

ARTS CULTURE
+ ECONOMIC
PROSPERITY

IN GREATER PHILADELPHIA

345
organizations

345

organizations

2,039

audience
surveys

345

organizations

2,039

audience
surveys

78

events

DIRECT SPENDING

organizational spending
+ audience spending

INDIRECT SPENDING

subsequent rounds
of spending

**ORGANIZATIONAL
SPENDING**

**\$875
MILLION**

**FROM DIRECT
EXPENDITURES**

SALARIES + BENEFITS

\$359.4M

ARTISTIC/PROGRAMMATIC + PROFESSIONAL

\$187.0M

PHYSICAL PLANT

\$266.8M

COMMUNICATIONS

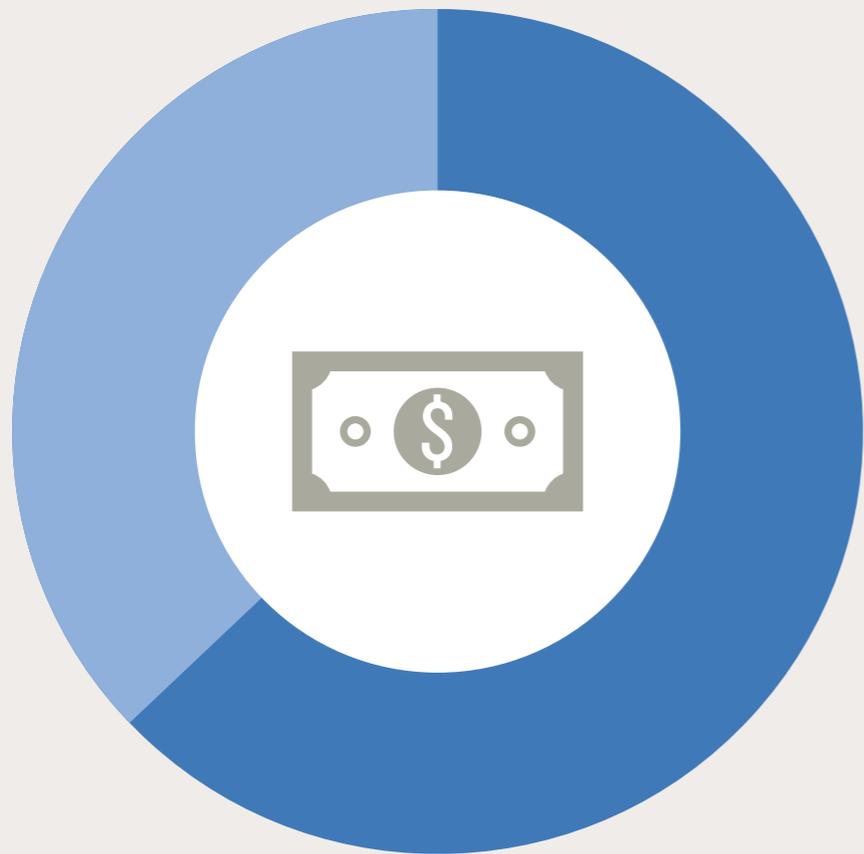
\$61.2M

**AUDIENCE
SPENDING**

**\$521
MILLION**

**FROM DIRECT
EXPENDITURES**

| | |
|---|-----------------|
| MEALS BEFORE/AFTER EVENT | \$237.8M |
| OVERNIGHT LODGING | \$84.3M |
| GROUND TRANSPORTATION | \$65.7M |
| REFRESHMENTS/SNACKS DURING EVENT | \$53.5M |
| SOUVENIRS + GIFTS | \$46.3M |
| CLOTHING + ACCESSORIES | \$16.2M |
| OTHER | \$13.4M |
| EVENT-RELATED CHILDCARE | \$4.0M |



DIRECT EXPENDITURES

\$1.4 BILLION

ORGANIZATIONS: \$875 million

AUDIENCES: \$521 million



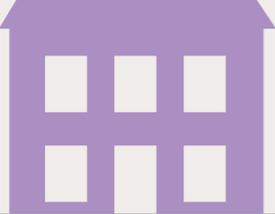
\$50.40
AVERAGE COST
OF A MEAL
FOR TWO
RESIDENTS

RESTAURANT



Rachel + Malik
[RESIDENTS]

