

**Table 1:  
The Populations of the 182 Participating Study Regions**

<b>Population Cohort Group B</b>			
Population 50,000 to 99,999			
Sample Size = 19			
	<b>Definition of Study Region</b>	<b>2010 Population</b>	<b>Name of Study Partner Organization</b>
Chenango County (NY)	County	50,620	Chenango County Council of the Arts
City of La Crosse (WI)	City	50,902	Viterbo University Fine Arts Center
Lenoir County (NC)	County	56,387	Community Council for the Arts
City of Dubuque (IA)	City	57,250	City of Dubuque
Greater Enid Area (OK)	Garfield County	58,928	Greater Enid Arts and Humanities Council
City of Flagstaff (AZ)	City	60,222	Flagstaff Cultural Partners
City of Portland (ME)	City	62,561	Creative Portland Corporation
Athens County (OH)	County	63,026	Athens Municipal Arts Commission
Rutherford County (NC)	County	63,415	Rutherford County Dept. of Recreation, Culture, and Heritage
City of Walnut Creek (CA)	City	65,384	Walnut Creek Arts, Recreation, and Community Services Dept.
City of Missoula (MT)	City	68,202	Missoula Cultural Council
City of Bloomington (IN)	City	71,819	Bloomington Dept. of Economic and Sustainable Development
City of Miami Beach (FL)	City	84,633	Miami-Dade County Department of Cultural Affairs
Greater Parkersburg Area (WV)	Wood County	86,888	Parkersburg Area Community Foundation
Moore County (NC)	County	87,158	Arts Council of Moore County
Indiana County (PA)	County	87,450	Indiana Arts Council
Buchanan County (MO)	County	89,856	Allied Arts Council of St. Joseph
City of Boulder (CO)	City	94,171	Boulder Arts Commission
Eau Claire County (WI)	County	99,409	Eau Claire Regional Arts Council
<b>Group B Average</b>		<b>71,488</b>	
Group B Median		65,384	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 2:**  
**Total Expenditures Made by Nonprofit Arts and Culture Organizations  
 and Their Audiences Per Study Region During Fiscal Year 2010**

<b>Population Cohort Group B</b> Population 50,000 to 99,999 Sample Size = 19	<b>Organizational Expenditures (Operating)</b>	<b>+</b>	<b>Organizational Expenditures (Capital)</b>	<b>=</b>	<b>ORGANIZATIONAL Total Expenditures</b>	<b>Arts Event-Related AUDIENCE Expenditures</b>	<b>Total Expenditures (Both Organizations and Audiences)</b>
Chenango County (NY) <sup>1,2</sup>	\$1,019,269		\$0		\$1,019,269	\$811,106	\$1,830,375
City of La Crosse (WI)	\$3,068,773		\$228,749		\$3,297,522	\$6,076,502	\$9,374,024
Lenoir County (NC)	\$757,729		\$161,505		\$919,234	\$654,637	\$1,573,871
<b>City of Dubuque (IA)</b>	<b>\$14,516,746</b>		<b>\$3,072,969</b>		<b>\$17,589,715</b>	<b>\$29,593,558</b>	<b>\$47,183,273</b>
Greater Enid Area (OK)	\$2,394,812		\$2,623,983		\$5,018,795	\$4,667,999	\$9,686,794
City of Flagstaff (AZ) <sup>1</sup>	\$36,814,574		\$960,000		\$37,774,574	\$35,163,708	\$72,938,282
City of Portland (ME)	\$25,592,501		\$914,135		\$26,506,636	\$22,643,872	\$49,150,508
Athens County (OH) <sup>1</sup>	\$15,773,442		\$977,567		\$16,751,009	\$7,598,782	\$24,349,791
Rutherford County (NC)	\$522,479		\$5,893		\$528,372	\$378,229	\$906,601
City of Walnut Creek (CA) <sup>1</sup>	\$17,945,920		\$190,778		\$18,136,698	\$14,346,782	\$32,483,480
City of Missoula (MT)	\$13,411,746		\$201,037		\$13,612,783	\$26,286,497	\$39,899,280
City of Bloomington (IN)	\$45,130,215		\$7,170,191		\$52,300,406	\$19,976,316	\$72,276,722
City of Miami Beach (FL)***	\$40,904,661		\$57,057,289		\$97,961,950	\$56,323,841	\$154,285,791
Greater Parkersburg Area (WV)	\$972,833		\$34,742		\$1,007,575	\$1,068,416	\$2,075,991
Moore County (NC)	\$2,947,174		\$219,339		\$3,166,513	\$3,221,079	\$6,387,592
Indiana County (PA) <sup>1</sup>	\$432,247		\$12,345		\$444,592	\$142,854	\$587,446
Buchanan County (MO)	\$5,855,400		\$390,474		\$6,245,874	\$4,626,753	\$10,872,627
City of Boulder (CO)	\$7,606,229		\$1,018,673		\$8,624,902	\$11,572,023	\$20,196,925
Eau Claire County (WI)	\$2,330,364		\$511,287		\$2,841,651	\$2,793,599	\$5,635,250
<b>Group B Average</b>	<b>\$12,526,164</b>		<b>\$3,986,892</b>		<b>\$16,513,056</b>	<b>\$13,049,819</b>	<b>\$29,562,875</b>
<b>Percentage of Total</b>	<b>42.4%</b>		<b>13.5%</b>		<b>55.9%</b>	<b>44.1%</b>	<b>100.0%</b>
Average <u>Ex</u> cluding Outliers/Exclusions					\$11,988,118	\$10,645,706	
Group B Median	\$5,855,400		\$390,474		\$6,245,874	\$6,076,502	\$10,872,627

**Table 3:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	Total Direct Expenditures (Both Organizations and Audiences)	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Chenango County (NY)	\$1,830,375	41	\$933,000	\$117,000	\$59,000
City of La Crosse (WI)	\$9,374,024	321	\$6,884,000	\$419,000	\$519,000
Lenoir County (NC)	\$1,573,871	52	\$1,220,000	\$74,000	\$65,000
City of Dubuque (IA)	\$47,183,273	1,530	\$36,737,000	\$2,719,000	\$2,263,000
Greater Enid Area (OK)	\$9,686,794	334	\$6,829,000	\$380,000	\$506,000
City of Flagstaff (AZ)	\$72,938,282	2,497	\$55,658,000	\$3,836,000	\$3,784,000
City of Portland (ME)	\$49,150,508	1,535	\$35,439,000	\$2,755,000	\$2,903,000
Athens County (OH)	\$24,349,791	739	\$17,865,000	\$1,108,000	\$1,065,000
Rutherford County (NC)	\$906,601	24	\$520,000	\$30,000	\$34,000
City of Walnut Creek (CA)	\$32,483,480	865	\$19,621,000	\$1,184,000	\$1,641,000
City of Missoula (MT)	\$39,899,280	1,447	\$30,333,000	\$1,820,000	\$1,471,000
City of Bloomington (IN)	\$72,276,722	3,430	\$63,593,000	\$2,641,000	\$3,647,000
City of Miami Beach (FL)	\$154,285,791	4,311	\$140,711,000	\$6,695,000	\$10,513,000
Greater Parkersburg Area (WV)	\$2,075,991	78	\$1,531,000	\$59,000	\$131,000
Moore County (NC)	\$6,387,592	149	\$3,445,000	\$208,000	\$251,000
Indiana County (PA)	\$587,446	23	\$482,000	\$17,000	\$28,000
Buchanan County (MO)	\$10,872,627	489	\$9,770,000	\$438,000	\$451,000
City of Boulder (CO)	\$20,196,925	524	\$12,754,000	\$659,000	\$681,000
Eau Claire County (WI)	\$5,635,250	224	\$4,994,000	\$287,000	\$299,000
<b>Group B Average</b>	<b>\$29,562,875</b>	<b>980</b>	<b>\$23,648,368</b>	<b>\$1,339,263</b>	<b>\$1,595,316</b>
Group B Median	\$10,872,627	489	\$9,770,000	\$438,000	\$519,000

**Table 4:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	Total Direct Expenditures (Both Organizations and Audiences)	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Chenango County (NY)	\$1,830,375	26	\$614,000	\$74,000	\$36,000
City of La Crosse (WI)	\$9,374,024	197	\$3,822,000	\$213,000	\$284,000
Lenoir County (NC)	\$1,573,871	28	\$718,000	\$42,000	\$31,000
City of Dubuque (IA)	\$47,183,273	904	\$20,615,000	\$1,677,000	\$1,303,000
Greater Enid Area (OK)	\$9,686,794	155	\$3,294,000	\$210,000	\$226,000
City of Flagstaff (AZ)	\$72,938,282	1,484	\$34,308,000	\$2,241,000	\$2,093,000
City of Portland (ME)	\$49,150,508	766	\$16,961,000	\$986,000	\$1,182,000
Athens County (OH)	\$24,349,791	447	\$11,893,000	\$534,000	\$500,000
Rutherford County (NC)	\$906,601	17	\$380,000	\$16,000	\$19,000
City of Walnut Creek (CA)	\$32,483,480	527	\$12,211,000	\$505,000	\$890,000
City of Missoula (MT)	\$39,899,280	880	\$17,364,000	\$971,000	\$445,000
City of Bloomington (IN)	\$72,276,722	1,553	\$32,028,000	\$938,000	\$1,362,000
City of Miami Beach (FL)	\$154,285,791	1,436	\$43,528,000	\$2,780,000	\$4,066,000
Greater Parkersburg Area (WV)	\$2,075,991	44	\$927,000	\$26,000	\$70,000
Moore County (NC)	\$6,387,592	96	\$2,200,000	\$121,000	\$149,000
Indiana County (PA)	\$587,446	14	\$338,000	\$6,000	\$13,000
Buchanan County (MO)	\$10,872,627	266	\$5,668,000	\$157,000	\$213,000
City of Boulder (CO)	\$20,196,925	333	\$7,668,000	\$334,000	\$375,000
Eau Claire County (WI)	\$5,635,250	109	\$2,397,000	\$122,000	\$145,000
<b>Group B Average</b>	<b>\$29,562,875</b>	<b>489</b>	<b>\$11,417,579</b>	<b>\$629,105</b>	<b>\$705,368</b>
Group B Median	\$10,872,627	266	\$5,668,000	\$213,000	\$284,000

**Table 5:  
Participation Rate of Eligible Nonprofit Arts and Culture Organizations  
Per Study Region During Fiscal Year 2010**

<b>Population Cohort Group B</b> Population 50,000 to 99,999 Sample Size = 19	<b>Universe of <u>Eligible</u> Organizations</b>	<b>Number of <u>Participating</u> Organizations</b>	<b>Participation Rate</b>	<b><u>Direct</u> Organizational Expenditures</b>	<b><u>Est. Local</u> Organizational Expenditures</b>	<b>Local as a Percent of Total</b>	<b>Estimated Total Expenditures (Direct + Indirect)</b>
Chenango County (NY) <sup>1</sup>	40	12	30.0%	\$1,019,269	\$666,483	65.4%	\$1,624,000
City of La Crosse (WI)	29	11	37.9%	\$3,297,522	\$2,548,749	77.3%	\$6,870,000
Lenoir County (NC)	69	4	5.8%	\$919,234	\$651,865	70.9%	\$1,675,000
City of Dubuque (IA)	45	44	97.8%	\$17,589,715	\$13,062,696	74.3%	\$35,899,000
Greater Enid Area (OK)	23	12	52.2%	\$5,018,795	\$3,956,062	78.8%	\$10,541,000
City of Flagstaff (AZ) <sup>1</sup>	47	37	78.7%	\$37,774,574	\$27,755,565	73.5%	\$69,593,000
City of Portland (ME)	76	38	50.0%	\$26,506,636	\$20,932,641	79.0%	\$61,905,000
Athens County (OH) <sup>1</sup>	128	40	31.3%	\$16,751,009	\$11,509,259	68.7%	\$27,836,000
Rutherford County (NC)	29	4	13.8%	\$528,372	\$300,492	56.9%	\$769,000
City of Walnut Creek (CA) <sup>1</sup>	49	22	44.9%	\$18,136,698	\$13,896,752	76.6%	\$32,014,000
City of Missoula (MT)	66	32	48.5%	\$13,612,783	\$10,738,939	78.9%	\$28,265,000
City of Bloomington (IN)	68	40	58.8%	\$52,300,406	\$40,344,872	77.1%	\$111,113,000
City of Miami Beach (FL)***	82	60	73.2%	\$97,961,950	\$85,727,931	87.5%	\$269,573,000
Greater Parkersburg Area (WV)	28	8	28.6%	\$1,007,575	\$703,433	69.8%	\$1,860,000
Moore County (NC)	70	36	51.4%	\$3,166,513	\$2,172,653	68.6%	\$5,357,000
Indiana County (PA) <sup>1</sup>	95	5	5.3%	\$444,592	\$350,295	78.8%	\$758,000
Buchanan County (MO)	50	18	36.0%	\$6,245,874	\$4,803,624	76.9%	\$12,642,000
City of Boulder (CO)	141	22	15.6%	\$8,624,902	\$6,599,950	76.5%	\$16,515,000
Eau Claire County (WI)	29	7	24.1%	\$2,841,651	\$2,352,412	82.8%	\$6,482,000
<b>Group B Average</b>	<b>61.3</b>	<b>23.8</b>	<b>41.3%</b>	<b>\$16,513,056</b>	<b>\$13,109,193</b>	<b>74.6%</b>	<b>\$36,910,053</b>
Average <u>Excluding</u> Outliers/Exclusions	60.1	21.8	39.5%	\$11,988,118	\$9,074,819	73.9%	\$23,984,333
Group B Median	50.0	22.0	37.9%	\$6,245,874	\$4,803,624	76.6%	\$12,642,000
Group B Total	1,164	452					

