



JANUARY 1 - DECEMBER 31, 2017
ANNUAL REPORT



The Annual Report of the Topeka Performing Arts Center (TPAC) for 2017 is hereby submitted. This report was prepared by VenuWorks of Topeka, LLC.

VenuWorks of Topeka, LLC believes all disclosures have been prepared in accordance with generally accepted accounting principles.

VenuWorks of Topeka, LLC also believes this report represents TPAC's (unaudited) year-end financials in a manner designed to fairly set forth the financial position and the results of the operation of the facility. It is also believed that all disclosures necessary to enable the reader to gain the maximum understanding of TPAC's year-end affairs have been included.

Responsibility for both accuracy of the presented data and the completeness and fairness of the presentation, including all disclosures, rests with VenuWorks of Topeka, LLC.



INTRODUCTION

The Topeka Performing Arts Center (TPAC) is owned by the City of Topeka and governed by a Board of Trustees. The Board has contracted with VenuWorks, Inc. to manage, operate, and market the entertainment and meeting facilities within TPAC. All employees at TPAC are VenuWorks of Topeka, LLC. employees.

The Topeka Performing Arts Center is dedicated to maximizing the use of TPAC by all persons, to provide sufficient revenue and accessibility for the community. The local VenuWorks staff works with its corporate office and the TPAC Board of Trustees to create realistic goals for marketing, promotions, sales, and development. The team continues to seek more financial support through private sources and the local business community.

TOPEKA PERFORMING ARTS CENTER MISSION:

To foster the performing arts through excellence in programming by providing for the advancement, promotion, presentation, and development of the arts to meet diverse cultural and educational needs of our community.

VENUWORKS MISSION:

It is the mission of VenuWorks and its subsidiaries to maximize the presentation of successful events in client facilities for the cultural, recreational, educational, and economic benefit of the communities we serve.



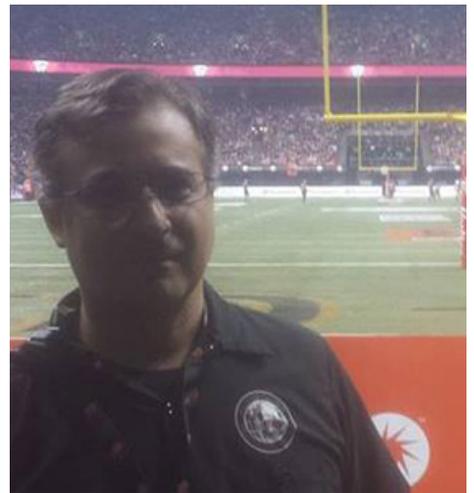
**LARRY GAWRONSKI, CVE
EXECUTIVE DIRECTOR**

Originally from Buffalo, NY, Larry has managed several facilities in his career. A VenuWorks employee since 2000, Larry most recently served in the position of National Director of Sales and Sponsorships for VenuWorks Corporate. Prior experience includes Ottumwa, IA (Bridge View Center), Vicksburg, MS (Vicksburg Convention Center and Auditorium), Omaha, NE (Aksarben Coliseum), Chicago, IL (Odeum Sports and Expo Center), Danville, IL (Palmer Civic Center), Rochester, NY (Riverside Convention Center) and Buffalo, NY (Buffalo Convention Center). In between, Larry was the President and CEO of PEF Development services in New Orleans, LA and was the Director of Catering for a Hilton Convention Hotel in Buffalo, NY. In 1997, Larry achieved the accreditation of Certified Venue Executive (CVE), the highest certification available in the venue management industry. He has served for several years on the Certification Board of the International Association of Venue Managers and is a Past President of the Rotary Club of Vicksburg, MS. Larry is married to Diane whom he met while doing professional theater in Buffalo, NY.



**BLAIR ADAMS
DIRECTOR OF EVENT SERVICES**

Continuing his third tour of duty with TPAC, Blair was part of the original grand opening staff in 1991, staying until December 1998 as Technical Director. He returned after eight years of touring and project management to rejoin the staff in 2006 as Events Services Manager/Director of Operations. Blair departed in 2011 to return to the road mainly as a project manager for Premier Global Production. His responsibilities included Crew Chief for Festival Lighting, Logistics Manager, and is currently Production Coordinator for Festivals. He returned in August 2015 to TPAC as Director of Sales and Hospitality. He is an active member of Downtown Topeka, Inc., and Midland Railway Historical Society-Track and Equipment Maintenance.



