



AMERICANS
for the ARTS

Arts & Economic Prosperity

The Economic Impact of Nonprofit Arts Organizations and Their Audiences
in the State of Delaware



Funded by the
Delaware Division of the Arts



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Arts & Economic Prosperity
was conducted by Americans
for the Arts, the nation's leading
nonprofit organization for
advancing the arts in America.
With a 40-year record of service,
it is dedicated to representing and
serving local communities and
creating opportunities for every
American to participate in and
appreciate all forms of the arts.



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“Understanding and acknowledging the incredible economic impact of the nonprofit arts, we must always remember the fundamental value of the arts. They foster beauty, creativity, originality, and vitality. The arts inspire us, sooth us, provoke us, involve us, and connect us...but they also create jobs and contribute to the economy.”

—Robert L. Lynch, President and CEO, Americans for the Arts



The Arts Mean Business

Robert L. Lynch, President and CEO, Americans for the Arts

The *Arts & Economic Prosperity* study documents in unprecedented scope and detail the key role played by the nonprofit arts industry in strengthening our nation's economy. It dramatically alters the perception that the arts are luxuries—worth supporting in prosperous times but hard to justify when the economy is struggling. At a time when governments at all levels are making tough budget choices, this study sends an important message—that support for the arts does not come at the expense of economic development.

In 1994, Americans for the Arts published its first economic impact study. Those results became the most frequently used statistics in Congress and other arenas to demonstrate the value of the arts to our communities, our states, and our nation.

In 2000, we set out to update those numbers with a new and larger study. Not only did we want to measure the impact of spending by nonprofit arts organizations, but also to quantify the economic impact of event-related spending by their audiences.

By all measures, the results are impressive! The nonprofit arts industry generates \$134 billion in total economic activity by arts organizations and their audiences. That's more than the gross domestic product of most nations in the world. This spending supports 4.9 million full-time equivalent jobs—a greater percentage of the U.S. workforce than is employed as accountants, lawyers, physicians, or computer programmers.

Our industry also generates \$24.4 billion in federal, state, and local government revenues annually. By comparison, federal, state, and local governments collectively spend less than \$3 billion on support for the arts each year—a financial return of more than 8-to-1.

When governments reduce their support for the arts, they need to understand that they are not cutting frills. They are undercutting a nonprofit industry that is a cornerstone of tourism and downtown revitalization. When governments increase their support for the arts, they are generating tax revenues, jobs, and the creative energies that underlie much of what makes America so extraordinary.

This message is equally important for the private sector to hear. The nonprofit arts, unlike most industries, leverage significant event-related spending by their audiences, with non-local audiences spending 75 percent more than their local counterparts. The arts attract visitors downtown and extend the business day: restaurants add dinner service, garages stay open until midnight, and stores draw more customers.

When we hear talk about reducing support for the arts, we should ask: Who will make up for the lost economic activity? Who will attract tourists to our community? Who will vitalize our downtowns seven nights per week? Who will provide the 8-to-1 return on investment that the arts provide to federal, state, and local treasuries? Who will replace the jobs that the arts support? The expression, “the arts mean business,” is not just a slogan; it's an economic reality that can no longer be dismissed.



The State of Delaware

Economic Impact Findings

Arts & Economic Prosperity provides compelling new evidence that the nonprofit arts and culture are a significant industry in the State of Delaware—one that generates \$142.4 million in local economic activity. This spending—\$100.4 million by nonprofit arts and cultural organizations and an additional \$42 million in event-related spending by their audiences—supports 3,685 full-time jobs, generates \$104.4 million in household income to local residents, and delivers \$9.4 million in local and state government revenue. This economic impact study sends a strong signal that when we support the arts and culture, we not only enhance our quality of life, but also invest in Delaware’s economic well-being.

In 2002, Americans for the Arts published *Arts & Economic Prosperity*, the national study of the economic impact of spending by nonprofit arts and cultural organizations and their audiences. Detailed expenditure data were collected from 3,000 organizations and 40,000 arts attendees in 91 communities across 34 states. Economists customized input/output models for each of the 91 communities to provide specific and reliable data about the impact of the arts in each community. The study methodology focuses solely on the economic impact of the nonprofit arts and cultural organizations and event-related spending by their audiences. **It includes nonprofit, government, and community arts and cultural organizations, as well as arts programs sponsored by community-based organizations.** Not included are spending by individual artists or the for-profit arts entertainment sector (e.g., Broadway or the motion picture industry). The objective of the study was to document the experience of a cross-section of communities and demonstrate what is gained economically from investing in the arts.

