



## Executive Summary

Every day, nonprofit arts and culture organizations are making Clackamas, Multnomah, and Washington Counties more desirable places to live and work. They provide inspiration and enjoyment to residents, beautify shared public places, and strengthen the social fabric. The 111 organizations that participated in this study represent an estimated 95% of all nonprofit arts and culture activity – demonstrating that the nonprofit arts and culture industry is also an economic driver that supports jobs, generates government revenue, and is a cornerstone of 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. This study sends an important message to community leaders that support for the arts is an investment in economic well-being.

**Total Impact.** The nonprofit arts and culture industry generates \$318.26 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)

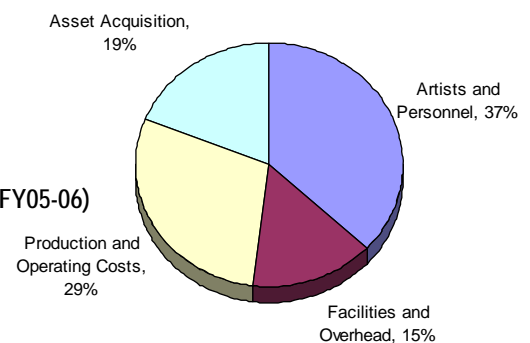
Total Expenditures	<b>\$ 318.2 million</b>
Full-Time Equivalent Jobs	<b>10,321</b>
Resident Household Income	<b>\$ 206.6 million</b>
Local Government Revenue	<b>\$ 13.3 million</b>
State Government Revenue	<b>\$ 13.8 million</b>

**Organization Spending.** 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 organization spent more than \$166 million in FY05-06.

### NONPROFIT ARTS & CULTURE SPENDING (FY05-06)

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

### >> 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.

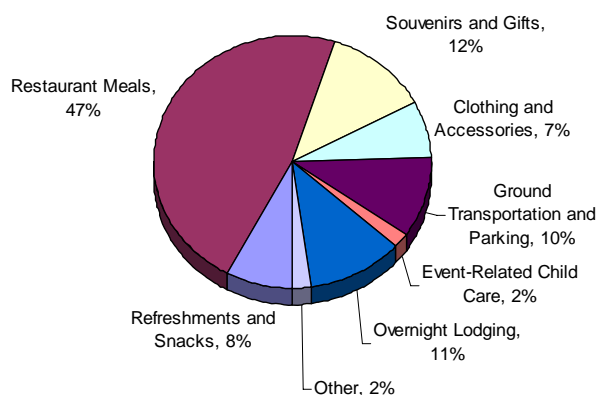
**EVENT- RELATED SPENDING BY ARTS & CULTURE**

**AUDIENCES** above and beyond the cost of event admission

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

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

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



**Community Engagement.** Volunteerism and In-Kind Contributions provide an economic impact beyond the dollars that are measured in this report. In FY05-06, the Independent Sector estimated the value of the average FY05-06 volunteer hour to be \$18.04.

**VOLUNTEERS AND IN-KIND CONTRIBUTIONS (FY05-06)**

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

**In summary.** This report demonstrates conclusively that investments in arts and culture yield significant economic benefits – supporting jobs, generating government revenue, and driving tourism. The arts mean business! For more information, contact [www.racc.org](http://www.racc.org) or [www.nwbca.org](http://www.nwbca.org).

