

# The 2016 Economic and Fiscal Impact of Omaha Performing Arts – Executive Overview

## About Omaha Performing Arts

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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 reaching over 250,000 students

### 3.3 million attendance over first 11 years



## Key Findings in 2016

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**\$40.58 million economic impact in 2016 on Douglas County**

**Labor impact was \$14.10 million and 522 workers**

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

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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

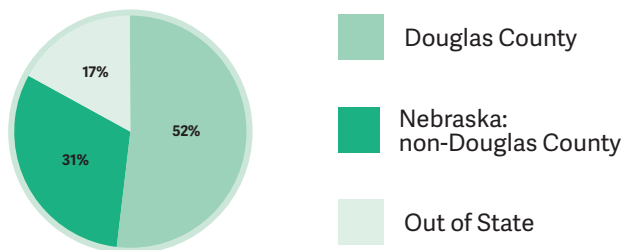
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## Labor Income & Employment Factor

| Year        | Economic Impact (Millions of \$) | Labor Income Component (Millions of \$) | Employment Impact (Jobs) |
|-------------|----------------------------------|---|--------------------------|
| 2011        | \$34.70                          | \$10.11                                 | 438                      |
| 2014        | \$39.54                          | \$13.76                                 | 507                      |
| <b>2016</b> | <b>\$40.58</b>                   | <b>\$14.10</b>                          | <b>522</b>               |

Source: "2016 Economic and Fiscal Impact of Omaha Performing Arts," Author's estimates used IMPLAN Model

## Origin of Omaha Performing Arts' Patrons



Source: Omaha Performing Arts, 2016

## Total Tax Revenue Generated by Omaha Performing Arts

**\$1.46 million** in total tax revenues — \$436,000 for the city of Omaha and \$1.024 million for the state of Nebraska in 2016

| Tax Revenue Received by  | Tax Revenue (Thousands of \$) |
|--------------------------|-------------------------------|
| Local Government         | \$ 436,000                    |
| State Government         | \$ 1,024,000                  |
| <b>Total Tax Revenue</b> | <b>\$1,460,000</b>            |

**Note: Omaha Performing Arts received \$231,200 in funding from government sources during that same 2016 period.**

Source: "2016 Economic and Fiscal Impact of Omaha Performing Arts," Author's estimates used IMPLAN Model

## Total Capital Investments

(i.e. construction, renovation, equipment, technology)

### Holland Performing Arts Center

Opened 2005: \$ 97 Million

2005 - 2017: \$ 7.25 Million

**Total: \$104.25 Million**

### Orpheum Theater

Renovation in 2002: \$ 10 Million

2002 - 2017: \$ 18.02 Million

**Total: \$18.02 Million**

## The Economic Impact Study

"The Economic and Fiscal Impact of Omaha Performing Arts on Douglas County and the State of Nebraska, 2016 Update" prepared by Dr. Eric Thompson (University of Nebraska-Lincoln).

First study - 2007 through 2011; second study FY2014 and third study FY2016.

Includes all Omaha Performing Arts' activities at the Orpheum Theater and Holland Center.

Does not include constituent group use (Omaha Symphony, Opera Omaha, etc.), special events (weddings, dinners, corporate meetings, etc.) or Omaha Performing Arts' activities held at other facilities, such as Jazz on the Green (annual attendance: 60,000).