This report presents the findings of a new study measuring the economic impact of the nonprofit arts industry in the State of Delaware. The methodology used is identical to the national study methodology, providing the ability to compare the results for Delaware with those of the national study participants.

Defining Economic Impact

Full-Time Equivalent (FTE) Jobs describes the total amount of labor employed. Economists measure FTE jobs, not total employees, because it accounts for part-time employment.

Resident Household Income (often called Personal Income) includes salaries, wages, and entrepreneurial income paid to local residents.

Revenue to Local and State Government includes funds to city, county, and state governments, schools, and special districts. Not exclusively taxes, it also includes license fees, filing fees, etc.

Economic Impact of the Nonprofit Arts Industry in the State of Delaware

Total spending by nonprofit arts and cultural organizations¹ and their audiences totaled \$142.4 million in the State of Delaware during 2004. Table 1 shows the direct economic impact of this spending—that is, the *initial* economic effect of these expenditures.

Table 1: Direct Economic Impact of the Nonprofit Arts Industry in the State of Delaware (Spending by Nonprofit Arts and Cultural Organizations and their Audiences)

| | State of Delaware | Population of 500,000 to 999,999 (Similar Study Regions) | National Average |
|---------------------------|-------------------|--|------------------|
| Total Expenditures | \$142,364,724 | \$192,438,645 | \$75,089,990 |
| Full-Time Equivalent Jobs | 2,140 | 3,622 | 1,519 |
| Resident Household Income | \$46,994,000 | \$83,921,111 | \$33,248,748 |
| Local Government Revenue | \$643,000 | \$2,152,889 | \$1,204,608 |
| State Government Revenue | \$1,967,000 | \$5,750,778 | \$2,174,675 |

¹ The universe of organizations eligible to participate in this project included nonprofit, government, and community arts and cultural organizations, as well as arts programs sponsored by community-based organizations. Throughout this report for simplicity, this group of organizations and programs is referred to as “nonprofit arts and cultural organizations.”

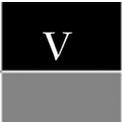
These direct economic impacts create an additional *indirect* economic impact on Delaware’s economy. Consider this example:

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 to pay his 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. Table 2 shows the total economic impact of spending by the State of Delaware’s nonprofit arts industry.

Table 2: Total Economic Impact of the Nonprofit Arts Industry in the State of Delaware (Spending by Nonprofit Arts and Cultural Organizations and their Audiences)

| | State of Delaware | Population of 500,000 to 999,999 (Similar Study Regions) | National Average |
|---------------------------|-------------------|--|------------------|
| Total Expenditures | \$142,364,724 | \$192,438,645 | \$75,089,990 |
| Full-Time Equivalent Jobs | 3,685 | 5,975 | 2,387 |
| Resident Household Income | \$102,411,000 | \$137,101,667 | \$51,914,667 |
| Local Government Revenue | \$1,713,000 | \$6,673,778 | \$2,835,240 |
| State Government Revenue | \$7,657,000 | \$12,643,556 | \$4,534,449 |



Economic Impact of Spending by Arts and Cultural Organizations in the State of Delaware

Nonprofit arts and cultural organizations are responsible members of the business community. They are employers, consumers, members of the chamber of commerce, and key participants in the promotion of their cities and regions. Spending by nonprofit arts and cultural organizations in the State of Delaware was \$100.4 million during fiscal 2004-05. 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 household income, and generate revenue to the local, state, and federal governments.

Data were collected from 108 nonprofit arts and cultural organizations in the State of Delaware. Each provided detailed budget information about more than 40 expenditure categories for fiscal 2004-05 (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition) as well as their total attendance figures.

Table 3: Direct Economic Impact of Spending by Nonprofit Arts and Cultural Organizations in the State of Delaware

| | State of Delaware | Population of 500,000 to 999,999 (Similar Study Regions) | National Average |
|---------------------------|-------------------|--|------------------|
| Total Expenditures | \$100,393,885 | \$100,442,018 | \$35,370,350 |
| Full-Time Equivalent Jobs | 1,357 | 1,420 | 519 |
| Resident Household Income | \$33,022,000 | \$52,681,214 | \$19,082,681 |
| Local Government Revenue | \$404,000 | \$1,608,500 | \$405,275 |
| State Government Revenue | \$1,316,000 | \$1,339,714 | \$493,088 |

