



Sustainable Tourism and Environment Program

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Recreation Research & Service

The Economic Impact of the Arts in Iowa – A Demonstration Project of Selected Counties



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Appendix

Data Requirements for a Statewide Study of the Economic Impacts of the Arts

Executive Summary

Economic Impacts in Selected Counties

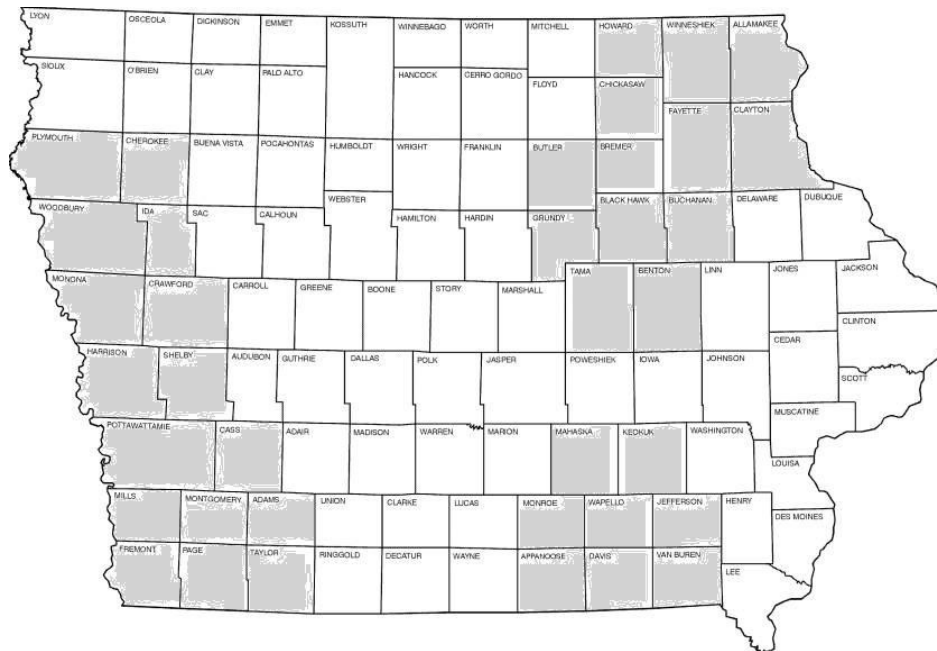
- The present study utilized primary data collection which represented information from arts organizations (governmental, nonprofit, and private) in Black Hawk, Wapello, Winneshiek, Woodbury, Pottawattamie and Montgomery counties. Visitor expenditure data were also collected from selected sites and estimated from data sets from www.uni.edu/step.
- Data collected were used to develop customized economic impact models. These models were generated by the IMPLAN Input-Output (I-O) software program. The models were then compared to the *Arts & Economic Prosperity Calculator*, developed by the Americans for the Arts. This comparison revealed that the customized economic impact models from IMPLAN were more conservative, and therefore more realistic in terms of overall impact.
- Accounting for expenditures made by arts organizations and visitors in the all the counties studied, the total direct and indirect economic impacts of the arts in all the counties studied was estimated to be \$347,070,083, and a creation of 3,480 jobs.
- Accounting for expenditures made by arts organizations and visitors, the total economic impact of the arts in Black Hawk and contiguous counties is \$52.86 million in terms of sales (output multiplier = 1.39), \$24.74 million in terms of value added/ income (income multiplier = 1.52), and created 674 jobs (employment multiplier = 1.50).
- In Wapello and contiguous counties, the total economic impact of the arts is \$10.16 million in terms of sales (output multiplier = 1.39), \$5.24 million in terms of value added/ income (income multiplier = 1.44), and created 191 jobs (employment multiplier = 1.26).
- In Winneshiek and contiguous counties, the total economic impact of the arts is \$21.87 million in terms of sales (output multiplier = 1.30), \$9.36 million in terms of value added/ income (income multiplier = 1.36), and created 424 jobs (employment multiplier = 1.22).
- In Woodbury and contiguous counties, the total economic impact of the arts is \$73.99 million in terms of sales (output multiplier = 1.34), \$32.59 million in terms of value added/ income (income multiplier = 1.49), and created 723 jobs (employment multiplier = 1.62).
- In Pottawattamie, Montgomery and contiguous counties, the total economic impact of the arts is \$78.41 million in terms of sales (output multiplier = 1.34), \$37.85 million in terms of value added/ income (income multiplier = 1.41), and created 1,468 jobs (employment multiplier = 1.28).

Table E.1. Economic Impacts of Arts Organizations and Visitors – A Demonstration Project of Selected Counties*

	Impact	Black Hawk	Wapello	Winneshiek	Woodbury	Pottawattamie and Montgomery
Output	Direct	37,981,706	7,309,345	16,852,192	55,387,022	58,539,267
	Indirect	7,619,589	1,390,782	2,606,911	8,484,903	8,828,137
	Induced	7,254,512	1,460,126	2,408,238	10,115,952	11,046,448
	Total	52,855,819	10,160,276	21,867,355	73,987,888	78,413,852
	Multiplier	1.39	1.39	1.30	1.34	1.34
Value Added/ Income	Direct	16,281,502	3,636,475	6,880,434	21,879,424	26,784,946
	Indirect	4,412,928	790,246	1,180,052	5,020,321	4,912,503
	Induced	4,049,967	814,636	1,302,411	5,690,476	6,148,522
	Total	24,744,425	5,241,367	9,362,901	32,590,220	37,845,980
	Multiplier	1.52	1.44	1.36	1.49	1.41
Jobs	Direct	448	151	348	446	1,151
	Indirect	122	20	39	137	157
	Induced	102	20	35	141	158
	Total	674	191	424	723	1,468
	Multiplier	1.50	1.26	1.22	1.62	1.28

*Source: IMPLAN models for Black Hawk, Wapello, Winneshiek, Woodbury, Pottawattamie, Montgomery and contiguous counties in Iowa.

Counties Included in the Study



Understanding Direct, Indirect and Multiplier Effects

- Direct impacts (inputs) are injections in the economy of above mentioned counties that are multiplied further, based on linkages of different economic sectors in the area. Direct effects are the economic impacts in different economic sectors that are derived directly from the injection of these inputs. Indirect effects measure the total value of supplies and services supplied to arts-related businesses by the chain of businesses which serve arts organizations. Induced effects accrue when arts-related businesses and businesses in the indirect industries spend their earnings (wages, salaries, profits, rent and dividends) in goods and services in the area. The total impacts are the sum of direct, indirect and induced effects and are the total of transactions attributable directly to expenditures of arts organizations/ art visitors in the above mentioned counties.
- The multiplier effect refers to the number of times a dollar “changes hands” within the community before it leaks out of the community. “Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences Americans” explains the multiplier effect in the following way, “For example, the theater pays the actor, the actor spends money at the grocery store, the grocery store pays its cashier, and so on.” For ease of interpretation, this number of times a dollar “changes hands” within the community is quantified as one number by which all expenditures are multiplied. It should be remembered however that a multiplier represents an estimate, and should be interpreted respectively.

Background Information on the Arts, Travel and Economic Impacts

- Cultural travel, which includes the arts, has been increasing at the state, regional, national and international levels.
- Regionally, a study of 37 NE Iowa Counties within the Silos & Smokestacks National Heritage Area (SSNHA) identified that 34.2% of the visitors reported visiting cultural and arts sites as the primary purpose of visit. The heritage area generated over \$56 million in economic impact from visitor spending per year (www.uni.edu/step and http://www.uni.edu/step/reports/silos_final.pdf).
- The nonprofit arts and culture area a \$63 million industry in the Iowa Cultural Corridor (Cedar Rapids area), in which 1,986 full-time equivalent jobs are supported, and which contributes \$6.21 million in local and state revenues. Direct spending of \$31.78 million generates another \$31.3 million in indirect and value added spending on local restaurants, hotels, retail stores, parking garages etc. in the Corridor.
- Most studies rely on estimates of organizational expenditures and revenues, as well as statewide visitor data. The Americans for the Arts recommend that economic impact studies should be customized for a specific area, rather than relying on averages. The issue is that many studies overemphasize the impacts generated by sectors, and therefore creating a misleading statement of the impacts. The present study attempted to address these methodological problems by collecting data specific to the purposes of the study, by county, organization and visitor spending.

Introduction

Cultural travel has been on the rise. Cultural tourism covers all aspects of travel whereby people learn about each other's way of life, thought, customs and products. Cultural factors in tourism play a dominant role chiefly in activities that are specifically intended to promote the transmission of ideas (Goeldner & Ritchie 2006). Consider the role of museums, exhibitions, galleries and performances in this transmission of ideas and knowledge.

The Travel Industry Association of America (TIA) has documented that 81% of adult travelers include a cultural event while on a trip of 50 miles or more away from home. These travelers also bring the benefit of longer stays and higher average expenditures, in turn generating more revenue for the community. There is a wide range of benefits to a community in result to embracing the arts. Full and part time jobs are produced from the art dealer to the janitor at a theatre to the vendor at an art festival. Having art festivals, theatres and galleries result in a more culturally diverse and vibrant area to live in and more appealing area to visit as a tourist, which in turn brings more money to a community. When someone attends an arts event they may stay in a local hotel, eat at a local restaurant and most likely park on the street and feed a meter. All of these examples increase revenue earned in a community which increases their local, state and federal tax revenue.

A study conducted by the National Assembly of the Local Arts Agencies (NALAA) looked specifically at the growing impact of spending involving non-profit arts organizations in local communities. The study took a quantitative research approach studying 789 non-profit arts organizations in 33 communities in 22 states during the years 1990, 1991, and 1992. Over the three years the expenditures by the non-profit arts organizations in each of the 33 communities averaged \$75,326,502. Out of this \$63,502,708 was spent within the community. On a national level this study showed that the non-profit arts supported an average of 1.3 million jobs in the U.S. during each of the three years (Neiman, Public Management).

In Iowa, the Americans for the Arts published a study "Arts and Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and their Audiences in the Iowa Cultural Corridor" was completed in 2007. This was the first study in Iowa that examined the impacts of the arts on a regional basis (Cedar Rapids area). The nonprofit arts and culture area a \$63 million industry in the Iowa Cultural Corridor, in which 1,986 full-time equivalent jobs are supported, and which contributes \$6.21 million in local and state revenues. Direct spending of \$31.78 million generates another \$31.3 million in indirect and value added spending on local restaurants, hotels, retail stores, parking garages etc. in the Corridor.

Another Midwest study conducted by the Arts and Economic Prosperity III (2007) looked at the successes of the arts in Lincoln, Nebraska. Data was collected from organizations within the area that focused on visual, performing, folk and media arts. The data was collected via surveys asking guests regarding expenditures on meals, souvenirs, transportation, and lodging and in case of local guests, child care costs. Within the Lincoln, Nebraska area a total of 1,067 surveys were collected from attendees to 40 participating non-profit arts and culture events during 2006. Each organization provided detailed budget information about more than 40 expenditure categories, such as labor, payments to local and non-local artists, operations and

materials. The findings were that the non-profit arts and culture is a \$36.27 million industry for Lincoln. Supporting 1,082 full time jobs and generating \$3.42 million in local and state government revenue. These organizations, which spend \$20.78 million annually, produce \$15.48 million in spending by audiences, excluding the costs of event admissions. This study also concluded that 81% of the 1.3 million attendees were local and 19% were non-local. Also non-local attendees spent an average of 23% more than local attendees per person.

