

The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in THE CITY OF COLUMBIA, TN

The Arts & Economic Prosperity 5 study provides compelling evidence that the nonprofit arts and culture sector is a \$7.7 million industry in the City of Columbia—one that supports 213 full-time equivalent jobs and generates \$810,000 in local and state government revenue.

Nonprofit arts and cultural organizations, which spent \$1.3 million during 2015, leveraged a remarkable \$6.4 million in additional spending by their audiences—spending that pumped vital revenue into restaurants, hotels, retail stores, parking garages, and other local businesses.

By proving that investing in the arts and culture yields economic benefits, Arts & Economic Prosperity 5 lays to rest the misconception that communities support arts and culture at the expense of local economic development. In fact, communities that support the arts and culture not only enhance their quality of life—they also invest in their economic well-being.

The arts mean business in the City of Columbia!

Total Impact of the Nonprofit Arts and Culture Industry (Expenditures by *both* organizations *and* audiences)

Total Direct Expenditures	\$7,659,850
Full-Time Equivalent Jobs	213
Resident Household Income	\$3,657,000
Local Government Revenue	\$317,000
State Government Revenue	\$493,000

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

Impact of the Nonprofit Arts and Cultural Organizations	
Total Direct Expenditures	\$1,297,724
Full-Time Equivalent Jobs	55
Resident Household Income	\$774,000
Local Government Revenue	\$32,000
State Government Revenue	\$58,000

Impact of the Nonprofit Arts and Cultural Audiences	
Total Direct Expenditures	\$6,362,126
Full-Time Equivalent Jobs	158
Resident Household Income	\$2,883,000
Local Government Revenue	\$285,000
State Government Revenue	\$435,000

Event-Related Arts and Cultural Audience Spending	Residents ¹	NonResidents ¹
	Attendance	227,272
Percent of Total	80.5%	19.5%
Per Person Average	\$19.05	\$36.92
Total Spending	\$4,329,532	\$2,032,594

Average Dollars Spent Per Person , Per Event	
Refreshments/Snacks At Event	\$4.14
Meals Before/After Event	\$7.93
Souvenirs and Gifts	\$4.30
Clothing and Accessories	\$1.85
Ground Transportation	\$2.35
Event-Related Child Care	\$0.39
Overnight Lodging (one night only)	\$1.51
Other/Miscellaneous	\$0.07
Total Per Person Spending	\$22.53

¹ Residents live within Maury County; Nonresidents live elsewhere.

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