



# ECPA Feasibility Study Fact Sheet

## Mission and Vision

*Elmhurst Centre for Performing Arts (ECPA) is a not-for-profit 501(c)3 dedicated to building and operating a state of the art Performing Arts Center for theater, music, dance and comedy located in the heart of the Elmhurst City Centre.*

*ECPA is a long-term investment for our community that will have strong ties to local residents and businesses!*

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## Key Implications Indicate a Strong Demand for a Performing Arts and Conference Facility in Elmhurst

Yearly economic impact once ECPA reaches stabilization

**\$7.8 million**

of total spending

**\$2.6 million**

of increased earnings

**56**

**ADDITIONAL FULL-TIME JOBS**

**\$668,000**

in sales tax, food and beverage, and hotel/ motel tax revenues

**\$197,000**

taxes directly benefiting the City of Elmhurst

### Audiences

Spending and the arts go hand-in-hand. The arts bring economic activity to local businesses through significant amounts of event related spending. This spending is invaluable to local restaurants, hotels, retail stores and the community in general. The numbers below include the theater ticket price.

**\$49.50**

Average amount spent per patron per night

**\$203**

Average amount spent by an out-of-town patron per night

### Elmhurst Centre for Performing Arts Estimated Annual Fiscal Impact to City of Elmhurst

	Tax Rate	Tax Revenues
<b>Hotel Operators' Occupation Tax</b>	4.00%	\$28
<b>Food and Beverage Tax</b>	1.00%	13
<b>Home Rule Sales Tax</b>	1.00%	78
<b>Portion of State Taxes to Elmhurst</b>	1.00%	78
<b>TOTAL</b>		<b>\$197</b>

Source: Johnson Consulting

## The Facility

The Johnson study indicates that Elmhurst and the surrounding market area can support a 50,000 sf. building with two distinct theaters and ancillary support areas with an estimated cost of \$25 Million (2018 estimate).

### Main theater

- 550 seats\* theater with fly zone, orchestra pit, control room for sound and light.
- ECPA vision is to split seating with a potential mezzanine level that can be blocked off creating a smaller more intimate space.

*\*The number of seats was determined by demand, financial, and impact projections. A 1,000+ seat theater would not have the frequency of use at full capacity and theaters smaller than 500-seats present a financial challenge due to the decreased revenue it would have.*

### Black Box

- 130 seat convertible space with control room and storage space.

### Additional Spaces

- Backstage areas with green rooms for actors and crew
- Lobbies for each space for patron enjoyment
- Administrative offices
- Classrooms for educational purposes and rental opportunities.

### Job Creation

- 350 construction jobs generating \$10.1M of total area spending
- Spending leads to \$809K in tax revenues
- Long term, theater presence will add 56 full time jobs

## Other Key Findings

“Elmhurst has many key characteristics and requirements necessary to support a multi-use Centre for Performing Arts. Residents of Elmhurst and surrounding suburbs are prime potential patrons.” — *Johnson Consulting*



### Easy Transportation

There is a significant surrounding area population of over 2.5 million residents within a 30-minute drive with excellent train and auto access. There will be significant demand from Chicago and the broader regional area given role that Elmhurst plays in the region.



### Highly Educated

Over half of Elmhurst's population over 25 years old (59.1%) hold a Bachelor's degree or higher, compared to 33.2% in Illinois. A strong correlation exists nationally between education level and performing arts attendance.



### Disposable Income

Elmhurst's significant median household income of nearly \$100,000, indicates disposable income is available for non-essential items and activities, including arts and entertainment. Household income is a key predictor of art's participation. Elmhurst's higher median household income paired with a very involved community in the arts seems to be the quintessential population base for supporting a performing arts center.



### Median Age

Nearly 55% of Elmhurst residents are between the ages of 25-64. As a population tends older, the consumption of arts based offerings increases.

## Other fun facts

There are over 28 theater arts, dance and comedy groups in Elmhurst and the surrounding area who perform outside of Elmhurst or in churches, schools and bars. There is an undeniable need for ECPA.

Americas for the Arts study showed students with 4 years of art or music in high school score 100+ points higher on their SAT.

Already established parking lots and restaurants in Elmhurst City Centre make for a perfect experience for theater patrons.

Support within the community for a state-of-the-arts performing arts center has been overwhelming.

Join us!

*ECPA with support from the City of Elmhurst hired Johnson Consulting to conduct this feasibility and economic impact study to determine financial viability of building a state of the art performing arts center in Elmhurst. Johnson Consulting has supported a multitude of theaters around the world.*