Purpose of Study

The purpose of this study is to test and demonstrate a model for identifying the economic impacts of the arts and arts organizations in Iowa. As a test case, six counties (and thirty-one adjacent counties) were selected to identify the types of data needed and the procedures that would need to be followed in the event a statewide study is commissioned.

In the last decade over thirty states have commissioned economic impact studies of the arts to determine the potential opportunities that the arts would create. The Iowa Arts Council is also interested in demonstrating the success of the arts in local communities of Iowa by conducting a similar study to the examples given above. Not solely to justify the positive impact to the tax payers but to elected officials to allow leveraging federal funding. The data from a statewide study will determine the benefits and sustainability of creating and supporting the arts in Iowa as it relates to art organizations, individual artists, and art attendees in Iowa, in order to create a model for studies statewide.

The Appendix lists the types of data that will be needed for a statewide study. Two surveys are utilized, one for arts organizations and the other for arts attendees. The organizations would be surveyed about their expenditures and attendance figures. Attendees would be surveyed about their travel motivations, characteristics, and expenditures. Data would be collected and organized from both surveys to produce an economic impact model for the arts in Iowa. Including information such as total number of jobs created, overall level of household income, and economic transactions created from the arts.

Study Design and Methodology for Demonstration Project

This study takes a quantitative research approach collecting data from a combination of arts organizations, individual artists and arts attendees. The data for this study were collected using two questionnaire based surveys. The first survey is for arts organizations consisting of four parts:

- The first part of the survey included questions about basic information concerning the organization (e.g. name, location, status of organization private for profit or public and type of organization whether it is dance, music, theatre, or art gallery for example).
- The second part of the survey included a financial profile (e.g. Staff expenses, payment to artists, operating expenses, facility expenses).
- The third part of the survey included questions on capital expenditures, revenues and value of in-kind contributions (non-monetary donations).

- The fourth part of the survey included questions on the amount of staff, volunteers and attendance figures for the organization.

The second survey was for arts organization attendees, consisting of four parts:

- The first part of the survey included questions about party and trip characteristics (e.g. number of previous trips to the organization, primary purpose of the trip, length of stay, travel party size, distance traveled).
- The second part of the survey included questions about spending patterns for admissions, souvenirs, food, transportation, child care, lodging etc.
- The third part of the survey included questions on travel motivations and satisfaction with the visit and sources of information about the organization (magazine, website, brochure).
- The fourth part of the survey included questions on specifics concerning the attendee; location of residence, age, sex, level of education completed, and annual income.

A list and contact information of arts organizations, individual artists and arts festivals in Iowa was compiled and reviewed by the Iowa Arts Council. Surveys were sent and collected from a variety of arts organizations in the counties of Black Hawk, Winneshiek, Wapello, Woodbury, Pottawattamie, and Montgomery. The selection of these counties allowed the economic impact model to be tested using diverse counties/geographic areas. Counties were selected from different regions of Iowa - representing the Northern, Eastern, Southeastern, and Western areas of Iowa.

Estimation of the economic impact of art visitors was done using the IMPLAN Input-Output (I-O) Model, developed by the U.S. Forest Service and currently operated by the MIG, Inc. – Minnesota IMPLAN Group. The model was customized for each of the counties and included above mentioned and contiguous counties in the study area. Separate models were created accounting for the organizational expenses and visitor expenditures. To further confirm accuracy of findings, the study utilized the *Arts & Economic Prosperity Calculator*, developed by the Americans for the Arts. Results and findings from each of the models, as well as the *Arts & Economic Prosperity Calculator*, are presented and discussed below.

Analysis of Data and Economic Modeling Procedures

In order to estimate the economic impact of visitors' expenditures in the selected counties, the uses of the output from each sector (expenditures of art organizations or art visitors) were examined as inputs to other sectors of the economy. Resulting models estimate economic effects of art organizations' and art visitors' expenditures in selected counties in Iowa on the total value of economic transactions, on the overall level of household income, and on the number of jobs created. The section of the report – Supporting Data Used for Economic Modeling contains the data used for portions of the modeling. These models are presented below in two sections:

1. The economic impact of art organizations in Black Hawk, Wapello, Winneshiek, Woodbury, and Pottawattamie and Montgomery Counties;
 - a. IMPLAN I-O models
 - b. *The Arts & Economic Prosperity Calculator*
2. The economic impact of art visitors in the counties; and
 - a. IMPLAN I-O models

The following sections will discuss the economic impact of arts organizations/ art visitors in the selected counties and contiguous counties in terms of sales/ output, value added/ income, and employment/ jobs. These three approaches will be further separated into direct, indirect, and induced impacts.

Direct impacts (inputs) are injections in the economy of above mentioned counties that are multiplied further, based on linkages of different economic sectors in the area. Direct effects are the economic impacts in different economic sectors that are derived directly from the injection of these inputs. Indirect effects measure the total value of supplies and services supplied to arts-related businesses by the chain of businesses which serve arts organizations. Induced effects accrue when arts-related businesses and businesses in the indirect industries spend their earnings (wages, salaries, profits, rent and dividends) in goods and services in the area. The total impacts are the sum of direct, indirect and induced effects and are the total of transactions attributable directly to expenditures of arts organizations/ art visitors in the above mentioned counties.

The **multiplier effect** refers to the number of times a dollar “changes hands” within the community before it leaks out of the community. “Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences Americans” explains the multiplier effect in the following way, “For example, the theater pays the actor, the actor spends money at the grocery store, the grocery store pays its cashier, and so on.” For ease of interpretation, this number of times a dollar “changes hands” within the community is quantified as one number by which all expenditures are multiplied. It should be remembered however that a multiplier represents an estimate, and should be interpreted respectively.

The Economic Impact of Art Organizations: IMPLAN I-O Models

Black Hawk County

The economic impact model for the Black Hawk county included Benton, Black Hawk, Bremer, Buchanan, Butler, Fayette, Grundy, and Tama counties. It is a common practice in economic impact studies to include contiguous areas into examination since local economies are interrelated, therefore direct expenditures in one county impact and are impacted by economic forces in contiguous areas. The area under examination is 4,829 square miles, with the population of 264,012 residents, or 109,949 households (IMPLAN model). The total number of art organizations included in the model is 55 (U.S. Census, 2005).

Art organizations' expenditures in Black Hawk and contiguous counties had a direct economic impact of \$30.93 million in direct sales, \$12.482 million in value added/ income, and supported 243 jobs in the region. In total, accounting for the secondary effects, art organizations in Black Hawk county supported \$41.78 million of direct sales, \$18.77 million in value added/ income, and 417 jobs in the area. Services, government, finance, insurance, and real estate, households, manufacturing and retail trade accounted for the largest portion in direct sales and value added, and all generated 401 jobs (see table below).

Table 1. The Economic Impact of Art Organizations in Black Hawk and Contiguous Counties

Industry	Output	Value Added/ Income	Jobs
Agriculture	123,744	27,895	1
Mining	1,446	658	0
Utilities	224,053	101,794	2
Construction	217,678	78,713	3
Manufacturing	1,806,830	777,387	13
Transportation and warehousing	451,779	265,957	7
Retail trade	1,782,372	1,004,902	43
Information services	546,326	285,728	5
Finance, insurance & real estate	6,930,762	4,667,333	86
Professional and technical services	13,384,392	7,263,401	123
Other services	6,458,309	2,912,252	133
Government	8,019,894	198,725	3
Households	1,836,564	1,180,473	0
Total	41,784,149	18,765,218	417
Multiplier	1.35	1.50	1.71

Source: IMPLAN model for Black Hawk and contiguous counties in Iowa

Further examination of the economic impact of art organizations in Black Hawk and contiguous counties is provided below. The table below reports the estimated effects of art organizations' expenditures on the total value of economic transactions (in terms of sales/output). Direct injections in the economy are estimated at \$30.93 million. Indirect effects of \$5.687 million represent linkages of art organizations with other local suppliers of products and services, and induced effects of \$5.167 million are attributed to further expenditures and turnovers resulting in further employment and revenues. In total, direct, indirect, and induced effects of art organizations' expenditures account for \$41.784 million of direct sales in the area. These numbers produce an estimated gross output multiplier of 1.35 (total/ direct output effects), which could be interpreted as an output of \$1.35 for each \$1 that is spent by an art organization in the region.

Table 2. The Economic Impact of Art Organizations in Black Hawk and Contiguous Counties (\$ sales/ output)

Industry	Direct	Indirect	Induced	Total
Agriculture	20,323	52,365	51,059	123,744
Mining	2	1,275	168	1,446
Utilities	67,780	86,594	69,678	224,053
Construction	0	181,685	35,993	217,678
Manufacturing	524,743	637,155	644,922	1,806,830
Transportation and warehousing	67,406	271,216	113,158	451,779
Retail trade	876,725	170,923	734,723	1,782,372
Information services	93,777	322,938	129,612	546,326
Finance, insurance & real estate	5,089,628	1,142,583	698,549	6,930,762
Professional and technical services	11,669,660	1,508,239	206,493	13,384,392
Other services	3,589,164	1,183,078	1,686,066	6,458,309
Government	7,764,179	128,561	127,154	8,019,894
Households	1,167,611	0	668,953	1,836,564
Total	30,930,998	5,686,612	5,166,528	41,784,149

Source: IMPLAN model for Black Hawk and contiguous counties in Iowa

The table below reports the estimated effects of art organizations' expenditures in Black Hawk and contiguous counties on the overall value of household income. The \$12.483 million in direct personal income is only one component of \$30.93 million in direct expenditures reported above. The indirect personal income is \$3.398 million, and the induced personal income is \$2.884 million. In total, direct, indirect, and induced effects of art organizations' expenditures account for \$18.765 million of personal income in the area. These numbers produce an estimated income multiplier of 1.50.

Table 3. The Economic Impact of Art Organizations in Black Hawk and Contiguous Counties (\$ value added/ income)

Industry	Direct	Indirect	Induced	Total
Agriculture	6,223	10,630	11,040	27,895
Mining	1	579	78	658
Utilities	29,558	41,395	30,840	101,794
Construction	0	65,901	12,812	78,713
Manufacturing	239,233	260,076	278,064	777,387
Transportation and warehousing	32,825	171,968	61,166	265,957
Retail trade	492,466	98,939	413,497	1,004,902
Information services	52,868	164,780	68,082	285,728
Finance, insurance & real estate	3,466,205	790,439	410,688	4,667,333
Professional and technical services	6,036,214	1,082,825	144,360	7,263,401
Other services	1,399,792	644,443	868,018	2,912,252
Government	66,514	66,250	65,959	198,725
Households	660,779	0	519,694	1,180,473
Total	12,482,678	3,398,225	2,884,298	18,765,218

Source: IMPLAN model for Black Hawk and contiguous counties in Iowa

Lastly, the model examines the number of jobs created by art organizations' expenditures in Black Hawk and contiguous counties (see table below). In addition to 243 jobs created as a result of direct employment in art organizations, 99 indirect and 73 induced jobs are generated in other art-related and nonprofit sectors (indirect), and in sectors that are peripherally related to the art industry. An estimated employment multiplier is 1.71.

