

2010

# Kenosha Theatre Restoration Project

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## INTRODUCTION

### *Kenosha Theatre History*

Having originally opened its doors in late 1927, the Kenosha Theatre immediately mesmerized its patrons with its jaw-dropping architecture and glamour of a traditional Spanish-style theatre that quickly made it a staple in the downtown Kenosha area. The enormous 2,000+ seat live entertainment theatre was able to attract some of the biggest stars of the era such as Frank Sinatra, Nat King Cole and Bing Crosby to bellow their musical talents and entertain patrons throughout its walls.

However, after the glory days for live performance theatres faded and demand started to slip for them, thanks to inventions such as the television, the Kenosha Theatre closed its doors for the final time in 1963. Though downtown Kenosha has seen significant changes made in the past 40 years, there are still numerous vacant and empty buildings and storefronts waiting to be operated in to help rejuvenate the downtown area, including the Kenosha Theatre.

## PURPOSE / VISION

The purpose of the survey and subsequent analysis was to determine the demand, if any, for a live entertainment theatre in the downtown Kenosha area, and the public opinion regarding potential success of the theatre to stimulate community development and growth.

## SUMMARY OF KEY STATISTICS

After gathering the 446 surveys and analyzing them with SPSS we found the following key statistics:

### *Past Behavior*

- 26% of participants have been to a live performance in the past month
- 50% of participants have attended a live performance in the past year

### ***Ticketing***

- 53% of participants paid between \$11-\$39 per ticket the last time they attended a live performance
- 48% of participants bought 2 tickets the last time they attended a live performance

### ***Evening Out***

- 59% of participants went out for dinner or drinks before or after the last time they attended a live performance

### ***Genres***

- Of the theatre-styles genres(theatre-drama, theatre-comedy, theatre-musical):
  - 42% like theatre-comedy the most
- Of the musical-style genres(classical, country, folk, jazz/blues, pop, rap/hip-hop, rock):
  - 24% like rock music the most
- Of the other-style genres(children's shows, comedy, film, lectures, magic):
  - 49% like comedy the most

### ***Economic/Culture Impact***

- 86% of participants believed a live entertainment theatre in downtown Kenosha would increase the quality of life and the city's image
- 40% of participants believed ~~felt~~ a live entertainment theatre in downtown Kenosha was important or very important to improving economic development in downtown Kenosha
- 48% of participants felt it was either important or very important to support local entertainment venues over Chicago and Milwaukee

### ***Demographics***

- Survey was demographically representative of trade area
  - Except for education level and household income

## SURVEY

### *How Questions Were Derived*

In conjunction with The Kenosha Theatre Restoration Project (KTRP) board members, the survey questions asked were a continuation of a pilot study conducted in Spring of 2009, by market research students at University Wisconsin-Parkside(UWP) as part of their community-based learning project, to determine if there was a large enough market size and demand in Kenosha for a live entertainment theatre

Using exploratory research information collected through interviews, reviewing the KTRP's provided literature, and our own research, we analyzed the local trade area. In addition to the market demand, conclusive research was gathered through a descriptive survey design method to determine potential economic/culture impact on Kenosha and distributed it to patrons throughout southeast Wisconsin and northern Illinois.

The survey itself underwent at least three revisions before being distributed to participants. The final draft was divided into four sections;

1. Section 1- These questions dealt with participant interest in and support of Cultural Arts (Live Theatre, Music and other forms of Live Entertainment)
2. Section 2- These are questions that asked for participant opinion regarding their interest in specific programs the Kenosha Theatre might offer
3. Section 3- These questions dealt with participant perceptions of the economic impact of a large, live theatre in Kenosha.
4. Section 4- The following questions asked for information about participants so that we could better categorize their responses.

We based our results/findings based on the following categories:

- Past behavior- Previous tendencies
- Ticketing- How much are participants willing to pay? How many tickets are they willing to buy?
- Evening out- Do participants go out for dinner/drinks? If so, how much do they typically spend?
- Genres- What kind of entertainment would participants like to see in Kenosha?
- Economic/Culture impact- What can a theatre in downtown Kenosha do/bring for the entire city economically and culturally speaking?