\$50.40
AVERAGE COST
OF A MEAL
FOR TWO
RESIDENTS



RESTAURANT



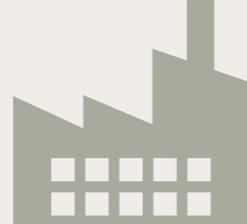
**FOOD
SUPPLIER**



WAITER



**PURCHASING
AGENT**



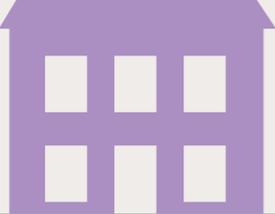
**SEAFOOD
SUPPLIER**



**PRODUCE
FARMER**

Rachel + Malik
[RESIDENTS]

\$50.40
AVERAGE COST
OF A MEAL
FOR TWO
RESIDENTS



RESTAURANT



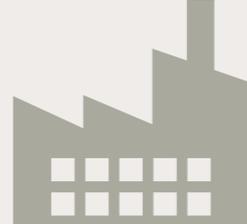
**FOOD
SUPPLIER**



WAITER



**PURCHASING
AGENT**



**SEAFOOD
SUPPLIER**



**PRODUCE
FARMER**



**FISH
MONGER**



**SEED
SUPPLIER**

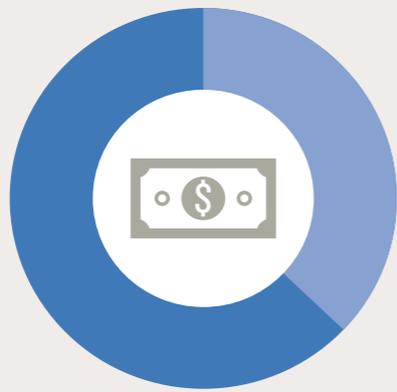


INDIRECT EXPENDITURES

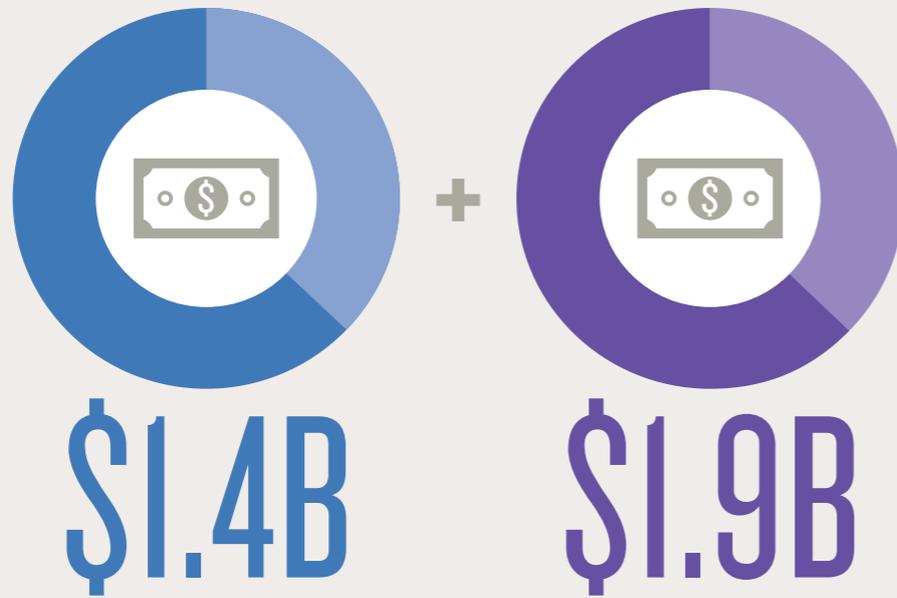
\$1.9 BILLION

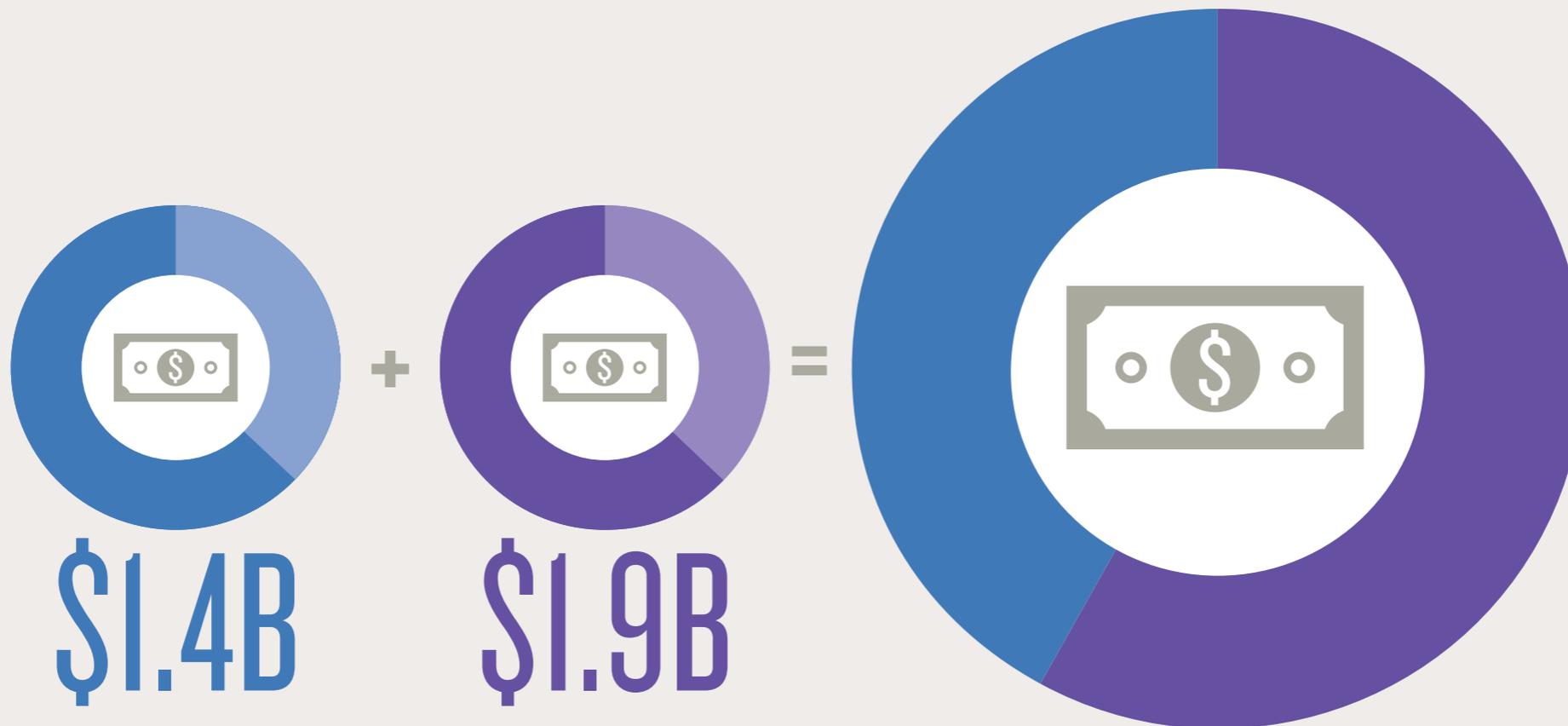
