

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

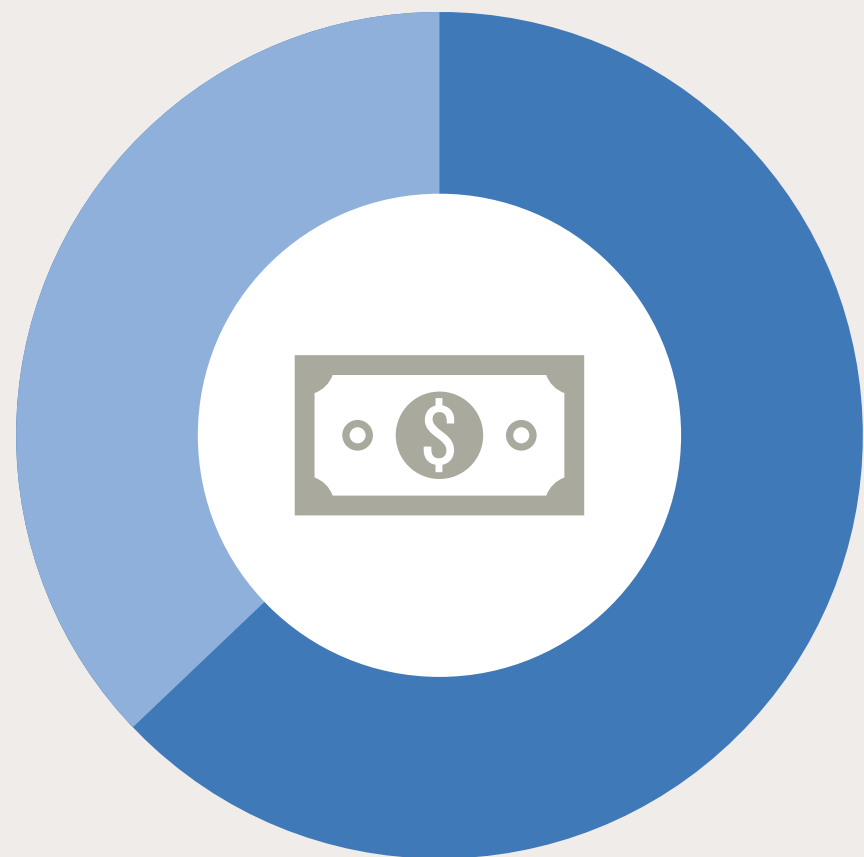
\$61.2M

**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



\$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

FISH
MONGER

SEED
SUPPLIER

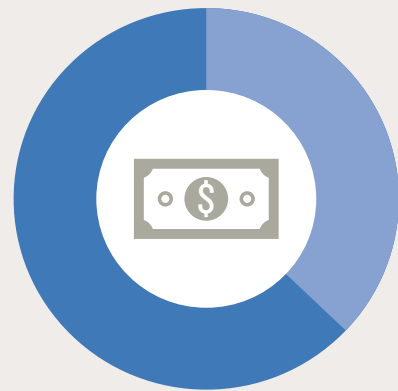


INDIRECT EXPENDITURES