Table 4: Total Economic Impact of Spending by Nonprofit Arts and Cultural Organizations in the State of Delaware

| | State of Delaware | Population of 500,000 to 999,999 (Similar Study Regions) | National Average |
|---------------------------|-------------------|--|------------------|
| Total Expenditures | \$100,393,885 | \$100,442,018 | \$35,370,350 |
| Full-Time Equivalent Jobs | 2,581 | 2,612 | 1,008 |
| Resident Household Income | \$77,164,000 | \$76,988,857 | \$27,734,011 |
| Local Government Revenue | \$1,139,000 | \$5,061,786 | \$1,408,780 |
| State Government Revenue | \$5,238,000 | \$3,735,357 | \$1,421,099 |

Economic Impact of Spending by Nonprofit Arts Audiences in the State of Delaware

The nonprofit arts and culture, unlike most industries, leverage significant amounts of event-related spending by their audiences. Attendance to arts events generates commerce for local businesses such as hotels, restaurants, and retail stores. For example, when patrons attend an arts event they may park their car in a toll garage, buy dinner at a restaurant, and pay a babysitter.

To measure the impact of arts audiences in the State of Delaware, data were collected from

2,158 event attendees during 2004. Researchers used an audience-intercept methodology, a standard technique in which the interviewer asks a patron to complete a survey about their event-related spending. To ensure reliability, surveys were collected at a diverse sample of events and exhibitions.

The 108 nonprofit arts and cultural organizations that participated in the study reported that their aggregate attendance to events during 2004-05 was 1,581,476. These 1.6 million attendees spent a total of \$42 million—an average of \$26.57 per person, per event, *excluding the cost of admission*.

Table 5: Direct Economic Impact of Spending by Nonprofit Arts Audiences in the State of Delaware

| | State of Delaware | Population of 500,000 to 999,999 (Similar Study Regions) | National Average |
|---------------------------|-------------------|--|------------------|
| Total Expenditures | \$41,970,839 | \$99,588,925 | \$41,404,149 |
| Full-Time Equivalent Jobs | 783 | 2,348 | 999 |
| Resident Household Income | \$13,972,000 | \$33,808,000 | \$14,166,067 |
| Local Government Revenue | \$239,000 | \$1,285,667 | \$799,333 |
| State Government Revenue | \$651,000 | \$4,014,111 | \$1,681,587 |

Table 6: Total Economic Impact of Spending by Nonprofit Arts Audiences in the State of Delaware

| | State of Delaware | Population of 500,000 to 999,999 (Similar Study Regions) | National Average |
|---------------------------|-------------------|--|------------------|
| Total Expenditures | \$41,970,839 | \$99,588,925 | \$41,404,149 |
| Full-Time Equivalent Jobs | 1,104 | 3,305 | 1,380 |
| Resident Household Income | \$25,247,000 | \$62,312,889 | \$24,849,040 |
| Local Government Revenue | \$574,000 | \$3,622,000 | \$1,761,653 |
| State Government Revenue | \$2,419,000 | \$7,799,667 | \$3,006,649 |

Out-of-Towners Spend More

In addition to spending data, survey respondents were asked to provide their home zip codes, enabling researchers to determine which attendees were residents (i.e., reside within the State of Delaware) and which were non-residents (reside outside Delaware). In the State of Delaware, 77.7 percent of the 1.6 million nonprofit arts and cultural attendees were residents; 22.3 percent were non-residents.

Non-resident attendees spent an average of 241 percent more than resident attendees (\$58.87 vs. \$17.26). As would be expected from a traveler, higher spending was found in the categories of lodging, meals, retail, and transportation. These data demonstrate that when a community attracts cultural tourists, it stands to harness significant economic rewards.

Table 7: Event-Related Spending by Arts Audiences Totaled \$42 million in the State of Delaware (excluding the Cost of Event Admission)

| | Resident Arts Attendees | Non-Resident Arts Attendees | All Delaware Arts Attendees |
|---|-------------------------|-----------------------------|-----------------------------|
| Attendance Nonprofit Arts Events | 1,228,807 | 352,669 | 1,581,476 |
| Percentage of Attendees Resident/Non-Resident | 77.7% | 22.3% | 100% |
| Average Dollars Spent Per Attendee | \$17.26 | \$58.87 | \$26.57 |
| Total Event-Related Spending | \$21,209,206 | \$20,761,633 | \$41,970,839 |