Table 4. The Economic Impact of Art Organizations in Black Hawk and Contiguous Counties (employment/ jobs)

Industry	Direct	Indirect	Induced	Total
Agriculture	0	0	0	1
Mining	0	0	0	0
Utilities	1	1	1	2
Construction	0	2	1	3
Manufacturing	4	4	4	13
Transportation and warehousing	1	4	1	7
Retail trade	21	4	18	43
Information services	1	3	1	5
Finance, insurance & real estate	68	12	7	86
Professional and technical services	82	37	5	123
Other services	67	31	35	133
Government	1	1	1	3
Households	0	0	0	0
Total	243	99	73	417

Source: IMPLAN model for Black Hawk and contiguous counties in Iowa

Wapello County

The economic impact model for the Wapello county included Appanoose, Davis, Jefferson, Keokuk, Mahaska, Monroe, Van Buren, and Wapello counties. The area under examination is 3,936 square miles, with the population of 123,178 residents, or 55,297 households (IMPLAN model). The total number of art organizations included in the model is 14 (U.S. Census 2005).

Art organizations' expenditures in Wapello and contiguous counties had a direct economic impact of \$2.937 million in direct sales, \$1.219 million in value added/ income, and supported 28 jobs in the region. In total, accounting for the secondary effects, art organizations in Wapello county supported \$3.804 million of direct sales, \$1.718 million in value added/ income, and 41 job in the area. Services, government, and finance, insurance, and real estate accounted for the largest portion in direct sales and value added, and all generated 36 jobs (see table below).

Table 5. The Economic Impact of Art Organizations in Wapello and Contiguous Counties

Industry	Output	Value Added/ Income	Jobs
Agriculture	11,767	1,870	0
Mining	13	7	0
Utilities	38,323	24,264	0
Construction	19,242	6,416	0
Manufacturing	101,741	39,496	1
Transportation and warehousing	46,145	25,852	1
Retail trade	146,129	83,547	3
Information services	58,343	28,429	0
Finance, insurance & real estate	549,593	379,076	10
Professional and technical services	1,531,520	812,751	15
Other services	510,911	211,535	11
Government	642,559	9,863	0
Households	147,776	95,524	0
Total	3,804,062	1,718,630	41
Multiplier	1.30	1.41	1.49

Source: IMPLAN model for Wapello and contiguous counties in Iowa

Further examination of the economic impact of art organizations in Wapello and contiguous counties is provided below. The table below reports the estimated effects of art organizations' expenditures on the total value of economic transactions (in terms of sales/output). Direct injections in the economy are estimated at \$2.937 million. Indirect effects of \$454 thousand represent linkages of art organizations with other local suppliers of products and services, and induced effects of \$413 thousand are attributed to further expenditures and turnovers resulting in further employment and revenues. In total, direct, indirect, and induced effects of art organizations' expenditures account for \$3.804 million of direct sales in the area. These numbers produce an estimated gross output multiplier of 1.30.

Table 6. The Economic Impact of Art Organizations in Wapello and Contiguous Counties (\$ sales/ output)

Industry	Direct	Indirect	Induced	Total
Agriculture	1,918	4,597	5,252	11,767
Mining	0	10	3	13
Utilities	9,869	16,490	11,964	38,323
Construction	0	16,427	2,816	19,242
Manufacturing	23,213	43,349	35,168	101,741
Transportation and warehousing	5,629	29,375	11,136	46,145
Retail trade	64,997	15,535	65,597	146,129
Information services	9,490	34,250	14,603	58,343
Finance, insurance & real estate	447,115	63,757	38,723	549,593
Professional and technical services	1,385,683	130,112	15,722	1,531,520
Other services	273,293	92,782	144,831	510,911
Government	628,096	7,006	7,457	642,559
Households	87,792	0	59,985	147,776
Total	2,937,095	453,690	413,257	3,804,062

Source: IMPLAN model for Wapello and contiguous counties in Iowa

The table below reports the estimated effects of art organizations' expenditures in Wapello and contiguous counties on the overall value of household income. The \$1.219 million in direct personal income is only one component of \$2.937 million in direct expenditures reported above. The indirect personal income is \$267 thousand, and the induced personal income is \$231 thousand. In total, direct, indirect, and induced effects of art organizations' expenditures account for \$1.719 million of personal income in the area. These numbers produce an estimated income multiplier of 1.41.

Table 7. The Economic Impact of Art Organizations in Wapello and Contiguous Counties (\$ value added/ income)

Industry	Direct	Indirect	Induced	Total
Agriculture	434	665	771	1,870
Mining	0	5	2	7
Utilities	6,231	10,474	7,560	24,264
Construction	0	5,500	915	6,416
Manufacturing	9,604	16,110	13,773	39,496
Transportation and warehousing	2,503	17,813	5,536	25,852
Retail trade	36,950	9,214	37,385	83,547
Information services	4,734	16,771	6,924	28,429
Finance, insurance & real estate	309,031	45,859	24,184	379,076
Professional and technical services	707,990	93,765	10,993	812,751
Other services	89,756	49,471	72,310	211,535
Government	3,194	3,060	3,610	9,863
Households	48,924	0	46,601	95,524
Total	1,219,351	268,707	230,564	1,718,630

Source: IMPLAN model for Wapello and contiguous counties in Iowa

Lastly, the model examines the number of jobs created by art organizations' expenditures in Wapello and contiguous counties (see table below). In addition to 28 jobs created as a result of direct employment in art organizations, 8 indirect and 5 induced jobs are generated in other art-related and nonprofit sectors (indirect), and in sectors that are peripherally related to the art industry. An estimated employment multiplier is 1.49.

Table 8. The Economic Impact of Art Organizations in Wapello and Contiguous Counties (employment/ jobs)

Industry	Direct	Indirect	Induced	Total
Agriculture	0	0	0	0
Mining	0	0	0	0
Utilities	0	0	0	0
Construction	0	0	0	0
Manufacturing	0	0	0	1
Transportation and warehousing	0	0	0	1
Retail trade	2	0	2	3
Information services	0	0	0	0
Finance, insurance & real estate	9	1	0	10
Professional and technical services	12	3	0	15
Other services	5	2	3	11
Government	0	0	0	0
Households	0	0	0	0
Total	28	8	5	41

Source: IMPLAN model for Wapello and contiguous counties in Iowa

Winneshiek County

The economic impact model for the Winneshiek county included Allamakee, Chickasaw, Clayton, Fayette, Howard, and Winneshiek counties. The area under examination is 3,817 square miles, with the population of 99,116 residents, or 43,672 households (IMPLAN model). The total number of art organizations included in the model is 16 (U.S. Census 2005).

Art organizations' expenditures in Winneshiek and contiguous counties had a direct economic impact of \$7.831 million in direct sales, \$2.266 million in value added/ income, and supported 82 jobs in the region. In total, accounting for the secondary effects, art organizations in Wapello county supported \$9.071 million of direct sales, \$2.895 million in value added/ income, and 103 jobs in the area. Government, services, and finance, insurance, and real estate accounted for the largest portion in direct sales and value added, and generated 87 jobs (see table below).

Table 9. The Economic Impact of Art Organizations in Winneshiek and Contiguous Counties

Industry	Output	Value Added/ Income	Jobs
Agriculture	79,489	13,724	1
Mining	88	53	0
Utilities	135,585	77,912	0
Construction	48,411	17,687	1
Manufacturing	398,804	159,368	3
Transportation and warehousing	79,994	40,464	1
Retail trade	450,736	250,729	11
Information services	58,759	25,640	1
Finance, insurance & real estate	1,602,359	1,085,559	47
Professional and technical services	719,348	325,319	10
Other services	1,194,086	538,086	30
Government	3,725,447	25,992	0
Households	577,947	334,742	0
Total	9,071,053	2,895,275	103
Multiplier	1.16	1.28	1.26

Source: IMPLAN model for Winneshiek and contiguous counties in Iowa

Further examination of the economic impact of art organizations in Winneshiek and contiguous counties is provided below. The table below reports the estimated effects of art organizations' expenditures on the total value of economic transactions (in terms of sales/output). Direct injections in the economy are estimated at \$7.831 million. Indirect effects of \$709 thousand represent linkages of art organizations with other local suppliers of products and services, and induced effects of \$531 thousand are attributed to further expenditures and turnovers resulting in further employment and revenues. In total, direct, indirect, and induced effects of art organizations' expenditures account for \$9.071 million of direct sales in the area. These numbers produce an estimated gross output multiplier of 1.16.

Table 10. The Economic Impact of Art Organizations in Winneshiek and Contiguous Counties (\$ sales/ output)

Industry	Direct	Indirect	Induced	Total
Agriculture	8,917	56,033	14,537	79,489
Mining	0	78	10	88
Utilities	67,004	49,060	19,523	135,585
Construction	0	44,162	4,249	48,411
Manufacturing	198,044	130,990	69,761	398,804
Transportation and warehousing	29,912	37,844	12,238	79,994
Retail trade	334,849	33,935	81,952	450,736
Information services	18,085	32,558	8,113	58,759
Finance, insurance & real estate	1,487,964	69,854	44,542	1,602,359
Professional and technical services	612,537	94,031	12,780	719,348
Other services	873,128	147,940	173,017	1,194,086
Government	3,704,102	12,394	8,953	3,725,447
Households	496,922	0	81,025	577,947
Total	7,831,464	708,879	530,700	9,071,053

Source: IMPLAN model for Winneshiek and contiguous counties in Iowa

The table below reports the estimated effects of art organizations' expenditures in Winneshiek and contiguous counties on the overall value of household income. The \$2.266 million in direct personal income is only one component of \$7.831 million in direct expenditures reported above. The indirect personal income is \$343 thousand, and the induced personal income is \$287 thousand. In total, direct, indirect, and induced effects of art organizations' expenditures account for \$2.895 million of personal income in the area. These numbers produce an estimated income multiplier of 1.28.

Table 11. The Economic Impact of Art Organizations in Winneshiek and Contiguous Counties (\$ value added/ income)

Industry	Direct	Indirect	Induced	Total
Agriculture	2,234	9,038	2,449	13,724
Mining	0	47	6	53
Utilities	38,115	28,649	11,148	77,912
Construction	0	16,139	1,548	17,687
Manufacturing	82,945	48,736	27,695	159,368
Transportation and warehousing	12,696	21,934	5,834	40,464
Retail trade	185,498	19,706	45,522	250,729
Information services	9,141	12,929	3,569	25,640
Finance, insurance & real estate	1,016,304	43,848	25,408	1,085,559
Professional and technical services	253,482	63,098	8,738	325,319
Other services	377,609	72,643	87,829	538,086
Government	15,759	5,912	4,322	25,992
Households	271,795	0	62,946	334,742
Total	2,265,578	342,679	287,014	2,895,275

Source: IMPLAN model for Winneshiek and contiguous counties in Iowa

Lastly, the model examines the number of jobs created by art organizations' expenditures in Winneshiek and contiguous counties (see table below). In addition to 82 jobs created as a result of direct employment in art organizations, 13 indirect and 7 induced jobs are generated in other art-related and nonprofit sectors (indirect), and in sectors that are peripherally related to the art industry. An estimated employment multiplier is 1.26.

Table 12. The Economic Impact of Art Organizations in Winneshiek and Contiguous Counties (employment/ jobs)

Industry	Direct	Indirect	Induced	Total
Agriculture	0	1	0	1
Mining	0	0	0	0
Utilities	0	0	0	0
Construction	0	1	0	1
Manufacturing	1	1	0	3
Transportation and warehousing	0	1	0	1
Retail trade	8	1	2	11
Information services	0	0	0	1
Finance, insurance & real estate	45	1	1	47
Professional and technical services	6	3	0	10
Other services	20	5	4	30
Government	0	0	0	0
Households	0	0	0	0
Total	82	13	7	103

Source: IMPLAN model for Winneshiek and contiguous counties in Iowa

Woodbury County

The economic impact model for the Woodbury county included Cherokee, Crawford, Ida, Monona, Plymouth, and Woodbury counties. The area under examination is 4,153 square miles, with the population of 175,235 residents, or 72,545 households (IMPLAN model). The total number of art organizations included in the model is 50 (U.S. Census, 2005).

