

Economic and Community Impact: The case for Performing Arts Center Relief in response to COVID-19

Prepared by AMS Analytics LLC
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WHY IT MATTERS

Monthly Impact of Non-Operation in the
Performing Arts Center Sector



\$249.8M

unrealized expenditures by
organizations and audiences



85,390

jobs impacted



\$188.1M

in household income at risk



\$10.9M

in lost local
government revenue



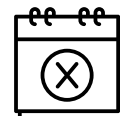
\$13.3M

in lost state
government revenue



2.1M

absent audience members



15,050

cancelled events*, to-date

* Includes performances and non-ticketed events

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SECTOR OVERVIEW

The nation's 49 largest and most active performing arts centers (PACs) represent significant economic impact¹ in their communities at the local level as well as at the state level. Beyond economic impact, performing arts centers are, alongside universities and hospitals, *anchor institutions* in their respective communities.

Anchor institutions are enduring organizations that remain in their geographic places, and play a vital role in their communities and economies. These institutions include a wide range of types of institutions representing different fields. Each neighborhood, city, or region includes an ecosystem of various kinds of anchor institutions such as colleges and universities, hospitals, libraries, museums, community foundations, businesses,

and other entities that are somewhat rooted in place. These institutions, therefore, have a vested interest in the future of their surroundings; they are interdependent with the quality of life of their localities and their inhabitants.²

The performing arts center is often the most significant node in the cultural ecosystem of a community; its health and capacity to support its partners and make space (literally and strategically) for other players in the market is critical to the longevity of the entire ecosystem.



The analysis presented below makes use of the Economic Prosperity Calculator created by Americans for the Arts.

ANNUAL EXPENDITURE YIELD: ORGANIZATIONS & AUDIENCES

The total dollars spent by performing arts centers and its audiences; event-related spending by cultural audiences is estimated using the average dollars spent per person, per event by cultural attendees in similarly populated communities.

\$2.0B

spent by
organizations

\$791.1M

spent by audiences

\$2.7B

spent in total

FULL TIME EQUIVALENT: ORGANIZATIONS & AUDIENCES

The total number of full-time equivalent (FTE) jobs that are supported by the expenditures made by these performing arts centers and/or its audiences.

65,329

jobs supported by
organizations

20,060

jobs supported by audiences

85,390

jobs in total

1 As measured by the Americans for the Arts economic prosperity calculator. See "Understanding the Arts & Economic Prosperity 5 Calculator," https://www.americansforthearts.org/sites/default/files/pdf/2017/by_program/reports_and_data/UnderstandingTheAEP5Calculator.pdf, accessed March 16, 2020.

2 "AITF's Anchor Fellows Program," Anchor Institutions Task Force, <https://www.margainc.com/fellowsrfa/>, accessed March 23, 2020.

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ANNUAL LOCAL GOVERNMENT REVENUE

The total dollars received by local governments as a result of the expenditures made by these performing arts centers and/or their audiences. Local government revenue includes revenue from local taxes (e.g., income, sales, lodging, real estate, personal property, and other local option taxes) as well as funds from license fees, utility fees, filing fees, and other similar sources. Local government revenue includes funds to governmental units such as city, county, township, and school districts, and other special districts.

\$80.1M

received by local
governments as a result of
PACs

\$39.8M

received by local
governments as a result of
PAC audiences

\$119.8M

received by local
governments in total

ANNUAL STATE GOVERNMENT REVENUE

The total dollars received by state governments as a result of the expenditures made by these performing arts centers and/or their audiences. State government revenue includes revenue from local taxes (e.g., income, sales, lodging, real estate, personal property, and other local option taxes) as well as funds from license fees, utility fees, filing fees, and other similar sources.

\$97.7M

received by state
governments as a result of
PACs

\$48.3M

received by state
governments as a result of
PAC audiences

\$146.1M

received by state
governments in total

ANNUAL HOUSEHOLD INCOME: ORGANIZATIONS & AUDIENCES

The total dollars paid to community residents as a result of the expenditures made by these performing arts centers and/or its audiences. Household income includes salaries, wages and income paid to residents.

\$1.6B

paid as a result of
expenditures by PACs

\$435.2M

paid as a result of
expenditures by
audiences

\$2.1B

paid in total



For 15+ years, AMS Analytics has been helping performing arts centers leverage data so they can build communities more effectively.

Our flagship product, the Analytics Suite, is comprised of operational benchmarking, compensation benchmarking and tour history data tools all designed with the performing arts center executive in mind. The intelligence helps executives and their staff understand their organization in the context of evolving realities for them and their peers in addition to enabling continuity and monitoring progress for executives and board members.

Visit us at ams-analytics.com

hello@ams-analytics.com

