

ARTS IN THE LOCAL ECONOMY
FINAL REPORT

AN OPENING NOTE

The National Assembly of Local Arts Agencies (NALAA) is pleased to present this final report of its *Arts in the Local Economy* study. This report demonstrates that the nonprofit arts are a significant industry in this country — one that supports jobs, provides personal income, and generates revenue to local and state government.

To our knowledge, this is the largest economic impact study of the nonprofit arts undertaken to date: we collected data from 789 arts organizations in 33 communities in 22 states, analyzed three consecutive fiscal years, and rigorously executed a sound methodology to derive reliable economic impact results.

This is the third and final report of this study; it supersedes the previous two interim reports. It includes the data and analyses for fiscal years 1990, 1991 and 1992 for each of the 33 communities. In addition, we have extrapolated the data to determine national estimates of the economic impact of the nonprofit arts industry.

We have endeavored to make this report reader-friendly by minimizing the use of jargon and including a *Question & Answer* and *Explanations of Frequently Used Terms* section. It is our belief that, the better you understand the methods and results of this study, the more successful you will be at applying them in your own community. While we have summarized our results in the *Report Summary*, we recommend that you read the entire report for complete understanding and context.

We hope you find our work useful.

Randy Isaac Cohen
Arts in the Local Economy Project Manager
NALAA Director of Research and Information

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The 33 participating communities and their sponsoring organizations contributed both time and financial support:

Southern Southeast Alaska	Ketchikan Area Arts and Humanities Council
Phoenix, Arizona	Phoenix Arts Commission
Humboldt County (Eureka), California	Humboldt Arts Council
Oakland, California	Oakland Cultural Arts Division
San Diego, California	San Diego Commission for Arts and Culture
San Francisco, California	San Francisco Arts Commission
San Jose, California	City of San Jose, Office of Cultural Affairs
Santa Clara County, California	Arts Council of Santa Clara County
Broward County (Ft. Lauderdale), Florida	Broward Cultural Affairs Council
Dade County (Miami), Florida	Metro-Dade County Cultural Affairs Council
Fulton County (Atlanta), Georgia	Fulton County Arts Council
Honolulu, Hawaii	Mayor's Office of Culture and the Arts
New Orleans, Louisiana	Arts Council of New Orleans
Boston, Massachusetts	Boston Arts Commission
Ann Arbor, Michigan	Ann Arbor Street Art Fair
Flint, Michigan	Greater Flint Arts Council
St. Paul, Minnesota	Planning and Economic Development Department
St. Louis, Missouri	Regional Arts Commission
Miles City, Montana	Miles City Arts, Cultural & Historic Commission
Missoula, Montana	Missoula Cultural Exchange
Reno, Nevada	Sierra Arts Foundation
Monroe County (Rochester), New York	Arts for Greater Rochester
Columbus, Ohio	Greater Columbus Arts Council
Portland, Oregon	Metropolitan Arts Commission
Philadelphia, Pennsylvania	City of Philadelphia, Office of Arts and Culture
Pittsburgh, Pennsylvania	Pittsburgh Cultural Trust
Aberdeen, South Dakota	Aberdeen Area Arts Council
Houston, Texas	Cultural Arts Council of Houston
Cache County (Logan), Utah	Capital Art Alliance
Salt Lake City, Utah	Salt Lake City Arts Council
Burlington, Vermont	Burlington City Arts
Rutland County, Vermont	Crossroads Arts Council
Tacoma, Washington	Tacoma Arts Commission
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Special thanks to former NALAA staff members Olive Mosier, Julie Carter, and Bob Duff.

INTRODUCTION

BY ROBERT L. LYNCH, PRESIDENT & CEO

NATIONAL ASSEMBLY OF LOCAL ARTS AGENCIES

THE ARTS MEAN BUSINESS

This economic impact study documents, in unprecedented scope and detail, the key role played by the nonprofit arts in community economic development. The research was undertaken by the National Assembly of Local Arts Agencies (NALAA) to clarify these contributions and to encourage communities to seize the economic benefits offered by the arts.

Most Americans recognize the inherent values of the arts and the vibrancy and beauty they bring to community life across a broad spectrum of expression — in highly visible symphony orchestras, ballet companies, museums and theaters, and also in small and mid-sized endeavors such as ethnic dance ensembles, chamber orchestras, small presses, experimental and community theater groups, and alternative galleries and performance spaces.

Arts organizations are also engaged in our common struggle against the urgent problems of crime, homelessness, unemployment, disease and turmoil that are in the news daily. In communities of all sizes, local arts agencies contribute to neighborhood development programs and provide assistance to people who are disabled and disadvantaged.

Challenges and opportunities such as these — not to mention those in education, health and other vital areas — are forcing our nation to make difficult choices about how to spend our limited resources. But this report has a critical message for those making such choices: When our communities invest in the arts, they are *not* opting for cultural benefits *at the expense of* economic benefits. Careful research shows that in addition to being a vital means of social enrichment, the arts are also an economically sound investment for communities of all sizes. Quite simply, the arts are an industry that generates jobs.

This economic dimension of the arts can sometimes be overlooked, perhaps because they are mistakenly perceived solely as a charitable cause or the province of a few major cultural institutions and their patrons. Yet that perception seriously underestimates their value and potential.

NATIONAL IMPACT OF THE NONPROFIT ARTS INDUSTRY

ECONOMIC IMPACT OF NONPROFIT ARTS INDUSTRY IN THE U.S.:

▼ Total expenditures	\$36.8 billion
▼ Total full-time jobs	1.3 million
▼ Arts full-time jobs	908,800 (0.94% of U.S. workforce)
▼ Personal income	\$25.2 billion
▼ Local government revenue	\$790 million
▼ State government revenue	\$1.2 billion
▼ Federal income tax revenue	\$3.4 billion

AVERAGE ECONOMIC IMPACT OF 33 COMMUNITIES IN NALAA STUDY:

(POPULATION RANGE: 8,500 TO 2,500,000)

▼ Total expenditures	\$75.3 million
▼ Total full-time jobs	2,385
▼ Arts full-time jobs	1,613
▼ Personal income	\$61.8 million
▼ Local government revenue	\$2.5 million
▼ State government revenue	\$3.2 million

ECONOMIC IMPACT PER \$100,000 OF LOCAL SPENDING BY NONPROFIT ARTS ORGANIZATIONS:

▼ Full-time jobs	4.0
▼ Personal income	\$90,780
▼ Local government revenue	\$3,385
▼ State government revenue	\$4,544

Source: National Assembly of Local Arts Agencies, *Arts in the Local Economy*, 1994.

The arts have a positive impact not only on a community's quality of life, but also on the entire social and business fabric. Arts districts attract business investment, reverse urban decay, revitalize struggling neighborhoods, and draw tourists. Attendance at arts events generates related commerce for hotels, restaurants, parking garages, galleries, and more. Arts organizations themselves are responsible businesses, employers, and consumers.

Despite their place in the local economy, however, the arts are repeatedly overlooked as a legitimate tool for economic and social improvement. This omission occurs in both public and private settings — especially when new leaders arrive who are unschooled in the real economic benefits of the arts. Even if the positive social values of the arts are recognized, they are often shortsightedly dismissed as “unaffordable.”

U.S. Labor Secretary Robert Reich has spoken of the changing American work force and how improved industry productivity often ends up dislocating workers. He speaks of the need to retrain and relocate those workers. This is all true. It is equally important to pay serious attention to an industry such as the arts, which is undervalued and under appreciated to start, and yet, is sizeable and productive today and is also a major growth industry. The U.S. Department of Labor itself cites musicians as one of the fastest growing job areas, predicting a 25 percent increase over the next 13 years. And all these jobs are right here at home.

A 1993 survey of elected municipal officials, by the National League of Cities, revealed that their two leading concerns were, (1) declining overall economic conditions and (2) unemployment. Yet NALAA studies show that, because of the strong economic and job potential of the arts, these same city officials facing tremendous local financial hardship have consistently increased aggregate support for the arts by approximately seven percent annually.

The National Assembly of Local Arts Agencies is also encouraged by the many recent signs that the current administration of our federal government values the arts as an instrument of economic and social development. We see it as our responsibility to provide strong, coherent information to reinforce resolve at national, state, and local levels to implement a positive change and to ensure that the arts are a core part of that agenda. Our leaders need visible proof of the economic benefits of the arts, so that arts funding can be strengthened and made less susceptible to public and political whim. Communities of all sizes deserve solid evidence that by investing in their local arts resources, they are not only generating social and aesthetic benefits, but also promoting economic well-being.

This report provides that proof.

The prime agents for gathering and disseminating information for this study were local arts agencies, which have a key role in ensuring that the case for the arts can be clearly articulated to policy makers. These agencies — 3,800 in all in the United States — are known by a variety of names: arts councils, arts commissions, departments of cultural affairs, offices of arts and humanities, and so forth. Operating either as city or county government agencies or as private nonprofit organizations, they provide grantmaking, facility management, cultural planning, arts programming, and other programs and services in support of arts organizations, artists, and the community as a whole.

Local arts agencies are important because they support not just one discipline or style of art, but a wide and inclusive range. They help weave art and culture into the fabric of daily life for everyone in the community. By providing technical and financial support as well as information, advocacy, and education, they facilitate the responsible growth of the arts as an industry. The tapestry created by this threading of arts and culture throughout neighborhoods is in large part what brings residents, businesses, conventions, and tourism to a city.

The mission of the National Assembly of Local Arts Agencies (NALAA) is to help its local constituents make the arts an integral part of their communities' development. An independent, nonprofit organization founded in 1978 and based in Washington, D.C., NALAA carries out its role through seven program areas: research, information, and publications; leadership and professional development; resource development for local arts agencies; national arts policy development; visibility; advocacy; and special projects.

For this study, NALAA received generous support from the Charles Stewart Mott Foundation, the National Endowment for the Arts, and the 33 participating local arts agencies. We extend our sincere thanks to all of the funders and study participants for making possible this invaluable and timely work. The study results reinforce our firm belief that the arts are fundamental to the vitality of our nation's communities and a sound investment in their future. We hope that our research will strengthen the efforts of all local arts supporters for the betterment of all our communities and our nation.

REPORT SUMMARY

The findings from NALAA's Arts in the Local Economy study bring compelling new evidence that the nonprofit arts are a significant industry in the United States, supporting jobs and stimulating local economies. They show that nationally, nonprofit arts organizations alone — a fraction of the total arts industry — generate more than \$36 billion of business within their communities, resulting in \$25 billion in personal income to local residents. This study provides a strong signal to communities that when they invest in the arts, they not only enhance the quality of community life, but also contribute to its local economic well-being.

This is the final report of a three-year study that analyzed the economic impact of spending by nonprofit arts organizations in 33 local economies across the country. The most comprehensive of its kind ever conducted, the study examined data from 789 nonprofit arts organizations in 33 communities in 22 states for fiscal years 1990, 1991 and 1992. Its objective was to document the experience of a cross-section of American communities and demonstrate what they gain from investing in the arts.

NATIONAL ECONOMIC IMPACT

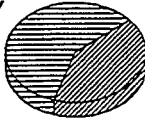
This study has striking national implications. Because of the variety of communities surveyed and the rigor with which the study was conducted, estimates of the national economic impact of nonprofit arts organizations can be extrapolated. For example, the nonprofit arts industry supported an average of 1.3 million jobs in the United States during each of the three years studied. As the table below shows, spending by local arts organizations generates billions of dollars in personal income and significant revenue to local, state and federal governments.¹

ECONOMIC IMPACT OF U.S. NONPROFIT ARTS INDUSTRY

▼ Expenditures of nonprofit arts organizations	\$36.8 billion
▼ Full-time jobs	1.3 million
▼ Personal income	\$25.2 billion
▼ Local government revenue	\$790 million
▼ State government revenue	\$1.2 billion
▼ Federal income tax revenue	\$3.4 billion

**Jobs Supported in U.S. by
Nonprofit Arts Industry:
1.3 Million**

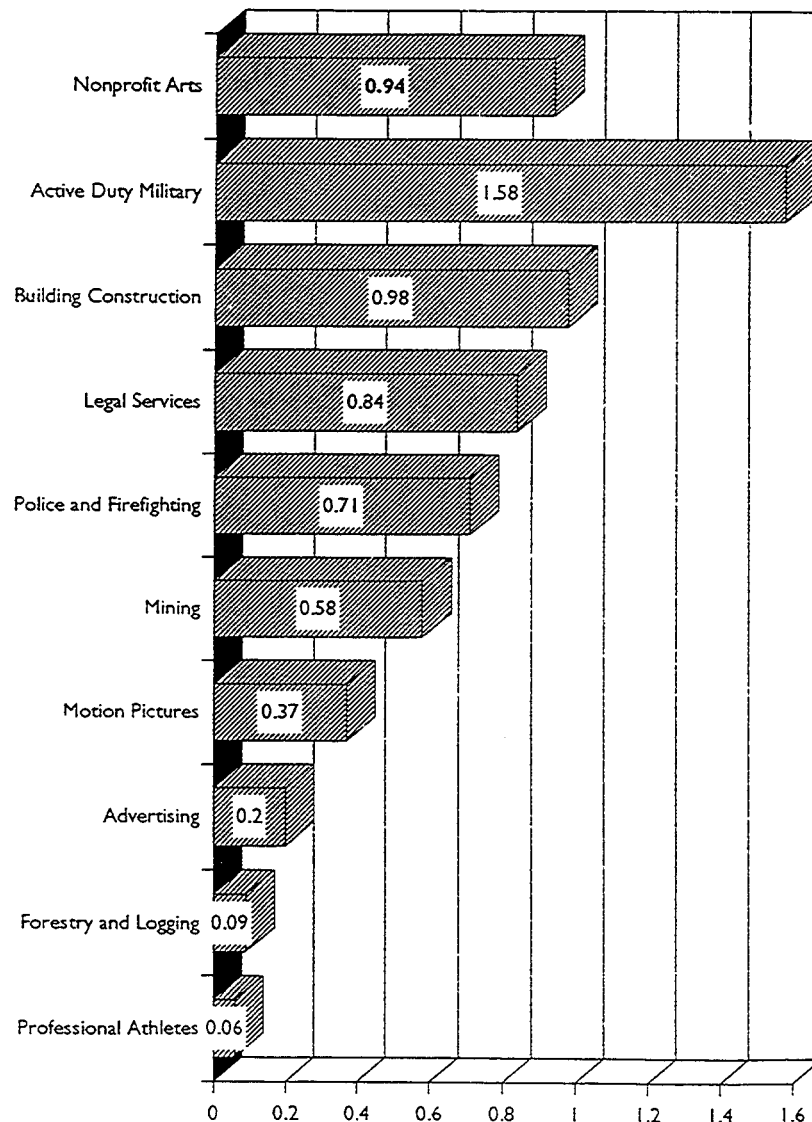
**Direct Impact:
908,800 Jobs in
the Arts
Industry**



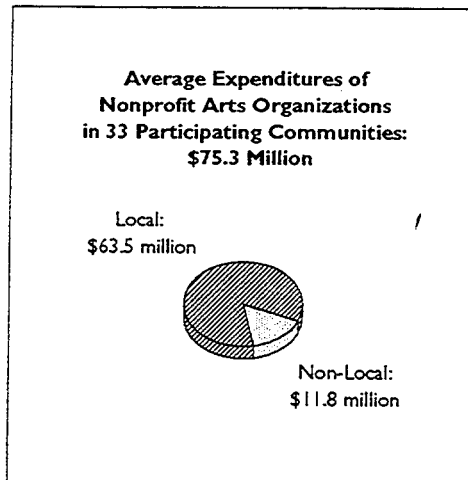
**Indirect Impact:
391,200 Jobs
Outside of the
Arts Industry**

Of the 1.3 million full-time-equivalent (FTE) jobs supported by the nonprofit arts industry, 908,800 were in the arts sector, a direct result of expenditures by nonprofit arts organizations and representing nearly one percent of all FTE jobs in the United States.² This number gains significance when compared to the size of other work forces in this country. U.S. Department of Labor data for 1992, for example, show the following percentages for other industries:

Percentage of U.S. Workforce



Sources: U.S. Department of Labor, Department of Defense, NAALAA, 1993.



LOCAL ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS

The estimated expenditures by nonprofit arts organizations in each of the 33 participating communities averaged \$75,326,502 during the three years studied. Of this amount, \$63,502,708 was spent locally (within the community) and \$11,823,794 was spent outside of the community. The local economic impact is based *only* on local expenditures; non-local expenditures have no local economic impact. The following table

shows the direct economic impact of local expenditures — that is, the *initial* economic effect of local expenditures by nonprofit arts organizations.

Direct Economic Impact Per Community
(Average of 1990, 1991 and 1992)

Population Group	FTE Jobs	Personal Income	Local Gov't Revenue	State Gov't Revenue	Estimated Total Expenditures	Estimated Local Expenditures
Less than 100,000	34	\$637,589	\$6,261	\$16,167	\$1,299,188	\$1,015,123
100,000 to 499,999	1,185	\$31,009,404	\$259,238	\$754,968	\$53,007,345	\$44,772,949
500,000 to 999,999	2,476	\$72,932,890	\$735,214	\$1,887,425	\$118,805,022	\$102,803,258
1 million or more	2,377	\$62,563,122	\$830,420	\$1,626,246	\$110,829,535	\$91,038,119
Avg. of 33 Communities	1,613	\$44,256,084	\$484,407	\$1,132,797	\$75,326,502	\$63,502,708

The 33 participating communities were divided into four population groups. The following tables display the average economic impact results of each population group and the 33 communities together. (Note that the average of the 33 communities is *not* the same as the average of the four population groups. This is because the 33 communities are not evenly divided among the population groups.)

These direct economic impacts create an additional indirect economic impact on the local economy. Consider this example:

A theatre company purchases a gallon of paint from the local hardware store for ten dollars (that is the “direct economic impact”). The hardware store then uses a portion of the ten dollars to pay the sales clerk’s salary; the sales clerk re-spends some of the money for groceries; the grocery store in turn uses some of the money to pay its cashier; the cashier spends some for the utility bill; and so on (these are the “indirect economic impacts”).

Thus, the original ten dollars from the theatre has been "re-spent" several times. The local expenditures will continue to have an economic impact on the local economy until the money eventually "leaks out" of the community (*i.e.*, is spent non-locally). The total economic impact is the combination of the direct impact and the indirect impact. The following table shows the total economic impact of local spending by nonprofit arts organizations.

Total Economic Impact Per Community
(Average of 1990, 1991 and 1992)

Population Group	FTE Jobs	Personal Income	Local Gov't Revenue	State Gov't Revenue	Estimated Total Expenditures	Estimated Local Expenditures
Less than 100,000	46	\$805,700	\$22,872	\$37,039	\$1,299,188	\$1,015,123
100,000 to 499,999	1,773	\$42,935,631	\$1,483,073	\$2,154,749	\$53,007,345	\$44,772,949
500,000 to 999,999	3,673	\$103,523,823	\$4,019,431	\$5,325,304	\$118,805,022	\$102,803,258
1 million or more	3,478	\$86,273,760	\$3,808,344	\$4,622,944	\$110,829,535	\$91,038,119
Avg. of 33 Communities	2,395	\$61,783,180	\$2,466,621	\$3,211,474	\$75,326,502	\$63,502,708

To make it easier to compare the economic impacts of different communities, researchers calculated the economic impact per \$100,000 of local spending by nonprofit arts organizations. Thus, for every \$100,000 spent locally by a local nonprofit arts organization, there was the following total economic impact on its community:

Total Economic Impact Per \$100,000 of Local Spending Per Community
(Average of 1990, 1991 and 1992)

Population Group	FTE Jobs	Personal Income	Local Gov't Revenue	State Gov't Revenue
Less than 100,000	4.55	\$82,142	\$2,293	\$3,618
100,000 to 499,999	4.05	\$88,972	\$3,133	\$4,440
500,000 to 999,999	3.67	\$63,204	\$3,675	\$4,812
1 million or more	3.87	\$95,010	\$4,135	\$5,038
Avg. of 33 Communities	4.00	\$90,780	\$3,385	\$4,544

The following is an example of how to use this table:

An administrator from a dance company that spends \$1 million in a community with a population of 250,000 wants to determine the company's economic impact on full-time-equivalent employment within the community. The administrator would, (1) find the appropriate population grouping; (2) divide the local expenditures by 100,000; and (3) multiply that figure by the economic impact results from the

"100,000 to 499,000" population grouping. Thus, \$1,000,000 divided by 100,000 equals 10; ten times 4.05 (from the data table) equals a total of 40.5 full-time-equivalent jobs supported within the community.

ARTS VOLUNTARISM: AN ECONOMIC IMPACT BEYOND DOLLARS

The NALAA study revealed a significant in-kind contribution to local arts organizations as a result of voluntarism. An estimated 10,873 volunteers donated 385,778 hours per year to nonprofit arts organizations in *each* of the 33 participating communities. In 1992, this represented a donation of time valued at \$4,575,323 per community.³ Volunteers for the arts include members of boards of directors, docents, ushers, and others.

While the thousands of arts volunteers in this country may not have an economic impact in the strict way it is defined in this study, they clearly have an enormous economic impact on the community by assisting in keeping arts organizations functioning as a viable industry.

COMMUNITIES STUDIED

Three characteristics of the study contribute to the usefulness and validity of its findings. First, the 33 communities were selected to represent a cross-section of the nation, thus strengthening the reliability of generalizations based on their data. The aspects of their diversity include,

- ▼ geography (stretching from Florida to Alaska);
- ▼ population (ranging from 8,500 to 2,500,000); and
- ▼ type of community (encompassing rural to large urban).

Second, for purposes of analysis and national extrapolations, the communities were stratified into four groups based on their population. The four population groups are as follows:

Group	Population	Number of Communities Studied
I	Less than 100,000	6
II	100,000 to 499,999	10
III	500,000 to 999,999	8
IV	1,000,000 or more	9

Finally, several of the "big players" in the nonprofit arts world were purposely excluded — New York City, Chicago, and Los Angeles, for example — to avoid inflating the averages. This study indicated an average per community expenditure by nonprofit arts organizations of \$75.3 million; the comparable figure for New York City alone was \$1.3 billion — 17 times NALAA's per city average — based on the 1993 study, *The Arts as an Industry: Their Economic Importance to the New York-New Jersey Metropolitan Region*.