Art organizations' expenditures in Woodbury and contiguous counties had a direct economic impact of \$51.37 million in direct sales, \$19.79 million in value added/ income, and supported 338 jobs in the region. In total, accounting for the secondary effects, art organizations in Woodbury county supported \$67.8 million of direct sales, \$29.31 million in value added/ income, and 587 jobs in the area. Services, retail trade, and finance, insurance, and real estate accounted for the largest portion in direct sales and value added, and all generated 539 jobs (see table below).

Table 13. The Economic Impact of Art Organizations in Woodbury and Contiguous Counties

Industry	Output	Value Added/ Income	Jobs
Agriculture	113,121	19,012	1
Mining	55	35	0
Utilities	749,972	470,213	2
Construction	279,662	102,515	4
Manufacturing	2,673,026	1,242,321	20
Transportation and warehousing	926,565	509,313	12
Retail trade	3,204,019	1,805,971	78
Information services	812,676	380,463	7
Finance, insurance & real estate	6,236,087	4,075,031	66
Professional and technical services	22,219,782	13,024,620	167
Other services	12,249,346	5,378,490	228
Government	15,027,307	185,040	3
Households	3,309,063	2,113,243	0
Total	67,800,681	29,306,267	587
Multiplier	1.32	1.48	1.74

Source: IMPLAN model for Woodbury and contiguous counties in Iowa

Further examination of the economic impact of art organizations in Woodbury and contiguous counties is provided below. The table below reports the estimated effects of art organizations' expenditures on the total value of economic transactions (in terms of sales/output). Direct injections in the economy are estimated at \$51.37 million. Indirect effects of \$7.49 million represent linkages of art organizations with other local suppliers of products and services, and induced effects of \$8.95 million are attributed to further expenditures and turnovers resulting in further employment and revenues. In total, direct, indirect, and induced effects of art organizations' expenditures account for \$67.8 million of direct sales in the area. These numbers produce an estimated gross output multiplier of 1.32 (total/ direct output effects), which could be interpreted as an output of \$1.32 for each \$1 that is spent by an art organization in the region.

Table 14. The Economic Impact of Art Organizations in Woodbury and Contiguous Counties (\$ sales/ output)

Industry	Direct	Indirect	Induced	Total
Agriculture	15,081	53,937	44,104	113,121
Mining	0	39	16	55
Utilities	273,294	226,013	250,664	749,972
Construction	0	218,390	61,272	279,662
Manufacturing	934,854	788,024	950,151	2,673,026
Transportation and warehousing	169,290	506,623	250,650	926,565
Retail trade	1,695,357	258,041	1,250,620	3,204,019
Information services	141,894	474,280	196,501	812,676
Finance, insurance & real estate	3,633,282	1,464,569	1,138,235	6,236,087
Professional and technical services	19,948,649	1,932,262	338,868	22,219,782
Other services	7,539,482	1,480,209	3,229,655	12,249,346
Government	14,818,610	83,861	124,837	15,027,307
Households	2,198,260	0	1,110,802	3,309,063
Total	51,368,053	7,486,248	8,946,375	67,800,681

Source: IMPLAN model for Woodbury and contiguous counties in Iowa

The table below reports the estimated effects of art organizations' expenditures in Woodbury and contiguous counties on the overall value of household income. The \$19.79 million in direct personal income is only one component of \$51.37 million in direct expenditures reported above. The indirect personal income is \$4.48 million, and the induced personal income is \$5.03 million. In total, direct, indirect, and induced effects of art organizations' expenditures account for \$29.31 million of personal income in the area. These numbers produce an estimated income multiplier of 1.48.

Table 15. The Economic Impact of Art Organizations in Woodbury and Contiguous Counties (\$ value added/ income)

Industry	Direct	Indirect	Induced	Total
Agriculture	3,351	8,590	7,073	19,012
Mining	0	25	10	35
Utilities	170,875	142,407	156,932	470,213
Construction	0	80,450	22,066	102,515
Manufacturing	441,025	363,371	437,925	1,242,321
Transportation and warehousing	75,843	305,481	127,988	509,313
Retail trade	953,082	148,669	704,223	1,805,971
Information services	78,410	207,912	94,140	380,463
Finance, insurance & real estate	2,406,073	985,924	683,034	4,075,031
Professional and technical services	11,384,898	1,399,245	240,471	13,024,620
Other services	2,954,451	793,566	1,630,475	5,378,490
Government	76,891	42,895	65,253	185,040
Households	1,250,286	0	862,957	2,113,243
Total	19,795,185	4,478,535	5,032,547	29,306,267

Source: IMPLAN model for Woodbury and contiguous counties in Iowa

Lastly, the model examines the number of jobs created by art organizations' expenditures in Woodbury and contiguous counties (see table below). In addition to 338 jobs created as a result of direct employment in art organizations, 124 indirect and 125 induced jobs are generated in other art-related and nonprofit sectors (indirect), and in sectors that are peripherally related to the art industry. An estimated employment multiplier is 1.74.

Table 16. The Economic Impact of Art Organizations in Woodbury and Contiguous Counties (employment/ jobs)

Industry	Direct	Indirect	Induced	Total
Agriculture	0	1	0	1
Mining	0	0	0	0
Utilities	1	1	1	2
Construction	0	3	1	4
Manufacturing	7	6	7	20
Transportation and warehousing	2	7	3	12
Retail trade	41	6	31	78
Information services	1	4	2	7
Finance, insurance & real estate	42	14	10	66
Professional and technical services	110	49	7	167
Other services	133	33	63	228
Government	1	1	1	3
Households	0	0	0	0
Total	338	124	125	587

Source: IMPLAN model for Woodbury and contiguous counties in Iowa

Pottawattamie and Montgomery Counties

The economic impact model for Pottawattamie and Montgomery counties included Adams, Cass, Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby, and Taylor counties. The area under examination is 5,671 square miles, with the population of 193,251 residents, or 82,501 households (IMPLAN model). The total number of art organizations included in the model is 56 (U.S. Census, 2005).

Art organizations' expenditures in Pottawattamie, Montgomery and contiguous counties had a direct economic impact of \$43.8 million in direct sales, \$18.95 million in value added/ income, and supported 761 jobs in the region. In total, accounting for the secondary effects, art organizations in Pottawattamie and Montgomery counties supported \$56.77 million of direct sales, \$26.32 million in value added/ income, and 978 jobs in the area. Services, retail trade, and finance, insurance, and real estate accounted for the largest portion in direct sales and value added, and all generated 935 jobs (see table below).

Table 17. The Economic Impact of Art Organizations in Pottawattamie, Montgomery and Contiguous Counties

Industry	Output	Value Added/ Income	Jobs
Agriculture	230,962	35,889	2
Mining	292	152	0
Utilities	639,080	302,137	3
Construction	276,467	95,472	4
Manufacturing	2,175,048	966,149	17
Transportation and warehousing	610,419	338,357	8
Retail trade	2,406,456	1,395,698	54
Information services	543,351	257,996	6
Finance, insurance & real estate	4,000,158	2,692,212	48
Professional and technical services	24,477,501	14,673,857	674
Other services	7,898,900	3,727,394	159
Government	10,967,268	162,856	3
Households	2,547,055	1,674,842	0
Total	56,772,957	26,323,011	978
Multiplier	1.30	1.39	1.29

Source: IMPLAN model for Pottawattamie, Montgomery and contiguous counties in Iowa

Further examination of the economic impact of art organizations in Pottawattamie, Montgomery and contiguous counties is provided below. The table below reports the estimated effects of art organizations' expenditures on the total value of economic transactions (in terms of sales/ output). Direct injections in the economy are estimated at \$43.8 million. Indirect effects of \$5.63 million represent linkages of art organizations with other local suppliers of products and services, and induced effects of \$7.35 million are attributed to further expenditures and turnovers resulting in further employment and revenues. In total, direct, indirect, and induced effects of art organizations' expenditures account for \$56.77 million of direct sales in the area. These numbers produce an estimated gross output multiplier of 1.30 (total/ direct output effects), which could be interpreted as an output of \$1.30 for each \$1 that is spent by an art organization in the region.

Table 18. The Economic Impact of Art Organizations in Pottawattamie, Montgomery and Contiguous Counties (\$ sales/ output)

Industry	Direct	Indirect	Induced	Total
Agriculture	23,169	100,002	107,791	230,962
Mining	0	195	95	292
Utilities	193,194	211,585	234,300	639,080
Construction	0	221,537	54,930	276,467
Manufacturing	622,276	692,768	860,004	2,175,048
Transportation and warehousing	112,653	314,414	183,349	610,419
Retail trade	1,110,729	189,551	1,106,177	2,406,456
Information services	79,701	322,104	141,545	543,351
Finance, insurance & real estate	2,494,730	812,297	693,130	4,000,158
Professional and technical services	22,732,727	1,473,944	270,829	24,477,501
Other services	4,162,550	1,208,718	2,527,638	7,898,900
Government	10,760,164	82,217	124,887	10,967,268
Households	1,505,213	0	1,041,842	2,547,055
Total	43,797,106	5,629,332	7,346,517	56,772,957

Source: IMPLAN model for Pottawattamie, Montgomery and contiguous counties in Iowa

The table below reports the estimated effects of art organizations' expenditures in Pottawattamie, Montgomery and contiguous counties on the overall value of household income. The \$18.95 million in direct personal income is only one component of \$43.8 million in direct expenditures reported above. The indirect personal income is \$3.28 million, and the induced personal income is \$4.09 million. In total, direct, indirect, and induced effects of art organizations' expenditures account for \$26.32 million of personal income in the area. These numbers produce an estimated income multiplier of 1.39.

Table 19. The Economic Impact of Art Organizations in Pottawattamie, Montgomery and Contiguous Counties (\$ value added/ income)

Industry	Direct	Indirect	Induced	Total
Agriculture	5,708	13,635	16,544	35,889
Mining	0	103	50	152
Utilities	88,519	104,764	108,852	302,137
Construction	0	76,985	18,487	95,472
Manufacturing	285,188	303,009	377,952	966,149
Transportation and warehousing	53,817	190,308	94,233	338,357
Retail trade	642,106	112,919	640,673	1,395,698
Information services	41,219	150,761	66,018	257,996
Finance, insurance & real estate	1,699,911	552,541	439,759	2,692,212
Professional and technical services	13,418,831	1,065,324	189,698	14,673,857
Other services	1,793,773	669,874	1,263,754	3,727,394
Government	57,058	42,085	63,715	162,856
Households	865,459	0	809,383	1,674,842
Total	18,951,589	3,282,308	4,089,118	26,323,011

Source: IMPLAN model for Pottawattamie, Montgomery and contiguous counties in Iowa

Lastly, the model examines the number of jobs created by art organizations' expenditures in Pottawattamie, Montgomery and contiguous counties (see table below). In addition to 761 jobs created as a result of direct employment in art organizations, 110 indirect and 106 induced jobs are generated in other art-related and nonprofit sectors (indirect), and in sectors that are peripherally related to the art industry. An estimated employment multiplier is 1.29.

