



**STANDARDIZED AUDIENCE SURVEY  
SUMMARY REPORT  
CATEGORY 'B' APPLICANTS  
Fiscal Year 2010**

**Presented by:  
Profile Marketing Research  
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**March 31, 2011**

# **TOTAL CATEGORY 'B' APPLICANTS**

PALM BEACH COUNTY CULTURAL COUNCIL GRANT APPLICATION - FISCAL YEAR 2010 (10/1/09 - 9/30/10)

## **THE SURVEY PROCESS**

- \* Profile Marketing Research provided the following to each of the Category 'B' Applicants:
  - questionnaire**
  - electronic data entry and reporting file**
  - instruction manual**
  - sample size and data collection schematic****
  
- \* Information is collected by the Category 'B' Applicants based on instructions and materials provided by Profile Marketing Research.**
  
- \* The assumption in presenting this report is that all Category 'B' Applicants followed all instructions as provided.**

# TOTAL CATEGORY 'B' APPLICANTS

PALM BEACH COUNTY CULTURAL COUNCIL GRANT APPLICATION - FISCAL YEAR 2010 (10/1/09 - 9/30/10)

Organization	# Completed Surveys	Estimated Audience Size <sup>1</sup>
Armory Art Center	610	26,860
Boca Raton Historical Society	344	70,747
Boca Raton Museum of Art	834	260,863
Caldwell Theatre Company	424	32,144
Center for the Arts at Mizner Park	303	58,495
F.A.U. Schmidt College	762	43,608
Flagler Museum	719	97,184
Florida Stage	400	52,003
Kravis Center	980	314,408
Loggerhead Marine Life Center	169	205,642
Maltz Jupiter Theatre	400	72,106
Morikami Museum & Japanese Gardens	959	336,208
Norton Museum of Art	953	124,040
Old School Square Cultural Arts Center	753	490,806
Palm Beach Opera	401	27,073
Palm Beach Photographic Centre	800	39,684
The Palm Beach Pops	398	60,179
Palm Beach Zoo	810	241,118
South Florida Science Museum	235	119,565
Sunfest <sup>2</sup>	613	144,363
<b>TOTAL</b>	<b>11,867</b>	<b>2,817,096</b>

<sup>1</sup> Average estimated audience sizes supplied by organizations (total attendance less youth-funded programs)

<sup>2</sup> Estimated number of interviews

# TOTAL CATEGORY 'B' APPLICANTS

PALM BEACH COUNTY CULTURAL COUNCIL GRANT APPLICATION - FISCAL YEAR 2010 (10/1/09 - 9/30/10)

## SUMMARY OF FINDINGS\*

### VISITATION

- Over half of attendees across all cultural offerings are repeat attendees to that organization (62%); 38% are first-timers. This represents a significant change as compared to FY2008 (58% and 42% respectively).
  - There was a significant decline in first-time visitorship to museums (49%) as compared to FY2008 (56%).
- Both average party size (2.99) and the average number of visits to a specific cultural organization (5.86) declined slightly from FY2008 (average party size = 3.07; average number of visits = 6.45).
  - As compared to FY2008, the average number of visits to museums increased from 2.84 to 3.58, while visits to special events and performing arts venues declined (from 5.42 to 3.33 and from 10.48 to 9.51 respectively).

### OVERALL SATISFACTION

- Overall satisfaction continues to be high; 95% Top 2 Box. This compares to 94% for FY2008.
  - Satisfaction among those attending special events (93%; Top 2 Box) increased significantly from FY2008 (89%).

### SOURCE OF INFORMATION

- As in previous years, when asked how they heard about the museum, performance, or special event, attendees most likely cite word of mouth (41%), newspaper (16%), internet (14%), brochure (10%), or direct mail (10%).
  - As compared to FY2008, more attendees cited the internet (14% vs. 10%) and fewer cited the newspaper (16% vs. 19%) as a source of information.
  - As in prior years, word of mouth is cited more often by museum attendees (48%) than performing arts (36%) and special events attendees (35%).

\* Of note: the 2009-2010 report does not contain any raw data from Sunfest. All reported figures are excluding Sunfest 2010, unless otherwise noted.

# TOTAL CATEGORY 'B' APPLICANTS

PALM BEACH COUNTY CULTURAL COUNCIL GRANT APPLICATION - FISCAL YEAR 2010 (10/1/09 - 9/30/10)

## SUMMARY OF FINDINGS

### Palm Beach County Residency

- Cultural attendees are more likely to be full-time Palm Beach County residents (53%) than seasonal residents (13%) or non-residents (34%).

### Hotel Nights

- 10% of attendees report staying in a Palm Beach County hotel at least one night, which is at parity with FY2008 (also 10%).
  - The average number of hotel nights reported is 5.44 (slightly greater than FY2008 - 5.23) and the average number of rooms used is 1.21 (slightly less than FY2008 - 1.26).

### Demographics

- As in the past, attendee age continues to skew older with 39% of those surveyed being 65 and over in FY2010.
  - As reported in the past, performing arts attendees are more likely to be 65 and older (59%) than museum (26%) and special events (38%) attendees.
- When asked their race/ethnicity, most cultural attendees claim to be Caucasian (88%). This is comparable to FY2008.

### Projections\*

- The total estimated economic impact ("influence of culture" dollars excluding direct hotel nights for artist groups) on Palm Beach County is \$251 million. This compares to approximately \$259 million in FY2008.
- The total estimated number of hotel nights in FY2010 is 1,778,038 (projected to total estimated audience size and includes 13,811 direct hotel nights attributed to artist groups, seminar leaders, etc.). This compares to 1,546,470 estimated hotel nights for FY2008.

\*Projections of economic impact include Sunfest 2010 data.