**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	Total Direct <u>Organizational</u> Expenditures	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Chenango County (NY) <sup>1</sup>	\$1,019,269	29	\$676,000	\$55,000	\$26,000
City of La Crosse (WI)	\$3,297,522	107	\$2,649,000	\$132,000	\$157,000
Lenoir County (NC)	\$919,234	34	\$788,000	\$25,000	\$31,000
<b>City of Dubuque (IA)</b>	<b>\$17,589,715</b>	<b>577</b>	<b>\$15,685,000</b>	<b>\$621,000</b>	<b>\$611,000</b>
Greater Enid Area (OK)	\$5,018,795	216	\$4,149,000	\$125,000	\$241,000
City of Flagstaff (AZ) <sup>1</sup>	\$37,774,574	1,489	\$33,009,000	\$1,296,000	\$1,437,000
City of Portland (ME)	\$26,506,636	791	\$22,603,000	\$1,351,000	\$1,530,000
Athens County (OH) <sup>1</sup>	\$16,751,009	533	\$13,380,000	\$604,000	\$593,000
Rutherford County (NC)	\$528,372	16	\$355,000	\$13,000	\$16,000
City of Walnut Creek (CA) <sup>1</sup>	\$18,136,698	633	\$14,897,000	\$796,000	\$947,000
City of Missoula (MT)	\$13,612,783	559	\$12,177,000	\$400,000	\$613,000
City of Bloomington (IN)	\$52,300,406	2,779	\$49,313,000	\$1,736,000	\$2,313,000
City of Miami Beach (FL)***	\$97,961,950	2,775	\$97,645,000	\$2,910,000	\$4,927,000
Greater Parkersburg Area (WV)	\$1,007,575	48	\$828,000	\$26,000	\$54,000
Moore County (NC)	\$3,166,513	81	\$2,089,000	\$90,000	\$118,000
Indiana County (PA) <sup>1</sup>	\$444,592	19	\$400,000	\$12,000	\$19,000
Buchanan County (MO)	\$6,245,874	332	\$6,234,000	\$234,000	\$213,000
City of Boulder (CO)	\$8,624,902	231	\$6,588,000	\$272,000	\$239,000
Eau Claire County (WI)	\$2,841,651	125	\$2,691,000	\$140,000	\$121,000
<b>Group B Average</b>	<b>\$16,513,056</b>	<b>599</b>	<b>\$15,060,842</b>	<b>\$570,421</b>	<b>\$747,684</b>
Average <u>Excluding</u> Outliers/Exclusions	\$11,988,118	478	\$10,472,833	\$440,444	\$515,500
Group B Median	\$6,245,874	231	\$6,234,000	\$234,000	\$239,000

**Table 7:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	Total Direct <u>Organizational</u> Expenditures	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Chenango County (NY) <sup>1</sup>	\$1,019,269	16	\$416,000	\$23,000	\$8,000
City of La Crosse (WI)	\$3,297,522	41	\$1,289,000	\$47,000	\$33,000
Lenoir County (NC)	\$919,234	15	\$428,000	\$4,000	\$6,000
<b>City of Dubuque (IA)</b>	<b>\$17,589,715</b>	<b>199</b>	<b>\$7,437,000</b>	<b>\$164,000</b>	<b>\$104,000</b>
Greater Enid Area (OK)	\$5,018,795	63	\$1,458,000	\$19,000	\$46,000
City of Flagstaff (AZ) <sup>1</sup>	\$37,774,574	707	\$19,112,000	\$350,000	\$281,000
City of Portland (ME)	\$26,506,636	272	\$10,327,000	\$320,000	\$317,000
Athens County (OH) <sup>1</sup>	\$16,751,009	282	\$8,645,000	\$176,000	\$138,000
Rutherford County (NC)	\$528,372	10	\$254,000	\$3,000	\$5,000
City of Walnut Creek (CA) <sup>1</sup>	\$18,136,698	332	\$8,934,000	\$305,000	\$365,000
City of Missoula (MT)	\$13,612,783	247	\$6,694,000	\$107,000	\$215,000
City of Bloomington (IN)	\$52,300,406	1,082	\$23,378,000	\$414,000	\$395,000
City of Miami Beach (FL)***	\$97,961,950	407	\$20,106,000	\$375,000	\$665,000
Greater Parkersburg Area (WV)	\$1,007,575	22	\$459,000	\$8,000	\$16,000
Moore County (NC)	\$3,166,513	38	\$1,173,000	\$36,000	\$49,000
Indiana County (PA) <sup>1</sup>	\$444,592	11	\$277,000	\$3,000	\$6,000
Buchanan County (MO)	\$6,245,874	152	\$3,508,000	\$54,000	\$42,000
City of Boulder (CO)	\$8,624,902	109	\$3,696,000	\$61,000	\$61,000
Eau Claire County (WI)	\$2,841,651	38	\$1,051,000	\$49,000	\$22,000
<b>Group B Average</b>	<b>\$16,513,056</b>	<b>213</b>	<b>\$6,244,316</b>	<b>\$132,526</b>	<b>\$146,000</b>
Average <u>Ex</u> cluding Outliers/Exclusions	\$11,988,118	202	\$5,474,222	\$119,056	\$117,167
Group B Median	\$6,245,874	109	\$3,508,000	\$54,000	\$49,000

**Table 8:**  
**Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	TOTAL Impacts per \$100,000 of Spending				DIRECT Impacts per \$100,000 of Spending			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
Chenango County (NY)	2.85	\$66,322	\$5,396	\$2,551	1.57	\$40,814	\$2,257	\$785
City of La Crosse (WI)	3.24	\$80,333	\$4,003	\$4,761	1.24	\$39,090	\$1,425	\$1,001
Lenoir County (NC)	3.70	\$85,724	\$2,720	\$3,372	1.63	\$46,561	\$435	\$653
City of Dubuque (IA)	3.28	\$89,171	\$3,530	\$3,474	1.13	\$42,280	\$932	\$591
Greater Enid Area (OK)	4.30	\$82,669	\$2,491	\$4,802	1.26	\$29,051	\$379	\$917
City of Flagstaff (AZ)	3.94	\$87,384	\$3,431	\$3,804	1.87	\$50,595	\$927	\$744
City of Portland (ME)	2.98	\$85,273	\$5,097	\$5,772	1.03	\$38,960	\$1,207	\$1,196
Athens County (OH)	3.18	\$79,876	\$3,606	\$3,540	1.68	\$51,609	\$1,051	\$824
Rutherford County (NC)	3.03	\$67,188	\$2,460	\$3,028	1.89	\$48,072	\$568	\$946
City of Walnut Creek (CA)	3.49	\$82,137	\$4,389	\$5,221	1.83	\$49,259	\$1,682	\$2,012
City of Missoula (MT)	4.11	\$89,453	\$2,938	\$4,503	1.81	\$49,174	\$786	\$1,579
City of Bloomington (IN)	5.31	\$94,288	\$3,319	\$4,423	2.07	\$44,699	\$792	\$755
City of Miami Beach (FL)	2.83	\$99,676	\$2,971	\$5,030	0.42	\$20,524	\$383	\$679
Greater Parkersburg Area (WV)	4.76	\$82,178	\$2,580	\$5,359	2.18	\$45,555	\$794	\$1,588
Moore County (NC)	2.56	\$65,972	\$2,842	\$3,726	1.20	\$37,044	\$1,137	\$1,547
Indiana County (PA)	4.27	\$89,970	\$2,699	\$4,274	2.47	\$62,304	\$675	\$1,350
Buchanan County (MO)	5.32	\$99,810	\$3,746	\$3,410	2.43	\$56,165	\$865	\$672
City of Boulder (CO)	2.68	\$76,383	\$3,154	\$2,771	1.26	\$42,853	\$707	\$707
Eau Claire County (WI)	4.40	\$94,698	\$4,927	\$4,258	1.34	\$36,986	\$1,724	\$774
<b>Group B Average</b>	<b>3.70</b>	<b>\$84,132</b>	<b>\$3,489</b>	<b>\$4,109</b>	<b>1.60</b>	<b>\$43,768</b>	<b>\$986</b>	<b>\$1,017</b>
Standard Deviation	0.86	\$10,113	\$903	\$913	0.52	\$9,428	\$496	\$409
Confidence Interval (95 percent)	0.39	\$4,547	\$406	\$411	0.23	\$4,239	\$223	\$184



## Explanation of Table 9: Total Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

<b>Population Cohort Group B</b> Population 50,000 to 99,999 Sample Size = 19	<b>Payroll</b> (staff/employee) Expenses	<b>Overhead &amp;</b> <b>Programmatic</b> Expenses	<b>Facility</b> Expenses	<b>Payments to/for</b> <u>Local</u> Artists	<b>Payments to/for</b> <u>Non-Local</u> Artists	<b>OPERATING</b> Expenditures	<b>CAPITAL</b> Expenditures	<b>TOTAL</b> Direct Expenditures	<b>Sample</b> Size
Chenango County (NY) <sup>1,2</sup>	\$356,657	\$473,963	\$90,857	\$66,410	\$31,382	\$1,019,269	\$0	\$1,019,269	12
City of La Crosse (WI)	\$1,372,461	\$901,461	\$404,628	\$124,295	\$265,928	\$3,068,773	\$228,749	\$3,297,522	11
Lenoir County (NC)	\$422,548	\$171,546	\$93,967	\$39,957	\$29,711	\$757,729	\$161,505	\$919,234	4
<b>City of Dubuque (IA)</b>	<b>\$6,612,215</b>	<b>\$4,990,788</b>	<b>\$1,432,634</b>	<b>\$910,375</b>	<b>\$570,734</b>	<b>\$14,516,746</b>	<b>\$3,072,969</b>	<b>\$17,589,715</b>	<b>44</b>
Greater Enid Area (OK)	\$1,422,764	\$611,787	\$196,978	\$100,789	\$62,494	\$2,394,812	\$2,623,983	\$5,018,795	12
City of Flagstaff (AZ) <sup>1</sup>	\$17,315,064	\$13,217,305	\$2,998,940	\$2,239,915	\$1,043,350	\$36,814,574	\$960,000	\$37,774,574	37
City of Portland (ME)	\$11,741,650	\$7,862,926	\$2,715,060	\$1,685,025	\$1,587,840	\$25,592,501	\$914,135	\$26,506,636	38
Athens County (OH) <sup>1</sup>	\$7,179,908	\$5,002,483	\$1,251,211	\$1,634,078	\$705,762	\$15,773,442	\$977,567	\$16,751,009	40
Rutherford County (NC)	\$249,485	\$119,108	\$16,082	\$9,250	\$128,554	\$522,479	\$5,893	\$528,372	4
City of Walnut Creek (CA) <sup>1</sup>	\$7,730,726	\$6,585,345	\$1,356,774	\$1,484,188	\$788,887	\$17,945,920	\$190,778	\$18,136,698	22
City of Missoula (MT)	\$7,259,411	\$4,175,874	\$954,066	\$687,125	\$335,270	\$13,411,746	\$201,037	\$13,612,783	32
City of Bloomington (IN)	\$21,191,288	\$14,860,084	\$3,706,191	\$2,973,597	\$2,399,055	\$45,130,215	\$7,170,191	\$52,300,406	40
City of Miami Beach (FL)***	\$15,414,871	\$14,994,041	\$3,724,275	\$4,992,903	\$1,778,571	\$40,904,661	\$57,057,289	\$97,961,950	60
Greater Parkersburg Area (WV)	\$408,497	\$378,103	\$86,198	\$52,479	\$47,556	\$972,833	\$34,742	\$1,007,575	8
Moore County (NC)	\$932,441	\$1,178,521	\$313,671	\$225,299	\$297,242	\$2,947,174	\$219,339	\$3,166,513	36
Indiana County (PA) <sup>1</sup>	\$166,374	\$143,500	\$12,072	\$104,361	\$5,940	\$432,247	\$12,345	\$444,592	5
Buchanan County (MO)	\$3,362,905	\$1,598,949	\$605,148	\$40,555	\$247,843	\$5,855,400	\$390,474	\$6,245,874	18
City of Boulder (CO)	\$3,738,394	\$2,217,463	\$696,457	\$624,633	\$329,282	\$7,606,229	\$1,018,673	\$8,624,902	22
Eau Claire County (WI)	\$991,524	\$811,336	\$347,851	\$26,447	\$153,206	\$2,330,364	\$511,287	\$2,841,651	7
<b>Group B Average</b>	<b>\$5,677,325</b>	<b>\$4,226,031</b>	<b>\$1,105,424</b>	<b>\$948,510</b>	<b>\$568,874</b>	<b>\$12,526,164</b>	<b>\$3,986,892</b>	<b>\$16,513,056</b>	<b>23.8</b>
Percent of Group B Total	34.4%	25.6%	6.7%	5.7%	3.4%	75.9%	24.1%	100.0%	
Average <u>Excluding</u> Outliers/Exclusions	\$5,136,351	\$3,627,808	\$959,933	\$723,821	\$501,669	\$10,949,581	\$1,038,537	\$11,988,118	
Group B Median	\$3,362,905	\$1,598,949	\$605,148	\$225,299	\$297,242	\$5,855,400	\$390,474	\$6,245,874	

**Table 10:**  
**Average Itemized Nonprofit Arts and Culture Organization Expenditures**  
**Per Study Region During Fiscal Year 2010**