Table 20. The Economic Impact of Art Organizations in Pottawattamie, Montgomery and Contiguous Counties (employment/ jobs)

Industry	Direct	Indirect	Induced	Total
Agriculture	0	1	1	2
Mining	0	0	0	0
Utilities	1	1	1	3
Construction	0	3	1	4
Manufacturing	5	6	6	17
Transportation and warehousing	1	5	2	8
Retail trade	25	4	25	54
Information services	1	4	1	6
Finance, insurance & real estate	31	10	7	48
Professional and technical services	621	46	7	674
Other services	75	31	53	159
Government	1	1	1	3
Households	0	0	0	0
Total	761	110	106	978

Source: IMPLAN model for Pottawattamie, Montgomery and contiguous counties in Iowa

The Economic Impact of Art Organizations: The *Arts & Economic Prosperity Calculator*

To further confirm accuracy of the findings, the study utilized the *Arts & Economic Prosperity Calculator*, developed by the Americans for the Arts. Three models were created for Black Hawk, Wapello, Winneshiek, and their contiguous counties. Results obtained with the *Arts & Economic Prosperity Calculator* were compared side-by-side with results obtained with the use of tailored input-output models. These results are presented and discussed below.

Black Hawk County

The *Arts & Economic Prosperity Calculator* model for Black Hawk and contiguous counties used the following input data:

Population of the area 264,012

Total expenditures by art organizations in the area 30,930,998

Total attendance at art organizations 53,656

The attendance figure was derived using the data reported by art organizations in Black Hawk county. The total number of attendees reported was 156,888; however, previous studies conducted by the Sustainable Tourism and Environment Program (STEP) indicate that out of all visitors, only 34.2% report their primary traveling motive being that of visiting art galleries/ museums/ events. Therefore, the figure of 156,888 was corrected to 53655.7 visitors (156,888 *34.2%).

Table 21. The Economic Impact of Art Organizations in Black Hawk and Contiguous Counties

	Economic Impact
Jobs	987
Household income	25,656,954
Local government revenue	928,858
State government revenue	1,466,129

Source: the Arts & Economic Prosperity Calculator for Black Hawk and contiguous counties in Iowa

When compared side-by side with the data from the IMPLAN I-O model for the Black Hawk and contiguous counties (number of jobs 417; household income 18,765,218), it is clear that the latter provides a more conservative estimate of the economic impact of art organizations' expenditures on the area. This is further confirmed by the Americans for the Arts cautioning those who use the *Calculator* to estimate the economic impact of organizational spending in the area, not to use the tool as a substitute for conducting an economic impact study that would be customized for a specific area/ community. Overemphasizing the economic impact of any activity could be misleading; therefore even though the results of the *Arts & Economic Prosperity Calculator* for Black Hawk, Wapello, Winneshiek, and their contiguous counties are reported below, they are provided solely as an illustration of the national estimates of the economic impact of the arts in the area.

Wapello County

Population of the area 123,178

Total expenditures by art organizations in the area 2,937,095

Total attendance at art organizations 36,560

Table 22. The Economic Impact of Art Organizations in Wapello and Contiguous Counties

	Economic Impact
Jobs	92
Household income	2,254,690
Local government revenue	88,818
State government revenue	134,636

Source: the Arts & Economic Prosperity Calculator for Wapello and contiguous counties in Iowa

IMPLAN I-O model for Wapello and contiguous counties:

Number of jobs 41

Household income generated 1,718,630

Winneshiek County

Population of the area 99,116

Total expenditures by art organizations in the area 7,831,464

Total attendance at art organizations 68,333

Table 23. The Economic Impact of Art Organizations in Winneshiek and Contiguous Counties

	Economic Impact
Jobs	263
Household income	5,930,454
Local government revenue	222,492
State government revenue	404,730

Source: the Arts & Economic Prosperity Calculator for Winneshiek and contiguous counties in Iowa

IMPLAN I-O model for Winneshiek and contiguous counties:

Number of jobs 103

Household income generated 2,895,275

Woodbury County

The *Arts & Economic Prosperity Calculator* model for Woodbury and contiguous counties used the following input data:

Population of the area 175,235

Total expenditures by art organizations in the area 51,368,053

Total attendance at art organizations 28,324

Table 24. The Economic Impact of Art Organizations in Woodbury and Contiguous Counties

	Economic Impact
Jobs	1,608
Household income	39,433,200
Local government revenue	1,553,370
State government revenue	2,354,712

Source: The Arts & Economic Prosperity Calculator for Woodbury and contiguous counties in Iowa

IMPLAN I-O model for Woodbury and contiguous counties:

Number of jobs 587

Household income generated 29,206,267

Pottawattamie and Montgomery Counties

Population of the area 193,251

Total expenditures by art organizations in the area 43,797,106

Total attendance at art organizations 103,897

Table 25. The Economic Impact of Art Organizations in Pottawattamie, Montgomery and Contiguous Counties

	Economic Impact
Jobs	1,371
Household income	33,621,286
Local government revenue	1,324,424
State government revenue	2,007,659

Source: the Arts & Economic Prosperity Calculator for Pottawattamie, Montgomery and contiguous counties in Iowa

IMPLAN I-O model for Pottawattamie, Montgomery and contiguous counties:

Number of jobs 978

Household income generated 26,323,011

The Economic Impact of Art Visitors: IMPLAN I-O Models

The economic impact of art visitors is discussed below. Three IMPLAN I-O models were created for Black Hawk, Wapello, Winneshiek, and their contiguous counties. The number of visitors was adjusted from the one reported by arts organizations, in a manner discussed above.

Black Hawk County

Art visitors' expenditures in Black Hawk and contiguous counties had a direct economic impact of \$7.051 million in direct sales, \$3.799 million in value added/ income, and supported 205 jobs in the region. In total, accounting for the secondary effects, art visitors in Black Hawk county supported \$11.072 million of direct sales, \$5.979 million in value added/ income, and 257 jobs in the area. Services and retail trade accounted for the largest portion in direct sales and value added, and both generated 234 jobs (see table below).

Table 26. The Economic Impact of Art Visitors in Black Hawk and Contiguous Counties

Industry	Output	Value Added/ Income	Jobs
Agriculture	83,371	15,334	1
Mining	96	44	0
Utilities	73,619	33,836	1
Construction	70,338	26,182	1
Manufacturing	825,799	311,388	4
Transportation and warehousing	143,520	81,330	2
Retail trade	1,771,266	910,849	42
Information services	174,206	81,977	2
Finance, insurance & real estate	648,935	452,131	5
Professional and technical services	329,699	227,069	7
Other services	6,569,923	3,571,496	192
Government	110,432	57,452	1
Households	270,466	210,119	0
Total	11,071,670	5,979,207	257
Multiplier	1.57	1.57	1.25

Source: IMPLAN model for Black Hawk and contiguous counties in Iowa

Further examination of the economic impact of art visitors in Black Hawk and contiguous counties is provided below. The table below reports the estimated effects of art visitors' expenditures on the total value of economic transactions (in terms of sales/ output). Direct injections in the economy are estimated at \$7.051 million. Indirect effects of \$1.933 million represent linkages of art organizations with other local suppliers of products and services, and induced effects of \$2.088 million are attributed to further expenditures and turnovers resulting in further employment and revenues. In total, direct, indirect, and induced effects of art visitors' expenditures account for \$11.072 million of direct sales in the area. These numbers produce an estimated gross output multiplier of 1.57 (total/ direct output effects), which could be interpreted as an output of \$1.57 for each \$1 that is spent by an art visitor in the region.

Table 27. The Economic Impact of Art Visitors in Black Hawk and Contiguous Counties (\$ sales/ output)

Industry	Direct	Indirect	Induced	Total	Source: IMP LAN model for Black Hawk and contiguous counties in Iowa
Agriculture	0	62,744	20,630	83,371	
Mining	0	27	68	96	
Utilities	0	45,470	28,148	73,619	
Construction	0	55,790	14,547	70,338	
Manufacturing	0	565,203	260,597	825,799	
Transportation and warehousing	0	97,790	45,730	143,520	
Retail trade	1,401,923	72,430	296,910	1,771,266	
Information services	0	121,834	52,372	174,206	
Finance, insurance & real estate	0	366,644	282,287	648,935	
Professional and technical services	0	246,251	83,450	329,699	
Other services	5,648,785	239,738	681,403	6,569,923	
Government	0	59,056	51,376	110,432	
Households	0	0	270,466	270,466	
Total	7,050,708	1,932,977	2,087,984	11,071,670	

The table below reports the estimated effects of art visitors' expenditures in Black Hawk and contiguous counties on the overall value of household income. The \$3.799 million in direct personal income is only one component of \$7.051 million in direct expenditures reported above. The indirect personal income is \$1.015 million, and the induced personal income is \$1.166 million. In total, direct, indirect, and induced effects of art organizations' expenditures account for \$5.979 million of personal income in the area. These numbers produce an estimated income multiplier of 1.57.

Table 28. The Economic Impact of Art Visitors in Black Hawk and Contiguous Counties (\$ value added/ income)

Industry	Direct	Indirect	Induced	Total	Source: IMP LAN mod el for Blac k Haw k and conti guou s coun ties in Iowa
Agriculture	0	10,872	4,460	15,334	
Mining	0	13	31	44	
Utilities	0	21,377	12,458	33,836	
Construction	0	21,004	5,178	26,182	
Manufacturing	0	199,018	112,362	311,388	
Transportation and warehousing	0	56,611	24,719	81,330	
Retail trade	701,822	41,927	167,100	910,849	
Information services	0	54,469	27,509	81,977	
Finance, insurance & real estate	0	286,182	165,948	452,131	
Professional and technical services	0	168,732	58,339	227,069	
Other services	3,097,002	123,697	350,796	3,571,496	
Government	0	30,801	26,650	57,452	
Households	0	0	210,119	210,119	
Total	3,798,824	1,014,703	1,165,669	5,979,207	

Lastly, the model examines the number of jobs created by art visitors' expenditures in Black Hawk and contiguous counties (see table below). In addition to 205 jobs created as a result of direct employment in art organizations, 23 indirect and 29 induced jobs are generated in other art-related and nonprofit sectors (indirect), and in sectors that are peripherally related to the art industry. An estimated employment multiplier is 1.25.

Table 29. The Economic Impact of Art Visitors in Black Hawk and Contiguous Counties (employment/ jobs)

Industry	Direct	Indirect	Induced	Total
Agriculture	0	0	0	1
Mining	0	0	0	0
Utilities	0	0	0	1
Construction	0	1	0	1
Manufacturing	0	3	2	4
Transportation and warehousing	0	2	1	2
Retail trade	33	2	7	42
Information services	0	1	0	2
Finance, insurance & real estate	0	3	3	5
Professional and technical services	0	5	2	7
Other services	172	7	14	192
Government	0	0	0	1
Households	0	0	0	0
Total	205	23	29	257

Source: IMPLAN model for Black Hawk and contiguous counties in Iowa

Wapello County

Art visitors' expenditures in Wapello and contiguous counties had a direct economic impact of \$4.372 million in direct sales, \$2.417 million in value added/ income, and supported 123 jobs in the region. In total, accounting for the secondary effects, art visitors in Wapello county supported \$6.356 million of direct sales, \$3.523 million in value added/ income, and 150 jobs in the area. Services and retail trade accounted for the largest portion in direct sales and value added, and both generated 138 jobs (see table below).

