11.6%	33.6%	31.2%	16.3%	13.7%	12.0%	12.9%	10.6%	13.3%	37.5%
Broward County (FL)	10.5%	19.1%	39.0%	23.8%	7.7%	9.2%	17.4%	21.8%	13.9%	15.1%	22.6%
Santa Clara County (CA)	4.5%	9.6%	31.7%	40.6%	13.7%	8.1%	10.9%	10.5%	11.3%	18.1%	41.1%
Riverside County (CA)	8.1%	17.3%	47.6%	21.1%	5.9%	4.9%	6.5%	13.5%	38.4%	25.9%	10.8%
Miami-Dade County (FL)	6.1%	12.0%	35.1%	30.2%	16.6%	8.6%	15.6%	14.5%	13.2%	13.2%	34.8%
City of Chicago (IL)	5.9%	13.3%	38.1%	31.1%	11.5%	15.0%	7.1%	12.3%	18.2%	14.2%	33.2%
Harris County (TX)	10.6%	10.6%	39.7%	26.7%	12.4%	15.2%	8.8%	14.0%	9.1%	12.6%	40.4%
<b>Group F Average</b>	<b>8.7%</b>	<b>13.8%</b>	<b>37.2%</b>	<b>29.3%</b>	<b>10.9%</b>	<b>12.3%</b>	<b>13.0%</b>	<b>15.4%</b>	<b>14.3%</b>	<b>14.3%</b>	<b>30.7%</b>
Group F Median	8.1%	13.3%	37.7%	29.5%	10.5%	13.6%	12.9%	15.1%	13.5%	13.3%	28.8%
<b>ALL CITY/COUNTY STUDY REGIONS</b>											
<b>Average</b>	<b>12.2%</b>	<b>16.0%</b>	<b>37.0%</b>	<b>26.1%</b>	<b>8.7%</b>	<b>15.3%</b>	<b>16.5%</b>	<b>17.6%</b>	<b>15.1%</b>	<b>12.9%</b>	<b>22.7%</b>
Median	10.5%	15.8%	36.6%	26.6%	8.3%	14.1%	16.1%	17.0%	14.8%	12.7%	22.2%

**Table 29:  
Educational Attainment and Annual Household Income  
of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	NON-RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					NON-RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
High Peaks Region (ME)	14.7%	12.0%	39.2%	29.5%	4.6%	9.9%	18.8%	20.4%	16.2%	11.5%	23.0%
Wood River Valley (ID)	4.3%	8.9%	39.7%	30.0%	17.1%	5.1%	9.7%	7.6%	14.3%	14.8%	48.5%
Southern Oregon Area	2.9%	7.1%	27.3%	38.6%	24.1%	5.3%	7.0%	15.4%	12.6%	17.6%	42.0%
Southwestern Pennsylvania Area	28.2%	15.4%	27.7%	22.9%	5.9%	31.9%	23.3%	17.2%	8.6%	11.0%	8.0%
Greater Portsmouth Area (NH)	5.1%	12.5%	38.7%	29.7%	14.1%	14.3%	14.3%	17.3%	13.4%	13.4%	27.3%
Northeast Oregon Region	20.7%	6.9%	41.4%	31.0%	0.0%	44.4%	14.8%	7.4%	14.8%	0.0%	18.5%
Toe River Valley (NC)	7.1%	9.8%	38.8%	30.8%	13.6%	14.2%	14.9%	21.8%	20.3%	11.7%	17.1%
Albemarle Region (NC)	10.0%	21.3%	41.2%	20.4%	7.1%	17.8%	17.3%	19.4%	16.2%	12.0%	17.3%
Greater Concord Area (NH)	12.5%	17.0%	35.7%	27.2%	7.6%	12.9%	13.8%	14.7%	13.8%	16.0%	28.8%
North Central Minnesota Region	5.1%	23.1%	46.2%	20.5%	5.1%	30.0%	23.3%	16.7%	20.0%	3.3%	6.7%
Northwest Minnesota Region	22.5%	27.5%	35.0%	15.0%	0.0%	29.4%	23.5%	17.7%	8.8%	14.7%	5.9%
Monadnock Region (NH)	15.4%	11.3%	36.2%	27.6%	9.5%	24.2%	18.2%	14.1%	12.6%	11.1%	19.7%
Bismarck-Mandan Region (ND)	19.5%	22.0%	36.6%	20.7%	1.2%	18.9%	13.5%	29.7%	16.2%	6.8%	14.9%
Greater Minot Region (ND)	20.7%	22.4%	34.5%	17.2%	5.2%	28.8%	19.2%	19.2%	9.6%	3.8%	19.2%
Greater Burlington Area (VT)	8.3%	9.6%	31.2%	42.7%	8.3%	16.9%	19.7%	16.4%	11.7%	12.7%	22.5%
Greater Charlottesville Area (VA)	10.2%	12.6%	33.9%	30.4%	12.8%	17.1%	14.2%	16.6%	14.2%	11.6%	26.3%
Brainerd Lakes Region (MN)	20.5%	25.0%	47.7%	6.8%	0.0%	22.0%	14.6%	31.7%	24.4%	0.0%	7.3%
East Central Minnesota Region	9.9%	17.8%	36.6%	27.7%	7.9%	13.5%	21.9%	19.8%	10.4%	12.5%	21.9%
Northwest Connecticut Region	8.2%	9.6%	30.0%	41.3%	10.9%	9.1%	13.8%	12.1%	14.5%	16.6%	34.0%
Central Oregon Region	12.2%	20.1%	32.9%	29.9%	4.9%	5.0%	16.1%	24.8%	8.7%	19.9%	25.5%
Greater Fargo-Moorhead Area (ND/MN)	16.4%	16.5%	34.1%	18.1%	14.8%	19.7%	16.8%	21.4%	15.6%	8.7%	17.9%
Black Hills Region (SD)	14.4%	20.3%	42.0%	18.8%	4.3%	15.2%	15.2%	18.2%	21.2%	15.2%	15.2%
Greater Kingsport Area (TN)	11.4%	20.8%	33.1%	23.8%	10.9%	21.1%	20.5%	20.1%	10.7%	13.0%	14.6%
Lake Region (MN)	27.8%	22.2%	27.8%	19.4%	2.8%	27.8%	13.9%	36.1%	8.3%	5.6%	8.3%
South Central Minnesota Region	19.2%	15.1%	39.7%	16.4%	9.6%	27.1%	21.4%	7.1%	12.9%	10.0%	21.4%
Greater Sioux Falls Area (SD)	14.4%	19.5%	36.1%	16.6%	13.4%	14.8%	18.9%	17.2%	13.9%	13.5%	21.7%
Southwest Tennessee Development District	26.2%	16.8%	35.1%	17.8%	4.0%	20.7%	27.7%	16.3%	13.6%	10.9%	10.9%
Northwest Tennessee Development District	41.7%	17.1%	24.6%	10.8%	5.8%	32.4%	16.7%	21.2%	11.3%	9.5%	9.0%
Southwest Minnesota Region	30.0%	26.0%	30.0%	6.0%	8.0%	18.2%	25.0%	15.9%	18.2%	9.1%	13.6%
Arrowhead Region (MN)	18.9%	13.5%	35.1%	18.9%	13.5%	14.3%	22.9%	14.3%	17.1%	11.4%	20.0%

**Table 29:  
Educational Attainment and Annual Household Income  
of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	NON-RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					NON-RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
Maple Grove and the Northwest Suburbs (MN)	9.7%	12.5%	35.6%	26.0%	16.4%	13.3%	21.4%	16.3%	13.3%	13.3%	22.5%
Greater Augusta Area (GA)	13.7%	22.9%	35.6%	21.4%	6.4%	14.8%	16.6%	22.2%	16.4%	10.0%	20.1%
Upper Cumberland Development District (TN)	25.7%	24.9%	28.0%	18.2%	3.1%	22.7%	22.2%	21.2%	11.6%	14.1%	8.1%
City of Huntsville/Madison County (AL)	11.5%	20.3%	30.9%	28.1%	9.2%	14.1%	12.6%	18.1%	14.1%	12.1%	29.1%
Northeast Commission (NC)	8.6%	18.7%	40.3%	24.6%	7.8%	16.7%	11.4%	19.9%	15.4%	14.6%	22.0%
Greater Ann Arbor Area (MI)	14.1%	15.2%	33.3%	29.8%	7.6%	18.7%	15.1%	13.8%	14.5%	10.6%	27.3%
Greater Fox Cities Region (WI)	24.1%	17.3%	32.3%	23.7%	2.6%	12.4%	16.0%	17.6%	19.2%	16.8%	18.0%
Central Minnesota Region	13.4%	23.1%	40.4%	23.2%	0.0%	14.3%	24.5%	24.5%	14.3%	8.2%	14.3%
South Central Tennessee Development District	19.0%	17.1%	40.1%	20.2%	3.6%	15.7%	20.8%	18.4%	20.5%	12.7%	12.0%
Northwest Arkansas Region	13.9%	13.4%	37.8%	26.9%	8.0%	22.0%	16.2%	18.3%	12.0%	11.0%	20.4%
Southeast Minnesota Region	36.8%	10.2%	32.7%	8.2%	12.2%	19.5%	34.2%	12.2%	17.1%	9.8%	7.3%
First Tennessee Development District	13.7%	19.5%	35.4%	22.2%	9.2%	21.8%	17.4%	20.5%	13.4%	10.8%	16.1%
Greater Harrisburg Area (PA)	9.2%	8.4%	34.9%	36.1%	11.2%	9.4%	15.9%	15.9%	15.9%	19.3%	23.6%
Greater New Haven Area (CT)	17.2%	8.3%	33.3%	33.3%	7.8%	6.7%	13.4%	20.7%	7.8%	22.9%	28.5%
Treasure Coast Region (FL)	8.7%	22.8%	31.5%	30.7%	6.2%	11.2%	11.5%	15.7%	17.6%	18.2%	25.9%
Greater Des Moines Region (IA)	11.8%	18.1%	38.7%	19.6%	11.8%	17.0%	15.5%	17.0%	13.5%	13.5%	23.5%
Southeast Tennessee Development District	15.6%	19.5%	37.8%	21.3%	5.7%	22.8%	14.3%	17.9%	13.8%	13.0%	18.3%
Greater Knoxville Region (TN)	13.6%	13.3%	45.1%	19.9%	8.0%	25.8%	17.2%	13.5%	15.2%	11.1%	17.2%
Greater Columbia Area (SC)	7.8%	19.0%	40.5%	20.7%	12.1%	30.9%	15.5%	10.9%	8.2%	13.6%	20.9%
Pikes Peak Region (CO)	11.7%	16.6%	40.0%	19.3%	12.4%	21.2%	12.9%	15.2%	15.9%	15.2%	19.7%
Lehigh Valley Region (PA)	15.9%	17.3%	34.1%	22.3%	10.5%	15.8%	12.8%	16.8%	14.8%	17.3%	22.4%
Greater Sarasota/Bradenton Area (FL)	4.4%	11.0%	27.9%	37.2%	19.4%	5.9%	9.2%	12.7%	12.9%	14.0%	45.4%
Dayton Region (OH)	15.4%	13.8%	31.7%	31.7%	7.3%	19.3%	16.0%	16.0%	16.0%	10.1%	22.7%
Richmond & Tri-Cities Region (VA)	8.2%	11.1%	37.3%	31.6%	11.9%	8.7%	9.1%	14.3%	14.7%	17.3%	35.9%
Memphis Area Association of Governments (TN)	13.0%	16.7%	34.1%	30.4%	5.8%	18.0%	15.6%	15.6%	14.8%	13.3%	22.7%
Eastern Region (NC)	13.2%	19.0%	44.3%	18.1%	5.4%	19.2%	14.3%	18.7%	15.8%	11.3%	20.7%
Advantage West Region (NC)	8.3%	13.1%	36.5%	28.4%	13.8%	14.7%	11.7%	14.5%	16.8%	15.1%	27.2%
Southeast Commission (NC)	21.3%	21.7%	31.0%	20.3%	5.7%	25.7%	19.4%	17.9%	10.1%	10.1%	16.8%
Greater Fairfax Area (VA)	6.0%	12.3%	33.3%	38.9%	9.5%	1.8%	8.3%	13.2%	13.6%	13.2%	50.0%
Greater Tulsa Region (OK)	10.0%	13.3%	37.5%	30.8%	8.3%	20.0%	24.2%	15.8%	15.0%	9.2%	15.8%

**Table 29:  
Educational Attainment and Annual Household Income  
of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	NON-RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					NON-RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
East Tennessee Development District	16.4%	21.9%	35.0%	22.0%	4.6%	18.8%	18.2%	19.1%	16.6%	13.3%	14.0%
West Valley Region (AZ)	14.6%	19.7%	31.8%	25.3%	8.6%	13.8%	20.8%	20.8%	13.2%	9.4%	22.0%
Greater St. Louis Area (MO)	9.8%	17.0%	37.3%	24.3%	11.6%	14.0%	17.7%	18.1%	10.3%	14.8%	25.1%
Western New York	12.9%	17.0%	32.7%	28.7%	8.8%	10.3%	16.4%	20.6%	18.8%	10.9%	23.0%
Greater Oklahoma City Region (OK)	16.1%	15.8%	37.9%	23.0%	7.2%	20.3%	16.3%	18.7%	14.8%	12.6%	17.3%
Piedmont Triad Partnership (NC)	10.1%	14.8%	43.3%	25.4%	6.5%	14.5%	19.2%	17.7%	15.3%	12.9%	20.4%
Greater Portland Area (OR)	6.2%	15.0%	33.5%	30.8%	14.5%	15.8%	12.4%	16.3%	17.2%	12.9%	25.4%
Greater Kansas City Metropolitan Area (MO/KS)	6.4%	10.9%	35.7%	29.3%	17.7%	14.4%	12.4%	15.2%	14.0%	16.4%	27.6%
Greater Nashville Regional Council (TN)	19.8%	17.5%	37.0%	19.5%	6.2%	22.9%	19.5%	19.2%	12.8%	9.5%	16.2%
Research Triangle Regional Partnership (NC)	11.4%	14.7%	36.1%	28.9%	9.0%	17.1%	17.3%	15.7%	13.5%	11.1%	25.3%
Greater Tampa/St. Petersburg Area (FL)	11.9%	18.2%	37.1%	26.5%	6.3%	14.3%	17.4%	19.8%	15.0%	13.3%	20.2%
Charlotte Regional Partnership (NC)	8.2%	18.7%	38.0%	28.2%	6.9%	14.8%	20.1%	14.8%	18.4%	12.9%	18.9%
Charlotte Regional Partnership (NC/SC)	9.6%	18.5%	39.0%	26.8%	6.2%	15.8%	19.2%	15.8%	17.6%	12.4%	19.0%
Seven-County Metro Area (MN)	9.7%	12.5%	35.6%	26.0%	16.4%	13.3%	21.4%	16.3%	13.3%	13.3%	22.5%
Central Florida Region	14.0%	19.0%	31.5%	27.1%	8.4%	11.1%	19.3%	20.7%	16.9%	11.5%	20.4%
Greater Philadelphia Region (PA)	8.4%	13.1%	34.1%	29.9%	14.5%	14.0%	13.6%	13.8%	11.5%	13.6%	33.5%
Greater Washington Region (DC/MD/VA)	6.9%	11.9%	34.1%	35.6%	11.5%	8.5%	9.2%	14.3%	12.3%	13.3%	42.4%
Metro Atlanta Area (GA)	7.7%	19.2%	41.3%	25.0%	6.7%	12.3%	15.9%	13.3%	12.3%	14.9%	31.3%
Greater Atlanta Region (GA)	7.7%	19.2%	41.3%	25.0%	6.7%	12.3%	15.9%	13.3%	12.3%	14.9%	31.3%
Greater Houston Region (TX)	11.4%	13.6%	31.4%	32.3%	11.4%	17.1%	8.0%	16.1%	11.6%	12.6%	34.7%
Dallas-Fort Worth-Arlington MSA (TX)	10.7%	15.4%	42.2%	23.1%	8.6%	21.5%	13.2%	15.7%	14.2%	11.9%	23.5%
<b>Regional Average</b>	<b>13.9%</b>	<b>16.5%</b>	<b>35.9%</b>	<b>25.1%</b>	<b>8.7%</b>	<b>17.3%</b>	<b>16.8%</b>	<b>17.4%</b>	<b>14.3%</b>	<b>12.3%</b>	<b>21.9%</b>
Regional Median	12.5%	17.0%	35.6%	25.3%	8.0%	15.8%	16.2%	16.8%	14.2%	12.7%	20.9%



**Table 29:  
Educational Attainment and Annual Household Income  
of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Statewide Study Regions All Populations Sample Size = 20	NON-RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					NON-RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
State of Vermont	11.4%	12.2%	29.0%	37.6%	9.8%	20.0%	13.0%	17.4%	12.6%	11.3%	25.7%
State of North Dakota	19.5%	21.6%	32.4%	18.0%	8.4%	17.1%	18.4%	21.8%	16.9%	9.9%	15.9%
State of Delaware	8.3%	9.9%	34.9%	31.9%	15.0%	10.2%	10.2%	12.5%	13.5%	13.5%	40.1%
State of Maine	7.9%	11.3%	32.2%	37.2%	11.5%	14.0%	10.8%	17.3%	11.7%	14.2%	32.0%
State of Hawai'i	4.3%	19.6%	34.8%	33.7%	7.6%	8.3%	14.3%	21.4%	14.3%	8.3%	33.3%
State of Nevada	14.5%	24.3%	30.1%	27.2%	4.0%	18.0%	12.4%	18.6%	19.3%	14.9%	16.8%
State of Connecticut	10.4%	12.5%	33.0%	33.4%	10.7%	10.2%	14.0%	14.2%	12.0%	15.6%	34.1%
State of Oklahoma	13.2%	16.3%	41.0%	24.3%	5.2%	16.7%	16.9%	18.6%	17.4%	11.2%	19.3%
State of Oregon	6.7%	13.4%	31.8%	33.5%	14.5%	13.1%	11.6%	15.4%	13.6%	14.0%	32.3%
State of Minnesota	17.8%	21.7%	30.0%	18.9%	11.7%	18.3%	20.5%	22.5%	13.0%	8.3%	17.2%
State of Wisconsin	9.1%	12.8%	34.8%	32.3%	10.9%	12.2%	13.2%	17.8%	13.8%	13.1%	29.9%
State of Maryland	7.5%	8.6%	32.4%	37.2%	14.4%	12.0%	9.4%	14.5%	11.0%	12.0%	41.1%
State of Missouri	12.5%	15.9%	31.7%	26.1%	13.7%	18.8%	12.7%	17.6%	12.4%	15.3%	23.3%
State of Tennessee	17.9%	18.8%	35.9%	21.7%	5.7%	21.0%	17.7%	17.8%	14.3%	12.4%	16.7%
State of Massachusetts	12.2%	11.3%	36.3%	29.9%	10.4%	18.4%	12.7%	16.2%	13.1%	10.4%	29.2%
State of New Jersey	8.2%	13.6%	38.4%	30.0%	9.8%	9.9%	12.3%	17.0%	11.0%	15.1%	34.7%
State of North Carolina	10.8%	17.1%	36.6%	25.9%	9.5%	15.9%	16.8%	16.9%	14.2%	13.2%	23.0%
State of Pennsylvania	9.7%	13.0%	32.6%	31.4%	13.3%	14.7%	14.9%	13.3%	11.8%	14.3%	31.0%
State of Illinois	8.5%	12.5%	39.0%	30.5%	9.5%	17.4%	11.3%	16.5%	17.1%	11.9%	25.8%
State of Florida	7.8%	13.4%	32.2%	33.6%	13.1%	8.5%	11.7%	14.4%	14.4%	15.7%	35.3%
<b>Statewide Average</b>	<b>10.9%</b>	<b>15.0%</b>	<b>34.0%</b>	<b>29.7%</b>	<b>10.4%</b>	<b>14.7%</b>	<b>13.7%</b>	<b>17.1%</b>	<b>13.9%</b>	<b>12.7%</b>	<b>27.8%</b>
Statewide Median	10.1%	13.4%	32.8%	31.0%	10.6%	15.3%	12.9%	17.2%	13.6%	13.2%	29.6%