These three characteristics are strong indicators that the Population Group averages and national estimates based on the 33-community sample are conservative and may, actually, understate the economic impact of nonprofit arts activity.

ARTS ORGANIZATIONS SURVEYED

In each of the 33 cities and counties, up to 35 randomly-selected nonprofit arts organizations and their local arts agencies were extensively surveyed for three successive years — a total of 1,093 arts organizations each year. Like their communities, these organizations varied widely, ranging from grand opera companies, public radio stations, and historical museums to weaving societies, choral groups, and arts service organizations. The responding organizations had annual budgets ranging from \$0 to \$45,000,000. The number of surveys returned (the response rates) were impressive: 643 (59 percent), 728 (67 percent), and 789 (72 percent) during fiscal years 1990, 1991 and 1992, respectively. The study yielded consistent data over the three years, providing further validation of the results.

STUDYING ECONOMIC IMPACT USING INPUT/OUTPUT ANALYSIS

In this study, the economic impact is defined as the employment (full-time-equivalent jobs), personal income (salary, wages, and proprietary income), and government revenue generated by the dollars spent in the community by its nonprofit arts organizations. The impact of this spending is far-reaching: arts organizations pay their employees, purchase supplies, contract for services, and acquire assets within the local community. These actions, in turn, support local jobs, create personal income, and generate revenue to the local and state government.

This study focused *solely* on the economic impact of local spending by nonprofit arts organizations. It did not include the related spending by individual artists, arts audiences (restaurants, hotels, parking), or the for-profit arts sector (Broadway or the motion picture industry, for example).

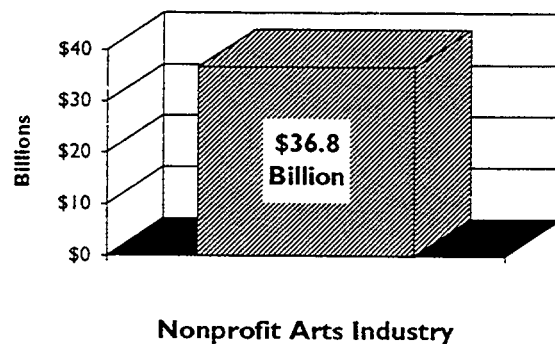
Econometricians used the method of input/output analysis to study the local economic impact of the nonprofit arts. It is an ideal method for studying the nonprofit arts and their economic impact because it is tailored to each individual community. This mathematical model traces how many times a dollar is re-spent within a community, and the economic impact of each round of spending. Each community's model was customized based on the local dollar flow between 533 finely detailed industries within that community. Additional wage, labor and commerce data were collected from the community's local and state government and from the federal government to complete the input/output model.

NATIONAL ESTIMATES

The national estimates of the nonprofit arts industry were derived by determining the population of the 19,296 cities in the United States and then assigning them to one of the four population groups listed on page 10. Each city was then assigned the average economic impact results for that population group. The economic impact values of the 19,296 cities were then added together to determine the national economic impact. Not included in the calculation of the national estimates were the 16,666 towns and townships or the 47,687 other local governments in the United States.⁴ Also excluded was the economic impact of non-local expenditures by nonprofit arts organizations (about 20 percent of the total expenditures, or \$7 billion). These results, therefore, are conservative estimates of the national economic impact of the nonprofit arts industry.

CONCLUSION

The nonprofit arts are a \$36.8 billion industry in the United States. NALAA's three-year study revealed that spending by nonprofit arts organizations creates jobs, generates income to individuals and revenue to local, state, and federal governments. By demonstrating that investing in the arts yields economic benefits, the Arts in the Local Economy study lays to rest a common misconception: that communities support the arts at the expense of local economic development. This report shows conclusively that locally as well as nationally, the arts mean business.



THE 33 PARTICIPATING COMMUNITIES

Ketchikan, AK	St. Paul, MN
Phoenix, AZ	St. Louis, MO
Humboldt County (Eureka), CA	Miles City, MT
Oakland, CA	Missoula, MT
San Diego, CA	Reno, NV
San Francisco, CA	Monroe County (Rochester), NY
San Jose, CA	Columbus, OH
Santa Clara County, CA	Portland, OR
Broward County (Ft. Lauderdale), FL	Philadelphia, PA
Dade County (Miami), FL	Pittsburgh, PA
Fulton County (Atlanta), GA	Aberdeen, SD
Honolulu, HI	Houston, TX
New Orleans, LA	Cache County (Logan), UT
Boston, MA	Salt Lake City, UT
Ann Arbor, MI	Burlington, VT
Flint, MI	Rutland, VT
	Tacoma, WA

FOOTNOTES

¹ This figure includes only income tax paid on the \$25.2 billion in personal income at the rate of 13.4 percent, the average percentage of adjustable gross income paid to the Internal Revenue Service in 1991 (latest data available).

² The U.S. Department of Labor reports that there were 97,026,000 full-time-equivalent jobs in the United States in 1992.

³ In *Giving and Volunteering 1992*, by the Independent Sector, the value of the average 1992 volunteer hour is placed at \$11.86.

⁴ Source: U.S. Bureau of the Census, *1992 Census of Governments*, Government Units in 1992.

STRUCTURE OF THIS REPORT

This Report Summary is followed by a review of the development of the three-year study and a description of its methodology. The report then offers answers to commonly-asked questions about the study, and a helpful explanation of terms. These narrative sections are followed by detailed tables of data for each of the three years studied. The final section contains the survey instruments.

ABOUT THIS STUDY

The goal of this study is to provide a multiyear perspective on the nonprofit arts and the local economy, one that can be used by local arts agencies, municipal leaders (mayors, city managers, city council members), arts organizations, funders, and others to demonstrate the positive economic impact of the arts on communities across the country. This section of the report describes the methods used to achieve this goal.

STEPS TO DEVELOP THIS REPORT

1. A sample of 33 communities was studied, representing all regions of the country and a population range from 8,500 to 2,500,000.
2. A list of tax-exempt arts organizations was generated by each community, from which a random sample of 35 arts organizations was taken. If fewer than 35 organizations were on the list, then all arts organizations in the community were surveyed.
3. Surveys were distributed to each of the 35 randomly selected arts organizations, the local arts agency, and the local government in each community.
4. The survey data were used to create detailed estimates of total expenditures by all local nonprofit arts organizations in each community. In all, a total of 1,093 nonprofit arts organizations and local arts agencies were surveyed each year. Responses were received from 643 (59 percent), 728 (67 percent), and 789 (72 percent) of the randomly selected arts organizations and 33 local arts agencies during fiscal years 1990, 1991 and 1992, respectively. The responding organizations ranged from grand opera companies, public radio stations, and historical museums, to weaving societies, choral groups, and arts service organizations, and had annual budgets ranging from \$0 to \$45,000,000.
5. An input/output model was developed for each of the 33 communities to determine the economic impact of local spending by nonprofit local arts organizations on jobs, personal income, and revenue to local and state government. Wage, labor, and commerce data were collected from each community's local and state government and from the federal government for use in the input/output model.

For purposes of data comparisons, communities were stratified into four groups according to their population:

Group	Population	Number of Communities Studied
I	Less than 100,000	6
II	100,000 to 499,999	10
III	500,000 to 999,999	8
IV	1,000,000 or more	9

In the Arts in the Local Economy study, economic impact of the arts is defined as the employment (full-time-equivalent jobs), personal income (salary, wages, and proprietary income), and government revenue created by the dollars spent in the local community by its nonprofit arts organizations. This study takes a conservative approach to assessing economic impact, as it is limited to measuring the effect of the expenditures of the arts organizations themselves (labor, operations, materials, facilities, and asset acquisition). In essence, arts organizations pay their employees, purchase supplies, contract for services, and acquire assets within the local community; these actions, in turn, support local jobs, create personal income, and generate government revenue. This study does not take into consideration the significant contribution of ancillary spending by audiences (hotels, restaurants, parking), for-profit arts organizations (e.g., Broadway or the motion picture industry), or individual artists.

To assess the local economic impact of expenditures by local nonprofit arts organizations, an estimate of the arts organizations' local expenses had to be calculated. Approximately 35 arts organizations in each community were surveyed by NALAA. The selection of these organizations was random and included a cross-section of organizational types and sizes. To generate the sample of organizations to be surveyed, a list of all nonprofit arts organizations in each community was provided by the local sponsoring organization. Each organization on the list was consecutively numbered and a random number table was used to generate the 35 organizations. Seven of the communities had fewer than 35 arts organizations. In those cases, all of the arts organizations in the community were surveyed regardless of whether the organization was nonprofit or for-profit. For all communities, an average expenditure was developed by category of expenses: labor, operations, materials, facilities, asset acquisition, and the total dollars spent locally (see *Survey Instruments*, page 73). These "per-organization" averages were then multiplied by the total number of nonprofit arts organizations in the community. The resulting figures represent the estimate of the total dollars spent in the community by all local nonprofit arts organizations.

Each community had a "point person" who was responsible for the distribution and collection of the surveys. As the sponsoring organization, all technical assistance calls were referred to the National Assembly of Local Arts Agencies (NALAA). The returned surveys were refined and followed-up on by NALAA, as needed, and entered into a computer database, tabulated, and analyzed. In those communities where there was a low percentage of compliance and a majority of respondents were from larger organizations, supplemental telephone follow-up was attempted to determine the budgets of nonrespondents, and the community data were weighted accordingly.

THE CHOICE OF ECONOMIC ANALYSIS

A common theory of community growth is that an area must export goods and services if it is to prosper economically. This is called **economic-based theory**, and it depends on dividing the economy into two sectors: (1) the export sector and (2) the local sector. Exporters, such as automobile manufacturers, hotels, and department stores, obtain income from customers outside of the community. This “export income” then enters the local economy — in the form of salaries, purchases of materials, dividends, *etc.* — and becomes income to local residents. When people and businesses receive this money, they re-spend much of it locally; some of the money, however, is spent non-locally for goods imported from outside of the community. The dollars re-spent locally have a positive economic impact as they continue to circulate through the local economy. The money re-spent non-locally is an example of “leakage” and has no local economic impact. The following is an example of how a dollar can be re-spent: a theatre company purchases a gallon of paint from the local hardware store for ten dollars; the hardware store uses a portion of the ten dollars to pay the sales clerk’s salary; the sales clerk then re-spends the money locally for groceries; the grocery store uses some of the money to pay its cashier; the cashier then re-spends the money to pay the utility bill; and the process continues. Thus, the original ten dollars from the theatre has been “re-spent” several times.

INPUT/OUTPUT ANALYSIS

To reliably measure the economic impact of each round of spending, input/output analysis was selected as the method of economic analysis. Economists use input/output analysis to measure how many times a dollar is re-spent in a community before it leaks out, and the economic impact of each round of spending. It is an ideal method to study the nonprofit arts at the local level, because it is tailored to each individual community. The analysis is a mathematical model that combines statistical methods and economic theory in an area of economic study called econometrics. While input/output analysis requires more research, relies on trained econometricians, and is more expensive, the process provides current and reliable data.

The following is a somewhat simplified description of the input/output modeling process. If it sounds complicated, take heart that one generally doesn’t study this type of analysis before entering a graduate school program in economics and being well-versed in calculus.

The input/output model is based on a table of 533 finely detailed industries showing local sales and purchases. **The local and state economy of each community is researched so the table can be customized for each community.** The basic purchase patterns for local industries are derived from a similar table for the U.S. economy for 1987 (the latest detailed data available from the U.S. Department of Commerce). The table is first reduced to reflect the unique size and industry mix of the local economy. It is then adjusted so that only transactions with local businesses are recorded in the interindustry part of the table (this technique compares local supply and demand, and estimates the additional imports or exports required to make total supply equal total demand). The resulting table shows the detailed local sales and purchase patterns of the local industries. The 533-industry

table is then aggregated to reflect the general local activities of 32 industries plus local households (a total of 33 industries). To trace changes in the economy, each column is converted to show the direct requirements per dollar of gross output for each sector.

The economic impact figures for the study were computed using what is called an “iterative” procedure. This process uses the sum of an infinite series to approximate the solution to the economic model. This is what the process looks like in matrix algebra:

$$T = IX + AX + A^2X + A^3X + \dots + A^nX$$

T is the solution, a column vector of changes in each industry’s outputs caused by the changes represented in the column vector X. A is the 33 by 33 direct-requirements matrix. This equation is used to trace the direct expenditures attributable to nonprofit local arts organizations. A “multiplier effect table” is produced that displays the results of this equation. The total column (column 13) is T. The initial expenditure to be traced is IX (I is the identity matrix, which is operationally equivalent to the number 1 in ordinary algebra). Round 1 is AX, the result of multiplying the matrix A by the vector X (the outputs required of each supplier to produce the goods and services purchased in the initial change under study). Round 2 is A²X, which is the result of multiplying the matrix A by Round 1 (it answers the same question applied to Round 1: what are the outputs required of each supplier to produce the goods and services purchased in Round 1 of this chain of events?). Each of columns 1 through 12 in the multiplier effects table represents one of the elements in the continuing but diminishing chain of expenditures on the right side of the equation.

Calculation of the total impact of the nonprofit arts industry within a community on the outputs of other industries (T) can now be converted to impacts on final income to the owners of resources by multiplying the outputs produced by ratios of arts income and employment to output. Thus, column 14 is an estimate of the employment impact of changes in outputs due to arts expenditures, and is calculated by multiplying elements in column 13 (T) by the ratio of employment to output for the 32 industries in the region (recorded in column 20). Columns 15 through 17 convert the changes in outputs due to arts expenditures to changes in household incomes, local government revenues, and state government revenues in the same way. Columns 22 through 24 are calculations of the direct impact on incomes and revenues associated with the direct impact vector (X) and are also calculated similarly.

QUESTIONS & ANSWERS

1. WHY UNDERTAKE AN ECONOMIC IMPACT STUDY ON THE ARTS?

An economic impact study can be a compelling argument in support of the arts to people who may not appreciate the intrinsic, cultural, and economic values of the arts. In undertaking this study, it was NALAA's intention to give local arts agencies and others a tool with which to provide mayors, city/county managers, and other municipal officials, as well as key policymakers and funders, economic rationales for support of the arts in their community. In a time of limited resources, it is vital that arts leaders be able to make cogent and persuasive cases for the benefit that the arts bring to the local economy. The case for government and private sector support of the arts is enhanced immensely when arts managers can point to that investment and cite the economic impact that this generates. Economic impact studies demonstrate that community support for the arts does not come at the expense of local economic development.

2. HOW IS THE ARTS IN THE LOCAL ECONOMY STUDY DIFFERENT FROM THE MORE THAN 200 ECONOMIC IMPACT STUDIES ON THE ARTS THAT PRECEDED IT?

There are four major differences in this study compared to those that have preceded it:

- 1) It is the first study of this **magnitude**. Thirty-three communities in 22 states participated in this project; surveys were received from 789 arts organizations with budgets ranging from \$0 to \$45,000,000; the sample of 33 communities represent a diversity of geography (from Florida to Alaska), population (from 8,500 to 2,500,000), and type (from rural to large urban).
- 2) To provide the most precise results, an **input/output model was created for each participating community**. Input/output analysis is a highly credible form of economic analysis that enables researchers to determine the economic impact of nonprofit arts organizations in each community. These economic models provide measures of how the arts impact jobs, personal income, and revenue to local and state government.
- 3) All of the participating **communities are using the same methodology**. This affords an opportunity to make comparisons between the communities and their population groupings. Additionally, it provides an opportunity to make extrapolations about the national economic impact of the nonprofit arts industry. While there have been many good studies done in the past, they usually employ varying methodologies which preclude comparisons.
- 4) The Arts in the Local Economy study examines **three consecutive fiscal years (1990, 1991, 1992)**.

It is important to remember that, for purposes of this study, the economic impact of the arts is defined as the employment (full-time-equivalent jobs), personal income (salary, wages, and proprietary income), and government revenue created by the dollars spent in the local community by its nonprofit arts organizations. These impacts are measured by the input/output models designed for each of the 33 participating communities. The Arts in the Local Economy study takes a very conservative approach to assessing economic impact, as it is limited to measuring the economic effect of the financial activity of the arts organizations themselves. It does not take into consideration the significant contribution of ancillary spending by audiences, for-profit arts organizations, or individual artists.

3. HOW WERE THE 33 COMMUNITIES SELECTED ?

In 1990, a call for participants was published and advertised in NALAA's monthly and quarterly publications. A minimum of 30 communities was necessary to provide a comprehensive cross-section of communities for analysis.

4. HOW WERE THE 35 ARTS ORGANIZATIONS IN EACH COMMUNITY SELECTED ?

In order to select the 35 local arts organizations to be surveyed, random sampling technique (see *Explanations of Frequently Used Terms*) was used. Random sampling is a method commonly used by researchers when it is impractical to survey an entire universe of research subjects. In this study, each sponsoring organization generated a list of all nonprofit arts organizations in their community. The organizations were consecutively numbered (1, 2, 3 . . .), and a random number chart was used to select the 35 organizations in each community. In communities having fewer than 35 nonprofit arts organizations, all arts organizations were included (both for-profit and nonprofit). The same 35 arts organizations were surveyed for each of the three years of the study.

5. WHAT TYPE OF ECONOMIC ANALYSIS WAS DONE TO DETERMINE THE RESULTS ?

Input/output analysis was used to determine the economic impact of local expenditures by the nonprofit arts organizations within each community. The input/output model is a mathematical equation which combines economic theory and statistics to determine how the arts impact jobs, personal income, and government revenue. It is based on a matrix which tracks the dollar flows between 533 finely detailed industries within each community. For this study, an input/output model was customized for each of the 33 communities to reflect their unique economies. NALAA contracted with a professional economics firm to design the input/output models and perform the economic analyses for this study. (See *About This Study* and *Explanations of Frequently Used Terms* for more detail about input/output analysis.)

6. WHAT OTHER INFORMATION IS COLLECTED IN ADDITION TO THE SURVEYS OF ARTS ORGANIZATIONS?

In addition to detailed breakdowns of revenues and expenditures provided by the surveyed arts organizations, wage, labor, and commerce data were collected from each community's local and

state government and from the federal government for use in the input/output model.

7. WHERE IS THE “MULTIPLIER”?

When many people hear about an economic impact study, they expect the result to be quantified in what is often called a *multiplier* or an *economic activity multiplier*. The economic activity multiplier is an estimate of the number of times a dollar changes hands within the community (e.g., the theatre pays the actor, the actor spends money at the grocery store, the grocery store pays the cashier, and so on). It is quantified as one number by which expenditures are multiplied. For example, if the arts are a \$1,000,000 industry and a multiplier of three is used, then the arts have an economic impact of \$3,000,000. It's convenience is that it is one simple number. However, users rarely note that the economic activity multiplier is developed by making gross estimates of the industries within the local economy and it does not allow for differences in the characteristics of those industries. This usually results in an overestimation of the economic impact, and therefore lacks reliability. In contrast, the input/output model employed in this study is a type of economic analysis that is tailored specifically to each participating community. The results derived from input/output analysis are more specific and more credible than those derived from an economic activity multiplier.

8. HOW IS THE ECONOMIC IMPACT OF THE ARTS DIFFERENT FROM OTHER INDUSTRIES?

Any time money changes hands there is a measurable economic impact. Social service organizations, libraries, and all other funded entities have an economic impact on their community. What makes the economic impact of the arts unique is that, unlike most other industries, the arts induce large amounts of related spending by its audiences. For example, when patrons attend a performing arts event, they may park their car in a toll garage, purchase dinner at a restaurant, eat dessert after the show, and return home and pay the babysitter. All of these expenditures have a positive economic impact on the community. (This substantial amount of related spending is not included in this study. A separate study of attendees at arts events is required to determine audience spending and its economic impact.)

9. WILL MY LOCAL LEGISLATORS BELIEVE THESE RESULTS?

Yes, this study makes a strong argument to legislators, but you may need to provide them with some extra help. It will be up to the user of this report to educate the public about economic impact studies: (1) the methodology used in this study; (2) that an input/output model was created for each community in the study; and (3) the difference between input/output analysis and a “multiplier” may need to be explained. The good news is that, as the number of economic impact studies completed by arts organizations and other special interest areas increases, so does the sophistication in economics of elected officials, city managers, and others whose influence these studies are meant to impact. Today, most decision-makers want to know what methodology is being used, and how and where the data were gathered.

10. WILL MY LOCAL ECONOMISTS BELIEVE THESE NUMBERS ?

You can be confident that the random sampling technique and input/output analysis used in this study are highly regarded measures in the field of economics. However, as in any field of professionals, there is disagreement about procedures, jargon, and the best way to determine results. Ask 12 artists to define art and you will get 24 answers; expect the same in the field of economics. You will occasionally meet an economist who believes that these studies should be done differently (e.g., a cost-benefit analysis of the arts).

11. WHY DO THE AVERAGE BUDGETS OF ORGANIZATIONS APPEAR SO HIGH?

It can be surprising to see how large some average budget sizes are in a community until one considers how a single large organization can skew our perception. For example, if one organization has an annual budget of \$1,000,000 and nine others each have a \$50 budget, then the average budget of those 10 organizations is more than \$100,000 per year.

12. HOW CAN THE AVERAGE ORGANIZATION IN A COMMUNITY HAVE A DEFICIT ?

This question is similar to Question 11. For example, if one “major” organization is operating at a \$500,000 deficit, and 99 others have balanced budgets, there will be an average per-organization deficit of \$5,000 among those 100 organizations.

13. HOW CAN A COMMUNITY NOT PARTICIPATING IN THE ARTS IN THE LOCAL ECONOMY STUDY APPLY THESE RESULTS TO THEIR COMMUNITY ?