<b>Population Cohort Group B</b> Population 50,000 to 99,999 Sample Size = 19	<b>Payroll</b> (staff/employee) Expenses	<b>Overhead &amp;</b> <b>Programmatic</b> Expenses	<b>Facility</b> Expenses	<b>Payments to/for</b> <b>Local</b> Artists	<b>Payments to/for</b> <b>Non-Local</b> Artists	<b>OPERATING</b> Expenditures	<b>CAPITAL</b> Expenditures	<b>TOTAL</b> Direct Expenditures	<b>Sample</b> Size
Chenango County (NY) <sup>1,2</sup>	\$29,721	\$39,497	\$7,571	\$5,534	\$2,615	\$84,939	\$0	\$84,939	12
City of La Crosse (WI)	\$124,769	\$81,951	\$36,784	\$11,300	\$24,175	\$278,979	\$20,795	\$299,775	11
Lenoir County (NC)	\$105,637	\$42,887	\$23,492	\$9,989	\$7,428	\$189,432	\$40,376	\$229,809	4
<b>City of Dubuque (IA)</b>	<b>\$150,278</b>	<b>\$113,427</b>	<b>\$32,560</b>	<b>\$20,690</b>	<b>\$12,971</b>	<b>\$329,926</b>	<b>\$69,840</b>	<b>\$399,766</b>	<b>44</b>
Greater Enid Area (OK)	\$118,564	\$50,982	\$16,415	\$8,399	\$5,208	\$199,568	\$218,665	\$418,233	12
City of Flagstaff (AZ) <sup>1</sup>	\$467,975	\$357,224	\$81,052	\$60,538	\$28,199	\$994,988	\$25,946	\$1,020,934	37
City of Portland (ME)	\$308,991	\$206,919	\$71,449	\$44,343	\$41,785	\$673,487	\$24,056	\$697,543	38
Athens County (OH) <sup>1</sup>	\$179,498	\$125,062	\$31,280	\$40,852	\$17,644	\$394,336	\$24,439	\$418,775	40
Rutherford County (NC)	\$62,371	\$29,777	\$4,021	\$2,313	\$32,139	\$130,620	\$1,473	\$132,093	4
City of Walnut Creek (CA) <sup>1</sup>	\$351,397	\$299,334	\$61,672	\$67,463	\$35,859	\$815,724	\$8,672	\$824,395	22
City of Missoula (MT)	\$226,857	\$130,496	\$29,815	\$21,473	\$10,477	\$419,117	\$6,282	\$425,399	32
City of Bloomington (IN)	\$529,782	\$371,502	\$92,655	\$74,340	\$59,976	\$1,128,255	\$179,255	\$1,307,510	40
City of Miami Beach (FL)***	\$256,915	\$249,901	\$62,071	\$83,215	\$29,643	\$681,744	\$950,955	\$1,632,699	60
Greater Parkersburg Area (WV)	\$51,062	\$47,263	\$10,775	\$6,560	\$5,945	\$121,604	\$4,343	\$125,947	8
Moore County (NC)	\$25,901	\$32,737	\$8,713	\$6,258	\$8,257	\$81,866	\$6,093	\$87,959	36
Indiana County (PA) <sup>1</sup>	\$33,275	\$28,700	\$2,414	\$20,872	\$1,188	\$86,449	\$2,469	\$88,918	5
Buchanan County (MO)	\$186,828	\$88,831	\$33,619	\$2,253	\$13,769	\$325,300	\$21,693	\$346,993	18
City of Boulder (CO)	\$169,927	\$100,794	\$31,657	\$28,392	\$14,967	\$345,738	\$46,303	\$392,041	22
Eau Claire County (WI)	\$141,646	\$115,905	\$49,693	\$3,778	\$21,887	\$332,909	\$73,041	\$405,950	7
<b>Group B Average</b>	<b>\$185,336</b>	<b>\$132,273</b>	<b>\$36,195</b>	<b>\$27,293</b>	<b>\$19,691</b>	<b>\$400,789</b>	<b>\$90,774</b>	<b>\$491,562</b>	<b>23.8</b>
Percent of Group B Total	37.7%	26.9%	7.4%	5.6%	4.0%	81.5%	18.5%	100.0%	
Average <u>Excluding</u> Outliers/Exclusions	\$181,360	\$125,738	\$34,758	\$24,186	\$19,138	\$385,180	\$42,986	\$428,166	
Group B Median	\$150,278	\$100,794	\$31,657	\$20,690	\$14,967	\$329,926	\$24,056	\$399,766	

**Table 11:**  
**Itemized Nonprofit Arts and Culture Organization Expenditures as a  
 Percentage of Total Expenditures Per Study Region During Fiscal Year 2010**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for		OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
				Local Artists	Non-Local Artists				
Chenango County (NY) <sup>1,2</sup>	35.0%	46.5%	8.9%	6.5%	3.1%	100.0%	0.0%	100.0%	12
City of La Crosse (WI)	41.6%	27.3%	12.3%	3.8%	8.1%	93.1%	6.9%	100.0%	11
Lenoir County (NC)	46.0%	18.7%	10.2%	4.3%	3.2%	82.4%	17.6%	100.0%	4
City of Dubuque (IA)	37.6%	28.4%	8.1%	5.2%	3.2%	82.5%	17.5%	100.0%	44
Greater Enid Area (OK)	28.3%	12.2%	3.9%	2.0%	1.2%	47.7%	52.3%	100.0%	12
City of Flagstaff (AZ) <sup>1</sup>	45.8%	35.0%	7.9%	5.9%	2.8%	97.5%	2.5%	100.0%	37
City of Portland (ME)	44.3%	29.7%	10.2%	6.4%	6.0%	96.6%	3.4%	100.0%	38
Athens County (OH) <sup>1</sup>	42.9%	29.9%	7.5%	9.8%	4.2%	94.2%	5.8%	100.0%	40
Rutherford County (NC)	47.2%	22.5%	3.0%	1.8%	24.3%	98.9%	1.1%	100.0%	4
City of Walnut Creek (CA) <sup>1</sup>	42.6%	36.3%	7.5%	8.2%	4.3%	98.9%	1.1%	100.0%	22
City of Missoula (MT)	53.3%	30.7%	7.0%	5.0%	2.5%	98.5%	1.5%	100.0%	32
City of Bloomington (IN)	40.5%	28.4%	7.1%	5.7%	4.6%	86.3%	13.7%	100.0%	40
City of Miami Beach (FL)***	15.7%	15.3%	3.8%	5.1%	1.8%	41.8%	58.2%	100.0%	60
Greater Parkersburg Area (WV)	40.5%	37.5%	8.6%	5.2%	4.7%	96.6%	3.4%	100.0%	8
Moore County (NC)	29.4%	37.2%	9.9%	7.1%	9.4%	93.1%	6.9%	100.0%	36
Indiana County (PA) <sup>1</sup>	37.4%	32.3%	2.7%	23.5%	1.3%	97.2%	2.8%	100.0%	5
Buchanan County (MO)	53.8%	25.6%	9.7%	0.6%	4.0%	93.7%	6.3%	100.0%	18
City of Boulder (CO)	43.3%	25.7%	8.1%	7.2%	3.8%	88.2%	11.8%	100.0%	22
Eau Claire County (WI)	34.9%	28.6%	12.2%	0.9%	5.4%	82.0%	18.0%	100.0%	7
<b>Group B Average</b>	<b>40.0%</b>	<b>28.8%</b>	<b>7.8%</b>	<b>6.0%</b>	<b>5.2%</b>	<b>87.8%</b>	<b>12.2%</b>	<b>100.0%</b>	<b>23.8</b>
Average <u>Excluding</u> Outliers/Exclusions	41.4%	29.6%	8.1%	6.1%	5.3%	90.4%	9.6%	100.0%	
Group B Median	41.6%	28.6%	8.1%	5.2%	4.0%	93.7%	6.3%	100.0%	

**Table 12:**  
**Comparative Itemized Nonprofit Arts and Culture Organization**  
**Expenditures Per Participating Organization By Population Category During Fiscal Year 2010**

	Group A Less than 50,000 N = 383	Group B 50,000 to 99,999 N = 452	Group C 100,000 to 249,999 N = 846	Group D 250,000 to 499,999 N = 968	Group E 500,000 to 999,999 N = 1,584	Group F 1,000,000 or More N = 3,052	Regional Varying Pop. N = 2,389	Statewide Varying Pop. N = 4,038	Arts Districts Varying Pop. N = 41	Average of All Organizations N = 9,721
<b>Facility Expenses</b>										
Rental and Lease Costs	\$12,639	\$12,070	\$15,586	\$21,045	\$61,237	\$39,134	\$43,610	\$22,058	\$63,176	\$30,987
Mortgage Payments	\$2,745	\$3,125	\$3,241	\$14,760	\$7,192	\$4,557	\$6,512	\$4,326	\$23,836	\$5,381
Property Taxes	\$427	\$445	\$666	\$1,213	\$2,302	\$937	\$1,579	\$683	\$5,193	\$1,064
Utilities (e.g., water, electric, sewer)	\$14,699	\$17,192	\$19,350	\$31,895	\$69,017	\$46,900	\$62,457	\$33,604	\$38,352	\$38,757
Other Facility Expenses	\$11,972	\$13,634	\$16,085	\$32,446	\$45,032	\$38,886	\$40,469	\$22,363	\$73,408	\$31,060
<b>Total Facility Expenses</b>	<b>\$42,481</b>	<b>\$46,467</b>	<b>\$54,928</b>	<b>\$101,359</b>	<b>\$184,780</b>	<b>\$130,415</b>	<b>\$154,626</b>	<b>\$83,035</b>	<b>\$203,966</b>	<b>\$107,249</b>
<b>Total Expenses</b>										
Total Operating Expenditures	\$535,784	\$526,542	\$686,288	\$1,077,929	\$2,502,584	\$1,907,936	\$2,060,918	\$1,158,698	\$3,273,583	\$1,424,599
Total Capital Expenditures	\$57,761	\$167,591	\$50,909	\$185,958	\$70,508	\$133,544	\$90,888	\$45,934	\$121,425	\$91,923
Total Organizational Expenditures	\$593,545	\$694,133	\$737,197	\$1,263,887	\$2,573,093	\$2,041,480	\$2,151,806	\$1,204,632	\$3,395,008	\$1,516,522

**Table 13:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	Number of Volunteers	Number of Volunteer Hours	Estimated Value of Hours	Average Hours Per Volunteer	Average Volunteers Per Organization	Average Hours Per Organization	Total Value of	
							In-Kind Contributions	Average Value Per Organization
Chenango County (NY) <sup>1</sup>	311	13,933	\$297,609	44.8	25.9	1,161	\$53,877	\$4,490
City of La Crosse (WI)	1,809	66,459	\$1,419,564	36.7	164.5	6,042	\$135,716	\$12,338
Lenoir County (NC)	842	28,062	\$599,404	33.3	210.5	7,016	\$6,025	\$1,506
City of Dubuque (IA)	4,249	132,384	\$2,827,722	31.2	96.6	3,009	\$1,190,158	\$27,049
Greater Enid Area (OK)	713	30,167	\$644,367	42.3	59.4	2,514	\$93,575	\$7,798
City of Flagstaff (AZ) <sup>1</sup>	2,035	91,168	\$1,947,348	44.8	55.0	2,464	\$371,872	\$10,051
City of Portland (ME)	1,766	67,645	\$1,444,897	38.3	46.5	1,780	\$1,687,916	\$44,419
Athens County (OH) <sup>1</sup>	1,526	68,365	\$1,460,276	44.8	38.2	1,709	\$1,344,601	\$33,615
Rutherford County (NC)	127	8,080	\$172,589	63.6	31.8	2,020	\$142,200	\$35,550
City of Walnut Creek (CA) <sup>1</sup>	1,931	86,509	\$1,847,832	44.8	87.8	3,932	\$488,859	\$22,221
City of Missoula (MT)	3,561	105,535	\$2,254,228	29.6	111.3	3,298	\$1,764,825	\$55,151
City of Bloomington (IN)	3,995	142,837	\$3,050,998	35.8	99.9	3,571	\$6,052,770	\$151,319
City of Miami Beach (FL)	1,254	80,795	\$1,725,781	64.4	20.9	1,347	\$1,964,057	\$32,734
Greater Parkersburg Area (WV)	500	19,275	\$411,714	38.6	62.5	2,409	\$22,010	\$2,751
Moore County (NC)	1,815	55,053	\$1,175,932	30.3	50.4	1,529	\$571,791	\$15,883
Indiana County (PA) <sup>1</sup>	133	5,958	\$127,263	44.8	26.6	1,192	\$15,130	\$3,026
Buchanan County (MO)	3,342	75,995	\$1,623,253	22.7	185.7	4,222	\$115,626	\$6,424
City of Boulder (CO)	1,395	25,160	\$537,418	18.0	63.4	1,144	\$385,378	\$17,517
Eau Claire County (WI)	1,872	26,368	\$563,220	14.1	267.4	3,767	\$179,656	\$25,665
<b>Group B Average</b>	<b>1,746</b>	<b>59,460</b>	<b>\$1,270,075</b>	<b>38.1</b>	<b>89.7</b>	<b>2,849</b>	<b>\$872,950</b>	<b>\$26,816</b>
Group B Median	1,766	66,459	\$1,419,564	38.3	62.5	2,464	\$371,872	\$17,517