ORGANIZATIONS: \$1,208 million

AUDIENCES: \$655 million



\$1.4B





\$1.4B

\$1.9B

TOTAL ECONOMIC IMPACT

\$3.3 BILLION



FULL-TIME EQUIVALENT JOBS

44,000



4 OUT OF 5 JOBS

generated by arts + culture
are in other industries.

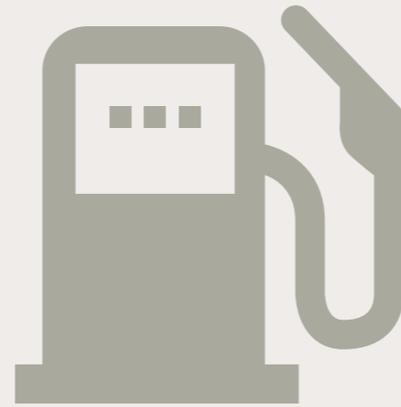


RESIDENT HOUSEHOLD INCOME

\$1.04 BILLION

WHAT CAN \$1 BILLION BUY?

1 YEAR'S
WORTH OF:



GAS FOR

577,000

FAMILIES

1 YEAR'S
WORTH OF:



GROCERIES FOR
281,000
FAMILIES

1 YEAR'S
WORTH OF:



CLOTHING FOR
572,000
FAMILIES

1 YEAR'S
WORTH OF:



HOUSE PAYMENTS FOR

127,000

FAMILIES

OR



129,966,625
CHEESESTEAKS

THAT'S 32 1/3 CHEESESTEAKS FOR EACH RESIDENT OF SOUTHEASTERN PA!