Table 8: Nonprofit Arts Event Attendees Spend an Average of \$26.57 Per Person in the State of Delaware (excluding the Cost of Event Admission)

| | Resident Arts Attendees | Non-Resident Arts Attendees | All Delaware Arts Attendees |
|--|-------------------------|-----------------------------|-----------------------------|
| Refreshments/Snacks During Event | \$2.47 | \$6.38 | \$3.35 |
| Meals Before/After Event | \$8.92 | \$19.03 | \$11.18 |
| Souvenirs and Gifts | \$1.15 | \$6.34 | \$2.31 |
| Clothing/Accessories | \$1.26 | \$2.37 | \$1.51 |
| Ground Transportation | \$1.57 | \$6.57 | \$2.69 |
| Event-Related Child Care | \$0.45 | \$0.12 | \$0.38 |
| Overnight Lodging (one night only) | \$0.71 | \$10.45 | \$2.89 |
| Other | \$0.73 | \$7.61 | \$2.26 |
| Average Event-Related Spending (Per Person) | \$17.26 | \$58.87 | \$26.57 |

Estimating Your Local Economic Impact

Economic Impact Per \$100,000 of Spending by Nonprofit Arts and Cultural Organizations

To make it easier to compare the economic impacts of different organizations and communities, the project researchers calculated the economic impact per \$100,000 of local spending by nonprofit arts and cultural organizations. Thus, for every \$100,000 in spending by a nonprofit arts and cultural organization, there was the following total economic impact in the State of Delaware.

An Example of How to Use this Table

An administrator from a nonprofit arts or cultural organization in the State of Delaware that has total expenditures of \$1 million wants to determine the organization's economic impact on full-time equivalent employment on the State of Delaware. The administrator would:

- Determine the amount spent by the organization;
- Divide the expenditure by 100,000; and
- Multiply that figure by the economic impact results for the State of Delaware per \$100,000.

Thus, \$1,000,000 divided by 100,000 equals ten; ten times 2.57 (from Table 9) equals a total of 25.7 full-time equivalent jobs supported within the State of Delaware by that nonprofit arts or cultural organization. The same estimate can be made for household income and revenues to local and state government.

Table 9: Economic Impact Per \$100,000 of Spending by Nonprofit Arts and Cultural Organizations in the State of Delaware

| | State of Delaware | Population of 500,000 to 999,999 (Similar Study Regions) | National Average |
|---------------------------|-------------------|--|------------------|
| Full-Time Equivalent Jobs | 2.57 | 2.87 | 3.12 |
| Resident Household Income | \$76,861 | \$77,887 | \$76,842 |
| Local Government Revenue | \$1,135 | \$3,791 | \$3,167 |
| State Government Revenue | \$5,217 | \$4,897 | \$4,758 |

Economic Impact Per \$100,000 of Spending by Nonprofit Arts Audiences

The impact of event-related spending by arts audiences can be derived similarly to the calculation of economic impact for nonprofit arts and cultural organizations. The first step is to determine the total event-related spending by attendees to arts events (**excluding** the cost of admission).

To derive this figure, multiply the average per person event-related expenditure (found in Table 10) by the total attendance to your organization's arts events. Using this total dollar figure, Table 11 can be used to determine the total economic impact of audience spending, based on every \$100,000 of event-related spending.

Table 10: Average Event-Related Spending Per Person by Arts Event Attendees in the State of Delaware (not including the Cost of Event Admission)

| | State of Delaware | Population of 500,000 to 999,999 (Similar Study Regions) | National Average |
|--|-------------------|--|------------------|
| Refreshments/Snacks During Event | \$3.35 | \$2.76 | \$2.44 |
| Meals Before/After Event | \$11.18 | \$8.18 | \$7.89 |
| Souvenirs and Gifts | \$2.31 | \$4.17 | \$3.51 |
| Clothing/Accessories | \$1.51 | \$2.03 | \$2.19 |
| Ground Transportation | \$2.69 | \$2.83 | \$2.63 |
| Event-Related Child Care | \$0.38 | \$0.28 | \$0.33 |
| Overnight Lodging (one night only) | \$2.89 | \$2.27 | \$2.55 |
| Other | \$2.26 | \$1.10 | \$1.33 |
| Average Event-Related Spending (Per Person) | \$26.57 | \$23.61 | \$22.87 |

Table 11: Economic Impact Per \$100,000 of Spending by Nonprofit Arts Audiences in the State of Delaware

| | State of Delaware | Population of 500,000 to 999,999 (Similar Study Regions) | National Average |
|---------------------------|-------------------|--|------------------|
| Full-Time Equivalent Jobs | 2.63 | 3.24 | 3.38 |
| Resident Household Income | \$60,154 | \$60,709 | \$55,795 |
| Local Government Revenue | \$1,368 | \$3,991 | \$3,997 |
| State Government Revenue | \$5,764 | \$8,014 | \$7,334 |

An Example of How to Use this Table

An administrator wants to determine the economic impact of his organization’s 25,000 arts or cultural event attendees on full-time equivalent employment in the State of Delaware. The administrator would:

- Determine the total audience spending by multiplying the average per person expenditure for the State of Delaware by the total attendance;
- Divide the total audience spending amount by 100,000; and
- Multiply that figure by the economic impact results for the State of Delaware per \$100,000.