ASHLEY NADEAU

DIRECTOR OF MARKETING & DEVELOPMENT

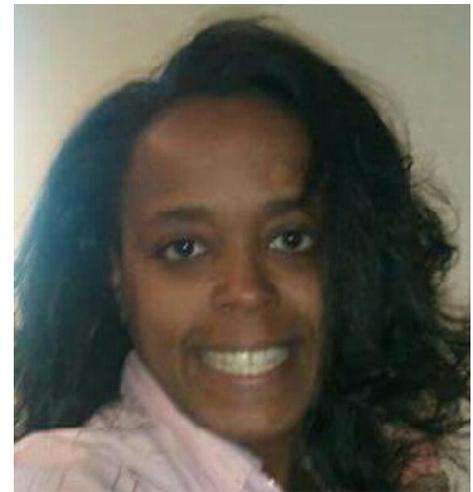
A native Topekan, Ashley is a graduate of Washburn University with a B.A. in Mass Media and a minor in graphic design. Ashley brings more than seven years experience in fundraising, marketing, special events and volunteer management. Ashley is active in the theatre community in Topeka and is passionate about bringing culture to downtown Topeka. She had her first child in 2017, a daughter named Rosalie.



CRYSTAL MUNSELL

TICKET OFFICE SUPERVISOR

Born and raised in Osawatomie, KS, Crystal ventured to Topeka in the winter of 1999 with her husband and four children. After working for the State of Kansas for 16 years, she accepted a position at the Topeka Performing Arts Center. Anyone who knows Crystal understands that family is the most important thing in her life, that she will fight tooth and nail if she needs to. Her TPAC co-workers, volunteers, and friends are an extended family she wants to make just as proud of her as she is of them.



LENA LAKIN-RUNNEBAUM

BUSINESS MANAGER

Lena is a life-long resident of Topeka. She attended Topeka West High School and then went on to the University of Kansas School of Business majoring in accounting. Before joining Topeka Performing Arts Center in June of 2016, Lena was employed with, The Villages, Inc. a not-for-profit organization, housing children in need of care. In the 16 years before, she was self-employed as a cosmetologist, owning her own salon for seven years. She enjoys spending time with her husband and volunteering at her children's schools, golfing, and reading.



BOARD OF TRUSTEES

2017 EXECUTIVE COMMITTEE



JIM WEMPE
PRESIDENT



MIKE KILEY
VICE PRESIDENT



ANDY DEVIN
TREASURER



EDIE SMITH
SECRETARY



WIDGE YAGER
AT-LARGE

2017 TRUSTEES



LISA BROWN



SHEKHAR CHALLA, M.D.



SPENCER DUNCAN



BARBARA EBERT



JENNIFER GOETZ



MARSHALL MEEK



JOHN MUGLER



2017 TRUSTEES



HANNAH NAEGER, D.D.S.



MICHELE FLEURANGES PARKER



ALEXANDER SMIRNOV



SHARI SOPER



ANNUAL ATTENDANCE

<i>Event Totals</i>				
Event Type	Events	Event Days	Use Days	Attendance
Banquets	10	10	5	2,145
Concert	13	13	2	13,467
Broadway/Theatrical-Commercial	3	4	1	3,315
Community/Educational Theatrical	29	57	44	34,741
Family Shows	3	2	2	2,118
Convention	0	0	0	0
Meeting/Conf	10	11	2	893
Consumer Show	1	1	1	100
Trade Show	2	2	2	1,200
Wedding Reception	7	8	7	1,775
Community/Civic	10	11	8	9,367
Sporting	1	1	0	1,800
Recreational Sports	5	9	0	310
Film/Movie	2	0	2	14
Internal Use	16	20	9	636
Total for Year	112	149	85	71,881
<i>Monthly Totals</i>				
Event Type	Events	Event Days	Use Days	Attendance
January	8	14	1	5,108
February	8	21	7	6,404
March	8	8	2	3,293
April	10	15	7	5,470
May	13	15	8	9,452
June	12	12	10	9,972
July	9	9	5	3,063
August	6	9	13	2,169
September	9	10	8	2,691
October	12	13	5	6,503
November	8	9	7	7,202
December	9	14	12	10,554
Total for Year	112	149	85	71,881

Events are total number of events

Event Days are number of days of public attendance for the Event

Use Days are the number of setup/tear down days for the Event

Attendance is the number of guests attending the Event

EVENTS AND OPERATIONS

2017 brought many new events to TPAC.