**Table 29:  
Educational Attainment and Annual Household Income  
of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Individual Arts Districts All Populations Sample Size = 12	NON-RESIDENTS ONLY -- EDUCATIONAL ATTAINMENT					NON-RESIDENTS ONLY -- HOUSEHOLD INCOME					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
James River Arts & Cultural District	13.2%	21.1%	32.9%	27.6%	5.3%	16.6%	26.9%	20.7%	13.8%	11.7%	10.3%
Center City Charlotte	7.6%	17.8%	36.9%	26.1%	11.5%	13.8%	12.4%	11.7%	13.8%	20.0%	28.3%
Loch Haven Cultural Park	11.3%	19.0%	34.6%	28.5%	6.5%	14.7%	15.3%	16.4%	18.6%	15.3%	19.7%
Downtown Colorado Springs Creative District	9.5%	16.7%	45.2%	16.7%	11.9%	12.5%	15.0%	15.0%	17.5%	17.5%	22.5%
Fort Worth Cultural District	6.8%	17.0%	42.9%	29.9%	3.4%	12.1%	17.7%	13.5%	14.2%	14.9%	27.7%
Dallas Arts District	12.9%	12.3%	45.2%	22.0%	7.6%	22.1%	15.7%	14.6%	11.8%	8.7%	27.1%
Grand Center Arts & Entertainment District	9.7%	19.4%	34.7%	19.4%	16.7%	11.3%	17.7%	21.0%	9.7%	8.1%	32.3%
Balboa Park Cultural District	8.3%	12.5%	47.9%	23.4%	7.8%	15.3%	17.5%	16.9%	11.6%	9.5%	29.1%
East End Cultural District	9.3%	17.4%	48.8%	22.1%	2.3%	23.8%	13.8%	15.0%	8.8%	15.0%	23.8%
Houston Museum District Association	4.3%	15.2%	39.1%	23.9%	17.4%	16.3%	11.6%	9.3%	9.3%	9.3%	44.2%
Midtown Cultural District	1.4%	8.2%	39.7%	32.9%	17.8%	10.1%	4.3%	15.9%	8.7%	13.0%	47.8%
Washington Avenue Cultural District	26.6%	10.9%	35.9%	20.3%	6.3%	17.6%	9.8%	25.5%	7.8%	9.8%	29.4%
<b>Arts District Average</b>	<b>10.1%</b>	<b>15.6%</b>	<b>40.3%</b>	<b>24.4%</b>	<b>9.5%</b>	<b>15.5%</b>	<b>14.8%</b>	<b>16.3%</b>	<b>12.1%</b>	<b>12.7%</b>	<b>28.5%</b>
Arts District Median	9.4%	16.9%	39.4%	23.7%	7.7%	15.0%	15.2%	15.5%	11.7%	12.4%	28.0%

## Explanation of Table 30: Age, Willingness to Travel, Repeat Visitation, and Civic Engagement of Non-Resident Attendees to Cultural Events Per Study Region During 2016

This table presents a demographic description of non-resident nonprofit arts and cultural audience members in each participating study region during 2016. Non-residents are attendees who reside outside the county in which the nonprofit arts and cultural event at which they were surveyed took place (outside the multi-city or multi-county region for regional analyses, and outside the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group. This table details the age, willingness to travel to attend cultural experiences, repeat visitation at the site where they were surveyed, and civic engagement (i.e., their participation status in the 2016 U.S. presidential election) reported by non-resident arts attendees who completed the audience-intercept survey. Table 29 provides details about non-resident attendees' educational attainment and annual household income. Note: the percentages may not add exactly to 100 percent where appropriate due to rounding.

### Column Two:

The percentage of non-resident audience-intercept survey respondents in each participating study region who are 18 to 34 years of age. Audience-intercept survey respondents were required to be at least 18 years old.

### Column Three:

The percentage of non-resident audience-intercept survey respondents who are 35 to 44 years of age.

### Column Four:

The percentage of non-resident audience-intercept survey respondents who are 45 to 54 years of age.

### Column Five:

The percentage of non-resident audience-intercept survey respondents who are 55 to 64 years of age.

### Column Six:

The percentage of non-resident audience-intercept survey respondents who are 65 years of age or older.

### Columns Seven through Nine:

The audience-intercept survey included the question, "If this arts event or exhibit were not happening, would you have traveled to another community to attend a similar cultural experience?"

**Column Seven:** The percentage of non-resident audience-intercept survey respondents who responded, "No, I would have skipped the cultural experience altogether."

**Column Eight:** The percentage of non-resident audience-intercept survey respondents who responded, "No, I would have replaced it with another nearby cultural experience."

**Column Nine:** The percentage of non-resident audience-intercept survey respondents who responded, "Yes, I would have traveled to a different community."

### Column Ten:

The percentage of non-resident audience-intercept survey respondents in each participating study region who reported that they were first time visitors/attendees to the specific nonprofit arts or cultural event (or facility) where they filled out the audience-intercept survey.

### Column Eleven:

The percentage of non-resident audience-intercept survey respondents in each participating study region who reported that they planned to vote in the 2016 U.S. presidential election.

**Table 30:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	NON-RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
Town of Crested Butte (CO)	4.2%	23.9%	49.2%	20.6%	2.1%	14.0%	37.3%	48.7%	69.2%	89.9%
City of Pine City (MN)	12.9%	10.9%	19.8%	35.6%	20.8%	30.6%	16.3%	53.1%	n/a	n/a
City of Alva (OK)	30.4%	41.3%	13.0%	10.9%	4.3%	65.2%	13.0%	21.7%	69.0%	87.0%
Cook County (MN)	16.2%	13.5%	21.6%	21.6%	27.0%	23.5%	44.1%	32.4%	n/a	n/a
Town of Hillsborough (NC)	15.4%	26.9%	19.2%	19.2%	19.2%	51.9%	5.8%	42.3%	55.1%	82.4%
City of Virginia (MN)	16.2%	13.5%	21.6%	21.6%	27.0%	23.5%	44.1%	32.4%	n/a	n/a
Town of Jackson (WY)	34.0%	12.3%	15.4%	24.1%	14.2%	37.0%	20.0%	43.0%	47.5%	91.5%
City of Guthrie (OK)	23.6%	14.6%	19.8%	25.0%	17.0%	26.5%	9.5%	64.0%	49.5%	89.3%
City of Grand Rapids (MN)	16.2%	13.5%	21.6%	21.6%	27.0%	23.5%	44.1%	32.4%	n/a	n/a
Town of Medfield (MA)	18.4%	10.5%	15.8%	26.3%	28.9%	45.9%	5.4%	48.6%	37.8%	100.0%
City of Fergus Falls (MN)	5.6%	11.1%	19.4%	36.1%	27.8%	28.6%	20.0%	51.4%	n/a	n/a
Grundy County (TN)	15.6%	9.5%	18.0%	26.5%	30.3%	37.5%	7.6%	55.0%	39.9%	92.6%
City of Falls Church (VA)	19.2%	23.9%	24.8%	18.0%	14.2%	45.0%	8.4%	46.5%	39.3%	85.3%
City of Jamestown (ND)	13.0%	8.1%	12.2%	27.6%	39.0%	34.2%	3.3%	62.5%	28.1%	92.5%
City of Waterville (ME)	8.1%	16.1%	14.5%	21.0%	40.3%	28.3%	3.3%	68.3%	50.8%	87.3%
City of Red Wing (MN)	8.3%	2.1%	10.4%	22.9%	56.3%	42.6%	21.3%	36.2%	n/a	n/a
City of Durango (CO)	19.7%	10.6%	14.8%	28.9%	26.1%	47.1%	13.6%	39.3%	38.2%	90.2%
City of Hannibal (MO)	24.2%	12.9%	9.7%	29.0%	24.2%	30.6%	24.2%	45.2%	32.1%	83.6%
City of Tullahoma (TN)	7.6%	8.9%	27.8%	16.5%	39.2%	39.7%	11.5%	48.7%	25.6%	93.3%
City of Northfield (MN)	8.3%	2.1%	10.4%	22.9%	56.3%	42.6%	21.3%	36.2%	n/a	n/a
Town of Carrboro (NC)	10.5%	11.3%	15.0%	36.1%	27.1%	34.1%	13.2%	52.7%	13.4%	94.0%
Macon County (TN)	12.6%	18.4%	11.5%	25.3%	32.2%	54.2%	4.8%	41.0%	n/a	92.3%
City of Laguna Beach (CA)	9.0%	8.3%	16.7%	32.1%	34.0%	30.9%	11.8%	57.2%	39.2%	88.4%
Hickman County (TN)	9.2%	15.4%	20.6%	31.7%	23.1%	37.6%	8.9%	53.5%	56.8%	86.4%
City of Fairfax (VA)	57.1%	9.5%	23.8%	4.8%	4.8%	38.1%	9.5%	52.4%	82.4%	95.2%
City of Ponca City (OK)	7.3%	17.1%	24.4%	19.5%	31.7%	35.0%	10.0%	55.0%	41.0%	97.6%
City of Paducah (KY)	9.3%	12.2%	29.8%	29.3%	19.5%	55.5%	13.2%	31.4%	46.4%	81.7%
Mille Lacs County (MN)	12.9%	10.9%	19.8%	35.6%	20.8%	30.6%	16.3%	53.1%	n/a	n/a
McNairy County (TN)	17.9%	11.3%	17.2%	21.9%	31.8%	31.8%	9.5%	58.8%	52.9%	87.3%
City of Winona (MN)	8.3%	2.1%	10.4%	22.9%	56.3%	42.6%	21.3%	36.2%	n/a	n/a

**Table 30:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 52	NON-RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
Door County (WI)	5.7%	5.6%	11.2%	29.0%	48.6%	35.0%	20.4%	44.6%	35.1%	92.6%
City of Benicia (CA)	6.5%	10.8%	16.3%	33.6%	32.7%	41.3%	6.7%	52.0%	54.1%	89.6%
City of Winter Park (FL)	9.9%	6.0%	12.6%	19.1%	52.4%	30.7%	15.5%	53.8%	39.9%	90.8%
City of Rochester (NH)	19.5%	14.3%	19.0%	21.9%	25.2%	26.0%	3.8%	70.2%	54.6%	85.6%
City of Morgantown (WV)	25.3%	15.4%	20.3%	21.2%	17.8%	40.0%	9.8%	50.2%	38.7%	81.5%
Henry County (TN)	15.0%	20.0%	10.0%	25.0%	30.0%	52.4%	23.8%	23.8%	47.6%	90.0%
City of Fairbanks (AK)	13.9%	8.9%	21.5%	26.6%	29.1%	48.1%	21.0%	30.9%	54.7%	89.0%
City of Bangor (ME)	9.1%	6.3%	13.7%	22.6%	48.4%	39.1%	6.4%	54.5%	26.5%	91.7%
Weakley County (TN)	53.9%	13.9%	15.7%	7.0%	9.6%	39.1%	13.0%	47.8%	38.5%	80.6%
Dare County (NC)	13.8%	8.8%	20.0%	28.8%	28.8%	27.7%	27.7%	44.6%	53.8%	90.5%
City of Columbia (TN)	26.0%	24.0%	18.3%	15.4%	16.3%	43.9%	6.1%	50.0%	45.4%	84.5%
City of Lake Worth (FL)	8.3%	4.2%	16.7%	22.9%	47.9%	40.8%	12.2%	46.9%	47.8%	89.5%
Clatsop County (OR)	9.2%	11.5%	14.4%	34.0%	30.8%	44.9%	15.7%	39.4%	41.9%	91.5%
Yadkin County (NC)	6.1%	4.2%	12.1%	36.4%	41.2%	17.9%	3.1%	79.0%	48.2%	93.3%
Greater Belfast Area (ME)	25.1%	16.8%	15.1%	18.2%	24.7%	32.3%	7.5%	60.2%	51.9%	94.2%
Campbell County (TN)	5.3%	26.5%	16.9%	21.7%	29.6%	45.9%	12.2%	42.0%	67.9%	86.3%
Monroe County (TN)	11.9%	13.8%	18.5%	26.2%	29.6%	21.7%	6.0%	72.3%	45.0%	87.0%
Lincoln County (OR)	6.4%	6.4%	9.3%	28.7%	49.2%	45.3%	14.2%	40.5%	41.8%	94.7%
Iron County (UT)	9.3%	7.1%	14.0%	22.1%	47.5%	44.8%	3.1%	52.1%	15.8%	92.0%
City of St. Louis Park (MN)	15.2%	9.2%	18.1%	36.2%	21.0%	26.7%	26.7%	46.5%	n/a	n/a
City of Logan (UT)	8.2%	6.5%	7.7%	17.2%	60.3%	36.5%	7.3%	56.1%	24.9%	91.2%
Gibson County (TN)	14.9%	10.6%	10.6%	27.7%	36.2%	21.3%	2.1%	76.6%	39.6%	95.9%
<b>Group A Average</b>	<b>15.2%</b>	<b>12.6%</b>	<b>17.3%</b>	<b>24.6%</b>	<b>30.4%</b>	<b>36.7%</b>	<b>14.6%</b>	<b>48.7%</b>	<b>44.6%</b>	<b>89.8%</b>
Group A Median	12.9%	11.2%	16.7%	23.5%	29.0%	37.3%	12.2%	48.7%	45.0%	90.1%

**Table 30:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	NON-RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
City of Joplin (MO)	24.5%	9.1%	12.7%	27.3%	26.4%	38.7%	6.6%	54.7%	45.9%	86.2%
City of La Crosse (WI)	29.0%	11.4%	16.4%	19.9%	23.3%	40.1%	16.8%	43.1%	30.4%	90.5%
McMinn County (TN)	12.1%	17.2%	16.6%	28.0%	26.1%	36.3%	6.9%	56.9%	44.2%	87.6%
Lafayette County (MS)	33.7%	17.6%	12.2%	17.3%	19.1%	33.8%	11.3%	54.9%	50.5%	92.6%
Chisago County (MN)	12.9%	10.9%	19.8%	35.6%	20.8%	30.6%	16.3%	53.1%	n/a	n/a
City of Grand Forks (ND)	19.5%	14.0%	16.7%	30.7%	19.1%	45.0%	10.9%	44.1%	42.1%	81.3%
City of Corvallis (OR)	12.7%	15.9%	19.0%	23.3%	29.1%	38.8%	11.2%	50.0%	39.8%	90.4%
City of Noblesville (IN)	21.2%	10.6%	25.8%	21.2%	21.2%	26.9%	7.5%	65.7%	55.4%	88.2%
City of Ocala (FL)	9.5%	6.5%	10.0%	19.4%	54.7%	26.4%	10.7%	62.9%	46.5%	92.5%
Lenoir County (NC)	16.6%	19.9%	25.2%	17.2%	21.2%	26.9%	3.8%	69.2%	25.5%	91.3%
Town of Chapel Hill (NC)	34.0%	17.0%	12.9%	17.0%	19.0%	33.1%	11.7%	55.2%	38.2%	90.6%
City of Grand Junction (CO)	41.4%	7.9%	16.3%	24.2%	10.2%	42.5%	19.3%	38.2%	31.8%	88.0%
Town of Jupiter (FL)	14.0%	12.1%	12.9%	22.3%	38.7%	34.3%	23.0%	42.7%	71.3%	96.8%
Hamblen County (TN)	9.5%	22.7%	45.5%	17.7%	4.5%	42.3%	19.1%	38.6%	62.7%	82.7%
City of Delray Beach (FL)	22.8%	12.8%	12.1%	16.3%	36.0%	73.7%	8.7%	17.6%	49.9%	86.4%
City of St. Cloud (MN)	27.8%	16.7%	24.1%	16.7%	14.8%	22.6%	17.0%	60.4%	n/a	n/a
City of Portland (ME)	23.6%	16.9%	15.4%	18.1%	26.0%	27.6%	12.2%	60.2%	28.9%	88.9%
City of Jackson (TN)	24.3%	17.8%	20.7%	18.9%	18.3%	37.4%	6.9%	55.7%	23.1%	90.4%
City of Walnut Creek (CA)	6.6%	5.0%	17.2%	24.1%	47.2%	33.3%	2.0%	64.6%	22.8%	91.8%
Greene County (TN)	55.6%	16.2%	13.1%	6.1%	9.1%	31.9%	18.1%	50.0%	46.6%	82.8%
City of Flagstaff (AZ)	19.9%	17.6%	17.8%	23.9%	20.8%	39.7%	32.1%	28.1%	63.8%	88.1%
City of Missoula (MT)	15.8%	15.8%	10.8%	29.1%	28.5%	49.1%	17.2%	33.7%	41.5%	91.3%
City of Fort Myers (FL)	5.8%	10.1%	11.6%	23.9%	48.6%	28.8%	8.6%	62.6%	42.0%	92.3%
Putnam County (TN)	20.0%	16.4%	20.0%	7.3%	36.4%	45.3%	34.0%	20.8%	29.5%	85.5%
Monroe County (FL)	14.8%	11.2%	13.5%	20.0%	40.6%	33.3%	16.8%	49.9%	47.2%	87.5%
City of Lynchburg (VA)	16.7%	15.4%	16.3%	28.9%	22.8%	34.4%	15.4%	50.2%	34.3%	92.1%
City of Duluth (MN)	16.2%	13.5%	21.6%	21.6%	27.0%	23.5%	44.1%	32.4%	n/a	n/a
City of Fishers (IN)	19.7%	23.4%	22.6%	20.4%	13.9%	34.0%	5.7%	60.3%	29.0%	94.4%
City of Carmel (IN)	12.1%	19.7%	28.0%	20.4%	19.7%	26.3%	9.6%	64.1%	47.0%	93.1%
City of Sugar Land (TX)	35.9%	20.5%	11.1%	17.9%	14.5%	26.5%	2.7%	70.8%	64.9%	80.3%

