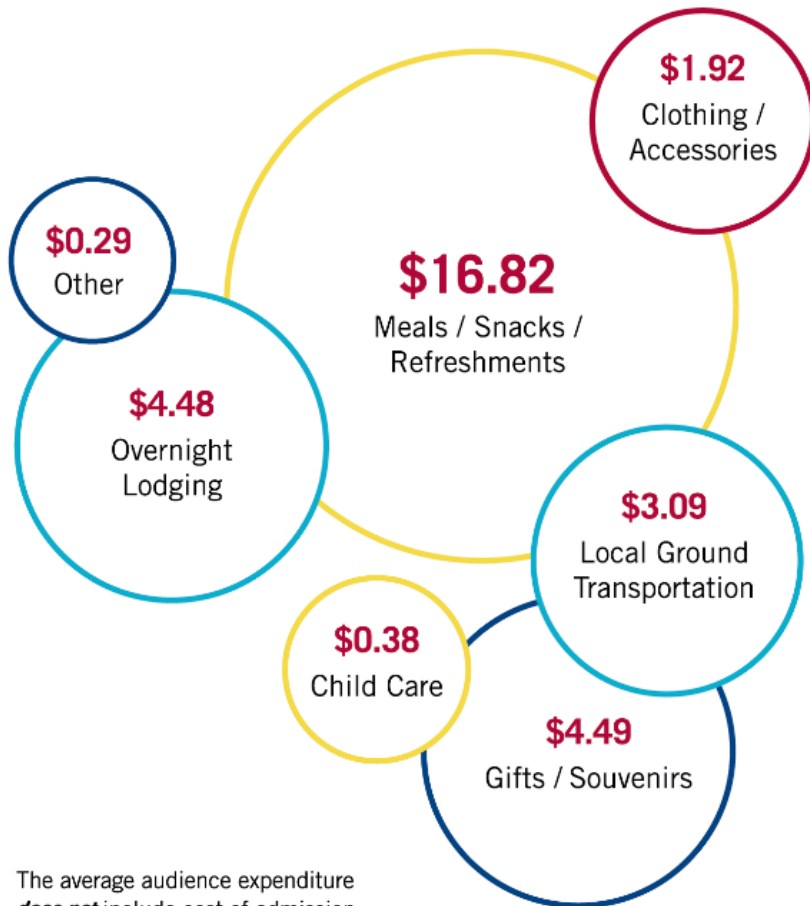




Patron and Audience Spending During Arts Experiences

Average Per Person Per Event
Audience Expenditures: \$31.47



The average audience expenditure **does not** include cost of admission.

Local vs. Nonlocal Arts Audience Spending

Local Audience Spending // **\$23.44**



Nonlocal Audience Spending // **\$47.57**



Example:

Using this data . . . If a creative district attracts 100,000 local visitors annually that would equate to \$2,344,00 in additional spending in the local economy

Using this data . . . If a creative district attracts 100,000 nonlocal visitors annually that would equate to \$4,757,00 in additional spending in the local economy

This not only benefits local businesses--but local tax revenues as well!