

Abbeville
SOUTH CAROLINA



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2019 Jan-Feb City Event Season at the Opera House Season Impact Study

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

About the City Event Season

January through February as well as one show in March marked the inaugural City Event Season at the Opera House. This event season was developed in order to diversify the lineup of events at the Opera House from the year-round theatrical productions which have been offered for the past several decades. The City Event Season consisted of live music and stand-up comedy performances.

It is worth noting that many of the attendees of City Event Season performances were different than the typical Opera House crowd. 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, a more racially diverse and younger audience.

From a long-term perspective, the diversification of the Opera House in terms of both attendees and types of performances will lead to more significant economic benefits than theatrical productions alone.

Economic Impact

Visitor Spending Impact

Number of Attendees in 2019: 1,264 (Average of 180 per show)

Average People per Group: **2.5**

Number of Groups: $(1,264/2.5)$ **506**

Average Group Expenditure: **\$80** (This includes \$40.00 for food/beverage, \$30.00 for tickets, and \$10.00 for miscellaneous.)

Attendee Spending Impact: \$40,480

Money Spent at Local Restaurants: \$20,240

Hospitality Tax Directly Generated as a Result: \$404.80 (.02 of \$17,840)

Estimated Total Spending Impact: \$40,884.80

Season Expenses

(Public Funds reinvested into the local Economy)

Expenses	
Act Booking	\$6,700
Lighting, Sound, Security, Utilities	\$7,569
Hospitality, Consulting, Program, MC, etc.	\$4,584
10% Donation to Animal Shelter	\$761
Total Expenses	\$19,614



Revenue

(Sponsors and Ticket Sales)

Sponsors	\$4,600
Ticket Sales (City's Share)	\$9,802
Total	\$14,402

Total Economic Impact

Attendee Spending Projection	\$40,480
Hospitality Tax Directly Generated	\$404.80
Season Expenses (Money Reinvested into the economy)	\$19,614
Season Revenue	\$14,402
Total Impact	\$74,900.80



Economic Impact on Local Restaurants

Business	Sales Differential (2019 vs 2018)
A	.5% Increase
B	14% Increase
C	18% Decrease
D	1% Increase
E	24% Increase
F	50% Increase
G	13% Decrease
Overall Differential:	3% Increase (Roughly \$13,000)

The chart above notes the impact on local restaurants in January/February in 2018 vs. 2019. Note that in 2018 the Opera House had theatrical productions taking place vs. the City Event Season taking place in 2019. Most Restaurants experienced a modest increase in sales in 2019 vs. 2018 and when looking at total revenue, 2019 saw a 3% increase in sales which is equal to around \$13,000.

While difficult to fully say that this increase is due to the City Events Season, some of this increase is undoubtedly due to this event season as well as the increased marketing of the City's Downtown.

Social Media Marketing Analysis

The marketing of the Opera House and Downtown Abbeville continues to reach thousands of individuals each month. Promotion of these events not only helps to improve direct attendance at the events in question, but also helps to promote Abbeville for future visitors.

Overall, the marketing of the Opera House Event Season reached just under 160,000 individuals through Facebook and another 33,000 through Instagram.

Metric	2018	2019
Total Event Reach	N/A	157,000
Total Tickets Sold	N/a	5,100
Instagram Reach	N/A	8,800

A special thanks to all those Volunteers, Sponsors, and City Staff members which made this wonderful event possible!



(Picture taken at Movie Night in August of 2018)