# TOTAL CATEGORY 'B' APPLICANTS

PALM BEACH COUNTY CULTURAL COUNCIL GRANT APPLICATION - FISCAL YEAR 2010 (10/1/09 - 9/30/10)

<b>KEY MEASURES</b>								
	FY2010	FY2009	FY2008	FY2007	FY2006	FY2005	FY2004	FY2003
<b><u>Visitation</u></b>								
First Visit	38%	n/a	42%	44%	32%	39%	40%	41%
Repeat Visit	62%	n/a	58%	56%	68%	61%	60%	59%
Average party size	2.99	n/a	3.07	3.33	3.13	3.29	3.23	3.37
Average # of visits	5.76	n/a	6.45	5.57	6.14	3.48	3.75	3.25
<b><u>Overall Satisfaction</u></b>								
Satisfied (Top 2 Box)	95%	n/a	94%	93%	93%	91%	93%	94%
Extremely Satisfied (Top Box)	76%	n/a	70%	69%	69%	66%	68%	71%
<b><u>Source of Information</u></b>								
Word of Mouth	41%	n/a	42%	38%	40%	43%	44%	40%
Newspaper	16%	n/a	19%	18%	18%	18%	20%	27%
Direct Mail	10%	n/a	9%	11%	16%	13%	11%	10%
Brochure	10%	n/a	12%	10%	10%	8%	7%	8%
Internet	14%	n/a	10%	11%	9%	6%	6%	4%
<b><u>Palm Beach County Residency</u></b>								
Resident (Full-Time/Seasonal)	66%	n/a	67%	71%	72%	67%	65%	67%
Non-Resident	34%	n/a	33%	29%	28%	33%	35%	33%
<b><u>Hotel</u></b>								
Staying in a Hotel	10%	n/a	10%	9%	9%	10%	8%	7%
Average # of Hotel Nights	5.44	n/a	5.23	5.56	5.55	5.80	6.97	5.59
Average # of Rooms	1.21	n/a	1.26	1.55	1.42	1.46	1.28	1.60
<b><u>Age</u></b>								
Under 65 Years Old	61%	n/a	63%	66%	64%	66%	66%	62%
65 Years and Over	39%	n/a	37%	34%	36%	34%	34%	38%
<b><u>Ethnic Audience</u></b>								
Hispanic	5%	n/a	5%	5%	4%	5%	5%	4%
African-American/Black	2%	n/a	3%	2%	3%	4%	4%	3%
<b><u>Spending Per Visitor</u></b>								
Average	\$103.53	n/a	\$116.02	\$92.59	\$93.09	\$116.91	\$96.76	\$83.13

## TOTAL CATEGORY 'B' APPLICANTS

PALM BEACH COUNTY CULTURAL COUNCIL GRANT APPLICATION - FISCAL YEAR 2010 (10/1/09 - 9/30/10)

- ➔ Number of Surveys = 11253
- ➔ Projections can be made from the report findings by percentaging the report findings against the total year end attenders. To do this, take the average spending per visitor and multiply by the total number of attendees in the fiscal year.
- ➔ Charts and tables contained in the report are labeled according to the corresponding survey question.
- ➔ Bar charts display labels that indicate the responses of those surveyed. The percentage for each response is shown on the bar itself. The actual number for each response is given above the bar.

NOTE: SunFest data not available

## TOTAL CATEGORY 'B' APPLICANTS

PALM BEACH COUNTY CULTURAL COUNCIL GRANT APPLICATION - FISCAL YEAR 2010 (10/1/09 - 9/30/10)

	Museums	Performing Arts	Special Event
⇒ Number of Surveys =	5,461	3,591	2,201

⇒ Projections can be made from the report findings by percentaging the report findings against the total year end attenders. To do this, take the average spending per visitor and multiply by the total number of attendees in the fiscal year.

⇒ Charts and tables contained in the report are labeled according to the corresponding survey question.

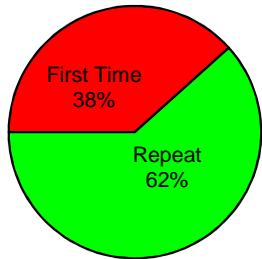
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# TOTAL CATEGORY 'B' APPLICANTS

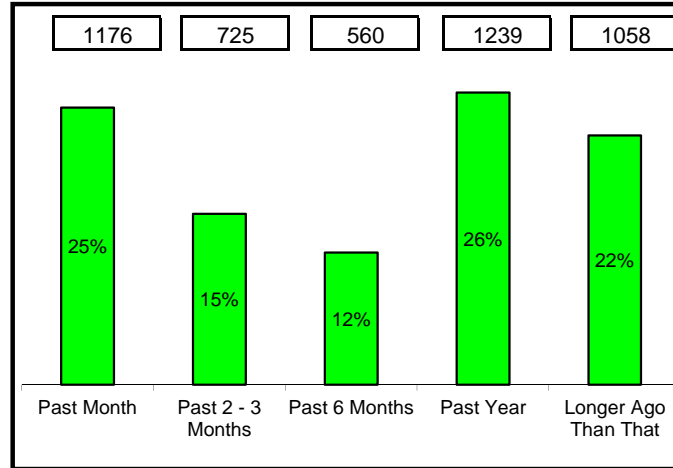
PALM BEACH COUNTY CULTURAL COUNCIL GRANT APPLICATION - FISCAL YEAR 2010 (10/1/09 - 9/30/10)

**FIRST VISIT**



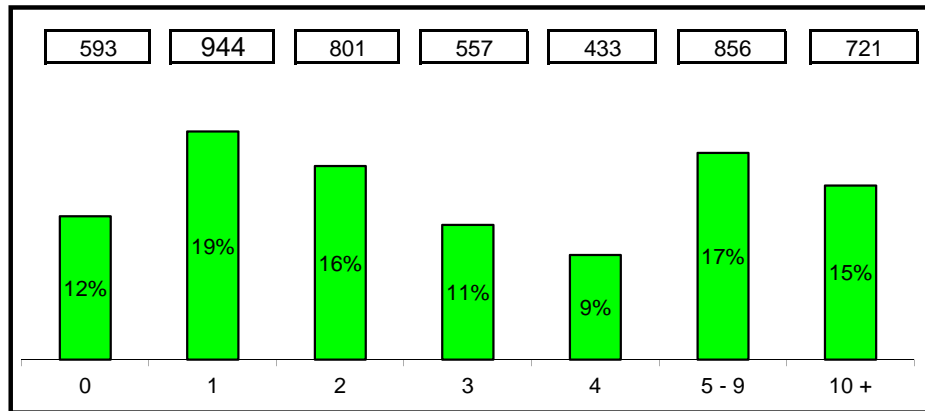
Total Attenders =	11164
Repeat =	6883
First Time =	4281
Average Per Party =	2.99