### ***Questions Asked***

To see the entire survey please refer to **Exhibit A** of the appendix.

### ***Distribution Methods Used***

Upon the final revision of the survey, we immediately posted the surveys on surveymonkey.com. Having collected 238 electronic surveys, we actually had more electronic responses than our initial goal of 200. When collecting the face to face surveys, we went to numerous locations to ensure that we were as demographically representative as possible without becoming biased. We stood in front of Jewels and Targets in Lake Country, IL as well as Gurnee Mills Mall. Since these were predominately people on the outskirts Kenosha's trade area, these surveys were distributed using a systematic approach where every 5<sup>th</sup> person we saw would be asked to take the survey. If they said no, we continued to ask every person we saw until someone agreed to take the survey. In Kenosha, we collected surveys from; Wal-Mart, Target, UWP, Carthage College, Lowes, and Panera Bread. Since this is Kenosha's main trade area and where the greatest amount of revenue will be generated from, the local market, these surveys were distributed using convenience sampling, where every person we saw was asked to take the survey. In Racine, we collected surveys from; Best Buy, Dicks Sporting Goods and Regency Mall through systematic sampling of every 5<sup>th</sup> person we saw, just like in Lake County, IL.

### **ANALYSIS USING SPSS**

Following the collection of all the surveys, we inputted all of the survey questions and analyzed the answers using SPSS software. SPSS was an instrumental part of our decision making process. It was able to transform all of our survey data into useful and meaningful information that lead to our findings and results. The two features we used most when analyzing the data were crosstabs and graphs.

### ***Crosstabs***

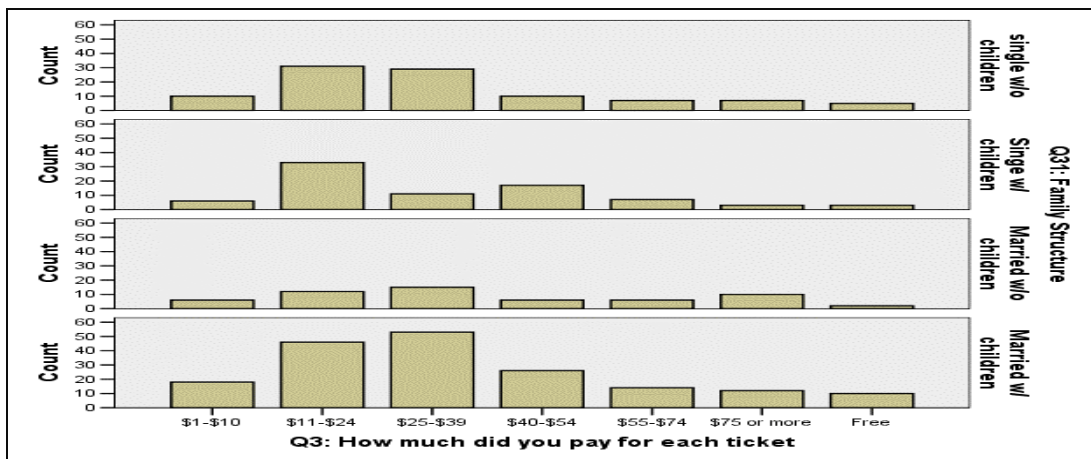
SPSS enabled us to do unique things such as crosstabs of all questions. For example, **TABLE 01** shows the breakdown of answers to question 23 of the survey by ethnicity. This is a very useful tool because it enabled us to verify and check that our results were not skewed because not just one ethnicity answered the question. The % of respondents for each ethnicity was consistent with the US Census Bureau's 2000 census of Kenosha City, WI.

