

The Power of the Historic Theatre

Where Main Street Meets Wall Street

Our friends at **Americans for the Arts** have created a wealth of research to substantiate the value of nonprofit arts and cultural institutions. LHAT has taken that research and applied it to our own research collected from 137 historic theatres across the nation. To do a personalized study for your organization, we suggest you visit Americans for the Arts at **www.AmericansForTheArts.org**.

DEFINITIONS:

Total Expenditures: The total dollars spent by your nonprofit arts and culture organization and its audiences; event-related spending by arts and culture audiences is estimated using the average dollars spent per person by arts event attendees in similarly populated communities.

FTE Jobs:

The total number of full-time equivalent (FTE) jobs in your community that are supported by the expenditures made by your arts and culture organization and/or its audiences. An FTE can be one full-time employee, two half-time employees, four employees who work quarter-time, etc.

Government Revenue:

The total dollars received by your local and state governments (e.g., license fees, taxes) as a result of the expenditures made by your arts and culture organization and/or its audiences.

Household Income:

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

When using these estimates Americans for the Arts suggests that you always keep the following in mind: (1) the results of this analysis are based upon the averages of similarly populated communities, (2) input/output models were customized for each of these similarly populated communities, providing very specific employment, household income, and government revenue data, and (3) these results are therefore estimates, and should not be used as a substitute for conducting an economic impact study that is customized for your community.

A **Single Historic Theatre** in a large* city

Has the potential to...

- Sustain 248 full-time equivalent jobs
- Create \$8.3 million in total expenditures
- Generate \$843,000 in revenue for state and local governments
- Add \$6 million to household incomes in your community

*Population 1 million plus

A **Single Historic Theatre** in a medium-size* city

Has the potential to...

- Sustain 177 full-time equivalent jobs
- Create \$5.4 million in total expenditures
- Generate \$555,000 in revenue for state and local governments
- Add \$4.2 million to household incomes in your community

*Population 250-500K

A **Single Historic Theatre** in a small* city

Has the potential to...

- Sustain 27 full-time equivalent jobs
- Create \$950,000 in total expenditures
- Generate \$84,000 in revenue for state and local governments
- Add \$568,000 to household incomes in your community

*Population less than 50,000

Population 500-999K / Population 50-99,000

FTE Jobs
224 / 41



Expenditures
\$7.7 mil / \$1.2 mil



Gov't Revenues
\$771K / \$115K



Household Income
\$5.2 mil / \$916K

