

AEP6 CALCULATOR

To make it easier to compare the economic impacts of different organizations located in the St. Croix Valley (or to calculate updated impact estimates in the five years ahead), the project researchers calculated the economic impact per \$100,000 of direct spending by nonprofit arts and culture organizations and their audiences.

ECONOMIC IMPACT PER \$100,000 OF DIRECT SPENDING BY NONPROFIT ARTS AND CULTURE ORGANIZATIONS

For every \$100,000 in direct spending by a nonprofit arts and culture organization in the St. Croix Valley, there was the following estimated economic impact during fiscal year 2022.

Table 13

Ratios of Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Culture Organizations in the St. Croix Valley During Fiscal Year 2022

	St. Croix Valley
Employment (Jobs)	1.39
Resident Household Income	\$54,210
Local Government Revenue	\$1,716
State Government Revenue	\$3,227
Federal Tax Revenue	\$10,896

An Example of How to Use the Organizational Spending Calculator Table (above):

An administrator from a nonprofit arts and cultural organization that has total expenditures of \$250,000 wants to determine the organization's total economic impact on employment in the St. Croix Valley. The administrator would:

1. Determine the amount spent by the nonprofit arts and cultural organization (in this example, \$250,000)
2. Divide the total expenditure by 100,000 (in this example, \$250,000 divided by 100,000 equals 2.5)
3. Multiply that figure by the employment ratio per \$100,000 for the St. Croix Valley

ECONOMIC IMPACT PER \$100,000 OF DIRECT SPENDING BY NONPROFIT ARTS AND CULTURE AUDIENCES

The economic impact of event-related spending by arts audiences can also be derived for an individual organization or groups of organizations in the St. Croix Valley.

The first step is to determine the total estimated event-related spending by local attendees. To derive this figure, first multiply the total attendance by the percentage of attendees that are residents. Then, multiply the result by the average per person event-related expenditure by local attendees. The result is the total estimated event-related spending by local attendees.

The second step is to do the same for nonlocal attendees. To derive this figure, first multiply the total attendance by the percentage of attendees that are nonresidents. Then, multiply the result by the average per person event-related expenditure by nonlocal attendees. The result is the total estimated event-related spending by nonlocals.

Then, sum the results from the first two steps together to calculate the total estimated event-related audience spending in the St. Croix Valley. Finally, the ratios of economic impact per \$100,000 in direct spending can then be used to determine the total economic impact of the total estimated audience spending.

Table 14: Audience Spending Ratios for the AEP6 Calculator in the St. Croix Valley		
	Local Attendees	Nonlocal Attendees
Percentage of Total Attendees	65.8%	34.2%
Average Per Person Event-Related Expenditure	\$27.08	\$39.02

Table 15: Ratios of Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Culture Audiences in the St. Croix Valley During Fiscal Year 2022	
	St. Croix Valley
Employment (Jobs)	1.10
Resident Household Income	\$35,292
Local Government Revenue	\$2,998
State Government Revenue	\$4,729
Federal Tax Revenue	\$5,520

An Example of How to Use the Audience Spending Calculator Tables (on the preceding page):

An administrator wants to determine the total economic impact of the 25,000 total attendees to his/her organization's nonprofit arts and cultural events on employment in the St. Croix Valley. The administrator would:

1. Multiply the total attendance by the percentage of attendees that are residents
2. Multiply the result of step 1 by the average per person event-related expenditure for residents
3. Multiply the total attendance by the percentage of attendees that are nonresidents
4. Multiply the result of step 3 by the average per person event-related expenditure for nonresidents
5. Sum the results of steps 2 and 4 to calculate the total estimated event-related audience spending
6. Divide the resulting total estimated audience spending by 100,000
7. Multiply that figure by the employment ratio per \$100,000 for the St. Croix Valley

MAKING COMPARISONS WITH SIMILAR STUDY REGIONS

For the purpose of this analysis and unique report, **the geographic region being studied is defined as Chisago and Washington Counties in Minnesota; and Burnett, Pierce, Polk, and St. Croix Counties in Wisconsin.** According to the most recent data available from the U.S. Census Bureau, the population of the St. Croix Valley was estimated to be 511,187. For comparison purposes, an appendix of detailed data tables containing the study results for all 373 participating study regions can be found on at www.AEP6.AmericansForTheArts.org. The data tables are stratified by population, making it easy to compare the findings for the St. Croix Valley to the findings for similarly populated study regions (as well as any other participating study regions that are considered valid comparison cohorts).

Additional AEP6 tools and resources can be found at www.AEP6.AmericansForTheArts.org.