		Crosstab						
Count		Q33: Ethnicity						
		Caucasian	African American	Asian American	Latino	Native American	Other	Total
Q23: Do you feel it is important to support local venues over city venues	Not important	26	6	6	0	0	0	38
	Slightly likely	29	6	2	9	0	0	46
	Moderately important	105	17	6	9	0	1	138
	Important	90	12	4	15	0	5	126
	Very Important	67	2	1	7	1	1	79
	Total	317	43	19	40	1	7	427

**TABLE 01**

**Graphs**

SPSS also enabled us to convert these crosstabs and other data into graphs that show important information. **TABLE 02**, shows question three, how much did you pay for each ticket?, according to family structure. Graphs like these would not only help the Kenosha Theatre Restoration Project forecast for the future more accurately, but it can better predict future demand and revenues for certain shows depending on who their target market is. For example, if children entertainers were to perform in Kenosha their main demographic would be the “married with children” family structure. Based on the **TABLE 02**, the theatre could safely charge between \$25-\$39 a ticket and still meet expected demand.



**TABLE 02**

### ***Significant Correlations***

Attached at the end of the appendix is the entire list of significant correlations discovered by using the SPSS software. That way, if desired, board members and future researchers can look at it as a benchmark and to look for any significant correlations we did not point out or present to help assist and further their cause.

## **STATISTICAL RESULTS / FINDINGS**

### ***Survey Results***

- 446 total surveys distributed
  - 208 face to face
  - 238 electronically
- 40 different zip codes represented
  - As far north as Milwaukee, WI
  - As far south as Lake County, IL
  - As far west as Burlington, WI
- Over 200 respondents were from immediate Kenosha area zip codes
- Demographically representative of the following categories:
  - Age
  - Gender
  - Ethnicity
  - Marital status
  - Family structure
  - Personal income level
  - Number of people living in household
- Demographically not representative of the following categories
  - Household income
    - Highly skewed
  - Education level
    - Highly skewed

**TABLE 04**

After analyzing the information, we came up with the following key results/statistics for each category:

***Past Behavior***

- 26% of participants have been to a live performance in the past month
- 50% of participants have attended a live performance in the past year
- **EXHIBITS B&C** can both be found in the appendix and both show significantly correlated crosstabulations in relation to past behavior.

Overall, participants enjoy going to live entertainment venues. Given most of the venues they attended in the past year were in either Milwaukee or Chicago, it may be difficult initially to entice residents away from the city offerings until further development is done to downtown Kenosha.

***Ticketing***

- 53% of participants paid between \$11-\$39 per ticket the last time they attended a live performance
  - 15% paid over \$55 per ticket
- 48% of participants bought 2 tickets the last time they attended a live performance
  - 83% bought 4 tickets or less
- 75% of participants would do the “buy three, get three” incentive with an average ticket price of \$12-\$17
  - 78% of participants would do the “buy two, get four” incentive with the average ticket price

Given that the average price per ticket paid for their last live performance was \$11-\$39 and 15% of participants paid over \$55 a ticket it is more than safe to assume that the theatre in downtown Kenosha could charge \$15 a ticket for almost any event that is held there, regardless of demand.

### **Evening Out**

- 59% of participants went out for dinner or drinks before or after the last time they attended a live performance

Of those 59%:

- 38% spent an average of \$20-\$39 on dinner/drinks
- 10% spent over \$60 on dinner/drinks
- 22% spent over \$40 on dinner/drinks

Overall, it is very obvious that if a live entertainment theatre opens in downtown Kenosha other businesses will soon follow to meet the demand of the influx of trade area residents and tourists to the downtown area.

### **Genres**

- Overall, the most liked genres (most “1” and “2” responses to question 6) are the following (in order):
  1. Theatre-Comedy
  2. Comedy
  3. Theatre-Drama
  4. Theatre-Musical
  5. Rock Music
- Overall, the most disliked genres (most “4” and “5” responses to question 6) are the following (in order):
  1. Rap/Hip-Hop Music
  2. Magic
  3. Country Music
  4. Film
  5. Folk Music
- Of the theatre-styles genres(theatre-drama, theatre-comedy, theatre-musical):

- 42% like theatre-comedy the most
- Of the musical-style genres(classical, country, folk, jazz/blues, pop, rap/hip-hop, rock):
  - 24% like rock music the most
- Of the other-style genres(children's shows, comedy, film, lectures, magic):
  - 49% like comedy the most

Overall, all of the theatre-style genres were well liked. Rock, Jazz/Blues, Pop and Country were the most preferred musical genres with rap/hip-hop being the most disliked. Of the remaining genres, comedy and film were the most preferred while magic and film were the most disliked. Having film on both most preferred and most disliked indicates a love/hate relationship with participants with little feeling of indifference towards it.

