



## Updated 2017 Arts Economic Impact, City of Lubbock

Direct Economic Activity	Arts & Cultural Organizations	Arts & Cultural Audiences	Total Industry Expenditures
Total Industry Expenditures	\$55,876,834	\$43,859,622	<b>\$99,736,456</b>

### Economic Impact of Spending by Arts & Cultural Organizations & Their Audiences

Total Economic Impact of Expenditures	Economic Impact of Organizations	Economic Impact of Audiences	Total Economic Impact
Full-Time Equivalent Jobs Supported	2,173	1,274	<b>3,447</b>
Household Income Paid to Residents	\$45,769,000	\$25,878,000	<b>\$71,647,000</b>
Revenue Generated to Local Government	\$2,446,000	\$2,325,000	<b>\$4,771,000</b>
Revenue Generated to State Government	\$2,982,000	\$2,398,000	<b>\$5,380,000</b>

### Event-Related Spending by Arts & Cultural Audiences (excluding cost of admission)

Attendance to Arts & Cultural Events	Resident Attendees	Nonresident Attendees	All Cultural Audiences
Total Attendance to Arts & Cultural Events	1,675,958	310,363	<b>1,986,321</b>
Percentage of Total Audience	82.0%	15.6%	<b>100.0%</b>
Total Event-Related Expenditures	\$29,009,340	\$14,850,282	<b>\$43,859,622</b>

## Arts Industry Scope in Lubbock

- 3,447 full-time jobs\*
- 51 arts organizations

\*Does not include J.T. & Margaret Talkingon College of Visual & Performing Arts & other TTU Arts

**Total Event-Related Expenditures for the City of Lubbock in FY2017**

**\$43M**

**Total Attendance to Arts & Cultural Events in FY2017**

**1.9M**

# Updated 2017 Arts Economic Impact, Lubbock Cultural District

Direct Economic Activity	Arts & Cultural Organizations	Arts & Cultural Audiences	Total Industry Expenditures
Total Industry Expenditures	\$50,068,925	\$34,032,618	<b>\$84,101,543</b>

## Economic Impact of Spending by Arts & Cultural Organizations & Their Audiences

Total Economic Impact of Expenditures	Economic Impact of Organizations	Economic Impact of Audiences	Total Economic Impact
Full-Time Equivalent Jobs Supported	1,598	1,073	<b>2,671</b>
Household Income Paid to Residents	\$43,790,000	\$21,667,000	<b>\$65,457,000</b>
Revenue Generated to Local Government	\$2,135,000	\$1,961,000	<b>\$4,096,000</b>
Revenue Generated to State Government	\$2,610,000	\$2,025,000	<b>\$4,635,000</b>

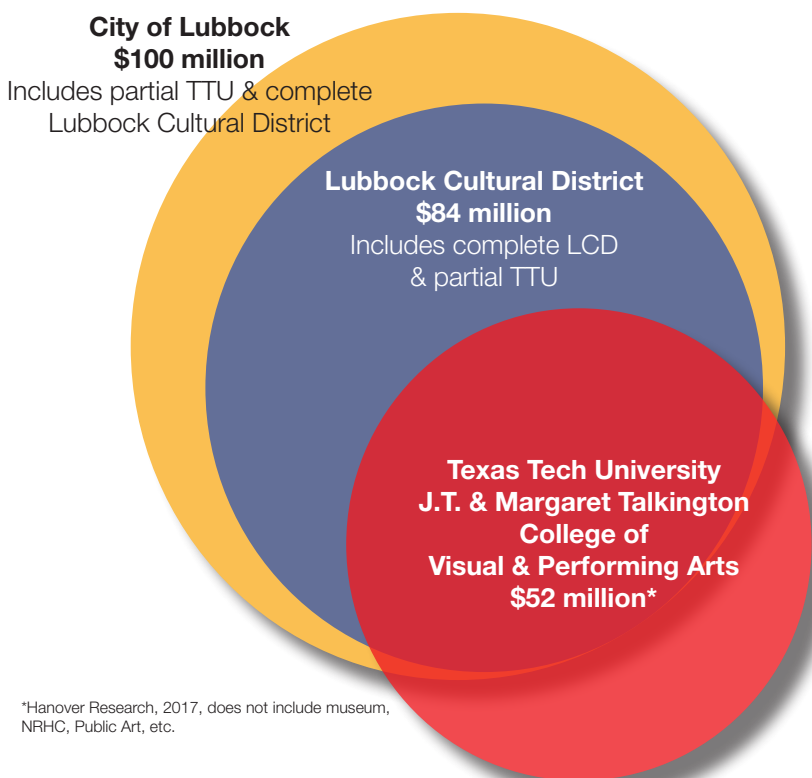
## Event-Related Spending by Arts & Cultural Audiences (excluding cost of admission)

Attendance to Arts & Cultural Events	Resident Attendees	Nonresident Attendees	All Cultural Audiences
Total Attendance to Arts & Cultural Events	1,179,607	259,390	<b>1,438,997</b>
Percentage of Total Audience	84.4%	18.0%	<b>100.0%</b>
Total Event-Related Expenditures	\$21,065,465	\$12,967,153	<b>\$34,032,618</b>

## Did you know? The Arts Improve the Economy & Our Quality of Life

- 87 percent of Americans believe “the arts & culture are important to quality of life.”
- 82 percent of Americans believe “the arts & culture are important to local businesses and the economy.”
- 73 percent of Americans say the arts are a “positive experience in a troubled world.”
- 67 percent of Americans believe “the arts unify our communities regardless of age, race, and ethnicity.”

## Approximate Economic Breakdown of the Arts



Source: Americans for the Arts' 2016 survey of 3,020 adults by Ipsos Public Affairs

\*Hanover Research, 2017, does not include museum, NRHC, Public Art, etc.