**LAST VISIT - AMONG REPEAT VISITORS**



Total Attenders = 4758

**PRIOR VISITS PAST 12 MOS - AMONG REPEAT VISITORS**



Total Attenders = 4930  
Average # of Visits = 5.76

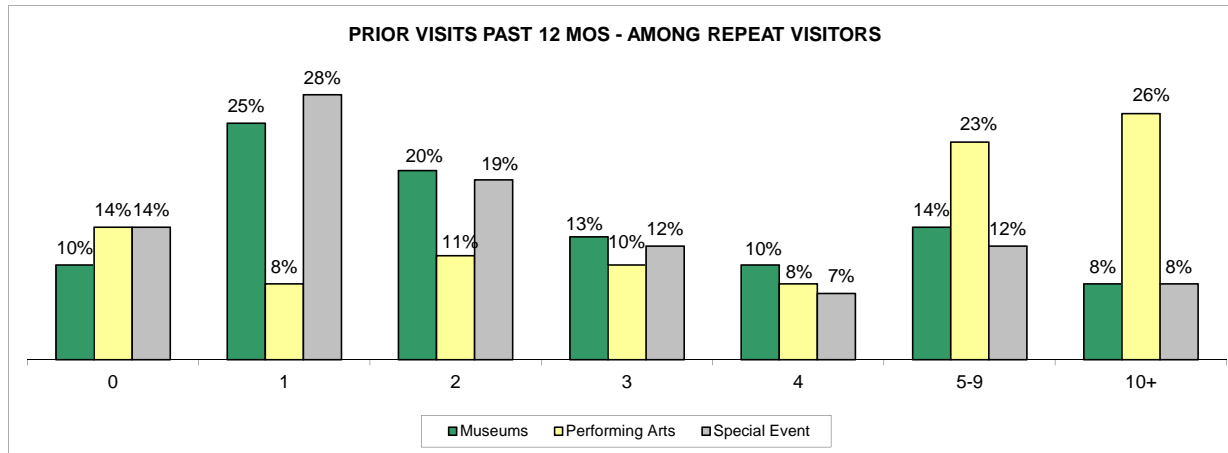
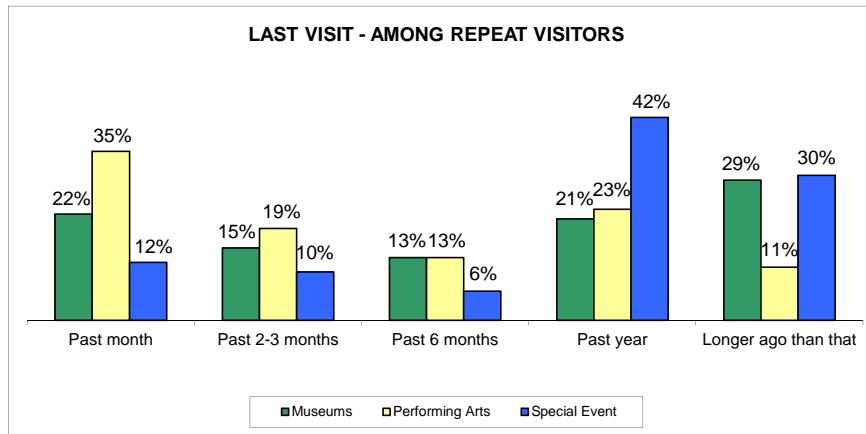
\* Respondents reporting party size greater than 50 are viewed as outliers and have been excluded from the analysis.  
NOTE: SunFest data not available

## TOTAL CATEGORY 'B' APPLICANTS

PALM BEACH COUNTY CULTURAL COUNCIL GRANT APPLICATION - FISCAL YEAR 2010 (10/1/09 - 9/30/10)

	MUSEUM	PERFORMING ARTS	SPECIAL EVENT
Total Attenders	5,421	3,569	2,174
Repeat	2,754	2,882	1,247
First Time	2,667	687	927
Average Per Party	3.11	3.16	2.38

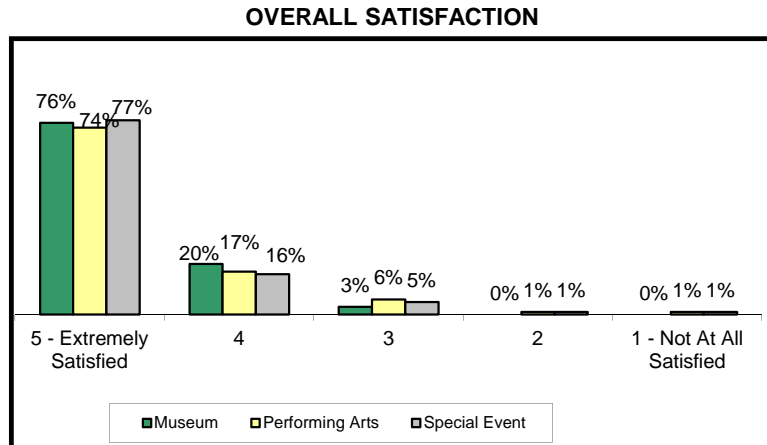
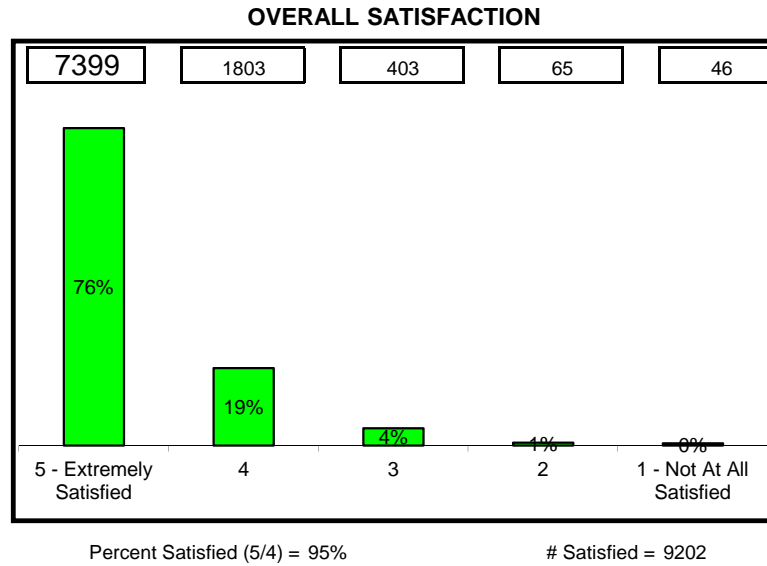
	MUSEUM	PERFORMING ARTS	SPECIAL EVENT
First Visit	49%	19%	43%
Repeat Visit	51%	81%	57%
Average # of Visits	3.58	9.51	3.33