### ***Economic/Culture Impact***

- 86% of participants believed a live entertainment theatre in downtown Kenosha would increase the quality of life and the city's image
- 40% of participants believed a live entertainment theatre in downtown Kenosha important or very important to improving economic development in downtown Kenosha
- 48% of participants felt it was either important or very important to support local entertainment venues over Chicago and Milwaukee
- **EXHIBIT D** in the appendix shows the significant correlation of the crosstabulation between question 23 and question 33 of the survey
  - Shows breakdown by ethnicity to how important it is to support local over city entertainment theatres

The overwhelming feeling from the participants was that a live entertainment theatre would increase downtown development and awareness in Kenosha. **EXHIBIT E** shows the statistically significant correlated crosstab between survey question 19 and survey question 26. It shows that all age groups strongly believe a live entertainment theatre in Kenosha would increase city image and quality of life.

### **Trade Area**

- **EXHIBIT F** of the appendix shows a chart and data referencing a National Endowment for the Arts study “Arts Participation” done in 2008. We used their calculations and methodology to acquire projections from our survey data to develop a comparison for The Kenosha Theatre’s trade area.
- **EXHIBIT G** of the appendix shows charts and data referencing The American for the Arts “Arts & Economic Prosperity III” done in 2000. We used their calculations and methodology to acquire projections from our survey data to develop a comparison for The Kenosha Theatre’s trade area.
- **EXHIBIT H** of the appendix shows our collected data from the US Census bureau in regards to the Kenosha Theatre’s respective trade area.
- **EXHIBIT I** of the appendix shows our calculations using the methodologies from Exhibit F & Exhibit G using our data from the Kenosha Theatre survey. We determined a conservative estimate of 20% of the total trade area population from Exhibit H would most likely attend events at the Kenosha Theatre if given an opportunity. We then used data from our survey to come up with the additional numbers used to complete our calculations for our examples. We found most people attended 2.5 performances a year at an average ticket price of \$20.95. per show. We also found that 59% of the 20% attending would make a entire evening out of going out to the theatre including dinner and drinks spending on average \$30.00. The results are shown in Scenario 1 and 2 below to show the minimal possible revenue both brought into the Kenosha Theatre itself and the revenue expected for the local merchants around the theatre.

## CONCLUSION

Given all of the positive, albeit, initial statistics above, there is definitely a high level of public interest in having a live entertainment theatre in downtown Kenosha. Hence, an additional market study should be commissioned to vindicate these results. The market study conducted in 1989 by A-E-C Group, Inc. is a good quality reference point, but is out-of-date and statistics and demographics of Kenosha have changed significantly since then.

Moreover, having a live entertainment venue for 2,000+ people could have a considerable positive economic impact on Kenosha. Regardless of the revenue the theatre would generate, having a live entertainment theatre could also attract additional businesses such as; restaurants, bars, night clubs, hotels, lakefront destinations, and dance/drama/comedy/musical studios to operate in downtown Kenosha. In addition, residential development could also increase. People will be more inclined to purchase or rent properties in downtown Kenosha due to the increase in business/commercial development all the while enjoying what Kenosha already has to offer.

However, this could become a time sensitive issue because of the current national economic crisis. It is a buyer's market, and Kenosha has the opportunity to market itself and convince investors that their city is where they should be taking advantage of the reduced property values and purchase and develop the downtown Kenosha area once again and bring the lakefront culture back to life. The longer it takes to open a live entertainment theatre, the more expensive it is going to become.

## ***PARTICIPANT QUOTES***

Finally, to conclude, here are a few comments left by a participant on surveymonkey.com. Each participant was not required to write a comment at the end of the survey, but we left space for them to in case they wanted to add their personal feelings/thoughts towards the survey and its focus.