**Table 30:  
Age, Willingness to Travel, Repeat Visitation, and Civic Engagement  
of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 38	NON-RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
City of Asheville (NC)	17.7%	9.2%	12.2%	38.7%	22.1%	29.5%	22.0%	48.5%	53.0%	88.4%
Buchanan County (MO)	11.9%	11.9%	20.1%	23.3%	32.7%	38.5%	15.4%	46.2%	25.5%	87.0%
City of Boca Raton (FL)	23.1%	8.8%	14.9%	23.0%	30.3%	35.2%	19.7%	45.1%	63.7%	91.7%
City of Miami Beach (FL)	6.2%	4.1%	8.7%	19.5%	61.5%	28.9%	9.5%	61.6%	18.4%	89.2%
Moore County (NC)	6.4%	10.1%	17.4%	22.9%	43.1%	34.3%	12.0%	53.7%	45.7%	93.4%
Sevier County (TN)	10.1%	17.0%	16.1%	28.3%	28.5%	35.9%	10.0%	54.1%	47.8%	90.1%
Cape May County (NJ)	5.1%	1.9%	12.6%	29.9%	50.5%	43.9%	19.2%	36.9%	48.1%	96.8%
Cleveland County (NC)	11.3%	10.8%	15.9%	28.2%	33.8%	30.1%	5.9%	64.0%	61.6%	91.5%
<b>Group B Average</b>	<b>18.9%</b>	<b>13.6%</b>	<b>17.3%</b>	<b>22.3%</b>	<b>27.9%</b>	<b>35.2%</b>	<b>14.2%</b>	<b>50.5%</b>	<b>43.4%</b>	<b>89.5%</b>
Group B Median	16.7%	13.8%	16.3%	22.0%	26.1%	34.2%	11.9%	53.4%	45.7%	90.4%

**Table 30:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	NON-RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
City of Las Cruces (NM)	34.8%	12.4%	16.9%	20.2%	15.7%	31.9%	15.4%	52.7%	47.7%	82.8%
Eau Claire County (WI)	14.2%	14.2%	21.3%	28.4%	21.9%	42.6%	12.6%	44.7%	25.4%	85.4%
Yamhill County (OR)	21.5%	15.4%	16.1%	25.4%	21.5%	35.9%	4.9%	59.2%	53.6%	90.5%
City of Lewisville (TX)	13.3%	9.7%	21.2%	31.9%	23.9%	36.2%	3.4%	60.3%	47.8%	86.6%
City of West Palm Beach (FL)	27.1%	18.7%	13.6%	16.7%	23.8%	40.7%	20.1%	39.2%	57.7%	93.3%
City of Boulder (CO)	27.9%	14.4%	20.7%	17.8%	19.2%	30.8%	9.6%	59.6%	48.2%	90.8%
City of Richardson (TX)	9.7%	6.5%	21.5%	34.4%	28.0%	29.7%	3.3%	67.0%	44.0%	86.3%
City of High Point (NC)	10.6%	14.8%	19.5%	27.4%	27.7%	34.4%	5.3%	60.3%	51.7%	91.3%
City of Cambridge (MA)	30.9%	13.1%	17.0%	18.3%	20.6%	30.4%	8.7%	60.9%	45.5%	90.1%
City of Lowell (MA)	17.6%	11.6%	13.9%	26.9%	30.1%	30.4%	11.7%	57.9%	41.9%	90.1%
Douglas County (KS)	15.8%	14.7%	14.3%	24.8%	30.5%	31.7%	11.4%	56.8%	41.2%	94.5%
City of Columbia (MO)	22.8%	12.1%	14.1%	28.9%	22.1%	34.9%	15.8%	49.3%	35.4%	87.7%
City of Norman (OK)	46.7%	18.2%	16.6%	15.6%	3.0%	34.2%	9.3%	56.5%	36.3%	84.1%
Wayne County (NC)	23.6%	17.3%	17.3%	25.2%	16.5%	25.4%	5.4%	69.2%	46.5%	93.1%
City of Lafayette (LA)	37.5%	43.8%	12.5%	6.3%	0.0%	37.5%	56.3%	6.3%	18.8%	68.8%
Washington County (TN)	22.6%	9.5%	11.3%	19.6%	36.9%	38.7%	9.5%	51.8%	34.7%	91.9%
City of Thousand Oaks (CA)	15.0%	13.0%	23.7%	24.1%	24.1%	25.9%	4.3%	69.8%	44.1%	91.1%
City of Charleston (SC)	14.7%	18.6%	18.6%	21.7%	26.4%	35.9%	20.7%	43.4%	45.2%	91.4%
City of Waco (TX)	44.5%	13.3%	16.0%	11.9%	14.4%	37.7%	17.7%	44.5%	49.6%	82.1%
Robeson County (NC)	18.5%	9.8%	19.6%	30.4%	21.7%	30.1%	5.4%	64.5%	43.5%	94.7%
Columbia County (GA)	29.9%	19.0%	23.1%	17.6%	10.4%	28.1%	20.6%	51.3%	50.9%	90.8%
Orange County (NC)	25.5%	16.5%	14.2%	22.5%	21.3%	35.5%	11.5%	53.1%	33.2%	90.7%
City of Savannah (GA)	13.1%	20.1%	25.4%	21.7%	19.7%	34.1%	22.0%	43.9%	62.6%	88.6%
Indian River County (FL)	13.5%	17.8%	11.9%	25.4%	31.4%	35.7%	14.1%	50.3%	55.8%	91.4%
City of Alexandria (VA)	20.9%	14.0%	16.2%	21.5%	27.4%	35.1%	11.1%	53.7%	46.6%	85.6%
Martin County (FL)	17.2%	14.0%	15.4%	16.1%	37.2%	30.6%	14.6%	54.8%	46.9%	83.3%
Macon-Bibb County (GA)	14.0%	15.4%	21.1%	19.3%	30.2%	40.5%	10.8%	48.7%	34.6%	87.0%
City of Springfield (MA)	30.4%	18.0%	21.6%	18.6%	11.3%	36.4%	10.8%	52.8%	53.3%	85.4%
Catawba County (NC)	19.2%	13.5%	17.9%	24.8%	24.5%	24.5%	4.6%	70.9%	49.8%	92.9%
Town of Cary (NC)	14.5%	20.0%	25.5%	16.4%	23.6%	32.8%	6.9%	60.3%	42.4%	94.9%



**Table 30:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 50	NON-RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
Alamance County (NC)	18.5%	20.3%	17.3%	19.6%	24.4%	36.4%	9.5%	54.2%	40.7%	88.5%
Cumberland County (NJ)	12.0%	13.0%	20.7%	21.2%	33.2%	37.9%	6.4%	55.7%	47.7%	88.0%
City of Eugene (OR)	21.6%	7.8%	15.7%	20.6%	34.3%	44.7%	18.4%	36.9%	34.6%	90.6%
Middlesex County (CT)	7.4%	3.7%	11.1%	22.2%	55.6%	17.9%	7.1%	75.0%	24.1%	96.6%
City of Springfield (MO)	23.6%	15.4%	18.3%	27.6%	15.0%	35.4%	13.6%	51.0%	31.8%	93.1%
City of Sioux Falls (SD)	12.7%	7.5%	17.2%	31.6%	31.0%	41.2%	9.8%	49.0%	14.5%	91.4%
Pitt County (NC)	31.6%	14.3%	12.2%	20.4%	21.4%	43.9%	9.2%	46.9%	46.8%	91.7%
City of Providence (RI)	23.6%	16.9%	20.3%	20.3%	18.9%	32.9%	9.4%	57.7%	32.3%	89.2%
City of Worcester (MA)	36.7%	10.9%	21.1%	17.2%	14.1%	33.3%	7.8%	58.9%	52.0%	89.5%
Montgomery County (TN)	22.5%	13.8%	15.2%	26.1%	22.5%	39.7%	10.3%	50.0%	50.8%	85.8%
Salt Lake City (UT)	42.2%	19.4%	13.1%	13.6%	11.7%	33.2%	10.4%	56.4%	31.3%	85.0%
Cabarrus County (NC)	6.5%	5.4%	17.4%	31.0%	39.7%	38.0%	7.3%	54.7%	52.4%	92.9%
Richmond County (GA)	17.7%	19.7%	23.1%	22.6%	16.9%	32.8%	17.7%	49.5%	25.0%	91.7%
City of Tacoma (WA)	21.3%	11.0%	19.0%	24.0%	24.7%	34.2%	8.4%	57.4%	43.5%	91.1%
Doña Ana County (NM)	34.1%	15.4%	18.7%	19.5%	12.2%	42.3%	13.8%	43.9%	50.4%	81.7%
New Hanover County (NC)	14.5%	4.3%	10.1%	31.9%	39.1%	38.8%	19.4%	41.8%	36.2%	95.5%
Arlington County (VA)	18.2%	13.1%	20.1%	23.9%	24.8%	27.5%	5.8%	66.6%	39.2%	92.0%
City of Irving (TX)	16.8%	9.4%	14.7%	25.1%	34.0%	27.2%	3.1%	69.6%	25.8%	84.6%
City of Reno (NV)	16.3%	16.3%	20.0%	20.0%	27.4%	33.6%	17.2%	49.3%	38.3%	87.2%
York County (SC)	16.5%	16.0%	13.9%	28.9%	24.7%	26.8%	6.8%	66.3%	62.2%	88.8%
<b>Group C Average</b>	<b>21.6%</b>	<b>14.5%</b>	<b>17.5%</b>	<b>22.5%</b>	<b>23.8%</b>	<b>34.1%</b>	<b>11.8%</b>	<b>54.1%</b>	<b>42.3%</b>	<b>89.0%</b>
Group C Median	18.9%	14.3%	17.3%	22.0%	23.9%	34.3%	10.1%	54.5%	44.1%	90.3%

**Table 30:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	NON-RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
Buncombe County (NC)	20.3%	10.9%	12.2%	35.9%	20.6%	31.5%	18.9%	49.5%	51.5%	88.0%
Alachua County (FL)	30.6%	17.7%	16.8%	17.4%	17.4%	37.2%	7.6%	55.2%	42.9%	88.1%
Greater Green Bay Area (WI)	16.0%	22.0%	14.7%	31.3%	16.0%	29.5%	8.3%	62.2%	39.6%	89.8%
City of Orlando (FL)	21.7%	16.7%	16.9%	16.4%	28.3%	30.6%	15.9%	53.5%	39.9%	85.2%
City of Lincoln (NE)	15.4%	8.8%	12.7%	22.8%	40.4%	38.5%	12.8%	48.7%	27.4%	94.8%
Southeastern Connecticut Region (CT)	15.9%	13.5%	17.9%	21.0%	31.7%	35.0%	6.3%	58.7%	38.5%	90.4%
Erie County (PA)	19.1%	20.2%	18.1%	21.3%	21.3%	47.9%	9.4%	42.7%	34.0%	85.6%
San Luis Obispo County (CA)	14.3%	11.6%	17.0%	21.1%	36.1%	28.7%	12.0%	59.3%	44.5%	91.9%
City of Newark (NJ)	21.4%	15.9%	26.3%	18.3%	18.0%	24.2%	5.7%	70.1%	37.9%	92.5%
Leon County (FL)	20.7%	13.2%	24.8%	22.3%	19.0%	28.3%	10.8%	60.8%	40.7%	93.6%
Rutherford County (TN)	47.3%	11.2%	12.7%	18.0%	10.7%	42.2%	11.3%	46.6%	49.5%	81.0%
St. Lucie County (FL)	11.4%	10.1%	15.2%	39.2%	24.1%	20.7%	8.5%	70.7%	39.0%	86.6%
Greater Spartanburg Area (SC)	24.2%	21.0%	9.7%	19.4%	25.8%	37.1%	4.8%	58.1%	54.2%	93.5%
Durham County (NC)	11.2%	12.4%	18.7%	25.4%	32.3%	37.4%	10.1%	52.6%	34.4%	90.7%
City of St. Paul (MN)	15.2%	9.2%	18.1%	36.2%	21.0%	26.7%	26.7%	46.5%	n/a	n/a
Hamilton County (IN)	16.7%	19.4%	25.6%	20.6%	17.8%	29.4%	7.7%	62.9%	41.5%	92.7%
Osceola County (FL)	18.8%	0.0%	12.5%	6.3%	62.5%	31.3%	6.3%	62.5%	20.0%	100.0%
Escambia County (FL)	14.8%	24.4%	14.8%	11.1%	34.8%	46.7%	14.6%	38.7%	47.0%	92.0%
Lexington-Fayette Urban County (KY)	35.1%	15.6%	16.5%	19.0%	13.9%	30.1%	16.2%	53.7%	37.8%	89.0%
Lake County (FL)	4.2%	1.4%	11.3%	28.2%	54.9%	35.7%	11.4%	52.9%	60.6%	89.4%
City of Riverside (CA)	19.4%	36.7%	23.5%	19.4%	1.0%	13.4%	5.2%	81.4%	69.4%	86.7%
Cumberland County (NC)	33.8%	21.3%	14.8%	20.0%	10.2%	34.3%	11.7%	54.0%	49.3%	88.4%
Collier County (FL)	10.4%	7.5%	11.1%	19.6%	51.4%	39.6%	18.9%	41.4%	46.5%	86.7%
Hamilton County (TN)	27.9%	17.2%	23.5%	16.7%	14.7%	30.8%	13.7%	55.5%	45.6%	83.8%
Manatee County (FL)	5.7%	9.5%	10.2%	25.7%	48.9%	29.7%	10.2%	60.1%	52.5%	87.8%
City of Tampa (FL)	15.3%	14.8%	18.1%	24.0%	27.8%	23.5%	9.3%	67.2%	42.3%	84.6%
Forsyth County (NC)	20.7%	17.2%	17.2%	19.9%	24.9%	32.1%	10.4%	57.5%	50.2%	89.2%
Mercer County (NJ)	19.2%	13.3%	12.5%	22.5%	32.5%	38.5%	6.8%	54.7%	45.8%	91.6%
City of Wichita (KS)	8.0%	8.0%	14.6%	22.2%	47.2%	41.7%	12.3%	46.0%	18.4%	91.7%
Clackamas County (OR)	9.1%	16.5%	15.7%	28.1%	30.6%	36.1%	6.7%	57.1%	58.0%	92.5%

**Table 30:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 42	NON-RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
Sarasota County (FL)	2.7%	1.6%	4.7%	17.0%	73.9%	28.1%	25.0%	46.9%	27.0%	91.6%
City of Minneapolis (MN)	15.2%	9.2%	18.1%	36.2%	21.0%	26.7%	26.7%	46.5%	n/a	n/a
Berks County (PA)	8.0%	2.0%	13.9%	44.3%	31.8%	25.9%	4.5%	69.7%	42.8%	89.8%
City of Miami (FL)	18.0%	13.5%	20.7%	22.0%	25.7%	22.4%	10.3%	67.3%	43.4%	77.3%
City of Raleigh (NC)	14.4%	15.5%	20.4%	19.0%	30.6%	35.1%	11.5%	53.5%	34.1%	88.5%
Santa Barbara County (CA)	1.9%	9.4%	9.4%	45.3%	34.0%	30.8%	9.6%	59.6%	40.0%	94.3%
Seminole County (FL)	5.0%	7.5%	15.0%	37.5%	35.0%	36.6%	9.8%	53.7%	51.3%	96.2%
City of Virginia Beach (VA)	11.6%	10.6%	17.4%	30.9%	29.5%	26.9%	8.0%	65.1%	34.6%	92.3%
City of Atlanta (GA)	15.3%	20.8%	18.1%	20.8%	25.0%	31.0%	21.1%	47.9%	34.5%	92.4%
City of Mesa (AZ)	7.5%	11.2%	15.0%	21.5%	44.9%	38.7%	7.5%	53.8%	54.9%	80.7%
City of Kansas City (MO)	17.7%	9.2%	13.4%	23.6%	36.0%	42.2%	22.9%	34.9%	17.9%	91.8%
Morris County (NJ)	11.9%	17.0%	30.6%	23.5%	17.0%	24.7%	7.3%	68.0%	43.6%	89.2%
<b>Group D Average</b>	<b>16.5%</b>	<b>13.4%</b>	<b>16.4%</b>	<b>24.1%</b>	<b>29.5%</b>	<b>32.3%</b>	<b>11.8%</b>	<b>55.9%</b>	<b>42.1%</b>	<b>89.5%</b>
Group D Median	15.4%	13.3%	16.1%	21.8%	28.1%	31.2%	10.3%	55.0%	42.6%	89.8%

**Table 30:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 25	NON-RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
Sonoma County (CA)	8.4%	7.1%	18.1%	23.2%	43.2%	38.4%	7.9%	53.6%	41.1%	92.2%
Volusia County (FL)	0.0%	0.0%	8.3%	41.7%	50.0%	41.7%	0.0%	58.3%	36.4%	91.7%
Guilford County (NC)	16.0%	16.1%	17.5%	21.7%	28.7%	29.0%	5.8%	65.2%	46.2%	89.8%
Dane County (WI)	32.4%	11.8%	8.8%	20.6%	26.5%	32.9%	28.6%	38.6%	44.1%	85.7%
Brevard County (FL)	0.0%	9.1%	0.0%	27.3%	63.6%	18.2%	9.1%	72.7%	54.5%	100.0%
Washington County (OR)	10.5%	10.5%	19.7%	21.7%	37.5%	27.8%	6.6%	65.6%	36.8%	96.1%
Johnson County (KS)	12.1%	7.5%	12.1%	28.0%	40.2%	25.7%	18.1%	56.2%	27.7%	97.2%
City of Louisville (KY)	14.4%	14.4%	32.7%	20.3%	18.3%	59.5%	15.0%	25.5%	28.4%	96.8%
City of Baltimore (MD)	28.3%	16.8%	17.0%	17.7%	20.1%	29.8%	18.8%	51.4%	40.2%	91.7%
Polk County (FL)	11.0%	11.4%	25.2%	23.6%	28.9%	36.1%	10.7%	53.2%	43.1%	87.0%
City of Boston (MA)	37.7%	22.6%	16.2%	12.3%	11.2%	21.9%	20.0%	58.1%	48.8%	87.0%
District of Columbia (DC)	22.3%	13.2%	15.5%	22.3%	26.7%	40.7%	13.4%	45.8%	38.8%	91.4%
Nashville-Davidson County (TN)	29.8%	20.2%	18.8%	17.7%	13.5%	36.0%	17.7%	46.3%	48.3%	86.9%
City of El Paso (TX)	28.8%	20.3%	18.6%	15.3%	16.9%	31.7%	21.7%	46.7%	55.8%	60.7%
Lee County (FL)	7.6%	8.1%	12.4%	23.2%	48.6%	33.9%	10.8%	55.4%	39.9%	93.1%
City of Fort Worth (TX)	22.7%	17.3%	15.1%	27.6%	17.3%	29.6%	10.1%	60.3%	51.4%	89.5%
City of Indianapolis (IN)	16.5%	12.1%	15.5%	28.3%	27.6%	42.7%	15.3%	42.0%	31.3%	93.8%
City and County of San Francisco (CA)	31.4%	15.5%	16.6%	18.2%	18.4%	35.7%	13.3%	51.0%	44.1%	84.5%
Prince George's County (MD)	9.4%	12.3%	24.5%	33.0%	20.8%	15.3%	7.2%	77.5%	49.1%	90.8%
Pinellas County (FL)	18.2%	10.5%	14.7%	24.8%	31.8%	28.6%	12.2%	59.2%	49.2%	87.9%
Shelby County (TN)	22.0%	18.0%	25.3%	17.3%	17.3%	33.6%	17.4%	49.0%	37.3%	86.2%
Fairfield County (CT)	17.8%	14.0%	24.2%	28.0%	15.9%	26.9%	3.8%	69.4%	53.5%	91.8%
Westchester County (NY)	13.9%	8.1%	18.8%	22.4%	36.8%	37.5%	5.8%	56.7%	39.6%	90.3%
Fulton County (GA)	13.3%	18.0%	17.1%	21.8%	29.9%	34.0%	14.2%	51.9%	26.6%	91.0%
Wake County (NC)	14.9%	16.6%	21.3%	18.0%	29.2%	34.3%	11.0%	54.7%	36.3%	89.6%
<b>Group E Average</b>	<b>17.6%</b>	<b>13.3%</b>	<b>17.4%</b>	<b>23.0%</b>	<b>28.8%</b>	<b>32.9%</b>	<b>12.6%</b>	<b>54.6%</b>	<b>41.9%</b>	<b>89.7%</b>
Group E Median	16.0%	13.2%	17.1%	22.3%	27.6%	33.6%	12.2%	54.7%	41.1%	90.8%