NOTE: SunFest data not available

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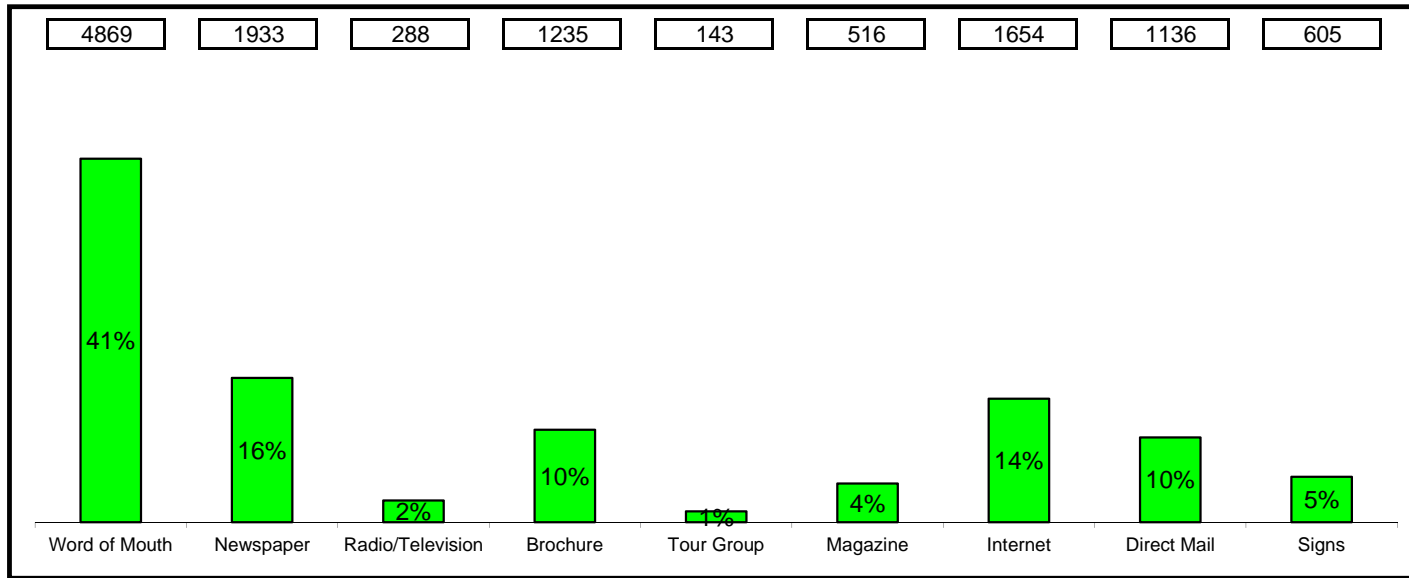


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## TOTAL CATEGORY 'B' APPLICANTS

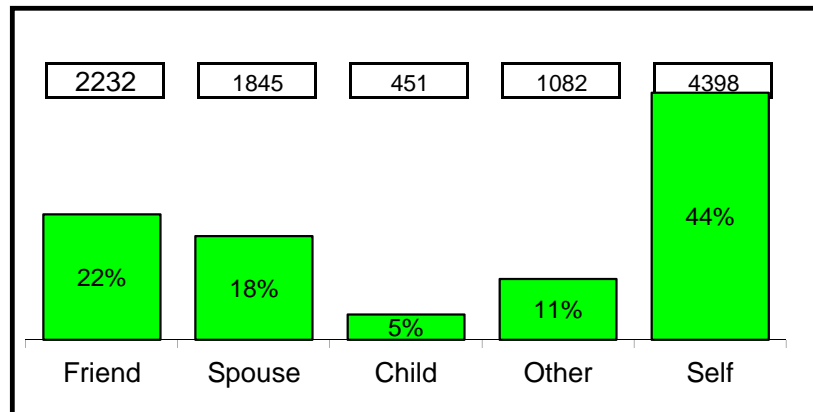
PALM BEACH COUNTY CULTURAL COUNCIL GRANT APPLICATION - FISCAL YEAR 2010 (10/1/09 - 9/30/10)