It is possible for a community not participating in this study to derive benefits from this report. There are, however, several caveats that should always be considered. First, each community is very different in how a dollar travels from industry to industry within it, even if they are neighboring communities. Therefore, it is inappropriate to use *Community A's* economic impact results to describe *Community B*. In this report, the communities are divided into four population groups and averages of those population groups have been computed. If a nonparticipating community used the average results from its population group — especially the economic impact per \$100,000 of local spending results — there is a reasonable probability that its economic impact numbers will be similar. When this is done, it must be explained that averages are being used from other similarly populated communities. Additionally, a description of this study and its methodology should be provided. A second, and more accurate, method in which nonparticipants can apply the results to their community is to determine the total local expenditures of nonprofit arts organizations in their community, and compare that total to communities in the study with similar total expenditures. In either case, it is critical to the credibility of your presentation that you always provide a clear explanation of what the numbers mean and how they were derived. *These methods should not be considered effective substitutes for an economic impact study performed on the community.*

EXPLANATIONS OF FREQUENTLY USED TERMS

DIRECT ECONOMIC IMPACT

The direct economic impact is a measure of the economic effect of the direct local expenditures. It is the first round of economic impact within the community. For example, when the symphony pays its players, each musician's salary, full-time-equivalent employment status, and taxes paid to the government are measured to assess the direct economic impact.

DIRECT EXPENDITURES

Direct expenditures are the first round of expenditures in the economic cycle. A paycheck from the symphony to the violin player and a ballet company's purchase of dance shoes are examples of direct expenditures.

ECONOMETRICS

Econometrics is the process of using statistical methods and economic theory to develop mathematical models which measure the flow of dollars between local industries. The input/output models developed for each participating community in this study are examples of econometric models.

ECONOMETRICIAN

An econometrician is an economist who designs, builds, and maintains econometric models.

FULL-TIME-EQUIVALENT (FTE) JOBS

Full-time-equivalent (FTE) jobs is a term which describes the total amount of labor employed. Economists measure full-time-equivalent jobs — not the total number of employees — because it is a manager's discretion to hire either one full-time employee, two half-time employees, four quarter-time employees, *etc.* Almost always, more people are affected than are reflected in the number of full-time-equivalent jobs due to the abundance of part-time employment, especially in the arts.

INDIRECT IMPACT

Each time a dollar changes hands, there is a measurable economic impact. When people and businesses receive money, they *re-spend* much of that money locally. The indirect impact is a measurement of the effect of this local re-spending on jobs, personal income, and revenue to local

and state government. It is often referred to as secondary spending, or the dollars “rippling” through a community. The following is an example of how a dollar can be re-spent:

A theatre company purchases a gallon of paint from the local hardware store for ten dollars (that is the “direct impact”). The hardware store then uses a portion of the ten dollars to pay the sales clerk’s salary; the sales clerk re-spends some of that money for groceries; the grocery store then uses the money to pay its cashier; the cashier spends some for the utility bill; and so on (these are the “indirect impacts”).

When the ten dollars are eventually spent non-locally, they are considered to have been leaked out of the community and there ceases to be a local economic impact from the original transaction.

INPUT/OUTPUT ANALYSIS

Input/output analysis is the method of economic analysis being used in the Arts and the Local Economy study. It is a mathematical equation which combines statistical methods and economic theory in an area of economic study called econometrics. Econometricians use this input/output model (occasionally called an inter-industry model) to measure how many times a dollar is re-spent in, or “ripples” through, a community before it leaks out (see *Leakage*). The model is based on a matrix which tracks the dollar flow between 533 finely detailed industries within each community. It allows researchers to determine the economic impact of local spending by nonprofit arts organizations on full-time-equivalent jobs, personal income (salary, wages, and entrepreneurial income), and revenue generated to local and state government. (See *About This Study* for more detailed information about input/output analysis.)

LEAKAGE

Leakage describes the money expended outside of a community. When money is spent outside of the community, it has no economic impact within the community. Conversely, money spent within the community generates an additional round of spending, which increases the total economic impact of the original expenditure. A theatre purchasing a can of paint from a non-local paint manufacturer is an example of leakage. If the paint company were local, the theatre’s payment for the paint would remain in the community and create another round of spending by the paint company.

MULTIPLIER (OFTEN CALLED ECONOMIC ACTIVITY MULTIPLIER)

The economic activity multiplier is an estimate of the number of times that a dollar changes hands within the community (e.g., the theatre pays the actor, the actor spends money at the grocery store, the grocery store pays its cashier, and so on) before it leaks out of the community. This estimate is quantified as one number by which all expenditures are multiplied. For example, if the arts are a \$1,000,000 industry and a multiplier of three is used, then it is determined that the arts have an

economic impact of \$3,000,000. Its convenience is that it is one simple number. Its shortfall, however, is its reliability. Users rarely note that the multiplier is developed by making gross estimates of the industries within the local economy and that it does not allow for differences in the characteristics of those industries. This usually results in an overestimation of the economic impact.

PERSONAL INCOME (OFTEN CALLED HOUSEHOLD INCOME)

Personal income includes salaries, wages, and entrepreneurial income. It is important to note that personal income is not just salary. For example, when a business receives money, the owner usually takes a percentage of the profit, resulting in income for the owner.

RANDOM SAMPLING

Random sampling is a statistical procedure commonly used by researchers to make reliable estimates about a large population (the universe) by surveying only a portion (the sample) of that population. Often, it is impractical to examine every member of a universe. Because of the laws of probability, however, it is possible to examine a randomly selected set of the universe and make statistical inferences about the entire universe. There are several complicated methods by which to choose a random sample. However, the process is similar to drawing names out of a hat — each member of the population group has an equal chance of being chosen.

REVENUE TO LOCAL GOVERNMENT

Revenue to local government includes funds to both city and county government. Government revenues are not exclusively taxes, they also include license fees, user fees, filing fees, *etc.*

INTRODUCTION TO THE DATA TABLES AND THEIR EXPLANATIONS

Each data table in this report has an accompanying explanation page describing its results. The data is on the right (odd numbered pages); the explanation page is on the left (even numbered pages).

Tables 1 through 22 summarize the collected data and the analyzed results for each of the 33 participating communities. The data are presented in four community groupings that are stratified by population; “n” refers to the number of communities within that population group. Where appropriate, an average and total have been calculated for each population group (under each population grouping) and for all 33 communities (bottom of the page).

*EXPLANATION OF TABLE 1:
SURVEY PARTICIPATION BY COMMUNITY*

This table shows the rate of compliance of the surveyed arts organizations on a per-community basis. An average has been calculated for each population group.

Column One:

The population of each community surveyed.

Column Two:

The percentage of local nonprofit arts organizations that *returned* surveys for fiscal 1992 (a percentage of the respondents divided by the number of organizations surveyed).

Column Three:

The percentage of local nonprofit arts organizations that *returned* surveys for fiscal 1991 (a percentage of the respondents divided by the number of organizations surveyed).

Column Four:

The percentage of local nonprofit arts organizations that *returned* surveys for fiscal 1990 (a percentage of the respondents divided by the number of organizations surveyed).

Column Five:

The number of arts organizations in the community eligible to be surveyed for this study, which is the total number of nonprofit local arts organizations within that community (provided by the local sponsor). If there were less than 35 nonprofit arts organizations in the community, all of the arts organizations were included (both nonprofit and for-profit).

Column Six:

The number of nonprofit local arts organizations that *received* a survey. A random sample of 35 nonprofit arts organizations was selected from each community. If there were less than 35 nonprofit arts organizations in the community, all of the arts organizations were surveyed (both nonprofit and for-profit).

TABLE 1: SURVEY PARTICIPATION BY COMMUNITY

Community	Population	Rate of Survey Compliance			Organizations Eligible to Be Surveyed	Organizations that Received Surveys
		1992	1991	1990		
Group I: Population Less Than 100,000 (n=6)						
Aberdeen, SD	45,000	67%	67%	56%	18	18
Cache Cty (Logan), UT	70,000	71%	62%	24%	21	21
Miles City, MT	8,461	79%	71%	57%	14	14
Missoula, MT	70,000	59%	55%	64%	22	22
Rutland, VT	62,142	52%	52%	20%	25	25
Southern SE Alaska (Ketchikan)	28,000	41%	47%	53%	17	17
Average	47,267	61%	59%	46%	20	20
Total	-	-	-	-	117	117
Group II: Population 100,000 to 499,999 (n=10)						
Ann Arbor, MI	110,000	54%	46%	46%	47	35
Burlington, VT	132,000	36%	30%	33%	33	33
Flint, MI	141,000	63%	63%	51%	36	35
Humboldt Cty (Eureka), CA	113,000	43%	37%	37%	48	35
Oakland, CA	375,000	77%	69%	69%	88	35
Pittsburgh, PA	400,000	66%	54%	57%	129	35
Reno, NV	250,000	66%	66%	49%	86	35
Salt Lake City, UT	160,000	83%	83%	77%	45	35
St. Paul, MN	272,000	80%	77%	77%	52	35
Tacoma, WA	179,000	71%	69%	63%	53	35
Average	213,200	64%	59%	56%	62	35
Total	-	-	-	-	617	348
Group III: Population 500,000 to 999,999 (n=8)						
Boston, MA	574,000	60%	46%	51%	284	35
Honolulu, HI	980,000	69%	60%	57%	106	35
Monroe Cty (Rochester), NY	700,000	100%	97%	100%	119	35
New Orleans, LA	500,000	66%	63%	60%	77	35
Phoenix, AZ	983,000	74%	66%	54%	122	35
Portland, OR	895,000	97%	91%	60%	65	35
San Francisco, CA	724,000	86%	80%	83%	192	35
San Jose, CA	782,000	69%	71%	54%	66	35
Average	767,250	78%	72%	65%	129	35
Total	-	-	-	-	1,031	280
Group IV: Population 1,000,000 or More (n=9)						
Broward Cty (Ft. Lauderdale), FL	1,300,000	94%	91%	51%	137	35
Columbus, OH	1,378,000	80%	83%	77%	51	35
Dade Cty (Miami), FL	1,940,000	60%	57%	51%	263	35
Fulton Cty (Atlanta), GA	2,500,000	83%	74%	77%	148	35
Houston, TX	1,630,000	57%	57%	63%	179	35
Philadelphia, PA	1,600,000	60%	43%	46%	123	35
San Diego, CA	1,100,000	100%	100%	51%	68	35
Santa Clara Cty, CA	1,400,000	74%	60%	40%	230	35
St. Louis, MO	2,000,000	91%	60%	66%	93	35
Average	1,649,778	78%	69%	58%	144	35
Total	-	-	-	-	1,292	315
Average of All Communities	709,139	71%	65%	57%	93	32
Total of All Communities	-	756	695	610	3,057	1,060

*EXPLANATION OF TABLE 2:
TOTAL ECONOMIC IMPACT OF LOCAL EXPENDITURES BY LOCAL NONPROFIT
ARTS ORGANIZATIONS IN FISCAL 1992*

This table presents the total economic impact of local expenditures by local nonprofit arts organizations in fiscal 1992. The total impact is a measure of the effect of the expended dollar as it is spent and re-spent within the community. It is derived from an input/output model designed for each community. See *About This Study* and *Explanations of Frequently Used Terms* for more information about direct and total economic impacts. An average has been calculated for each population group.

Column One:

The number of full-time-equivalent (FTE) jobs created as a result of the estimated total local expenditures (column five of this table). An FTE can be one full-time employee, two employees who work half-time, four employees who work quarter-time, *etc.*

Column Two:

The amount of personal income paid as a result of the estimated total local expenditures. Personal income includes salaries, wages, and entrepreneurial income.

Column Three:

The amount of revenue that local government receives (*e.g.*, fees, taxes) as a result of the estimated total local expenditures.

Column Four:

The amount of revenue that state government receives as a result of the estimated total local expenditures.

Column Five:

The estimated total local expenditures by nonprofit local arts organizations in fiscal 1992. This number is calculated by subtracting payments to non-local artists, state and federal taxes, and other non-local purchases from the estimated total expenditures (column three of Table 5). Dollars that are spent outside of the community are considered to be "leaked" from the local economy and have no local economic impact.

TABLE 2: TOTAL ECONOMIC IMPACT OF LOCAL EXPENDITURES BY LOCAL NONPROFIT ARTS ORGANIZATIONS IN FISCAL 1992

Community	FTE Jobs	Personal Income	Government Revenue		Estimated Total Local Expenditures
			Local	State	
Group I: Population Less Than 100,000 (n=6)					
Aberdeen, SD	22	\$388,000	\$10,900	\$12,500	\$429,804
Cache Cty (Logan), UT	98	\$1,556,000	\$33,000	\$66,000	\$2,022,720
Miles City, MT	12	\$225,000	\$4,000	\$10,000	\$242,886
Missoula, MT	105	\$1,838,000	\$54,000	\$89,000	\$2,159,058
Rutland, VT	36	\$631,000	\$24,000	\$31,000	\$737,625
Southern SE Alaska (Ketchikan)	13	\$312,000	\$11,000	\$16,000	\$501,109
Average	48	\$825,000	\$22,817	\$37,417	\$1,015,534
Group II: Population 100,000 to 499,999 (n=10)					
Ann Arbor, MI	417	\$10,202,000	\$439,000	\$528,000	\$14,852,846
Burlington, VT	374	\$7,518,000	\$267,000	\$370,000	\$8,392,692
Flint, MI	329	\$7,031,000	\$221,000	\$343,000	\$8,765,496
Humboldt Cty (Eureka), CA	348	\$6,406,000	\$192,000	\$301,000	\$7,045,536
Oakland, CA	828	\$21,861,000	\$874,000	\$1,092,000	\$20,281,624
Pittsburgh, PA	8,580	\$215,299,000	\$7,284,000	\$10,714,000	\$196,275,693
Reno, NV	757	\$17,217,000	\$659,000	\$919,000	\$19,649,108
Salt Lake City, UT	1,692	\$33,611,000	\$1,041,000	\$1,600,000	\$36,826,695
St. Paul, MN	3,363	\$86,556,000	\$3,024,000	\$4,495,000	\$113,960,496
Tacoma, WA	567	\$10,690,000	\$377,000	\$539,000	\$12,151,893
Average	1,726	\$41,639,100	\$1,437,800	\$2,090,100	\$43,820,208
Group III: Population 500,000 to 999,999 (n=8)					
Boston, MA	6,544	\$212,474,000	\$8,925,000	\$11,173,000	\$195,401,088
Honolulu, HI	2,798	\$69,579,000	\$2,880,000	\$3,421,000	\$67,858,974
Monroe Cty (Rochester), NY	3,943	\$90,346,000	\$3,384,000	\$4,554,000	\$107,831,969
New Orleans, LA	994	\$25,409,000	\$977,000	\$1,346,000	\$41,723,913
Phoenix, AZ	2,487	\$55,863,000	\$2,317,000	\$2,862,000	\$55,127,774
Portland, OR	2,012	\$42,564,000	\$1,272,000	\$1,952,000	\$42,410,030
San Francisco, CA	9,353	\$303,463,000	\$11,303,000	\$15,863,000	\$281,570,304
San Jose, CA	1,317	\$37,512,000	\$1,574,000	\$1,967,000	\$40,481,562
Average	3,681	\$104,651,250	\$4,079,000	\$5,392,250	\$104,050,702
Group IV: Population 1,000,000 or More (n=9)					
Broward Cty (Ft. Lauderdale), FL	7,027	\$160,067,000	\$6,786,000	\$8,237,000	\$170,167,426
Columbus, OH	1,498	\$34,299,000	\$1,343,000	\$1,772,000	\$32,125,512
Dade Cty (Miami), FL	3,288	\$78,910,000	\$4,126,000	\$4,367,000	\$92,178,081
Fulton Cty (Atlanta), GA	2,990	\$86,073,000	\$3,795,000	\$4,880,000	\$90,943,040
Houston, TX	8,477	\$222,467,000	\$9,930,000	\$12,329,000	\$226,046,346
Philadelphia, PA	3,126	\$69,273,000	\$2,528,000	\$3,454,000	\$74,990,517
San Diego, CA	3,239	\$77,499,000	\$3,533,000	\$3,991,000	\$79,999,276
Santa Clara Cty, CA	1,849	\$52,407,000	\$2,388,000	\$2,741,000	\$55,980,160
St. Louis, MO	2,122	\$49,837,000	\$2,121,000	\$2,652,000	\$54,104,703
Average	3,735	\$92,314,667	\$4,061,111	\$4,935,889	\$97,337,229
Average of All Communities	2,443	\$63,314,636	\$2,536,270	\$3,293,530	\$65,234,423

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*EXPLANATION OF TABLE 3:
DIRECT ECONOMIC IMPACT OF LOCAL EXPENDITURES BY LOCAL NONPROFIT
ARTS ORGANIZATIONS IN FISCAL 1992*

This table presents the direct economic impact of the estimated total local expenditures by local nonprofit arts organizations in fiscal 1992. The direct impact is the effect of the initial expenditure and is derived from an economic input/output model (see *Explanations of Frequently Used Terms* and *About This Study*) designed specifically for each community. The total impact is larger than the direct impact, as the direct impact is just the first of several rounds of expenditure. An average has been calculated for each population group.

Column One:

The total number of full-time-equivalent (FTE) jobs created as a result of the estimated total local expenditures (column five of this table). An FTE can be one full-time employee, two employees who work half-time, four employees who work quarter-time, *etc.*

Column Two:

The amount of personal income paid as a result of the estimated total local expenditures. Personal income includes salaries, wages, and entrepreneurial income.

Column Three:

The amount of revenue that local government receives (*e.g.*, fees, taxes) as a result of the estimated total local expenditures.

Column Four:

The amount of revenue that state government receives as a result of the estimated total local expenditures.

Column Five:

The estimated total local expenditures by local nonprofit arts organizations in fiscal 1992. This number is calculated by subtracting payments to non-local artists, state and federal taxes, and other non-local purchases from the estimated total expenditures (column three of Table 5). Dollars that are spent outside of the community are considered to be "leaked" from the local economy and have no local economic impact.

TABLE 3: DIRECT ECONOMIC IMPACT OF LOCAL EXPENDITURES BY LOCAL NONPROFIT ARTS ORGANIZATIONS IN FISCAL 1992

Community	FTE Jobs	Personal Income	Government Revenue		Estimated Total Local Expenditures
			Local	State	
Group I: Population Less Than 100,000 (n=6)					
Aberdeen, SD	16	\$304,000	\$1,600	\$3,100	\$429,804
Cache Cty (Logan), UT	72	\$1,289,000	\$8,000	\$31,000	\$2,022,720
Miles City, MT	8	\$179,000	\$1,000	\$5,000	\$242,886
Missoula, MT	75	\$1,411,000	\$14,000	\$38,000	\$2,159,058
Rutland, VT	27	\$499,000	\$6,000	\$13,000	\$737,625
Southern SE Alaska (Ketchikan)	10	\$248,000	\$5,000	\$7,000	\$501,109
Average	35	\$655,000	\$5,933	\$16,183	\$1,015,534
Group II: Population 100,000 to 499,999 (n=10)					
Ann Arbor, MI	286	\$7,648,000	\$131,000	\$199,000	\$14,852,846
Burlington, VT	258	\$5,517,000	\$83,000	\$141,000	\$8,392,692
Flint, MI	238	\$5,457,000	\$58,000	\$147,000	\$8,765,496
Humboldt Cty (Eureka), CA	253	\$5,011,000	\$42,000	\$125,000	\$7,045,536
Oakland, CA	573	\$15,972,000	\$148,000	\$378,000	\$20,281,624
Pittsburgh, PA	5,627	\$153,970,000	\$1,086,000	\$3,655,000	\$196,275,693
Reno, NV	539	\$12,686,000	\$127,000	\$355,000	\$19,649,108
Salt Lake City, UT	1,277	\$26,355,000	\$181,000	\$677,000	\$36,826,695
St. Paul, MN	2,098	\$60,285,000	\$583,000	\$1,441,000	\$113,960,496
Tacoma, WA	405	\$8,084,000	\$89,000	\$218,000	\$12,151,893
Average	1,155	\$30,098,500	\$252,800	\$733,600	\$43,820,208
Group III: Population 500,000 to 999,999 (n=8)					
Boston, MA	4,295	\$143,780,000	\$1,753,000	\$3,789,000	\$195,401,088
Honolulu, HI	1,995	\$51,808,000	\$396,000	\$1,194,000	\$67,858,974
Monroe Cty (Rochester), NY	2,688	\$66,229,000	\$783,000	\$1,662,000	\$107,831,969
New Orleans, LA	650	\$18,324,000	\$180,000	\$476,000	\$41,723,913
Phoenix, AZ	1,730	\$40,820,000	\$420,000	\$1,021,000	\$55,127,774
Portland, OR	1,451	\$32,372,000	\$222,000	\$743,000	\$42,410,030
San Francisco, CA	6,093	\$207,410,000	\$1,865,000	\$5,608,000	\$281,570,304
San Jose, CA	911	\$28,005,000	\$365,000	\$771,000	\$40,481,562
Average	2,477	\$73,593,500	\$748,000	\$1,908,000	\$104,050,702
Group IV: Population 1,000,000 or More (n=9)					
Broward Cty (Ft. Lauderdale), FL	5,029	\$122,357,000	\$1,667,000	\$3,316,000	\$170,167,426
Columbus, OH	1,013	\$24,063,000	\$216,000	\$577,000	\$32,125,512
Dade Cty (Miami), FL	2,172	\$55,087,000	\$1,176,000	\$1,523,000	\$92,178,081
Fulton Cty (Atlanta), GA	1,936	\$56,945,000	\$775,000	\$1,679,000	\$90,943,040
Houston, TX	5,721	\$161,887,000	\$1,660,000	\$3,845,000	\$226,046,346
Philadelphia, PA	2,222	\$52,802,000	\$605,000	\$1,345,000	\$74,990,517
San Diego, CA	2,300	\$58,580,000	\$904,000	\$1,573,000	\$79,499,276
Santa Clara Cty, CA	1,282	\$39,174,000	\$686,000	\$1,083,000	\$55,980,160
St. Louis, MO	1,397	\$34,555,000	\$329,000	\$845,000	\$54,104,703
Average	2,564	\$67,272,222	\$890,889	\$1,754,000	\$97,337,229
Average of All Communities	1,656	\$45,427,667	\$501,988	\$1,166,155	\$65,234,423

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*EXPLANATION OF TABLE 4:
ECONOMIC IMPACT PER \$100,000 OF LOCAL SPENDING BY LOCAL
NONPROFIT ARTS ORGANIZATIONS IN FISCAL 1992*

This table summarizes the direct and total economic impacts in the form of ratios for fiscal 1992. Using this chart, a determination can be made of the economic impacts per \$100,000 of local spending by local nonprofit arts organizations. The ratio is derived by dividing the total and direct economic impact figures (Tables 2 and 3) by the estimated total local expenditures (column five of Table 5), and then multiplying by 100,000. An average has been calculated for each population group.

