



The Long Center  
for the Performing Arts

**Economic Impact Study**

September 2009

# The Long Center for the Performing Arts

The Long Center is a state-of-the-art, 21st century performing arts center that rivals top venues throughout the U.S. and will further establish Austin as the “Live Music Capital of the World”.

The Long Center is an economic driver for downtown Austin, an important educational facility, the primary performance home of the Symphony, Opera and Ballet, and is used by other community-based arts organizations.



# The Long Center for the Performing Arts

The Long Center, home to its three Founding Resident Companies, The Austin Symphony, Austin Lyric Opera and Ballet Austin, additionally hosts performances by local artists as well as national tours.



# Economic Impact Summary

The Long Center, the three Founding Resident Companies and local artists generate a collective \$43 million in economic activity to the Austin economy each year.

This economic activity supports 950 jobs and generates approximately \$16 million in labor income.

The Long Center attracts over 200,000 attendees to its events.

The education programs of the ASO, ALO and Ballet Austin bring an additional 100,000 students to the Long Center each year.

## Annual Economic Impact

Economic Activity	\$43 million
Worker Income	\$16 million
Jobs (Full- and Part-time)	950

# Economic Impact Components

Economic impact numbers for the Long Center, Founding Resident Companies and local arts groups are derived from the tickets sales at performances, spending on food and drinks by attendees, rental revenue for special events, and the contributions of benefactors.

The Long Center even supports off-site spending:

- ✓ Attendees spend millions of dollars downtown before and after shows
- ✓ Visiting troupes purchase hundreds of hotel rooms
- ✓ Out-of-town tourists include Long Center shows as part of their visit to Austin

An estimated \$20 million of economic activity occurs on-site at the Long Center each year, with an additional \$5 million of additional spending off-site by attendees and out-of-town visitors. Indirect ripple effects from this spending result in an additional \$18 million of activity, for a total economic impact of \$43 million each year.

# Construction of The Long Center

**THE CONSTRUCTION AND RAMP-UP OF THE LONG CENTER GENERATED AN ADDITIONAL \$105 MILLION FOR THE AUSTIN ECONOMY.**

The \$77 million investment in the Long Center facility (the ramp-up of staffing, operations, and construction) had a total economic impact of \$105 million, 950 jobs, and \$40 million in labor income over the four-year period of 2005-2008.

Construction of the Long Center added another \$25 million to the Austin economy annually during the four-year period 2005-2008.



# THE LONG CENTER CONSTITUENCY

## **THOUSANDS OF AUSTIN RESIDENTS SUPPORT THE LONG CENTER AND ITS FOUNDING RESIDENT COMPANIES.**

In addition to their paid employees, the Long Center and its Founding Resident Companies allow hundreds of artists and performers to earn income for their craft.

Arguably, a small number of these artists would choose to live in Austin without the opportunities to perform, and these artists support hundreds of jobs in a variety of creative industries in Austin (their “day jobs”).

In addition, thousands of volunteers and contributors support the Long Center and its partners with their time and donations.



# The Long Center Supports Emerging Artists

## THE LONG CENTER SUBSIDIZES EMERGING ARTISTS IN AUSTIN THROUGH CATALYST 8'S BOOST RENTAL SUBSIDY PROGRAM.

Donor group Catalyst 8 created the Boost Rental Subsidy Program in late 2007.

Since its inception, \$36,000 in Boost subsidies have been granted to more than 20 Austin area arts groups. 75 days of performances have been subsidized.

Catalyst 8's goal is to partially or fully subsidize 100 days of performances in 2010.

Boost revenue comes from Catalyst 8 membership fees (\$300 per year) as well as its annual fundraising gala, "The BASH." Today, Catalyst 8 has 110 active members.

Catalyst 8's BOOST Program supports Austin area emerging and underserved arts groups by subsidizing their rental fees at The Long Center.

boost

# Community Outreach Programs at The Long Center

## COMMUNITY OUTREACH PROGRAMS AT THE LONG CENTER INCLUDE THE FOLLOWING PROJECTS AND INITIATIVES:

“Rush Tickets” allow students and senior citizens to purchase half-priced tickets to shows.

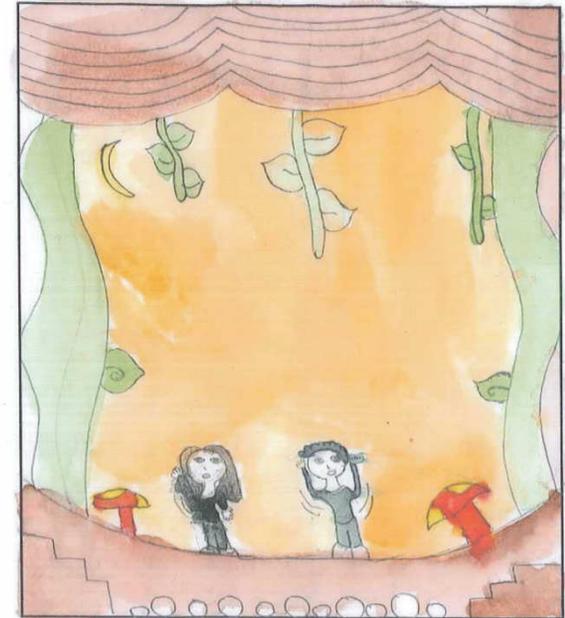
Long Reach for the Arts Gift Ticketing Program offered more than 1,000 complimentary tickets to underserved populations during our Inaugural Season.

Diversity in Programming including the International Series is designed to spark an understanding of cultural differences.

Arts in Education programs of the three Founding Resident Companies reach more than 100,000 school children annually.

Complimentary Ticket Packages are provided to local non-profit groups to help their individual fundraising efforts.

Thank you for the ticket to Cirque Dreams Jungle Fantasy!



By Karina Ruiz - 10 years old

I ♥ Jungle Fantasy!

# ECONOMIC IMPACT TABLE

## Annual Economic Impact on Austin

Impact	Direct Impact	Indirect & Induced Impact	Total Impact
Economic Activity	\$25 million	\$18 million	\$43 million
Worker Income	\$9 million	\$7 million	\$16 million
Jobs (Full & Part Time)	800	150	950

# ABOUT THIS STUDY

## THIS STUDY WAS CONDUCTED BY:

**Chris Engle**, Chief Project Officer  
New Economy Strategies, LLC



**Amy Holloway**, President  
Avalanche Consulting, Inc.



September 2009  
Austin, Texas