**Table 14:**  
**Total Attendance to Nonprofit Arts and Culture Events**  
**Per Study Region During 2010**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	Total Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Total Estimated Resident Attendance	Percent of Total Attendees	Total Estimated Non-Resident Attendance
Chenango County (NY) <sup>1</sup>	42,768	541	48.1%	20,571	51.9%	22,197
City of La Crosse (WI)	466,085	797	63.9%	297,828	36.1%	168,257
Lenoir County (NC)	34,586	875	63.0%	21,789	37.0%	12,797
City of Dubuque (IA)	1,179,494	824	62.6%	738,363	37.4%	441,131
Greater Enid Area (OK)	167,787	874	71.5%	119,968	28.5%	47,819
City of Flagstaff (AZ) <sup>1</sup>	1,137,619	1,332	63.4%	721,250	36.6%	416,369
City of Portland (ME)	801,677	738	60.2%	482,610	39.8%	319,067
Athens County (OH) <sup>1</sup>	295,090	1,306	66.9%	197,415	33.1%	97,675
Rutherford County (NC)	22,822	705	62.1%	14,172	37.9%	8,650
City of Walnut Creek (CA) <sup>1</sup>	604,051	1,031	69.9%	422,232	30.1%	181,819
City of Missoula (MT)	1,293,992	805	81.2%	1,050,722	18.8%	243,270
City of Bloomington (IN)	959,168	1,370	70.3%	674,295	29.7%	284,873
City of Miami Beach (FL)*** <sup>2</sup>	1,828,948	564	75.2%	1,375,369	24.8%	453,579
Greater Parkersburg Area (WV)	65,782	691	62.1%	40,851	37.9%	24,931
Moore County (NC)	252,240	914	88.1%	222,223	11.9%	30,017
Indiana County (PA) <sup>1</sup>	14,863	848	55.4%	8,234	44.6%	6,629
Buchanan County (MO)	284,506	810	73.7%	209,681	26.3%	74,825
City of Boulder (CO) <sup>2</sup>	510,328	596	74.2%	378,663	25.8%	131,665
Eau Claire County (WI)	192,573	919	59.0%	113,618	41.0%	78,955
<b>Group B Average</b>	<b>534,441</b>	<b>871</b>	<b>66.9%</b>	<b>374,203</b>	<b>33.1%</b>	<b>160,238</b>
Average <u>Excluding</u> Outliers/Exclusions	462,524	888	66.4%	318,583	33.6%	143,941
Group B Median	295,090	824	63.9%	222,223	36.1%	97,675

**Table 15:**  
**Total Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Culture Events Per Study Region During 2010**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	RESIDENT Audiences			NON-Resident Audiences			Total Audience Expenditures	Est. Local Audience Expenditures	Local as a Percentage of Total	Estimated Total Expenditures (Direct + Indirect)
	Resident Attendance	Per Person Expenditure	Total Spending <sup>3</sup>	Non-Resident Attendance	Per Person Expenditure	Total Spending <sup>3</sup>				
Chenango County (NY) <sup>1</sup>	20,571	\$11.04	\$227,104	22,197	\$26.31	\$584,002	<b>\$811,106</b>	\$437,908	54.0%	\$1,395,000
City of La Crosse (WI)	297,828	\$7.94	\$2,364,753	168,257	\$22.06	\$3,711,749	<b>\$6,076,502</b>	\$5,750,386	94.6%	\$16,401,000
Lenoir County (NC)	21,789	\$10.34	\$225,298	12,797	\$33.55	\$429,339	<b>\$654,637</b>	\$587,897	89.8%	\$1,562,000
<b>City of Dubuque (IA)</b>	<b>738,363</b>	<b>\$14.82</b>	<b>\$10,942,540</b>	<b>441,131</b>	<b>\$42.28</b>	<b>\$18,651,018</b>	<b>\$29,593,558</b>	<b>\$27,398,324</b>	<b>92.6%</b>	<b>\$75,791,000</b>
Greater Enid Area (OK)	119,968	\$15.13	\$1,815,116	47,819	\$59.66	\$2,852,883	<b>\$4,667,999</b>	\$3,800,928	81.4%	\$10,522,000
City of Flagstaff (AZ) <sup>1</sup>	721,250	\$17.13	\$12,355,014	416,369	\$54.78	\$22,808,694	<b>\$35,163,708</b>	\$31,122,442	88.5%	\$84,109,000
City of Portland (ME)	482,610	\$21.01	\$10,139,636	319,067	\$39.19	\$12,504,236	<b>\$22,643,872</b>	\$19,253,679	85.0%	\$62,694,000
Athens County (OH) <sup>1</sup>	197,415	\$15.92	\$3,142,847	97,675	\$45.62	\$4,455,935	<b>\$7,598,782</b>	\$6,689,885	88.0%	\$17,183,000
Rutherford County (NC)	14,172	\$10.99	\$155,750	8,650	\$25.72	\$222,479	<b>\$378,229</b>	\$259,810	68.7%	\$735,000
City of Walnut Creek (CA) <sup>1</sup>	422,232	\$21.96	\$9,272,213	181,819	\$27.91	\$5,074,569	<b>\$14,346,782</b>	\$6,670,065	46.5%	\$24,752,000
City of Missoula (MT)	1,050,722	\$12.83	\$13,480,764	243,270	\$52.64	\$12,805,733	<b>\$26,286,497</b>	\$24,288,900	92.4%	\$70,752,000
City of Bloomington (IN)	674,295	\$12.68	\$8,550,061	284,873	\$40.11	\$11,426,255	<b>\$19,976,316</b>	\$18,343,170	91.8%	\$52,145,000
City of Miami Beach (FL)*** <sup>2</sup>	1,375,369	\$24.69	\$33,957,860	453,579	\$49.31	\$22,365,981	<b>\$56,323,841</b>	\$47,634,523	84.6%	\$152,577,000
Greater Parkersburg Area (WV)	40,851	\$12.99	\$530,655	24,931	\$21.57	\$537,761	<b>\$1,068,416</b>	\$920,348	86.1%	\$2,539,000
Moore County (NC)	222,223	\$11.28	\$2,506,675	30,017	\$23.80	\$714,404	<b>\$3,221,079</b>	\$2,161,960	67.1%	\$6,162,000
Indiana County (PA) <sup>1</sup>	8,234	\$8.59	\$70,730	6,629	\$10.88	\$72,124	<b>\$142,854</b>	\$123,699	86.6%	\$318,000
Buchanan County (MO)	209,681	\$14.14	\$2,964,889	74,825	\$22.21	\$1,661,864	<b>\$4,626,753</b>	\$4,495,685	97.2%	\$12,419,000
City of Boulder (CO) <sup>2</sup>	378,663	\$15.56	\$5,891,995	131,665	\$43.14	\$5,680,028	<b>\$11,572,023</b>	\$9,034,769	78.1%	\$26,670,000
Eau Claire County (WI)	113,618	\$11.28	\$1,281,611	78,955	\$19.15	\$1,511,988	<b>\$2,793,599</b>	\$2,586,476	92.6%	\$7,573,000
<b>Group B Average</b>	<b>374,203</b>	<b>\$14.23</b>	<b>\$6,309,237</b>	<b>160,238</b>	<b>\$34.73</b>	<b>\$6,740,581</b>	<b>\$13,049,819</b>	<b>\$11,134,782</b>	<b>82.4%</b>	<b>\$32,963,105</b>
Percent of Group B Total			48.3%			51.7%				
Average Excluding Outliers/Exclusions	318,583	\$13.65	\$4,773,203	143,941	\$33.92	\$5,872,503	\$10,645,706	\$9,107,018	82.3%	\$26,317,889
Group B Median	222,223	\$12.99	\$2,964,889	97,675	\$33.55	\$3,711,749	\$6,076,502	\$5,750,386	86.6%	\$16,401,000

**Table 16:**  
**Total Economic Impact of AUDIENCE Expenditures Induced by  
Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	Total <u>Audience</u> Expenditures	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Chenango County (NY)	\$811,106	12	\$257,000	\$62,000	\$33,000
City of La Crosse (WI)	\$6,076,502	214	\$4,235,000	\$287,000	\$362,000
Lenoir County (NC)	\$654,637	18	\$432,000	\$49,000	\$34,000
<b>City of Dubuque (IA)</b>	<b>\$29,593,558</b>	<b>953</b>	<b>\$21,052,000</b>	<b>\$2,098,000</b>	<b>\$1,652,000</b>
Greater Enid Area (OK)	\$4,667,999	118	\$2,680,000	\$255,000	\$265,000
City of Flagstaff (AZ)	\$35,163,708	1,008	\$22,649,000	\$2,540,000	\$2,347,000
City of Portland (ME)	\$22,643,872	744	\$12,836,000	\$1,404,000	\$1,373,000
Athens County (OH)	\$7,598,782	206	\$4,485,000	\$504,000	\$472,000
Rutherford County (NC)	\$378,229	8	\$165,000	\$17,000	\$18,000
City of Walnut Creek (CA)	\$14,346,782	232	\$4,724,000	\$388,000	\$694,000
City of Missoula (MT)	\$26,286,497	888	\$18,156,000	\$1,420,000	\$858,000
City of Bloomington (IN)	\$19,976,316	651	\$14,280,000	\$905,000	\$1,334,000
City of Miami Beach (FL)***	\$56,323,841	1,536	\$43,066,000	\$3,785,000	\$5,586,000
Greater Parkersburg Area (WV)	\$1,068,416	30	\$703,000	\$33,000	\$77,000
Moore County (NC)	\$3,221,079	68	\$1,356,000	\$118,000	\$133,000
Indiana County (PA)	\$142,854	4	\$82,000	\$5,000	\$9,000
Buchanan County (MO)	\$4,626,753	157	\$3,536,000	\$204,000	\$238,000
City of Boulder (CO)	\$11,572,023	293	\$6,166,000	\$387,000	\$442,000
Eau Claire County (WI)	\$2,793,599	99	\$2,303,000	\$147,000	\$178,000
<b>Group B Average</b>	<b>\$13,049,819</b>	<b>381</b>	<b>\$8,587,526</b>	<b>\$768,842</b>	<b>\$847,632</b>
Average <u>Ex</u> cluding Outliers/Exclusions	\$10,645,706	317	\$6,672,056	\$601,278	\$584,389
Group B Median	\$6,076,502	206	\$4,235,000	\$287,000	\$362,000



**Table 17:**  
**Direct Economic Impact of AUDIENCE Expenditures Induced by  
Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	Total <u>A</u> udience Expenditures	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Chenango County (NY)	\$811,106	10	\$198,000	\$51,000	\$28,000
City of La Crosse (WI)	\$6,076,502	156	\$2,533,000	\$166,000	\$251,000
Lenoir County (NC)	\$654,637	13	\$290,000	\$38,000	\$25,000
<b>City of Dubuque (IA)</b>	<b>\$29,593,558</b>	<b>705</b>	<b>\$13,178,000</b>	<b>\$1,513,000</b>	<b>\$1,199,000</b>
Greater Enid Area (OK)	\$4,667,999	92	\$1,836,000	\$191,000	\$180,000
City of Flagstaff (AZ)	\$35,163,708	777	\$15,196,000	\$1,891,000	\$1,812,000
City of Portland (ME)	\$22,643,872	494	\$6,634,000	\$666,000	\$865,000
Athens County (OH)	\$7,598,782	165	\$3,248,000	\$358,000	\$362,000
Rutherford County (NC)	\$378,229	7	\$126,000	\$13,000	\$14,000
City of Walnut Creek (CA)	\$14,346,782	195	\$3,277,000	\$200,000	\$525,000
City of Missoula (MT)	\$26,286,497	633	\$10,670,000	\$864,000	\$230,000
City of Bloomington (IN)	\$19,976,316	471	\$8,650,000	\$524,000	\$967,000
City of Miami Beach (FL)***	\$56,323,841	1,029	\$23,422,000	\$2,405,000	\$3,401,000
Greater Parkersburg Area (WV)	\$1,068,416	22	\$468,000	\$18,000	\$54,000
Moore County (NC)	\$3,221,079	58	\$1,027,000	\$85,000	\$100,000
Indiana County (PA)	\$142,854	3	\$61,000	\$3,000	\$7,000
Buchanan County (MO)	\$4,626,753	114	\$2,160,000	\$103,000	\$171,000
City of Boulder (CO)	\$11,572,023	224	\$3,972,000	\$273,000	\$314,000
Eau Claire County (WI)	\$2,793,599	71	\$1,346,000	\$73,000	\$123,000
<b>Group B Average</b>	<b>\$13,049,819</b>	<b>276</b>	<b>\$5,173,263</b>	<b>\$496,579</b>	<b>\$559,368</b>
Average <u>E</u> xcluding Outliers/Exclusions	\$10,645,706	234	\$4,159,444	\$390,556	\$401,500
Group B Median	\$6,076,502	156	\$2,533,000	\$191,000	\$230,000

**Table 18:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Culture Audiences Per Study Region During 2010**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	TOTAL Impacts per \$100,000 of Spending				DIRECT Impacts per \$100,000 of Spending			
	Full-Time	Household	Local	State	Full-Time	Household	Local	State
	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue	Equivalent Jobs	Income	Govt. Revenue	Govt. Revenue
Chenango County (NY) <sup>1</sup>	1.48	\$31,685	\$7,644	\$4,069	1.23	\$24,411	\$6,288	\$3,452
City of La Crosse (WI)	3.52	\$69,695	\$4,723	\$5,957	2.57	\$41,685	\$2,732	\$4,131
Lenoir County (NC)	2.75	\$65,991	\$7,485	\$5,194	1.99	\$44,299	\$5,805	\$3,819
City of Dubuque (IA)	3.22	\$71,137	\$7,089	\$5,582	2.38	\$44,530	\$5,113	\$4,052
Greater Enid Area (OK)	2.53	\$57,412	\$5,463	\$5,677	1.97	\$39,332	\$4,092	\$3,856
City of Flagstaff (AZ) <sup>1</sup>	2.87	\$64,410	\$7,223	\$6,675	2.21	\$43,215	\$5,378	\$5,153
City of Portland (ME)	3.29	\$56,686	\$6,200	\$6,063	2.18	\$29,297	\$2,941	\$3,820
Athens County (OH) <sup>1</sup>	2.71	\$59,023	\$6,633	\$6,212	2.17	\$42,744	\$4,711	\$4,764
Rutherford County (NC)	2.12	\$43,624	\$4,495	\$4,759	1.85	\$33,313	\$3,437	\$3,701
City of Walnut Creek (CA) <sup>1</sup>	1.62	\$32,927	\$2,704	\$4,837	1.36	\$22,841	\$1,394	\$3,659
City of Missoula (MT)	3.38	\$69,070	\$5,402	\$3,264	2.41	\$40,591	\$3,287	\$875
City of Bloomington (IN)	3.26	\$71,485	\$4,530	\$6,678	2.36	\$43,301	\$2,623	\$4,841
City of Miami Beach (FL)	2.73	\$76,461	\$6,720	\$9,918	1.83	\$41,585	\$4,270	\$6,038
Greater Parkersburg Area (WV)	2.81	\$65,798	\$3,089	\$7,207	2.06	\$43,803	\$1,685	\$5,054
Moore County (NC)	2.11	\$42,098	\$3,663	\$4,129	1.80	\$31,884	\$2,639	\$3,105
Indiana County (PA) <sup>1</sup>	2.80	\$57,401	\$3,500	\$6,300	2.10	\$42,701	\$2,100	\$4,900
Buchanan County (MO)	3.39	\$76,425	\$4,409	\$5,144	2.46	\$46,685	\$2,226	\$3,696
City of Boulder (CO)	2.53	\$53,284	\$3,344	\$3,820	1.94	\$34,324	\$2,359	\$2,713
Eau Claire County (WI)	3.54	\$82,438	\$5,262	\$6,372	2.54	\$48,182	\$2,613	\$4,403
<b>Group B Average</b>	<b>2.77</b>	<b>\$60,371</b>	<b>\$5,241</b>	<b>\$5,677</b>	<b>2.07</b>	<b>\$38,880</b>	<b>\$3,457</b>	<b>\$4,002</b>
Standard Deviation	0.61	\$14,446	\$1,590	\$1,491	0.36	\$7,372	\$1,442	\$1,100
Confidence Interval (95 percent)	0.27	\$6,496	\$715	\$671	0.16	\$3,315	\$649	\$495

