



Executive Summary

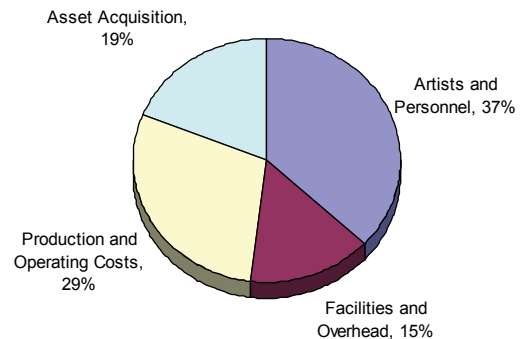
Every day, nonprofit arts and culture organizations are making Clackamas, Multnomah, and Washington Counties more desirable places to live, work, and visit. They provide inspiration and enjoyment to residents, beautify shared public places, and strengthen the social fabric of our communities. A new study, *Arts & Economic Prosperity III*, demonstrates that nonprofit arts and culture organizations are a significant *economic* driver as well, supporting jobs, generating government revenue, and anchoring tourism in the region. The study was conducted in 2006 in partnership with Americans for the Arts and 111 local arts and culture organizations.

Direct Spending by Organizations. Nonprofit arts and culture organizations are valuable contributors to the business community. They are employers, producers, consumers, and key promoters of the region. Nonprofit arts and culture organizations spent more than \$166 million in FY05-06.

NONPROFIT ARTS & CULTURE SPENDING (FY05-06)

Total Expenditures	\$ 166.7 million
Full-Time Equivalent Jobs	2,520
Resident Household Income	\$ 58.9 million

>> EXPENDITURES BY NONPROFIT ARTS & CULTURE ORGANIZATIONS (FY05-06)



Audience Spending. The arts and culture industry, unlike many industries, leverages a significant amount of event-related spending by its audiences. Attendance at arts events generates related commerce for local businesses such as restaurants, hotels, and retail stores. Data collected from 905 attendees at a range of arts events reveal an average spending of \$24.24 per person.

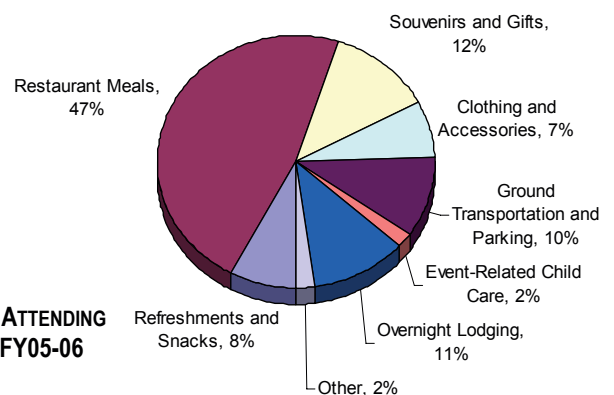
EVENT-RELATED SPENDING BY ARTS & CULTURE

AUDIENCES above and beyond the cost of event admission

Total expenditures by audiences	\$ 151.5 million
Average spending by local residents*	\$ 19.61 per event
Average spending by visitors	\$ 38.53 per event
Total attendance FY05-06	6.25 million

* "residents" are attendees with zip codes within Clackamas, Multnomah, and Washington Counties.

>> SPENDING BY AUDIENCES ATTENDING ARTS & CULTURE EVENTS IN FY05-06



Total Impact. The nonprofit arts and culture industry generates \$318.26 million in the Portland metropolitan area. This industry supports 10,321 full-time equivalent jobs and generates \$27.12 million in local and state government revenue.

ECONOMIC IMPACT OF THE NONPROFIT ARTS & CULTURE INDUSTRY (FY05-06)

(expenditures by organizations and audiences in Clackamas, Multnomah, and Washington Counties)

Total Expenditures	\$ 318.2 million
Full-Time Equivalent Jobs	10,321
Resident Household Income	\$ 206.6 million
Local Government Revenue	\$ 13.3 million
State Government Revenue	\$ 13.8 million

Community Engagement. Volunteerism and In-Kind Contributions provide an economic impact beyond the dollars that are measured in this report. In 2005, the Independent Sector estimated the value of the average volunteer hour to be \$18.04.

VOLUNTEERS AND IN-KIND CONTRIBUTIONS (FY05-06)

Number of volunteers	14,015
Total volunteer hours	648,313
Value of volunteer hours	\$ 11.7 million
In-Kind Contributions (value)	\$ 5.2 million

In summary. *Arts & Economic Prosperity III* demonstrates conclusively that investments in arts and culture yield significant economic benefits – supporting jobs, generating government revenue, and driving tourism. Nonprofit arts and culture organizations pay their employees, purchase supplies, contract for services, and acquire assets from within our community. Their audiences generate event-related spending for local merchants such as restaurants, retail stores, hotels, and parking garages.

The arts mean business!

For more information, visit www.racc.org or www.nwbca.org.



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