- “We recently moved here from a similar sized town that built a Performing Arts Center in the downtown. It had a very large positive impact on the downtown and on the quality of life in the community. Lots was done to make this venue available to all community members, and much outreach was done in the schools to bring local school children into the PAC. I really hope that Kenosha moves forward with this project. We are currently Milwaukee theater season ticket holders, and we would much rather support local theater. Thanks and good luck!”
- “I think a live performance theatre with restaurants and bars would be a great big draw! I really like the downtown area and think that so many people would like more choices of entertainment down here.”
- “I think Kenosha is long overdue for such a venture. There are many people who do not wish to travel to Chicago or Milwaukee. Also, I think it would be a great idea if at least one afternoon performance is given weekly.”

**APPENDIX**

**Exhibit A**

**Theatre Demand Survey**

This survey is being conducted to determine the demand for a live entertainment theatre in the downtown Kenosha area, and public opinion regarding potential success of the theatre to stimulate community development and growth. Your answers will be confidential and only aggregated responses will be analyzed.

*Section 1- These questions deal with your interest in and support of Cultural Arts (Live Theatre, Music and other forms of Live Entertainment)*

**1. When was the last time you attended a live performance (Concert/Theatrical Production) Please select one?**

- A) Less than 1 month ago      B) 1-2 months ago      C) 3-6 months ago  
D) 7-11 months ago      E) 1 year ago      F) Over 1 year ago      G) Never attend

IF RESPONSE IS G – PLEASE SKIP TO QUESTION 12

**2. How many tickets did you purchase?**

- A) 1      B) 2      C) 3-4  
D) 5-6      E) 7-8      D) 9 or more

**3. Approximately how much did you pay per ticket? Please check one.**

- A) \$1-\$10      B) \$11-\$24      C) \$25-\$39      D) \$40-\$54  
E) \$55-\$74      F) \$75-or more      G) FREE

**4. About how far did you drive the last time you attended live performance?**

- A) 0-15 miles      B) 16-34 miles      C) 35-54 miles  
D) 55-74 miles      E) 75 miles or more

**5. Did you stay overnight (i.e. hotel/friends house) the last time you attended a live performance?**

- A) Yes      B) No

**6. How many times would you estimate in the past year that you have attended a live performance? (Choose the answer that best describes how often you attended)**

- A) 1-3      B) 4-6      C) 7-11  
D) About once a month      E) About every two weeks      F) Once a week or more

**7. Do you typically attend a live performance on the weekends only (Friday/Saturday/Sunday)?**

- A) Yes      B) No



**14. How important is VIP Parking (parking within a 500 hundred feet of the venue) to you when attending a Live Performance?**

- 1) Not Important                      2) Slightly Important                      3) Moderately Important  
4) Important                      5) Essential

**15. What is the most you would be willing to pay for VIP Parking?**

- A) \$1-\$5                      B) \$5-\$10                      C) \$11-\$14  
D) \$15-\$19                      E) \$20-\$24                      F) \$25 or more

**16. If offered, would you be willing to purchase a VIP Membership to a local live theatre?**

- A) Yes                      B) No

**17. Would you purchase a ticket subscription series for quality nationally known live entertainment performers, based on a “Buy 2 Get 4 Free” basis, with an average ticket price of \$12.00 to \$17.00 dollars?**

- A) Yes                      B) No

**18. For improved seating, would you purchase a ticket subscription series for quality nationally known live entertainment performers, based on a “Buy 3 Get 3 Free” basis, with an average ticket price of \$12.00 to \$17.00 dollars?**

- A) Yes                      B) No

**19. Do you believe creating a live entertainment venue (Theatre/Concert Hall), in downtown Kenosha, would increase the quality of life and improve the city’s image?**

- A) Yes                      B) No

**20. Of the following potential municipal development projects, which do you believe would most likely to improve the quality of life in the community?**

- 1) A Live Performance Venue                      2) A Museum  
3) A Jail                      4) A Water Park