- The Sweet Adelines District 5 convention brought over 600 attendees from a multi-state region
- Se2 held several meetings of varying sizes
- The Institute for Brain Potential brought 200 to a weekday meeting
- Westar meetings have increased

Other banquets that relocated to TPAC in 2017 are the Most Pure Heart of Mary School "5 Hearts Gala", and Topeka Collegiate School banquet. We have tremendous growth potential in our calendar on Mondays through Wednesdays.

In 2017 we regained use of our mid house theatre curtain and completed maintenance including painting and other equipment repairs.

We accomplished a lot on our to-do list. Continuing plans need to be put in place for replacement of equipment in all areas of operations from theatre lighting to custodial equipment. Many pieces of equipment are well past their expected life.



HIGHLIGHTS

The Topeka Performing Arts Center is a community-focused arts entity. As stewards of public funding, TPAC can proudly say that the majority of its programming is geared towards families, civic and community organizations, and educational outreach opportunities. Total attendance for 2017 was 71,881. Our main stage events featured performances by Styx, Liverpool Legends, Chocolate Nutcracker, Sesame Street Live!, Chicago Comedy All Stars, Casting Crowns and many more.





VOLUNTEERS

The Topeka Performing Arts Center attributes much of its success to our dedicated volunteers who contributed more than 2,446 hours of service to the building. All volunteers are trained in front-of-house logistics including ingress, egress, and safety/security procedures.

In addition to ushering, ticket taking, and guest services, our volunteers are instrumental in many of our annual events such as Sheffel Theater Clinic, Grape Escape, and Gingerbread Homes for the Holidays. An active volunteer committee meets regularly to assess guest delivery experience and improve efficiency.

“I have had lots of good moments at TPAC. Volunteering has been a great way to make new friends and it’s nice to help people. We have a wide variety of programs and I get to see all the shows and ticket taking is a great way to say hi to your friends as they come in,” Sandy said.

Sandy Meier was awarded the Volunteer of the Year and Encore Award for the most hours volunteered and the Volunteer of the Year Award for 2017.



FRIENDS OF TPAC



The Friends of Topeka Performing Arts Center membership increased by 97 Friends from the 2016-2017 season, with a total of 152 in 2017-2018. There was also an increase in overall donations from Friends of TPAC. Friends of TPAC is featured in every eBlast that goes out giving potential members an opportunity to learn more and join online. The increase in membership was due to an aggressive social media campaign launched in Q4 of 2017 to encourage new Friends to donate.

2016-2017: 55 Members/\$13,985 raised

2017-2018: 152 Members/\$16,190 raised



FOOD & BEVERAGE

2017 did not show extensive growth in food and beverage sales. Our Food and beverage operations limited growth was directly connected to our stagnant growth in meetings and conventions. We also struggle with equipment shortages and break downs when we host the larger events. Items that we are lacking: Dishwasher, refrigeration, serving equipment, and technology upgrades to make us competitive with other venues.

The addition of an on-site ATM has had a positive effect on our concessions and merchandise sales.

FACILITY USAGE

The Topeka Performing Arts Center held 112 events for the calendar year and logged 149 event days. 2017 saw big names and big crowds. In 2017, TPAC nearly sold out with comedian Ron White. Legendary rock band Styx filled the house, Celtic Woman, Naked Magicians, and Liverpool Legends were crowd favorites, and Casting Crowns rocked a sold out show.

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Banquets	10	10	5	2,145
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COMMUNITY OUTREACH

An essential part of Topeka Performing Arts Center's mission is to foster the performing arts through excellence in programming by providing for the advancement, promotion, presentation and development of the arts to meet the diverse cultural and educational needs of our community.

2017 was a quite an active year:

TODD OLIVER & FRIENDS - Comedian and ventriloquist Todd Oliver took to the stage with his little dog Irving as a benefit for the Helping Hands Humane Society.

US AIR FORCE CONCERT BAND - A free community concert to celebrate our armed forces.

MELODY HOUSE KIDS CONCERT - featured entertainer Stephen Fite in an Oceanic Adventure that filled TPAC with over 1,500 young children.

GREATER TOPEKA PARTNERSHIP

KANSAS MARIACHI FESTIVAL

TOPEKA JAZZ & FOOD TRUCK FESTIVAL

ROTARY FREEDOM FESTIVAL



MARKETING

Through TPAC's new partnership with Tinkham Veale Creative, TPAC has been able to execute an aggressive approach to growing personal relationships and bonds between our staff and patrons.