**Table 30:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Population Cohort Group F Population 1,000,000 or More Sample Size = 21	NON-RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
Mecklenburg County (NC)	14.5%	20.3%	23.7%	17.9%	23.7%	29.3%	14.1%	56.6%	28.1%	95.7%
City of San José (CA)	27.2%	14.9%	21.1%	21.1%	15.8%	31.0%	6.0%	62.9%	44.8%	81.4%
Montgomery County (MD)	16.1%	16.1%	16.6%	19.6%	31.6%	30.9%	4.0%	65.1%	39.7%	92.1%
Fairfax County (VA)	13.1%	12.3%	18.6%	23.9%	32.2%	36.9%	4.8%	58.3%	33.0%	95.0%
Allegheny County (PA)	20.8%	6.9%	17.3%	29.4%	25.5%	32.6%	13.2%	54.2%	n/a	91.3%
Greater Columbus Area (OH)	20.0%	12.6%	23.2%	23.7%	20.5%	44.0%	13.0%	43.0%	30.1%	95.3%
Orange County (FL)	17.4%	12.3%	15.3%	17.9%	37.0%	30.8%	14.7%	54.5%	40.0%	87.5%
City of Dallas (TX)	42.9%	19.0%	19.1%	10.9%	8.2%	27.7%	15.8%	56.5%	47.1%	82.3%
Hillsborough County (FL)	14.6%	14.1%	17.7%	24.1%	29.6%	23.8%	9.4%	66.8%	42.2%	84.5%
City of San Diego (CA)	37.8%	19.0%	14.9%	15.5%	12.8%	26.2%	29.2%	44.5%	67.7%	75.8%
Palm Beach County (FL)	21.6%	14.0%	14.5%	19.6%	30.4%	42.3%	21.1%	36.7%	59.5%	92.6%
City of San Antonio (TX)	20.0%	23.8%	16.3%	20.0%	20.0%	26.7%	23.3%	50.0%	54.9%	84.7%
Sacramento County (CA)	12.6%	14.2%	13.1%	33.3%	26.8%	35.6%	10.0%	54.4%	37.7%	85.2%
City of Phoenix (AZ)	19.7%	19.7%	9.9%	22.4%	28.3%	28.5%	19.9%	51.7%	70.5%	83.0%
City and County of Philadelphia (PA)	25.0%	16.0%	17.7%	20.7%	20.5%	29.6%	24.5%	45.9%	44.1%	89.6%
Broward County (FL)	12.3%	13.8%	15.2%	21.1%	37.5%	28.7%	13.1%	58.2%	57.5%	82.1%
Santa Clara County (CA)	20.0%	14.8%	19.3%	22.6%	23.3%	36.8%	8.2%	55.0%	39.7%	86.0%
Riverside County (CA)	21.6%	38.4%	19.5%	18.4%	2.2%	23.4%	6.0%	70.7%	57.1%	73.0%
Miami-Dade County (FL)	13.8%	10.6%	15.4%	19.1%	41.1%	24.3%	10.7%	65.0%	42.2%	83.2%
City of Chicago (IL)	27.6%	17.2%	19.8%	16.0%	19.4%	29.5%	29.1%	41.4%	56.0%	81.2%
Harris County (TX)	30.1%	17.0%	17.0%	19.4%	16.5%	32.5%	23.5%	44.1%	48.5%	87.4%
<b>Group F Average</b>	<b>21.4%</b>	<b>16.5%</b>	<b>17.4%</b>	<b>20.8%</b>	<b>23.9%</b>	<b>31.0%</b>	<b>14.9%</b>	<b>54.1%</b>	<b>47.0%</b>	<b>86.1%</b>
Group F Median	20.0%	14.9%	17.3%	20.0%	23.7%	29.6%	13.2%	54.5%	44.5%	85.2%
<b>ALL CITY/COUNTY STUDY REGIONS</b>										
Average	18.3%	13.8%	17.2%	23.1%	27.6%	34.1%	13.2%	52.7% #	43.3%	89.1%
Median	16.2%	13.5%	16.9%	22.2%	26.4%	34.0%	11.3%	53.6% #	43.5%	90.0%

**Table 30:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	NON-RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
High Peaks Region (ME)	6.4%	9.1%	14.6%	32.4%	37.4%	36.9%	23.0%	40.1%	44.6%	92.0%
Wood River Valley (ID)	6.6%	4.7%	12.8%	29.1%	46.9%	44.0%	21.0%	35.0%	37.0%	92.5%
Southern Oregon Area	7.3%	6.3%	14.9%	23.8%	47.8%	44.5%	7.9%	47.6%	16.5%	93.8%
Southwestern Pennsylvania Area	11.3%	6.2%	10.8%	20.5%	51.3%	34.6%	9.9%	55.5%	36.4%	91.8%
Greater Portsmouth Area (NH)	18.2%	15.5%	20.8%	25.8%	19.7%	29.9%	17.8%	52.3%	30.5%	93.3%
Northeast Oregon Region	27.6%	10.3%	17.2%	10.3%	34.5%	37.0%	18.5%	44.4%	18.5%	96.6%
Toe River Valley (NC)	7.4%	12.7%	18.3%	33.7%	27.8%	46.6%	9.7%	43.7%	42.4%	92.2%
Albemarle Region (NC)	8.3%	9.7%	13.0%	37.0%	31.9%	38.8%	12.6%	48.6%	33.6%	89.9%
Greater Concord Area (NH)	6.2%	14.0%	22.7%	28.9%	28.3%	28.7%	3.4%	68.0%	28.5%	93.5%
North Central Minnesota Region	2.6%	10.5%	15.8%	29.0%	42.1%	23.7%	29.0%	47.4%	n/a	n/a
Northwest Minnesota Region	7.5%	0.0%	30.0%	22.5%	40.0%	55.3%	13.2%	31.6%	n/a	n/a
Monadnock Region (NH)	26.5%	5.0%	15.5%	28.3%	24.7%	39.4%	5.0%	55.7%	33.0%	91.7%
Bismarck-Mandan Region (ND)	19.2%	7.7%	16.7%	23.1%	33.3%	46.2%	17.9%	35.9%	36.7%	84.8%
Greater Minot Region (ND)	8.6%	5.2%	19.0%	31.0%	36.2%	57.4%	14.8%	27.8%	21.1%	86.3%
Greater Burlington Area (VT)	23.4%	13.1%	14.0%	21.5%	28.0%	43.3%	11.1%	45.6%	32.1%	75.7%
Greater Charlottesville Area (VA)	20.7%	10.9%	15.2%	23.5%	29.7%	37.3%	14.8%	47.9%	35.7%	92.2%
Brainerd Lakes Region (MN)	13.3%	13.3%	15.6%	35.6%	22.2%	37.2%	16.3%	46.5%	n/a	n/a
East Central Minnesota Region	12.9%	10.9%	19.8%	35.6%	20.8%	30.6%	16.3%	53.1%	n/a	n/a
Northwest Connecticut Region	8.6%	7.7%	16.9%	27.3%	39.5%	28.5%	5.3%	66.2%	33.5%	91.0%
Central Oregon Region	11.7%	7.0%	11.7%	31.6%	38.0%	31.4%	16.9%	51.7%	65.2%	93.9%
Greater Fargo-Moorhead Area (ND/MN)	14.4%	5.5%	9.9%	27.6%	42.5%	49.7%	11.9%	38.4%	35.8%	90.7%
Black Hills Region (SD)	12.7%	11.3%	11.3%	26.8%	38.0%	41.2%	17.6%	41.2%	35.9%	89.9%
Greater Kingsport Area (TN)	21.2%	15.0%	12.7%	24.5%	26.5%	29.3%	8.9%	61.8%	47.6%	89.4%
Lake Region (MN)	5.6%	11.1%	19.4%	36.1%	27.8%	28.6%	20.0%	51.4%	n/a	n/a
South Central Minnesota Region	12.2%	12.2%	13.5%	24.3%	37.8%	43.1%	15.3%	41.7%	n/a	n/a
Greater Sioux Falls Area (SD)	14.7%	5.7%	12.9%	33.0%	33.7%	37.2%	6.3%	56.5%	18.1%	89.8%
Southwest Tennessee Development District	23.5%	16.7%	17.2%	21.1%	21.6%	33.7%	9.1%	57.2%	39.8%	88.0%
Northwest Tennessee Development District	48.1%	12.3%	13.2%	12.3%	14.0%	38.1%	12.3%	49.6%	39.6%	85.4%
Southwest Minnesota Region	7.7%	19.2%	26.9%	25.0%	21.2%	41.7%	16.7%	41.7%	n/a	n/a
Arrowhead Region (MN)	16.2%	13.5%	21.6%	21.6%	27.0%	23.5%	44.1%	32.4%	n/a	n/a

**Table 30:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	NON-RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
Maple Grove and the Northwest Suburbs (MN)	15.2%	9.2%	18.1%	36.2%	21.0%	26.7%	26.7%	46.5%	n/a	n/a
Greater Augusta Area (GA)	19.7%	19.7%	24.7%	20.2%	15.7%	31.3%	16.7%	52.0%	40.5%	89.8%
Upper Cumberland Development District (TN)	17.5%	10.9%	16.6%	24.5%	30.6%	47.6%	11.0%	41.4%	24.7%	87.0%
City of Huntsville/Madison County (AL)	23.0%	13.8%	20.7%	18.0%	24.4%	35.1%	15.2%	49.8%	35.1%	88.0%
Northeast Commission (NC)	14.0%	10.0%	17.0%	28.8%	30.3%	37.3%	15.9%	46.9%	44.3%	91.2%
Greater Ann Arbor Area (MI)	29.5%	19.5%	15.9%	21.6%	13.5%	23.7%	22.5%	53.9%	n/a	n/a
Greater Fox Cities Region (WI)	19.2%	15.4%	21.1%	24.1%	20.3%	32.0%	7.9%	60.2%	29.5%	88.2%
Central Minnesota Region	27.8%	16.7%	24.1%	16.7%	14.8%	22.6%	17.0%	60.4%	n/a	n/a
South Central Tennessee Development District	15.6%	15.0%	21.1%	26.4%	21.9%	38.9%	9.6%	51.5%	54.7%	86.3%
Northwest Arkansas Region	29.4%	14.4%	14.9%	19.4%	21.9%	25.9%	9.3%	64.9%	43.7%	87.3%
Southeast Minnesota Region	8.3%	2.1%	10.4%	22.9%	56.3%	42.6%	21.3%	36.2%	n/a	n/a
First Tennessee Development District	27.0%	14.5%	11.0%	20.0%	27.5%	30.2%	12.1%	57.7%	45.0%	89.2%
Greater Harrisburg Area (PA)	13.8%	21.9%	20.6%	20.2%	23.5%	33.3%	6.0%	60.7%	39.6%	96.0%
Greater New Haven Area (CT)	17.6%	17.6%	23.1%	22.6%	19.1%	17.8%	17.3%	64.9%	41.1%	86.6%
Treasure Coast Region (FL)	13.0%	13.8%	13.8%	21.5%	37.9%	31.1%	16.5%	52.4%	56.3%	87.2%
Greater Des Moines Region (IA)	26.6%	15.9%	13.0%	18.4%	26.1%	34.7%	14.4%	51.0%	29.5%	87.0%
Southeast Tennessee Development District	20.0%	13.2%	18.1%	24.2%	24.4%	36.0%	8.9%	55.1%	46.6%	88.6%
Greater Knoxville Region (TN)	25.4%	13.1%	13.7%	22.7%	25.1%	33.4%	14.9%	51.7%	46.5%	90.8%
Greater Columbia Area (SC)	52.2%	12.2%	12.2%	12.2%	11.3%	35.7%	11.3%	53.0%	48.2%	93.0%
Pikes Peak Region (CO)	20.3%	11.9%	14.0%	28.7%	25.2%	37.8%	11.5%	50.7%	41.3%	88.4%
Lehigh Valley Region (PA)	14.4%	9.0%	18.9%	28.4%	29.3%	29.9%	9.0%	61.1%	27.7%	89.9%
Greater Sarasota/Bradenton Area (FL)	3.2%	2.8%	5.7%	18.3%	69.9%	28.3%	23.5%	48.2%	36.2%	90.3%
Dayton Region (OH)	11.9%	14.3%	20.6%	20.6%	32.5%	42.3%	8.9%	48.8%	28.0%	91.1%
Richmond & Tri-Cities Region (VA)	13.7%	14.1%	18.1%	22.2%	31.9%	42.0%	17.6%	40.4%	29.4%	94.4%
Memphis Area Association of Governments (TN)	22.1%	18.4%	25.7%	16.2%	17.6%	33.3%	18.5%	48.1%	38.9%	84.8%
Eastern Region (NC)	21.4%	14.3%	20.5%	25.0%	18.8%	33.9%	6.7%	59.4%	46.6%	87.8%
Advantage West Region (NC)	12.1%	10.8%	15.6%	32.8%	28.7%	36.9%	16.6%	46.4%	47.1%	91.0%
Southeast Commission (NC)	28.0%	18.4%	14.5%	22.3%	16.7%	35.9%	10.0%	54.1%	55.1%	89.8%
Greater Fairfax Area (VA)	15.0%	14.2%	23.7%	25.7%	21.3%	43.0%	6.8%	50.2%	41.4%	89.0%
Greater Tulsa Region (OK)	34.4%	16.4%	10.7%	20.5%	18.0%	32.2%	16.1%	51.7%	43.0%	91.0%

**Table 30:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Regional Study Regions All Populations Sample Size = 81	NON-RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
East Tennessee Development District	15.3%	15.1%	18.8%	24.5%	26.3%	31.1%	10.6%	58.3%	52.9%	89.7%
West Valley Region (AZ)	4.5%	2.5%	7.5%	16.4%	69.2%	32.0%	9.8%	58.2%	42.8%	90.7%
Greater St. Louis Area (MO)	18.1%	19.9%	20.9%	22.3%	18.8%	44.4%	16.5%	39.1%	38.8%	87.6%
Western New York	19.4%	15.9%	18.8%	18.2%	27.6%	28.1%	21.6%	50.3%	51.5%	75.7%
Greater Oklahoma City Region (OK)	25.1%	15.0%	15.6%	23.0%	21.3%	35.5%	11.1%	53.4%	52.1%	85.5%
Piedmont Triad Partnership (NC)	19.6%	13.5%	17.4%	22.6%	27.0%	28.7%	7.0%	64.3%	52.6%	89.0%
Greater Portland Area (OR)	15.0%	12.8%	16.3%	21.6%	34.4%	34.2%	19.7%	46.1%	37.9%	90.4%
Greater Kansas City Metropolitan Area (MO/KS)	19.0%	7.5%	14.9%	25.0%	33.6%	39.8%	10.3%	49.8%	30.6%	92.9%
Greater Nashville Regional Council (TN)	35.9%	15.1%	16.0%	17.7%	15.4%	41.8%	15.6%	42.7%	58.6%	83.1%
Research Triangle Regional Partnership (NC)	18.7%	12.8%	16.7%	20.0%	31.7%	37.9%	12.9%	49.2%	45.6%	87.8%
Greater Tampa/St. Petersburg Area (FL)	16.0%	14.3%	15.9%	25.0%	28.9%	25.2%	11.3%	63.5%	51.7%	83.4%
Charlotte Regional Partnership (NC)	16.4%	10.0%	16.9%	27.5%	29.3%	26.0%	7.1%	66.9%	53.4%	92.9%
Charlotte Regional Partnership (NC/SC)	17.3%	10.7%	16.1%	27.8%	28.1%	26.3%	8.1%	65.6%	55.3%	92.5%
Seven-County Metro Area (MN)	15.2%	9.2%	18.1%	36.2%	21.0%	26.7%	26.7%	46.5%	n/a	n/a
Central Florida Region	13.9%	9.3%	18.0%	20.0%	38.9%	34.3%	15.5%	50.2%	50.5%	85.5%
Greater Philadelphia Region (PA)	23.8%	13.1%	17.8%	21.3%	24.0%	28.9%	20.5%	50.5%	45.8%	90.2%
Greater Washington Region (DC/MD/VA)	17.1%	13.4%	20.2%	25.5%	23.8%	35.3%	9.8%	54.9%	51.4%	89.9%
Metro Atlanta Area (GA)	13.3%	18.0%	17.1%	21.8%	29.9%	34.0%	14.2%	51.9%	26.6%	91.0%
Greater Atlanta Region (GA)	13.3%	18.0%	17.1%	21.8%	29.9%	34.0%	14.2%	51.9%	26.6%	91.0%
Greater Houston Region (TX)	25.5%	14.4%	13.9%	19.0%	27.3%	28.8%	20.3%	50.9%	56.8%	87.6%
Dallas-Fort Worth-Arlington MSA (TX)	34.5%	16.5%	15.8%	19.4%	13.7%	29.6%	13.8%	56.6%	62.7%	82.6%
<b>Regional Average</b>	<b>17.8%</b>	<b>12.3%</b>	<b>16.8%</b>	<b>24.2%</b>	<b>29.0%</b>	<b>35.0%</b>	<b>14.4%</b>	<b>50.7%</b>	<b>40.7%</b>	<b>89.2%</b>
Regional Median	16.2%	13.1%	16.7%	23.1%	27.6%	34.3%	14.2%	50.9%	40.8%	89.9%