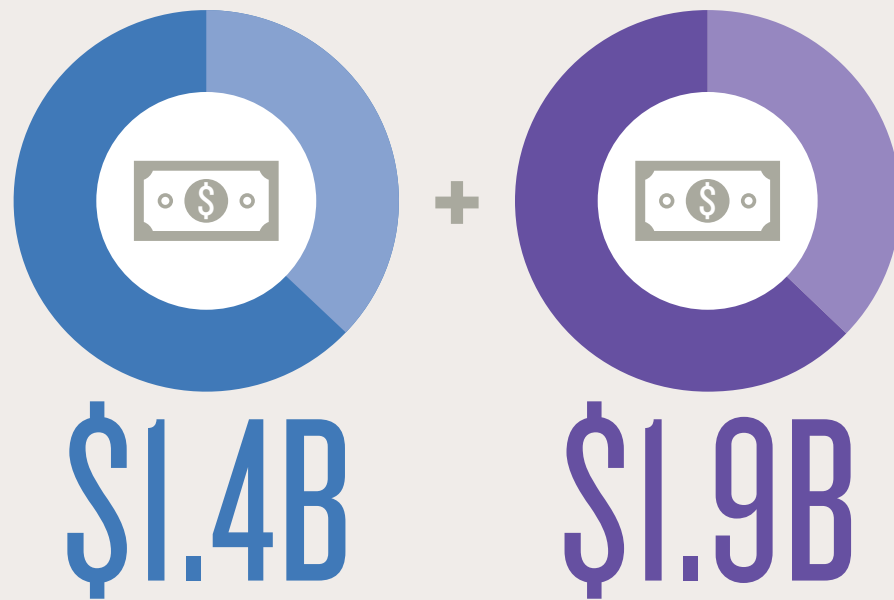
\$1.9 BILLION

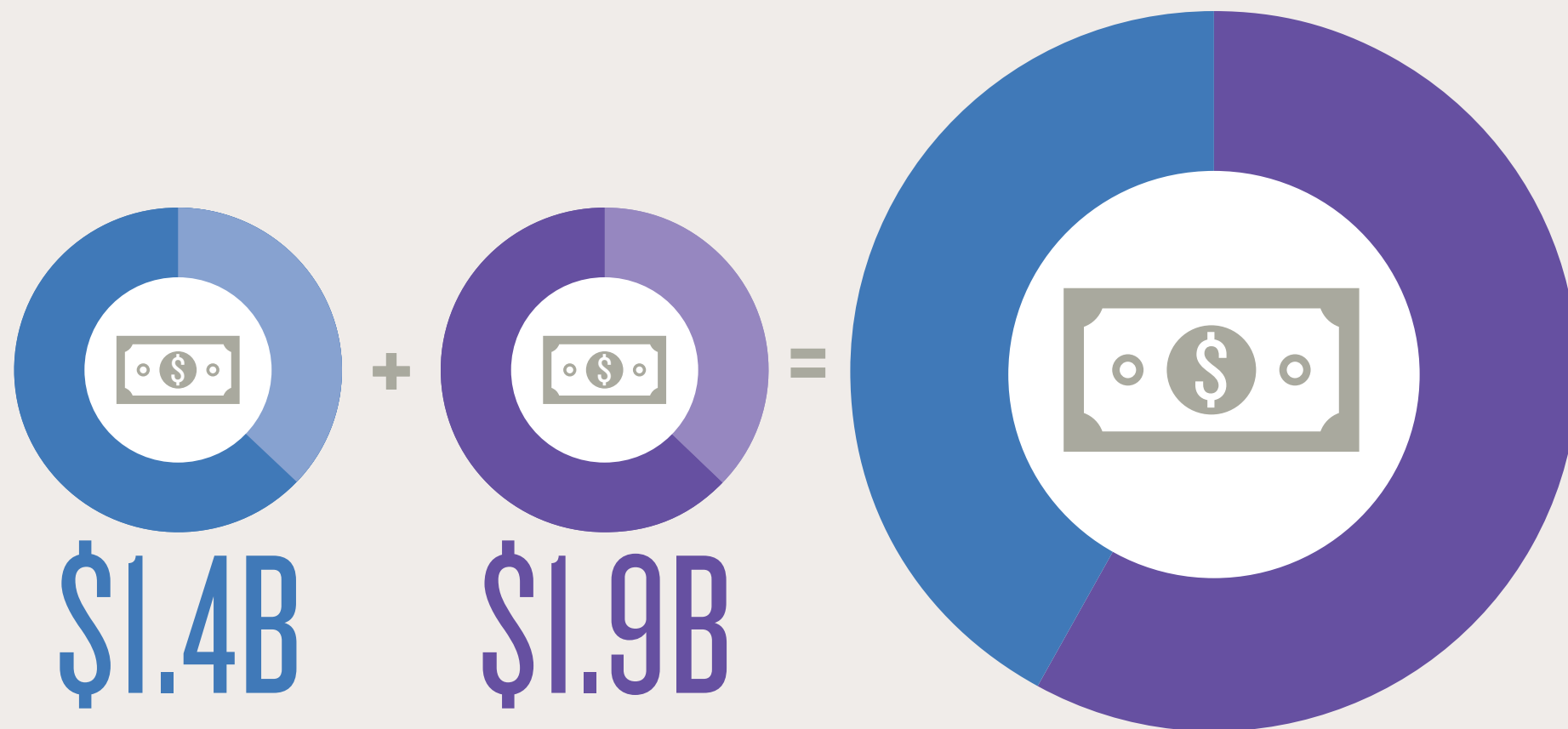
ORGANIZATIONS: \$1,208 million

AUDIENCES: \$655 million



\$1.4B





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.

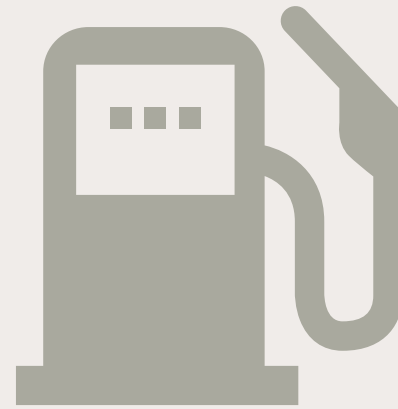


RESIDENT HOUSEHOLD INCOME

\$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!