Columns one through four are ratios for **direct impacts** in fiscal 1992.

Columns five through eight are ratios for the **total impacts** in fiscal 1992.

TABLE 4: ECONOMIC IMPACT PER \$100,000 OF LOCAL SPENDING BY LOCAL NONPROFIT ARTS ORGANIZATIONS IN FISCAL 1992

Community	Direct Impact Per \$100,000 of Local Spending				Total Impact Per \$100,000 of Local Spending			
	FTE	Personal	Government Revenue		FTE	Personal	Government Revenue	
	Jobs	Income	Local	State	Jobs	Income	Local	State
Group I: Population Less Than 100,000 (n=6)								
Aberdeen, SD	3.72	\$70,730	\$372	\$721	5.12	\$90,274	\$2,536	\$2,908
Cache Cty (Logan), UT	3.56	\$63,726	\$396	\$1,533	4.84	\$76,926	\$1,631	\$3,263
Miles City, MT	3.29	\$73,697	\$412	\$2,059	4.94	\$92,636	\$1,647	\$4,117
Missoula, MT	3.47	\$65,353	\$648	\$1,760	4.86	\$85,130	\$2,501	\$4,122
Rutland, VT	3.66	\$67,650	\$813	\$1,762	4.88	\$85,545	\$3,254	\$4,203
Southern SE Alaska (Ketchikan)	2.00	\$49,490	\$998	\$1,397	2.59	\$62,262	\$2,195	\$3,193
Average	3.28	\$65,108	\$607	\$1,539	4.54	\$82,129	\$2,294	\$3,634
Group II: Population 100,000 to 499,999 (n=10)								
Ann Arbor, MI	1.93	\$51,492	\$882	\$1,340	2.81	\$68,687	\$2,956	\$3,555
Burlington, VT	3.07	\$65,736	\$989	\$1,680	4.46	\$89,578	\$3,181	\$4,409
Flint, MI	2.72	\$62,255	\$662	\$1,677	3.75	\$80,212	\$2,521	\$3,913
Humboldt Cty (Eureka), CA	3.59	\$71,123	\$596	\$1,774	4.94	\$90,923	\$2,725	\$4,272
Oakland, CA	2.83	\$78,751	\$730	\$1,864	4.08	\$107,787	\$4,309	\$5,384
Pittsburgh, PA	2.87	\$78,446	\$553	\$1,862	4.37	\$109,692	\$3,711	\$5,459
Reno, NV	2.74	\$64,563	\$646	\$1,807	3.85	\$87,622	\$3,354	\$4,677
Salt Lake City, UT	3.47	\$71,565	\$491	\$1,838	4.59	\$91,268	\$2,827	\$4,345
St. Paul, MN	1.84	\$52,900	\$512	\$1,264	2.95	\$75,953	\$2,654	\$3,944
Tacoma, WA	3.33	\$66,525	\$732	\$1,794	4.67	\$87,970	\$3,102	\$4,436
Average	2.84	\$66,336	\$679	\$1,690	4.05	\$88,969	\$3,134	\$4,439
Group III: Population 500,000 to 999,999 (n=8)								
Boston, MA	2.20	\$73,582	\$897	\$1,939	3.35	\$108,737	\$4,568	\$5,718
Honolulu, HI	2.94	\$76,347	\$584	\$1,760	4.12	\$102,535	\$4,244	\$5,041
Monroe Cty (Rochester), NY	2.49	\$61,419	\$726	\$1,541	3.66	\$83,784	\$3,138	\$4,223
New Orleans, LA	1.56	\$43,917	\$431	\$1,141	2.38	\$60,898	\$2,342	\$3,226
Phoenix, AZ	3.14	\$74,046	\$762	\$1,852	4.51	\$101,334	\$4,203	\$5,192
Portland, OR	3.42	\$76,331	\$523	\$1,752	4.74	\$100,363	\$2,999	\$4,603
San Francisco, CA	2.16	\$73,662	\$662	\$1,992	3.32	\$107,775	\$4,014	\$5,634
San Jose, CA	2.25	\$69,180	\$902	\$1,905	3.25	\$92,664	\$3,888	\$4,859
Average	2.52	\$68,560	\$686	\$1,735	3.67	\$94,761	\$3,675	\$4,812
Group IV: Population 1,000,000 or More (n=9)								
Broward Cty (Ft. Lauderdale), FL	2.96	\$71,904	\$980	\$1,949	4.13	\$94,064	\$3,988	\$4,841
Columbus, OH	3.15	\$74,903	\$672	\$1,796	4.66	\$106,766	\$4,180	\$5,516
Dade Cty (Miami), FL	2.36	\$59,761	\$1,276	\$1,652	3.57	\$85,606	\$4,476	\$4,738
Fulton Cty (Atlanta), GA	2.13	\$62,616	\$852	\$1,846	3.29	\$94,645	\$4,173	\$5,366
Houston, TX	2.53	\$71,617	\$734	\$1,701	3.75	\$98,417	\$4,393	\$5,454
Philadelphia, PA	2.96	\$70,412	\$807	\$1,794	4.17	\$92,376	\$3,371	\$4,606
San Diego, CA	2.89	\$73,686	\$1,137	\$1,979	4.07	\$97,484	\$4,444	\$5,020
Santa Clara Cty, CA	2.29	\$69,978	\$1,225	\$1,935	3.30	\$93,617	\$4,266	\$4,896
St. Louis, MO	2.58	\$63,867	\$608	\$1,562	3.92	\$92,112	\$3,920	\$4,902
Average	2.65	\$68,749	\$921	\$1,801	3.87	\$95,010	\$4,135	\$5,038
Average of All Communities	2.79	\$67,310	\$734	\$1,704	4.00	\$90,777	\$3,385	\$4,546

1992

EXPLANATION OF TABLE 5:
ESTIMATED TOTAL REVENUES AND EXPENDITURES IN FISCAL 1992

This table summarizes the *estimated* total revenues, expenditures, and surplus or deficit in fiscal 1992 for all nonprofit arts organizations in each community. These figures are derived by multiplying the average per-organization data in Table 6, by the total number of nonprofit arts organizations in that community (column one of this table). Also included in this table are the estimated total *local* expenditures for each community. An average has been calculated for each population group.

Column One:

The total number of nonprofit arts organizations in the community.

Column Two:

The estimated total revenues of these nonprofit arts organizations in fiscal 1992.

Column Three:

The estimated total expenditures of these nonprofit arts organizations in fiscal 1992.

Column Four:

The estimated surplus or (deficit) of these nonprofit arts organizations in fiscal 1992.

Column Five:

The estimated total *local* expenditures by local nonprofit arts organizations in fiscal 1992. This number is calculated by subtracting payments to non-local artists, state and federal taxes, and other non-local purchases from the estimated total expenditures (column three of this table). Dollars that are spent outside of the community are considered to be "leaked" from the local economy and have no local impact.

In several communities, the *local* expenditures appear to exceed the *total* expenditures. This is because asset acquisition is added only to the local impact.

TABLE 5: ESTIMATED TOTAL REVENUES AND EXPENDITURES IN FISCAL 1992

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Community	Number of Organizations	Estimated Total Revenues	Estimated Total Expenditures	Surplus or (Deficit)	Estimated Total Local Expenditures
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Group I: Population Less Than 100,000 (n=6)

Aberdeen, SD	18	\$495,360	\$489,978	\$5,382	\$429,804
Cache Cty (Logan), UT	21	\$2,648,037	\$2,281,293	\$366,744	\$2,022,720
Miles City, MT	14	\$318,934	\$312,452	\$6,482	\$242,886
Missoula, MT	22	\$2,868,712	\$2,764,190	\$104,522	\$2,159,058
Rutland, VT	25	\$1,389,050	\$1,191,925	\$197,125	\$737,625
Southern SE Alaska (Ketchikan)	17	\$648,499	\$612,000	\$36,499	\$501,109
Average	20	\$1,394,765	\$1,275,306	\$119,459	\$1,015,534

Group II: Population 100,000 to 499,999 (n=10)

Ann Arbor, MI	47	\$23,206,908	\$22,616,306	\$590,602	\$14,852,846
Burlington, VT	33	\$15,422,913	\$14,057,010	\$1,365,903	\$8,392,692
Flint, MI	36	\$10,197,936	\$10,670,472	(\$472,536)	\$8,765,496
Humboldt Cty (Eureka), CA	48	\$8,839,440	\$8,533,392	\$306,048	\$7,045,536
Oakland, CA	88	\$23,240,976	\$23,099,208	\$141,768	\$20,281,624
Pittsburgh, PA	129	\$230,623,362	\$267,508,848	(\$36,885,486)	\$196,275,693
Reno, NV	86	\$27,645,732	\$25,417,128	\$2,228,604	\$19,649,108
Salt Lake City, UT*	45	\$43,184,340	\$35,645,445	\$7,538,895	\$36,826,695
St. Paul, MN*	52	\$120,094,572	\$81,996,928	\$38,097,644	\$113,960,496
Tacoma, WA	53	\$14,680,258	\$16,190,864	(\$1,510,606)	\$12,151,893
Average	62	\$51,713,644	\$50,573,560	\$1,140,084	\$43,820,208

Group III: Population 500,000 to 999,999 (n=8)

Boston, MA	284	\$238,428,224	\$218,779,400	\$19,648,824	\$195,401,088
Honolulu, HI	106	\$82,416,696	\$79,511,554	\$2,905,142	\$67,858,974
Monroe Cty (Rochester), NY	119	\$142,035,782	\$137,979,786	\$4,055,996	\$107,831,969
New Orleans, LA*	77	\$33,800,459	\$34,615,889	(\$815,430)	\$41,723,913
Phoenix, AZ	122	\$78,772,960	\$75,343,784	\$3,429,176	\$55,127,774
Portland, OR	65	\$55,129,880	\$54,888,535	\$241,345	\$42,410,030
San Francisco, CA	192	\$345,030,336	\$345,022,656	\$7,680	\$281,570,304
San Jose, CA	66	\$49,567,716	\$52,898,340	(\$3,330,624)	\$40,481,562
Average	129	\$128,147,757	\$124,879,993	\$3,267,764	\$104,050,702

Group IV: Population 1,000,000 or More (n=9)

Broward Cty (Ft. Lauderdale), FL*	137	\$123,967,327	\$161,803,165	(\$37,835,838)	\$170,167,426
Columbus, OH	51	\$44,459,352	\$48,209,637	(\$3,750,285)	\$32,125,512
Dade Cty (Miami), FL	263	\$114,632,495	\$116,356,986	(\$1,724,491)	\$92,178,081
Fulton Cty (Atlanta), GA	148	\$109,756,652	\$113,569,428	(\$3,812,776)	\$90,943,040
Houston, TX	179	\$280,867,826	\$294,814,074	(\$13,946,248)	\$226,046,346
Philadelphia, PA	123	\$105,267,213	\$102,149,040	\$3,118,173	\$74,990,517
San Diego, CA	68	\$98,015,200	\$99,598,852	(\$1,583,652)	\$79,499,276
Santa Clara Cty, CA	230	\$75,494,050	\$76,396,800	(\$902,750)	\$55,980,160
St. Louis, MO	93	\$65,004,675	\$61,123,320	\$3,881,355	\$54,104,703
Average	144	\$113,051,643	\$119,335,700	(\$6,284,057)	\$97,337,229

Average of All Communities	93	\$77,822,784	\$78,377,233	(\$554,449)	\$65,234,423
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*The local expenditure is greater than the total expenditure due to a large amount of asset acquisition, which is not included in the expenditure budget.
Asset acquisition is considered an investment in capital, not an expense for operation.

*EXPLANATION OF TABLE 6:
AVERAGE REVENUES AND EXPENDITURES OF REPORTING ORGANIZATIONS IN
FISCAL 1992*

This table summarizes the average revenues, expenditures, and surplus or deficits of the nonprofit arts organizations in each community that returned their fiscal 1992 survey. Each community has columns indicating the number of local nonprofit arts organizations reporting surpluses or break-even budgets and the number reporting deficits. An average has been calculated for each population group.

Column One:

The average revenues per reporting local nonprofit arts organization.

Column Two:

The average expenditures per reporting local nonprofit arts organization.

Column Three:

The average surplus or (deficit) per reporting local nonprofit arts organization.

Column Four:

The number of local nonprofit arts organizations that finished fiscal year 1992 with a surplus or break-even budget.

Column Five:

The number of local nonprofit arts organizations that finished fiscal year 1992 with a deficit.

TABLE 6: AVERAGE REVENUES AND EXPENDITURES OF REPORTING ORGANIZATIONS IN FISCAL 1992

Community	Average Per Reporting Organization			Reporting Org's	
	Revenues	Expenditures	Surplus/(Deficit)	Surplus	(Deficit)
Group I: Population Less Than 100,000 (n=6)					
Aberdeen, SD	\$27,520	\$27,221	\$299	11	1
Cache Cty (Logan), UT	\$126,097	\$108,633	\$17,464	12	3
Miles City, MT	\$22,781	\$22,318	\$463	10	1
Missoula, MT	\$130,396	\$125,645	\$4,751	9	4
Rutland, VT	\$55,562	\$47,677	\$7,885	11	2
Southern SE Alaska (Ketchikan)	\$38,147	\$36,000	\$2,147	7	0
Average	\$66,751	\$61,249	\$5,502	10	2
Group II: Population 100,000 to 499,999 (n=10)					
Ann Arbor, MI	\$493,764	\$481,198	\$12,566	13	6
Burlington, VT	\$467,361	\$425,970	\$41,391	7	5
Flint, MI	\$283,276	\$296,402	(\$13,126)	15	7
Humboldt Cty (Eureka), CA	\$184,155	\$177,779	\$6,376	9	6
Oakland, CA	\$264,102	\$262,491	\$1,611	20	7
Pittsburgh, PA	\$1,787,778	\$2,073,712	(\$285,934)	12	11
Reno, NV	\$321,462	\$295,548	\$25,914	16	7
Salt Lake City, UT	\$959,652	\$792,121	\$167,531	19	10
St. Paul, MN	\$2,309,511	\$1,576,864	\$732,647	18	10
Tacoma, WA	\$276,986	\$305,488	(\$28,502)	12	13
Average	\$734,805	\$668,757	\$66,047	14	8
Group III: Population 500,000 to 999,999 (n=8)					
Boston, MA	\$839,536	\$770,350	\$69,186	13	8
Honolulu, HI	\$777,516	\$750,109	\$27,407	17	7
Monroe Cty (Rochester), NY	\$1,193,578	\$1,159,494	\$34,084	18	17
New Orleans, LA	\$438,967	\$449,557	(\$10,590)	19	4
Phoenix, AZ	\$645,680	\$617,572	\$28,108	18	8
Portland, OR	\$848,152	\$844,439	\$3,713	23	11
San Francisco, CA	\$1,797,033	\$1,796,993	\$40	18	12
San Jose, CA	\$751,026	\$801,490	(\$50,464)	11	13
Average	\$911,436	\$898,751	\$12,686	17	10
Group IV: Population 1,000,000 or More (n=9)					
Broward Cty (Ft. Lauderdale), FL	\$904,871	\$1,181,045	(\$276,174)	21	12
Columbus, OH	\$871,752	\$945,287	(\$73,535)	15	13
Dade Cty (Miami), FL	\$435,865	\$442,422	(\$6,557)	12	9
Fulton Cty (Atlanta), GA	\$741,599	\$767,361	(\$25,762)	20	9
Houston, TX	\$1,569,094	\$1,647,006	(\$77,912)	13	7
Philadelphia, PA	\$855,831	\$830,480	\$25,351	13	8
San Diego, CA	\$1,441,400	\$1,464,689	(\$23,289)	23	12
Santa Clara Cty, CA	\$328,235	\$332,160	(\$3,925)	15	11
St. Louis, MO	\$698,975	\$657,240	\$41,735	21	11
Average	\$871,958	\$918,632	(\$46,674)	17	10
Average of All Reporting Org's	\$693,565	\$682,205	\$11,361	15	8

1992

EXPLANATION OF TABLE 7:
ESTIMATED ARTS VOLUNTARISM BY COMMUNITY IN FISCAL 1992

This table summarizes the estimated number of volunteers, volunteer hours donated, and dollar value of volunteer time by community in fiscal 1992. These figures are derived by multiplying the average per-organization volunteer data by the total number of nonprofit arts organizations in that community. An average has been calculated for each population group.

Column One:

The estimated number of people who volunteered for local nonprofit arts organizations in fiscal 1992.

Column Two:

The estimated number of volunteer hours donated to local nonprofit arts organizations in fiscal 1992.

Column Three:

The estimated dollar value of volunteer hours donated to local nonprofit arts organizations in fiscal 1992.

The 1992 dollar value is based on *Giving and Volunteering in the United States 1992*, by the Independent Sector, which places the dollar value of the average 1992 volunteer hour at \$11.86. Volunteers for the arts include members of the board of directors, docents, ticket takers, and others.

Column Four:

The estimated average number of volunteer hours donated, per volunteer, to local nonprofit arts organizations in fiscal 1992.

TABLE 7: ESTIMATED ARTS VOLUNTARISM BY COMMUNITY IN FISCAL 1992

Community	Number of Volunteers	Number of Hours	Dollar Value of Volunteer Hours	Average Hours Per Volunteer
Group I: Population Less Than 100,000 (n=6)				
Aberdeen, SD	1,583	43,280	\$513,301	27
Cache Cty (Logan), UT	1,092	20,378	\$241,683	19
Miles City, MT	564	18,462	\$218,959	33
Missoula, MT	3,097	67,442	\$799,862	22
Rutland, VT	1,148	35,827	\$424,908	31
Southern SE Alaska (Ketchikan)	763	29,765	\$353,013	39
Average	1,375	35,859	\$425,288	28
Group II: Population 100,000 to 499,999 (n=10)				
Ann Arbor, MI	15,270	216,420	\$2,566,741	14
Burlington, VT	3,779	190,234	\$2,256,175	50
Flint, MI	6,804	140,020	\$1,660,637	21
Humboldt Cty (Eureka), CA	13,238	257,622	\$3,055,397	19
Oakland, CA	4,713	202,462	\$2,401,199	43
Pittsburgh, PA	6,944	405,812	\$4,812,930	58
Reno, NV	9,782	347,545	\$4,121,884	36
Salt Lake City, UT	6,818	173,801	\$2,061,280	25
St. Paul, MN	3,813	160,294	\$1,901,087	42
Tacoma, WA	4,791	140,658	\$1,668,204	29
Average	7,595	223,487	\$2,650,553	34
Group III: Population 500,000 to 999,999 (n=8)				
Boston, MA	16,864	468,992	\$5,562,245	28
Honolulu, HI	12,913	538,733	\$6,389,373	42
Monroe Cty (Rochester), NY	15,975	811,236	\$9,621,259	51
New Orleans, LA	10,780	288,800	\$3,425,168	27
Phoenix, AZ	14,907	988,322	\$11,721,499	66
Portland, OR	12,027	248,589	\$2,948,266	21
San Francisco, CA	28,947	949,088	\$11,256,184	33
San Jose, CA	3,842	249,609	\$2,960,363	65
Average	14,532	567,921	\$6,735,545	41
Group IV: Population 1,000,000 or More (n=9)				
Broward Cty (Ft. Lauderdale), FL	25,324	552,845	\$6,556,742	22
Columbus, OH	9,242	241,162	\$2,860,181	26
Dade Cty (Miami), FL	6,512	313,584	\$3,719,106	48
Fulton Cty (Atlanta), GA	14,540	534,030	\$6,333,596	37
Houston, TX	34,923	1,693,823	\$20,088,741	49
Philadelphia, PA	21,964	480,344	\$5,696,880	22
San Diego, CA	12,790	710,577	\$8,427,443	56
Santa Clara Cty, CA	14,269	910,853	\$10,802,717	64
St. Louis, MO	7,054	267,451	\$3,171,969	38
Average	16,291	633,852	\$7,517,486	40
Average of All Communities	10,517	384,790	\$4,563,606	36

1992

*EXPLANATION OF TABLE 8:
COMPARATIVE AVERAGES PER REPORTING ARTS ORGANIZATION IN THE FOUR
POPULATION GROUPS FOR FISCAL 1992*

This table summarizes — by population category — the average revenues, expenditures, and other finance-related information for the 756 nonprofit arts organizations that returned their fiscal 1992 survey. An average of the 756 responding organizations is calculated for each line item (column five).

Column One:

The fiscal 1992 average for nonprofit arts organizations that reported from population group I (communities having a population of less than 100,000).

Column Two:

The fiscal 1992 average for nonprofit organizations that reported from population group II (communities having a population of 100,000 to 499,999).

Column Three:

The fiscal 1992 average for nonprofit arts organizations that reported from population group III (communities having a population of 500,000 to 999,999).

Column Four:

The fiscal 1992 average for nonprofit arts organizations that reported from population group IV (communities having a population of 1,000,000 or more).

Column Five:

The fiscal 1992 average for all 756 nonprofit arts organizations.

