

OMAHA PERFORMING ARTS

The largest performing arts organization in Nebraska responsible for the Holland Performing Arts Center and the Orpheum Theater.

Presents world-renowned artists, touring Broadway productions, dance, jazz, popular music, speakers, comedians and more.

Provides educational and community engagement activities for people of all ages and backgrounds.

4 MILLION

in attendance over the first 13 years



500,000

people attend events & performances annually

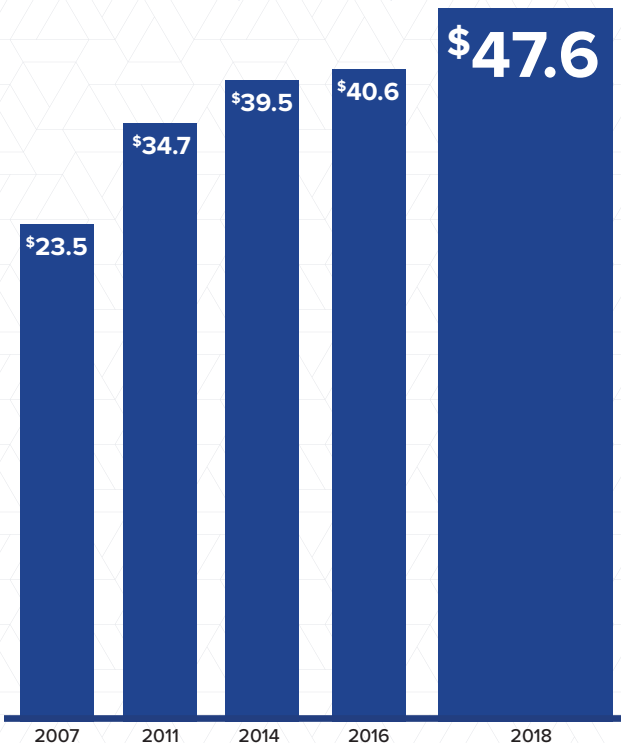


\$47.6 MILLION

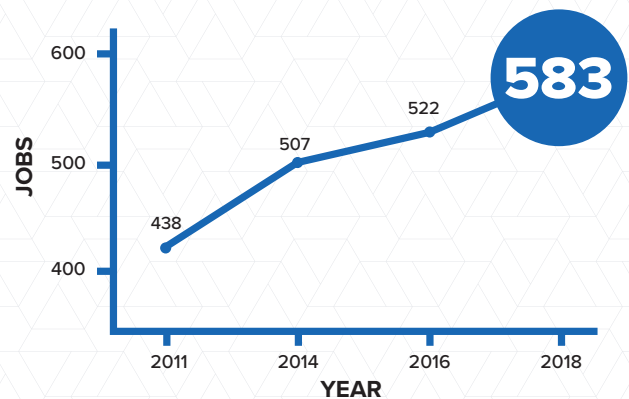
ANNUAL ECONOMIC IMPACT

OVER 100% INCREASE SINCE 2007

ANNUAL ECONOMIC IMPACT (Millions of \$)



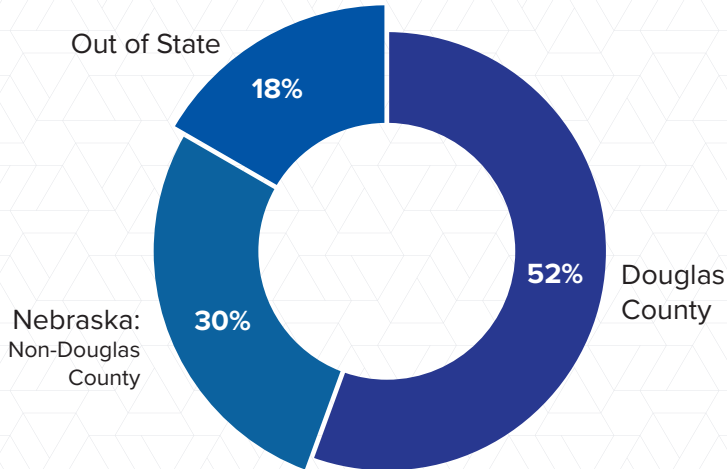
EMPLOYMENT IMPACT (JOBS)



LABOR INCOME (Millions of \$)

| Year | Labor Income (Millions of \$) |
|------|-------------------------------|
| 2011 | \$10.11 |
| 2014 | \$13.76 |
| 2016 | \$14.10 |
| 2018 | \$15.15 |

ORIGIN OF OMAHA PERFORMING ARTS' PATRONS



Source: Omaha Performing Arts, 2018



Black Violin at the Holland Center.

Omaha Performing Arts' activities generate an economic impact on the city, county and state by:

Attracting visitors and performers to Douglas County.

Retaining spending by Douglas County residents within the county.

Employing local residents and businesses through Omaha Performing Arts' operations and repair, maintenance and renovation of its facilities.

EDUCATION AND COMMUNITY ENGAGEMENT PROGRAMS EXPOSED **100,900** INDIVIDUALS TO THE ARTS IN FISCAL YEAR 2018 ALONE.



Disney Musicals in Schools - Program held at Omaha metro schools.

TOTAL TAX REVENUE GENERATED BY OMAHA PERFORMING ARTS

| Tax Revenue Received by | Tax Revenue (Thousands of \$) |
|--------------------------|-------------------------------|
| Local Government | \$486,000 |
| State Government | \$1,196,000 |
| Total Tax Revenue | \$1,682,000 |

Note: Omaha Performing Arts received \$288,000 in funding from government sources during 2018.
Source: "2018 Economic and Fiscal Impact of Omaha Performing Arts," Authors' estimates used IMPLAN Model