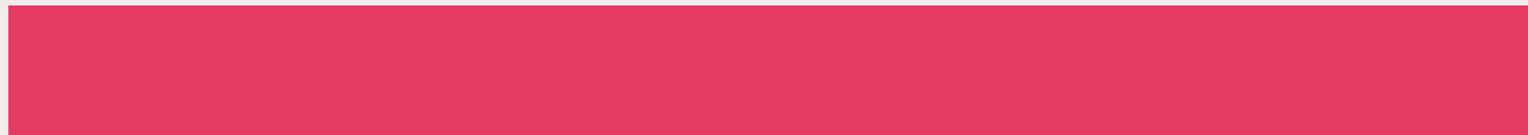
TAX REVENUES



REGIONAL

TAX REVENUES GENERATED:

\$74M



REGIONAL

TAX REVENUES GENERATED:



VS.

GOVERNMENT CULTURAL FUNDING:



STATE

TAX REVENUES GENERATED:

\$95M



STATE

TAX REVENUES GENERATED:

\$95M

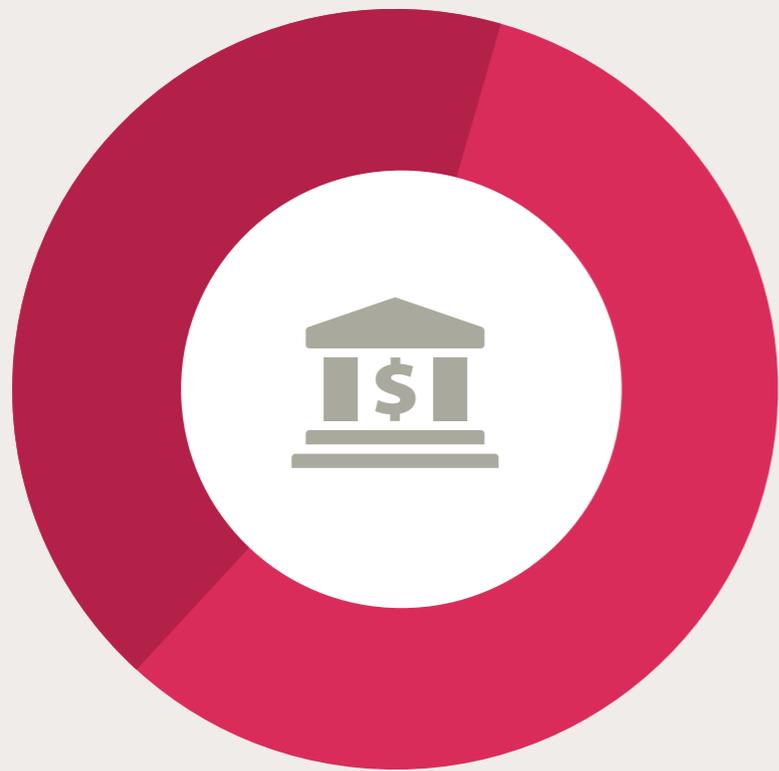


VS.

GOVERNMENT CULTURAL FUNDING:

\$41M





TAX REVENUE

\$169 MILLION

STATE: \$95 million

LOCAL: \$74 million

ARTS CULTURE
+ ECONOMIC
PROSPERITY

IN GREATER PHILADELPHIA

HOW DOES PHILLY STACK UP?

AMONG MAJOR CITIES:

| | |
|-------------------------|--------------|
| WASHINGTON, DC | \$1,806 |
| SAN FRANCISCO, CA | \$871 |
| PHILADELPHIA, PA | \$805 |
| CHICAGO, IL | \$770 |
| SEATTLE, WA | \$748 |
| BALTIMORE, MD | \$609 |
| PITTSBURGH, PA | \$563 |
| ATLANTA, GA | \$558 |
| SAN DIEGO, CA | \$520 |
| INDIANAPOLIS, IN | \$475 |



PER-CAPITA EXPENDITURES

AMONG MAJOR CITIES:

| | |
|-------------------------|---------------|
| CHICAGO, IL | 60,500 |
| LOS ANGELES, CA | 37,400 |
| PHILADELPHIA, PA | 29,800 |
| MIAMI, FL | 29,800 |
| PITTSBURGH, PA | 20,500 |
| SAN DIEGO, CA | 20,400 |
| SAN FRANCISCO, CA | 19,700 |
| HOUSTON, TX | 19,700 |
| ST. LOUIS, MO | 19,000 |
| WASHINGTON, DC | 14,600 |



