

Executive Summary

Arts & Economic Prosperity III is the latest survey of the nonprofit arts industry in the US. The Santa Cruz County study was conducted through Americans For The Arts and the Cultural Council of Santa Cruz County.

Nonprofit arts and culture events and programs in Santa Cruz County do more than enrich our lives and imaginations – they also help fuel the county’s economic engine, 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.

Economic Impact of the nonprofit arts and culture industry in Santa Cruz County

TOTAL Economic Impact of the Nonprofit Arts and Culture Industry (Spending by Nonprofit Arts and Culture Organizations <u>and</u> Their Audiences)	
Total Expenditures	\$32,009,172
Full-Time Equivalent Jobs	758
Resident Household Income	\$14,471,000
Local Government Revenue	\$1,351,000
State Government Revenue	\$1,513,000

The nonprofit arts and culture industry is an investment in economic well-being.

Nonprofit arts and culture organizations pay their employees, purchase supplies, contract for services and acquire assets from within our community.

TOTAL Economic Impact of Spending by Nonprofit Arts and Culture Organizations in Santa Cruz County	
Total Expenditures	\$15,717,132
Full-Time Equivalent Jobs	422
Resident Household Income	\$9,565,000
Local Government Revenue	\$649,000
State Government Revenue	\$700,000

“To invest in the arts is good business” Alberto Ráfols, Executive Director of the Cultural Council of Santa Cruz County

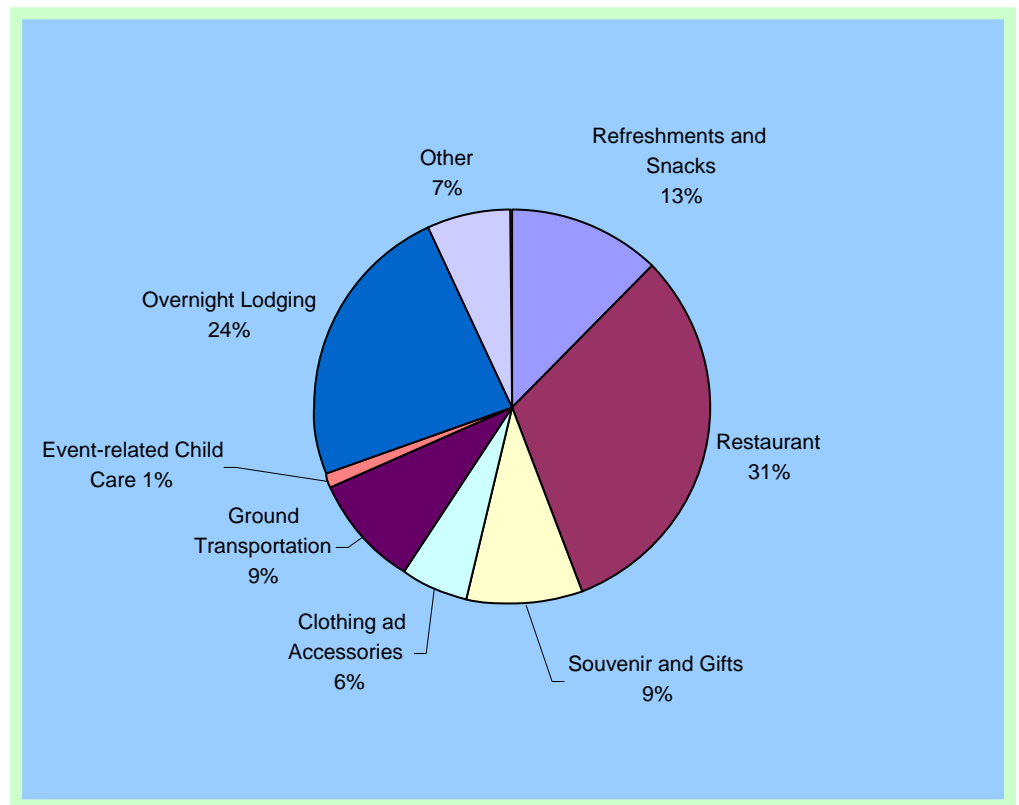
TOTAL Economic Impact of Spending by Nonprofit Arts and Culture Audiences in Santa Cruz County (excluding the cost of event admission)	
Total Expenditures	\$16,292,040
Full-Time Equivalent Jobs	336
Resident Household Income	\$4,906,000
Local Government Revenue	\$702,000
State Government Revenue	\$813,000

Nonprofit arts and culture event audiences generate event-related spending for local merchants such as restaurants, retail stores and hotels.

Events Related Spending

Event-Related Spending by Arts and Culture Event Attendees Totaled \$16.29 million in Santa Cruz County (excluding the cost of event admission)			
	Residents	Non-Residents	All Santa Cruz County Event Attendees
Total Event Attendance	375,406	162,271	537,677
Percent of Attendees	70 percent	30 percent	100 percent
Average Dollars Spent Per Attendees	\$19.27	\$55.82	\$30.29
Total Event-Related Spending	\$7,234,074	\$9,057,966	\$16,292,040

*An Average of \$30.29
Per Person
(excluding the cost
of event admission)*



Community Engagement

Voluntarism and In-Kind Contributions	
Number of volunteers	5,128
Total volunteer hours	198,331
Value of volunteer hours	\$3,577,891
Value of in-kind contributions	\$925,982

Volunteerism and In-kind contributions provide an economic impact beyond the dollars and are an important part of the equation.