Thus, 25,000 times \$26.57 (from Table 10) equals \$664,250; \$664,250 divided by 100,000 equals 6.6425; 6.6425 times 2.63 FTE Jobs (from Table 11) equals a total of 17.5 full-time equivalent jobs supported within the State of Delaware. The same estimates can be made for household income and revenue to local and state government.

Arts Volunteerism and In-Kind Contributions: An Economic Impact Beyond Dollars

Arts & Economic Prosperity reveals a significant contribution to nonprofit arts organizations as a result of volunteerism. In 2004-05, 10,196 arts volunteers donated 409,612 hours to the State of Delaware's nonprofit arts and cultural organizations. This represents a donation of time with an estimated value of \$7,188,691 (Independent Sector estimates the value of the average 2004-05 volunteer hour at \$17.55).¹ While these arts volunteers may not have an economic impact as defined in this study, they clearly have an enormous impact on their communities by assisting in keeping arts and cultural organizations functioning as a viable industry.

The nonprofit arts and cultural organizations surveyed for this study were also asked about the sources and value of their in-kind support (i.e., donated assets and services, such as office space). The 108 responding nonprofit arts and cultural organizations in the State of Delaware received in-kind contributions with a total value of \$3,526,959 during 2004-05 from corporations, local government, local arts agencies, the state arts agency, individuals, and other sources.

Surveys of Arts Organizations

Each of the communities that participated in the national study identified their local universe of eligible nonprofit arts and cultural organizations and coded those organizations using the Urban Institute's National Taxonomy of Exempt Entities

coding system. The eligible organizations received a survey requesting detailed information about their fiscal 2004-05 expenditures (labor, local and non-local artists, operations, materials, facilities, and asset acquisition) as well as their attendance figures. Additionally, public arts councils, public presenting facilities or institutions, and embedded organizations that have their own budget were included where they play a substantial role in the cultural life of the community. The responding organizations—ranging from opera, public radio stations, and historical museums to weaving societies and arts service organizations—had annual budgets ranging from \$0 to \$76.6 million. Response rates for the participating communities averaged 47.4 percent, and ranged from below 20 percent to a full 100 percent. Each community's results are based solely on the actual survey data collected from nonprofit arts and cultural organizations, not on fiscal projections or extrapolations. The sub-100 percent response rates in 87 of the 91 communities strongly indicate an understatement of the economic impact findings in most of the communities that are documented in this report.

In the State of Delaware, 108 out of the 209 organizations that were surveyed responded to the survey, a response rate of 52 percent. The responding organizations had a range of budgets from \$0 to \$43,705,550.

Surveys of Arts Audiences

An audience-intercept methodology (patrons at nonprofit arts events are asked to complete a survey while attending the event) was used to measure spending by audiences at nonprofit arts events during 2004-05. Seventy-five of the 91

communities that participated in the national study collected data about audience spending. An average of 527 surveys was collected in each community at events ranging from museum exhibitions and arts festivals to opera performances and children's theater productions. The randomly selected respondents detailed spending on attendance-related activities such as meals, souvenirs, transportation, and lodging. Using total attendance data for 2004-05 (collected from the participating nonprofit arts and cultural organizations), standard statistical methods were then used to derive a reliable estimate of total expenditures by attendees. The 40,000 audience-survey respondents were asked to provide information about the entire party with whom they were attending. With an average of more than three individuals per survey reported on, these data actually represent the spending patterns of more than 100,000 attendees to nonprofit arts and cultural organizations—significantly increasing the reliability of the data.

In the State of Delaware, audience-intercept surveys were collected from 2,158 arts event attendees during 2004.