TABLE 8: COMPARATIVE AVERAGES PER REPORTING ARTS ORGANIZATION IN THE FOUR POPULATION GROUPS FOR FISCAL 1992

	Average Per Reporting Organization				
	Group I Fiscal 1992	Group II Fiscal 1992	Group III Fiscal 1992	Group IV Fiscal 1992	All Organizations Fiscal 1992

Number of Organizations	71	223	217	245	756
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Operating Revenues

Earned Revenue	\$41,527	57.2%	\$332,206	41.4%	\$587,264	62.5%	\$519,399	59.0%	\$438,782	54.9%
Private Support	\$16,437	22.6%	\$221,719	27.6%	\$245,973	26.2%	\$221,349	25.1%	\$209,282	26.2%
Government Support	\$14,248	19.6%	\$241,645	30.1%	\$82,945	8.8%	\$101,209	11.5%	\$129,224	16.2%
Local Arts Agency Support	\$418	0.6%	\$7,338	0.9%	\$23,558	2.5%	\$38,182	4.3%	\$21,340	2.7%
Total Revenues	\$72,630	100%	\$802,908	100%	\$939,739	100%	\$880,139	100%	\$798,628	100%

Operating Expenditures

Staff/Employee Expenses	\$29,170	44.0%	\$296,941	41.4%	\$363,610	39.3%	\$367,846	39.5%	\$313,908	40.0%
Facilities Expenses	\$4,770	7.2%	\$31,708	4.4%	\$55,160	6.0%	\$56,668	6.1%	\$43,999	5.6%
Other Operating Expenses	\$22,551	34.0%	\$280,007	39.1%	\$312,802	33.8%	\$331,150	35.5%	\$281,815	35.9%

Payment to Local Artists	\$4,673	7.0%	\$74,893	10.5%	\$131,666	14.2%	\$105,364	11.3%	\$94,469	12.0%
Payment to Non-Local Artists	\$5,130	7.7%	\$32,966	4.6%	\$62,200	6.7%	\$70,804	7.6%	\$51,005	6.5%
Total Payment to Artists	\$9,803	14.8%	\$107,859	15.1%	\$193,867	20.9%	\$176,168	18.9%	\$145,475	18.5%

Total Expenditures	\$66,294	100%	\$716,515	100%	\$925,439	100%	\$931,832	100%	\$785,197	100%
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Surplus/(Deficit)	\$6,336		\$86,393		\$14,301		(\$51,693)		\$13,431	
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Net Financial Results

Broke Even or Net Gain	60	84.5%	141	63.2%	137	63.1%	153	62.4%	491	64.9%
Net Loss	11	15.5%	82	36.8%	80	36.9%	92	37.6%	265	35.1%

Other Highlights

Asset Acquisition	\$4,049		\$160,164		\$48,970		\$69,436		\$84,183	
In-Kind Contributions	\$7,526		\$41,779		\$30,696		\$37,874		\$34,115	
In-Kind/Total Expenses	11.4%		5.8%		3.3%		4.1%		4.3%	
Number of Volunteers	71		134		126		134		126	
Volunteer Hours	1,812		3,654		4,805		5,009		4,251	
Hours Per Volunteer	26		27		38		37		34	

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*EXPLANATION OF TABLE 9:
TOTAL ECONOMIC IMPACT OF LOCAL EXPENDITURES BY LOCAL NONPROFIT
ARTS ORGANIZATIONS IN FISCAL 1991*

This table presents the total economic impact of local expenditures by local nonprofit arts organizations in fiscal 1991. The total impact is a measure of the effect of the expended dollar as it is spent and re-spent within the community. It is derived from an input/output model designed for each community. See *About This Study* and *Explanations of Frequently Used Terms* for more information about direct and total economic impacts. An average has been calculated for each population group.

Column One:

The number of full-time-equivalent (FTE) jobs created as a result of the estimated total local expenditures (column five of this table). An FTE can be one full-time employee, two employees who work half-time, four employees who work quarter-time, *etc.*

Column Two:

The amount of personal income paid as a result of the estimated total local expenditures. Personal income includes salaries, wages, and entrepreneurial income.

Column Three:

The amount of revenue that local government receives (*e.g.*, fees, taxes) as a result of the estimated total local expenditures.

Column Four:

The amount of revenue that state government receives as a result of the estimated total local expenditures.

Column Five:

The estimated total local expenditures by nonprofit local arts organizations in fiscal 1991. This number is calculated by subtracting payments to non-local artists, state and federal taxes, and other non-local purchases from the estimated total expenditures (column three of Table 12). Dollars that are spent outside of the community are considered to be "leaked" from the local economy and have no local economic impact.

TABLE 9: TOTAL ECONOMIC IMPACT OF LOCAL EXPENDITURES BY LOCAL NONPROFIT ARTS ORGANIZATIONS IN FISCAL 1991

Community	FTE Jobs	Personal Income	Government Revenue		Estimated Total Local Expenditures
			Local	State	
Group I: Population Less Than 100,000 (n=6)					
Aberdeen, SD	17	\$298,000	\$8,400	\$9,600	\$329,832
Cache Cty (Logan), UT	76	\$1,208,000	\$26,000	\$51,000	\$1,570,485
Miles City, MT	5	\$98,600	\$1,800	\$4,300	\$106,596
Missoula, MT	124	\$2,164,000	\$63,000	\$105,000	\$2,541,440
Rutland, VT	35	\$615,000	\$23,000	\$30,000	\$719,050
Southern SE Alaska (Ketchikan)	21	\$503,000	\$18,000	\$26,000	\$807,398
Average	46	\$814,433	\$23,367	\$37,650	\$1,012,467
Group II: Population 100,000 to 499,999 (n=10)					
Ann Arbor, MI	520	\$12,737,000	\$548,000	\$659,000	\$18,542,440
Burlington, VT	489	\$9,833,000	\$349,000	\$484,000	\$10,977,252
Flint, MI	228	\$4,874,000	\$153,000	\$238,000	\$6,076,116
Humboldt Cty (Eureka), CA	325	\$5,984,000	\$179,000	\$281,000	\$6,580,896
Oakland, CA	617	\$16,289,000	\$651,000	\$814,000	\$15,111,800
Pittsburgh, PA	8,144	\$204,365,070	\$6,913,828	\$10,169,885	\$186,293,212
Reno, NV	732	\$16,640,000	\$637,000	\$888,000	\$18,990,778
Salt Lake City, UT	1,299	\$25,801,000	\$799,000	\$1,228,000	\$28,269,630
St. Paul, MN	3,339	\$85,934,453	\$3,001,909	\$4,462,364	\$113,141,082
Tacoma, WA	388	\$7,313,000	\$258,000	\$369,000	\$8,312,891
Average	1,608	\$38,977,052	\$1,348,974	\$1,959,325	\$41,229,610
Group III: Population 500,000 to 999,999 (n=8)					
Boston, MA	4,820	\$156,515,688	\$6,574,769	\$8,230,769	\$143,946,926
Honolulu, HI	2,754	\$68,497,000	\$2,835,000	\$3,368,000	\$66,800,352
Monroe Cty (Rochester), NY	4,742	\$108,654,000	\$4,070,000	\$5,477,000	\$129,683,939
New Orleans, LA	929	\$23,742,000	\$913,000	\$1,258,000	\$38,986,717
Phoenix, AZ	2,797	\$62,831,000	\$2,606,000	\$3,219,000	\$62,006,866
Portland, OR	2,742	\$58,005,000	\$1,733,000	\$2,660,000	\$57,798,390
San Francisco, CA	9,963	\$323,263,200	\$12,040,800	\$16,897,600	\$299,941,478
San Jose, CA	1,311	\$37,337,000	\$1,567,000	\$1,958,000	\$40,291,680
Average	3,757	\$104,855,611	\$4,042,446	\$5,383,546	\$104,932,044
Group IV: Population 1,000,000 or More (n=9)					
Broward Cty (Ft. Lauderdale), FL	2,596	\$59,133,000	\$2,507,000	\$3,043,000	\$62,864,642
Columbus, OH	1,618	\$37,040,000	\$1,450,000	\$1,914,000	\$34,692,036
Dade Cty (Miami), FL	3,192	\$76,612,000	\$4,006,000	\$4,240,000	\$89,497,059
Fulton Cty (Atlanta), GA	2,969	\$85,458,000	\$3,768,000	\$4,845,000	\$90,290,212
Houston, TX	7,245	\$190,134,262	\$8,486,856	\$10,537,142	\$193,196,108
Philadelphia, PA	1,953	\$43,277,000	\$1,579,000	\$2,158,000	\$46,849,716
San Diego, CA	3,169	\$75,823,000	\$3,457,000	\$3,905,000	\$77,777,448
Santa Clara Cty, CA	1,801	\$51,049,000	\$2,326,000	\$2,670,000	\$54,528,630
St. Louis, MO	3,043	\$71,461,000	\$3,042,000	\$3,803,000	\$77,578,554
Average	3,065	\$76,665,251	\$3,402,428	\$4,123,905	\$80,808,267
Average of All Communities	2,243	\$58,287,554	\$2,320,950	\$3,030,384	\$60,154,595

*EXPLANATION OF TABLE 10:
DIRECT ECONOMIC IMPACT OF LOCAL EXPENDITURES BY LOCAL NONPROFIT
ARTS ORGANIZATIONS IN FISCAL 1991*

This table presents the direct economic impact of the estimated total local expenditures by local nonprofit arts organizations in fiscal 1991. The direct impact is the effect of the initial expenditure and is derived from an economic input/output model (see *Explanations of Frequently Used Terms* and *About This Study*) designed specifically for each community. The total impact is larger than the direct impact, as the direct impact is just the first of several rounds of expenditure. An average has been calculated for each population group.

Column One:

The total number of full-time-equivalent (FTE) jobs created as a result of the estimated total local expenditures (column five of this table). An FTE can be one full-time employee, two employees who work half-time, four employees who work quarter-time, *etc.*

Column Two:

The amount of personal income paid as a result of the estimated total local expenditures. Personal income includes salaries, wages, and entrepreneurial income.

Column Three:

The amount of revenue that local government receives (*e.g.*, fees, taxes) as a result of the estimated total local expenditures.

Column Four:

The amount of revenue that state government receives as a result of the estimated total local expenditures.

Column Five:

The estimated total local expenditures by local nonprofit arts organizations in fiscal 1991. This number is calculated by subtracting payments to non-local artists, state and federal taxes, and other non-local purchases from the estimated total expenditures (column three of Table 12). Dollars that are spent outside of the community are considered to be "leaked" from the local economy and have no local economic impact.

TABLE 10: DIRECT ECONOMIC IMPACT OF LOCAL EXPENDITURES BY LOCAL NONPROFIT ARTS ORGANIZATIONS IN FISCAL 1991

Community	FTE Jobs	Personal Income	Government Revenue		Estimated Total Local Expenditures
			Local	State	

Group I: Population Less Than 100,000 (n=6)

Aberdeen, SD	12	\$233,000	\$1,200	\$2,400	\$329,832
Cache Cty (Logan), UT	56	\$1,001,000	\$6,000	\$24,000	\$1,570,485
Miles City, MT	4	\$78,600	\$500	\$2,000	\$106,596
Missoula, MT	88	\$1,661,000	\$17,000	\$45,000	\$2,541,440
Rutland, VT	26	\$486,000	\$6,000	\$13,000	\$719,050
Southern SE Alaska (Ketchikan)	16	\$399,000	\$8,000	\$12,000	\$807,398
Average	34	\$643,100	\$6,450	\$16,400	\$1,012,467

Group II: Population 100,000 to 499,999 (n=10)

Ann Arbor, MI	357	\$9,548,000	\$163,000	\$249,000	\$18,542,440
Burlington, VT	337	\$7,216,000	\$108,000	\$184,000	\$10,977,252
Flint, MI	165	\$3,783,000	\$40,000	\$102,000	\$6,076,116
Humboldt Cty (Eureka), CA	236	\$4,681,000	\$39,000	\$117,000	\$6,580,896
Oakland, CA	427	\$11,901,000	\$110,000	\$282,000	\$15,111,800
Pittsburgh, PA	5,342	\$146,151,246	\$1,030,886	\$3,469,400	\$186,293,212
Reno, NV	521	\$12,261,000	\$123,000	\$343,000	\$18,990,778
Salt Lake City, UT	980	\$20,231,000	\$139,000	\$520,000	\$28,269,630
St. Paul, MN	2,083	\$59,852,453	\$579,273	\$1,431,000	\$113,141,082
Tacoma, WA	277	\$5,530,000	\$61,000	\$149,000	\$8,312,891
Average	1,072	\$28,115,470	\$239,316	\$684,640	\$41,229,610

Group III: Population 500,000 to 999,999 (n=8)

Boston, MA	3,164	\$105,913,228	\$1,291,077	\$2,791,385	\$143,946,926
Honolulu, HI	1,964	\$51,002,000	\$390,000	\$1,175,000	\$66,800,352
Monroe Cty (Rochester), NY	3,233	\$79,650,000	\$942,000	\$1,999,000	\$129,683,939
New Orleans, LA	607	\$17,122,000	\$168,000	\$445,000	\$38,986,717
Phoenix, AZ	1,946	\$45,912,000	\$472,000	\$1,148,000	\$62,006,866
Portland, OR	1,977	\$44,116,000	\$302,000	\$1,012,000	\$57,798,390
San Francisco, CA	6,490	\$220,942,400	\$1,986,400	\$5,973,600	\$299,941,478
San Jose, CA	907	\$27,874,000	\$363,000	\$767,000	\$40,291,680
Average	2,536	\$74,066,454	\$739,310	\$1,913,873	\$104,932,044

Group IV: Population 1,000,000 or More (n=9)

Broward Cty (Ft. Lauderdale), FL	1,858	\$45,202,000	\$616,000	\$1,225,000	\$62,864,642
Columbus, OH	1,094	\$25,986,000	\$233,000	\$623,000	\$34,692,036
Dade Cty (Miami), FL	2,109	\$53,483,000	\$1,142,000	\$1,479,000	\$89,497,059
Fulton Cty (Atlanta), GA	1,922	\$56,538,000	\$769,000	\$1,667,000	\$90,290,212
Houston, TX	4,890	\$138,358,840	\$1,418,857	\$3,286,285	\$193,196,108
Philadelphia, PA	1,388	\$32,987,000	\$378,000	\$840,000	\$46,849,716
San Diego, CA	2,250	\$57,313,000	\$884,000	\$1,539,000	\$77,777,448
Santa Clara Cty, CA	1,249	\$38,159,000	\$668,000	\$1,055,000	\$54,528,630
St. Louis, MO	2,003	\$49,549,000	\$472,000	\$1,212,000	\$77,578,554
Average	2,085	\$55,286,204	\$731,206	\$1,436,254	\$80,808,267

Average of All Communities	1,514	\$41,670,326	\$452,339	\$1,066,123	\$60,154,595
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1991

*EXPLANATION OF TABLE 11:
ECONOMIC IMPACT PER \$100,000 OF LOCAL SPENDING BY LOCAL
NONPROFIT ARTS ORGANIZATIONS IN FISCAL 1991*

This table summarizes the direct and total economic impacts in the form of ratios for fiscal 1991. Using this chart, a determination can be made of the economic impacts per \$100,000 of local spending by local nonprofit arts organizations. The ratio is derived by dividing the total and direct economic impact figures (Tables 9 and 10) by the estimated total local expenditures (column five of Table 12), and then multiplying by 100,000. An average has been calculated for each population group.

Columns one through four are ratios for **direct impacts** in fiscal 1991.

Columns five through eight are ratios for the **total impacts** in fiscal 1991.

TABLE 11: ECONOMIC IMPACT PER \$100,000 OF LOCAL SPENDING BY LOCAL NONPROFIT ARTS ORGANIZATIONS IN FISCAL 1991

Community	Direct Impact Per \$100,000 of Local Spending				Total Impact Per \$100,000 of Local Spending			
	FTE Jobs	Personal Income	Government Revenue		FTE Jobs	Personal Income	Government Revenue	
			Local	State			Local	State
Group I: Population Less Than 100,000 (n=6)								
Aberdeen, SD	3.64	\$70,642	\$364	\$728	5.15	\$90,349	\$2,547	\$2,911
Cache Cty (Logan), UT	3.57	\$63,738	\$382	\$1,528	4.84	\$76,919	\$1,656	\$3,247
Miles City, MT	3.75	\$73,736	\$469	\$1,876	4.69	\$92,499	\$1,689	\$4,034
Missoula, MT	3.46	\$65,357	\$669	\$1,771	4.88	\$85,149	\$2,479	\$4,132
Rutland, VT	3.62	\$67,589	\$834	\$1,808	4.87	\$85,530	\$3,199	\$4,172
Southern SE Alaska (Ketchikan)	1.98	\$49,418	\$991	\$1,486	2.60	\$62,299	\$2,229	\$3,220
Average	3.34	\$65,080	\$618	\$1,533	4.51	\$82,124	\$2,300	\$3,619
Group II: Population 100,000 to 499,999 (n=10)								
Ann Arbor, MI	1.93	\$51,493	\$879	\$1,343	2.80	\$68,691	\$2,955	\$3,554
Burlington, VT	3.07	\$65,736	\$984	\$1,676	4.45	\$89,576	\$3,179	\$4,409
Flint, MI	2.72	\$62,260	\$658	\$1,679	3.75	\$80,216	\$2,518	\$3,917
Humboldt Cty (Eureka), CA	3.59	\$71,130	\$593	\$1,778	4.94	\$90,930	\$2,720	\$4,270
Oakland, CA	2.83	\$78,753	\$728	\$1,866	4.08	\$107,790	\$4,308	\$5,387
Pittsburgh, PA	2.87	\$78,452	\$553	\$1,862	4.37	\$109,701	\$3,711	\$5,459
Reno, NV	2.74	\$64,563	\$648	\$1,806	3.85	\$87,621	\$3,354	\$4,676
Salt Lake City, UT	3.47	\$71,564	\$492	\$1,839	4.60	\$91,268	\$2,826	\$4,344
St. Paul, MN	1.84	\$52,901	\$512	\$1,265	2.95	\$75,953	\$2,653	\$3,944
Tacoma, WA	3.33	\$66,523	\$734	\$1,792	4.67	\$87,972	\$3,104	\$4,439
Average	2.84	\$66,338	\$678	\$1,691	4.05	\$88,972	\$3,133	\$4,440
Group III: Population 500,000 to 999,999 (n=8)								
Boston, MA	2.20	\$73,578	\$897	\$1,939	3.35	\$108,732	\$4,567	\$5,718
Honolulu, HI	2.94	\$76,350	\$584	\$1,759	4.12	\$102,540	\$4,244	\$5,042
Monroe Cty (Rochester), NY	2.49	\$61,419	\$726	\$1,541	3.66	\$83,784	\$3,138	\$4,223
New Orleans, LA	1.56	\$43,918	\$431	\$1,141	2.38	\$60,898	\$2,342	\$3,227
Phoenix, AZ	3.14	\$74,043	\$761	\$1,851	4.51	\$101,329	\$4,203	\$5,191
Portland, OR	3.42	\$76,327	\$523	\$1,751	4.74	\$100,357	\$2,998	\$4,602
San Francisco, CA	2.16	\$73,662	\$662	\$1,992	3.32	\$107,775	\$4,014	\$5,634
San Jose, CA	2.25	\$69,181	\$901	\$1,904	3.25	\$92,667	\$3,889	\$4,860
Average	2.52	\$68,560	\$686	\$1,735	3.67	\$94,760	\$3,675	\$4,812
Group IV: Population 1,000,000 or More (n=9)								
Broward Cty (Ft. Lauderdale), FL	2.96	\$71,904	\$980	\$1,949	4.13	\$94,064	\$3,988	\$4,841
Columbus, OH	3.15	\$74,905	\$672	\$1,796	4.66	\$106,768	\$4,180	\$5,517
Dade Cty (Miami), FL	2.36	\$59,760	\$1,276	\$1,653	3.57	\$85,603	\$4,476	\$4,738
Fulton Cty (Atlanta), GA	2.13	\$62,618	\$852	\$1,846	3.29	\$94,648	\$4,173	\$5,366
Houston, TX	2.53	\$71,616	\$734	\$1,701	3.75	\$98,415	\$4,393	\$5,454
Philadelphia, PA	2.96	\$70,410	\$807	\$1,793	4.17	\$92,374	\$3,370	\$4,606
San Diego, CA	2.89	\$73,688	\$1,137	\$1,979	4.07	\$97,487	\$4,445	\$5,021
Santa Clara Cty, CA	2.29	\$69,980	\$1,225	\$1,935	3.30	\$93,619	\$4,266	\$4,897
St. Louis, MO	2.58	\$63,869	\$608	\$1,562	3.92	\$92,114	\$3,921	\$4,902
Average	2.65	\$68,750	\$921	\$1,801	3.87	\$95,010	\$4,135	\$5,038
Average of All Communities								
Average of All Communities	2.80	\$67,306	\$735	\$1,703	3.99	\$90,777	\$3,386	\$4,544

1991

EXPLANATION OF TABLE 12:
ESTIMATED TOTAL REVENUES AND EXPENDITURES IN FISCAL 1991

This table summarizes the **estimated** total revenues, expenditures, and surplus or deficit in fiscal 1991 for all nonprofit arts organizations in each community. These figures are derived by multiplying the average per-organization data in Table 13, by the total number of nonprofit arts organizations in that community (column one of this table). Also included in this table are the estimated total *local* expenditures for each community. An average has been calculated for each population group.

Column One:

The total number of nonprofit arts organizations in the community.

Column Two:

The estimated total revenues of these nonprofit arts organizations in fiscal 1991.

Column Three:

The estimated total expenditures of these nonprofit arts organizations in fiscal 1991.

Column Four:

The estimated surplus or (deficit) of these nonprofit arts organizations in fiscal 1991.

Column Five:

The estimated total **local** expenditures by local nonprofit arts organizations in fiscal 1991. This number is calculated by subtracting payments to non-local artists, state and federal taxes, and other non-local purchases from the estimated total expenditures (column three of this table). Dollars that are spent outside of the community are considered to be "leaked" from the local economy and have no local impact.

In several communities, the *local* expenditures appear to exceed the *total* expenditures. This is because asset acquisition is added only to the local impact.