*Section 3- These questions deal with your perceptions of the economic impact of a large, live theatre in Kenosha.*

**21. Do you believe a live entertainment theatre (seating 2000+ patrons) would help economic development of downtown?**

- 1) Not at all                      2) Slightly improve development                      3) Moderately Important to development  
4) Important to development                      5) Very Important to development

**22. Would you be in support of the city investing in the future of downtown municipal development, in the form of a live entertainment venue (Theatre/Concert Hall), by backing Tax Exempt Revenue Bonds, in lieu of raising property taxes?**

- 1) Strongly not in support                      2) Somewhat not in support                      3) Neither not support or support  
4) Somewhat in support                      5) Strongly in support

**23. Do you feel it is important to support a local entertainment venue with your patronage opposed to another live entertainment venue in Chicago or Milwaukee?**

- 1) Not Important      2) Slightly Important      3) Moderately Important  
4) Important      5) Very Important

**24. Would you be more likely to attend live performances if there was a venue in downtown Kenosha versus traveling to Chicago or Milwaukee?**

- 1) Not Likely      2) Slightly Likely      3) Moderately Likely  
4) Likely      5) Very Likely

**25. Of the following potential downtown municipal development projects, which do you believe would most likely to support economic development?**

- 1) A Live Performance Venue      2) A Museum  
3) A Jail      4) A Water Park

*Section 4- The following questions ask for information about you so that we can better categorize your responses.*

**26. Age:**

- A) 18-25      B) 26-32      C) 33-39  
D) 40-49      E) 50-59      F) 60 or Older

**27. Gender:**

- A) Male      B) Female

**28. Number of people living in household:**

- A) 1      B) 2      C) 3      D) 4  
E) 5-6      F) 7-8      G) 9-10      H) 11 or more

**29. Zip code of your household:** \_\_\_\_\_

**30. Marital Status (Circle one):** Please select one

- A) Single      B) Married  
C) Divorced      D) Widowed

**31. Family Structure:** Please select one

- A) Married w/ children      B) Married w/o children  
C) Single w/ children      D) Single w/o children

**32. Education Level:** Please select highest.

- A) Less than high school diploma      B) High school diploma      C) Some College  
D) Undergraduate Degree      E) Graduate Degree or higher

**33. Ethnicity:** Please select which best describes you.

- |              |                     |                   |
|--------------|---------------------|-------------------|
| A) Caucasian | B) African American | C) Asian American |
| D) Latino    | E) Native American  | F) Other          |

**34. PERSONAL Income Level:** Please select one.

- |                       |                      |                        |                         |
|-----------------------|----------------------|------------------------|-------------------------|
| A) Less than \$24,999 | B) \$25,000-\$34,999 | C) \$35,000-\$44,999   | D) \$45,000-\$59,999    |
| E) \$60,000-\$79,999  | F) \$80,000-\$99,999 | G) \$100,000-\$119,999 | H) \$120,000 or Greater |

**35. HOUSEHOLD Income Level:** Please select one.

- |                       |                       |                        |                         |
|-----------------------|-----------------------|------------------------|-------------------------|
| A) Less than \$24,999 | B) \$25,000-\$44,999  | C) \$45,000-\$59,999   | D) \$60,000-\$74,999    |
| E) \$75,000-\$89,999  | F) \$90,000-\$119,999 | G) \$120,000-\$149,999 | H) \$150,000 or Greater |

**EXHIBIT B**

**Q6: How many performances have you seen in the past year \* Q26: Age Crosstabulation**

Count

		Q26: Age						Total
		18-25	26-32	33-39	40-49	50-59	60 or older	
Q6: How many performances have you seen in the past year	1-3	15	35	60	39	40	26	215
	4-6	11	17	23	20	21	16	108
	7-11	5	5	12	9	15	7	53
	About once a month	2	5	7	2	4	5	25
	About every two weeks	2	0	3	0	4	1	10
	Once a week or more	1	1	1	1	2	0	6
Total		36	63	106	71	86	55	417