**Table 19:**  
**Total Itemized Audience Expenditures (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	ALL Cultural Audiences (Both Residents AND Non-Residents)								Total Audience Expenditures
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Chenango County (NY)	\$148,314	\$233,515	\$126,887	\$36,922	\$87,201	\$2,122	\$116,485	\$59,660	\$811,106
City of La Crosse (WI)	\$633,839	\$3,088,779	\$184,984	\$202,989	\$742,106	\$113,659	\$782,665	\$327,481	\$6,076,502
Lenoir County (NC)	\$46,584	\$203,550	\$57,617	\$80,509	\$90,121	\$4,918	\$147,283	\$24,055	\$654,637
City of Dubuque (IA)	\$3,461,862	\$11,205,431	\$2,261,774	\$1,998,346	\$2,871,621	\$153,428	\$6,125,092	\$1,516,004	\$29,593,558
Greater Enid Area (OK)	\$542,841	\$1,370,751	\$371,463	\$310,572	\$904,889	\$28,264	\$920,198	\$219,021	\$4,667,999
City of Flagstaff (AZ)	\$4,944,525	\$10,858,714	\$5,820,538	\$1,693,778	\$3,254,048	\$415,414	\$7,868,054	\$308,637	\$35,163,708
City of Portland (ME)	\$1,919,711	\$11,124,229	\$2,697,227	\$787,102	\$1,618,569	\$242,619	\$2,731,214	\$1,523,201	\$22,643,872
Athens County (OH)	\$1,025,928	\$2,293,417	\$1,174,760	\$382,310	\$834,938	\$182,475	\$1,414,039	\$290,915	\$7,598,782
Rutherford County (NC)	\$45,219	\$130,034	\$33,570	\$21,729	\$83,818	\$6,213	\$33,405	\$24,241	\$378,229
City of Walnut Creek (CA)	\$1,294,306	\$10,572,359	\$283,560	\$464,877	\$1,042,906	\$40,586	\$354,547	\$293,641	\$14,346,782
City of Missoula (MT)	\$4,028,611	\$10,422,946	\$2,655,994	\$1,361,123	\$1,992,798	\$309,005	\$4,018,510	\$1,497,510	\$26,286,497
City of Bloomington (IN)	\$1,710,820	\$8,595,565	\$2,311,825	\$899,997	\$1,436,210	\$260,491	\$3,986,707	\$774,701	\$19,976,316
City of Miami Beach (FL)***	\$5,310,387	\$24,915,684	\$2,353,929	\$3,380,921	\$7,674,558	\$1,702,531	\$10,113,935	\$871,896	\$56,323,841
Greater Parkersburg Area (WV)	\$114,944	\$395,755	\$143,795	\$147,695	\$133,185	\$16,695	\$79,452	\$36,895	\$1,068,416
Moore County (NC)	\$231,276	\$1,854,554	\$285,636	\$200,475	\$252,211	\$66,667	\$155,924	\$174,336	\$3,221,079
Indiana County (PA)	\$14,109	\$66,821	\$8,717	\$8,954	\$21,158	\$3,822	\$13,122	\$6,151	\$142,854
Buchanan County (MO)	\$958,080	\$1,825,445	\$828,225	\$321,474	\$359,610	\$43,868	\$139,636	\$150,415	\$4,626,753
City of Boulder (CO)	\$841,347	\$5,334,676	\$1,308,043	\$854,147	\$1,317,904	\$138,288	\$1,161,305	\$616,313	\$11,572,023
Eau Claire County (WI)	\$408,852	\$1,366,845	\$198,100	\$72,042	\$357,435	\$67,111	\$219,514	\$103,700	\$2,793,599
<b>Group B Average</b>	<b>\$1,456,924</b>	<b>\$5,571,530</b>	<b>\$1,216,139</b>	<b>\$696,103</b>	<b>\$1,319,752</b>	<b>\$199,904</b>	<b>\$2,125,320</b>	<b>\$464,146</b>	<b>\$13,049,819</b>
Percent of Group B Total	11.2%	42.7%	9.3%	5.3%	10.1%	1.5%	16.3%	3.6%	100.0%
Average Excluding Outliers/Exclusions	\$1,242,843	\$4,496,855	\$1,152,929	\$546,947	\$966,707	\$116,425	\$1,681,508	\$441,493	\$10,645,706
Group B Median	\$841,347	\$2,293,417	\$371,463	\$321,474	\$834,938	\$67,111	\$782,665	\$290,915	\$6,076,502

**Table 20:**  
**Average Per Person Audience Spending (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	ALL Cultural Audiences (Both Residents AND Non-Residents)								Average Per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Chenango County (NY)	\$3.47	\$5.46	\$2.97	\$0.86	\$2.04	\$0.05	\$2.73	\$1.40	<b>\$18.98</b>
City of La Crosse (WI)	\$1.36	\$6.63	\$0.40	\$0.44	\$1.59	\$0.24	\$1.68	\$0.70	<b>\$13.04</b>
Lenoir County (NC)	\$1.35	\$5.88	\$1.66	\$2.33	\$2.61	\$0.14	\$4.26	\$0.69	<b>\$18.92</b>
<b>City of Dubuque (IA)</b>	<b>\$2.94</b>	<b>\$9.50</b>	<b>\$1.92</b>	<b>\$1.69</b>	<b>\$2.43</b>	<b>\$0.13</b>	<b>\$5.19</b>	<b>\$1.28</b>	<b>\$25.08</b>
Greater Enid Area (OK)	\$3.23	\$8.17	\$2.21	\$1.85	\$5.39	\$0.17	\$5.48	\$1.31	<b>\$27.81</b>
City of Flagstaff (AZ)	\$4.34	\$9.55	\$5.12	\$1.49	\$2.86	\$0.37	\$6.92	\$0.27	<b>\$30.92</b>
City of Portland (ME)	\$2.40	\$13.87	\$3.37	\$0.98	\$2.02	\$0.30	\$3.41	\$1.90	<b>\$28.25</b>
Athens County (OH)	\$3.47	\$7.77	\$3.98	\$1.30	\$2.83	\$0.62	\$4.79	\$0.99	<b>\$25.75</b>
Rutherford County (NC)	\$1.98	\$5.70	\$1.47	\$0.96	\$3.67	\$0.28	\$1.46	\$1.06	<b>\$16.58</b>
City of Walnut Creek (CA)	\$2.14	\$17.50	\$0.47	\$0.77	\$1.72	\$0.07	\$0.59	\$0.49	<b>\$23.75</b>
City of Missoula (MT)	\$3.12	\$8.05	\$2.05	\$1.05	\$1.54	\$0.24	\$3.10	\$1.16	<b>\$20.31</b>
City of Bloomington (IN)	\$1.78	\$8.96	\$2.41	\$0.94	\$1.50	\$0.27	\$4.15	\$0.81	<b>\$20.82</b>
City of Miami Beach (FL)***	\$2.90	\$13.62	\$1.28	\$1.85	\$4.20	\$0.93	\$5.53	\$0.48	<b>\$30.79</b>
Greater Parkersburg Area (WV)	\$1.74	\$6.02	\$2.18	\$2.24	\$2.03	\$0.25	\$1.21	\$0.56	<b>\$16.23</b>
Moore County (NC)	\$0.92	\$7.36	\$1.13	\$0.79	\$1.00	\$0.26	\$0.62	\$0.69	<b>\$12.77</b>
Indiana County (PA)	\$0.95	\$4.49	\$0.58	\$0.60	\$1.43	\$0.26	\$0.88	\$0.41	<b>\$9.60</b>
Buchanan County (MO)	\$3.37	\$6.42	\$2.91	\$1.13	\$1.27	\$0.15	\$0.49	\$0.53	<b>\$16.27</b>
City of Boulder (CO)	\$1.65	\$10.45	\$2.56	\$1.67	\$2.59	\$0.27	\$2.28	\$1.21	<b>\$22.68</b>
Eau Claire County (WI)	\$2.12	\$7.10	\$1.03	\$0.38	\$1.86	\$0.35	\$1.14	\$0.54	<b>\$14.52</b>
<b>Group B Average</b>	<b>\$2.38</b>	<b>\$8.55</b>	<b>\$2.09</b>	<b>\$1.23</b>	<b>\$2.35</b>	<b>\$0.28</b>	<b>\$2.94</b>	<b>\$0.87</b>	<b>\$20.69</b>
Percent of Group B Total	11.5%	41.3%	10.1%	5.9%	11.3%	1.4%	14.2%	4.2%	100.0%
Average <u>Excluding</u> Outliers/Exclusions	\$2.35	\$8.27	\$2.13	\$1.19	\$2.24	\$0.25	\$2.80	\$0.89	\$20.13
Group B Median	\$2.14	\$7.77	\$2.05	\$1.05	\$2.03	\$0.26	\$2.73	\$0.70	\$20.31

**Table 22:**  
**Average Resident Per Person Audience Spending Induced by  
Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	RESIDENT Cultural Audiences only								Resident Per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Gunnison (CO)***	\$2.39	\$7.14	\$0.54	\$0.13	\$0.71	\$0.73	\$0.86	\$0.83	\$13.33
Town of Telluride (CO)*	\$6.33	\$13.40	\$3.24	\$1.60	\$1.14	\$1.73	\$0.00	\$0.07	\$27.51
Town of Crested Butte (CO)***	\$5.72	\$10.79	\$2.61	\$0.94	\$1.06	\$0.71	\$0.39	\$0.48	\$22.70
Town of Newmarket (NH)	\$3.93	\$5.07	\$6.17	\$0.74	\$0.34	\$0.18	\$0.00	\$3.66	\$20.09
Greater Ketchikan Area (AK)	\$1.17	\$4.89	\$7.74	\$3.40	\$0.99	\$0.04	\$0.00	\$0.65	\$18.88
Gunnison County (CO) <sup>1</sup>	\$4.57	\$9.53	\$1.90	\$0.66	\$0.94	\$0.72	\$0.55	\$0.60	\$19.47
City of Durango (CO)	\$2.67	\$7.29	\$0.60	\$0.68	\$0.60	\$0.36	\$0.19	\$0.27	\$12.66
Teton County (WY)*	\$2.04	\$11.46	\$3.62	\$1.40	\$0.86	\$0.90	\$0.56	\$0.66	\$21.50
City of Laguna Beach (CA)*	\$5.10	\$13.62	\$6.74	\$2.08	\$1.23	\$0.23	\$1.11	\$0.39	\$30.50
City of Fairfax (VA)***	\$1.66	\$7.94	\$4.23	\$2.68	\$1.35	\$0.63	\$0.07	\$1.81	\$20.37
City of Auburn (NY)	\$1.32	\$7.43	\$1.81	\$0.83	\$0.65	\$0.12	\$0.23	\$0.22	\$12.61
City of Slidell (LA)***	\$3.03	\$8.30	\$3.77	\$1.91	\$1.66	\$0.17	\$0.04	\$0.47	\$19.35
City of Winter Park (FL)***	\$2.69	\$9.01	\$1.83	\$1.92	\$2.21	\$0.13	\$0.04	\$1.61	\$19.44
Greater Elkins Area (WV)	\$1.12	\$3.53	\$1.38	\$1.31	\$1.34	\$0.30	\$1.17	\$0.00	\$10.15
Transylvania County (NC)	\$2.19	\$7.69	\$2.37	\$0.95	\$0.76	\$0.17	\$0.25	\$0.28	\$14.66
City of Rochester (NH)	\$3.50	\$4.83	\$1.68	\$1.14	\$1.08	\$0.26	\$0.56	\$1.22	\$14.27
City and Borough of Juneau (AK)	\$1.88	\$5.09	\$1.65	\$0.44	\$1.06	\$0.06	\$0.00	\$0.26	\$10.44
Princeton (NJ)**	\$2.06	\$9.29	\$1.32	\$0.53	\$0.89	\$0.50	\$0.16	\$0.22	\$14.97
Platte County (NE)	\$1.22	\$3.76	\$2.81	\$0.30	\$0.99	\$0.09	\$0.11	\$0.78	\$10.06
Adams County (NE)	\$1.88	\$4.02	\$0.94	\$1.07	\$1.16	\$0.11	\$0.53	\$0.15	\$9.86
City of Fairbanks (AK)	\$1.02	\$7.07	\$1.85	\$0.42	\$1.62	\$0.42	\$0.41	\$0.50	\$13.31
City of West Hollywood (CA)**	\$3.40	\$10.40	\$2.83	\$1.67	\$2.04	\$0.52	\$0.53	\$0.89	\$22.28
City of Pittsfield (MA)**	\$4.27	\$12.16	\$1.58	\$0.28	\$0.68	\$0.19	\$0.00	\$0.00	\$19.16
Windham County (VT)*	\$1.60	\$5.84	\$1.25	\$1.18	\$0.67	\$0.10	\$0.00	\$0.94	\$11.58
Iron County (UT)*	\$1.22	\$5.30	\$1.80	\$1.68	\$0.93	\$0.10	\$0.30	\$0.19	\$11.52
Watauga County (NC)	\$1.82	\$6.13	\$2.16	\$2.17	\$1.21	\$0.17	\$0.04	\$0.00	\$13.70
Buffalo County (NE)	\$2.67	\$3.71	\$2.91	\$1.13	\$0.82	\$0.25	\$0.07	\$0.79	\$12.35
<b>Group A Average</b>	<b>\$2.68</b>	<b>\$7.58</b>	<b>\$2.64</b>	<b>\$1.23</b>	<b>\$1.07</b>	<b>\$0.37</b>	<b>\$0.30</b>	<b>\$0.66</b>	<b>\$16.55</b>
Percent of Group A Total	16.2%	45.8%	16.0%	7.4%	6.5%	2.2%	1.8%	4.0%	100.0%
Average Excluding Outliers/Exclusions	\$2.39	\$6.58	\$2.45	\$1.04	\$1.01	\$0.26	\$0.28	\$0.62	\$14.64
Group A Median	\$2.19	\$7.29	\$1.90	\$1.13	\$0.99	\$0.23	\$0.19	\$0.48	\$14.66

