

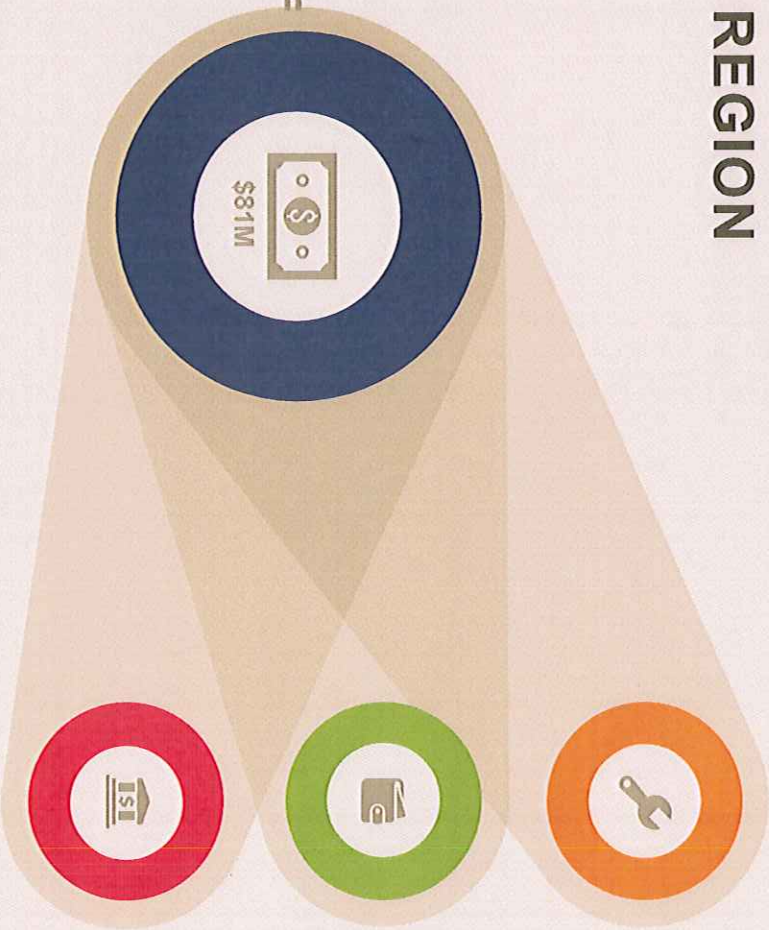
The Please Touch Museum and its Audiences:
**AN ECONOMIC ENGINE FOR THE
 PHILADELPHIA REGION**

TOTAL ECONOMIC IMPACT

**\$81
 MILLION**

\$35M + **\$46M** =

Direct expenditures of \$35 million trigger indirect spending of \$46 million. This total economic impact of \$81 million generates jobs, household income and tax revenue.



FULL-TIME
 EQUIVALENT JOBS
857

RESIDENT
 HOUSEHOLD INCOME
**\$20.2
 MILLION**

TAX REVENUE
**\$3.5
 MILLION**

DIRECT EXPENDITURES
**\$35
 MILLION**

INDIRECT EXPENDITURES
**\$46
 MILLION**

DIRECT EXPENDITURES
 The first round of spending by organizations and audiences.
 EXAMPLE: An organization creates jobs through its expenditures in the form of paychecks to its own employees.

INDIRECT EXPENDITURES
 Economic activity generated as cultural dollars make their way through the region's economy.
 EXAMPLE: A restaurant owner hires a contractor to make repairs, with money made from cultural attendees.