### HOW DID YOU HEAR ABOUT THIS MUSEUM/PERFORMANCE/SPECIAL EVENT?\*



\*Multiple Responses Accepted

### WHO IN YOUR GROUP SUGGESTED THE VISIT HERE?

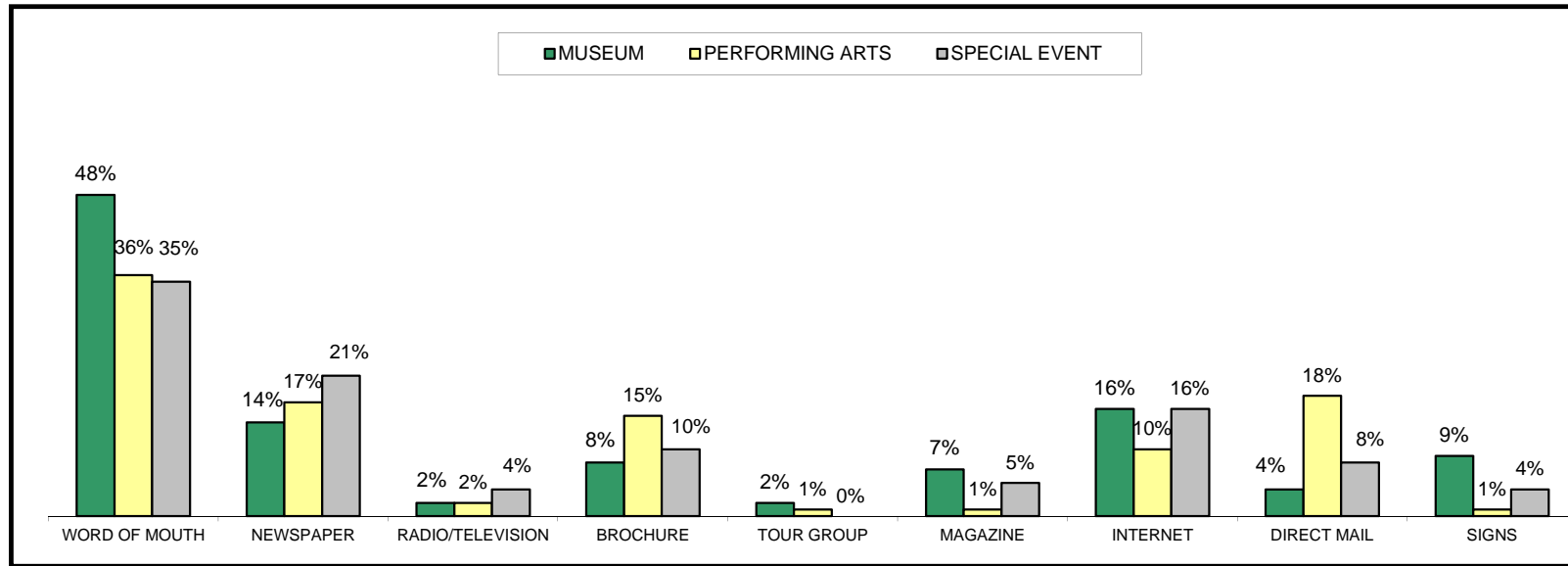


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# TOTAL CATEGORY 'B' APPLICANTS

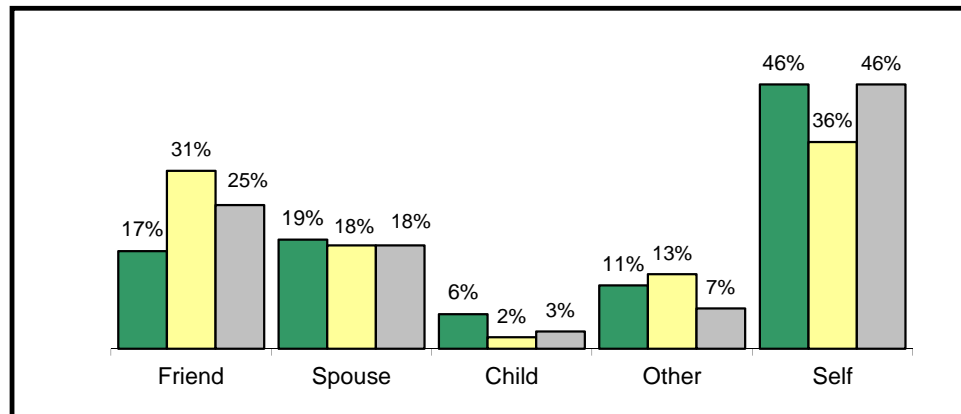
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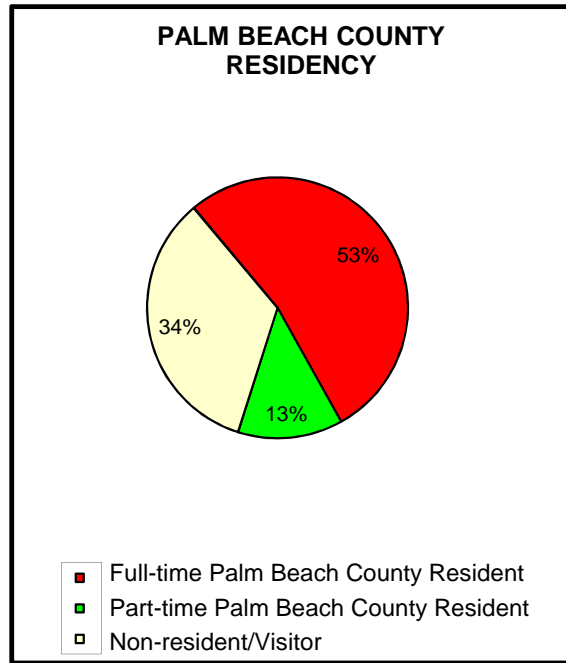
## WHO IN YOUR GROUP SUGGESTED THE VISIT HERE?



NOTE: SunFest data not available

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STAYING IN A HOTEL	AVERAGE NUMBER OF HOTEL NIGHTS*	AVERAGE NUMBER OF ROOMS
Yes = 1119 10%	5.44	1.21

# of Attenders Staying in a Hotel	1119
x Average Number of Hotel Nights*	5.44
x Average Number of Rooms Per Party	1.21
<b>Number of Hotel Nights =</b>	<b>7348.64</b>

→ Surveyed Attendees

\* Respondents reporting hotel night stays of 31 + days are viewed as outliers and have been excluded from the analysis.

NOTE: SunFest data not available

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RESIDENCY	Museum	Performing Arts	Special Event
<b>PALM BEACH COUNTY</b>	<b>57%</b>	<b>86%</b>	<b>56%</b>
FULL-TIME	48%	69%	39%
SEASONAL	9%	17%	17%
NON-RESIDENT	43%	14%	44%

		STAYING IN A	AVERAGE NUMBER	
		HOTEL	OF HOTEL NIGHTS*	OF ROOMS
<b>MUSEUM</b>	→	<b>Yes =</b> 732 13%	5.16	1.22
<b>PERFORMING ARTS</b>	→	<b>Yes =</b> 48 1%	6.35	1.60
<b>SPECIAL EVENT</b>	→	<b>Yes =</b> 339 15%	5.93	1.12

	Museums	Performing Arts	Special Event
<b># of Attenders Staying in a Hotel</b>	732	48	339
<b>x Average Number of Hotel Nights*</b>	5.16	6.35	5.93
<b>x Average Number of Rooms Per Party</b>	1.22	1.60	1.12
<b>Number of Hotel Nights =</b>	4614.70	486.06	2253.60

→ Surveyed Attendees

\* Respondents reporting hotel night stays of more than 31 days are viewed as outliers and have been excluded from the analysis.

