

KEY FINDINGS

The Economic Impact of Arts and Culture

ONE HUNDRED NINETY-THREE NONPROFIT ARTS organizations in Clackamas, Multnomah and Washington Counties participated in the study. Their combined spending in 2010 was **\$152 million**, and they employed **5,397 FTE**. These arts organizations combined rank as the region's 14th largest employer.

More than **4.6 million** people attended an arts event in 2010, and spent an average of **\$21.84** per person as a result of attending the event, above and beyond the cost of admission, for a total of **\$101.5 million**. For example, when patrons attend a cultural event, they may pay to park their car, eat dinner in a restaurant, shop in nearby stores, and pay a babysitter when they get home. Non-local attendees may spend the night in a hotel. These dollars generate commerce for local businesses.

The combined spending of arts organizations and their audiences totaled \$253.5 million. This spending supports 8,529 full-time equivalent jobs in the region and generates more than \$21 million in local and state government revenue. Investments in arts and culture pay fantastic dividends for the greater economy and help fund other vital public services.

More than **16%** of all attendees were visitors from outside the area, contributing more than **\$32 million** to local hotels, restaurants, retail shops and other local companies. About **70%** of these visitors reported that their primary reason for travelling was *specifically* to attend that arts and culture event.

BY THE NUMBERS



\$152 million
Arts organization expenditures



\$101.5 million
Spending by audiences



\$253.5 million
Total economic impact



8,523
Full time jobs



\$21 million
State and local government revenue