

The Economic Impact of NONPROFIT ARTS & CULTURE ORGANIZATIONS & THEIR AUDIENCES IN BUNCOMBE COUNTY

"Understanding and acknowledging the incredible economic impact of the nonprofit arts and culture, we must always remember their fundamental value. They foster beauty, creativity, originality, and vitality. The arts inspire us, soothe us, provoke us, involve us, and connect us. But they also create jobs and contribute to the economy."

Robert L. Lynch
President and CEO
Americans for the Arts

The impact of arts & culture businesses and their audiences is huge - not just in the amount of money brought in, but also in the jobs created and the money that filters down to almost every aspect of the economy of Buncombe County.

DIRECT ECONOMIC ACTIVITY

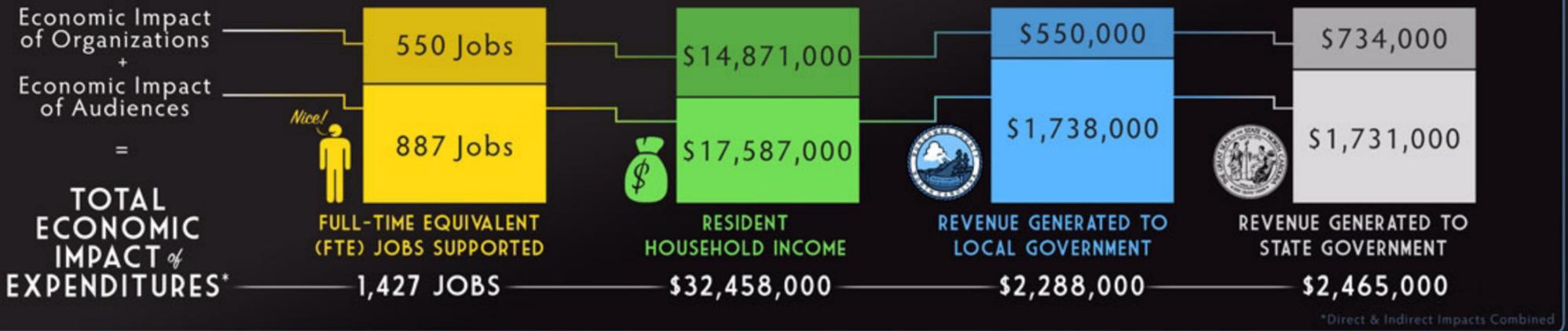


ARTS & CULTURE ORGANIZATIONS
\$16,928,713

ARTS & CULTURE AUDIENCES
\$26,820,994

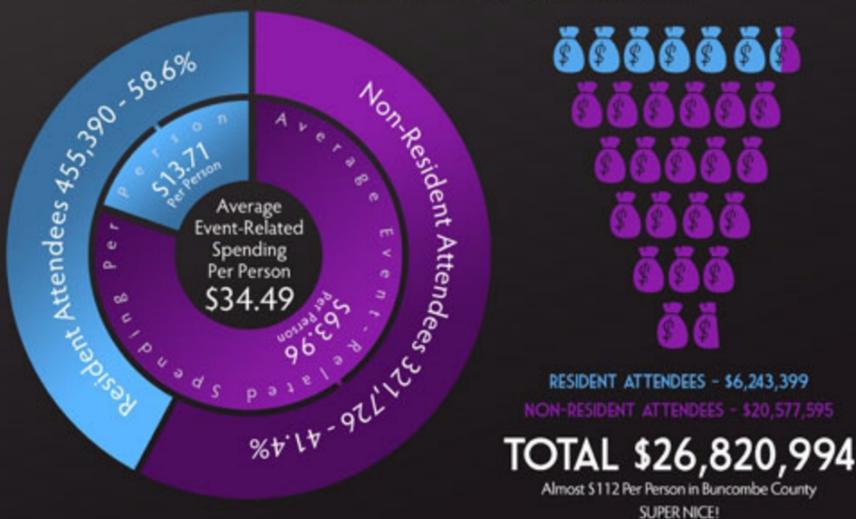
TOTAL DIRECT IMPACT
\$43,749,707
(THAT'S A LOT OF MILLIONS!)

SPENDING BY ARTS & CULTURE ORGANIZATIONS & THEIR AUDIENCES SUPPORTS JOBS & GENERATES GOVERNMENT REVENUE



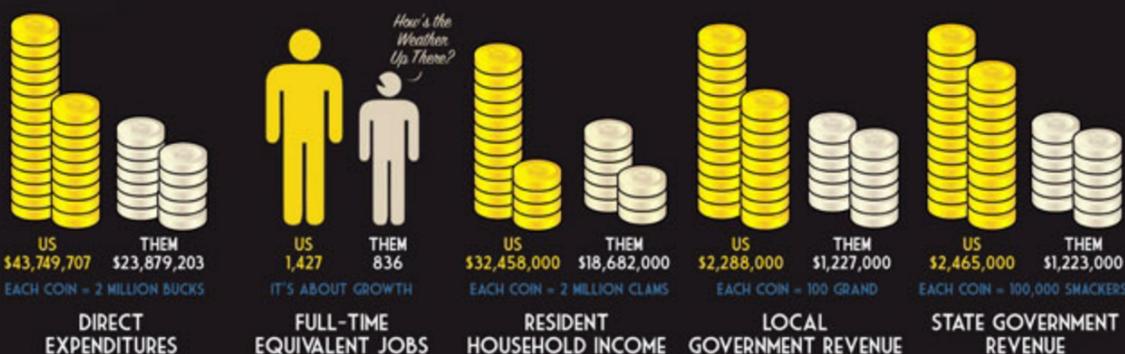
EVENT-RELATED SPENDING BY ARTS AND CULTURE AUDIENCES TOTALLED \$26.8 MILLION (EXCLUDING THE COST OF ADMISSION)

NONPROFIT ARTS AND CULTURE EVENT ATTENDEES SPEND AN AVERAGE OF \$34.49 PER PERSON (EXCLUDING THE COST OF ADMISSION)



	RESIDENT ATTENDEES	NON-RESIDENT ATTENDEES	ALL CULTURAL AUDIENCES
MEALS AND REFRESHMENTS	\$10.96	\$20.29	\$14.82
SOUVENIRS AND GIFTS	\$0.74	\$4.86	\$2.44
GROUND TRANSPORTATION	\$1.13	\$5.74	\$3.04
OVERNIGHT LODGING (ONE NIGHT ONLY)	\$0.11	\$27.66	\$11.51
OTHER MISCELLANEOUS	\$0.77	\$5.41	\$2.68
AVERAGE EVENT-RELATED SPENDING PER PERSON	\$13.71	\$63.96	\$34.49

SO - HOW DOES BUNCOMBE COUNTY STACK UP? (WE'RE AWESOME! FIGURES COMPARED TO COMMUNITIES OF 100,000 TO 249,999)



ASHEVILLE
Parks, Recreation & Cultural Arts Department

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for the
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