Studying Economic Impact Using Input/Output Analysis

To derive the most reliable economic impact data, economists used the method of input/output analysis to measure the impact of expenditures by the local nonprofit arts and cultural organizations and their audiences. This method is a standard procedure for demonstrating the impact of

expenditures on communities (and has also been the basis for two Nobel Prize awards in economics). It is well suited for this study because the models can be customized specifically to each community to measure the industry directly and through the commerce that the industry creates. An input/output model is a system of mathematical equations that combines statistical methods and economic theory. It traces how many times a dollar is “re-spent” within the local economy and the economic impact of each of those rounds of spending. How can a dollar be re-spent? Consider the following example:

A theater company purchases a gallon of paint from the local hardware store for \$10 (this generates the “direct economic impact”). The hardware store then uses a portion of the \$10 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 then spends some for the utility bill; and so on (these are the “indirect economic impacts”).

The model for each community is customized based on the local dollar flow between 533 finely detailed industries within that community. This was accomplished by using detailed data on employment, incomes, and government revenues provided by the U.S. Department of Commerce (e.g., County Business Patterns, Regional Economic Information System, Survey of State and Local Finance), local tax data (sales taxes, property taxes, and other local option taxes), as well as the survey data from nonprofit arts organizations and their audiences.

Conclusion

The nonprofit arts are a \$142.4 million industry in the State of Delaware—one that supports 3,685 full-time jobs and generates \$9.4 million in local and state government revenue. Delaware's nonprofit arts and cultural organizations, which spend \$100.4 million annually, leverage a remarkable \$42 million in additional spending by arts audiences—spending that pumps vital revenue into local restaurants, hotels, retail stores, parking garages, and other businesses. By demonstrating that investing in the arts yields economic benefits, *Arts & Economic Prosperity* lays to rest a common misconception: that communities support the arts at the expense of local economic development. This report shows conclusively that in the State of Delaware the arts mean business!

End Notes

1 *Giving and Volunteering in the United States 2004*, Independent Sector, 2006.

In Appreciation

Generous funding for this project was provided by the Delaware Division of the Arts.

The State of Delaware's Participating Nonprofit Arts and Cultural Organizations

This study could not have been completed without the cooperation of the following 108 nonprofit, government, and community arts and cultural organizations, and arts programs sponsored by community-based organizations, in the State of Delaware that provided detailed financial information about their organization:

Aesthetic Dynamics/Two Rivers Studio; Arden Club Concert Guild; Art Therapy Express Program; Arts Initiative at Grace United Methodist Church; Biggs Museum of American Art; Boys and Girls Club of Western Sussex (arts and cultural programs only); Brandywine Baroque; Bridgeville Public Library (arts and cultural programs only); ByHeart; Cab Calloway School of the Arts; Center for the Creative Arts; Chapel Street Players; Chesapeake Brass Band; Children's Theater of Delmarva; Children's Theatre; Chinese American Community Center (arts and cultural programs only); City of Dover Library (arts and cultural programs only); City of Wilmington/Cityfest; Clear Space Productions; Coastal Concerts; Coastal Winds; Community Bridges (arts and cultural programs only); Corbit-Calloway Memorial Library (arts and cultural programs only); Coroallegro; Darley Society; Delaware Agricultural Museum and Village; Delaware Alliance for Arts Education; Delaware Art Museum; Delaware Ballet; Delaware Center for Horticulture; Delaware Center for the Contemporary Arts; Delaware Chamber Music Festival; Delaware Choral Society; Delaware City Public Library Society (arts and cultural programs only); Delaware Classical Showcase; Delaware Division of Parks and Recreation (arts and cultural programs only); Delaware Division of the Arts; Delaware Friends of Folk ; Delaware Institute for the Arts in Education; Delaware Music School; Delaware Photographic Society; Delaware Shakespeare Festival; Delaware State University/ Arts Center/Gallery/Cultural Programs; Delaware

