

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Missoula, MT (Fiscal Year 2010)

Direct Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Industry Expenditures
Total Industry Expenditures	\$13,612,783		\$26,286,497		\$39,899,280

Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

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	559		888		1,447
Household Income Paid to Residents	\$12,177,000		\$18,156,000		\$30,333,000
Revenue Generated to <u>Local</u> Government	\$400,000		\$1,420,000		\$1,820,000
Revenue Generated to <u>State</u> Government	\$613,000		\$858,000		\$1,471,000

Event-Related Spending by Arts and Culture Audiences Totaled \$26.3 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident* Attendees	+	Non-Resident* Attendees	=	All Cultural Audiences
Total Attendance to Arts and Culture Events	1,050,722		243,270		1,293,992
Percentage of Total Attendance	81.2%		18.8%		100%
Average Event-Related Spending Per Person	\$12.83		\$52.64		\$20.31
Total Event-Related Expenditures	\$13,480,764		\$12,805,733		\$26,286,497

Nonprofit Arts and Culture Event Attendees Spend an Average of \$20.31 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Cultural Audiences
Meals and Refreshments	\$9.26	\$19.41	\$11.17
Souvenirs and Gifts	\$1.09	\$6.21	\$2.05
Ground Transportation	\$0.82	\$4.65	\$1.54
Overnight Lodging (one night only)	\$0.09	\$16.13	\$3.10
Other/Miscellaneous	\$1.57	\$6.24	\$2.45
Average Event-Related Spending Per Person	\$12.83	\$52.64	\$20.31

* For the purpose of this study, residents are attendees who live within Missoula County; non-residents live outside that area.

Source: *Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Missoula*. For more information about this study or about other cultural initiatives in the City of Missoula, visit the Missoula Cultural Council's web site at www.MissoulaCultural.org.

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About This Study

The *Arts & Economic Prosperity IV* study was conducted by Americans for the Arts to document the economic impact of the nonprofit arts and culture industry in 182 communities and regions (139 cities and counties, 31 multi-city or multi-county regions, and ten states, and two individual arts districts)—representing all 50 U.S. states and the District of Columbia. The diverse communities range in population (1,600 to more than 3 million) and type (rural to urban). The project economists, from the Georgia Institute of Technology, customized input-output analysis models for each participating study region to provide specific and reliable economic impact data about their nonprofit arts and culture industry—specifically (1) full-time equivalent jobs, (2) household income, and (3) local and (4) state government revenue.

Surveys of Nonprofit Arts and Culture ORGANIZATIONS

Each of the 182 study regions attempted to identify its comprehensive universe of nonprofit arts and culture organizations using the Urban Institute's National Taxonomy of Exempt Entity (NTEE) coding system, a definitive classification system for nonprofit organizations recognized as tax exempt by the Internal Revenue Code. In addition, the study partners were encouraged to include other types of eligible organizations if they play a substantial role in the cultural life of the community or if their primary purpose is to promote participation in, appreciation for, and understanding of the visual, performing, folk, and media arts. These include government-owned or government-operated cultural facilities and institutions, municipal arts agencies and councils, private community arts organizations, unincorporated arts groups, living collections (such as zoos, aquariums, and botanical gardens), university presenters, and arts programs that are embedded under the umbrella of a non-arts organization or facility (such as a community center or church). In short, if it displays the characteristics of a nonprofit arts and culture organization, it is included. *For-profit businesses (e.g., Broadway and motion picture theaters) and individual artists were excluded from this study.*

Nationally, detailed information was collected from 9,721 eligible organizations about their fiscal year 2010 expenditures in more than 40 expenditure categories (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as about their event attendance. Response rates for the 182 communities averaged 43.2 percent and ranged from 5.3 percent to 100 percent. It is important to note that each study region's results are based solely on the actual survey data collected. No estimates have been made to account for non-respondents. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

In the City of Missoula, 32 of the approximately 66 total eligible nonprofit arts and culture organizations identified by the Missoula Cultural Council participated in this study—an overall participation rate of 48 percent. The organizations that participated are listed below:

A Carousel for Missoula; Alliance Francaise de Missoula; Art Associates of Missoula; Big Sky Film Institute; Destination Missoula; Dolce Canto; Families First; Friends of Missoula Public Library; Friends of the Historical Museum; Garden City Ballet; Headwaters Dance Company; Historical Museum at Fort Missoula; Humanities Montana; International Choral Festival; International Wildlife Film Festival Ltd.; MCT, Inc. Home of the Missoula Children's Theatre and MCT Community Theatre; Missoula Art Museum; Missoula City Band; Missoula Cultural Council; Missoula Downtown Association; Missoula Folklore Society; Missoula Symphony Association; Missoula Writing Collaborative; Montana Museum for Art and Culture; Montana Natural History Center; Montana Public Radio; Montana Repertory Theatre; Rocky Mountain Ballet Theatre; String Orchestra of the Rockies; Turning the Wheel; VSA Arts of Montana; and Zootown Arts Community Center.

Surveys of Nonprofit Arts and Culture AUDIENCES

Audience-intercept surveying, a common and accepted research method, was conducted in all 182 of the study regions to measure event-related spending by nonprofit arts and culture audiences. Patrons were asked to complete a short survey while attending an event. Nationally, a total of 151,802 valid and usable attendees completed the survey for an average of 834 surveys per study region. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging. Data were collected throughout 2011 (to guard against seasonal spikes or drop-offs in attendance) as well as at a broad range of both paid and free events (a night at the opera will typically yield more spending than a weekend children's theater production or a free community music festival, for example). The survey respondents provided information about the entire party with whom they were attending the event. With an overall average travel party size of 2.69 people, these data actually represent the spending patterns of more than 408,000 attendees, significantly increasing the reliability of the data.

In the City of Missoula, a total of 805 valid and usable audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, and exhibitions during 2011.

Studying Economic Impact Using Input-Output Analysis

To derive the most reliable economic impact data, input-output analysis is used to measure the impact of expenditures by nonprofit arts and culture organizations and their audiences. This is a highly regarded type of economic analysis that has been the basis for two Nobel Prizes. The models are systems of mathematical equations that combine statistical methods and economic theory in an area of study called econometrics. They trace how many times a dollar is re-spent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for this study because it can be customized specifically to each study region. To complete the analysis for the City of Missoula, project economists customized an input-output model based on the local dollar flow between 533 finely detailed industries within the economy of Missoula County. This was accomplished by using detailed data on employment, incomes, and government revenues provided by the U.S. Department of Commerce (County Business Patterns, the Regional Economic Information System, and the Survey of State and Local Finance), local tax data (sales taxes, property taxes, and miscellaneous local option taxes), as well as the survey data from the responding nonprofit arts and culture organizations and their audiences.