TABLE 12: ESTIMATED TOTAL REVENUES AND EXPENDITURES IN FISCAL 1991

Community	Number of Organizations	Estimated Total Revenues	Estimated Total Expenditures	Surplus or (Deficit)	Estimated Total Local Expenditures
Group I: Population Less Than 100,000 (n=6)					
Aberdeen, SD	18	\$440,964	\$405,810	\$35,154	\$329,832
Cache Cty (Logan), UT	21	\$1,654,527	\$2,011,800	(\$357,273)	\$1,570,485
Miles City, MT*	14	\$158,522	\$153,454	\$5,068	\$406,596
Missoula, MT	22	\$4,005,320	\$4,011,392	(\$6,072)	\$2,541,440
Rutland, VT	25	\$1,170,425	\$941,725	\$228,700	\$719,050
Southern SE Alaska (Ketchikan)	17	\$1,186,600	\$1,139,799	\$46,801	\$807,398
Average	20	\$1,436,060	\$1,443,997	(\$7,937)	\$1,062,467
Group II: Population 100,000 to 499,999 (n=10)					
Ann Arbor, MI	47	\$21,511,665	\$21,330,621	\$181,044	\$18,542,440
Burlington, VT	33	\$18,414,033	\$17,574,513	\$839,520	\$10,977,252
Flint, MI	36	\$7,150,248	\$6,962,364	\$187,884	\$6,076,116
Humboldt Cty (Eureka), CA	48	\$9,850,320	\$9,237,552	\$612,768	\$6,580,896
Oakland, CA	88	\$17,311,184	\$16,984,264	\$326,920	\$15,111,800
Pittsburgh, PA	129	\$268,891,135	\$271,590,667	(\$2,699,532)	\$186,293,212
Reno, NV	86	\$26,666,106	\$25,388,490	\$1,277,616	\$18,990,778
Salt Lake City, UT	45	\$35,783,100	\$35,135,235	\$647,865	\$28,269,630
St. Paul, MN	52	\$125,953,390	\$127,310,846	(\$1,357,456)	\$113,141,082
Tacoma, WA	53	\$11,989,978	\$11,936,289	\$53,689	\$8,312,891
Average	62	\$54,352,116	\$54,345,084	\$7,032	\$41,229,610
Group III: Population 500,000 to 999,999 (n=8)					
Boston, MA	284	\$163,321,667	\$166,624,107	(\$3,302,440)	\$143,946,926
Honolulu, HI	106	\$83,283,670	\$84,163,682	(\$880,012)	\$66,800,352
Monroe Cty (Rochester), NY*	119	\$127,052,849	\$122,108,756	\$4,944,093	\$129,683,939
New Orleans, LA*	77	\$30,856,980	\$29,524,495	\$1,332,485	\$38,986,717
Phoenix, AZ	122	\$75,092,708	\$77,597,124	(\$2,504,416)	\$62,006,866
Portland, OR	65	\$72,511,205	\$73,213,790	(\$702,585)	\$57,798,390
San Francisco, CA	192	\$336,000,154	\$338,000,179	(\$2,000,025)	\$299,941,478
San Jose, CA	66	\$47,493,930	\$49,651,272	(\$2,157,342)	\$40,291,680
Average	129	\$116,951,645	\$117,610,426	(\$658,780)	\$104,932,044
Group IV: Population 1,000,000 or More (n=9)					
Broward Cty (Ft. Lauderdale), FL	137	\$73,150,465	\$73,366,925	(\$216,460)	\$62,864,642
Columbus, OH	51	\$43,060,524	\$45,980,019	(\$2,919,495)	\$34,692,036
Dade Cty (Miami), FL	263	\$130,540,839	\$127,543,954	\$2,996,885	\$89,497,059
Fulton Cty (Atlanta), GA	148	\$99,380,816	\$99,147,420	\$233,396	\$90,290,212
Houston, TX	179	\$285,086,718	\$280,445,198	\$4,641,520	\$193,196,108
Philadelphia, PA	123	\$64,600,215	\$63,294,570	\$1,305,645	\$46,849,716
San Diego, CA	68	\$96,215,036	\$95,272,284	\$942,752	\$77,777,448
Santa Clara Cty, CA	230	\$74,695,950	\$70,038,680	\$4,657,270	\$54,528,630
St. Louis, MO	93	\$88,352,697	\$84,512,076	\$3,840,621	\$77,578,554
Average	144	\$106,120,362	\$104,400,125	\$1,720,237	\$80,808,267
Average of All Communities	93	\$74,025,271	\$73,715,132	\$310,139	\$60,163,686

*The local expenditure is greater than the total expenditure due to a large amount of asset acquisition, which is not included in the expenditure budget. Asset acquisition is considered an investment in capital, not an expense for operation.

*EXPLANATION OF TABLE 13:
AVERAGE REVENUES AND EXPENDITURES OF REPORTING ORGANIZATIONS IN
FISCAL 1991*

This table summarizes the average revenues, expenditures, and surplus or deficits of the nonprofit arts organizations in each community that returned their fiscal 1991 survey. Each community has columns illustrating the number of local nonprofit arts organizations reporting surpluses or break-even budgets and the number reporting deficits. A total and average have been calculated for each population category.

Column One:

The average revenues per reporting local nonprofit arts organization.

Column Two:

The average expenditures per reporting local nonprofit arts organization.

Column Three:

The average surplus or (deficit) per reporting local nonprofit arts organization.

Column Four:

The number of local nonprofit arts organizations that finished fiscal year 1991 with a surplus or break-even budget.

Column Five:

The number of local nonprofit arts organizations that finished fiscal year 1991 with a deficit.

TABLE 13: AVERAGE REVENUES AND EXPENDITURES OF REPORTING ORGANIZATIONS IN FISCAL 1991

Community	Average Per Reporting Organization			Reporting Org's	
	Revenues	Expenditures	Surplus/(Deficit)	Surplus	(Deficit)
Group I: Population Less Than 100,000 (n=6)					
Aberdeen, SD	\$24,498	\$22,545	\$1,953	11	1
Cache Cty (Logan), UT	\$78,787	\$95,800	(\$17,013)	9	4
Miles City, MT	\$11,323	\$10,961	\$362	9	1
Missoula, MT	\$182,060	\$182,336	(\$276)	7	5
Rutland, VT	\$46,817	\$37,669	\$9,148	12	1
Southern SE Alaska (Ketchikan)	\$69,800	\$67,048	\$2,752	6	2
Average	\$68,881	\$69,393	(\$512)	9	2
Group II: Population 100,000 to 499,999 (n=10)					
Ann Arbor, MI	\$457,695	\$453,843	\$3,852	13	3
Burlington, VT	\$558,001	\$532,561	\$25,440	6	4
Flint, MI	\$198,618	\$193,399	\$5,219	12	10
Humboldt Cty (Eureka), CA	\$205,215	\$192,449	\$12,766	10	3
Oakland, CA	\$196,718	\$193,003	\$3,715	16	8
Pittsburgh, PA	\$2,084,427	\$2,105,354	(\$20,927)	14	5
Reno, NV	\$310,071	\$295,215	\$14,856	19	4
Salt Lake City, UT	\$795,180	\$780,783	\$14,397	20	9
St. Paul, MN	\$2,422,181	\$2,448,285	(\$26,104)	18	9
Tacoma, WA	\$226,226	\$225,213	\$1,013	12	12
Average	\$745,433	\$742,011	\$3,423	14	7
Group III: Population 500,000 to 999,999 (n=8)					
Boston, MA	\$575,076	\$586,705	(\$11,629)	8	8
Honolulu, HI	\$785,695	\$793,997	(\$8,302)	14	7
Monroe Cty (Rochester), NY	\$1,067,671	\$1,026,124	\$41,547	21	13
New Orleans, LA	\$400,740	\$383,435	\$17,305	18	4
Phoenix, AZ	\$615,514	\$636,042	(\$20,528)	13	10
Portland, OR	\$1,115,557	\$1,126,366	(\$10,809)	21	11
San Francisco, CA	\$1,750,001	\$1,760,418	(\$10,417)	12	16
San Jose, CA	\$719,605	\$752,292	(\$32,687)	11	14
Average	\$878,732	\$883,172	(\$4,440)	15	10
Group IV: Population 1,000,000 or More (n=9)					
Broward Cty (Ft. Lauderdale), FL	\$533,945	\$535,525	(\$1,580)	20	12
Columbus, OH	\$844,324	\$901,569	(\$57,245)	13	16
Dade Cty (Miami), FL	\$496,353	\$484,958	\$11,395	13	7
Fulton Cty (Atlanta), GA	\$671,492	\$669,915	\$1,577	20	6
Houston, TX	\$1,592,663	\$1,566,733	\$25,930	15	5
Philadelphia, PA	\$525,205	\$514,590	\$10,615	8	7
San Diego, CA	\$1,414,927	\$1,401,063	\$13,864	25	10
Santa Clara Cty, CA	\$324,765	\$304,516	\$20,249	15	6
St. Louis, MO	\$950,029	\$908,732	\$41,297	14	7
Average	\$817,078	\$809,733	\$7,345	16	8
Average of All Reporting Org's	\$674,278	\$672,407	\$1,871	14	7

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EXPLANATION OF TABLE 14:
ESTIMATED ARTS VOLUNTARISM BY COMMUNITY IN FISCAL 1991

This table summarizes the estimated number of volunteers, volunteer hours donated, and dollar value of volunteer time by community in fiscal 1991. These figures are derived by multiplying the average per-organization volunteer data by the total number of nonprofit arts organizations in that community. An average has been calculated for each population group.

Column One:

The estimated number of people who volunteered for local nonprofit arts organizations in fiscal 1991.

Column Two:

The estimated number of volunteer hours donated to local nonprofit arts organizations in fiscal 1991.

Column Three:

The estimated dollar value of volunteer hours donated to local nonprofit arts organizations in fiscal 1991.

The 1991 dollar value is based on *Giving and Volunteering in the United States 1992*, by the Independent Sector, which places the dollar value of the average 1991 volunteer hour at \$11.58. Volunteers for the arts include members of the board of directors, docents, ticket takers, and others.

Column Four:

The estimated average number of volunteer hours donated, per volunteer, to local nonprofit arts organizations in fiscal 1991.

TABLE 14: ESTIMATED ARTS VOLUNTARISM BY COMMUNITY IN FISCAL 1991

Community	Number of Volunteers	Number of Hours	Dollar Value of Volunteer Hours	Average Hours Per Volunteer
Group I: Population Less Than 100,000 (n=6)				
Aberdeen, SD	1,224	37,566	\$435,014	31
Cache Cty (Logan), UT	756	21,315	\$246,828	28
Miles City, MT	545	17,704	\$205,012	32
Missoula, MT	32,802	745,844	\$8,636,874	23
Rutland, VT	1,825	44,975	\$520,811	25
Southern SE Alaska (Ketchikan)	1,258	45,696	\$529,160	36
Average	6,402	152,183	\$1,762,283	29
Group II: Population 100,000 to 499,999 (n=10)				
Ann Arbor, MI	17,766	308,790	\$3,575,788	17
Burlington, VT	4,521	186,384	\$2,158,327	41
Flint, MI	6,012	129,060	\$1,494,515	21
Humboldt Cty (Eureka), CA	6,720	169,728	\$1,965,450	25
Oakland, CA	2,728	148,544	\$1,720,140	54
Pittsburgh, PA	4,622	422,903	\$4,897,217	91
Reno, NV	11,610	313,040	\$3,625,003	27
Salt Lake City, UT	5,895	164,475	\$1,904,621	28
St. Paul, MN	4,297	181,499	\$2,101,758	42
Tacoma, WA	3,975	123,490	\$1,430,014	31
Average	6,815	214,791	\$2,487,283	38
Group III: Population 500,000 to 999,999 (n=8)				
Boston, MA	18,526	373,482	\$4,324,922	20
Honolulu, HI	13,356	770,514	\$8,922,552	58
Monroe Cty (Rochester), NY	13,804	678,300	\$7,854,714	49
New Orleans, LA	10,626	250,943	\$2,905,920	24
Phoenix, AZ	21,716	784,582	\$9,085,460	36
Portland, OR	13,455	233,155	\$2,699,935	17
San Francisco, CA	34,560	1,094,861	\$12,678,490	32
San Jose, CA	2,904	188,892	\$2,187,369	65
Average	16,118	546,841	\$6,332,420	38
Group IV: Population 1,000,000 or More (n=9)				
Broward Cty (Ft. Lauderdale), FL	13,015	629,652	\$7,291,370	48
Columbus, OH	12,291	387,600	\$4,488,408	32
Dade Cty (Miami), FL	3,682	262,211	\$3,036,403	71
Fulton Cty (Atlanta), GA	12,580	634,328	\$7,345,518	50
Houston, TX	29,970	1,349,762	\$15,630,244	45
Philadelphia, PA	6,027	384,129	\$4,448,214	64
San Diego, CA	13,192	631,244	\$7,309,806	48
Santa Clara Cty, CA	8,740	363,630	\$4,210,835	42
St. Louis, MO	7,998	257,610	\$2,983,124	32
Average	11,944	544,463	\$6,304,880	48
Average of All Communities	10,394	373,815	\$4,328,782	39

1991

*EXPLANATION OF TABLE 15:
COMPARATIVE AVERAGES PER REPORTING ARTS ORGANIZATION IN THE FOUR
POPULATION GROUPS FOR FISCAL 1991*

This table summarizes—by population category — the average revenues, expenditures, and other finance-related information for the 695 nonprofit arts organizations that returned their fiscal 1991 survey. An average of the 695 responding organizations is calculated for each line item (column five).

Column One:

The fiscal 1991 average for nonprofit arts organizations that reported from population group I (communities having a population of less than 100,000).

Column Two:

The fiscal 1991 average for nonprofit arts organizations that reported from population group II (communities having a population of 100,000 to 499,999).

Column Three:

The fiscal 1991 average for nonprofit arts organizations that reported from population group III (communities having a population of 500,000 to 999,999).

Column Four:

The fiscal 1991 average for nonprofit arts organizations that reported from population group IV (communities having a population of 1,000,000 or more).

Column Five:

The fiscal 1991 average for all 695 nonprofit arts organizations.

TABLE 15: COMPARATIVE AVERAGES PER REPORTING ARTS ORGANIZATION
IN THE FOUR POPULATION GROUPS FOR FISCAL 1991

	Average Per Reporting Organization									
	Group I		Group II		Group III		Group IV		All Organizations	
	Fiscal 1991		Fiscal 1991		Fiscal 1991		Fiscal 1991		Fiscal 1991	
Number of Organizations	68		207		201		219		695	
Operating Revenues										
Earned Revenue	\$45,922	65.3%	\$334,071	41.8%	\$568,070	60.8%	\$508,015	60.1%	\$428,364	54.9%
Private Support	\$12,183	17.3%	\$201,591	25.2%	\$248,018	26.6%	\$197,014	23.3%	\$195,044	25.0%
Government Support	\$12,095	17.2%	\$254,067	31.8%	\$93,351	10.0%	\$102,825	12.2%	\$136,254	17.4%
Local Arts Agency Support	\$141	0.2%	\$8,755	1.1%	\$24,206	2.6%	\$36,812	4.4%	\$21,222	2.7%
Total Revenues	\$70,341	100%	\$798,484	100%	\$933,645	100%	\$844,666	100%	\$780,884	100%
Operating Expenditures										
Staff/Employee Expenses	\$25,578	35.9%	\$265,636	33.3%	\$339,386	36.3%	\$285,258	34.0%	\$269,660	34.6%
Facilities Expenses	\$3,955	5.6%	\$138,997	17.4%	\$56,565	6.0%	\$63,732	7.6%	\$78,228	10.0%
Other Operating Expenses	\$22,259	31.3%	\$247,121	31.0%	\$312,954	33.4%	\$303,190	36.1%	\$261,828	33.6%
Payment to Local Artists	\$6,108	8.6%	\$93,867	11.8%	\$184,971	19.8%	\$137,854	16.4%	\$125,489	16.1%
Payment to Non-Local Artists	\$13,271	18.6%	\$51,089	6.4%	\$42,227	4.5%	\$50,003	6.0%	\$44,514	5.7%
Total Payment to Artists	\$19,379	27.2%	\$144,956	18.2%	\$227,198	24.3%	\$187,857	22.4%	\$170,003	21.8%
Total Expenditures	\$71,171	100%	\$796,710	100%	\$936,103	100%	\$840,037	100%	\$779,821	100%
Surplus/(Deficit)	(\$830)		\$1,774		(\$2,458)		\$4,629		\$1,063	
Net Financial Results										
Broke Even or Net Gain	54	79.4%	140	67.6%	118	58.7%	143	65.3%	455	65.5%
Net Loss	14	20.6%	67	32.4%	83	41.3%	76	34.7%	240	34.5%
Other Highlights										
Asset Acquisition	\$2,827		\$138,062		\$84,724		\$51,260		\$82,053	
In-Kind Contributions	\$6,792		\$48,604		\$29,553		\$39,774		\$36,221	
In-Kind/Total Expenses	9.5%		6.1%		3.2%		4.7%		4.6%	
Number of Volunteers	565		122		137		119		169	
Volunteer Hours	7,358		3,522		4,642		5,081		4,712	
Hours Per Volunteer	13		29		34		43		28	

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*EXPLANATION OF TABLE 16:
TOTAL ECONOMIC IMPACT OF LOCAL EXPENDITURES BY LOCAL NONPROFIT
ARTS ORGANIZATIONS IN FISCAL 1990*

This table presents the total economic impact of local expenditures by local nonprofit arts organizations in fiscal 1990. The total impact is a measure of the effect of the expended dollar as it is spent and re-spent within the community. It is derived from an input/output model designed for each community. See *About This Study* and the *Explanations of Frequently Used Terms* for more information about direct and total economic impacts. An average has been calculated for each population group.

Column One:

The number of full-time-equivalent (FTE) jobs created as a result of the estimated total local expenditures (column five of this table). An FTE can be one full-time employee, two employees who work half-time, four employees who work quarter-time, *etc.*

Column Two:

The amount of personal income paid as a result of the estimated total local expenditures. Personal income includes salaries, wages, and entrepreneurial income.

Column Three:

The amount of revenue that local government receives (*e.g.*, fees, taxes) as a result of the estimated total local expenditures.

Column Four:

The amount of revenue that state government receives as a result of the estimated total local expenditures.

Column Five:

The estimated total local expenditures by nonprofit local arts organizations in fiscal 1990. This number is calculated by subtracting payments to non-local artists, state and federal taxes, and other non-local purchases from the estimated total expenditures (column three of Table 19). Dollars that are spent outside of the community are considered to be "leaked" from the local economy and have no local economic impact.

TABLE 16: TOTAL ECONOMIC IMPACT OF LOCAL EXPENDITURES BY LOCAL NONPROFIT ARTS ORGANIZATIONS IN FISCAL 1990

Community	FTE Jobs	Personal Income	Government Revenue		Estimated Total Local Expenditures
			Local	State	
Group I: Population Less Than 100,000 (n=6)					
Aberdeen, SD	15	\$258,000	\$7,300	\$8,300	\$285,552
Cache Cty (Logan), UT	71	\$1,135,000	\$24,000	\$48,000	\$1,475,775
Miles City, MT	4	\$70,000	\$1,300	\$3,000	\$75,432
Missoula, MT	110	\$1,928,000	\$56,000	\$94,000	\$2,264,548
Rutland, VT	45	\$788,000	\$29,000	\$38,000	\$921,725
Southern SE Alaska (Ketchikan)	20	\$487,000	\$17,000	\$25,000	\$781,184
Average	44	\$777,667	\$22,433	\$36,050	\$967,369
Group II: Population 100,000 to 499,999 (n=10)					
Ann Arbor, MI	373	\$9,129,000	\$393,000	\$472,000	\$13,288,733
Burlington, VT	522	\$10,498,000	\$373,000	\$517,000	\$11,719,026
Flint, MI	431	\$9,210,000	\$289,000	\$450,000	\$11,481,732
Humboldt Cty (Eureka), CA	363	\$6,693,000	\$200,000	\$314,000	\$7,360,368
Oakland, CA	1,032	\$27,235,000	\$1,088,000	\$1,361,000	\$25,266,912
Pittsburgh, PA	11,433	\$286,885,678	\$9,705,713	\$14,276,570	\$261,510,315
Reno, NV	1,037	\$23,569,000	\$902,000	\$1,258,000	\$26,898,220
Salt Lake City, UT	1,588	\$31,537,000	\$977,000	\$1,501,000	\$34,552,890
St. Paul, MN	2,789	\$71,789,734	\$2,507,728	\$3,727,637	\$94,518,225
Tacoma, WA	284	\$5,361,000	\$189,000	\$271,000	\$6,093,887
Average	1,985	\$48,190,741	\$1,662,444	\$2,414,821	\$49,269,031
Group III: Population 500,000 to 999,999 (n=8)					
Boston, MA	6,066	\$196,954,893	\$8,273,454	\$10,357,090	\$181,139,832
Honolulu, HI	2,743	\$68,230,000	\$2,824,000	\$3,355,000	\$66,541,712
Monroe Cty (Rochester), NY	3,636	\$83,305,000	\$3,120,000	\$4,199,000	\$99,433,782
New Orleans, LA	497	\$12,702,000	\$488,000	\$673,000	\$20,857,837
Phoenix, AZ	3,305	\$74,247,000	\$3,080,000	\$3,804,000	\$73,276,616
Portland, OR	2,171	\$45,917,000	\$1,372,000	\$2,106,000	\$45,755,450
San Francisco, CA	9,097	\$295,166,961	\$10,994,314	\$15,428,828	\$273,883,229
San Jose, CA	1,123	\$31,994,000	\$1,343,000	\$1,678,000	\$34,527,768
Average	3,580	\$101,064,607	\$3,936,846	\$5,200,115	\$99,427,028
Group IV: Population 1,000,000 or More (n=9)					
Broward Cty (Ft. Lauderdale), FL	2,978	\$67,826,000	\$2,876,000	\$3,490,000	\$72,108,854
Columbus, OH	2,126	\$48,667,000	\$1,905,000	\$2,515,000	\$45,581,454
Dade Cty (Miami), FL	4,501	\$108,031,000	\$5,649,000	\$5,979,000	\$126,199,235
Fulton Cty (Atlanta), GA	2,654	\$76,391,000	\$3,368,000	\$4,331,000	\$80,710,320
Houston, TX	8,178	\$214,618,250	\$9,579,625	\$11,893,750	\$218,078,195
Philadelphia, PA	4,498	\$99,663,000	\$3,636,000	\$4,970,000	\$107,891,787
San Diego, CA	3,368	\$80,574,000	\$3,673,800	\$4,149,600	\$82,652,354
Santa Clara Cty, CA	1,939	\$54,954,000	\$2,504,000	\$2,874,000	\$58,700,600
St. Louis, MO	2,463	\$57,848,000	\$2,462,000	\$3,079,000	\$62,796,948
Average	3,634	\$89,841,361	\$3,961,492	\$4,809,039	\$94,968,861
Average of All Communities	2,468	\$63,747,349	\$2,542,643	\$3,310,508	\$65,110,015

*EXPLANATION OF TABLE 17:
DIRECT ECONOMIC IMPACT OF LOCAL EXPENDITURES BY LOCAL NONPROFIT
ARTS ORGANIZATIONS IN FISCAL 1990*

This table presents the direct economic impact of the estimated total local expenditures by local nonprofit arts organizations in fiscal 1990. The direct impact is the effect of the initial expenditure and is derived from an economic input/output model (see *Explanations of Frequently Used Terms* and *About This Study*) designed specifically for each community. The total impact is larger than the direct impact, as the direct impact is just the first of several rounds of expenditure. An average has been calculated for each population group.