Table 30. The Economic Impact of Art Visitors in Wapello and Contiguous Counties

Industry	Output	Value Added/ Income	Jobs
Agriculture	30,238	3,515	0
Mining	24	13	0
Utilities	91,275	57,933	0
Construction	43,433	14,943	1
Manufacturing	217,717	79,065	1
Transportation and warehousing	103,494	57,283	2
Retail trade	1,779,164	825,395	42
Information services	140,107	60,999	1
Finance, insurance & real estate	263,321	193,586	2
Professional and technical services	209,697	139,703	4
Other services	3,284,708	1,953,192	96
Government	41,029	19,019	0
Households	152,007	118,091	0
Total	6,356,214	3,522,737	150
Multiplier	1.45	1.46	1.22

Source: IMPLAN model for Wapello and contiguous counties in Iowa

Further examination of the economic impact of art visitors in Wapello and contiguous counties is provided below. The table below reports the estimated effects of art visitors' expenditures on the total value of economic transactions (in terms of sales/ output). Direct injections in the economy are estimated at \$4.372 million. Indirect effects of \$937 thousand represent linkages of art organizations with other local suppliers of products and services, and induced effects of \$1.047 million are attributed to further expenditures and turnovers resulting in further employment and revenues. In total, direct, indirect, and induced effects of art visitors' expenditures account for \$6.356 million of direct sales in the area. These numbers produce an estimated gross output multiplier of 1.45.

Table 31. The Economic Impact of Art Visitors in Wapello and Contiguous Counties (\$ sales/ output)

Industry	Direct	Indirect	Induced	Total
Agriculture	0	16,934	13,304	30,238
Mining	0	17	8	24
Utilities	0	60,978	30,297	91,275
Construction	0	36,299	7,133	43,433
Manufacturing	0	128,631	89,087	217,717
Transportation and warehousing	0	75,282	28,210	103,494
Retail trade	1,562,522	50,490	166,154	1,779,164
Information services	0	103,117	36,989	140,107
Finance, insurance & real estate	0	165,249	98,071	263,321
Professional and technical services	0	169,868	39,827	209,697
Other services	2,809,728	108,087	366,893	3,284,708
Government	0	22,140	18,889	41,029
Households	0	0	152,007	152,007
Total	4,372,250	937,092	1,046,869	6,356,214

Source: IMPLAN model for Wapello and contiguous counties in Iowa

The table below reports the estimated effects of art visitors' expenditures in Wapello and contiguous counties on the overall value of household income. The \$2.417 million in direct personal income is only one component of \$4.372 million in direct expenditures reported above. The indirect personal income is \$522 thousand, and the induced personal income is \$584 thousand. In total, direct, indirect, and induced effects of art visitors' expenditures account for \$3.523 million of personal income in the area. These numbers produce an estimated income multiplier of 1.46.

Table 32 The Economic Impact of Art Visitors in Wapello and Contiguous Counties (\$ value added/ income)

Industry	Direct	Indirect	Induced	Total
Agriculture	0	1,562	1,951	3,515
Mining	0	9	4	13
Utilities	0	38,788	19,145	57,933
Construction	0	12,624	2,318	14,943
Manufacturing	0	44,172	34,897	79,065
Transportation and warehousing	0	43,262	14,021	57,283
Retail trade	700,756	29,942	94,695	825,395
Information services	0	43,459	17,538	60,999
Finance, insurance & real estate	0	132,339	61,247	193,586
Professional and technical services	0	111,853	27,851	139,703
Other services	1,716,368	53,654	183,170	1,953,192
Government	0	9,875	9,144	19,019
Households	0	0	118,091	118,091
Total	2,417,124	521,539	584,072	3,522,737

Source: IMPLAN model for Wapello and contiguous counties in Iowa

Lastly, the model examines the number of jobs created by art visitors' expenditures in Wapello and contiguous counties (see table below). In addition to 123 jobs created as a result of direct employment in art organizations, 12 indirect and 15 induced jobs are generated in other art-related and nonprofit sectors (indirect), and in sectors that are peripherally related to the art industry. An estimated employment multiplier is 1.22.

Table 33. The Economic Impact of Art Visitors in Wapello and Contiguous Counties (employment/ jobs)

Industry	Direct	Indirect	Induced	Total
Agriculture	0	0	0	0
Mining	0	0	0	0
Utilities	0	0	0	0
Construction	0	1	0	1
Manufacturing	0	1	0	1
Transportation and warehousing	0	1	0	2
Retail trade	37	1	4	42
Information services	0	1	0	1
Finance, insurance & real estate	0	1	1	2
Professional and technical services	0	3	1	4
Other services	85	3	8	96
Government	0	0	0	0
Households	0	0	0	0
Total	123	12	15	150

Source: IMPLAN model for Wapello and contiguous counties in Iowa

Winneshiek County

Art visitors' expenditures in Winneshiek and contiguous counties had a direct economic impact of \$9.021 million in direct sales, \$4.615 million in value added/ income, and supported 266 jobs in the region. In total, accounting for the secondary effects, art visitors in Winneshiek county supported \$12.796 million of direct sales, \$6.468 million in value added/ income, and 321 jobs in the area. Services and retail trade accounted for the largest portion in direct sales and value added, and both generated 298 jobs (see table below).

Table 34. The Economic Impact of Art Visitors in Winneshiek and Contiguous Counties

Industry	Output	Value Added/ Income	Jobs
Agriculture	190,794	30,174	2
Mining	116	69	0
Utilities	217,302	126,867	0
Construction	91,769	35,037	1
Manufacturing	782,689	275,104	5
Transportation and warehousing	164,866	91,389	3
Retail trade	4,636,476	2,201,079	112
Information services	184,737	68,775	2
Finance, insurance & real estate	286,918	176,651	5
Professional and technical services	209,967	131,605	6
Other services	5,675,339	3,075,692	186
Government	68,673	32,488	1
Households	286,656	222,696	0
Total	12,796,302	6,467,626	321
Multiplier	1.42	1.40	1.21

Source: IMPLAN model for Winneshiek and contiguous counties in Iowa

Further examination of the economic impact of art visitors in Winneshiek and contiguous counties is provided below. The table below reports the estimated effects of art visitors' expenditures on the total value of economic transactions (in terms of sales/ output). Direct injections in the economy are estimated at \$9.021 million. Indirect effects of \$1.898 million represent linkages of art organizations with other local suppliers of products and services, and induced effects of \$1.877 million are attributed to further expenditures and turnovers resulting in further employment and revenues. In total, direct, indirect, and induced effects of art visitors' expenditures account for \$12.796 million of direct sales in the area. These numbers produce an estimated gross output multiplier of 1.42.

Table 35. The Economic Impact of Art Visitors in Winneshiek and Contiguous Counties (\$ sales/ output)

Industry	Direct	Indirect	Induced	Total
Agriculture	0	139,358	51,436	190,794
Mining	0	80	35	116
Utilities	0	148,231	69,071	217,302
Construction	0	76,739	15,031	91,769
Manufacturing	0	535,880	246,812	782,689
Transportation and warehousing	0	121,573	43,292	164,866
Retail trade	4,239,566	106,982	289,928	4,636,476
Information services	0	156,035	28,706	184,737
Finance, insurance & real estate	0	129,339	157,577	286,918
Professional and technical services	0	164,747	45,220	209,967
Other services	4,781,162	282,064	612,105	5,675,339
Government	0	37,004	31,669	68,673
Households	0	0	286,656	286,656
Total	9,020,728	1,898,032	1,877,538	12,796,302

Source: IMPLAN model for Winneshiek and contiguous counties in Iowa

The table below reports the estimated effects of art visitors' expenditures in Winneshiek and contiguous counties on the overall value of household income. The \$4.615 million in direct personal income is only one component of \$9.021 million in direct expenditures reported above. The indirect personal income is \$837 thousand, and the induced personal income is \$1.015 million. In total, direct, indirect, and induced effects of art visitors' expenditures account for \$6.468 million of personal income in the area. These numbers produce an estimated income multiplier of 1.40.

Table 36. The Economic Impact of Art Visitors in Winneshiek and Contiguous Counties (\$ value added/ income)

Industry	Direct	Indirect	Induced	Total
Agriculture	0	21,508	8,664	30,174
Mining	0	48	20	69
Utilities	0	87,425	39,442	126,867
Construction	0	29,563	5,474	35,037
Manufacturing	0	177,135	97,974	275,104
Transportation and warehousing	0	70,756	20,635	91,389
Retail trade	1,977,900	62,129	161,051	2,201,079
Information services	0	56,150	12,626	68,775
Finance, insurance & real estate	0	86,766	89,886	176,651
Professional and technical services	0	100,683	30,917	131,605
Other services	2,636,956	128,012	310,722	3,075,692
Government	0	17,198	15,290	32,488
Households	0	0	222,696	222,696
Total	4,614,856	837,373	1,015,397	6,467,626

Source: IMPLAN model for Winneshiek and contiguous counties in Iowa

Lastly, the model examines the number of jobs created by art visitors' expenditures in Winneshiek and contiguous counties (see table below). In addition to 266 jobs created as a result of direct employment in art organizations, 26 indirect and 28 induced jobs are generated in other art-related and nonprofit sectors (indirect), and in sectors that are peripherally related to the art industry. An estimated employment multiplier is 1.21.

Table 37 The Economic Impact of Art Visitors in Winneshiek and Contiguous Counties (employment/ jobs)

Industry	Direct	Indirect	Induced	Total
Agriculture	0	1	0	2
Mining	0	0	0	0
Utilities	0	0	0	0
Construction	0	1	0	1
Manufacturing	0	3	2	5
Transportation and warehousing	0	2	1	3
Retail trade	103	2	7	112
Information services	0	2	0	2
Finance, insurance & real estate	0	3	2	5
Professional and technical services	0	4	1	6
Other services	164	7	15	186
Government	0	0	0	1
Households	0	0	0	0
Total	266	26	28	321

Source: IMPLAN model for Winneshiek and contiguous counties in Iowa

Woodbury County

Art visitors' expenditures in Woodbury and contiguous counties had a direct economic impact of \$4.02 million in direct sales, \$2.08 million in value added/ income, and supported 108 jobs in the region. In total, accounting for the secondary effects, art visitors in Woodbury county supported \$6.19 million of direct sales, \$3.28 million in value added/ income, and 136 jobs in the area. Services and retail trade accounted for the largest portion in direct sales and value added, and both generated 124 jobs (see table below).

Table 38. The Economic Impact of Art Visitors in Woodbury and Contiguous Counties

Industry	Output	Value Added/ Income	Jobs
Agriculture	18,264	2,716	0
Mining	5	3	0
Utilities	96,665	60,866	0
Construction	41,041	15,519	1
Manufacturing	325,478	140,672	2
Transportation and warehousing	117,514	65,774	2
Retail trade	1,854,814	832,982	46
Information services	123,084	49,204	1
Finance, insurance & real estate	317,962	211,893	3
Professional and technical services	183,562	126,409	4
Other services	2,930,537	1,648,136	78
Government	33,012	16,923	0
Households	145,269	112,856	0
Total	6,187,207	3,283,953	136
Multiplier	1.54	1.58	1.26

Source: IMPLAN model for Woodbury and contiguous counties in Iowa

Further examination of the economic impact of art visitors in Woodbury and contiguous counties is provided below. The table below reports the estimated effects of art visitors' expenditures on the total value of economic transactions (in terms of sales/ output). Direct injections in the economy are estimated at \$4.02 million. Indirect effects of \$999 thousand represent linkages of art organizations with other local suppliers of products and services, and induced effects of \$1.17 million are attributed to further expenditures and turnovers resulting in further employment and revenues. In total, direct, indirect, and induced effects of art visitors' expenditures account for \$6.19 million of direct sales in the area. These numbers produce an estimated gross output multiplier of 1.54.