**Table 22:**  
**Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	RESIDENT Cultural Audiences only								Resident Per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Chenango County (NY)	\$2.98	\$4.23	\$1.96	\$0.50	\$0.84	\$0.06	\$0.03	\$0.44	\$11.04
City of La Crosse (WI)	\$1.10	\$5.23	\$0.22	\$0.32	\$0.65	\$0.15	\$0.08	\$0.19	\$7.94
Lenoir County (NC)	\$1.21	\$3.78	\$0.90	\$1.98	\$1.27	\$0.12	\$0.44	\$0.64	\$10.34
City of Dubuque (IA)	\$2.95	\$6.77	\$1.48	\$1.41	\$0.89	\$0.16	\$0.23	\$0.93	\$14.82
Greater Enid Area (OK)	\$3.07	\$5.73	\$1.49	\$1.11	\$2.07	\$0.12	\$0.38	\$1.16	\$15.13
City of Flagstaff (AZ)	\$3.64	\$6.50	\$3.70	\$1.24	\$1.25	\$0.27	\$0.46	\$0.07	\$17.13
City of Portland (ME)	\$2.12	\$13.12	\$3.46	\$0.15	\$1.02	\$0.43	\$0.00	\$0.71	\$21.01
Athens County (OH)	\$2.53	\$5.68	\$3.18	\$1.14	\$1.33	\$0.86	\$0.33	\$0.87	\$15.92
Rutherford County (NC)	\$1.97	\$3.67	\$1.38	\$0.99	\$1.30	\$0.06	\$0.41	\$1.21	\$10.99
City of Walnut Creek (CA)	\$2.23	\$16.47	\$0.34	\$0.89	\$1.57	\$0.01	\$0.00	\$0.45	\$21.96
City of Missoula (MT)	\$3.04	\$6.22	\$1.09	\$0.58	\$0.82	\$0.22	\$0.09	\$0.77	\$12.83
City of Bloomington (IN)	\$1.65	\$6.93	\$1.84	\$0.87	\$0.74	\$0.23	\$0.04	\$0.38	\$12.68
City of Miami Beach (FL)***	\$2.72	\$11.51	\$0.92	\$1.98	\$4.03	\$0.73	\$2.42	\$0.38	\$24.69
Greater Parkersburg Area (WV)	\$1.88	\$4.72	\$1.86	\$2.70	\$0.99	\$0.25	\$0.23	\$0.36	\$12.99
Moore County (NC)	\$0.88	\$6.63	\$1.18	\$0.84	\$0.70	\$0.30	\$0.16	\$0.59	\$11.28
Indiana County (PA)	\$1.15	\$4.42	\$0.64	\$0.54	\$0.75	\$0.44	\$0.08	\$0.57	\$8.59
Buchanan County (MO)	\$3.62	\$5.33	\$2.99	\$1.03	\$0.88	\$0.12	\$0.07	\$0.10	\$14.14
City of Boulder (CO)	\$1.37	\$8.65	\$2.22	\$1.07	\$0.81	\$0.32	\$0.16	\$0.96	\$15.56
Eau Claire County (WI)	\$2.16	\$6.45	\$0.59	\$0.37	\$0.95	\$0.41	\$0.16	\$0.19	\$11.28
<b>Group B Average</b>	<b>\$2.22</b>	<b>\$6.95</b>	<b>\$1.65</b>	<b>\$1.04</b>	<b>\$1.20</b>	<b>\$0.28</b>	<b>\$0.30</b>	<b>\$0.58</b>	<b>\$14.23</b>
Percent of Group B Total	15.6%	48.8%	11.6%	7.3%	8.5%	1.9%	2.1%	4.1%	100.0%
Average Excluding Outliers/Exclusions	\$2.20	\$6.70	\$1.70	\$0.99	\$1.05	\$0.25	\$0.19	\$0.59	\$13.65
Group B Median	\$2.16	\$6.22	\$1.48	\$0.99	\$0.95	\$0.23	\$0.16	\$0.57	\$12.99

**Table 23:**  
**Itemized Non-Resident Audience Expenditures Induced by**  
**Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	NON-RESIDENT Cultural Audiences only								Non-Resident Audience Expenditures
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Chenango County (NY)	\$87,012	\$146,500	\$86,568	\$26,636	\$69,921	\$888	\$115,868	\$50,609	\$584,002
City of La Crosse (WI)	\$306,228	\$1,531,139	\$119,462	\$107,684	\$548,518	\$68,985	\$758,839	\$270,894	\$3,711,749
Lenoir County (NC)	\$20,219	\$121,188	\$38,007	\$37,367	\$62,449	\$2,303	\$137,696	\$10,110	\$429,339
City of Dubuque (IA)	\$1,283,691	\$6,206,713	\$1,168,997	\$957,254	\$2,214,478	\$35,290	\$5,955,269	\$829,326	\$18,651,018
Greater Enid Area (OK)	\$174,539	\$683,334	\$192,711	\$177,408	\$656,555	\$13,868	\$874,610	\$79,858	\$2,852,883
City of Flagstaff (AZ)	\$2,319,175	\$6,170,589	\$3,151,913	\$799,428	\$2,352,485	\$220,676	\$7,536,279	\$258,149	\$22,808,694
City of Portland (ME)	\$896,578	\$4,792,386	\$1,027,396	\$714,710	\$1,126,307	\$35,097	\$2,731,214	\$1,180,548	\$12,504,236
Athens County (OH)	\$526,468	\$1,172,100	\$546,980	\$157,257	\$572,376	\$12,698	\$1,348,892	\$119,164	\$4,455,935
Rutherford County (NC)	\$17,300	\$78,023	\$14,013	\$7,699	\$65,394	\$5,363	\$27,594	\$7,093	\$222,479
City of Walnut Creek (CA)	\$352,729	\$3,618,198	\$140,001	\$89,091	\$380,002	\$36,364	\$354,547	\$103,637	\$5,074,569
City of Missoula (MT)	\$834,416	\$3,887,455	\$1,510,707	\$751,704	\$1,131,206	\$77,846	\$3,923,945	\$688,454	\$12,805,733
City of Bloomington (IN)	\$598,233	\$3,922,701	\$1,071,122	\$313,360	\$937,232	\$105,403	\$3,959,735	\$518,469	\$11,426,255
City of Miami Beach (FL)***	\$1,569,383	\$9,085,187	\$1,088,590	\$657,690	\$2,131,821	\$698,512	\$6,785,542	\$349,256	\$22,365,981
Greater Parkersburg Area (WV)	\$38,144	\$202,938	\$67,812	\$37,397	\$92,743	\$6,482	\$70,056	\$22,189	\$537,761
Moore County (NC)	\$35,720	\$381,216	\$23,413	\$13,808	\$96,655	\$0	\$120,368	\$43,224	\$714,404
Indiana County (PA)	\$4,640	\$30,427	\$3,447	\$4,508	\$14,982	\$199	\$12,463	\$1,458	\$72,124
Buchanan County (MO)	\$199,035	\$707,845	\$201,279	\$105,503	\$175,091	\$18,706	\$124,958	\$129,447	\$1,661,864
City of Boulder (CO)	\$322,579	\$2,059,241	\$467,411	\$448,978	\$1,011,187	\$17,116	\$1,100,719	\$252,797	\$5,680,028
Eau Claire County (WI)	\$163,437	\$634,009	\$131,065	\$30,003	\$249,498	\$20,528	\$201,335	\$82,113	\$1,511,988
<b>Group B Average</b>	<b>\$513,133</b>	<b>\$2,391,115</b>	<b>\$581,626</b>	<b>\$286,183</b>	<b>\$730,995</b>	<b>\$72,438</b>	<b>\$1,902,102</b>	<b>\$262,989</b>	<b>\$6,740,581</b>
Percent of Group B Total	7.6%	35.5%	8.6%	4.2%	10.8%	1.1%	28.2%	3.9%	100.0%
Average Excluding Outliers/Exclusions	\$454,452	\$2,019,222	\$553,461	\$265,544	\$653,171	\$37,656	\$1,630,799	\$258,197	\$5,872,503
Group B Median	\$306,228	\$1,172,100	\$192,711	\$107,684	\$548,518	\$18,706	\$758,839	\$119,164	\$3,711,749

**Table 24:**  
**Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	NON-RESIDENT Cultural Audiences only								Non-Resident Per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Chenango County (NY)	\$3.92	\$6.60	\$3.90	\$1.20	\$3.15	\$0.04	\$5.22	\$2.28	\$26.31
City of La Crosse (WI)	\$1.82	\$9.10	\$0.71	\$0.64	\$3.26	\$0.41	\$4.51	\$1.61	\$22.06
Lenoir County (NC)	\$1.58	\$9.47	\$2.97	\$2.92	\$4.88	\$0.18	\$10.76	\$0.79	\$33.55
City of Dubuque (IA)	\$2.91	\$14.07	\$2.65	\$2.17	\$5.02	\$0.08	\$13.50	\$1.88	\$42.28
Greater Enid Area (OK)	\$3.65	\$14.29	\$4.03	\$3.71	\$13.73	\$0.29	\$18.29	\$1.67	\$59.66
City of Flagstaff (AZ)	\$5.57	\$14.82	\$7.57	\$1.92	\$5.65	\$0.53	\$18.10	\$0.62	\$54.78
City of Portland (ME)	\$2.81	\$15.02	\$3.22	\$2.24	\$3.53	\$0.11	\$8.56	\$3.70	\$39.19
Athens County (OH)	\$5.39	\$12.00	\$5.60	\$1.61	\$5.86	\$0.13	\$13.81	\$1.22	\$45.62
Rutherford County (NC)	\$2.00	\$9.02	\$1.62	\$0.89	\$7.56	\$0.62	\$3.19	\$0.82	\$25.72
City of Walnut Creek (CA)	\$1.94	\$19.90	\$0.77	\$0.49	\$2.09	\$0.20	\$1.95	\$0.57	\$27.91
City of Missoula (MT)	\$3.43	\$15.98	\$6.21	\$3.09	\$4.65	\$0.32	\$16.13	\$2.83	\$52.64
City of Bloomington (IN)	\$2.10	\$13.77	\$3.76	\$1.10	\$3.29	\$0.37	\$13.90	\$1.82	\$40.11
City of Miami Beach (FL)***	\$3.46	\$20.03	\$2.40	\$1.45	\$4.70	\$1.54	\$14.96	\$0.77	\$49.31
Greater Parkersburg Area (WV)	\$1.53	\$8.14	\$2.72	\$1.50	\$3.72	\$0.26	\$2.81	\$0.89	\$21.57
Moore County (NC)	\$1.19	\$12.70	\$0.78	\$0.46	\$3.22	\$0.00	\$4.01	\$1.44	\$23.80
Indiana County (PA)	\$0.70	\$4.59	\$0.52	\$0.68	\$2.26	\$0.03	\$1.88	\$0.22	\$10.88
Buchanan County (MO)	\$2.66	\$9.46	\$2.69	\$1.41	\$2.34	\$0.25	\$1.67	\$1.73	\$22.21
City of Boulder (CO)	\$2.45	\$15.64	\$3.55	\$3.41	\$7.68	\$0.13	\$8.36	\$1.92	\$43.14
Eau Claire County (WI)	\$2.07	\$8.03	\$1.66	\$0.38	\$3.16	\$0.26	\$2.55	\$1.04	\$19.15
<b>Group B Average</b>	<b>\$2.69</b>	<b>\$12.24</b>	<b>\$3.02</b>	<b>\$1.65</b>	<b>\$4.72</b>	<b>\$0.30</b>	<b>\$8.64</b>	<b>\$1.46</b>	<b>\$34.73</b>
Percent of Group B Total	7.8%	35.3%	8.7%	4.7%	13.6%	0.9%	24.9%	4.2%	100.0%
Average Excluding Outliers/Exclusions	\$2.65	\$11.81	\$3.05	\$1.66	\$4.73	\$0.23	\$8.29	\$1.50	\$33.92
Group B Median	\$2.45	\$12.70	\$2.72	\$1.45	\$3.72	\$0.25	\$8.36	\$1.44	\$33.55



