

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in LACKAWANNA COUNTY, PA

The *Arts & Economic Prosperity IV* study provides compelling new evidence that the nonprofit arts and culture are a \$26.9 million industry in Lackawanna County—one that supports 985 full-time equivalent jobs and generates \$2.4 million in local and state government revenue.

Nonprofit arts and culture organizations, which spend \$14.4 million each year, leverage a remarkable \$12.5 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 Lackawanna County!**

Total Impact of the Nonprofit Arts and Culture Industry <i>(Expenditures by both organizations and audiences)</i>	
Total Direct Expenditures	\$26,909,728
Full-Time Equivalent Jobs	985
Resident Household Income	\$19,840,000
Local Government Revenue	\$1,057,000
State Government Revenue	\$1,373,000

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in LACKAWANNA COUNTY, PA

The *Arts & Economic Prosperity IV* study provides compelling new evidence that the nonprofit arts and culture are a \$26.9 million industry in Lackawanna County—one that supports 985 full-time equivalent jobs and generates \$2.4 million in local and state government revenue.

Nonprofit arts and culture organizations, which spend \$14.4 million each year, leverage a remarkable \$12.5 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 Lackawanna County!**

Total Impact of the Nonprofit Arts and Culture Industry <i>(Expenditures by both organizations and audiences)</i>	
Total Direct Expenditures	\$26,909,728
Full-Time Equivalent Jobs	985
Resident Household Income	\$19,840,000
Local Government Revenue	\$1,057,000
State Government Revenue	\$1,373,000

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.

Impact of the Nonprofit Arts and Culture Organizations	
Total Direct Expenditures	\$14,402,174
Full-Time Equivalent Jobs	575
Resident Household Income	\$11,570,000
Local Government Revenue	\$562,000
State Government Revenue	\$608,000

Impact of the Nonprofit Arts and Culture Audiences	
Total Direct Expenditures	\$12,507,554
Full-Time Equivalent Jobs	410
Resident Household Income	\$8,270,000
Local Government Revenue	\$495,000
State Government Revenue	\$765,000

Event-Related Arts and Culture Audience Spending		
	Residents*	Non-Residents*
Attendance	600,628	202,351
Percent of Total	74.8%	25.2%
Per Person Average	\$13.19	\$22.66
Total Spending	\$7,922,282	\$4,585,272

Average Dollars Spent Per Person by Arts Attendees	
Refreshments/Snacks At Event	\$1.82
Meals Before/After Event	\$7.36
Souvenirs and Gifts	\$1.86
Clothing and Accessories	\$1.07
Ground Transportation	\$1.60
Event-Related Child Care	\$0.34
Overnight Lodging (one night only)	\$0.76
Other/Miscellaneous	\$0.77
Total Per Person Spending	\$15.58

* Residents live within Lackawanna County; Non-residents live outside that area.

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.

Impact of the Nonprofit Arts and Culture Organizations	
Total Direct Expenditures	\$14,402,174
Full-Time Equivalent Jobs	575
Resident Household Income	\$11,570,000
Local Government Revenue	\$562,000
State Government Revenue	\$608,000

Impact of the Nonprofit Arts and Culture Audiences	
Total Direct Expenditures	\$12,507,554
Full-Time Equivalent Jobs	410
Resident Household Income	\$8,270,000
Local Government Revenue	\$495,000
State Government Revenue	\$765,000

Event-Related Arts and Culture Audience Spending		
	Residents*	Non-Residents*
Attendance	600,628	202,351
Percent of Total	74.8%	25.2%
Per Person Average	\$13.19	\$22.66
Total Spending	\$7,922,282	\$4,585,272

Average Dollars Spent Per Person by Arts Attendees	
Refreshments/Snacks At Event	\$1.82
Meals Before/After Event	\$7.36
Souvenirs and Gifts	\$1.86
Clothing and Accessories	\$1.07
Ground Transportation	\$1.60
Event-Related Child Care	\$0.34
Overnight Lodging (one night only)	\$0.76
Other/Miscellaneous	\$0.77
Total Per Person Spending	\$15.58

* Residents live within Lackawanna County; Non-residents live outside that area.