NOTE: SunFest data not available

## TOTAL CATEGORY 'B' APPLICANTS

PALM BEACH COUNTY CULTURAL COUNCIL GRANT APPLICATION - FISCAL YEAR 2010 (10/1/09 - 9/30/10)

### TOTAL SPENDING\*\*

	Total Spending at Venue	Other Expenditures Excluding Venue and Hotel	Total Spending In Hotel	Average Spending Per Party	Average Party Size	Average * Spending Per Individ. Visitor	Total \$
<b>Full Time Residents</b>	\$419,713.02	\$353,290.58	\$6,170.34	\$134.18	3.0	\$45.39	\$779,173.94
<b>Seasonal Residents</b>	\$141,044.90	\$212,520.51	\$74,166.93	\$299.95	2.9	\$104.22	\$427,732.34
<b>Hotel Visitors</b>	\$161,763.73	\$549,156.00	\$956,933.47	\$1,591.46	2.2	\$727.37	\$1,667,853.20
<b>Non-Hotel Visitors</b>	\$191,103.64	\$360,814.00		\$207.18	3.2	\$64.77	\$551,917.64
<b>Total =</b>					3.0	\$103.53	\$3,426,677.12

\* Average Spending Per Individual Visitor is computed individually by survey respondent, for accuracy. Thus, average spending per individual visitor reported above may vary slightly from dividing average spending per party by average party size.

\*\* Among survey participants only

NOTE: Respondents reporting hotel night stays of 31 + days are viewed as outliers and have been excluded from the analysis.

NOTE: SunFest data not available

## TOTAL CATEGORY 'B' APPLICANTS

PALM BEACH COUNTY CULTURAL COUNCIL GRANT APPLICATION - FISCAL YEAR 2010 (10/1/09 - 9/30/10)

MUSEUMS**	Total Spending at Venue	Other Expenditures Excluding Venue and Hotel	Total Spending In Hotel	Average Spending Per Party	Average Party Size	Average * Spending Per Individ. Visitor
Full Time Residents	\$82,983.50	\$143,062.00	\$2,766.39	\$89.45	3.1	\$28.51
Seasonal Residents	\$21,714.81	\$91,105.00	\$26,672.92	\$288.80	2.6	\$110.10
Hotel Visitors	\$35,982.73	\$332,419.00	\$564,188.54	\$1,359.46	2.4	\$572.84
Non-Hotel Visitors	\$78,505.60	\$241,528.00		\$197.19	3.4	\$57.28
<b>Total =</b>					3.1	\$96.28

PERFORMING ARTS**	Total Spending at Venue	Other Expenditures Excluding Venue and Hotel	Total Spending In Hotel	Average Spending Per Party	Average Party Size	Average * Spending Per Individ. Visitor
Full Time Residents	\$262,800.37	\$152,828.68	\$1,409.80	\$173.33	3.0	\$58.10
Seasonal Residents	\$73,675.50	\$57,809.00	\$2,321.90	\$231.50	3.5	\$66.70
Hotel Visitors	\$4,907.00	\$12,945.00	\$97,393.91	\$3,201.28	3.4	\$944.64
Non-Hotel Visitors	\$49,163.04	\$37,558.00		\$197.57	3.1	\$64.19
<b>Total =</b>					3.2	\$67.66

SPECIAL EVENT**	Total Spending at Venue	Other Expenditures Excluding Venue and Hotel	Total Spending In Hotel	Average Spending Per Party	Average Party Size	Average * Spending Per Individ. Visitor
Full Time Residents	\$73,929.15	\$57,399.90	\$1,994.15	\$158.15	2.3	\$67.88
Seasonal Residents	\$45,654.59	\$63,606.51	\$45,172.11	\$423.10	2.3	\$185.84
Hotel Visitors	\$120,874.00	\$203,792.00	\$295,351.02	\$1,901.89	1.7	\$1,141.84
Non-Hotel Visitors	\$63,435.00	\$81,728.00		\$241.13	2.6	\$91.70
<b>Total =</b>					2.4	\$205.05

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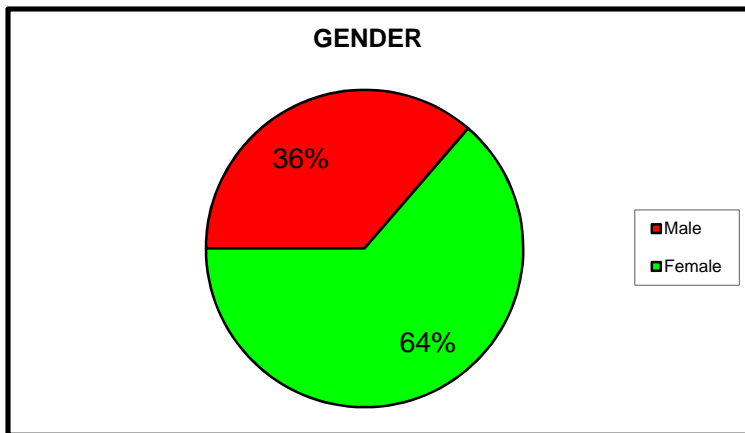
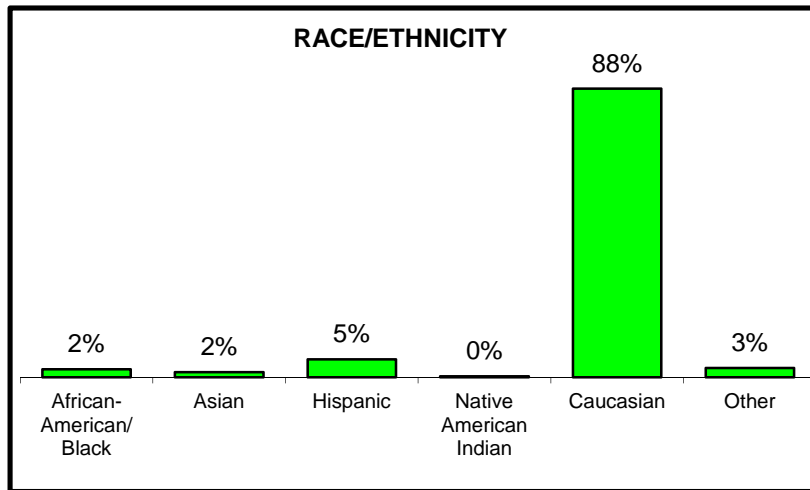
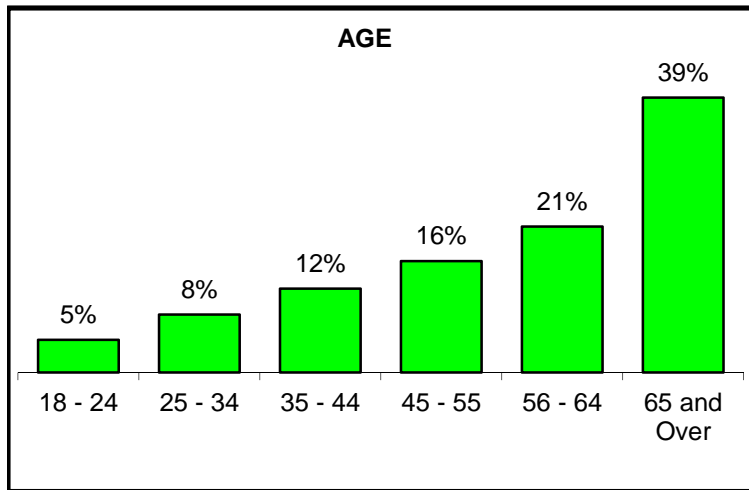
\*\* Among survey participants only

NOTE: Respondents reporting hotel night stays of 31 + days are viewed as outliers and have been excluded from the analysis.