**Table 30:  
Age, Willingness to Travel, Repeat Visitation, and Civic Engagement  
of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

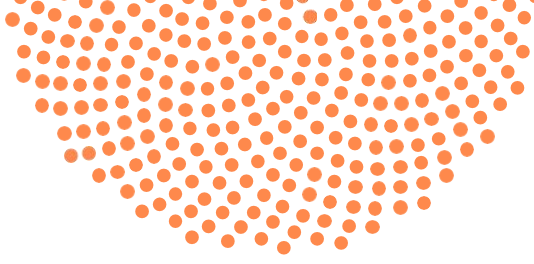
Statewide Study Regions All Populations Sample Size = 20	NON-RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
State of Vermont	22.9%	9.0%	14.7%	20.8%	32.7%	45.8%	11.3%	42.9%	37.0%	82.0%
State of North Dakota	13.6%	8.9%	13.6%	28.0%	36.0%	46.7%	11.2%	42.1%	35.4%	86.4%
State of Delaware	11.6%	9.1%	14.8%	28.8%	35.6%	35.3%	7.7%	57.0%	39.7%	92.1%
State of Maine	11.7%	8.4%	13.3%	23.3%	43.2%	34.9%	18.7%	46.4%	46.6%	90.4%
State of Hawai'i	18.9%	13.3%	11.1%	27.8%	28.9%	27.2%	25.0%	47.8%	61.1%	81.5%
State of Nevada	18.3%	14.2%	16.0%	23.7%	27.8%	36.3%	16.1%	47.6%	53.9%	89.3%
State of Connecticut	14.8%	11.1%	16.5%	23.4%	34.2%	29.8%	10.8%	59.4%	42.7%	91.0%
State of Oklahoma	24.3%	17.0%	15.6%	20.9%	22.2%	35.7%	14.9%	49.4%	52.1%	86.9%
State of Oregon	10.6%	8.5%	13.0%	27.9%	39.9%	39.0%	15.2%	45.9%	39.0%	89.9%
State of Minnesota	12.5%	7.6%	16.9%	33.7%	29.4%	38.2%	21.9%	39.9%	n/a	n/a
State of Wisconsin	13.2%	7.0%	12.5%	25.5%	41.8%	37.0%	17.3%	45.7%	37.5%	89.6%
State of Maryland	16.7%	17.9%	14.2%	18.4%	32.8%	31.2%	7.0%	61.7%	42.7%	90.3%
State of Missouri	18.0%	14.0%	15.8%	23.5%	28.7%	40.8%	13.5%	45.7%	37.0%	87.8%
State of Tennessee	21.2%	14.8%	17.2%	22.5%	24.3%	35.8%	12.8%	51.4%	50.4%	87.7%
State of Massachusetts	25.5%	10.0%	19.1%	22.1%	23.3%	31.1%	12.6%	56.3%	53.0%	88.9%
State of New Jersey	13.5%	12.1%	18.9%	24.6%	31.0%	34.1%	7.3%	58.5%	52.6%	90.1%
State of North Carolina	16.4%	10.8%	15.4%	25.6%	31.8%	36.2%	15.0%	48.8%	51.4%	87.6%
State of Pennsylvania	20.4%	12.2%	16.7%	22.0%	28.6%	32.5%	16.7%	50.8%	44.1%	90.8%
State of Illinois	25.2%	14.4%	16.6%	16.9%	27.0%	32.8%	26.4%	40.8%	57.5%	83.1%
State of Florida	11.1%	10.2%	11.9%	21.3%	45.5%	34.4%	23.4%	42.2%	57.5%	83.5%
<b>Statewide Average</b>	<b>17.0%</b>	<b>11.5%</b>	<b>15.2%</b>	<b>24.0%</b>	<b>32.2%</b>	<b>35.7%</b>	<b>15.2%</b>	<b>49.0%</b>	<b>46.9%</b>	<b>87.8%</b>
Statewide Median	16.6%	11.0%	15.5%	23.5%	31.4%	35.5%	15.0%	47.7%	46.6%	88.9%

**Table 30:**  
**Age, Willingness to Travel, Repeat Visitation, and Civic Engagement**  
**of Non-Resident Attendees to Cultural Events Per Study Region During 2016**

Individual Arts Districts All Populations Sample Size = 12	NON-RESIDENTS ONLY -- AGE					Willingness to Travel for Cultural Experiences			First Time Attendee	Voted in 2016 Election
	18-34	35-44	45-54	55-64	65 or Older	Skip Altogether	Replace Nearby	Different Community		
James River Arts & Cultural District	19.5%	15.4%	14.1%	30.2%	20.8%	35.1%	15.2%	49.7%	31.5%	92.3%
Center City Charlotte	14.1%	20.5%	25.6%	15.4%	24.4%	29.2%	14.9%	55.8%	27.2%	95.5%
Loch Haven Cultural Park	23.8%	20.1%	16.3%	16.8%	23.1%	31.6%	15.7%	52.7%	36.5%	88.7%
Downtown Colorado Springs Creative District	15.4%	7.7%	10.3%	25.6%	41.0%	35.7%	7.1%	57.1%	37.5%	93.0%
Fort Worth Cultural District	24.1%	15.9%	13.8%	27.6%	18.6%	27.3%	7.7%	65.0%	48.2%	88.3%
Dallas Arts District	49.2%	14.8%	19.7%	9.2%	7.1%	29.8%	16.3%	54.0%	47.4%	79.7%
Grand Center Arts & Entertainment District	17.1%	25.0%	21.1%	15.8%	21.1%	53.0%	16.9%	30.1%	42.9%	91.1%
Balboa Park Cultural District	43.8%	21.4%	13.5%	9.9%	11.5%	25.1%	33.5%	41.4%	73.8%	72.3%
East End Cultural District	38.6%	14.8%	17.0%	19.3%	10.2%	28.4%	23.9%	47.7%	57.8%	83.1%
Houston Museum District Association	19.6%	23.9%	15.2%	26.1%	15.2%	40.4%	12.8%	46.8%	40.0%	93.3%
Midtown Cultural District	19.2%	19.2%	20.5%	20.5%	20.5%	30.6%	30.6%	38.9%	62.0%	90.3%
Washington Avenue Cultural District	53.1%	6.3%	6.3%	14.1%	20.3%	26.6%	17.2%	56.3%	61.7%	82.8%
<b>Arts District Average</b>	<b>28.1%</b>	<b>17.1%</b>	<b>16.1%</b>	<b>19.2%</b>	<b>19.5%</b>	<b>32.7%</b>	<b>17.7%</b>	<b>49.6%</b>	<b>47.2%</b>	<b>87.5%</b>
Arts District Median	21.7%	17.6%	15.8%	18.1%	20.4%	30.2%	16.0%	51.2%	45.2%	89.5%

**Appendix C:**  
***About the Data Collection***  
**The Survey Instruments**

<b><u>Page</u></b>	<b><u>Data Collection Instrument Instrument</u></b>
C-2	DataArts Cultural Data Profile (Full FY2015 Profile)
C-33	DataArts Cultural Data Profile ( <i>Arts &amp; Economic Prosperity 5</i> Survey)
C-41	DataArts Cultural Data Profile (Abbreviated <i>Arts &amp; Economic Prosperity 5</i> Survey)
C-46	Abbreviated <i>Arts &amp; Economic Prosperity 5</i> Organizational Expenditure Survey
C-47	<i>Arts &amp; Economic Prosperity 5</i> Audience Expenditure Survey (English)
C-48	<i>Arts &amp; Economic Prosperity 5</i> Audience Expenditure Survey (Spanish)
C-49	<i>Arts &amp; Economic Prosperity 5</i> Audience Expenditure Survey (Farge Font)



# Cultural Data Profile (CDP) Survey Questions – Summer 2016

This document provides a list of the questions in the CDP. There are two types of sections that are new to the

**Customized sections/questions:**

Some questions or sections are only displayed if they are applicable to your organization. Your survey is customized in two ways, which are reflected in this document by color:

Questions or sections customized based on the Data Profile Wizard are highlighted orange.

Questions or sections customized based on entries within your CDP are highlighted grey.

**Optional sections:**

Many of the new sections in the profile are optional. You decide if you would like to enter those items and have access to them in Analytic Reports. You will still be able to submit your CDP and apply for grants even if these sections are blank. *In this document, there is a note above optional sections.*

For more about how your existing data has been migrated to the new CDP, read this article: <http://culturaldata.force.com/Resources/articles/Article/Data-Migration-Overview/>

These questions are for organizations with annual expenses over \$50,000. Organizations with expenses under \$50,000 are eligible to complete the Short-Form Data Profile.

Customize Your Survey - Full CDP Path			
Question	Sub Question	Field Type	Field Options
<b>Select a Year</b>			
Which Fiscal Year do you want to work on?		dropdown	list of years
Fiscal Year Length		radio buttons	12 month other
Fiscal Year End Date		auto pop	
<b>You will need to know whether your organization has:</b>			
Tax exempt status Restricted revenue An audit or review A fiscal sponsor or parent organization Non-operating expenses or revenue Membership or subscription programs I understand that during this setup I cannot save my work.		check box	
<b>Organization Type</b>			
What is your organization type?	Organization Type	dropddown	501(c)3 nonprofit org other nonprofit org Unincorporated or fiscally sponsored org Program or department within a parent org government agenct, department, program, or facility for profit corporation
What is your organization's Federal Employer Identification number (EIN)?	Organization Federal EIN	number entry-9 digits	
What year did your organization receive IRS tax exemption status?	Year IRS Tax Exemption Received (optional)☒	number entry - 4 digits	
<b>Dicipline</b>			
What is your organization's NTEE code?	NTEE Classification	dropdown	Full list of NTEE codes as provided by IRS here: <a href="http://nccsdataweb.urban.org/kbfiles/324/NTEE%20Two%20Page_2005.DOC">http://nccsdataweb.urban.org/kbfiles/324/NTEE%20Two%20Page_2005.DOC</a>
Which NISP codes best describe your organization?	1 Discipline	dropdown	Dance Music Opera, musical theatre Theatre Visual arts Design arts Crafts Photography Media arts Literature Interdisciplinary Folklife/traditional arts Humanities storytelling Multidisciplinary Non-arts/non-humanities
	2 Institution Type	dropdown	01 Individual Artist 02 Individual Non-Artist 03 Performing Group 04 Performing Group - College/University 05 Performing Group - Community 06 Performing Group - Youth

2	Institution Type (continued)	dropdown	07 Performance Facility 08 Art Museum 09 Other Museum 10 Gallery/Exhibit Space 11 Cinema 12 Independent Press 13 Literary Magazine 14 Fair/Festival 15 Arts Center 16 Arts Council/Agency 17 Arts Service Organization 18 Union/Professional Association 19 School District 20 Parent-Teacher Organization 21 Elementary School 22 Middle School 23 Secondary School 24 Vocational/Technical School 25 Other School 26 College/University 27 Library 28 Historical Society 29 Humanities Council 30 Foundation 31 Corporation 32 Community Service Org 33 Correctional Institution 34 Health Care Facility 35 Religious Organization 36 Seniors' Center 37 Parks & Recreation 38 Government - Executive 39 Government - Judicial 40 Government - Legislative (House) 41 Government - Legislative (Senate) 42 Media - Periodical 43 Media - Daily Newspaper 44 Media -Weekly Newspaper 45 Media - Radio 46 Media- TV 47 Cultural Series Organization 48 Schools of the Arts 49 Arts Camp/Institute 50 Social Service Organization 51 Child Care Provider 99 None of the Above
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**Survey Providers**

Is your organization a member of, or do you want to complete a survey for, any of these groups? <input type="checkbox"/>			
	Select all that apply	check boxes	Arts & Economic Prosperity 5 League of American Orchestras Art House Convergence Barbershop Harmony Society OPERA America  National Guild for Community Arts Education Federation of State Humanities Councils

<b>Organization Location</b>		
Confirm your organization's zip code.		
Organization zip code	number entry - 5 digits	zip is in a DataArts region (continue full CDP path) zip is not in a DataArts region (move to AEP5-only path)
<b>Total Expenses</b>		
Are your total expenses less than \$50,000?	radio buttons	yes (skip to Summary, Save and Finish) no (continue with this form)
<b>Program Activity</b>		
Based on the NTEE and NISP codes you selected, we have identified some program activities that your organization may engage in.		
Select all activities that apply.	check boxes	Advocacy Arts Education Broadcasting Circulating Works Classes, lectures, or professional development Commissioning Works Competitions Conducting Research Conferences Consulting or fee-for-service work Developing works Exhibits Festivals, fairs, parades, or community events Field trips Film screenings Financing Fiscal sponsorship Grantmaking Guided tours Historic preservation or restoration Open rehearsals Performances Providing equipment, sets, costumes, or other materials Providing rehearsal, meeting, office, or other space Providing residencies Publishing books or periodicals Other types of programs
<b>Financial Information Part 1</b>		
Do you have a completed audit or review for 2016?	radio button	Yes No
Did you have temporarily or permanently restricted contributions, grants, in-kind, or investment revenue?	radio button	Yes No
Did you have temporarily or permanently restricted earned revenue (this is rare)?	radio button	Yes
<b>Financial Information Part 2</b>		
Did your organization have non-operating revenues in FY 2016?	radio button	Yes No

Did your organization have non-operating expenses in FY 2016?	radio button	Yes No
<b>Financial Information Part 2 (continued)</b>		
Did your organization have a donor-restricted endowment, a board designated endowment, or reserve funds in FY 2016?	radio button	Yes No
<b>Membership &amp; Subscriptions</b>		
Did your organization offer individual or group membership programs in 2016?	radio button	Yes No
Did your organization offer event or performance subscriptions in	radio button	Yes No
<b>Summary Screen</b>		<b>Save and Finish</b>

Continue to Customized Survey on Next Page



# Revenue

Earned Revenue	Temporarily Restricted*	
	Unrestricted	Temporarily Restricted*
Food and Concessions Revenue	\$	\$
Gift Shop and Merchandise Fees	\$	\$
Parking Fees	\$	\$
Advertising Revenue	\$	\$
Sponsorship Revenue	\$	\$
Membership Revenue*	\$	\$
Revenue from Full Subscriptions*	\$	\$
Revenue from Partial Subscriptions*	\$	\$
Single Ticket Sales*	\$	\$
Group Ticket Sales*	\$	\$
Touring Fees*	\$	\$
Media Subscription Revenue*	\$	\$
Broadcast Subscription Revenue*	\$	\$
Publication Sales*	\$	\$
Royalties, Rights, and Reproductions*	\$	\$
Admissions*	\$	\$
Guided or Group Tour Revenue*	\$	\$
Gallery Sales*	\$	\$
Space Rentals*	\$	\$
Equipment or Other Rentals*	\$	\$
Contracted Services*	\$	\$
Loan Interest*	\$	\$
Application Fees*	\$	\$
Fiscal Sponsorship Administration Fees*	\$	\$
Tuition and Registration Fees*	\$	\$
Other Program Revenue	\$	\$
Other Earned Revenue	\$	\$

**Note:**  
\*Starred line items only appear if applicable to your organization, based on program activities or other options selected in the Data Profile Wizard.

Investment Revenue	Temporarily Restricted*		
	Unrestricted	Temporarily Restricted*	Permanently Restricted*
Investment Revenue - Operating	\$	\$	\$
Investment Revenue - Non-Operating*	\$	\$	\$

Contributed Revenue	Unrestricted	Temporarily Restricted*	Permanently Restricted*
Trustee/Board Contributions	\$	\$	\$
Individual Contributions	\$	\$	\$
Corporate Contributions	\$	\$	\$
Foundation Contributions	\$	\$	\$
City Government Contributions	\$	\$	\$
County Government Contributions	\$	\$	\$

# Revenue

State Government Contributions	\$	\$	\$
Federal Government Contributions	\$	\$	\$
Total Government Contributions	\$	\$	\$
Tribal Contributions	\$	\$	\$
Parent Organization Support*	\$	\$	\$
In-Kind Contributions	\$	\$	\$
Other Contributions	\$	\$	\$
Net Assets Released from Restriction	\$	\$	\$
Cash Contributions - Non-Operating*	\$	\$	\$
In-Kind Contributions - Non-Operating*	\$	\$	\$

Is any of your contributed revenue from special events?

- Yes  
 No

Are you in the middle of a capital campaign?

- Yes  
 No

## Other Non-Operating Revenue

Transfers and Reclassifications *	\$	\$	\$
Other Non-Operating Revenue *	\$	\$	\$

## Summary

Earned Revenue	calc.	calc.	calc.
Investment Revenue	calc.	calc.	calc.
Total Operating Revenue	calc.	calc.	calc.
Prior Period Adjustments	\$	\$	\$
Total Non-Operating Revenue *	calc.	calc.	calc.
Total Revenue	calc.	calc.	calc.

\*The section below appears if you indicate that you have a membership program in the Data Profile Wizard. This entire section is optional.

## Membership

	Paid	Free	
Organizational Members	n.	n.	
Individual Members	n.	n.	
Other Memberships	n.	n.	
	New	Returned	Lapsed
Organizational Member Status	n.	n.	n.
Individual Member Status	n.	n.	n.
Other Member Status	n.	n.	n.

# Revenue

	High	Low
Price Range - Organizational Membership	\$	\$
Standard Price Range - Individual Membership	\$	\$
Standard Price Range - Other Memberships	\$	\$

\*The section below appears if you indicate that you have a subscription program in the Data Profile Wizard. This entire section is optional.

## Subscriptions

	Tickets Sold	Subscribers	
Full-Season Subscription Program	n.	n.	
Partial-Season Subscription Program	n.	n.	
Subscriber Status	n.	n.	n.
	High	Low	
Full-Season Subscription Price Range	n.	n.	

\*The questions below appears if you indicate that you have a media subscription program in the Data Profile Wizard.

Publication Subscribers		
Broadcast Subscribers	n.	n.

## Contributors

Trustee/Board Contributors	n.
Individual Contributors	n.
Corporate Contributors	n.
Foundation Contributors	n.
City Government Contributors	n.
County Government Contributors	n.
State Government Contributors	n.
Federal Government Contributors	n.
Tribal Contributors	n.

The section below appears if you enter a value greater than \$500,000 in Net Assets Released - Unrestricted. This entire section is optional.