**TOTAL FTE JOBS
CREATED**

AMONG REGIONS:

| | |
|----------------------------|---------------|
| GREATER WASHINGTON, DC | \$1.5B |
| SOUTHEASTERN PA | \$1.4B |
| GREATER HOUSTON, TX | \$978M |
| SOUTHEASTERN MI (+DETROIT) | \$477M |
| NORTH TX (+DALLAS) | \$428M |
| GREATER MILWAUKEE, WI | \$300M |
| METRO KANSAS CITY, MO, KS | \$273M |
| CENTRAL FL (+ORLANDO) | \$266M |
| GREATER PORTLAND, OR | \$254M |
| GREATER HARTFORD, CT | \$230M |



DIRECT EXPENDITURES

AMONG REGIONS:

| | |
|----------------------------|--------|
| SOUTHEASTERN PA | 43,700 |
| GREATER HOUSTON, TX | 29,100 |
| GREATER WASHINGTON DC | 29,000 |
| SOUTHEASTERN MI (+DETROIT) | 18,700 |
| NORTH TX (+DALLAS) | 15,200 |
| GREATER MILWAUKEE, WI | 10,900 |
| CENTRAL FL (+ORLANDO) | 9,000 |
| GREATER PORTLAND, OR | 8,500 |
| METRO KANSAS CITY, MO, KS | 8,300 |
| GREATER HARTFORD, CT | 6,900 |

