

## The Economic Impact of Turtle Bay Exploration Park and Its Visitors In Shasta County, CA (FY 2007)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$6,188,400		\$3,434,695		\$9,623,095

### Spending by Turtle Bay Exploration Park and Its Visitors Supports Local Jobs and Generates Government Revenue

Economic Impact Category	Economic Impact of Turtle Bay Exploration Park	+	Economic Impact of the Park's Visitors	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	167		66		233
Household Income Paid to Residents	\$3,759,000		\$1,425,000		\$5,184,000
Revenue Generated to <u>Local</u> Government	\$247,000		\$196,000		\$443,000
Revenue Generated to <u>State</u> Government	\$288,000		\$368,000		\$656,000

### Visit-Related Spending by the Park's Visitors Totalled \$3.4 million during 2007 (excluding the cost of admission)

Visitation to Turtle Bay Exploration Park	Local* Visitors	+	Non-Local* Visitors	=	All Visitors
Total Attendance to Arts and Culture Events	75,061		81,420		156,481
Percentage of Total Attendance	48		52		100
Average Event-Related Spending Per Person	\$7.11		\$39.68		\$24.02
Total Event-Related Expenditures	\$488,880		\$2,945,815		\$3,434,695

### Visitors Spend an Average of \$24.02 Per Person in Shasta County

(excluding the cost of admission, and the cost of food, gifts, and souvenirs purchased at Turtle Bay Exploration Park)

Category of Visit-Related Expenditure	Local* Visitors	Non-Local* Visitors	All Visitors
Meals and Refreshments before/after Visit	\$5.04	\$10.41	\$7.83
Ground Transportation	\$0.98	\$5.71	\$3.44
Overnight Lodging (one night only)	\$0.26	\$19.13	\$10.06
Other/Miscellaneous	\$0.82	\$4.42	\$2.69
Average Visit-Related Spending Per Person	\$7.11	\$39.68	\$24.02

\* Local visitors are visitors who reside within Shasta County; non-local visitors live outside the County.

Source: *Arts & Economic Prosperity III: The Economic Impact of Turtle Bay Exploration Park and Its Visitors in Shasta County, CA*. For more information about this study or about Turtle Bay Exploration Park, visit the Park's web site at [www.turtlebay.org](http://www.turtlebay.org).

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