

90% OF EVENTS ARE FREE



22 DAYS, 3 VENUES
223 CONCERTS & EVENTS

150K+ PEOPLE
ATTEND THE FESTIVAL



52K+ DIGITAL CONNECTIONS

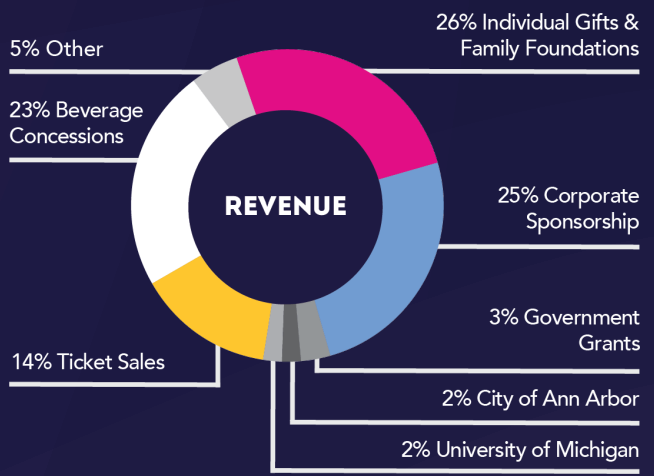
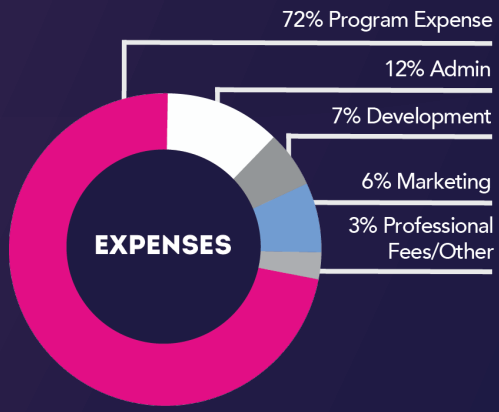
- 20,557 ENEWS
- 21,722 FACEBOOK
- 8,256 TWITTER
- 2,394 INSTAGRAM



400+ LOCAL, NATIONAL, & INTERNATIONAL ARTISTS
80% the midwest, 16% united states, 4% international

FESTIVAL REGIONAL ECONOMIC IMPACT
\$3,674,357

Data from the Ann Arbor Area Community Foundation Nonprofit Arts Economic Calculator



Information

Step 1: Population

POPULATION of your community:

250,000 to 499,999 ▼

The population of the Greater Ann Arbor Area, according to the 2010 Census, was approximately 372,315. This means that the 250,000-499,999 size is most appropriate.

Step 2: Total Expenses

Your Organization's TOTAL EXPENSES

\$ 1460757

(please do not use commas):

Step 3: Total Attendance

TOTAL ATTENDANCE to your organization's arts events

80000

(again, do not use commas):

CALCULATE

RESET

Total Economic Impact of:

Nonprofit Arts and Culture Organizations:

Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
\$1,460,757	49.5	\$1,266,842	\$36,723	\$143,826

Nonprofit Arts and Culture Audiences:

Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
\$2,213,600	39	\$1,025,804	\$67,736	\$223,485

Total Industry Impact:

(The Sum of Organizations and Audiences)

Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
\$3,674,357	88.5	\$2,292,646	\$104,459	\$367,311

PRINT YOUR RESULTS

Please see the [fine print](#) below.

Definitions

- Total Expenditures:** The total dollars spent by your nonprofit arts and culture organization and its audiences; event-related spending by arts and culture audiences is estimated using the average dollars spent per person by arts event attendees in similarly populated communities.
- FTE Jobs:** The total number of full-time equivalent (FTE) jobs in your community that are supported by the expenditures made by your arts and culture organization and/or its audiences. An FTE can be one full-time employee, two half-time employees, four employees who work quarter-time, etc.
- Household Income:** The total dollars paid to community residents as a result of the expenditures made by your arts and culture organization and/or its audiences. Household income includes salaries, wages, and proprietary income.
- Government Revenue:** The total dollars received by your local and state governments (e.g., license fees, taxes) as a result of the expenditures made by your arts and culture organization and/or its audiences.

When using estimates derived from this calculator, always keep the following in mind: the results of this analysis are based upon the averages of our community and your results are therefore estimates.

© 2017 by [Americans for the Arts](#).

Sponsored by [Ann Arbor Area Community Foundation](#)