

Abbeville  
SOUTH CAROLINA



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## November 2019-February 2020 City Event Season at the Opera House

### Season Impact Study

This Study has been developed in order to gauge the Economic Impact of the new City led programming at the Opera House on the City of Abbeville's Economy. Prepared by the City's Community Development Department, this report will use several metrics to measure the Economic impact of the Event Season.

### About City Opera House Programming

Following the successful City Events Season in January and February of 2019 and the Abbeville Community Theater going on hiatus, the City decided to continue forward with a diversified programming model in August of 2019.

This programming model continued to emphasize a diverse lineup of acts to include music of different genres, comedy, movies, as well as Live Theatrical Performances.

It is worth noting that many of the attendees of these performances were different than the former Opera House attendance base. This supports the assertion that diversification in terms of performance types will lead to a diversification in audience demographics. In short, these performances are meant to appeal to a wider section of the population; specifically, to include a more diverse and younger audience.

\*Please note that the Opera House programming was interrupted in early March by the COVID-19 Pandemic. This interruption will certainly affect the overall economic impact for the fiscal year but does not diminish the potential of the Opera House as an economic engine for the City of Abbeville.

## Economic Impact

### Visitor Spending Impact



- Number of Attendees: 4,005 (Average of 148 per show)
- Average People per Group: **2.5**
- Number of Groups:  $(4,005/2.5)$  **1,602**
- Average Group Expenditure: **\$80** (This includes \$40.00 for food/beverage, \$30.00 for tickets, and \$10.00 for miscellaneous.)
- **Attendee Spending Impact: \$128,160**  
(Money Spent at Local Restaurants: \$64,080)
- **Hospitality Tax Directly Generated as a Result: \$1,281** (.02 of \$64,080)

**Estimated Total Spending Impact: \$129,441**

### Season Expenses

(Funds reinvested into the local Economy)

Expenses	
Act Booking	\$39,683.87
Lighting, Sound, Security, Utilities	\$21,880.67
Hospitality, Consulting, Program, MC, etc.	\$10,056.66
Concessions	\$2,830.56
<b>Total Expenses</b>	<b>\$74,451.76</b>



## Revenue

(Sponsors and Ticket Sales)

Sponsors	\$9,400
Ticket Sales	\$54,200
Concessions	\$8,095
Grants	\$12,500
Accommodations Grant from County	\$10,000
<b>Total</b>	<b>\$94,195</b>

## Total Economic Impact

Attendee Spending Projection	\$129,441
Season Expenses (Money Reinvested into the economy)	\$74,451.76
Season Revenue	\$94,195
<b>Total Impact</b>	<b>\$298,087.76</b>



## **Economic Impact on Local Restaurants**

Overall, Downtown Restaurants saw a 7% increase in sales from November 2019 through February of 2020 when compared to that time span the previous year. While impossible to establish firm causation, the correlation between increased Opera House activity and increased restaurant patronage in the immediate vicinity is a strong one. This 7% increase resulted in an additional \$77,144.57 in direct restaurant revenue, and \$1,400 additional in Hospitality Tax revenue.

\*Please note that this increase is likely closer to a \$100,000 or 9% increase. Some data is not yet reported.

## **Accommodations Impact**

The City is beginning to explore ways in which to work with local establishments to more fully measure the number of hotel rooms booked as a result of Opera House events. The City can confirm that 33 additional hotel rooms were booked during this time span that would otherwise have not been booked.

## Job Impact

Based on economic impact calculations, from American's for the Arts, Abbeville Opera House Programming supports 12.1 FTE (Full Time-Equivalent) jobs in our community. (Please note that these numbers are based off expenses and projections from a full season)

## Future Projections

Previous years had an estimated Opera House Economic Impact of just under \$400,000 for the entire year. In just 4 months, this new Opera House programming model has seen an economic impact of just under \$300,000; putting the impact on track to reach nearly \$900,000. A sharp increase from just a few years ago.

It is the City's intention to continue to expand the Opera House lineup to include more acts, more productions, and capital improvements slated for later this year and into 2021. The Abbeville Opera House is an artistic and economic engine which must continue to be one of the cornerstones of the Downtown Abbeville Revitalization Plan.