Column One:

The total number of full-time-equivalent (FTE) jobs created as a result of the estimated total local expenditures (column five of this table). An FTE can be one full-time employee, two employees who work half-time, four employees who work quarter-time, *etc.*

Column Two:

The amount of personal income paid as a result of the estimated total local expenditures. Personal income includes salaries, wages, and entrepreneurial income.

Column Three:

The amount of revenue that local government receives (*e.g.*, fees, taxes) as a result of the estimated total local expenditures.

Column Four:

The amount of revenue that state government receives as a result of the estimated total local expenditures.

Column Five:

The estimated total local expenditures by local nonprofit arts organizations in fiscal 1990. This number is calculated by subtracting payments to non-local artists, state and federal taxes, and other non-local purchases from the estimated total expenditures (column three of Table 19). Dollars that are spent outside of the community are considered to be “leaked” from the local economy and have no local economic impact.

TABLE 17: DIRECT ECONOMIC IMPACT OF LOCAL EXPENDITURES BY LOCAL NONPROFIT ARTS ORGANIZATIONS IN FISCAL 1990

Community	FTE Jobs	Personal Income	Government Revenue		Estimated Total Local Expenditures
			Local	State	
Group I: Population Less Than 100,000 (n=6)					
Aberdeen, SD	10	\$202,000	\$1,000	\$2,100	\$285,552
Cache Cty (Logan), UT	53	\$941,000	\$6,000	\$23,000	\$1,475,775
Miles City, MT	3	\$56,000	\$400	\$1,400	\$75,432
Missoula, MT	78	\$1,480,000	\$15,000	\$40,000	\$2,264,548
Rutland, VT	33	\$623,000	\$8,000	\$17,000	\$921,725
Southern SE Alaska (Ketchikan)	15	\$386,000	\$8,000	\$12,000	\$781,184
Average	32	\$614,667	\$6,400	\$15,917	\$967,369
Group II: Population 100,000 to 499,999 (n=10)					
Ann Arbor, MI	256	\$6,843,000	\$117,000	\$178,000	\$13,288,733
Burlington, VT	360	\$7,704,000	\$115,000	\$196,000	\$11,719,026
Flint, MI	312	\$7,148,000	\$76,000	\$193,000	\$11,481,732
Humboldt Cty (Eureka), CA	264	\$5,235,000	\$44,000	\$131,000	\$7,360,368
Oakland, CA	714	\$19,898,000	\$184,000	\$472,000	\$25,266,912
Pittsburgh, PA	7,499	\$205,165,689	\$1,447,428	\$4,870,285	\$261,510,310
Reno, NV	738	\$17,366,000	\$174,000	\$486,000	\$26,898,220
Salt Lake City, UT	1,198	\$24,728,000	\$170,000	\$636,000	\$34,552,890
St. Paul, MN	1,740	\$50,000,732	\$483,546	\$1,195,364	\$94,518,225
Tacoma, WA	203	\$4,054,000	\$45,000	\$109,000	\$6,093,887
Average	1,328	\$34,814,242	\$285,597	\$846,665	\$49,269,030
Group III: Population 500,000 to 999,999 (n=8)					
Boston, MA	3,981	\$133,277,989	\$1,624,909	\$3,512,727	\$181,139,830
Honolulu, HI	1,956	\$50,803,000	\$388,000	\$1,170,000	\$66,541,712
Monroe Cty (Rochester), NY	2,479	\$61,068,000	\$722,000	\$1,533,000	\$99,433,782
New Orleans, LA	325	\$9,160,000	\$90,000	\$238,000	\$20,857,837
Phoenix, AZ	2,300	\$54,254,000	\$558,000	\$1,357,000	\$73,276,616
Portland, OR	1,565	\$34,922,000	\$239,000	\$801,000	\$45,755,450
San Francisco, CA	5,926	\$201,739,736	\$1,813,743	\$5,454,486	\$273,883,229
San Jose, CA	777	\$23,885,000	\$311,000	\$657,000	\$34,527,768
Average	2,414	\$71,138,716	\$718,331	\$1,840,402	\$99,427,028
Group IV: Population 1,000,000 or More (n=9)					
Broward Cty (Ft. Lauderdale), FL	2,131	\$51,847,000	\$707,000	\$1,405,000	\$72,108,854
Columbus, OH	1,437	\$34,143,000	\$306,000	\$819,000	\$45,581,454
Dade Cty (Miami), FL	2,974	\$75,416,000	\$1,610,000	\$2,086,000	\$126,199,235
Fulton Cty (Atlanta), GA	1,718	\$50,539,000	\$687,000	\$1,490,000	\$80,710,320
Houston, TX	5,519	\$156,175,250	\$1,601,875	\$3,709,750	\$218,078,190
Philadelphia, PA	3,196	\$75,966,000	\$870,000	\$1,934,000	\$107,891,787
San Diego, CA	2,391	\$60,904,200	\$939,600	\$1,635,600	\$82,652,354
Santa Clara Cty, CA	1,345	\$41,078,000	\$719,000	\$1,136,000	\$58,700,600
St. Louis, MO	1,621	\$40,110,000	\$382,000	\$981,000	\$62,796,948
Average	2,481	\$65,130,939	\$869,164	\$1,688,483	\$94,968,860
Average of All Communities	1,670	\$45,670,260	\$498,894	\$1,166,112	\$65,110,015

1990

*EXPLANATION OF TABLE 18:
ECONOMIC IMPACT PER \$100,000 OF LOCAL SPENDING BY LOCAL
NONPROFIT ARTS ORGANIZATIONS IN FISCAL 1990*

This table summarizes the direct and total economic impacts in the form of ratios for fiscal 1990. Using this chart, a determination can be made of the economic impacts per \$100,000 of local spending by local nonprofit arts organizations. The ratio is derived by dividing the total and direct economic impact figures (Tables 16 and 17) by the estimated total local expenditures (column five of Table 19), and then multiplying by 100,000. An average has been calculated for each population group.

Columns one through four are ratios for **direct impacts** in fiscal 1990.

Columns five through eight are ratios for the **total impacts** in fiscal 1990.

TABLE 18: ECONOMIC IMPACT PER \$100,000 OF LOCAL SPENDING BY LOCAL NONPROFIT ARTS ORGANIZATIONS IN FISCAL 1990

Community	Direct Impact Per \$100,000 of Local Spending				Total Impact Per \$100,000 of Local Spending			
	FTE Jobs	Personal Income	Government Revenue		FTE Jobs	Personal Income	Government Revenue	
			Local	State			Local	State
Group I: Population Less Than 100,000 (n=6)								
Aberdeen, SD	3.50	\$70,740	\$350	\$735	5.25	\$90,351	\$2,556	\$2,907
Cache Cty (Logan), UT	3.59	\$63,763	\$407	\$1,559	4.81	\$76,909	\$1,626	\$3,253
Miles City, MT	3.98	\$74,239	\$530	\$1,856	5.30	\$92,799	\$1,723	\$3,977
Missoula, MT	3.44	\$65,355	\$662	\$1,766	4.86	\$85,138	\$2,473	\$4,151
Rutland, VT	3.58	\$67,591	\$868	\$1,844	4.88	\$85,492	\$3,146	\$4,123
Southern SE Alaska (Ketchikan)	1.92	\$49,412	\$1,024	\$1,536	2.56	\$62,341	\$2,176	\$3,200
Average	3.34	\$65,183	\$640	\$1,549	4.61	\$82,172	\$2,284	\$3,602
Group II: Population 100,000 to 499,999 (n=10)								
Ann Arbor, MI	1.93	\$51,495	\$880	\$1,339	2.81	\$68,697	\$2,957	\$3,552
Burlington, VT	3.07	\$65,739	\$981	\$1,672	4.45	\$89,581	\$3,183	\$4,412
Flint, MI	2.72	\$62,255	\$662	\$1,681	3.75	\$80,214	\$2,517	\$3,919
Humboldt Cty (Eureka), CA	3.59	\$71,124	\$598	\$1,780	4.93	\$90,933	\$2,717	\$4,266
Oakland, CA	2.83	\$78,751	\$728	\$1,868	4.08	\$107,789	\$4,306	\$5,386
Pittsburgh, PA	2.87	\$78,454	\$553	\$1,862	4.37	\$109,703	\$3,711	\$5,459
Reno, NV	2.74	\$64,562	\$647	\$1,807	3.86	\$87,623	\$3,353	\$4,677
Salt Lake City, UT	3.47	\$71,566	\$492	\$1,841	4.60	\$91,272	\$2,828	\$4,344
St. Paul, MN	1.84	\$52,901	\$512	\$1,265	2.95	\$75,953	\$2,653	\$3,944
Tacoma, WA	3.33	\$66,526	\$738	\$1,789	4.66	\$87,973	\$3,101	\$4,447
Average	2.84	\$66,337	\$679	\$1,690	4.05	\$88,974	\$3,133	\$4,441
Group III: Population 500,000 to 999,999 (n=8)								
Boston, MA	2.20	\$73,577	\$897	\$1,939	3.35	\$108,731	\$4,567	\$5,718
Honolulu, HI	2.94	\$76,348	\$583	\$1,758	4.12	\$102,537	\$4,244	\$5,042
Monroe Cty (Rochester), NY	2.49	\$61,416	\$726	\$1,542	3.66	\$83,779	\$3,138	\$4,223
New Orleans, LA	1.56	\$43,916	\$431	\$1,141	2.38	\$60,898	\$2,340	\$3,227
Phoenix, AZ	3.14	\$74,040	\$761	\$1,852	4.51	\$101,324	\$4,203	\$5,191
Portland, OR	3.42	\$76,323	\$522	\$1,751	4.74	\$100,353	\$2,999	\$4,603
San Francisco, CA	2.16	\$73,659	\$662	\$1,992	3.32	\$107,771	\$4,014	\$5,633
San Jose, CA	2.25	\$69,176	\$901	\$1,903	3.25	\$92,662	\$3,890	\$4,860
Average	2.52	\$68,557	\$686	\$1,735	3.67	\$94,757	\$3,674	\$4,812
Group IV: Population 1,000,000 or More (n=9)								
Broward Cty (Ft. Lauderdale), FL	2.96	\$71,901	\$980	\$1,948	4.13	\$94,061	\$3,988	\$4,840
Columbus, OH	3.15	\$74,905	\$671	\$1,797	4.66	\$106,769	\$4,179	\$5,518
Dade Cty (Miami), FL	2.36	\$59,759	\$1,276	\$1,653	3.57	\$85,604	\$4,476	\$4,738
Fulton Cty (Atlanta), GA	2.13	\$62,618	\$851	\$1,846	3.29	\$94,648	\$4,173	\$5,366
Houston, TX	2.53	\$71,614	\$735	\$1,701	3.75	\$98,413	\$4,393	\$5,454
Philadelphia, PA	2.96	\$70,409	\$806	\$1,793	4.17	\$92,373	\$3,370	\$4,606
San Diego, CA	2.89	\$73,687	\$1,137	\$1,979	4.07	\$97,485	\$4,445	\$5,021
Santa Clara Cty, CA	2.29	\$69,979	\$1,225	\$1,935	3.30	\$93,617	\$4,266	\$4,896
St. Louis, MO	2.58	\$63,873	\$608	\$1,562	3.92	\$92,119	\$3,921	\$4,903
Average	2.65	\$68,750	\$921	\$1,802	3.87	\$95,010	\$4,135	\$5,038
Average of All Communities								
Average of All Communities	2.80	\$67,323	\$740	\$1,706	4.01	\$90,785	\$3,383	\$4,541

1990

*EXPLANATION OF TABLE 19:
ESTIMATED TOTAL REVENUES AND EXPENDITURES IN FISCAL 1990*

This table summarizes the *estimated* total revenues, expenditures, and surplus or deficit in fiscal 1990 for all nonprofit arts organizations in each community. These figures are derived by multiplying the average per-organization data in Table 20, by the total number of nonprofit arts organizations in that community (column one of this table). Also included in this table are the estimated total *local* expenditures for each community. An average has been calculated for each population group.

Column One:

The total number of nonprofit arts organizations in the community.

Column Two:

The estimated total revenues of these nonprofit arts organizations in fiscal 1990.

Column Three:

The estimated total expenditures of these nonprofit arts organizations in fiscal 1990.

Column Four:

The estimated surplus or (deficit) of these nonprofit arts organizations in fiscal 1990.

Column Five:

The estimated total *local* expenditures by local nonprofit arts organizations in fiscal 1990. This number is calculated by subtracting payments to non-local artists, state and federal taxes, and other non-local purchases from the estimated total expenditures (column three of this table). Dollars that are spent outside of the community are considered to be "leaked" from the local economy and have no local impact.

In several communities, the *local* expenditures appear to exceed the *total* expenditures. This is because asset acquisition is added only to the local impact.

TABLE 19: ESTIMATED TOTAL REVENUES AND EXPENDITURES IN FISCAL 1990

Community	Number of Organizations	Estimated Total Revenues	Estimated Total Expenditures	Surplus or (Deficit)	Estimated Total Local Expenditures
Group I: Population Less Than 100,000 (n=6)					
Aberdeen, SD	18	\$387,630	\$346,842	\$40,788	\$285,552
Cache Cty (Logan), UT	21	\$1,749,741	\$1,477,245	\$272,496	\$1,475,775
Miles City, MT	14	\$132,704	\$111,130	\$21,574	\$75,432
Missoula, MT	22	\$3,125,056	\$2,817,826	\$307,230	\$2,264,548
Rutland, VT	25	\$1,347,575	\$1,322,400	\$25,175	\$921,725
Southern SE Alaska (Ketchikan)	17	\$1,048,237	\$994,126	\$54,111	\$781,184
Average	20	\$1,298,491	\$1,178,262	\$120,229	\$967,369
Group II: Population 100,000 to 499,999 (n=10)					
Ann Arbor, MI	47	\$17,924,155	\$18,852,546	(\$928,391)	\$13,288,733
Burlington, VT	33	\$15,539,436	\$15,738,459	(\$199,023)	\$11,719,026
Flint, MI*	36	\$7,637,940	\$7,715,736	(\$77,796)	\$11,481,732
Humboldt Cty (Eureka), CA	48	\$8,741,472	\$8,677,872	\$63,600	\$7,360,368
Oakland, CA	88	\$28,393,640	\$28,404,024	(\$10,384)	\$25,266,912
Pittsburgh, PA	129	\$244,800,468	\$272,844,254	(\$28,043,786)	\$261,510,310
Reno, NV	86	\$32,875,478	\$32,002,664	\$872,814	\$26,898,220
Salt Lake City, UT	45	\$36,359,730	\$36,393,480	(\$33,750)	\$34,552,890
St. Paul, MN	52	\$110,099,210	\$111,677,008	(\$1,577,798)	\$94,518,225
Tacoma, WA	53	\$9,159,089	\$8,727,881	\$431,208	\$6,093,887
Average	62	\$51,153,062	\$54,103,392	(\$2,950,331)	\$49,269,030
Group III: Population 500,000 to 999,999 (n=8)					
Boston, MA	284	\$203,608,619	\$196,234,947	\$7,373,672	\$181,139,830
Honolulu, HI	106	\$80,766,064	\$80,377,892	\$388,172	\$66,541,712
Monroe Cty (Rochester), NY	119	\$106,731,219	\$111,226,682	(\$4,495,463)	\$99,433,782
New Orleans, LA	77	\$25,242,987	\$23,822,568	\$1,420,419	\$20,857,837
Phoenix, AZ	122	\$85,663,154	\$80,384,580	\$5,278,574	\$73,276,616
Portland, OR	65	\$54,142,725	\$54,521,155	(\$378,430)	\$45,755,450
San Francisco, CA	192	\$315,435,302	\$321,597,647	(\$6,162,345)	\$273,883,229
San Jose, CA	66	\$43,795,158	\$43,231,716	\$563,442	\$34,527,768
Average	129	\$114,423,154	\$113,924,648	\$498,505	\$99,427,028
Group IV: Population 1,000,000 or More (n=9)					
Broward Cty (Ft. Lauderdale), FL	137	\$91,990,294	\$88,839,842	\$3,150,452	\$72,108,854
Columbus, OH	51	\$40,045,812	\$48,847,290	(\$8,801,478)	\$45,581,454
Dade Cty (Miami), FL	263	\$129,119,850	\$141,662,583	(\$12,542,733)	\$126,199,235
Fulton Cty (Atlanta), GA	148	\$99,723,584	\$103,746,816	(\$4,023,232)	\$80,710,320
Houston, TX	179	\$244,086,101	\$256,501,384	(\$12,415,283)	\$218,078,190
Philadelphia, PA	123	\$121,647,492	\$121,143,930	\$503,562	\$107,891,787
San Diego, CA	68	\$92,072,218	\$91,833,619	\$238,599	\$82,652,354
Santa Clara Cty, CA	230	\$78,238,640	\$76,932,240	\$1,306,400	\$58,700,600
St. Louis, MO*	93	\$50,816,781	\$49,267,308	\$1,549,473	\$62,796,948
Average	144	\$105,304,530	\$108,752,779	(\$3,448,249)	\$94,968,860
Average of All Communities	93	\$72,195,381	\$73,887,142	(\$1,691,762)	\$65,110,015

*The local expenditure is greater than the total expenditure due to a large amount of asset acquisition, which is not included in the expenditure budget.
Asset acquisition is considered an investment in capital, not an expense for operation.

*EXPLANATION OF TABLE 20:
AVERAGE REVENUES AND EXPENDITURES OF REPORTING ORGANIZATIONS IN
FISCAL 1990*

This table summarizes the average revenues, expenditures, and surplus or deficits of the nonprofit arts organizations in each community that returned their fiscal 1990 survey. Each community has columns illustrating the number of local nonprofit arts organizations reporting surpluses or break-even budgets and the number reporting deficits. A total and average have been calculated for each population category.

Column One:

The average revenues per reporting local nonprofit arts organization.

Column Two:

The average expenditures per reporting local nonprofit arts organization.

Column Three:

The average surplus or (deficit) per reporting local nonprofit arts organization.

Column Four:

The number of local nonprofit arts organizations that finished fiscal year 1990 with a surplus or break-even budget.

Column Five:

The number of local nonprofit arts organizations that finished fiscal year 1990 with a deficit.

TABLE 20: AVERAGE REVENUES AND EXPENDITURES OF REPORTING ORGANIZATIONS IN FISCAL 1990

Community	Average Per Reporting Organization			Reporting Org's	
	Revenues	Expenditures	Surplus/(Deficit)	Surplus	(Deficit)
Group I: Population Less Than 100,000 (n=6)					
Aberdeen, SD	\$21,535	\$19,269	\$2,266	9	1
Cache Cty (Logan), UT	\$83,321	\$70,345	\$12,976	4	1
Miles City, MT	\$9,479	\$7,939	\$1,540	6	1
Missoula, MT	\$142,048	\$128,083	\$13,965	11	3
Rutland, VT	\$53,903	\$52,896	\$1,007	4	1
Southern SE Alaska (Ketchikan)	\$61,661	\$58,478	\$3,183	6	3
Average	\$61,991	\$56,168	\$5,823	7	2
Group II: Population 100,000 to 499,999 (n=10)					
Ann Arbor, MI	\$381,365	\$401,118	(\$19,753)	13	3
Burlington, VT	\$470,892	\$476,923	(\$6,031)	5	6
Flint, MI	\$212,165	\$214,326	(\$2,161)	12	6
Humboldt Cty (Eureka), CA	\$182,114	\$180,789	\$1,325	6	7
Oakland, CA	\$322,655	\$322,773	(\$118)	15	9
Pittsburgh, PA	\$1,897,678	\$2,115,072	(\$217,394)	11	9
Reno, NV	\$382,273	\$372,124	\$10,149	12	5
Salt Lake City, UT	\$807,994	\$808,744	(\$750)	20	7
St. Paul, MN	\$2,117,292	\$2,147,635	(\$30,343)	17	10
Tacoma, WA	\$172,813	\$164,677	\$8,136	15	7
Average	\$694,724	\$720,418	(\$25,694)	13	7
Group III: Population 500,000 to 999,999 (n=8)					
Boston, MA	\$716,932	\$690,968	\$25,964	9	9
Honolulu, HI	\$761,944	\$758,282	\$3,662	13	7
Monroe Cty (Rochester), NY	\$896,901	\$934,678	(\$37,777)	18	17
New Orleans, LA	\$327,831	\$309,384	\$18,447	16	5
Phoenix, AZ	\$702,157	\$658,890	\$43,267	13	6
Portland, OR	\$832,965	\$838,787	(\$5,822)	14	7
San Francisco, CA	\$1,642,892	\$1,674,988	(\$32,096)	15	14
San Jose, CA	\$663,563	\$655,026	\$8,537	11	8
Average	\$818,148	\$815,125	\$3,023	14	9
Group IV: Population 1,000,000 or More (n=9)					
Broward Cty (Ft. Lauderdale), FL	\$671,462	\$648,466	\$22,996	13	5
Columbus, OH	\$785,212	\$957,790	(\$172,578)	16	11
Dade Cty (Miami), FL	\$490,950	\$538,641	(\$47,691)	12	6
Fulton Cty (Atlanta), GA	\$673,808	\$700,992	(\$27,184)	19	8
Houston, TX	\$1,363,610	\$1,432,969	(\$69,359)	11	11
Philadelphia, PA	\$989,004	\$984,910	\$4,094	8	8
San Diego, CA	\$1,354,003	\$1,350,494	\$3,509	10	8
Santa Clara Cty, CA	\$340,168	\$334,488	\$5,680	9	5
St. Louis, MO	\$546,417	\$529,756	\$16,661	16	7
Average	\$801,626	\$830,945	(\$29,319)	13	8
Average of All Reporting Org's	\$638,758	\$652,748	(\$13,991)	12	7

1990

EXPLANATION OF TABLE 21:
ESTIMATED ARTS VOLUNTARISM BY COMMUNITY IN FISCAL 1990

This table summarizes the estimated number of volunteers, volunteer hours donated, an dollar value of volunteer time by community in fiscal 1990. These figures are derived by multiplying the average per-organization volunteer data by the total number of nonprofit arts organizations in that community. An average has been calculated for each population group.