**EXHIBIT C**

**Q7: Do you attend performances only on weekends \* Q31: Family Structure Crosstabulation**

Count

		Q31: Family Structure				Total
		Married w/ children	Married w/o children	Singe w/ children	single w/o children	
Q7: Do you attend performances only on weekends	Yes	89	28	18	41	176
	No	90	29	62	58	239
Total		179	57	80	99	415

**EXHIBIT D**

		Crosstab						
Count		Q33: Ethnicity						
		Caucasian	African American	Asian American	Latino	Native American	Other	Total
Q23: Do you feel it is important to support local venues over city venues	Not important	26	6	6	0	0	0	38
	Slightly likely	29	6	2	9	0	0	46
	Moderately important	105	17	6	9	0	1	138
	Important	90	12	4	15	0	5	126
	Very Important	67	2	1	7	1	1	79
	Total	317	43	19	40	1	7	427

**EXHIBIT E**

		Q19: Do you believe theatre would increase quality of life and city image * Q26: Age Crosstabulation						
Count		Q26: Age						Total
		18-25	26-32	33-39	40-49	50-59	60 or older	
Q19: Do you believe theatre would increase quality of life and city image	Yes	37	58	98	64	75	48	380
	No	2	8	8	10	12	9	49
Total		39	66	106	74	87	57	429

**EXHIBIT F**

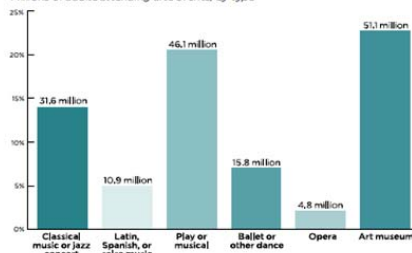
**ATTENDING ARTS EXHIBITS AND PERFORMANCES**

1) **One in three adults attended an art museum or an arts performance in the 12-month survey period.**

- 36.2 percent of all U.S. adults—or 81.3 million Americans—visited an art museum or gallery or attended at least one type of performing arts event.<sup>1</sup>
- 22.7 percent of all adults visited an art museum or gallery.
- Plays or musicals drew 20.5 percent of all adults. Fewer adults attended other types of performances: classical music or jazz (14.0 percent of all adults); ballet or other dance (7.0 percent); Latin or salsa music (4.9 percent); and opera (2.1 percent).

**Percentage of U.S. Adult Population Attending Arts Events, 2008**

Millions of adults attending arts events, by type



In this chart, adults are counted multiple times if they participated in more than one type of arts event.

National Endowment for the Arts  
**Arts Participation 2008**  
Highlights from a National Survey

**EXHIBIT G**

**ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURE AUDIENCES**

The arts and culture industry, unlike many industries, leverages a significant amount of event-related spending by its audiences. Attendance at arts events generates related commerce for local businesses such as restaurants, parking garages, hotels, and retail stores. Data collected from 94,478 attendees at a range of events reveal an average spending of \$27.79 per person, per event—in addition to the cost of admission. This spending generated an estimated \$103.1 billion of valuable revenue for local merchants and their communities in 2005.

**IMPACT OF NONPROFIT ARTS & CULTURE AUDIENCES**

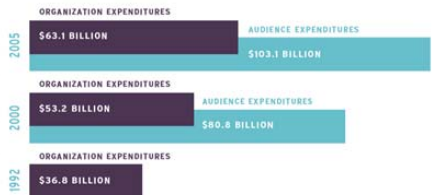
Total Expenditures	\$ 103.1 billion
Full-Time Equivalent Jobs	3.1 million
Resident Household Income	\$ 46.9 billion
Local Government Revenue	\$ 5.1 billion
State Government Revenue	\$ 5.6 billion
Federal Income Tax Revenue	\$ 5.7 billion

Arts & Economic Prosperity 10 information on downloading and purchasing all study reports, please visit [www.AmericanArts.org/EconomicProsperity](http://www.AmericanArts.org/EconomicProsperity). Americans for the Arts will not be liable for copying, reprinting, or otherwise using this data without our written permission. If interested, please contact the Research Department at 202.371.2930 or at [research@arts.gov](mailto:research@arts.gov).

