

The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Richmond County, GA

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$12,126,416	\$12,519,714	\$24,646,130

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	304	219	523
Personal Income Paid to Residents	\$7,537,773	\$4,198,785	\$11,736,558
Local Tax Revenue (city and county)	\$161,398	\$267,132	\$428,530
State Tax Revenue	\$142,429	\$234,392	\$376,821
Federal Tax Revenue	\$1,347,989	\$631,176	\$1,979,165

Event-Related Spending by Arts and Culture Audiences Totaled \$12.5 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	339,213	233,782	572,995
Percentage of Total Attendance	59.2%	40.8%	100.0%
Average Per Person, Per Event Expenditure	\$19.32	\$25.52	\$21.86
Total Event-Related Expenditures	\$6,553,596	\$5,966,118	\$12,519,714

Nonprofit Arts and Culture Audiences Spend an Average of \$21.86 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$5.64	\$7.97	\$6.59
Retail Shopping	\$4.91	\$3.90	\$4.50
Overnight Lodging (one night only)	\$0.50	\$4.69	\$2.21
Local Transportation	\$2.18	\$1.90	\$2.07
Clothing and Accessories	\$3.45	\$3.69	\$3.55
Groceries and Supplies	\$1.67	\$2.26	\$1.91
Childcare	\$0.21	\$0.31	\$0.25
Other/Miscellaneous	\$0.76	\$0.80	\$0.78
Overall Average Per Person, Per Event	\$19.32	\$25.52	\$21.86

Source: *Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in Richmond County*. For more information about this study or about other cultural initiatives in Richmond County, contact the Greater Augusta Arts Council.

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