NOTE: SunFest data not available

# TOTAL CATEGORY 'B' APPLICANTS

PALM BEACH COUNTY CULTURAL COUNCIL GRANT APPLICATION - FISCAL YEAR 2010 (10/1/09 - 9/30/10)



NOTE: SunFest data not available  
 PALM BEACH COUNTY CULTURAL COUNCIL  
 1555 PALM BEACH LAKES BLVD.  
 WEST PALM BEACH, FL 33401

PROFILE MARKETING RESEARCH  
 4020 S. 57TH AVE., #101  
 LAKE WORTH, FL 33463  
 3/31/2011  
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**TOTAL CATEGORY 'B' APPLICANTS**

PALM BEACH COUNTY CULTURAL COUNCIL GRANT APPLICATION - FISCAL YEAR 2010 (10/1/09 - 9/30/10)

Age	Museum	Performing Arts	Special Event
18 - 24	7%	1%	5%
25 - 34	11%	2%	10%
35 - 44	17%	5%	12%
45 - 54	19%	10%	16%
55 - 64	20%	22%	19%
65 and Over	26%	59%	38%

Race/Ethnicity	Museum	Performing Arts	Special Event
African-American/Black	3%	2%	2%
Asian	2%	0%	2%
Hispanic	7%	2%	7%
Native American	0%	0%	0%
Caucasian	85%	93%	85%
Other	3%	2%	3%

Gender	Museum	Performing Arts	Special Event
Male	39%	31%	37%
Female	61%	69%	63%

NOTE: SunFest data not available

## TOTAL CATEGORY 'B' APPLICANTS

PALM BEACH COUNTY CULTURAL COUNCIL GRANT APPLICATION - FISCAL YEAR 2010 (10/1/09 - 9/30/10)

Organization	Residence			
	Palm Beach County			Not Palm Beach County
	Total	Full-time	Seasonal	
Armory Art Center	79%	69%	10%	21%
Boca Raton Historical Society	65%	54%	11%	35%
Boca Raton Museum of Art	58%	40%	18%	42%
Caldwell Theatre Company	76%	56%	20%	24%
Center for the Arts at Mizner Park	77%	47%	30%	23%
F.A.U. Schmidt College	69%	58%	11%	31%
Flagler Museum	28%	20%	8%	72%
Florida Stage	89%	65%	24%	11%
Kravis Center	91%	82%	9%	9%
Loggerhead Marine Life Center	47%	36%	11%	53%
Maltz Jupiter Theatre	96%	92%	4%	4%
Morikami Museum & Japanese Gardens	38%	31%	7%	62%
Norton Museum of Art	83%	74%	9%	17%
Old School Square Cultural Arts Center	68%	51%	17%	32%
Palm Beach Opera	78%	54%	24%	22%
Palm Beach Photographic Centre	29%	15%	14%	71%
The Palm Beach Pops	91%	62%	29%	9%
Palm Beach Zoo	64%	57%	7%	36%
South Florida Science Museum	71%	63%	8%	29%
Sunfest	90%	84%	6%	10%
<b>TOTAL</b>	<b>66%</b>	<b>53%</b>	<b>13%</b>	<b>34%</b>

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PALM BEACH COUNTY CULTURAL COUNCIL GRANT APPLICATION - FISCAL YEAR 2010 (10/1/09 - 9/30/10)

### **PROJECTIONS**

#### **Caveat:**

**These projections are based on survey results projected to audience size. The sampling error for each cultural organization is 5% or greater, depending on the number of visitors surveyed.**

## TOTAL CATEGORY 'B' APPLICANTS

PALM BEACH COUNTY CULTURAL COUNCIL GRANT APPLICATION - FISCAL YEAR 2010 (10/1/09 - 9/30/10)

Estimated Economic Impact					
Direct Hotel Nights from Artists/Crew/Seminar Leaders, etc.	Average Daily Room Rate FY2010**		Estimated Direct Hotel Nights		Estimated \$ Impact
TOTAL (excludes expenditures other than lodging)	\$ 121.71	x	13,011	=	\$ 1,583,569

Estimated Economic Impact					
Audience	Avg. \$ Impact Per Visitor		Estimated Audience Size*		Estimated \$ Impact
Armory Art Center	\$ 136.01	x	26,860	=	\$ 3,653,229
Boca Raton Historical Society	\$ 90.23	x	70,747	=	\$ 6,383,502
Boca Raton Museum of Art	\$ 58.46	x	260,863	=	\$ 15,250,051
Caldwell Theatre Company	\$ 115.16	x	32,144	=	\$ 3,701,703
Center for the Arts at Mizner Park	\$ 138.19	x	58,495	=	\$ 8,083,424
F.A.U. Schmidt College	\$ 73.01	x	43,608	=	\$ 3,183,820
Flagler Museum	\$ 253.45	x	97,184	=	\$ 24,631,285
Florida Stage	\$ 83.73	x	52,003	=	\$ 4,354,211
Kravis Center	\$ 69.88	x	314,408	=	\$ 21,970,831
Loggerhead Marine Life Center	\$ 93.07	x	205,642	=	\$ 19,139,101
Maltz Jupiter Theatre	\$ 44.18	x	72,106	=	\$ 3,185,643
Morikami Museum & Japanese Gardens	\$ 44.21	x	336,208	=	\$ 14,863,756
Norton Museum of Art	\$ 22.90	x	124,040	=	\$ 2,840,516
Old School Square Cultural Arts Center	\$ 103.02	x	490,806	=	\$ 50,562,834
Palm Beach Opera	\$ 85.31	x	27,073	=	\$ 2,309,598
Palm Beach Photographic Centre	\$ 872.07	x	39,684	=	\$ 34,607,226
The Palm Beach Pops	\$ 36.10	x	60,179	=	\$ 2,172,462
Palm Beach Zoo	\$ 41.89	x	241,118	=	\$ 10,100,433
South Florida Science Museum	\$ 36.76	x	119,565	=	\$ 4,395,209
Sunfest	\$ 108.09	x	144,363	=	\$ 15,604,197
<b>TOTAL</b>	<b>\$ 103.53</b>		<b>2,817,096</b>		<b>\$ 250,993,030</b>

