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## Performing Arts Packs a Punch

### NEW STUDY CONFIRMS HUGE IMPACT OF CIVIC THEATRE ON DOWNTOWN LAST YEAR.

- ▶ In FY02, Broadway/San Diego show attendees alone spent **\$7.15 million**, above and beyond their ticket purchases, on dining, shopping, hotels, parking and other related expenses. On average, each theatre attendee spent \$32.66 above and beyond their ticket purchases.
- ▶ In FY02, Broadway/San Diego show attendees alone spent **\$4.47 million**, or an average of \$20.45 each, at restaurants alone. Most of these restaurants were in downtown San Diego.

### OUT OF TOWN VISITORS

- ▶ On average, out-of-town visitors that attended Civic Theatre performances remained longer in San Diego (7.4 nights) compared to convention center visitors (4.6 nights).



For more information [click here](#) or visit our web site at [www.sdccc.org](http://www.sdccc.org).

CIC Research, Inc., was commissioned by the San Diego Convention Center Corporation to conduct a study of the 45,228 patrons who attended the 16 performances of "The Producers", January 1-12, 2003, at the San Diego Civic Theatre.



From these results, the Corporation has extrapolated the yearly spending activity of show attendees for Broadway/San Diego performances. Show attendees positively impact all sectors of San Diego's economy, notably restaurants, attractions and hotels. They also support hundreds of jobs.