

The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in THE CITY OF SAN JOSÉ, CA

The Arts & Economic Prosperity 5 study provides compelling evidence that the nonprofit arts and culture sector is a \$191.2 million industry in the City of San José—one that supports 4,255 full-time equivalent jobs and generates \$13.5 million in local and state government revenue.

Nonprofit arts and cultural organizations, which spent \$73.5 million during 2015, leveraged a remarkable \$117.7 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 San José!

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

Total Direct Expenditures	\$191,209,479
Full-Time Equivalent Jobs	4,255
Resident Household Income	\$91,719,000
Local Government Revenue	\$5,866,000
State Government Revenue	\$7,612,000

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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	\$73,462,553
Full-Time Equivalent Jobs	2,286
Resident Household Income	\$57,300,000
Local Government Revenue	\$2,492,000
State Government Revenue	\$3,195,000

Impact of the Nonprofit Arts and Cultural Audiences

Total Direct Expenditures	\$117,746,926
Full-Time Equivalent Jobs	1,969
Resident Household Income	\$34,419,000
Local Government Revenue	\$3,374,000
State Government Revenue	\$4,417,000

Event-Related Arts and Cultural Audience Spending

	Residents ¹	NonResidents ¹
Attendance	2,710,787	742,445
Percent of Total	78.5%	21.5%
Per Person Average	\$28.37	\$55.01
Total Spending	\$76,905,027	\$40,841,899

Average Dollars Spent Per Person , Per Event

Refreshments/Snacks At Event	\$5.60
Meals Before/After Event	\$11.23
Souvenirs and Gifts	\$3.34
Clothing and Accessories	\$2.20
Ground Transportation	\$5.69
Event-Related Child Care	\$1.17
Overnight Lodging (one night only)	\$4.81
Other/Miscellaneous	\$0.08
Total Per Person Spending	\$34.12

¹ Residents live within Santa Clara County; Nonresidents live elsewhere.

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