## Net Assets Released from Restriction Detail

Trustee/Board Contributions Released from Restriction	\$
Individual Contributions Released from Restriction	\$
Corporate Contributions Released from Restriction	\$
Foundation Contributions Released from Restriction	\$

# Revenue

City Government Contributions Released from Restriction	\$
County Government Contributions Released from Restriction	\$
State Government Contributions Released from Restriction	\$
Federal Government Contributions Released from Restriction	\$
Tribal Contributions Released from Restriction	\$
Other Contributions Released from Restriction	\$
Total Contributions Released from Restriction	\$

\*The section below appears if you answer yes to "Is any of your contributed revenue from special events?" This entire section is optional.

## Special Events

Description of Special Events	text		
Special Events Contributed Revenue - Gross	\$		
Special Events Contributed Revenue - Net	\$		
	Individuals	Corporations	Other
Contributors, Underwriters, and Sponsors	n.	n.	n.
Contributed Revenue Lines Containing Special Events Revenue	Drop-down menu of contributed revenue line items		

\*The section below appears if you enter a value greater than \$25,000 in In-Kind Contributions - Unrestricted. This entire section is optional.

## In-Kind Revenue Detail

In-Kind Independent Contractors	\$
In-Kind Professional Fees	\$
In-Kind Advertising and Promotion	\$
In-Kind Conferences and Meetings	\$
In-Kind Insurance	\$
In-Kind Occupancy	\$
In-Kind Office and Administration	\$
In-Kind Printing and Postage	\$
In-Kind Travel	\$
In-Kind Other Expenses	\$
In-Kind Other Expenses - Description	\$
In-Kind Land	\$
In-Kind Buildings	\$
In-Kind Construction in Progress	\$
In-Kind Capitalized Equipment	\$
In-Kind Leasehold Improvements	\$
In-Kind Other Capitalized Assets	\$
In-Kind Total	\$

# Expense

## Personnel Expenses

Employee Salaries  
 Payroll Taxes and Fringe Benefits  
 Independent Contractors  
 Professional Fees

	Program	Fundraising	General and Administrative
Employee Salaries	\$	\$	\$
Payroll Taxes and Fringe Benefits	\$	\$	\$
Independent Contractors	\$	\$	\$
Professional Fees	\$	\$	\$

Do you pay artists directly? (required)

Yes

No

\*The section below appears if you answer 'Yes' to "Do you pay artists directly?"

## Payments to Artists and Performers

Artists and Performers - Employees  
 Artists and Performers - Independent Contractor  
 Artists and Performers - Professional Fees

	Visual Artists	Performing Artists	Other Artists
Artists and Performers - Employees	\$	\$	\$
Artists and Performers - Independent Contractor	\$	\$	\$
Artists and Performers - Professional Fees	\$	\$	\$

Payments to Artists and Performers - Local and Non-Local

Local	Non-Local
\$	\$

## Non-Personnel Expenses

Advertising and Promotion  
 Conferences and Meetings  
 Dues and Subscriptions  
 Grant Awards\*  
 Insurance  
 Occupancy Costs  
 Office and Administration  
 Printing, Postage, and Shipping  
 Travel  
 Recording and Broadcasting Expenses\*  
 Royalties, Rights, and Reproductions\*  
 Exhibition Costs\*  
 Collections Management\*  
 Production and Event Costs\*  
 Interest Expense  
 Depreciation  
 Other Operating Expenses

	Program	Fundraising	General and Administrative
Advertising and Promotion	\$	\$	\$
Conferences and Meetings	\$	\$	\$
Dues and Subscriptions	\$	\$	\$
Grant Awards*	\$	\$	\$
Insurance	\$	\$	\$
Occupancy Costs	\$	\$	\$
Office and Administration	\$	\$	\$
Printing, Postage, and Shipping	\$	\$	\$
Travel	\$	\$	\$
Recording and Broadcasting Expenses*	\$	\$	\$
Royalties, Rights, and Reproductions*	\$	\$	\$
Exhibition Costs*	\$	\$	\$
Collections Management*	\$	\$	\$
Production and Event Costs*	\$	\$	\$
Interest Expense	\$	\$	\$
Depreciation	\$	\$	\$
Other Operating Expenses	\$	\$	\$

**Note:**  
 \*Starred line items are only shown if applicable to your organization, based on program activities selected in the Data Profile Wizard.

# Expense

\*The section below appears if you indicated you had non-operating expenses in the Data Profile Wizard.

## Non-Operating Expenses\*

Non-Operating Personnel Expenses*	\$	\$	\$
Other Non-Operating Expenses*	\$	\$	\$

## Summary

	Program	Fundraising	General and Administrative
Total Personnel Expenses	calc.	calc.	calc.
Total Non-Personnel Expenses	calc.	calc.	calc.
Total Operating Expenses	calc.	calc.	calc.
Total Non-Operating Expenses	calc.	calc.	calc.
Total Expenses	calc.	calc.	calc.

Did you have any capital expenditures that are not already reflected in your total expenditures? (required)

Yes

No

The question below is shown to those who select 'Yes' in the previous question

Total Capital Expenditures

## Change in Net Assets

	Program	Fundraising	General and Administrative
Total Operating Revenue	calc.	calc.	calc.
Total Operating Expenses	calc.	calc.	calc.
Operating Change in Net Assets	calc.	calc.	calc.

\*The questions below are shown if your organization indicated you had non-operating expenses in the Data Profile Wizard.

Total Non-Operating Revenue*	calc.	calc.	calc.
Total Non-Operating Expenses*	calc.	calc.	calc.
Non-Operating Change in Net Assets*	calc.	calc.	calc.
Total Change in Net Assets*	calc.	calc.	calc.

## Workforce (Staff, Board and Volunteers)

Full-Time Permanent Employees

	Number	Hours Worked	Calculated FTE
Full-Time Seasonal Employees	n.	n.	calc.
Part-Time Permanent Employees	n.	n.	calc.
Part-Time Seasonal Employees	n.	n.	calc.
Independent Contractors	n.		

Full-Time Volunteers

# Expense

	Number	Hours Contributed	Calculated FTE
Part-Time Volunteers	n.	n.	calc.
Board Members	n.	n.	
Full-Time Artists (Breakout)	n.		
Part-Time Artists (Breakout)	n.		
Independent Contractor Artists (Breakout)	n.		

## Workspace

Workspace Address	text
Workspace Status	text
Workspace Type	text
ADA Compliance	text
Total Gross Square Footage	text

**Note:**  
Up to five workspaces with separate addresses can be entered if desired. Only one workspace is required.

## Marketing

Total Marketing Expenses	\$
--------------------------	----

<input type="radio"/> Yes	
<input type="radio"/> No	

Marketing Personnel Expenses	\$	
Marketing Consultants/Agencies		
Print, Radio, and Television Advertising	\$	
Digital, Mobile, and Online Advertising	\$	
Other	\$	\$
Direct Mail Recipients		
Email Recipients	n.	

## Social Media and Web

\*This entire section is optional

	Unique Fans/ Followers
Facebook	n.
Twitter	n.
YouTube	n.
Instagram	n.
Tumblr	n.
Pinterest	n.
Google+	n.
Vimeo	n.
Flickr	n.
Other Social Media	n.
Website Page Views	n.
Website Sessions/Visits	n.
Website Unique Visitors	n.

# Balance Sheet

	Unrestricted*	Temporarily Restricted*	Permanently Restricted*
<b>Assets</b>	\$	\$	\$
Cash and Cash Equivalents	\$	\$	\$
Accounts Receivable	\$		
Grants and Pledges Receivable - Current	\$		
Prepaid Expenses	\$		
Investments - Current	\$		
Other Current Assets	\$		
Grants and Pledges Receivable - Non-Current	\$		
Investments - Non-Current	\$		
Fixed Assets - Net	\$		
Other Non-Current Assets	\$		
Due To/(Due From)	\$	\$	\$

**Note:**  
\*three columns by restriction are only displayed for audited organizations (as indicated in the Data Profile Wizard). All other organizations complete a single column balance sheet.

<b>Liabilities</b>	\$	\$	\$
Accounts Payable	\$	\$	\$
Accrued Expenses	\$	\$	\$
Deferred Revenue	\$	\$	\$
Loans - Current	\$	\$	\$
Other Current Liabilities	\$	\$	\$
Total Current Liabilities	\$	\$	\$
Loans - Non-Current	\$	\$	\$
Other Non-Current Liabilities	\$	\$	\$
Total Non-Current Liabilities	\$	\$	\$
Due To/(Due From)	\$	\$	\$

<b>Net Assets</b>			
Total Assets	calc.	calc.	calc.
Total Liabilities	calc.	calc.	calc.
Net Assets	calc.	calc.	calc.
Total Liabilities and Net Assets	calc.	calc.	calc.

## Endowment and Reserve Funds

\*The Endowment and Reserve Fund section appears if you indicated that your organization had an endowment or reserve fund in the Data Profile Wizard.

### Fund Types

- Board designated endowment
- Term endowment
- Permanently restricted endowment
- Reserve fund



# Balance Sheet

\*The questions below appear if you select Board designated endowment in Fund Types.

## Board-Designated Endowment\*

Board-Designated Assets - Cash*	\$
Board-Designated Assets - Investments*	\$
Board-Designated Assets - Other Assets*	\$
Total Board-Designated Endowment*	calc.

Does this endowment appear on your balance sheet?

Yes

No

Endowment Corpus	\$
Amount Withdrawn	\$
Maximum Annual Withdrawal Percentage	\$
Revenue Lines Containing Endowment Draw	dropdown menu
Notes	text

\*The questions below appear if you select term endowment in Fund Types.

## Term Endowment

	Unrestricted	Temporarily Restricted
Term Endowment Assets - Cash	\$	\$
Term Endowment Assets - Investments	\$	\$
Term Endowment Assets - Other Assets	\$	\$
Total Term Endowment	calc .	calc.

Does this endowment appear on your balance sheet?

Yes

No

Term Endowment Corpus	\$	\$
Amount Withdrawn	\$	\$
Maximum Annual Withdrawal Percentage	\$	\$
Revenue Lines Containing Endowment Draw	dropdown menu	
Notes	text	

\*The questions below appear if Permanent Endowment is selected in Fund Types.

## Permanent Endowment

	Unrestricted	Temporarily Restricted	Permanently Restricted
Permanent Endowment Assets - Cash	\$	\$	\$
Permanent Endowment Assets - Investments	\$	\$	\$
Permanent Endowment Assets - Other Assets	\$	\$	\$
Total Permanent Endowment	calc .	calc.	calc.

Does this endowment appear on your balance sheet?

Yes

No

# Balance Sheet

Original Endowment Corpus*	\$	\$	\$
Amount Withdrawn*	\$	\$	\$
Revenue Lines Containing Endowment Draw*	dropdown menu		
Notes*	text		

\*The questions below are only shown if Reserve Fund is selected in Fund Types.

## Reserve Funds\*

Reserves - Cash*	\$	
Reserve - Investments*	\$	\$
Reserves - Other Assets*	\$	\$
Total Reserve Funds*	\$	\$
Reserves - Cash*	\$	
Reserve - Investments*	\$	
Reserves - Other Assets*	\$	
Maximum Annual Withdrawal Percentage*	text	text
Revenue Lines Containing Reserve Draw*	text	text

\*The section below appears if you enter a value greater than \$500,000 in Fixed Assets - Net in the Balance Sheet. This entire section is optional.

## Fixed Assets Details

	text	text
Land	\$	
Buildings	\$	
Furniture, Fixtures, and Equipment	\$	\$
Construction in Progress		
Leasehold and Building Improvements	text	text
Intangible Fixed Assets	\$	
Other Fixed Assets	\$	
Less Accumulated Depreciation	\$	
Net Fixed Assets	calc.	

\*The section below appears if your organization is audited, and you enter any value in Loans - Current or Loans - Non-Current. This entire section is optional.

## Loan Details

Line of Credit - Limit	\$	
Line of Credit - Balance	\$	
Mortgage - Current	\$	
Mortgage - Non-Current	\$	
Bonds Payable - Current	\$	
Bonds Payable - Non-Current	\$	
Other Notes and Loans - Current	\$	
Other Notes and Loans - Non-Current	\$	
Total Loans	calc.	

# Customized Program Activity

The Program Activity section is customized based on your answers in the Profile Wizard. A list of all possible sections is below, followed by full questions in each section.

These sections appear based on the program activities you selected in the Profile Wizard.

<u>Advocacy</u>	12
<u>Book Publishing</u>	12
<u>Broadcasting</u>	12
<u>Circulating Works</u>	13
<u>Classes/Workshops</u>	14
<u>Commissioning Works</u>	14
<u>Competitions</u>	14
<u>Conferences</u>	15
<u>Consulting/Fee-for-Service Work</u>	15
<u>Developing Works</u>	15
<u>Exhibits</u>	15
<u>Fairs/Festivals/Parades</u>	16
<u>Field Trips</u>	17
<u>Fiscal Sponsorship</u>	17
<u>Grantmaking</u>	17
<u>Guided Tours</u>	18
<u>Historic Preservation/Restoration</u>	18
<u>Loan Programs</u>	19
<u>Open Rehearsals/Runouts</u>	19
<u>Performances</u>	20
<u>Private Lessons</u>	20
<u>Programs in Schools</u>	20
<u>Provide Equipment</u>	21
<u>Provide Space</u>	21
<u>Publishing Periodicals</u>	21
<u>Research</u>	22
<u>Residencies</u>	22
<u>Screenings</u>	22
<u>Other Programs</u>	23

These sections appear for all organizations.

<u>Program Activity Summary</u>	23
<u>Constituencies Served</u>	23

# Customized Program Activity

## Advocacy \*

Appears if you select 'Advocacy' as a program activity in the Data Profile Wizard.

Advocacy Narrative	text
Issue 1	text
Issue 2	text
Issue 3	text
Issue 4	text
Advocacy Engagement (number of people)	n.
What's missing from this section?	text

## Book Publishing \*

Appears if you select 'Publishing books or periodicals' as a program activity in the Data Profile Wizard.

Book Publishing Narrative	text	
Total Book Titles	n.	
New Book Titles	n.	
	Frontlist	Backlist
Physical Books	n.	n.
Digital Books	n.	n.
Percent Sold Through a Distributor	n.	
	High	Low
List Prices	\$	\$

## Broadcasting \*

Appears if you select 'Broadcasting' as a program activity in the Data Profile Wizard.

Broadcasting Narrative	text	
Broadcast Format	<input type="checkbox"/> AM Radio <input type="checkbox"/> FM Radio <input type="checkbox"/> Internet Radio (Live) <input type="checkbox"/> On-Demand Audio (Podcasts) <input type="checkbox"/> On-Demand Video <input type="checkbox"/> Live-Stream Audio <input type="checkbox"/> Live-Stream Video <input type="checkbox"/> Television <input type="checkbox"/> Cinema <input type="checkbox"/> Other	
	Paid	Free
Listeners	n.	n.
Viewers	n.	n.

# Customized Program Activity

Audio Content  
 Video Content  
 Cinema Content  
 Content - Other Formats

Hours Produced	Hours Broadcast
n.	n.
n.	n.
n.	n.
n.	n.

What's missing from this section?

## Circulating Works \*

*Appears if you select 'Circulating works' as a program activity in the Data Profile Wizard.*

Circulation Program Narrative

Types of Works Circulated

- |   |   |
|---|---|
| <input type="checkbox"/> Aeronautics, space/airplanes             | <input type="checkbox"/> Photography, prints                                |
| <input type="checkbox"/> Animals, live                            | <input type="checkbox"/> Physical science projects                          |
| <input type="checkbox"/> Animals, preserved                       | <input type="checkbox"/> Plants, live                                       |
| <input type="checkbox"/> Anthropological, ethnographic            | <input type="checkbox"/> Plant, preserved                                   |
| <input type="checkbox"/> Archaeological                           | <input type="checkbox"/> Sculpture, indoor                                  |
| <input type="checkbox"/> Books                                    | <input type="checkbox"/> Sculpture, outdoor                                 |
| <input type="checkbox"/> Ceramics, glass, metals, plastics        | <input type="checkbox"/> Textiles and costumes                              |
| <input type="checkbox"/> Documents, manuscripts                   | <input type="checkbox"/> Tools  |
| <input type="checkbox"/> Furniture/wooden objects                 | <input type="checkbox"/> Toys and dolls                                     |
| <input type="checkbox"/> Geological, mineral, paleontological     | <input type="checkbox"/> Transportation, excluding airplanes                |
| <input type="checkbox"/> Historic building                        | <input type="checkbox"/> Works of art on paper                              |
| <input type="checkbox"/> Historic sites                           | <input type="checkbox"/> Anthropological, ethnographic                      |
| <input type="checkbox"/> Horological (clocks)                     | <input type="checkbox"/> Archaeological                                     |
| <input type="checkbox"/> Landscape features, constructed          | <input type="checkbox"/> Books  |
| <input type="checkbox"/> Machinery                                | <input type="checkbox"/> Ceramics, glass, metals, plastics                  |
| <input type="checkbox"/> Maritime, historic ships                 | <input type="checkbox"/> Documents, manuscripts                             |
| <input type="checkbox"/> Medals                                   | <input type="checkbox"/> Furniture/wooden objects                           |
| <input type="checkbox"/> Medical, dental, health, pharmacological | <input type="checkbox"/> Geological, mineral, paleontological               |
| <input type="checkbox"/> Military, including weapons              | <input type="checkbox"/> Historic building                                  |
| <input type="checkbox"/> Motion picture, audiovisual              | <input type="checkbox"/> Historic sites                                     |
| <input type="checkbox"/> Musical instruments                      | <input type="checkbox"/> Horological (clocks)                               |
| <input type="checkbox"/> Numismatics (money)                      | <input type="checkbox"/> Landscape features, constructed                    |
| <input type="checkbox"/> Paintings                                | <input type="checkbox"/> Machinery  |
| <input type="checkbox"/> Philatelic (stamps)                      | <input type="checkbox"/> Maritime, historic ships                           |
| <input type="checkbox"/> Photography, negatives                   | <input type="checkbox"/> Medals   |
|   | <input type="checkbox"/> Other objects not listed above<br>(please specify) |

Works Available

# Customized Program Activity

Works Circulated  
Works Acquired

n.
n.

Borrowers

Individuals	Entities
n.	n.

What's missing from this section?

## Classes/Workshops \*

*Appears if you select 'Arts education' OR 'Classes, lectures, or professional development' as a program activity in the Data Profile Wizard.*

Classes/ Workshops Narrative

text
------

One-time Classes/Workshops  
Class Series/Courses

n.	n.
n.	n.

Registrants

Paid	Free
n.	n.

Class Fee  
Session Fee/Tuition

High	Low
\$	\$
\$	\$

What's missing from this section?

text
------

## Commissioning Works \*

*Appears if you select 'Commissioning works' as a program activity in the Data Profile Wizard.*

Commissioned Works Narrative  
Works Commissioned  
What's missing from this section?

text
n.
text

## Competitions \*

*Appears if you select 'Competitions' as a program activity in the Data Profile Wizard.*

Competitions Narrative  
Competitions Hosted  
Competitors  
Competition Winners

text
n.
n.
n.