Symphony Orchestra; Delaware Theatre Company; Delaware Valley Chorale; Delaware Womens Conference (arts and cultural programs only); Diamond Dance Company; Dickinson Theatre Organ Society; Distant Voices Touring Theatre; Eastern Shore AFRAM Festival; ecarte dance theatre; Edgemoor Community Center (arts and cultural programs only); El Centro Cultural; First and Central Presbyterian Church (arts and cultural programs only); First Night Wilmington; First State Ballet Theatre; First State Harmonizers; Girls Incorporated of Delaware (arts and cultural programs only); Grand Opera House; Greater Dover Arts Council; Greater Wilmington Convention and Visitors Bureau (arts and cultural programs only); Green Willow Folk Club; Harokdim; Henlopen Theater Project; Henry Francis du Pont Winterthur Museum; Inner City Cultural League; La Paz; Lewes Public Library (arts and cultural programs only); Madrigal Singers of Wilmington; Main Street Middletown; Mid-Atlantic Ballet; Milford Community Band; Milford District Free Public Library (arts and cultural programs only); Millsboro Art League; Milton Development Corporation (arts and cultural programs only); Mispillion Art League; New Ark Chorale; New Ark Fife and Drum Corps; Newark Arts Alliance; Newark Parks and Recreation (arts and cultural programs only); Newark Symphony Orchestra; Nuestras Raices; Opera Delaware; Pastiche; Pegasus ArtWorks; Peoples Settlement Association; Possum Point Players; Preservation Delaware; Rehoboth Art League; Rehoboth Beach Film Society; Seaford Community Concert Association; Seaford District Library (arts and cultural programs only); Sister Cities of Wilmington; Smyrna-Clayton Heritage Association/Smyrna Opera House; South Coastal Library (arts and cultural programs only); Southern Delaware Center for the Arts and Humanities; Southern Delaware Choral Society; St. Anthony's Italian Festival; The Wilmington Institute Library (arts and cultural programs only); The Wilmington Music School; University of Delaware Performing Arts Series; University of Delaware University Gallery; Urban Environmental Center; Wellness Community-Delaware (arts and cultural programs only); West End Neighborhood House; and Wilmington Drama League.

The State of Delaware’s Participating Nonprofit Arts Patrons

Additionally, this study could not have been completed without the cooperation of the 2,158 arts patrons who generously took the time to complete the audience spending survey while attending an arts or cultural event in the State of Delaware:

Americans for the Arts’ 91 National Study Partner Communities

Anchorage, AK; Fairbanks, AK; Homer, AK; Juneau, AK; Ketchikan, AK; Chandler, AZ; Flagstaff, AZ; Mesa, AZ; Phoenix, AZ; Scottsdale, AZ; Tempe, AZ; Western Maricopa County, AZ; Glendale, CA; Lodi, CA; Pasadena, CA; Placer County, CA; San Diego County, CA; Santa Clarita, CA; Sonoma, CA; Walnut Creek, CA; Boulder, CO; Fort Collins, CO; Washington, DC; Dover, DE; Broward County, FL; Indian River County, FL; Miami-Dade County, FL; St. Petersburg, FL; Fulton County, GA; Honolulu, HI; Boise, ID; Oak Park, IL; Bloomington, IN; Indianapolis, IN; Tippecanoe County, IN; Lawrence, KS; Baton Rouge, LA; Jefferson Parish, LA; New Orleans, LA; St. Tammany Parish, LA; Gloucester, MA; New Bedford, MA; Worcester, MA; Montgomery County, MD; Prince George’s County, MD; Rockland, ME; Detroit, MI; Grand Haven, MI; Lansing, MI; Minneapolis, MN; St. Cloud, MN; St. Joseph, MO; St. Louis, MO; Missoula, MT; Asheville, NC; Forsyth County, NC; Minot, ND; Portsmouth, NH; Monmouth County, NJ; Newark, NJ; Union County, NJ; Santa Fe, NM; Chemung and Schuyler Counties, NY; Niagara County, NY; Steuben County, NY; Westchester County, NY; Columbus, OH; Dayton, OH; Dublin, OH; Springfield, OH; Berks County, PA; Erie County, PA; Lehigh County, PA; Northampton County, PA; Memphis, TN; Harris County, TX; Northeast Tarrant County, TX; Alexandria, VA; Arlington County, VA; Fairfax County, VA; Bellingham, WA; Beloit, WI; Chippewa Valley, WI; Door County, WI; Fox Valley, WI; Green Bay, WI; Janesville, WI; Madison, WI; Milwaukee, WI; Waukesha County, WI; and Wausau, WI.

Comparisons with Similarly Populated Communities

Since 1994, Americans for the Arts has conducted studies measuring the economic of the nonprofit arts and culture in more than 100 communities across the country. Each study has utilized the same methodology, requiring the collection of accurate local expenditure data, as well as the development of an economic input/output model customized for each community.

According to the most recent data available from the U.S. Census Bureau, the population of the State of Delaware was estimated to be 843,524 during 2005. Table 12 compares the economic impact results for the State of Delaware with those of other similarly sized economic impact study participants (cities and counties with populations from 500,000 to 999,999) as well as to other statewide studies.

