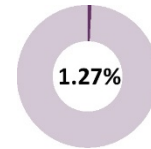


**Arts and Economic Prosperity** is a national nonprofit organization and audience study conducted by Americans for the Arts (AFTA) every five years. Data obtained from surveys is analyzed to calculate the national, statewide, regional and local economic impact of the nonprofit cultural sector.

In 2015 the study found that:

- Nonprofit arts and culture are a \$2.12 billion industry.
- Nonprofit arts and culture support 71,977 full-time equivalent (FTE) jobs.
- Nonprofit arts and culture generate \$201.5 million in local and state government revenue.
- Nonprofit arts and culture organizations spend \$937.5 million annually.
- Nonprofit arts and culture organizations support 37,194 FTE jobs, nearly 10% of the full creative sector.
- Nonprofit arts and culture audiences spend \$1.18 billion annually.
- Of the 20 states conducting studies, North Carolina ranks 4<sup>th</sup> in total expenditures.



**71,977**  
Nonprofit Arts and  
Culture FTE Jobs

Direct Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Industry Expenditures
Total Industry Expenditures	\$937,497,172		\$1,179,042,966		<b>\$2,116,540,138</b>

Total Economic Impact of Expenditures (Direct & Indirect Impacts Combined)	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	37,194		34,783		<b>71,977</b>
Household Income Paid to Residents	\$812,422,000		\$685,240,000		<b>\$1,497,662,000</b>
Revenue Generated to <u>Local</u> Government	\$29,829,000		\$64,714,000		<b>\$94,544,000</b>
Revenue Generated to <u>State</u> Government	\$44,804,000		\$62,105,000		<b>\$106,909,000</b>

Attendance to Arts and Culture Events	Resident* Attendees	+	Non-Resident* Attendees	=	All Cultural Audiences
Total Attendance to Arts and Culture Events	35,907,827		3,122,420		39,030,247
Percentage of Total Attendance	92.0%		8%		100%
Average Event-Related Spending Per Person	\$27.95		\$61.86		\$30.66
Total Event-Related Expenditures	\$605,032,236		\$574,010,730		\$1,179,042,966

Average Event-Related Expenditure	NC Resident Attendees	Non-Resident Attendees	All Cultural Audiences
Meals and Refreshments	\$14.45	\$21.92	\$15.04
Souvenirs and Gifts	\$6.79	\$12.73	\$7.26
Ground Transportation	\$2.52	\$7.02	\$2.88
Overnight Lodging (one night only)	\$1.78	\$16.78	\$2.98
Other/Miscellaneous	\$2.41	\$3.41	\$2.48
Average Event-Related Spending Per Person	\$27.95	\$61.86	\$30.64