Entry Fee

High	Low
\$	\$

What's missing from this section?

text
------

# Customized Program Activity

## Conferences \*

Appears if you select 'Conferences' as a program activity in the Data Profile Wizard.

Conferences Narrative	text				
Conferences Hosted	n.				
Attendees	<table><tr><td>Paid</td><td>Free</td></tr><tr><td>n.</td><td>n.</td></tr></table>	Paid	Free	n.	n.
Paid	Free				
n.	n.				
Registration Fee	<table><tr><td>High</td><td>Low</td></tr><tr><td>\$</td><td>\$</td></tr></table>	High	Low	\$	\$
High	Low				
\$	\$				
What's missing from this section?	text				

## Consulting/Fee-for-Service Work \*

Appears if you select 'Consulting or fee-for-service work' as a program activity in the Data Profile Wizard.

Consulting Services Narrative	text				
Clients	n.				
Fee Range	<table><tr><td>High</td><td>Low</td></tr><tr><td>\$</td><td>\$</td></tr></table>	High	Low	\$	\$
High	Low				
\$	\$				
What's missing from this section?	text				

## Developing Works \*

Appears if you select 'Developing works' as a program activity in the Data Profile Wizard.

New Work Development Narrative	text
Works Developed	n.
Workshops/Readings	n.
What's missing from this section?	text

## Exhibits \*

Appears if you select 'Exhibits' as a program activity in the Data Profile Wizard.

Exhibits Narrative	text				
Standard Admission Price Range	<table><tr><td>High</td><td>Low</td></tr><tr><td>\$</td><td>\$</td></tr></table>	High	Low	\$	\$
High	Low				
\$	\$				
Suggested Donation Amount	\$				

# Customized Program Activity

	Paid Admissions	Free Admissions	Suggested Donation
Admissions (no. of people)	n.	n.	n.

Permanent Exhibits	n.
Temporary Exhibits	n.
Traveling Exhibits	n.

	World	National	Local/Regional
Premieres - Exhibits	n.	n.	n.

What type of collection does your organization own?

- Objects
- Live Animals
- Live Plants
- No Collection

\*The questions below are customized based on your answer to "What type of collection does your organization own?"

Animals / Plants Description	text
Animals/Plants/Objects/Works in Collection	n.
Animals on Exhibit / Plants/Objects Works Exhibited	n.
Species (Animals/Plants)	n.
Endangered Species (Animals)	n.

What's missing from this section?

## Fairs/Festivals/Parades \*

Appears if you select 'Festivals, fairs, parades or community events' as a program activity in the Data Profile Wizard.

Fairs/Festivals/Parades Narrative

Fairs/Festivals/Parades Organized

Event Location(s)

- Indoor
- Outdoor



# Customized Program Activity

	Paid	Free	Suggested Donation
Attendees (no. of people)	n.	n.	n.

What's missing from this section?

## Field Trips \*

*Appears if you select 'Field trips' as a program activity in the Data Profile Wizard.*

Field Trip Description

	Distinct	Total
Field Trips	n.	n.

	Paid	Free
Participants	n.	n.

	High	Low
Price Per Person	\$	\$

What's missing from this section?

## Fiscal Sponsorship \*

*Appears if you select 'Fiscal sponsorship' as a Program Activity in the Data Profile Wizard.*

Fiscal Sponsorship Narrative

Sponsorship Applicants	n.
New Sponsored Projects	n.
Total Sponsored Projects	n.
Amount Distributed	\$

What's missing from this section?

## Grantmaking \*

*Appears if you select 'Grant making' as a program activity in the Data Profile Wizard.*

Grantmaking Narrative

Grantmaking Type

- Direct
- Intermediary
- Re-Grantor

Amount Awarded  \* This field is calculated based on

# Customized Program Activity

related question in Expenses.

Organizations/Projects

Grant Applicants*	n.
Grant Recipients*	n.

\*number of organizations or projects

What's missing from this section?

text
------

## Guided Tours \*

Appears if you select 'Guided tours' as a program activity in the Data Profile Wizard.

Guided Tours Narrative

text
------

	Distinct	Total
Guided Tours	n.	n.

	Paid	Free
Participants	n.	n.

	High	Low
Price Range	\$	\$

What's missing from this section?

text
------

## Historic Preservation/Restoration \*

Appears if you select 'Historic preservation or restoration' as a program activity in the Data Profile Wizard.

Historic Preservation/Restoration Narrative

text
------

### Types of Objects Restored

- |   |  |
|---|--|
| <input type="checkbox"/> Aeronautics, space/airplanes         | <input type="checkbox"/> Motion picture, audiovisual |
| <input type="checkbox"/> Animals, live                        | <input type="checkbox"/> Musical instruments         |
| <input type="checkbox"/> Animals, preserved                   | <input type="checkbox"/> Numismatics (money)         |
| <input type="checkbox"/> Anthropological, ethnographic        | <input type="checkbox"/> Paintings                   |
| <input type="checkbox"/> Archaeological                       | <input type="checkbox"/> Philatelic (stamps)         |
| <input type="checkbox"/> Books                                | <input type="checkbox"/> Photography, negatives      |
| <input type="checkbox"/> Ceramics, glass, metals, plastics    | <input type="checkbox"/> Photography, prints         |
| <input type="checkbox"/> Documents, manuscripts               | <input type="checkbox"/> Physical science projects   |
| <input type="checkbox"/> Furniture/wooden objects             | <input type="checkbox"/> Plants, live                |
| <input type="checkbox"/> Geological, mineral, paleontological | <input type="checkbox"/> Plant, preserved            |
| <input type="checkbox"/> Historic building                    | <input type="checkbox"/> Sculpture, indoor           |
| <input type="checkbox"/> Historic sites                       | <input type="checkbox"/> Sculpture, outdoor          |
| <input type="checkbox"/> Horological (clocks)                 | <input type="checkbox"/> Textiles and costumes       |

# Customized Program Activity

- Landscape features, constructed
- Machinery
- Maritime, historic ships
- Medals
- Medical, dental, health, pharmacological
- Military, including weapons

- Tools
- Toys and dolls
- Transportation, excluding airplanes**
- Works of art on paper
- Other objects not listed above  
(please specify)

Describe Other Objects

What's missing from this section?

## Lectures \*

Appears if you select 'Arts education' OR 'Classes, lectures, or professional development' as a program activity in the Data Profile Wizard.

Lectures Narrative

Lectures

Distinct	Total
n.	n.

Lecture Attendees

Paid	Free
n.	n.

What's missing from this section?

## Loan Programs \*

Appears if you select 'Financing' as a program activity in the Data Profile Wizard.

Loan Programs Narrative

Number of Loans

Amount Loaned

Loan Recipients

What's missing from this section?

## Open Rehearsals \*

Appears if you select 'Open rehearsals' as a program activity in the Data Profile Wizard.

Open Rehearsals Narrative

Open Rehearsals

Tickets/Seats

Paid	Free
n.	n.

# Customized Program Activity

What's missing from this section?

text

## Performances\*

Appears if you select 'Performances' as a program activity in the Data Profile Wizard.

Performance Description

text

Performances

Productions	Total Performances
n.	n.

Premieres

World	National	Local/ Regional
n.	n.	n.

Tickets

Sold	Free	Capacity
n.	n.	n.

Single Adult Ticket Price Range

High	Low
\$	\$

What's missing from this section?

text

## Private Lessons\*

Appears if you select 'Arts education' OR 'Classes, lectures, or professional development' as a program activity in the Data Profile Wizard.

Private Lessons Narrative

text

Lessons Offered (classes)

n.

Students

Paid	Free
n.	n.

Fee Range

High	Low
\$	\$

What's missing from this section?

text

## Programs in Schools\*

Appears if you select 'Arts education' OR 'Classes, lectures, or professional development' as a program activity in the Data Profile Wizard.

Programs in Schools Narrative

text

Programs in Schools  
Time in Schools (hours)

n.

n.

# Customized Program Activity

Schools Served	n.
Artists in Schools	n.
Children Served in School	n.

What's missing from this section?

## Provide Equipment\*

Appears if you select 'Providing equipment, sets, costumes, or other materials' as a program activity in the Data Profile Wizard.

Pieces Available	n.
Pieces Rented	n.

What's missing from this section?

## Provide Space\*

Appears if you select 'Providing rehearsal, meeting, office or other space' as a program activity in the Data Profile Wizard.

Space Rental Narrative

Rental Time Period

- Hour
- Day
- Week
- Month
- Year

The below items are customized based on the answer to the question above:

	High	Low
[Hourly/Daily/Weekly/Monthly/Yearly] Fee	\$	\$
	Available	Rented
[Hourly/Daily/Weekly/Monthly/Yearly] Rental	n.	n.

Square Footage

What's missing from this section?

## Publishing Periodicals\*

Appears if you select 'Publishing books or periodicals' as a program activity in the Data Profile Wizard.

Periodical Publishing Narrative	text
Number of Periodicals	n.
Number of Issues	n.

# Customized Program Activity

	Individuals	Institutions
Individual and/or Institutional Subscribers	n.	n.

	Paid	Free
Paid and/or Free Subscribers	n.	n.

	Physical	Digital
Periodicals Distributed	\$	\$

	High	Low
Issue Price	\$	\$
Subscription Price	\$	\$

What's missing from this section?

## Research\*

*Appears if you select 'Conducting Research' as a program activity in the Data Profile Wizard.*

Research Narrative

Reports Issued

## Residencies\*

*Appears if you select 'Providing residencies' as a program activity in the Data Profile Wizard.*

Residency Applicants

Residencies Awarded

What's missing from this section?

## Screenings\*

*Appears if you select 'Film screenings' as a program activity in the Data Profile Wizard.*

Screenings Narrative

	Unique Films	Total Screenings
Screenings	n.	n.

	Sold	Complimentary
Tickets/Seats	n.	n.

	High	Low
Price Range	\$	\$

What's missing from this section?

# Customized Program Activity

## Other Programs\*

Appears if you select 'Other types of programs' as a program activity in the Data Profile Wizard.

Other Programs Description	text	
	Unique Programs	Total Program Occurrences
Other Programs	n.	n.
	Paid	Free
Attendees	n.	n.
	High	Low
Price Range	\$	\$

## Program Activity Summary

Appears to ALL users

\*The numbers below are totals of the number of people or tickets you entered in other program activity sections. Each line below appears if you selected the related program activities in the Data Profile Wizard.

	Paid	Free	
Tickets and Admissions	calc.	calc.	
Educational Event Attendees	calc.	calc.	
Other Event Attendees	calc.	calc.	
Total In-Person Attendees	calc.	calc.	
	Children	Seniors	Adults
Age Groups	n.	n.	n.
Percent from outside local community	%		

## Constituencies Served

Appears to ALL users

From where do you draw your primary audience/constituency?

- International
- National
- Regional
- Statewide
- Local

How do you primarily engage with your audience/constituency?

- In person/face-to-face
- Online/virtually
- Both equally

# Customized Program Activity

Which term best describes the local community you serve?

- Urban
- Suburban
- Rural

Does your organization primarily serve a particular ethnic group?

- Yes
- No

The question below appears if you select 'Yes'

Primary ethnic group served\*

- Indigenous people
- People of African descent
- People of Asian descent
- People of Latin American descent
- People of European descent
- People of Middle Eastern descent
- Other ethnic group (please specify)

Does your organization primarily serve a specific gender?

- Yes
- No

The question below appears if you select 'Yes'

Primary Gender Served\*

- Men
- Women
- People with non-binary gender identities

Does your organization primarily serve a specific age group?

- Yes
- No

The question below appears if you select 'Yes'

Primary Age Group Served\*

- Pre-kindergarten (0-5 years)
- K-12 (6-17 years)
- Young adults (18-24 years)
- Adults (25-64 years)
- Older Adults (65+ years)



# Customized Program Activity

Are there other distinct groups that you define as primary constituencies?

- Yes
- No

The question below appears if you select 'Yes'

Other Distinct Group Served\*

- |  |  |
|--|--|
| <input type="checkbox"/> Artists                             | <input type="checkbox"/> Immigrant populations                     |
| <input type="checkbox"/> People of a particular faith        | <input type="checkbox"/> People who identify as LGBTQ              |
| <input type="checkbox"/> People with disabilities            | <input type="checkbox"/> Military veterans/active personnel        |
| <input type="checkbox"/> People of low socio-economic status | <input type="checkbox"/> Other distinct group(s) (please describe) |

Describe Other Distinct Group

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# Arts & Economic Prosperity<sup>®</sup>5

A Project of **Americans for the Arts**

## AEP5 Survey Questions

You will find a list of the AEP5 survey questions on the next pages for your reference. To complete your AEP5 survey, visit: <http://culturaldata.org/aep5>.

Powered by



**DataArts**

Customize Your Survey - AEP5-Only Path			
Question	Sub Question	Field Type	Field Options
<b>Select a Year</b>			
Which Fiscal Year do you want to work on?		dropdown	list of years
Fiscal Year Length		radio buttons	12 month other
Fiscal Year End Date		auto pop	
<b>You will need to know whether your organization has:</b>			
Tax exempt status Restricted revenue An audit or review A fiscal sponsor or parent organization Non-operating expenses or revenue Membership or subscription programs I understand that during this setup I cannot save my work.			
		check box	
<b>Organization Type</b>			
What is your organization type?	Organization Type	dropddown	501(c)3 nonprofit org other nonprofit org Unincorporated or fiscally sponsored org Program or department within a parent org government agenct, department, program, or facility for profit corporation
What is your organization's Federal Employer Identification number (EIN)?	Organization Federal EIN	number entry-9 digits	
What year did your organization receive IRS tax exemption status?	Year IRS Tax Exemption Received (optional)☒	number entry - 4 digits	
<b>Dicipline</b>			
What is your organization's NTEE code?	NTEE Classification	dropdown	Full list of NTEE codes as provided by IRS here: <a href="http://nccsdataweb.urban.org/kbfiles/324/NTEE%20Two%20Page_2005.DOC">http://nccsdataweb.urban.org/kbfiles/324/NTEE%20Two%20Page_2005.DOC</a>
Which NISP codes best describe your organization?	1 Discipline	dropdown	Dance Music Opera, musical theatre Theatre Visual arts Design arts Crafts Photography Media arts Literature Interdisciplinary Folklife/traditional arts Humanities storytelling Multidisciplinary Non-arts/non-humanities
	2 Institution Type	dropdown	01 Individual Artist 02 Individual Non-Artist 03 Performing Group 04 Performing Group - College/University 05 Performing Group - Community 06 Performing Group - Youth

2	Institution Type (continued)	dropdown	07 Performance Facility 08 Art Museum 09 Other Museum 10 Gallery/Exhibit Space 11 Cinema 12 Independent Press 13 Literary Magazine 14 Fair/Festival 15 Arts Center 16 Arts Council/Agency 17 Arts Service Organization 18 Union/Professional Association 19 School District 20 Parent-Teacher Organization 21 Elementary School 22 Middle School 23 Secondary School 24 Vocational/Technical School 25 Other School 26 College/University 27 Library 28 Historical Society 29 Humanities Council 30 Foundation 31 Corporation 32 Community Service Org 33 Correctional Institution 34 Health Care Facility 35 Religious Organization 36 Seniors' Center 37 Parks & Recreation 38 Government - Executive 39 Government - Judicial 40 Government - Legislative (House) 41 Government - Legislative (Senate) 42 Media - Periodical 43 Media - Daily Newspaper 44 Media - Weekly Newspaper 45 Media - Radio 46 Media- TV 47 Cultural Series Organization 48 Schools of the Arts 49 Arts Camp/Institute 50 Social Service Organization 51 Child Care Provider 99 None of the Above
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**Survey Providers**

<p>Is your organization a member of, or do you want to complete a survey for, any of these groups?<input type="checkbox"/></p> <p>Select all that apply</p>	<p>check boxes</p>	Arts & Economic Prosperity 5 League of American Orchestras Art House Convergence Barbershop Harmony Society OPERA America National Guild for Community Arts Education Federation of State Humanities Councils
---	--------------------	---

<b>Organization Location</b>		
Confirm your organization's zip code.		
Organization zip code	number entry - 5 digits	zip is in a DataArts region (move to full CDP path) zip is not in a DataArts region (continue AEP5-only path)
<b>Arts &amp; Economic Prosperity 5</b>		
Below please confirm which category best describes you so we can customize your survey experience.		
	Radio buttons	My organization will only complete the AEP5 Survey My organization will submit the full CDP (see long form)
<b>Summary Screen</b>		<b>Save and Finish</b>

Continue to Customized Survey on Next Page

# Revenue

## Operating Revenues

Trustee/Board Contributions	\$
Individual Contributions	\$
Corporate Contributions	\$
Foundation Contributions	\$
City Government Contributions	\$
County Government Contributions	\$
State Government Contributions	\$
Federal Government Contributions	\$
Other Cash Contributions	\$
In-Kind Contributions	\$
Investment Income	\$
Earned Program Revenue	\$
Other Earned Revenue	\$
Calculated Total	\$

# Expense

## Operating Expenses

Employee Salaries	\$
Payroll Taxes and Fringe Benefits	\$
Independent Contractors	\$
Professional Fees	\$
Advertising and Promotion	\$
Conferences and Meetings	\$
Dues and Subscriptions	\$
<i>Grants Awarded*</i>	\$
Insurance	\$
Occupancy Costs	\$
Office and Administration	\$
Printing, Postage, and Shipping	\$
Travel	\$
Interest Expense	\$
Depreciation	\$
Other Expenses	\$
Total (Calculated)	\$

Do you pay artists directly? (required)

- Yes  
 No

*The below question is shown to those who select 'Yes'*

	Local	Non Local
Payments to Artists and Performers	\$	\$

*\*The below question is shown to those who entered a value into the above 'Grants Awarded' row.*

	Direct Financial Support to Organizations	Direct Financial Support to Individual Artists
Grants Awarded Details	\$	\$



# Expense

## Summary

	Personnel Expenses	Non-Personnel Expenses
Total Operating Expenses (Calculated)	\$	\$

Did you have any capital expenditures that are not already reflected in your total expenditures? (required)

- Yes  
 No

*The below question is shown to those who select 'Yes'*

Total Capital Expenditures	\$
----------------------------	----

## Workforce (Staff, Board and Volunteers)

Full-Time Permanent Employees	n.
-------------------------------	----

	Number	Hours Worked	Calculated FTE
Full-Time Seasonal Employees	n.	n.	calc.
Part-Time Permanent Employees	n.	n.	calc.
Part-Time Seasonal Employees	n.	n.	calc.
Independent Contractors	n.		

Full-Time Volunteers	n.
----------------------	----

	Number	Hours Contributed	Calculated FTE
Part-Time Volunteers	n.	n.	calc.
Board Members	n.	n.	

