



# The Economic Activity of Dance in New York City

## Facts in Brief

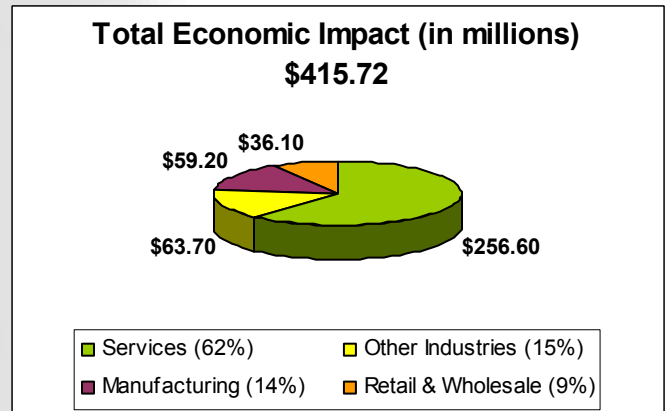
### Summary

#### Non-profit dance companies and presenters in New York City generate...

- Nearly a **half a billion** (\$415.72 million) of local economic activity annually
- Greater than **one million** paid attendances

#### The economic activity of dance in New York City generates...

- Organizational spending of **\$121.0 million**
- Audience spending of **\$135.4 million**
- **\$182.2 million** in labor income
- **4,311** full-time equivalent jobs
- **1,022,073** paid performance attendance



### Jobs

#### New York City dance organizations directly employ...

- **1,200** full-time employees
- **800** part-time employees
- **630** contract employees
- **8,600** volunteers at these organizations donate close to **40,000** hours of service yearly

These organizations spend more than **\$80 million** in employment annually

### Attendance

#### New York City's dance organizations perform worldwide before more than two million patrons each year...

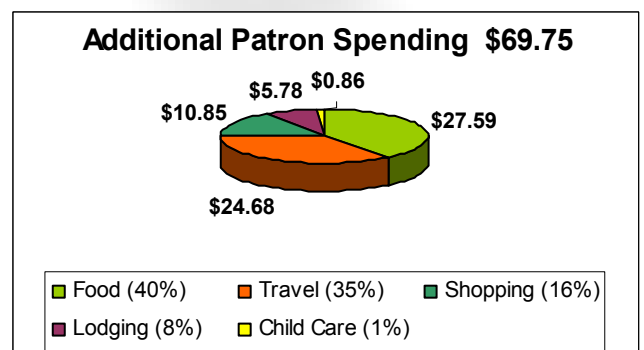
- **1,637,000** patrons attend ticketed performances
- **268,000** patrons participate in school performances/programs
- Free performances attract **40,000** patrons
- **116,000** patrons are involved in lecture/demonstrations, residencies and other activities
- **60%** of all attendance takes place in New York City
- New York City audiences are drawn from the 5 boroughs (**62.6%**), the metropolitan region (**25.9%**) and visitors from outside the area (**11.5%**)
- The city's dance companies engage **824,000** patrons through programs on tour (domestic and international)

### Patron Spending

#### Dance audiences in NYC generate more than \$135 million in direct economic activity annually...

- \$68.1 million on tickets
- \$29.1 million on food
- \$26 million on travel
- \$6.1 million on lodging
- \$11.4 million on shopping/merchandise
- \$0.9 million on child care

- The average patron spends almost **\$70** on activities associated with attendance at New York City dance performances *beyond* the price of admission...



*The full, printed report is available upon request or online and downloadable at [www.dancenyc.org](http://www.dancenyc.org)*

Prepared for:  
Dance/NYC  
63 Greene Street, #506  
New York, NY 10012  
(212) 966-4452  
<http://www.dancenyc.org>

Prepared by:  
AMS Planning & Research  
2150 Post Road, 4th floor  
Fairfield, CT 06824  
(203) 256-1616  
<http://www.ams-online.com>