Column One:

The estimated number of people who volunteered for local nonprofit arts organizations in fiscal 1990.

Column Two:

The estimated number of volunteer hours donated to local nonprofit arts organizations in fiscal 1990.

Column Three:

The estimated dollar value of volunteer hours donated to local nonprofit arts organizations in fiscal 1990.

The 1990 dollar value is based on *Giving and Volunteering in the United States 1992*, by the Independent Sector, which places the dollar value of the average 1991 volunteer hour at \$11.58 and the 1989 volunteer hour at \$10.82. An average of these two years (\$11.20) is used for 1990, as there are no data specific to that year. Volunteers for the arts include members of the board of directors, docents, ticket takers, and others.

Column Four:

The estimated average number of volunteer hours donated, per volunteer, to local nonprofit arts organizations in fiscal 1990.

TABLE 21: ESTIMATED ARTS VOLUNTARISM BY COMMUNITY IN FISCAL 1990

Community	Number of Volunteers	Number of Hours	Dollar Value of Volunteer Hours	Average Hours Per Volunteer
Group I: Population Less Than 100,000 (n=6)				
Aberdeen, SD	1,841	33,088	\$370,586	18
Cache Cty (Logan), UT	1,184	43,861	\$491,243	37
Miles City, MT	396	10,732	\$120,198	27
Missoula, MT	27,786	639,240	\$7,159,488	23
Rutland, VT	1,595	30,535	\$341,992	19
Southern SE Alaska (Ketchikan)	997	40,222	\$450,486	40
Average	5,633	132,946	\$1,488,999	27
Group II: Population 100,000 to 499,999 (n=10)				
Ann Arbor, MI	4,303	115,065	\$1,288,728	27
Burlington, VT	3,378	280,731	\$3,144,187	83
Flint, MI	5,120	132,258	\$1,481,290	26
Humboldt Cty (Eureka), CA	9,985	231,467	\$2,592,430	23
Oakland, CA	14,843	199,595	\$2,235,464	13
Pittsburgh, PA	5,514	334,427	\$3,745,582	61
Reno, NV	5,711	207,847	\$2,327,886	36
Salt Lake City, UT	5,577	146,580	\$1,641,696	26
St. Paul, MN	3,774	195,673	\$2,191,538	52
Tacoma, WA	4,016	155,736	\$1,744,243	39
Average	6,222	199,938	\$2,239,304	39
Group III: Population 500,000 to 999,999 (n=8)				
Boston, MA	18,641	591,185	\$6,621,272	32
Honolulu, HI	11,734	560,926	\$6,282,371	48
Monroe Cty (Rochester), NY	12,492	692,934	\$7,760,861	55
New Orleans, LA	5,940	265,195	\$2,970,184	45
Phoenix, AZ	33,974	1,103,760	\$12,362,112	32
Portland, OR	6,670	194,418	\$2,177,482	29
San Francisco, CA	21,850	741,164	\$8,301,037	34
San Jose, CA	5,322	233,435	\$2,614,472	44
Average	14,578	547,877	\$6,136,224	40
Group IV: Population 1,000,000 or More (n=9)				
Broward Cty (Ft. Lauderdale), FL	50,576	1,050,135	\$11,761,512	21
Columbus, OH	10,942	409,196	\$4,582,995	37
Dade Cty (Miami), FL	16,058	246,752	\$2,763,622	15
Fulton Cty (Atlanta), GA	25,434	1,347,529	\$15,092,325	53
Houston, TX	29,015	1,300,670	\$14,567,504	45
Philadelphia, PA	5,612	344,661	\$3,860,203	61
San Diego, CA	14,187	480,245	\$5,378,744	34
Santa Clara Cty, CA	12,453	544,049	\$6,093,349	44
St. Louis, MO	9,458	254,715	\$2,852,808	27
Average	19,304	664,217	\$7,439,229	37
Average of All Communities	11,708	398,728	\$4,465,754	37

*EXPLANATION OF TABLE 22:
COMPARATIVE AVERAGES PER REPORTING ARTS ORGANIZATION IN THE FOUR
POPULATION GROUPS FOR FISCAL 1990*

This table summarizes — by population category — the average revenues, expenditures, and other finance-related information for the 610 nonprofit arts organizations that returned their fiscal 1990 survey. An average of the 610 responding organizations is calculated for each line item (column five).

Column One:

The fiscal 1990 average for nonprofit arts organizations that reported from population group I (communities having a population of less than 100,000).

Column Two:

The fiscal 1990 average for nonprofit arts organizations that reported from population group II (communities having a population of 100,000 to 499,999).

Column Three:

The fiscal 1990 average for nonprofit arts organizations that reported from population group III (communities having a population of 500,000 to 999,999).

Column Four:

The fiscal 1990 average for nonprofit arts organizations that reported from population group IV (communities having a population of 1,000,000 or more).

Column Five:

The fiscal 1990 average for all 610 nonprofit local arts organizations.

TABLE 22: COMPARATIVE AVERAGES PER REPORTING ARTS ORGANIZATION
IN THE FOUR POPULATION GROUPS FOR FISCAL 1990

	Average Per Reporting Organization									
	Group I		Group II		Group III		Group IV		All Organizations	
	Fiscal 1990		Fiscal 1990		Fiscal 1990		Fiscal 1990		Fiscal 1990	
Number of Organizations	50		195		182		183		610	
Operating Revenues										
Earned Revenue	\$52,224	61.2%	\$345,088	44.1%	\$499,753	57.7%	\$485,990	60.2%	\$408,914	54.1%
Private Support	\$15,915	18.7%	\$201,115	25.7%	\$255,733	29.6%	\$214,363	26.5%	\$205,894	27.2%
Government Support	\$16,851	19.7%	\$226,134	28.9%	\$88,332	10.2%	\$76,617	9.5%	\$122,836	16.2%
Local Arts Agency Support	\$345	0.4%	\$9,451	1.2%	\$21,590	2.5%	\$30,913	3.8%	\$18,735	2.5%
Total Revenues	\$85,335	100%	\$781,788	100%	\$865,409	100%	\$807,882	100%	\$756,379	100%
Operating Expenditures										
Staff/Employee Expenses	\$37,391	47.4%	\$303,221	37.5%	\$388,647	44.8%	\$332,276	39.3%	\$315,181	40.6%
Facilities Expenses	\$5,368	6.8%	\$131,572	16.3%	\$76,255	8.8%	\$56,639	6.7%	\$82,117	10.6%
Other Operating Expenses	\$24,178	30.6%	\$276,698	34.2%	\$263,002	30.3%	\$302,338	35.8%	\$259,220	33.4%
Payment to Local Artists	\$4,232	5.4%	\$60,235	7.4%	\$100,082	11.5%	\$88,666	10.5%	\$75,945	9.8%
Payment to Non-Local Artists	\$7,765	9.8%	\$36,947	4.6%	\$39,967	4.6%	\$64,972	7.7%	\$43,805	5.6%
Total Payment to Artists	\$11,997	15.2%	\$97,182	12.0%	\$140,049	16.1%	\$153,638	18.2%	\$119,750	15.4%
Total Expenditures	\$78,934	100%	\$808,674	100%	\$867,953	100%	\$844,891	100%	\$776,268	100%
Surplus/(Deficit)	\$6,401		(\$26,886)		(\$2,544)		(\$37,009)		(\$19,889)	
Net Financial Results										
Broke Even or Net Gain	39	78.0%	126	64.6%	109	59.9%	114	62.3%	388	63.6%
Net Loss	11	22.0%	69	35.4%	73	40.1%	69	37.7%	222	36.4%
Other Highlights										
Asset Acquisition	\$3,424		\$105,107		\$27,579		\$65,856		\$61,770	
In-Kind Contributions	\$3,919		\$52,082		\$23,466		\$29,936		\$32,905	
In-Kind/Total Expenses	5.0%		6.4%		2.7%		3.5%		4.2%	
Number of Volunteers	403		107		115		160		150	
Volunteer Hours	9,217		3,401		4,579		5,712		4,929	
Hours Per Volunteer	23		32		40		36		33	

1990

SURVEY INSTRUMENTS

The following surveys were used to collect data from the arts organizations and local arts agencies. The surveys were distributed to the same 1,093 organizations each of the three years studied (1990, 1991, and 1992).

First, a few questions about your organization...

Organization Name: _____

Address: _____

Telephone Number: () _____ Fax: () _____

Contact Person: _____

(in case we have questions about your completed form)

1. Is your agency PRIVATE or PUBLIC?

Private ()

Do you have tax-exempt 501(c)(3) status?

Yes () No ()

Do you have an official written charter or resolution to provide services or recommend funding amounts on behalf of the local government?

Yes, city government ()

Yes, county government ()

Yes, Chamber of Commerce ()

No, no official designation ()

Public ()

As a Public agency, are you part of

City government ()

County government ()

Chamber of commerce ()

Other (specify): _____

Type of enabling legislation: _____

Page 1

next page, please...

Now we'll turn to your financial situation; please provide financial information for fiscal year 1992.

2. What was the end date of your fiscal year 1992?

Month: _____ Day: _____ Year: _____

3. Your FY 1992 OPERATING BUDGET.

Revenues/Sources of Funds

Earned Revenue

Admissions (including sales and admissions taxes)	\$ _____
Membership dues	\$ _____
Tuition	\$ _____
Contracted service revenue (fees from sales of services)	\$ _____
Sales and rentals (please do NOT include rental of facilities here)	\$ _____
Interest	\$ _____
Fundraising events	\$ _____
Other programs not designated as fundraising	\$ _____
Other earned revenue (specify): _____	\$ _____

Does your organization own a performing arts facility, property, or an exhibition space?

YES () NO () (GO TO NEXT SECTION)

IF YES: Revenues from rental of this facility/space to:

Non-profit arts organizations for performance, exhibition, or fund-raising event	\$ _____
Profit-making arts organizations (traveling companies, popular concerts, promoters)	\$ _____
Corporations/individuals for private events or functions (parties, weddings)	\$ _____

4. Total Earned Revenue

\$ _____

Page 2

next page, please...

Private Support

Corporate support (NOT including in-kind contributions)	\$ _____
Foundation support	\$ _____
Individual donations (in excess of dues)	\$ _____
Contributions by separate groups dedicated to support of the arts (e.g., Friends of the Arts)	\$ _____

5. Total Private Support

\$ _____

Government Support

National Endowment for the Arts	\$ _____
Other federal government support: _____	\$ _____
Regional government support	\$ _____
State arts agency support	\$ _____
Other state support: _____	\$ _____
Local city appropriations	\$ _____
Local county appropriations	\$ _____
Special government funding sources	\$ _____

6. Total Government Support

\$ _____

7. Total Operating Revenues (sum of lines 4-6)

\$ _____

Page 3

next page, please...

Expenditures/Uses of Funds

Staff/Employee Expenses

Total payroll (full and part-time)	\$ _____
Total payroll taxes and fringe benefits (including FICA)	\$ _____
Contractors	\$ _____
Other personnel costs (specify): _____	\$ _____

8. Total Staff/Employee Expenses

\$ _____

Payments to Artists (for services/performance/materials)

To local artists directly	\$ _____
To non-local artists (visiting artists or companies)	\$ _____
*Funds to local arts organizations (should equal line 16 on Page 7)	\$ _____
Other (specify): _____	\$ _____

9. Total Payments to Artists

\$ _____

Operations

Supplies and materials	\$ _____
Production costs	\$ _____
Telephone	\$ _____
Insurance	\$ _____
Travel	\$ _____
Postage	\$ _____
Office machinery (computer, fax)	\$ _____
Publications production cost	\$ _____
Advertising and promotional costs	\$ _____
Contract services (accounting, legal, etc.)	\$ _____
Other (specify): _____	\$ _____

10. Total Operations Expenses

\$ _____

you're halfway done!

Page 4

Facilities

Rental/Lease Costs AND/OR	\$ _____
Mortgage cost	\$ _____
Property taxes	\$ _____
Contribution in lieu of taxes	\$ _____
Utilities	\$ _____
Other facility costs (specify): _____	\$ _____

11. Total Facilities Expenses \$ _____

12. Total Operating Expenses (sum of lines 8-11) \$ _____

13. Total Operating Revenues (copy line 7 from page 3) \$ _____

Difference between total operating revenues and total operating expenses:

Revenues higher than expenses: what happened to the surplus?	+ \$ _____
added to reserves	()
added to capital funds	()
returned to government	()
other (specify): _____	()
Expenses higher than revenues: how was the deficit covered?	- \$ _____
taken from reserves	()
taken from capital funds	()
required additional support	()
other (specify): _____	()

Page 5

next page, please...

Asset Acquisition (past fiscal year ONLY)

Equipment	
Outright purchase	\$ _____
Downpayment	\$ _____
Financed amount	\$ _____
Real estate	
Outright purchase	\$ _____
Downpayment	\$ _____
Financed amount	\$ _____
Art	
Outright purchase	\$ _____
Downpayment	\$ _____
Financed amount	\$ _____

14. Total Asset Acquisition \$ _____

In-Kind Contributions (services, facilities, materials)

From corporations	\$ _____
From government	\$ _____
From state arts agency	\$ _____
From individuals	\$ _____

15. Total In-Kind Contributions \$ _____

only two more pages.

Page 6

In the chart below, please indicate how much of those funds went to local arts organizations in each of the disciplines. In the column to the right, indicate how many different organizations received that funding.

	\$ Amount	# Grants
ARTS IN EDUCATION	\$ _____	_____
ARTS SERVICE ORGANIZATION	\$ _____	_____
CRAFTS (clay, fiber, glass, leather, metal, paper, plastic)	\$ _____	_____
DANCE (ballet, ethnic, jazz, modern -- not mime)	\$ _____	_____
DESIGN ARTS (architecture, fashion, graphic, industrial, landscape architecture, urban/metropolitan)	\$ _____	_____
FOLK ARTS (indigenous art forms)	\$ _____	_____
HUMANITIES	\$ _____	_____
LITERATURE (fiction, non-fiction, playwriting, poetry)	\$ _____	_____
MEDIA ARTS (film, video, audio)	\$ _____	_____
MULTI-DISCIPLINARY	\$ _____	_____
MUSEUM	\$ _____	_____
MUSIC (band, orchestral, choral, new, ethnic, jazz)	\$ _____	_____
OPERA/MUSICAL THEATER	\$ _____	_____
THEATER (classical, experimental, mime, puppet)	\$ _____	_____
VISUAL ARTS (graphics, painting, sculpture, photograph)	\$ _____	_____
Other (specify): _____	\$ _____	_____
16. Total	\$ _____	_____

* (should equal Funds to local arts organizations on page four)

Page 7

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Volunteer hours include time donated by board members, docents, ushers, etc.

	# Volunteers	# Hours
Professional	_____	_____
Artistic	_____	_____
Clerical services	_____	_____
Service (ticket takers, gift shop, docents)	_____	_____
Other	_____	_____
17. Total Volunteer Hours	_____	_____

Attendance at cultural events that your organization produces/sponsors

Performance attendees	_____
Exhibition attendees	_____

18. Total Attendance _____

Thank You

Page 8

Now we'll turn to your financial situation; please provide information for fiscal year 1992.

Organization Name: _____
 Address: _____
 Telephone Number: () _____ Fax: () _____
 Contact Person: _____
 (in case we have questions about your completed form)

Please answer all questions; if exact numbers are not available, you may use best estimates.

1. What is the primary arts discipline of your organization?

ARTS IN EDUCATION ()
 ARTS SERVICE ORGANIZATIONS ()
 CRAFTS (clay, fiber, glass, leather, metal, paper, plastic, wood) ()
 DANCE (ballet, ethnic, jazz, modern - not mime) ()
 DESIGN ARTS (architecture, fashion, graphic, industrial, landscape architecture, urban/metropolitan) ()
 FOLK ARTS (indigenous art forms) ()
 HUMANITIES ()
 LITERATURE (fiction, non-fiction, playwriting, poetry) ()
 MEDIA ARTS (film, video, audio) ()
 MULTI-DISCIPLINARY ()
 MUSEUM ()
 MUSIC (band, orchestral, choral, new, ethnic, jazz) ()
 OPERA/MUSICAL THEATER ()
 THEATER (classical, experimental, mime, puppet) ()
 VISUAL ARTS (graphics, painting, sculpture, photography) ()

next page, please...

Page 1

2. What was the end date of your fiscal year 1992?

Month: _____ Day: _____ Year: _____

3. Your FY 1992 OPERATING BUDGET:

Revenues/Sources of Funds

Earned Revenue

Admissions (including sales or admissions taxes)	\$ _____
Membership dues	\$ _____
Tuition	\$ _____
Contracted service revenue (fees from sales of services)	\$ _____
Sales and rentals (do NOT include rental of facilities here)	\$ _____
Interest	\$ _____
Fundraising events	\$ _____
Other programs not designated as fundraising	\$ _____
Other (specify): _____	\$ _____

Does your organization own a performing arts facility, property, or an exhibition space?
 YES () NO () (GO TO NEXT SECTION)

IF YES: Revenues from rental of this facility/space to:

Non-profit arts organizations for performance, exhibition, or fund-raising event	\$ _____
Profit-making arts organizations (travelling companies, popular concerts, promoters)	\$ _____
Corporations/individuals for private events or functions (parties, weddings)	\$ _____

4. Total Earned Revenue

\$ _____

next page, please...

Page 2

Private Support (NOT through a local arts agency, see line 7)

Corporate support (NOT including in-kind contributions)	\$ _____
Foundation support	\$ _____
Individual donations (in excess of dues)	\$ _____
Contributions by separate groups dedicated to support of the arts (e.g., Friends of the Arts)	\$ _____

5. Total Private Support

\$ _____

Government Support (NOT through a local arts agency, see line 7)

National Endowment for the Arts	\$ _____
Other federal government support: _____	\$ _____
Regional government support	\$ _____
State arts agency support	\$ _____
Other state support: _____	\$ _____
Local city appropriations	\$ _____
Local county appropriations	\$ _____
Special government funding sources	\$ _____

6. Total Government Support

\$ _____

7. Total Local Arts Agency Support

\$ _____

8. Total Operating Revenues (sum of lines 4-7)

\$ _____

you're halfway done...

Page 3

Expenditures/Uses of Funds

Staff/Employee Expenses

Total payroll (full and part-time)	\$ _____
Total payroll taxes and fringe benefits (including FICA)	\$ _____
Contractors	\$ _____
Other personnel costs (specify): _____	\$ _____

9. Total Staff/Employee Expenses

\$ _____

Payments to Artists

Payments to local artists	\$ _____
Payments to non-local artists	\$ _____

10. Total Payments to Artists

\$ _____

Operations

Supplies and materials	\$ _____
Production	\$ _____
Telephone	\$ _____
Insurance	\$ _____
Travel	\$ _____
Postage	\$ _____
Office machinery (computer, fax)	\$ _____
Publications production cost	\$ _____
Advertising and promotional costs	\$ _____
Contract services (accounting, legal, etc.)	\$ _____
Other (specify): _____	\$ _____

11. Total Operations Expenses

\$ _____

next page, please...

Page 4

Facilities

Rental /lease costs	\$ _____
AND/OR	
Mortgage cost	\$ _____
Property taxes	\$ _____
Contribution in lieu of taxes	\$ _____
Utilities	\$ _____
Other facility costs (specify): _____	\$ _____

12. Total Facilities Expenses

\$ _____

13. Total Operating Expenses (sum of lines 9-12)

\$ _____

14. Total Operating Revenues (copy the total from line 8 on page 3)

\$ _____

Difference between total operating revenues and total operating expenses:

Revenues higher than expenses; what happened to the surplus?	+ \$ _____
added to reserves	()
added to capital funds	()
returned to government	()
other (specify): _____	()
Expenses higher than revenues; how was the deficit covered?	- \$ _____
taken from reserves	()
taken from capital funds	()
required additional support	()
other (specify): _____	()

Page 5

only two more pages...

Asset Acquisition (past fiscal year ONLY)

Equipment	
Outright purchase	\$ _____
Downpayment	\$ _____
Financed amount	\$ _____
Real estate	
Outright purchase	\$ _____
Downpayment	\$ _____
Financed amount	\$ _____
Art	
Outright purchase	\$ _____
Downpayment	\$ _____
Financed amount	\$ _____

15. Total Asset Acquisition

\$ _____

In-Kind Contributions (services, facilities, materials)

From corporations	\$ _____
From government	\$ _____
From local arts agency	\$ _____
From state arts agency	\$ _____
From individuals	\$ _____

16. Total In-Kind Contributions

\$ _____

Page 6

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Arts in the Local Economy (FY 1992): Arts Organization

Volunteer hours include time donated by board members, docents, ushers, etc.

	# Volunteers	# Hours
Professional	_____	_____
Artistic	_____	_____
Clerical services	_____	_____
Service (ticket takers, gift shop, docents)	_____	_____
Other	_____	_____

17. Total Volunteer Hours

Attendance at cultural events that your organization produces/sponsors

Performance attendees	_____
Exhibition attendees	_____

18. Total Attendance

Thank You!

Page 7

The National Assembly of Local Arts Agencies represents the nation's 3,800 local arts agencies in developing an essential place for the arts in America's communities. NALAA carries out its role through seven program areas: research, information, and publications; leadership and professional development; resource development for local arts agencies; national arts policy development; visibility; advocacy; and special projects.

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