**Table 25:**  
**Travel Party Characteristics of Attendees to**  
**Nonprofit Arts and Culture Events Per Study Region During 2011**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	RESIDENT Cultural Audiences				NON-RESIDENT Cultural Audiences						NON-RESIDENTS -- Reason for Trip			
	Average Travel Party Size			Nights Away	Average Travel Party Size			Nights Away	With Lodging Expenses		To Attend Arts Event	Vacation/ Holiday	Friends/ Relatives	Other
	Adults	Child.	Total		Adults	Child.	Total		Percent	Per Person \$				
Chenango County (NY)	2.18	0.34	2.52	0.06	2.68	0.12	2.80	0.49	9.3%	\$118.50	79.7%	10.7%	4.3%	5.3%
City of La Crosse (WI)	2.34	0.22	2.56	0.11	2.61	0.28	2.89	0.36	10.4%	\$81.94	63.9%	15.3%	9.4%	11.5%
Lenoir County (NC)	2.29	0.82	3.11	0.12	2.23	0.45	2.68	0.48	14.5%	\$155.94	50.3%	20.4%	9.9%	19.4%
City of Dubuque (IA)	2.43	0.33	2.76	0.11	2.53	0.45	2.98	0.70	21.4%	\$125.73	61.4%	15.9%	10.1%	12.6%
Greater Enid Area (OK)	2.04	0.62	2.66	0.09	2.04	0.72	2.76	0.65	26.9%	\$117.15	56.2%	12.9%	16.5%	14.5%
City of Flagstaff (AZ)	2.29	0.21	2.50	0.11	2.44	0.29	2.73	1.16	27.7%	\$118.87	53.3%	26.0%	9.4%	11.3%
City of Portland (ME)	2.27	0.21	2.48	0.07	2.46	0.28	2.74	0.46	8.5%	\$172.35	59.5%	25.9%	7.1%	7.5%
Athens County (OH)	2.26	0.33	2.59	0.14	2.89	0.16	3.05	0.80	17.1%	\$152.60	67.8%	11.1%	4.6%	16.4%
Rutherford County (NC)	2.13	0.42	2.55	0.03	2.41	0.58	2.99	0.58	4.1%	\$137.76	54.3%	22.8%	10.5%	12.3%
City of Walnut Creek (CA)	2.29	0.17	2.46	0.17	2.58	0.08	2.66	0.30	2.9%	\$131.94	74.8%	14.2%	5.5%	5.5%
City of Missoula (MT)	2.13	0.28	2.41	0.08	2.26	0.28	2.54	0.85	14.6%	\$204.07	57.6%	15.2%	12.6%	14.6%
City of Bloomington (IN)	2.09	0.40	2.49	0.08	2.43	0.45	2.88	0.72	15.7%	\$156.69	53.1%	11.8%	14.7%	20.4%
City of Miami Beach (FL)	2.15	0.16	2.31	0.20	2.46	0.07	2.53	0.44	8.6%	\$259.99	75.7%	12.9%	4.3%	7.2%
Greater Parkersburg Area (WV)	2.54	0.37	2.91	0.10	2.79	0.31	3.10	0.30	4.2%	\$140.55	79.4%	10.3%	4.2%	6.1%
Moore County (NC)	2.15	0.20	2.35	0.08	2.70	0.20	2.90	0.32	4.6%	\$163.82	58.7%	26.6%	9.2%	5.5%
Indiana County (PA)	2.14	0.22	2.36	0.04	2.42	0.15	2.57	0.26	4.5%	\$82.85	31.2%	18.0%	17.7%	33.1%
Buchanan County (MO)	2.18	0.49	2.67	0.15	2.53	0.45	2.98	0.43	5.2%	\$64.41	65.3%	12.7%	10.8%	11.2%
City of Boulder (CO) <sup>1</sup>	1.91	0.19	2.10	0.09	2.20	0.24	2.44	0.60	9.1%	\$176.14	61.0%	16.9%	3.2%	18.8%
Eau Claire County (WI)	2.47	0.57	3.04	0.11	2.83	0.56	3.39	0.36	5.3%	\$97.59	66.3%	16.4%	6.9%	10.4%
<b>Group B Average</b>	<b>2.23</b>	<b>0.34</b>	<b>2.57</b>	<b>0.10</b>	<b>2.50</b>	<b>0.32</b>	<b>2.82</b>	<b>0.54</b>	<b>11.3%</b>	<b>\$139.94</b>	<b>61.6%</b>	<b>16.6%</b>	<b>9.0%</b>	<b>12.8%</b>
<b>Group B Median</b>	<b>2.18</b>	<b>0.33</b>	<b>2.52</b>	<b>0.10</b>	<b>2.46</b>	<b>0.28</b>	<b>2.80</b>	<b>0.48</b>	<b>9.1%</b>	<b>\$137.76</b>	<b>61.0%</b>	<b>15.3%</b>	<b>9.4%</b>	<b>11.5%</b>

**Table 26:**  
**Educational Attainment and Annual Household Income of All Attendees to**  
**Nonprofit Arts and Culture Events Per Study Region During 2011**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	EDUCATIONAL ATTAINMENT of ALL Cultural Audiences					ANNUAL HOUSEHOLD INCOME of ALL Cultural Audiences					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
	Chenango County (NY)	25.3%	19.3%	26.2%	24.5%	4.7%	24.5%	22.2%	23.2%	12.9%	8.1%
City of La Crosse (WI)	24.5%	20.3%	30.1%	19.4%	5.6%	35.3%	18.5%	17.6%	9.6%	9.3%	9.6%
Lenoir County (NC)	36.5%	18.8%	26.5%	14.0%	4.1%	29.5%	27.6%	16.4%	11.2%	5.7%	9.6%
City of Dubuque (IA)	18.4%	17.6%	37.0%	21.4%	5.6%	25.6%	20.3%	18.6%	14.5%	8.5%	12.6%
Greater Enid Area (OK)	21.6%	18.3%	39.1%	17.6%	3.4%	26.3%	23.6%	19.1%	14.5%	8.3%	8.3%
City of Flagstaff (AZ)	9.6%	16.6%	35.3%	27.1%	11.4%	24.2%	19.2%	15.7%	15.2%	10.5%	15.1%
City of Portland (ME)	9.0%	9.2%	36.3%	32.1%	13.4%	24.2%	16.3%	16.1%	12.5%	12.5%	18.4%
Athens County (OH)	16.2%	10.4%	37.1%	25.6%	10.7%	41.2%	18.4%	13.9%	8.9%	8.8%	8.9%
Rutherford County (NC)	25.9%	28.7%	27.6%	13.9%	3.8%	29.5%	27.7%	19.6%	12.8%	4.6%	5.9%
City of Walnut Creek (CA)	7.3%	15.3%	37.2%	27.9%	12.3%	9.5%	13.2%	13.4%	14.1%	15.7%	34.0%
City of Missoula (MT)	10.2%	12.3%	40.1%	27.4%	10.0%	29.8%	26.1%	17.7%	12.2%	7.0%	7.2%
City of Bloomington (IN)	16.9%	9.9%	34.2%	25.7%	13.2%	31.4%	16.3%	18.2%	12.4%	8.6%	13.0%
City of Miami Beach (FL)	7.8%	13.7%	35.0%	27.6%	15.9%	18.8%	20.6%	18.0%	9.4%	11.6%	21.6%
Greater Parkersburg Area (WV)	24.4%	18.1%	29.7%	22.0%	5.7%	24.4%	22.0%	16.7%	17.2%	10.0%	9.7%
Moore County (NC)	6.1%	15.9%	43.0%	25.3%	9.7%	11.0%	18.9%	19.9%	19.9%	11.2%	19.0%
Indiana County (PA)	47.1%	11.2%	20.7%	12.8%	8.2%	46.1%	12.7%	16.0%	10.6%	6.1%	8.5%
Buchanan County (MO)	27.9%	19.1%	32.5%	14.8%	5.7%	29.2%	22.2%	18.2%	11.6%	9.4%	9.3%
City of Boulder (CO) <sup>1</sup>	9.4%	8.5%	36.5%	33.6%	12.1%	26.6%	15.3%	17.3%	13.8%	8.6%	18.4%
Eau Claire County (WI)	20.7%	24.3%	33.2%	16.5%	5.4%	27.8%	20.1%	18.3%	15.5%	9.4%	9.0%
<b>Group B Average</b>	<b>19.2%</b>	<b>16.2%</b>	<b>33.5%</b>	<b>22.6%</b>	<b>8.5%</b>	<b>27.1%</b>	<b>20.1%</b>	<b>17.6%</b>	<b>13.1%</b>	<b>9.2%</b>	<b>13.0%</b>
<b>Group B Median</b>	<b>18.4%</b>	<b>16.6%</b>	<b>35.0%</b>	<b>24.5%</b>	<b>8.2%</b>	<b>26.6%</b>	<b>20.1%</b>	<b>17.7%</b>	<b>12.8%</b>	<b>8.8%</b>	<b>9.6%</b>

**Table 27:**  
**Age, Artistic Creation, and Willingness to Travel of All Attendees to  
 Nonprofit Arts and Culture Events Per Study Region During 2011**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	AGE of ALL Cultural Audiences					Personally Create Art	Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older		Skip Altogether	Replace Nearby	Travel to a Different Community
Chenango County (NY)	4.7%	5.8%	18.1%	32.0%	39.4%	48.1%	34.4%	11.1%	54.6%
City of La Crosse (WI)	25.3%	8.5%	18.9%	20.6%	26.7%	47.2%	34.6%	22.3%	43.2%
Lenoir County (NC)	29.5%	10.4%	16.5%	20.8%	22.8%	53.1%	33.8%	18.4%	47.8%
City of Dubuque (IA)	18.3%	12.4%	23.7%	22.6%	23.0%	47.1%	36.0%	22.2%	41.9%
Greater Enid Area (OK)	18.3%	15.5%	18.6%	21.0%	26.6%	47.5%	35.8%	25.2%	39.0%
City of Flagstaff (AZ)	20.8%	12.9%	21.1%	28.3%	16.9%	54.5%	29.6%	32.0%	38.4%
City of Portland (ME)	20.5%	10.4%	16.2%	24.3%	28.6%	53.4%	30.1%	24.9%	45.0%
Athens County (OH)	39.4%	14.3%	17.9%	17.6%	10.9%	66.1%	30.0%	26.7%	43.3%
Rutherford County (NC)	15.3%	13.4%	16.3%	26.9%	28.2%	47.5%	28.3%	18.5%	53.2%
City of Walnut Creek (CA)	6.8%	4.2%	13.3%	23.2%	52.5%	39.2%	25.3%	11.8%	62.9%
City of Missoula (MT)	17.8%	9.8%	15.1%	32.2%	25.1%	53.0%	35.3%	32.5%	32.2%
City of Bloomington (IN)	32.6%	15.9%	17.5%	20.6%	13.4%	54.6%	32.0%	35.0%	33.0%
City of Miami Beach (FL)	11.9%	10.3%	16.0%	16.8%	45.0%	37.4%	25.9%	27.4%	46.6%
Greater Parkersburg Area (WV)	19.0%	13.2%	19.1%	26.0%	22.7%	50.0%	32.3%	24.0%	43.7%
Moore County (NC)	4.1%	7.9%	11.0%	19.2%	57.7%	51.0%	31.6%	26.9%	41.5%
Indiana County (PA)	54.8%	5.5%	13.2%	11.5%	15.1%	58.6%	40.7%	28.2%	31.1%
Buchanan County (MO)	20.3%	12.8%	18.6%	22.8%	25.4%	44.7%	36.1%	19.7%	44.2%
City of Boulder (CO) <sup>1</sup>	19.1%	13.3%	20.3%	29.9%	17.3%	64.2%	31.3%	27.7%	41.0%
Eau Claire County (WI)	25.4%	18.2%	20.8%	22.6%	12.9%	41.6%	32.9%	24.1%	43.1%
<b>Group B Average</b>	<b>21.3%</b>	<b>11.3%</b>	<b>17.5%</b>	<b>23.1%</b>	<b>26.9%</b>	<b>50.5%</b>	<b>32.4%</b>	<b>24.1%</b>	<b>43.5%</b>
<b>Group B Median</b>	<b>19.1%</b>	<b>12.4%</b>	<b>17.9%</b>	<b>22.6%</b>	<b>25.1%</b>	<b>50.0%</b>	<b>32.3%</b>	<b>24.9%</b>	<b>43.2%</b>

