

THE ECONOMIC IMPACT OF PERFORMANCES AT PHILADELPHIA'S MANN CENTER FOR THE PERFORMING ARTS



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The Mann Center for the Performing Arts
123 South Broad Street
Philadelphia, PA 19104



Econsult Corporation (Econsult) was retained by the Mann Center for the Performing Arts (the Mann) to conduct an economic impact study of the Mann. The Mann is one of the premier venues for performing arts in the region, with nearly 60 major concerts staged in 2001 including classical, jazz, rock, gospel, dance and Broadway musicals.

The study made use of the Econsult Economic and Fiscal Impact Model to examine the various types of economic benefits this important institution brings to the Philadelphia region.

The analysis showed that beyond the benefits derived directly by the Mann's patrons, other economic impacts generated by the venue's activities were substantial. This economic activity also generated tax revenue.

Focusing on taxes generated at both the local and state level, Econsult found that the 2001 performances generated upwards of \$1.4 million in taxes.

Total regional expenditures associated with performances in 2001 were nearly equal to \$23 million. Included in these expenditures were total earnings to the region's labor force and to performers of over \$7.2 million. The performances also generated substantial benefits to the labor force equal to nearly 240 person-years of employment.