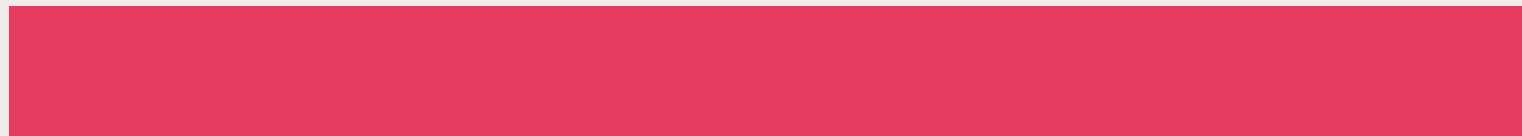
TAX REVENUES



REGIONAL

TAX REVENUES GENERATED:

\$74M



REGIONAL

TAX REVENUES GENERATED:



VS.

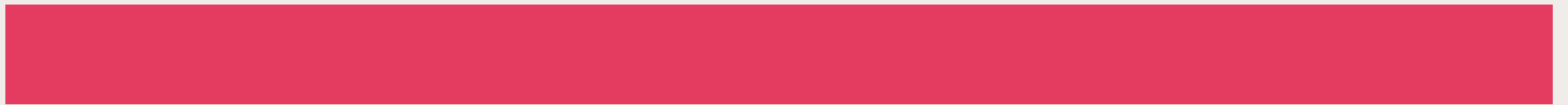
GOVERNMENT CULTURAL FUNDING:



STATE

TAX REVENUES GENERATED:

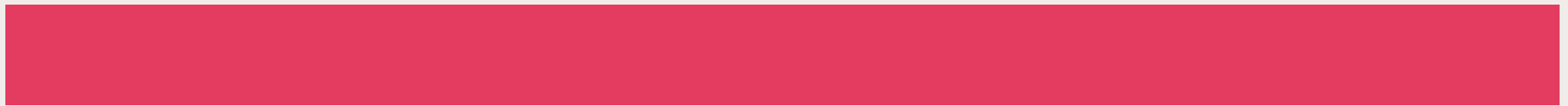
\$95M



STATE

TAX REVENUES GENERATED:

\$95M

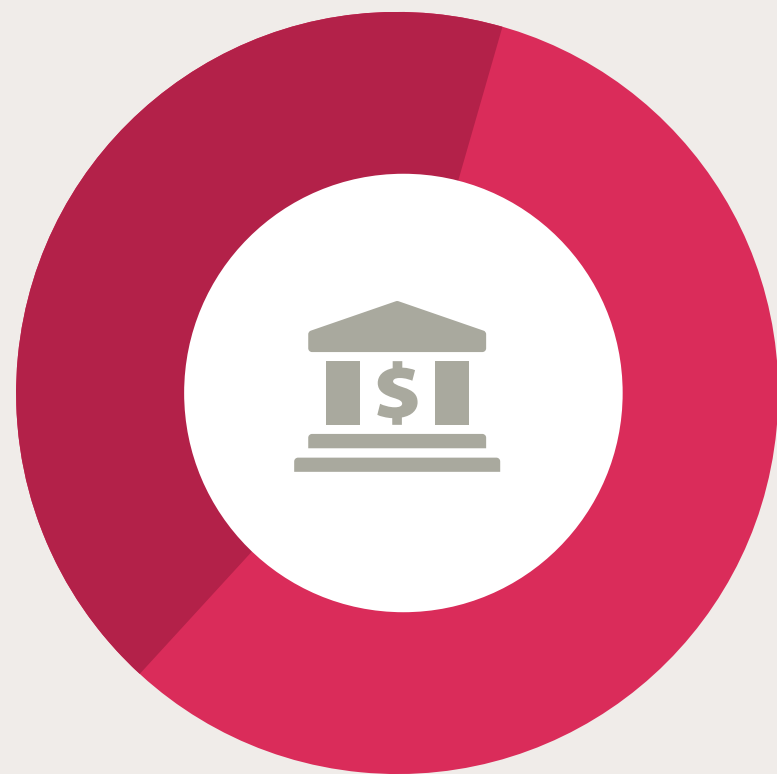


VS.

