

**The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in THE CITY OF SAN DIEGO, CA**

The *Arts & Economic Prosperity IV* study provides compelling new evidence that the nonprofit arts and culture are a \$579.4 million industry in the City of San Diego—one that supports 17,817 full-time equivalent jobs and generates \$61.1 million in local and state government revenue.

Nonprofit arts and culture organizations, which spend \$238.1 million each year, leverage a remarkable \$341.3 million in additional spending by arts and culture audiences—spending that pumps vital revenue into local restaurants, hotels, retail stores, parking garages, and other businesses.

By proving that investing in the arts and culture yields economic benefits, *Arts & Economic Prosperity IV* lays to rest the misconception that communities support the 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.

This report shows conclusively that **the arts mean business in the City of San Diego!**

<b>Total Impact of the Nonprofit Arts and Culture Industry</b> <i>(Expenditures by both organizations and audiences)</i>	
Total Direct Expenditures	\$579,421,680
Full-Time Equivalent Jobs	17,817
Resident Household Income	\$447,286,000
Local Government Revenue	\$26,151,000
State Government Revenue	\$34,915,000

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The impact of spending by nonprofit arts and culture organizations is far reaching: they pay their employees, purchase supplies, and acquire assets within the local community. Additionally, unlike most industries, the nonprofit arts and culture 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.

<b>Impact of the Nonprofit Arts and Culture Organizations</b>	
Total Direct Expenditures	\$238,087,570
Full-Time Equivalent Jobs	9,844
Resident Household Income	\$222,985,000
Local Government Revenue	\$9,732,000
State Government Revenue	\$12,223,000

<b>Impact of the Nonprofit Arts and Culture Audiences</b>	
Total Direct Expenditures	\$341,334,110
Full-Time Equivalent Jobs	7,973
Resident Household Income	\$224,301,000
Local Government Revenue	\$16,419,000
State Government Revenue	\$22,692,000

<b>Event-Related Arts and Culture Audience Spending</b>		
	<b>Residents*</b>	<b>Non-Residents*</b>
Attendance	6,561,219	1,372,540
Percent of Total	82.7%	17.3%
Per Person Average	\$39.39	\$60.39
Total Spending	\$258,446,417	\$82,887,693

<b>Average Dollars Spent Per Person by Arts Attendees</b>	
Refreshments/Snacks At Event	\$7.27
Meals Before/After Event	\$12.75
Souvenirs and Gifts	\$8.05
Clothing and Accessories	\$4.19
Ground Transportation	\$4.19
Event-Related Child Care	\$2.98
Overnight Lodging (one night only)	\$3.39
Other/Miscellaneous	\$0.20
Total Per Person Spending	\$43.02

\* Residents live within San Diego County;  
Non-residents live outside that area.

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