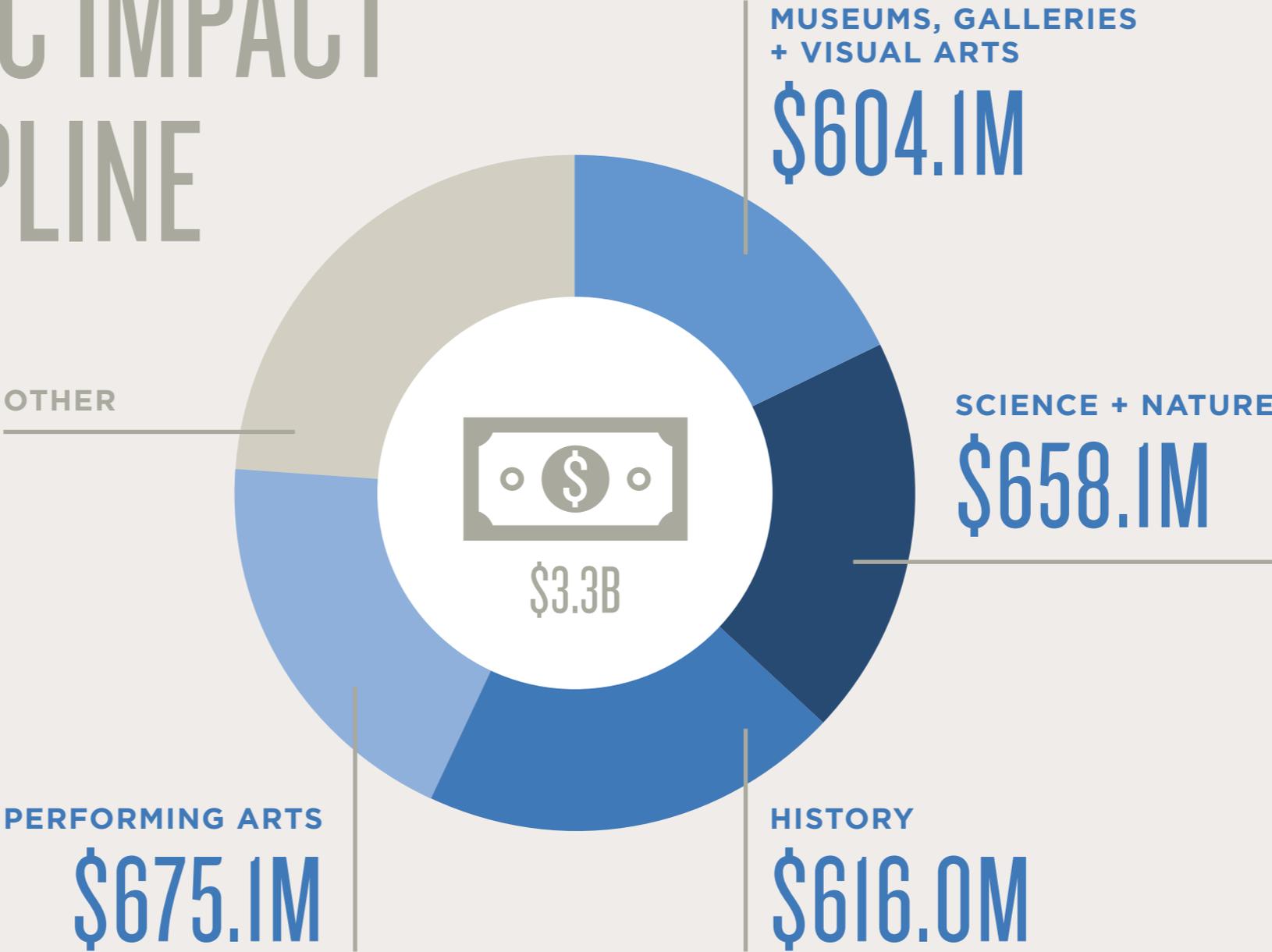


JOBS CREATED

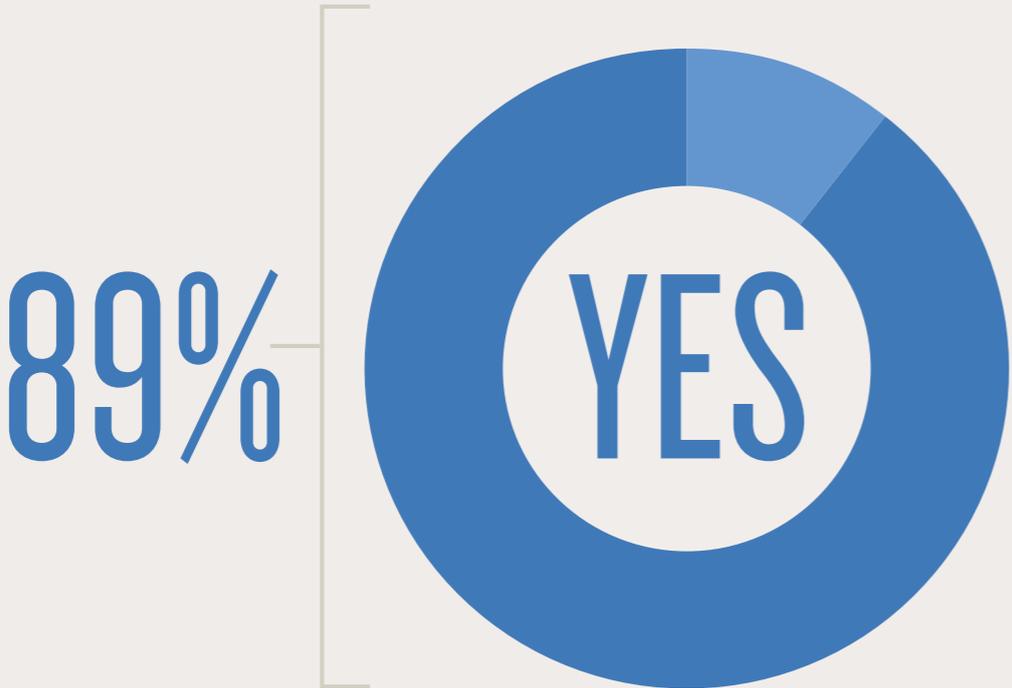
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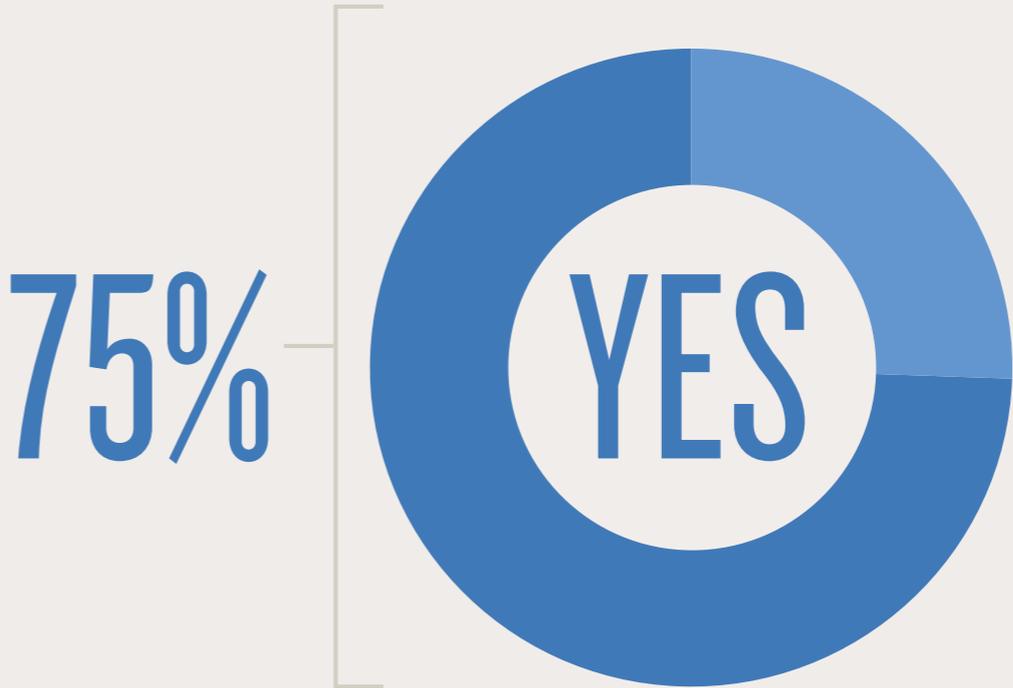
ECONOMIC IMPACT BY DISCIPLINE