\* Average estimated audience sizes supplied by organizations (total attendance less youth-funded)

\*\* Provided by TDC

**CAUTION: This economic impact projection must be viewed as a gross estimate only.**

<b>Total Estimated \$ Impact</b>
<b>\$ 252,576,599</b>

Projections are based on attendance numbers supplied. In theory, visitors may have attended more than one organization during their visit day/visit period.

## TOTAL CATEGORY 'B' APPLICANTS

PALM BEACH COUNTY CULTURAL COUNCIL GRANT APPLICATION - FISCAL YEAR 2010 (10/1/09 - 9/30/10)

	Direct Hotel Nights**	Total Number of Hotel Nights
<b>Organization</b>		
Armory Art Center		152
Boca Raton Historical Society		79
Boca Raton Museum of Art		847
Caldwell Theatre Company		56
Center for the Arts at Mizner Park		800
F.A.U. Schmidt College		170
Flagler Museum		1,269
Florida Stage		47
Kravis Center		5,248
Loggerhead Marine Life Center		-
Maltz Jupiter Theatre		321
Morikami Museum & Japanese Gardens		775
Norton Museum of Art		318
Old School Square Cultural Arts Center		1,256
Palm Beach Opera		813
Palm Beach Photographic Centre		491
The Palm Beach Pops		285
Palm Beach Zoo		-
South Florida Science Museum		-
Sunfest		884
<b>TOTAL</b>		<b>13,811</b>

	Hotel Nights - Audience								
<b>Organization</b>	Avg. Estimated Audience Size*	Percent of Hotel Visitors	Number of Hotel Visitors	Average Number of Hotel Nights	Average Number of Rooms Per Night	=	Number of Hotel Rooms	=	Total Number of Hotel Nights
Armory Art Center	26,860	6.0%	1,611.60	5.45	1.41	=	7.68	=	12,384.34
Boca Raton Historical Society	70,747	8.0%	5,659.76	7.15	1.28	=	9.15	=	51,798.12
Boca Raton Museum of Art	260,863	8.0%	20,869.04	7.60	1.33	=	10.11	=	210,944.26
Caldwell Theatre Company	32,144	2.0%	642.88	13.00	4.00	=	52.00	=	33,429.76
Center for the Arts at Mizner Park	58,495	5.0%	2,924.75	4.25	1.00	=	4.25	=	12,430.19
F.A.U. Schmidt College	43,608	4.0%	1,744.32	6.22	1.45	=	9.02	=	15,732.02
Flagler Museum	97,184	31.0%	30,127.04	5.00	1.29	=	6.45	=	194,319.41
Florida Stage	52,003	2.0%	1,040.06	5.67	1.17	=	6.63	=	6,899.65
Kravis Center	314,408	0.0%	6.29	2.86	1.00	=	2.86	=	17.98
Loggerhead Marine Life Center	205,642	15.0%	30,846.30	6.83	1.33	=	9.08	=	280,204.70
Maltz Jupiter Theatre	72,106	0.0%	0.00	0.00	0.00	=	0.00	=	0.00
Morikami Museum & Japanese Gardens	336,208	9.0%	30,258.72	3.65	1.21	=	4.42	=	133,637.64
Norton Museum of Art	124,040	3.0%	3,721.20	3.54	1.25	=	4.43	=	16,466.31
Old School Square Cultural Arts Center	490,806	10.0%	49,080.60	6.44	1.19	=	7.66	=	376,134.09
Palm Beach Opera	27,073	3.0%	812.19	4.85	1.36	=	6.60	=	5,357.21
Palm Beach Photographic Centre	39,684	53.0%	21,032.52	5.24	1.03	=	5.40	=	113,516.72
The Palm Beach Pops ~	60,179	2.0%	1,203.58	8.00	1.00	=	8.00	=	9,628.64
Palm Beach Zoo	241,118	4.0%	9,644.72	6.97	1.56	=	10.87	=	104,868.97
South Florida Science Museum	119,565	10.0%	11,956.50	6.26	1.70	=	10.64	=	127,241.07
Sunfest	144,363	7.0%	10,105.41	3.53	1.66	=	5.86	=	59,215.68
<b>TOTAL</b>	<b>2,817,096</b>						<b>5.86</b>		<b>1,764,226.76</b>

\* Average estimated audience sizes supplied by organizations (total attendance less youth funded pgms)

\*\* Direct room nights supplied by PBCCC

+ Destination

- No surveyed attendees reporting staying in a hotel

**CAUTION: This impact projection must be viewed as a gross estimate only.**

Projections are based on attendance numbers supplied. Also, in theory, visitors may have attended more than one organization during their visit day/visit period.

<b>Total Number of Hotel Nights</b>
1,778,038

## TOTAL CATEGORY 'B' APPLICANTS

PALM BEACH COUNTY CULTURAL COUNCIL GRANT APPLICATION - FISCAL YEAR 2010 (10/1/09 - 9/30/10)

<b>Projections</b>
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<b>Audience</b>	<b>Estimated Economic Impact</b>	
	<b>Venue \$ Economic Impact</b>	<b>Total \$ Economic Impact</b>
Full Time Residents	\$419,713.02	\$12,097,237.73
Seasonal Residents	\$141,044.90	\$27,776,473.14
Hotel Visitors	\$161,763.73	\$193,856,968.59
Non-Hotel Visitors	\$191,103.64	\$17,262,350.46

**CAUTION: This economic impact projection must be viewed as a gross estimate only.**

Projections are based on attendance numbers supplied. In theory, visitors may have attended more than one organization during their visit day/visit period.