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

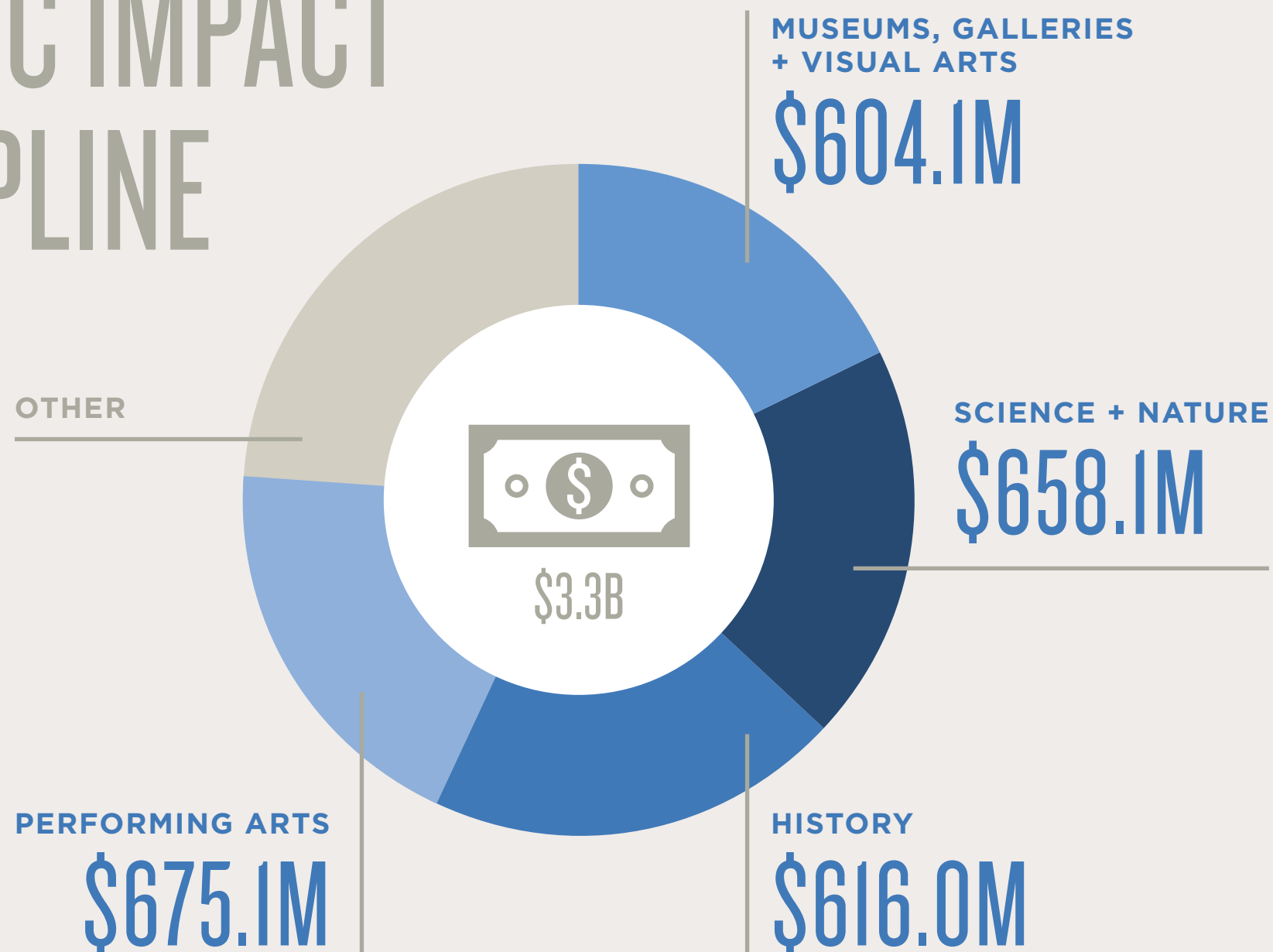


JOBS CREATED

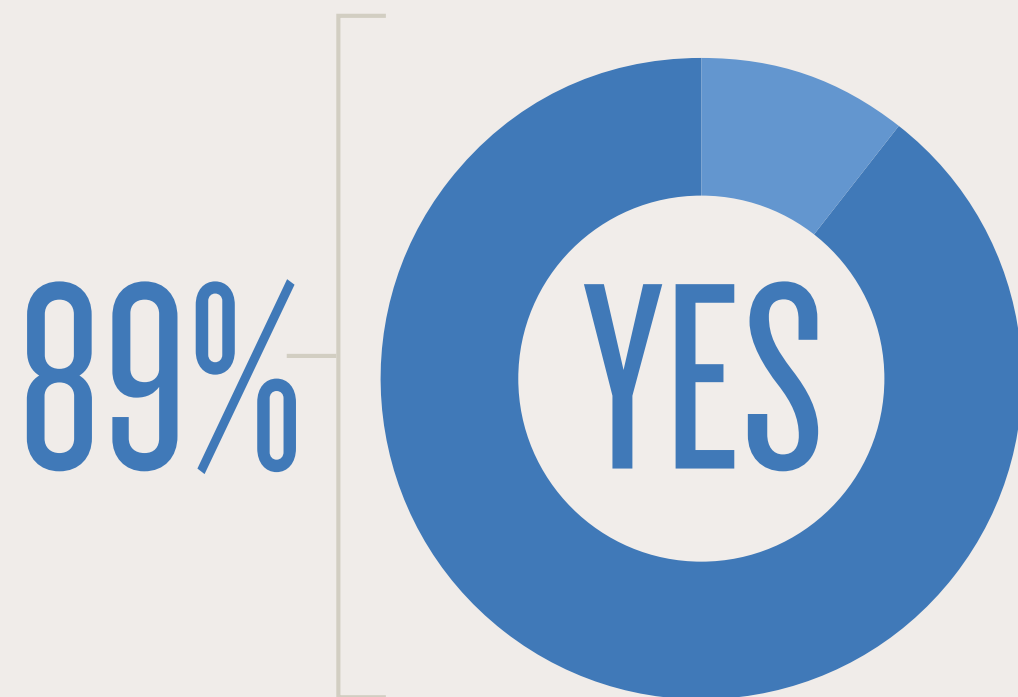
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IN GREATER PHILADELPHIA