DO YOU VOTE?



**2008
PRESIDENTIAL**



**2010
CONGRESSIONAL**

 18%

of Cultural Attendees
stay overnight

70%

of **Visitors** would
have stayed home or
gone out of region

\$3.3 BILLION

**TOTAL ECONOMIC
IMPACT**

44,000 JOBS

\$1.04 BILLION
IN HOUSEHOLD
INCOME

DOUBLE THE
NATIONAL AVERAGE
IN PER-CAPITA JOBS

\$169 MILLION
IN STATE AND LOCAL
TAX REVENUES

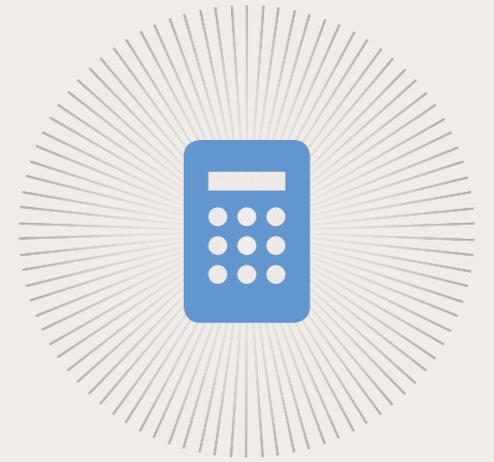
ARTS CULTURE
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PROSPERITY

IN GREATER PHILADELPHIA

SHARE WITH BOARD AND STAFF



RUN YOUR OWN IMPACT ANALYSIS





Calculate your cultural organization's
economic impact at

philaculture.org/impact

[Home](#) » [Javascript test](#)

ARTS CULTURE + ECONOMIC PROSPERITY

IN GREATER PHILADELPHIA

INFORMATION

Step 1: Region

REGION you wish to calculate for:

Choose one

Step 2: Total Expenses

Your Organization's TOTAL EXPENSES (please do not use commas):

Step 3: Total Attendance

TOTAL ATTENDANCE to your organization's arts events (again, do not use commas)

TOTAL ECONOMIC IMPACT OF:

| | Total Expenditures | FTE Jobs | Household Income | Local Government Revenue | State Government Revenue |
|--|----------------------|----------------------|----------------------|--------------------------|--------------------------|
| Nonprofit Arts and Culture Organizations: | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Nonprofit Arts and Culture Audiences: | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Total Industry Impact: (The Sum of Organizations and Audiences) | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

DEFINITIONS

BE AN ADVOCATE



DATA + STORIES

DATA + STORIES
= PROOF



THANK YOU.

THANK YOU TO OUR FUNDERS



ADDITIONAL SUPPORT PROVIDED BY THE DOLFINGER-MCMAHON FOUNDATION

ARTS CULTURE
+ ECONOMIC
PROSPERITY

IN GREATER PHILADELPHIA