**TABLE 12: DELAWARE'S ECONOMIC IMPACT FINDINGS COMPARED TO SIMILARLY POPULATED STUDY REGIONS AND TO OTHER STATEWIDE STUDIES
(RANKED BY POPULATION IN ASCENDING ORDER)**

| Community | Census Pop. | Study Year | Organization Spending | Audience Spending | Total Spending | Economic Impact of Total Spending | | | |
|------------------------------|----------------|-------------|-----------------------|---------------------|----------------------|-----------------------------------|----------------------|---------------------|---------------------|
| | | | | | | FTE Jobs | Resident Income | Local Gov't Revenue | State Gov't Revenue |
| Union County, NJ | 522,541 | 2002 | \$19,020,009 | \$2,511,517 | \$21,798,491 | 530 | \$14,731,000 | \$765,000 | \$832,000 |
| Milwaukee, WI | 596,974 | 2002 | \$122,432,691 | \$30,209,608 | \$152,642,299 | 4,038 | \$98,247,000 | \$6,440,000 | \$8,200,000 |
| Monmouth County, NJ | 615,301 | 2002 | \$5,298,155 | \$8,023,911 | \$13,322,066 | 374 | \$8,034,000 | \$563,000 | \$797,000 |
| Memphis, TN | 650,100 | 2002 | \$47,569,652 | \$54,159,505 | \$101,729,157 | 3,616 | \$74,706,000 | \$2,838,000 | \$6,119,000 |
| Columbus, OH | 711,470 | 2002 | \$106,549,421 | \$159,003,298 | \$265,552,719 | 8,964 | \$186,420,000 | \$8,045,000 | \$17,485,000 |
| Ventura County, CA | 753,197 | 2003 | \$6,818,889 | \$8,177,977 | \$14,996,866 | 497 | \$10,086,000 | \$664,000 | \$1,258,000 |
| Indianapolis, IN | 791,926 | 2002 | \$148,330,543 | \$146,083,931 | \$294,414,474 | 10,412 | \$230,769,000 | \$10,724,000 | \$21,312,000 |
| Fulton County, GA | 816,006 | 2002 | \$137,085,939 | \$193,899,104 | \$330,985,043 | 10,285 | \$261,211,000 | \$12,824,000 | \$19,047,000 |
| The State of Delaware | 843,524 | 2004 | \$100,393,885 | \$41,970,839 | \$142,364,724 | 3,685 | \$102,411,000 | \$1,713,000 | \$7,657,000 |
| Greater Hartford, CT | 857,183 | 2004 | \$144,806,388 | \$99,267,096 | \$244,073,484 | 7,381 | \$189,263,000 | \$5,223,000 | \$18,267,000 |
| Honolulu, HI | 876,156 | 2002 | \$67,231,607 | \$113,462,333 | \$180,693,940 | 4,978 | \$119,770,000 | \$5,067,000 | \$10,770,000 |
| Westchester County, NY | 923,459 | 2002 | \$55,444,112 | \$37,398,560 | \$92,842,672 | 2,859 | \$67,768,000 | \$6,039,000 | \$8,006,000 |
| Detroit, MI | 951,270 | 2002 | \$248,851,084 | \$181,758,164 | \$430,609,248 | 11,755 | \$270,506,000 | \$13,199,000 | \$29,424,000 |

Statewide Comparison Data (from other states that have utilized the same methodology as the State of Delaware)

| | | | | | | | | | |
|------------------------------|----------------|-------------|----------------------|---------------------|----------------------|--------------|----------------------|--------------------|--------------------|
| The State of Alaska | 663,661 | 2002 | \$23,920,441 | \$19,898,927 | \$43,819,368 | 1,115 | \$27,879,000 | \$1,525,000 | \$2,800,000 |
| The State of Delaware | 843,524 | 2004 | \$100,393,885 | \$41,970,839 | \$142,364,724 | 3,685 | \$102,411,000 | \$1,713,000 | \$7,657,000 |
| The State of Hawaii | 1,275,194 | 2002 | \$80,204,733 | \$142,824,068 | \$223,028,801 | 6,092 | \$144,843,000 | \$6,624,000 | \$13,424,000 |
| The State of Wisconsin | 5,536,201 | 2002 | \$190,565,095 | \$99,229,638 | \$289,794,733 | 9,442 | \$195,474,000 | \$19,019,000 | \$19,129,000 |

For more comparisons, data tables containing the detailed survey results for all 91 communities that participated in the 2000 *Arts & Economic Prosperity* study are located in Appendix A of the National Report, which is available for download at www.AmericansForTheArts.org/EconomicImpact.



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