**Table 28:**

**Educational Attainment and Annual Household Income of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	EDUCATIONAL ATTAINMENT of RESIDENT Audiences					ANNUAL HOUSEHOLD INCOME of RESIDENT Audiences					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
Chenango County (NY)	27.2%	16.5%	26.4%	26.9%	2.9%	28.6%	26.1%	23.5%	9.8%	6.0%	6.0%
City of La Crosse (WI)	21.7%	18.9%	31.4%	21.7%	6.4%	36.2%	20.6%	15.8%	8.0%	10.1%	9.4%
Lenoir County (NC)	40.5%	20.2%	24.3%	11.5%	3.6%	30.8%	25.6%	16.5%	10.6%	6.6%	9.9%
City of Dubuque (IA)	20.6%	14.5%	36.8%	21.4%	6.7%	28.5%	19.8%	17.5%	14.8%	8.4%	11.0%
Greater Enid Area (OK)	24.3%	18.3%	37.0%	16.9%	3.5%	26.1%	20.7%	17.8%	15.8%	10.0%	9.6%
City of Flagstaff (AZ)	10.3%	14.3%	34.8%	28.4%	12.2%	26.6%	20.7%	14.4%	14.9%	10.0%	13.5%
City of Portland (ME)	8.6%	7.2%	37.8%	31.6%	14.8%	27.1%	14.5%	16.7%	11.3%	10.6%	19.7%
Athens County (OH)	12.9%	8.4%	36.4%	30.1%	12.2%	42.8%	18.6%	12.7%	9.5%	8.0%	8.4%
Rutherford County (NC)	28.7%	25.2%	27.5%	14.8%	3.8%	34.5%	25.3%	19.1%	12.8%	3.4%	5.0%
City of Walnut Creek (CA)	7.3%	16.0%	36.7%	27.5%	12.5%	9.9%	12.8%	13.5%	13.1%	14.5%	36.2%
City of Missoula (MT)	10.1%	11.8%	40.9%	27.1%	10.1%	30.8%	27.5%	17.2%	11.9%	6.3%	6.3%
City of Bloomington (IN)	13.0%	8.6%	35.9%	26.3%	16.3%	33.8%	17.2%	18.1%	11.0%	8.3%	11.5%
City of Miami Beach (FL)	9.3%	14.1%	35.1%	27.9%	13.6%	21.9%	22.4%	18.3%	9.8%	9.3%	18.3%
Greater Parkersburg Area (WV)	22.9%	17.9%	32.6%	21.3%	5.3%	22.9%	21.1%	15.8%	16.6%	10.8%	12.9%
Moore County (NC)	6.3%	15.7%	43.1%	26.2%	8.7%	10.0%	18.9%	20.4%	20.9%	11.2%	18.6%
Indiana County (PA)	34.7%	11.6%	23.6%	17.8%	12.2%	40.0%	14.6%	15.5%	14.0%	5.9%	10.0%
Buchanan County (MO)	28.6%	20.7%	31.1%	13.2%	6.4%	32.7%	20.1%	17.3%	11.6%	9.4%	8.9%
City of Boulder (CO) <sup>1</sup>	8.9%	7.8%	37.4%	33.9%	11.9%	27.2%	14.3%	18.0%	15.3%	8.1%	17.0%
Eau Claire County (WI)	18.5%	24.9%	35.0%	15.6%	6.1%	27.7%	19.5%	19.5%	15.6%	9.2%	8.4%
<b>Group B Average</b>	<b>18.7%</b>	<b>15.4%</b>	<b>33.9%</b>	<b>23.2%</b>	<b>8.9%</b>	<b>28.3%</b>	<b>20.0%</b>	<b>17.2%</b>	<b>13.0%</b>	<b>8.7%</b>	<b>12.7%</b>
<b>Group B Median</b>	<b>18.5%</b>	<b>15.7%</b>	<b>35.1%</b>	<b>26.2%</b>	<b>8.7%</b>	<b>28.5%</b>	<b>20.1%</b>	<b>17.3%</b>	<b>12.8%</b>	<b>9.2%</b>	<b>10.0%</b>

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 29:**  
**Age, Artistic Creation, and Willingness to Travel of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	AGE of RESIDENT Audiences					Personally Create Art	Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older		Skip Altogether	Replace Nearby	Travel to a Different Community
Chenango County (NY)	6.2%	6.2%	15.6%	30.0%	42.0%	49.4%	36.9%	12.3%	50.8%
City of La Crosse (WI)	24.2%	8.0%	16.8%	20.2%	30.9%	46.3%	33.3%	23.6%	43.1%
Lenoir County (NC)	34.2%	10.0%	11.3%	19.3%	25.1%	50.1%	33.0%	17.9%	49.1%
City of Dubuque (IA)	18.0%	11.0%	23.0%	23.4%	24.6%	49.2%	37.5%	25.3%	37.1%
Greater Enid Area (OK)	15.5%	15.3%	18.2%	21.8%	29.2%	47.0%	36.0%	27.2%	36.7%
City of Flagstaff (AZ)	22.4%	12.0%	20.4%	28.3%	16.9%	57.7%	33.4%	34.2%	32.4%
City of Portland (ME)	22.0%	12.4%	15.8%	24.3%	25.6%	54.3%	30.0%	27.2%	42.8%
Athens County (OH)	38.6%	15.5%	16.2%	17.2%	12.4%	67.0%	30.6%	30.5%	38.8%
Rutherford County (NC)	15.0%	11.2%	14.5%	27.3%	32.0%	54.8%	33.6%	21.3%	45.1%
City of Walnut Creek (CA)	6.0%	4.3%	13.8%	20.1%	55.8%	36.8%	27.7%	13.0%	59.4%
City of Missoula (MT)	18.7%	10.2%	15.7%	30.1%	25.2%	52.6%	34.8%	34.8%	30.5%
City of Bloomington (IN)	30.4%	17.1%	15.9%	20.7%	15.9%	54.2%	32.8%	37.5%	29.7%
City of Miami Beach (FL)	13.8%	11.2%	15.7%	16.9%	42.5%	38.1%	26.0%	31.0%	43.0%
Greater Parkersburg Area (WV)	18.0%	13.7%	19.0%	24.9%	24.4%	50.4%	35.1%	27.1%	37.8%
Moore County (NC)	3.7%	8.1%	11.0%	18.6%	58.6%	51.0%	32.3%	28.0%	39.7%
Indiana County (PA)	40.6%	8.4%	15.5%	15.2%	20.4%	56.7%	40.6%	27.5%	31.8%
Buchanan County (MO)	20.0%	13.6%	18.4%	22.1%	25.9%	46.1%	36.6%	20.6%	42.9%
City of Boulder (CO) <sup>1</sup>	19.1%	10.8%	19.8%	31.0%	19.3%	65.0%	31.5%	32.2%	36.2%
Eau Claire County (WI)	27.3%	18.3%	20.2%	20.4%	13.7%	44.2%	31.5%	30.2%	38.3%
<b>Group B Average</b>	<b>20.7%</b>	<b>11.4%</b>	<b>16.7%</b>	<b>22.7%</b>	<b>28.4%</b>	<b>51.1%</b>	<b>33.3%</b>	<b>26.4%</b>	<b>40.3%</b>
<b>Group B Median</b>	<b>19.1%</b>	<b>11.2%</b>	<b>15.9%</b>	<b>21.8%</b>	<b>25.2%</b>	<b>50.4%</b>	<b>33.3%</b>	<b>27.2%</b>	<b>38.8%</b>

**Table 30:**

**Educational Attainment and Annual Household Income of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	EDUCATIONAL ATTAINMENT of NON-RESIDENT Respondents					ANNUAL HOUSEHOLD INCOME of NON-RESIDENT Respondents					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 to \$119,999	\$120,000 or More
	Chenango County (NY)	23.4%	21.9%	26.0%	22.3%	6.4%	20.6%	18.5%	23.0%	15.7%	10.1%
City of La Crosse (WI)	29.6%	22.9%	27.9%	15.4%	4.3%	33.8%	15.0%	20.8%	12.3%	8.1%	10.0%
Lenoir County (NC)	29.7%	16.6%	30.4%	18.2%	5.1%	27.3%	30.6%	16.2%	12.2%	4.4%	9.2%
City of Dubuque (IA)	14.5%	23.1%	37.3%	21.4%	3.7%	20.7%	21.1%	20.4%	13.9%	8.6%	15.4%
Greater Enid Area (OK)	14.2%	18.3%	45.0%	19.3%	3.2%	26.8%	30.8%	22.3%	11.2%	4.0%	4.9%
City of Flagstaff (AZ)	8.4%	20.5%	36.3%	24.8%	9.9%	20.1%	16.5%	18.1%	15.8%	11.5%	17.9%
City of Portland (ME)	9.5%	12.4%	33.9%	32.9%	11.3%	19.7%	18.9%	15.2%	14.4%	15.5%	16.3%
Athens County (OH)	22.8%	14.4%	38.4%	16.5%	7.8%	37.8%	17.9%	16.2%	7.9%	10.3%	9.8%
Rutherford County (NC)	21.4%	34.6%	27.6%	12.5%	3.9%	21.1%	31.6%	20.6%	12.7%	6.6%	7.5%
City of Walnut Creek (CA)	7.4%	13.8%	38.3%	28.9%	11.7%	8.7%	14.1%	13.3%	16.3%	18.3%	29.3%
City of Missoula (MT)	11.0%	14.4%	36.3%	28.8%	9.6%	25.4%	20.4%	19.7%	13.4%	9.9%	11.3%
City of Bloomington (IN)	26.2%	13.1%	30.3%	24.2%	6.1%	25.7%	14.1%	18.4%	15.7%	9.5%	16.5%
City of Miami Beach (FL)	3.0%	12.6%	34.8%	26.7%	23.0%	9.7%	15.3%	16.9%	8.1%	18.5%	31.5%
Greater Parkersburg Area (WV)	26.9%	18.6%	24.9%	23.3%	6.3%	26.9%	23.5%	18.1%	18.1%	8.8%	4.6%
Moore County (NC)	4.9%	17.5%	41.7%	18.4%	17.5%	18.7%	18.7%	16.5%	13.2%	11.0%	22.0%
Indiana County (PA)	62.4%	10.7%	17.1%	6.7%	3.2%	53.8%	10.4%	16.7%	6.3%	6.3%	6.6%
Buchanan County (MO)	25.8%	14.8%	36.4%	19.1%	3.8%	19.4%	28.3%	20.6%	11.7%	9.4%	10.6%
City of Boulder (CO) <sup>1</sup>	10.6%	10.6%	33.8%	32.5%	12.6%	25.0%	18.1%	15.3%	9.7%	9.7%	22.2%
Eau Claire County (WI)	23.7%	23.5%	30.7%	17.8%	4.3%	27.8%	20.9%	16.5%	15.4%	9.6%	9.9%
<b>Group B Average</b>	<b>19.8%</b>	<b>17.6%</b>	<b>33.0%</b>	<b>21.6%</b>	<b>8.1%</b>	<b>24.7%</b>	<b>20.2%</b>	<b>18.1%</b>	<b>12.8%</b>	<b>10.0%</b>	<b>14.1%</b>
<b>Group B Median</b>	<b>21.4%</b>	<b>16.6%</b>	<b>33.9%</b>	<b>21.4%</b>	<b>6.3%</b>	<b>25.0%</b>	<b>18.7%</b>	<b>18.1%</b>	<b>13.2%</b>	<b>9.6%</b>	<b>11.3%</b>

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 31:**  
**Age, Artistic Creation, and Willingness to Travel of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2010**

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	AGE of NON-RESIDENT Survey Respondents					Personally Create Art	Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older		Skip Altogether	Replace Nearby	Travel to a Different Community
Chenango County (NY)	3.3%	5.6%	20.4%	33.7%	37.0%	47.0%	32.1%	10.0%	57.9%
City of La Crosse (WI)	27.3%	9.5%	22.9%	21.5%	18.9%	48.9%	36.7%	19.9%	43.4%
Lenoir County (NC)	21.7%	11.1%	25.2%	23.2%	18.8%	58.2%	35.2%	19.2%	45.6%
City of Dubuque (IA)	18.8%	14.9%	25.0%	21.2%	20.1%	43.6%	33.3%	16.8%	49.8%
Greater Enid Area (OK)	25.3%	16.0%	19.8%	19.0%	19.8%	48.7%	35.2%	20.2%	44.6%
City of Flagstaff (AZ)	17.9%	14.6%	22.3%	28.3%	16.8%	48.8%	23.0%	28.4%	48.6%
City of Portland (ME)	18.3%	7.4%	16.9%	24.3%	33.1%	52.1%	30.2%	21.4%	48.4%
Athens County (OH)	40.9%	11.8%	21.2%	18.4%	7.8%	64.3%	28.8%	19.3%	51.9%
Rutherford County (NC)	15.8%	17.0%	19.4%	26.1%	21.7%	34.7%	19.4%	13.7%	66.9%
City of Walnut Creek (CA)	8.8%	4.1%	11.9%	30.6%	44.6%	44.9%	19.7%	9.0%	71.4%
City of Missoula (MT)	13.6%	8.2%	12.2%	41.5%	24.5%	54.7%	37.7%	22.6%	39.7%
City of Bloomington (IN)	37.9%	13.0%	21.4%	20.4%	7.4%	55.7%	30.2%	29.1%	40.7%
City of Miami Beach (FL)	6.0%	7.5%	17.2%	16.4%	53.0%	35.1%	25.7%	16.9%	57.4%
Greater Parkersburg Area (WV)	20.6%	12.3%	19.4%	27.8%	19.8%	49.4%	27.8%	19.0%	53.2%
Moore County (NC)	6.9%	5.9%	11.8%	24.5%	51.0%	51.0%	26.5%	18.6%	54.9%
Indiana County (PA)	72.4%	1.9%	10.3%	6.9%	8.5%	60.8%	40.7%	29.1%	30.2%
Buchanan County (MO)	21.1%	10.8%	19.1%	25.0%	24.0%	40.8%	34.8%	17.2%	48.0%
City of Boulder (CO) <sup>1</sup>	19.3%	20.7%	22.0%	26.7%	11.3%	62.0%	30.7%	14.7%	54.7%
Eau Claire County (WI)	22.7%	18.1%	21.6%	25.8%	11.8%	37.8%	34.8%	15.5%	49.7%
<b>Group B Average</b>	<b>22.0%</b>	<b>11.1%</b>	<b>18.9%</b>	<b>24.3%</b>	<b>23.7%</b>	<b>49.4%</b>	<b>30.7%</b>	<b>19.0%</b>	<b>50.4%</b>
<b>Group B Median</b>	<b>19.3%</b>	<b>11.1%</b>	<b>19.8%</b>	<b>24.5%</b>	<b>19.8%</b>	<b>48.9%</b>	<b>30.7%</b>	<b>19.0%</b>	<b>49.7%</b>