# Program Activity

## Attendance and Participation

	Paid	Free
Physical/In-person Attendance and Participation	n.	n.
Virtual/Online Attendance and Participation	n.	n.
Percent of physical attendance from outside local community	%	
Percent of physical attendance younger than 18	%	



# Arts & Economic Prosperity<sup>®</sup>5

A Project of **Americans for the Arts**

## AEP5 Survey Questions

You will find a list of the AEP5 survey questions on the next pages for your reference. To complete your AEP5 survey, visit: <http://culturaldata.org/aep5>.

Powered by



**DataArts**

Customize Your Survey - AEP5-Only Path			
Question	Sub Question	Field Type	Field Options
<b>Select a Year</b>			
Which Fiscal Year do you want to work on?		dropdown	list of years
Fiscal Year Length		radio buttons	12 month other
Fiscal Year End Date		auto pop	
<b>You will need to know whether your organization has:</b>			
Tax exempt status Restricted revenue An audit or review A fiscal sponsor or parent organization Non-operating expenses or revenue Membership or subscription programs I understand that during this setup I cannot save my work.			
		check box	
<b>Organization Type</b>			
What is your organization type?	Organization Type	dropddown	501(c)3 nonprofit org other nonprofit org Unincorporated or fiscally sponsored org Program or department within a parent org government agenct, department, program, or facility for profit corporation
What is your organization's Federal Employer Identification number (EIN)?	Organization Federal EIN	number entry-9 digits	
What year did your organization receive IRS tax exemption status?	Year IRS Tax Exemption Received (optional)☒	number entry - 4 digits	
<b>Dicipline</b>			
What is your organization's NTEE code?	NTEE Classification	dropdown	Full list of NTEE codes as provided by IRS here: <a href="http://nccsdataweb.urban.org/kbfiles/324/NTEE%20Two%20Page_2005.DOC">http://nccsdataweb.urban.org/kbfiles/324/NTEE%20Two%20Page_2005.DOC</a>
Which NISP codes best describe your organization?	1 Discipline	dropdown	Dance Music Opera, musical theatre Theatre Visual arts Design arts Crafts Photography Media arts Literature Interdisciplinary Folklife/traditional arts Humanities storytelling Multidisciplinary Non-arts/non-humanities
	2 Institution Type	dropdown	01 Individual Artist 02 Individual Non-Artist 03 Performing Group 04 Performing Group - College/University 05 Performing Group - Community 06 Performing Group - Youth

2	Institution Type (continued)	dropdown	07 Performance Facility 08 Art Museum 09 Other Museum 10 Gallery/Exhibit Space 11 Cinema 12 Independent Press 13 Literary Magazine 14 Fair/Festival 15 Arts Center 16 Arts Council/Agency 17 Arts Service Organization 18 Union/Professional Association 19 School District 20 Parent-Teacher Organization 21 Elementary School 22 Middle School 23 Secondary School 24 Vocational/Technical School 25 Other School 26 College/University 27 Library 28 Historical Society 29 Humanities Council 30 Foundation 31 Corporation 32 Community Service Org 33 Correctional Institution 34 Health Care Facility 35 Religious Organization 36 Seniors' Center 37 Parks & Recreation 38 Government - Executive 39 Government - Judicial 40 Government - Legislative (House) 41 Government - Legislative (Senate) 42 Media - Periodical 43 Media - Daily Newspaper 44 Media - Weekly Newspaper 45 Media - Radio 46 Media- TV 47 Cultural Series Organization 48 Schools of the Arts 49 Arts Camp/Institute 50 Social Service Organization 51 Child Care Provider 99 None of the Above
---	------------------------------	----------	--

**Survey Providers**

<p>Is your organization a member of, or do you want to complete a survey for, any of these groups?<input type="checkbox"/></p> <p>Select all that apply</p>	<p>check boxes</p>	Arts & Economic Prosperity 5 League of American Orchestras Art House Convergence Barbershop Harmony Society OPERA America National Guild for Community Arts Education Federation of State Humanities Councils
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Continue to Customized Survey on Next Page

# One-Page Abbreviated AEP5 Survey

Americans for the Arts: Arts & Economic Prosperity 5

	All Earned Revenue	Other Support and Contributed Revenue	Value of In-kind Contributions Received	Total 1999	
Operating Revenue	<input type="text"/>	<input type="text"/>	<input type="text"/>	\$0.00	<input type="checkbox"/>
<b>1999</b>					
Total Operating Expenses	<input type="text"/>				<input type="checkbox"/>
Capital Expenditures	<input type="text"/>				<input type="checkbox"/>
<b>1999</b>					
Full-Time Permanent Employees	<input type="text"/>				<input type="checkbox"/>
Full-Time Seasonal Employees	<input type="text"/>				<input type="checkbox"/>
Part-Time Permanent Employees	<input type="text"/>				<input type="checkbox"/>
Part-Time Seasonal Employees	<input type="text"/>				<input type="checkbox"/>
Full-Time Volunteers	<input type="text"/>				<input type="checkbox"/>
Part-Time or One-Time Volunteers	<input type="text"/>				<input type="checkbox"/>
Independent Contractors	<input type="text"/>				<input type="checkbox"/>
Board Members	<input type="text"/>				<input type="checkbox"/>
<b>Total</b>				0.00	
<b>1999</b>					
	Paid Attendees	Free Attendees	Total 1999		
Total Live In-Person Attendance	<input type="text"/>	<input type="text"/>	0		<input type="checkbox"/>

# The Abbreviated Organizational Survey

Formal Name of Organization/Program: \_\_\_\_\_

City, State, and ZIP Code: \_\_\_\_\_

County (not country): \_\_\_\_\_

1. Which of the following best characterizes the LEGAL STATUS of your organization/cultural program?

- |   |   |
|---|---|
| <input type="checkbox"/> 501(c)3 nonprofit organization       | <input type="checkbox"/> Program or department within a parent organization |
| <input type="checkbox"/> Other nonprofit organization         | <input type="checkbox"/> Government agency, department, program or facility |
| <input type="checkbox"/> Unincorporated or fiscally sponsored | <input type="checkbox"/> For-profit business                                |

2. What is the END DATE of your organization's fiscal year?

3. For which FISCAL YEAR will you complete this survey?     2015     2016     Other

4. Provide your organization's total EARNED REVENUE. \_\_\_\_\_

5. Provide ALL OTHER INCOME and SUPPORT to your organization. \_\_\_\_\_

6. Provide the value of IN-KIND DONATIONS received by your organization. \_\_\_\_\_

7. Provide your organization's total OPERATING expenditures. \_\_\_\_\_

8. Provide your organization's total CAPITAL expenditures. \_\_\_\_\_

9. Complete the table below to provide your organization's WORKFORCE and VOLUNTEERS.

Full-time, permanent employees.....\_\_\_\_\_

Full-time, seasonal employees.....\_\_\_\_\_

Part-time employees (permanent and seasonal).....\_\_\_\_\_

Independent contractors.....\_\_\_\_\_

Full-time volunteers.....\_\_\_\_\_

Part-time volunteers.....\_\_\_\_\_

Board/commission members.....\_\_\_\_\_

10. Provide your organization's total physical ATTENDANCE. (*Include physical attendance only; exclude virtual attendance such as website visits, social media, online gallery views, or viewership/listenership.*)

Free Attendance.....\_\_\_\_\_

Paid Attendance.....\_\_\_\_\_

THANK YOU!!!

Page 1 of 1

**RETURN COMPLETED SURVEY TO:**

Ben Davidson, Senior Director of Research Services  
Americans for the Arts  
**bdavidson@artsusa.org**  
202-371-0424 (fax)  
1000 Vermont Avenue NW, Sixth Floor, Washington, DC 20005



## Dear Arts Patron:

Please take a few minutes to answer the following questions. This survey is part of a study to measure the economic impact of the arts and culture in this community. Your answers are anonymous and will be kept strictly confidential. Please answer each question completely and return the survey to the person who gave it to you. Thank you!



### SECTION ONE: First, please tell us about today's visit to this arts/cultural performance, event, or exhibit ...

#### 1. Including yourself, how many people are attending this arts event with you?

Include only the people in your immediate travel party (e.g., not tour groups).

Adults: \_\_\_\_\_ Children (<18): \_\_\_\_\_

#### 2. List the estimated amounts of money that you and the members of your immediate travel party will spend in this community specifically as a result of your attendance at this arts/cultural performance, event, or exhibit. Remember to include money spent before, during, and after the event. If exact figures are not available, use your best estimates.

- A. Admission/tickets for your travel party's attendance to this event \$ \_\_\_\_\_
- B. Refreshments and/or snacks purchased by your travel party while at this event \$ \_\_\_\_\_
- C. Food, drinks, or meals purchased before or after this event (e.g., at a local restaurant) \$ \_\_\_\_\_
- D. Souvenirs, gifts, books, recordings, and/or art \$ \_\_\_\_\_
- E. Clothing or accessories specifically for this event \$ \_\_\_\_\_
- F. Local transportation (e.g., gas, parking, tolls, rental car, taxi or bus fare -- not airfare) \$ \_\_\_\_\_
- G. Child-care specifically to attend this event \$ \_\_\_\_\_
- H. Overnight accommodations to attend this event (e.g., hotel, motel, inn) (*include one night only*) \$ \_\_\_\_\_
- I. Other (provide description): \_\_\_\_\_ \$ \_\_\_\_\_

### SECTION TWO: To finish the survey, please tell us a little bit more about YOU ...

#### 3. What is the ZIP code or postal code of your primary home residence? \_\_\_\_\_

(If you currently are staying in a vacation property or second home that you own, provide the ZIP code for that vacation/second home).

#### 4. Which of the following best describes your primary reason for being in this community today? (Check only one response)

- |   |  |
|---|--|
| <input type="checkbox"/> A I am a full-time resident (e.g., I live here, I go to school here) | <input type="checkbox"/> E I am here to conduct business (e.g., meeting, conference) |
| <input type="checkbox"/> B I am a part-time resident (e.g., I own a vacation home here)       | <input type="checkbox"/> F I am here on a vacation/holiday                           |
| <input type="checkbox"/> C I am here specifically to attend this arts/cultural event          | <input type="checkbox"/> G I am visiting family and/or friends who live here         |
| <input type="checkbox"/> D I work here, but I live somewhere else                             | <input type="checkbox"/> H Other (Please specify): _____                             |

#### 5. How many nights away from your primary residence will you spend in this community specifically because of your attendance at this arts/cultural event? If you are a full-time or part-time resident, and you will not spend any nights away from your home, please respond with "0".

# of Nights: \_\_\_\_\_

#### 6. If this performance, event, or exhibit were not happening, would you have traveled to another community to attend a similar arts experience? (Check only one response)

- A No, I would have skipped the arts experience altogether
- B No, I would have replaced it with another arts experience in this community
- C Yes, I would have traveled to a different community to attend a similar arts experience

#### 7. Is this your first time attending this arts event or facility?

A Yes  B No

#### 8. Which of the following ranges includes your current age? (Check only one response)

A Younger than 18  B 18-34  C 35-44  D 45-54  E 55-64  F 65+

#### 9. What is the highest level of education that you have completed? (Check only one response)

A Less than high school  C 2-year college/technical/associates degree  E Masters degree  
 B High school  D 4-year college degree  F Doctoral degree

#### 10. Which of the following ranges includes your annual household income? (Check only one response)

A Less than \$40,000  C \$60,000 - \$79,999  E \$100,000 - \$119,999  
 B \$40,000 - \$59,999  D \$80,000 - \$99,999  F \$120,000 or More

#### 11. Do you plan to vote in the 2016 United States presidential election? (Check only one response)

A Yes, I plan to vote (or I have voted already)  B No  C I don't know/Undecided  D Not applicable

## Estimado Asistente:

Por favor tome unos minutos para responder las siguientes preguntas. Esta encuesta es parte de un estudio para medir el impacto económico de las artes y la cultura en esta comunidad. Sus respuestas son anónimas y se mantendrán estrictamente confidenciales. Por favor conteste cada pregunta completamente y devuelva la encuesta a la persona que se la dio. ¡Gracias!



### PRIMERA SECCIÓN: Díganos sobre su visita del día de hoy a este espectáculo, evento o exhibición de arte/cultural

#### 1. Incluyéndose a usted, ¿con cuántas personas está asistiendo a este evento?

Incluya sólo las personas en su grupo inmediato (p. ej., no grupos de turistas)

Adultos: \_\_\_\_\_ Niños (<18): \_\_\_\_\_

#### 2. Liste las cantidades estimadas de dinero que usted y los miembros de su grupo inmediato gastarán en esta comunidad específicamente como resultado de su asistencia a este espectáculo cultural/de arte, evento o exhibición. Recuerde incluir dinero gastado antes, durante y después del evento. Si no tiene cifras exactas, use sus mejores estimaciones.

- A. Costo de admisión o boletos para la asistencia a este evento de usted y su grupo \$ \_\_\_\_\_
- B. Bebidas y/o bocadillos comprados por su grupo durante este evento \$ \_\_\_\_\_
- C. Alimentos o bebidas comprados antes o después de este evento (p. ej., en un restaurante local) \$ \_\_\_\_\_
- D. Recuerdos, regalos, libros, material en video o audio y/o arte \$ \_\_\_\_\_
- E. Ropa o accesorios específicamente para este evento \$ \_\_\_\_\_
- F. Transporte local (p. ej., gasolina, estacionamiento, taxi o renta de auto - no boletos de avión) \$ \_\_\_\_\_
- G. Guardería/cuidado de niños específicamente para asistir a este evento \$ \_\_\_\_\_
- H. Hospedaje para asistir a este evento (p. ej., hotel, motel, hostal) (incluir sólo una noche) \$ \_\_\_\_\_
- I. Otros (proporcione descripción): \_\_\_\_\_ \$ \_\_\_\_\_

### SEGUNDA SECCIÓN: Para terminar la encuesta, por favor díganos un poco más sobre USTED...

#### 3. ¿Cuál es el código postal de su residencia principal?

(Si actualmente se hospeda en una segunda casa o casa de vacaciones de su propiedad, proporcione el código postal de esa residencia) \_\_\_\_\_

#### 4. ¿Cuál de las siguientes opciones describe mejor su razón principal para estar en esta comunidad hoy? (Marque sólo una)

- |   |   |
|---|---|
| <input type="checkbox"/> A Soy residente de tiempo completo (p. ej., vivo o estudio aquí)     | <input type="checkbox"/> E Estoy aquí por negocios (p. ej., juntas, conferencias) |
| <input type="checkbox"/> B Soy residente de tiempo parcial (p. ej., tengo una casa de verano) | <input type="checkbox"/> F Estoy aquí de vacaciones                               |
| <input type="checkbox"/> C Estoy aquí específicamente para asistir a este evento              | <input type="checkbox"/> G Estoy visitando familia y/o amigos que viven aquí      |
| <input type="checkbox"/> D Trabajo aquí, pero vivo en otra parte                              | <input type="checkbox"/> H Otro (especificar) _____                               |

#### 5. ¿Cuántas noches pasará en esta comunidad, lejos de su residencia habitual, específicamente debido a su asistencia a este evento de arte/cultural? Si es residente de tiempo completo o parcial, y no pasará noches lejos de su casa, por favor responda con "0".

# de Noches: \_\_\_\_\_

#### 6. ¿Si este espectáculo, evento o exhibición no estuviera sucediendo, habría viajado a otra comunidad para asistir a una experiencia de arte similar? (Marque sólo una respuesta)

- A No, hubiera omitido la experiencia artística completamente
- B No, la hubiera reemplazado con otra experiencia artística en esta comunidad
- C Sí, hubiera viajado a otra comunidad para asistir a una experiencia artística similar

#### 7. ¿Es la primera vez que asiste a este evento o espacio cultural?

A Sí  B No

#### 8. ¿Cuál de los siguientes rangos incluye su edad actual? (Marque sólo una respuesta)

A Menos de 18  B 18-34  C 35-44  D 45-54  E 55-64  F 65+

#### 9. ¿Cuál es el nivel educativo más alto que ha completado? (Marque sólo una respuesta)

A Menos que preparatoria  C Universidad de 2 años/carrera técnica/grado asociado  E Maestría

B Preparatoria  D Universidad (4 años)  F Doctorado

#### 10. ¿Cuál de los siguientes rangos incluye el ingreso anual de su hogar? - Cantidades en USD (Marque sólo una respuesta)

A Menos de \$40,000  C \$60,000 - \$79,999  E \$100,000 - \$119,999

B \$40,000 - \$59,999  D \$80,000 - \$99,999  F \$120,000 o más

#### 11. ¿Planea votar en la elección presidencial de 2016 en Estados Unidos? (Marque sólo una respuesta)

A Sí, tengo la intención de votar (o ya voté)  B No  C No se/Indeciso  D No aplicable

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\_\_\_\_\_

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- B No  D Not applicable

# Learn more about ARTS & ECONOMIC PROSPERITY 5

Visit [AmericansForTheArts.org/EconomicImpact](http://AmericansForTheArts.org/EconomicImpact) to access **free resources** you can use to help make the economic case for arts funding and arts-friendly policies in your community.



**Arts & Economic Prosperity 5**  
highlights pamphlet



**Arts & Economic Prosperity 5**  
*Summary Report*



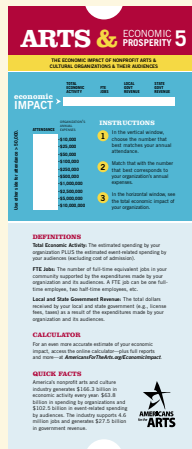
A downloadable and customizable **PowerPoint presentation** that effectively communicates this study's findings



A **press release** announcing the study results



**Arts & Economic Prosperity 5**  
*National Report*, complete with national and local findings, background, scope, and methodology



**Arts & Economic Prosperity 5**  
*Slide Rule* enables users to estimate the economic impact of their organization.



**Sample opinion-editorials** (op-eds) and letters to the editor



AMERICANS FOR THE ARTS IS THE NATION'S LEADING NONPROFIT ORGANIZATION FOR ADVANCING THE ARTS IN AMERICA. ESTABLISHED IN 1960, WE ARE DEDICATED TO REPRESENTING AND SERVING LOCAL COMMUNITIES AND CREATING OPPORTUNITIES FOR EVERY AMERICAN TO PARTICIPATE IN AND APPRECIATE ALL FORMS OF THE ARTS.



The following national organizations partner with Americans for the Arts to help public and private-sector leaders understand the economic and social benefits that the arts bring to their communities, states, and the nation.

Cover: Andrew Shurtleff Photography

(Clockwise from Top) Concert for Miami, Knight Concert Hall, Miami-Dade, FL.; Photos from the Broward 100 'InsideOut' campaign "Creatives Making a Difference in Hollywood". Presented by the Community Redevelopment Agency of Hollywood and supported by the Downtown Hollywood Mural Project and the Art and Cultural Center of Hollywood, FL. Photo by Jill Weisberg.; The Pool, El Paso Museums & Cultural Affairs Department, TX. Photo by Jen Lewin.; Dancer at outdoor performance. Fulton County Arts Council, GA. Photo by CGC Studios.