**NONPROFIT ARTS & CULTURE: A GROWTH INDUSTRY**

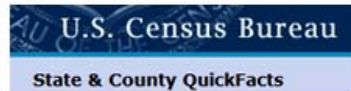
Between 2000 and 2005, the nonprofit arts and culture industry grew 24 percent, from \$134 billion to \$166.2 billion. Spending by organizations grew to \$63.1 billion in 2005, up 19 percent from \$53.2 billion in 2000. Event-related spending by their audiences boasts an even greater increase—from \$80.8 billion in 2000 to \$103.1 billion in 2005 (28 percent).

**GROWTH OF THE NONPROFIT ARTS & CULTURE INDUSTRY**  
(U.S. Dollars in Billions)



Audience expenditure data not collected in 1992.

**EXHIBIT H**



People QuickFacts	Kenosha County
Population, 2008 estimate	164,465
Persons under 18 years old, percent, 2008	- 25.7%
<b>122,197</b>	
People QuickFacts	Kenosha
Population, 2008 estimate	96,240
Persons under 18 years old, percent, 2008	- 27.2%
<b>70,063</b>	
People QuickFacts	Racine County
Population, 2008 estimate	199,510
Persons under 18 years old, percent, 2008	- 24.8%
<b>150,032</b>	
People QuickFacts	Racine
Population, 2008 estimate	79,592
Persons under 18 years old, percent, 2008	- 28.7%
<b>57,109</b>	
People QuickFacts	Milwaukee County
Population, 2008 estimate	953,328
Persons under 18 years old, percent, 2008	- 26.2%
<b>703,566</b>	
People QuickFacts	Lake County
Population, 2008 estimate	712,453
Persons under 18 years old, percent, 2008	- 27.5%
<b>516,528</b>	

Trade Area Total = 1,619,495 Adults

20.5% of all adults saw a musical or play with an additional 28% attending additional live performances - Totaling 48.5%  
(National Endowment of the Arts – Arts Participation 2008)

1,619,495 x 48.5% = 785,455 Attending Adults in Trade Area

Scenario 1

Genre	No. of Trade Area Interested in Attending	% of Trade Area to Attend Kenosha Theatre	Average Ticket Price (per Kenosha Theatre Plan)	Visits Per Year (National Average)	Total Revenue
Plays/Musicals	348,003	20	\$20.95	2.5	\$3,645,332
Jazz/Classical	237,660	20	\$20.95	2.5	\$2,489,489
Ballet or other Dance	118,880	20	\$20.95	2.5	\$1,245,244
Latin or Salsa	83,881	20	\$20.95	2.5	\$878,645
Opera	35,549	20	\$20.95	2.5	\$372,376
Grand Total					\$8,631,086

Scenario 2

Genre	No. of Trade Area Interested in Attending	% of Trade Area to Attend Kenosha Theatre	Average Ticket Price (per Kenosha Theatre Plan)	Visits Per Year (National Average)	Total Revenue
Plays/Musicals	348,003	20	\$20.95	3.75	\$5,467,998
Jazz/Classical	237,660	20	\$20.95	3.75	\$3,734,233.50
Ballet or other Dance	118,880	20	\$20.95	3.75	\$1,867,866
Latin or Salsa	83,881	20	\$20.95	3.75	\$1,317,967.50
Opera	35,549	20	\$20.95	3.75	\$558,564
Grand Total					\$12,946,629

Economic Spin-Off in Food and Beverages Revenues to Community

59% will purchase \$30 each on every theatre visit, 20.95 for each theatre ticket

Ratio of Ticket Revenue to Food and Beverage Revenue=  $.59 \times (30/20.95) = .8448$

Scenario 1: City of Kenosha – New Food and Beverage Revenue=  $.8448 \times \$8,631,086 = \$7,291,741.45$

Scenario 2: City of Kenosha – New Food and Beverage Revenue=  $.8448 \times \$12,946,629 = \$10,937,312.18$