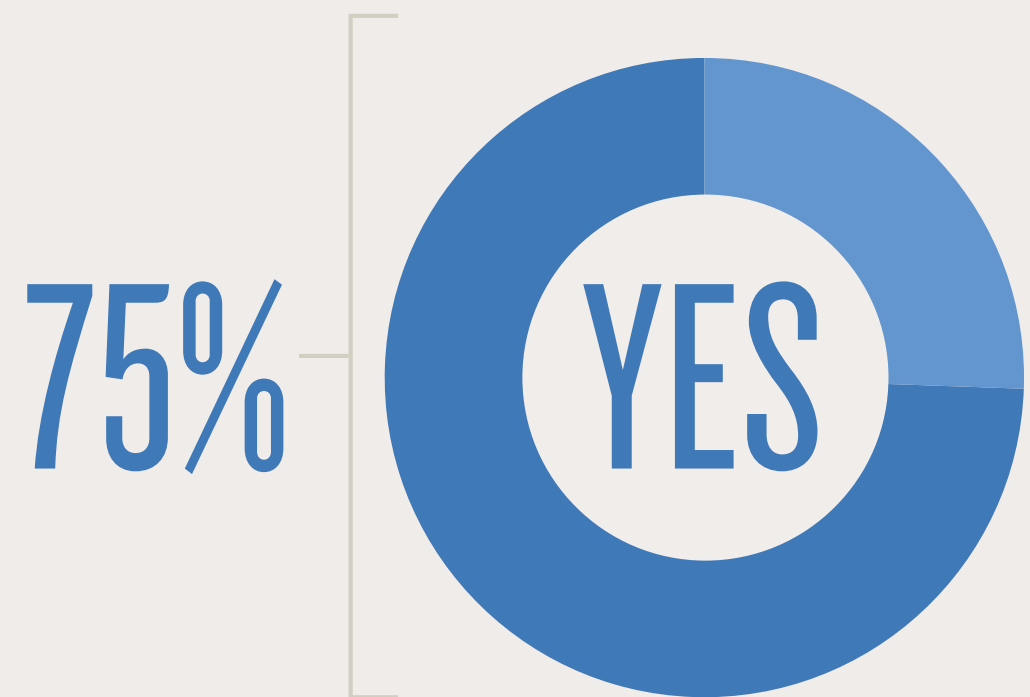
ECONOMIC IMPACT BY DISCIPLINE



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
+ ECONOMIC
PROSPERITY

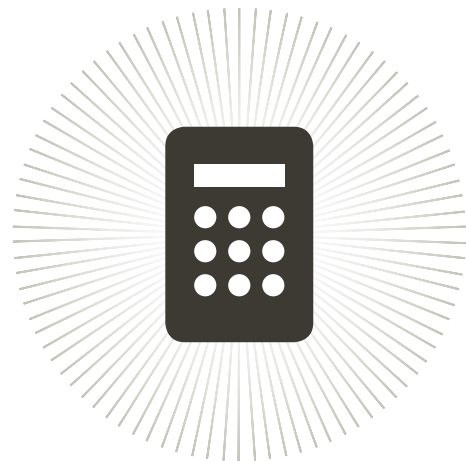
IN GREATER PHILADELPHIA

SHARE WITH BOARD AND STAFF



RUN YOUR OWN IMPACT ANALYSIS





Calculate your cultural organization's
economic impact at

philaculture.org/impact

ARTS CULTURE + ECONOMIC PROSPERITY
IN GREATER PHILADELPHIA

Choose one

Reset

	Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
Nonprofit Arts and Culture Organizations:					
Nonprofit Arts and Culture Audiences:					
Total Industry Impact: (The Sum of Organizations and Audiences)					

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