Table 39. The Economic Impact of Art Visitors in Woodbury and Contiguous Counties (\$ sales/ output)

Industry	Direct	Indirect	Induced	Total
Agriculture	0	12,497	5,764	18,264
Mining	0	3	2	5
Utilities	0	63,906	32,759	96,665
Construction	0	33,030	8,011	41,041
Manufacturing	0	201,281	124,198	325,478
Transportation and warehousing	0	84,743	32,768	117,514
Retail trade	1,638,804	52,525	163,485	1,854,814
Information services	0	97,399	25,685	123,084
Finance, insurance & real estate	0	169,177	148,783	317,962
Professional and technical services	0	139,263	44,300	183,562
Other services	2,380,165	128,137	422,234	2,930,537
Government	0	16,694	16,319	33,012
Households	0	0	145,269	145,269
Total	4,018,969	998,655	1,169,577	6,187,207

Source: IMPLAN model for Woodbury and contiguous counties in Iowa

The table below reports the estimated effects of art visitors' expenditures in Woodbury and contiguous counties on the overall value of household income. The \$2.08 million in direct personal income is only one component of \$4.02 million in direct expenditures reported above. The indirect personal income is \$542 thousand, and the induced personal income is \$658 thousand. In total, direct, indirect, and induced effects of art visitors' expenditures account for \$3.28 million of personal income in the area. These numbers produce an estimated income multiplier of 1.58.

Table 40. The Economic Impact of Art Visitors in Woodbury and Contiguous Counties (\$ value added/ income)

Industry	Direct	Indirect	Induced	Total
Agriculture	0	1,791	926	2,716
Mining	0	2	1	3
Utilities	0	40,356	20,509	60,866
Construction	0	12,634	2,884	15,519
Manufacturing	0	83,426	57,244	140,672
Transportation and warehousing	0	49,042	16,733	65,774
Retail trade	710,659	30,263	92,060	832,982
Information services	0	36,898	12,306	49,204
Finance, insurance & real estate	0	122,616	89,277	211,893
Professional and technical services	0	94,973	31,438	126,409
Other services	1,373,580	61,391	213,165	1,648,136
Government	0	8,394	8,530	16,923
Households	0	0	112,856	112,856
Total	2,084,239	541,786	657,929	3,283,953

Source: IMPLAN model for Woodbury and contiguous counties in Iowa

Lastly, the model examines the number of jobs created by art visitors' expenditures in Woodbury and contiguous counties (see table below). In addition to 108 jobs created as a result of direct employment in art organizations, 13 indirect and 16 induced jobs are generated in other art-related and nonprofit sectors (indirect), and in sectors that are peripherally related to the art industry. An estimated employment multiplier is 1.26.

Table 41. The Economic Impact of Art Visitors in Woodbury and Contiguous Counties (employment/ jobs)

Industry	Direct	Indirect	Induced	Total
Agriculture	0	0	0	0
Mining	0	0	0	0
Utilities	0	0	0	0
Construction	0	0	0	1
Manufacturing	0	1	1	2
Transportation and warehousing	0	1	0	2
Retail trade	41	1	4	46
Information services	0	1	0	1
Finance, insurance & real estate	0	1	1	3
Professional and technical services	0	3	1	4
Other services	67	3	8	78
Government	0	0	0	0
Households	0	0	0	0
Total	108	13	16	136

Source: IMPLAN model for Winneshiek and contiguous counties in Iowa

Pottawattamie and Montgomery Counties

Art visitors' expenditures in Pottawattamie, Montgomery and contiguous counties had a direct economic impact of \$14.74 million in direct sales, \$7.83 million in value added/ income, and supported 390 jobs in the region. In total, accounting for the secondary effects, art visitors in Pottawattamie and Montgomery counties supported \$21.64 million of direct sales, \$11.52 million in value added/ income, and 490 jobs in the area. Services and retail trade accounted for the largest portion in direct sales and value added, and both generated 444 jobs (see table below).

Table 42. The Economic Impact of Art Visitors in Pottawattamie, Montgomery and Contiguous Counties

Industry	Output	Value Added/ Income	Jobs
Agriculture	174,919	23,839	1
Mining	131	68	0
Utilities	336,537	165,776	2
Construction	150,333	53,238	2
Manufacturing	1,165,298	463,121	8
Transportation and warehousing	269,416	148,568	4
Retail trade	6,741,905	3,313,502	149
Information services	353,171	144,341	4
Finance, insurance & real estate	750,259	498,682	9
Professional and technical services	635,010	431,650	16
Other services	10,412,841	5,808,188	295
Government	126,325	64,330	1
Households	524,750	407,666	0
Total	21,640,895	11,522,969	490
Multiplier	1.47	1.47	1.26

Source: IMPLAN model for Pottawattamie, Montgomery and contiguous counties in Iowa

Further examination of the economic impact of art visitors in Pottawattamie, Montgomery and contiguous counties is provided below. The table below reports the estimated effects of art visitors' expenditures on the total value of economic transactions (in terms of sales/output). Direct injections in the economy are estimated at \$14.74 million. Indirect effects of \$3.19 million represent linkages of art organizations with other local suppliers of products and services, and induced effects of \$3.69 million are attributed to further expenditures and turnovers resulting in further employment and revenues. In total, direct, indirect, and induced effects of art visitors' expenditures account for \$21.64 million of direct sales in the area. These numbers produce an estimated gross output multiplier of 1.47.

Table 43. The Economic Impact of Art Visitors in Pottawattamie, Montgomery and Contiguous Counties (\$ sales/ output)

Industry	Direct	Indirect	Induced	Total
Agriculture	0	120,633	54,286	174,919
Mining	0	82	48	131
Utilities	0	218,542	117,995	336,537
Construction	0	122,668	27,665	150,333
Manufacturing	0	732,185	433,104	1,165,298
Transportation and warehousing	0	177,076	92,341	269,416
Retail trade	6,011,371	173,441	557,094	6,741,905
Information services	0	281,888	71,286	353,171
Finance, insurance & real estate	0	401,202	349,057	750,259
Professional and technical services	0	498,619	136,396	635,010
Other services	8,730,790	409,039	1,273,013	10,412,841
Government	0	63,430	62,896	126,325
Households	0	0	524,750	524,750
Total	14,742,161	3,198,805	3,699,931	21,640,895

Source: IMPLAN model for Pottawattamie, Montgomery and contiguous counties in Iowa

The table below reports the estimated effects of art visitors' expenditures in Pottawattamie, Montgomery and contiguous counties on the overall value of household income. The \$7.83 million in direct personal income is only one component of \$14.74 million in direct expenditures reported above. The indirect personal income is \$1.63 million, and the induced personal income is \$2.06 million. In total, direct, indirect, and induced effects of art visitors' expenditures account for \$11.52 million of personal income in the area. These numbers produce an estimated income multiplier of 1.47.

Table 44. The Economic Impact of Art Visitors in Pottawattamie, Montgomery and Contiguous Counties (\$ value added/ income)

Industry	Direct	Indirect	Induced	Total
Agriculture	0	15,507	8,332	23,839
Mining	0	43	25	68
Utilities	0	110,958	54,818	165,776
Construction	0	43,926	9,311	53,238
Manufacturing	0	272,774	190,342	463,121
Transportation and warehousing	0	101,111	47,456	148,568
Retail trade	2,887,526	103,322	322,655	3,313,502
Information services	0	111,092	33,247	144,341
Finance, insurance & real estate	0	277,221	221,458	498,682
Professional and technical services	0	336,113	95,535	431,650
Other services	4,945,831	225,886	636,471	5,808,188
Government	0	32,242	32,088	64,330
Households	0	0	407,666	407,666
Total	7,833,357	1,630,195	2,059,404	11,522,969

Source: IMPLAN model for Pottawattamie, Montgomery and contiguous counties in Iowa

Lastly, the model examines the number of jobs created by art visitors' expenditures in Pottawattamie, Montgomery and contiguous counties (see table below). In addition to 390 jobs created as a result of direct employment in art organizations, 47 indirect and 52 induced jobs are generated in other art-related and nonprofit sectors (indirect), and in sectors that are peripherally related to the art industry. An estimated employment multiplier is 1.26.

Table 45. The Economic Impact of Art Visitors in Pottawattamie, Montgomery and Contiguous Counties (employment/ jobs)

Industry	Direct	Indirect	Induced	Total
Agriculture	0	1	0	1
Mining	0	0	0	0
Utilities	0	1	1	2
Construction	0	2	0	2
Manufacturing	0	5	3	8
Transportation and warehousing	0	3	1	4
Retail trade	132	4	12	149
Information services	0	3	1	4
Finance, insurance & real estate	0	5	4	9
Professional and technical services	0	12	3	16
Other services	258	11	27	295
Government	0	1	1	1
Households	0	0	0	0
Total	390	47	52	490

Source: IMPLAN model for Pottawattamie, Montgomery and contiguous counties in Iowa

Summary

Tables below present a summary of the results of ten IMPLAN I-O models examining the economic impact of art organizations and art visitors in Black Hawk, Wapello, Winneshiek, Woodbury, Pottawattamie, Montgomery and contiguous counties.

Table 46. The Economic Impact of Art Organizations in Black Hawk, Wapello, Winneshiek, Woodbury, Pottawattamie, Montgomery and Contiguous Counties*

	Impact	Black Hawk	Wapello	Winneshiek	Woodbury	Pottawattamie and Montgomery
Output	Direct	30,930,998	2,937,095	7,831,464	51,368,053	43,797,106
	Indirect	5,686,612	453,690	708,879	7,486,248	5,629,332
	Induced	5,166,528	413,257	530,700	8,946,375	7,346,517
	Total	41,784,149	3,804,062	9,071,053	67,800,681	56,772,957
	Multiplier	1.35	1.30	1.16	1.32	1.30
Value Added/ Income	Direct	12,482,678	1,219,351	2,265,578	19,795,185	18,951,589
	Indirect	3,398,225	268,707	342,679	4,478,535	3,282,308
	Induced	2,884,298	230,564	287,014	5,032,547	4,089,118
	Total	18,765,218	1,718,630	2,895,275	29,306,267	26,323,011
	Multiplier	1.50	1.41	1.28	1.48	1.39
Jobs	Direct	243	28	82	338	761
	Indirect	99	8	13	124	110
	Induced	73	5	7	125	106
	Total	417	41	103	587	978
	Multiplier	1.71	1.49	1.26	1.74	1.29
Number of art organizations	55	14	16	50	56	

*Source: IMPLAN models for Black Hawk, Wapello, Winneshiek, Woodbury, Pottawattamie, Montgomery and contiguous counties in Iowa

Initial expenditures (direct inputs) of art organizations are \$30.9 million in Black Hawk, \$2.94 million in Wapello, \$7.83 million in Winneshiek, \$51.37 million in Woodbury, and \$43.79 million in Pottawattamie, Montgomery and contiguous counties. Accounting for indirect and induced impacts, gross sales transactions related to arts in above mentioned counties result in \$41.8 million in sales in Black Hawk, \$3.80 million in Wapello, \$9.07 million in Winneshiek, \$67.8 million in Woodbury, and \$56.77 million in Pottawattamie, Montgomery and contiguous counties. An output multiplier in above mentioned counties is 1.35, 1.30, 1.16, 1.32, and 1.30 (meaning that a \$1 of spending done by an art organization in Black Hawk and contiguous counties generates \$1.35 of output in the economy of the region; a \$1 of spending done by an art organization in Wapello and contiguous counties generates \$1.30 of output in the economy of the region, a \$1 of spending done by an art organization in Winneshiek and contiguous counties generates \$1.16 of output in the economy of the region; a \$1 of spending done by an art organization in Woodbury county generates \$1.32 of output in the economy of the region, and a

\$1 of spending done by an art organization in Pottawattamie and Montgomery counties generates \$1.30 of output in the economy of the region).

In terms of personal or household income, the economic impact of art organizations is \$18.8 million in Black Hawk, \$1.72 million in Wapello, \$2.89 in Winneshiek, \$29.31 million in Woodbury, and \$26.32 in Pottawattamie, Montgomery and contiguous counties. The dollar values here are significantly smaller as compared to those of output or sales since personal income is only one component in the transaction price. The income multiplier is 1.50 in the Black Hawk, 1.41 in Wapello, 1.28 in Winneshiek, 1.48 in Woodbury, and 1.39 in Pottawattamie, Montgomery and contiguous counties.

Finally, in terms of the estimated number of jobs created in above mentioned region, 417 jobs in Black Hawk, 41 jobs in Wapello, 103 jobs in Winneshiek, 587 jobs in Woodbury, and 978 jobs in Pottawattamie, Montgomery and contiguous counties are connected to art organizations. Even though the direct expenditures of art organizations mostly generated jobs in several sectors (see above details for each county), employment effects are widely distributed due to the multiplier process across all sectors of the economy. The employment multiplier is 1.71 in the Black Hawk, 1.49 in Wapello, 1.26 in Winneshiek, 1.74 in Woodbury, and 1.29 in Pottawattamie, Montgomery and contiguous counties.

Table 47. The Economic Impact of Art Visitors in Black Hawk, Wapello, Winneshiek, Woodbury, Pottawattamie, Montgomery and Contiguous Counties*

	Impact	Black Hawk	Wapello	Winneshiek	Woodbury	Pottawattamie and Montgomery
Output	Direct	7,050,708	4,372,250	9,020,728	4,018,969	14,742,161
	Indirect	1,932,977	937,092	1,898,032	998,655	3,198,805
	Induced	2,087,984	1,046,869	1,877,538	1,169,577	3,699,931
	Total	11,071,670	6,356,214	12,796,302	6,187,207	21,640,895
	Multiplier	1.57	1.45	1.42	1.54	1.47
Value Added/ Income	Direct	3,798,824	2,417,124	4,614,856	2,084,239	7,833,357
	Indirect	1,014,703	521,539	837,373	541,786	1,630,195
	Induced	1,165,669	584,072	1,015,397	657,929	2,059,404
	Total	5,979,207	3,522,737	6,467,626	3,283,953	11,522,969
	Multiplier	1.57	1.46	1.40	1.58	1.47
Jobs	Direct	205	123	266	108	390
	Indirect	23	12	26	13	47
	Induced	29	15	28	16	52
	Total	257	150	321	136	490
	Multiplier	1.25	1.22	1.21	1.26	1.26
Number of art visitors		53,655.7	36,559.8	68,332.6	28,324.1	103,896.9

*Source: IMPLAN models for Black Hawk, Wapello, Winneshiek, Woodbury, Pottawattamie, Montgomery and contiguous counties in Iowa

Initial expenditures of art visitors are \$7.05 million in Black Hawk, \$4.37 million in Wapello, \$9.02 million in Winneshiek, \$4.02 million in Woodbury, and \$14.74 million in Pottawattamie, Montgomery and contiguous counties. Accounting for indirect and induced impacts, gross sales transactions related to arts in above mentioned counties result in \$11.07 million in sales in Black Hawk, \$6.36 million in Wapello, \$12.79 million in Winneshiek, \$6.19 in Woodbury, and \$21.64 in Pottawattamie, Montgomery and contiguous counties. An output multiplier is 1.57 in the Black Hawk, 1.45 in Wapello, 1.42 in Winneshiek, 1.54 in Woodbury, and 1.47 in Pottawattamie, Montgomery and contiguous counties.

In terms of personal or household income, the economic impact of art visitors is \$5.97 million in Black Hawk, \$3.52 million in Wapello, \$6.47 million in Winneshiek, \$3.28 million in Woodbury, and \$11.52 million in Pottawattamie, Montgomery and contiguous counties. The income multiplier is 1.57 in the Black Hawk, 1.46 in Wapello, 1.40 in Winneshiek, 1.58 in Woodbury, and 1.47 in Pottawattamie, Montgomery and contiguous counties.

Finally, in terms of the estimated number of jobs created in above mentioned region, 257 jobs in Black Hawk, 150 jobs in Wapello, 321 jobs in Winneshiek, 136 jobs in Woodbury, and 490 jobs in Pottawattamie, Montgomery and contiguous counties are connected to art organizations. The employment multiplier is 1.25 in the Black Hawk, 1.22 in Wapello, 1.21 in Winneshiek, 1.26 in Woodbury, and 1.26 in Pottawattamie, Montgomery and contiguous counties.

Appendix

Data Requirements for a Statewide Study of the Economic Impacts of the Arts

Attendee Survey Data Needs for Statewide Study

A. Party and Trip characteristics

Several party and trip characteristics were identified:

- First/repeat visit to the arts gallery/museum/theatre/arts event
- Number of previous visits within the last year
- Other art galleries/museums/theatres/arts events visited in the area
- Primary purpose of the trip
- Length of stay and accommodation used
- Travel party characteristic and size

Table 1 Primary purpose for being in the area (percentage)

Motivation for visit	%
To attend this arts event	
Vacation/holiday	
Visit friends/family	
Personal business(wedding, funeral)	
Business trip	
Combination of business and pleasure	
A side trip or stop on another destination	
Other	

Table 2 Day or overnight trip (percentage)

Day/Overnight	%
% of Day trip	
% of Overnight trip	

Table 3 Type of Accommodation Used (percentage)

Type of overnight	%
At home of family/friends	
Hotel/Motel	
Inn/Bed and breakfast	
Campground	
Staying overnight outside local area	
Other	

B. Spending Patterns

Survey respondents were asked to estimate their expenditures on the following:

- Admissions to the event
- Refreshments/snacks at the art gallery/museum/theatre
- Food or drink before/after the event
- Transportation
- Grocery/convenience store food/drink
- Child care related to attending the event
- Clothing/accessories for event
- Overnight accommodations

Table 4 Avg. amount of money spent at event (\$ dollars)

Spending Category	Mean(\$)	Median(\$)
Admissions/tickets to this event		
Refreshments and snacks at event		
Souvenirs, books, art objects purchased		
Food or drink before or after event		
Transportation(gas, parking, taxi, rental car)		
Grocery/convenience store food and drink		
Child care related to attending this event		
Clothing purchased in local store for event		
Overnight accommodations		
Total Spending		

Table 5 Travel motivations for visiting the organizations

Travel Motivation	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	%	%	%	%	%
To spend time with friends and family					
To relax					
To do something I had always wanted to do					
To learn about art in Iowa					
To meet artists					
To buy objects of art					
To meet people with similar interests					

* Scale 1-5: 5=strongly agree, 4= agree, 3=neutral, 2=disagree, 1=strongly disagree

Organizations Survey Data Needs for Statewide Study

C. Organization Characteristics

Several organization characteristics were identified:

- Status of organization (Private, public, community)
- Type of organization (Dance, theatre, festival)
- Financial profile of organization
- In-kind contributions to organization
- Number of paid staff
- Volunteers and volunteer hours dedicated to organization
- Attendance figures of organization

Table 1 Sources of information about organizations

Sources	%
Convention Bureau/Visitor Center	
Travel publication	
Newspaper	
Word of mouth	
Website	
Brochure	
Magazine	
Other	

Table 7 Designation/Status of Organization (percentage)

Status	%
Private, for profit	
Private, tax exempt 501 (c)(3)	
Community organization(e.g. theater)	
Public, Government	
Combination	
Other	

Table 8 Type of Organization (percentage)

Type	%
Production	
Dance	
Film/video/media	
Services	
Exhibiting(museums, galleries)	
Performance facility	
Presenter	
Music	
Theatre	
Festival	
Visual Arts	
Folk/traditional	

D. Financial Profile of the Organizations

Organization respondents were asked to respond on the following:

- Staff expenses
- Payment to artists
- Overhead and operating expenses
- Facility expenses
- Capital expenditures
- Organizational revenue
- In-kind contributions(non-monetary donations)

Table 9 Staff expenses (excluding payments to artists) (\$ dollars)

Staff Expenses	Mean(\$)	Median(\$)
Total organizational payroll (including full/part time staff)		
Total payroll taxes and fringe benefits (including FICA)		
Contractors (full-time contract staff)		
Other personnel expenses		
Total expenses		

Table 10 Average payment amount to artists (\$ dollars)

Payment to artists	Mean(\$)	Median(\$)
Payment to local artists		
Payroll taxes and fringe benefits to local artists		
Payments to non-local artists		
Payroll taxes and fringe benefits to non local artists		

Table 11 Average cost of Overhead and Operating expenses (\$ dollars)

Types of overhead and operating expenses	Mean(\$)	Median(\$)
Advertising and promotional costs		
Contract services (part-time or seasonal)		
Insurance		
Office machinery		
Postage		
Programming and production expenses (e.g. special events)		
Publications, videos, CDs		
Supplies and materials		
Communication costs (e.g. telephone, fax, Internet)		
Travel costs		
Other		

Table 12 Average cost of facility expenses (\$ dollars)

Facility Expenses	Mean(\$)	Median(\$)
Rental and/or lease costs		
Mortgage costs		
Property taxes		
Utilities		
Other facility costs		

Table 13 The average of the organizations asset acquisition and capital expenditures for the most recent fiscal year (\$ dollars)

Capital Expenditures	Mean(\$)	Median(\$)
Equipment purchases and improvements		
Art purchases (additions to collections)		
Real Estate purchases		
Construction of new facilities		
Renovation and/or improvements of existing facilities		

Table 14 The average of the organizations Itemized revenue made during the most recent fiscal year (\$ dollars)

Itemized Revenue	Mean(\$)	Median(\$)
Earned revenue (admissions, fees for services)		
Corporate support		
Foundation support		
Individual support		
Local government grants and support		
State government grants and support		
Federal government grants and support		
Cash on hand (i.e. existing cash reserves to pay for expenses)		
Concessions (i.e. sales of refreshments, snacks)		
Sales of art objects		
Sales of souvenirs, books etc.		
Special programs (e.g. art classes)		
Other		

Table 15 The average dollar values of the in-kind contributions to the organizations during the most recent fiscal year (\$ dollar) In-kind contributions are non-monetary donation such as material facilities and services.

Types of contributions	Mean(\$)	Median(\$)
From arts organizations (e.g. art agencies, arts councils)		
From corporations or private businesses		
From individuals (exclude volunteer hours)		
From local (city or county) government		
From state government		
From other sources		

E. Staff, Volunteer and Attendance figures

Organization respondents were asked to respond on the following:

- Number of paid staff
- Number of volunteers and amount of donated time
- Number of attendees and average cost of ticket

Table 16 Average number of paid staff employed by the organizations

Type of Staff	Avg.	
Full-time paid staff		
Part-time paid staff		
Contract staff/independent contractors		
Other paid staff		

Table 17 The average total number of volunteers and total hours donated to the organizations

Type of Volunteer	Avg. # of Volunteers	Total hours
Professional(e.g. executive staff, board members)		
Artistic (e.g. artists, designers)		
Clerical (e.g. administrative support staff)		
Service (e.g. ticket takers, gift shops, docents)		
Other volunteers		

Table 18The average total attendance figures for the most recent fiscal year and average cost per ticket (\$ Dollars)

Type of Organization	Avg. # of attendees	Avg. cost per ticket(\$)
Performances		
Exhibitions (including museum and gallery attendees)		
Festivals and special events		
Other events		