These bonds have:

- Significantly grown awareness for the TPAC brand
- Recruited new volunteers with a renewed faith in their personal dedication to TPAC
- Fostered deeper relationships with the local arts community
- Elevated TPAC's positioning among the local donor community
- Spotlighted the all-inclusive accessibility TPAC provides to Northeast Kansas families

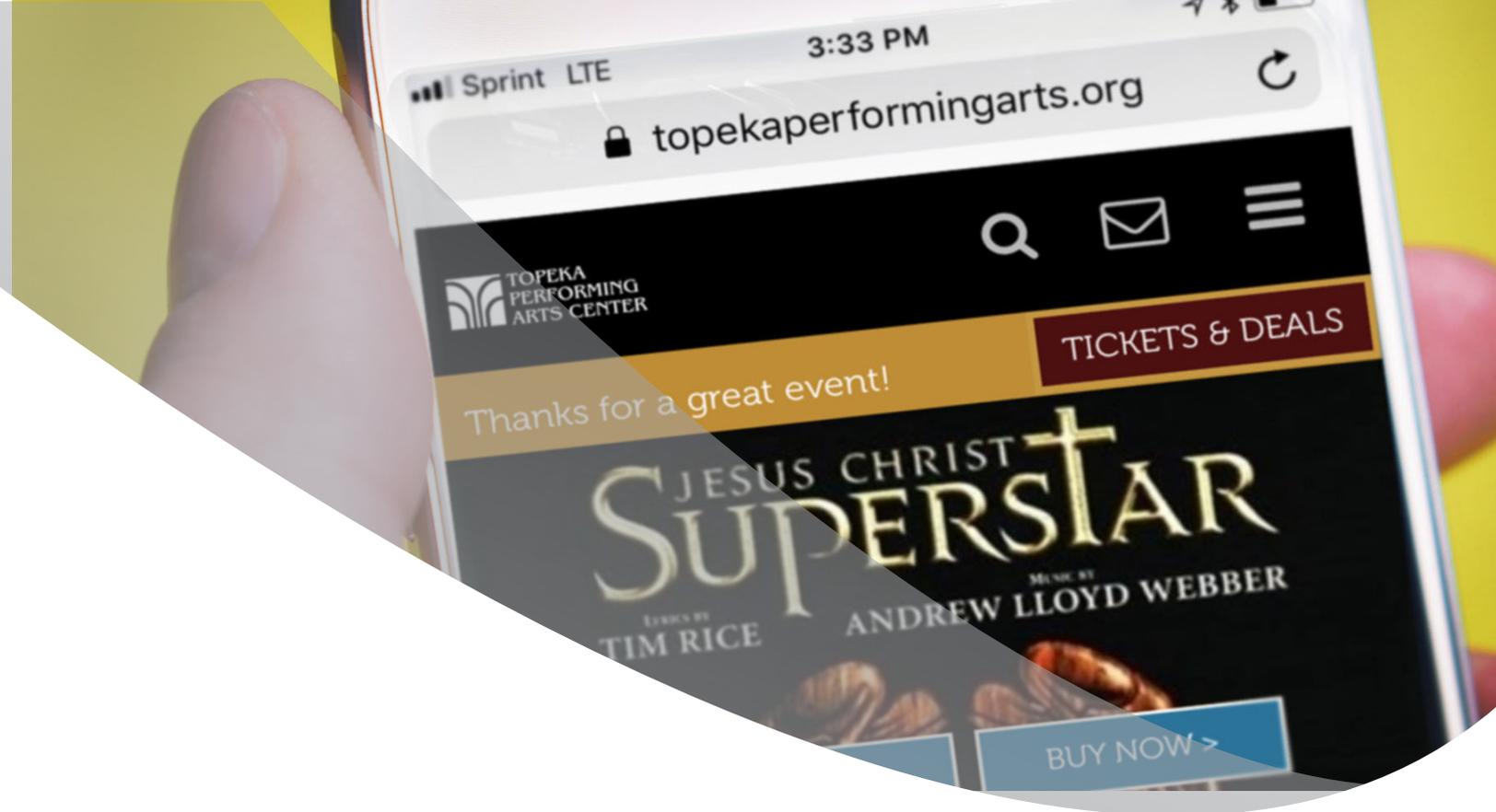
TV Creative produces compelling content for TPAC's social media channels, delivering targeted and track-able results that have been noticed by comparable facilities all over the country while putting the Topeka Performing Arts Center on the map as an innovator in effective event marketing. In a matter of months, these strategies have been noticed by partnering promoters, who are taking a second look at Topeka as a viable option for placement of the shows they represent. Touring promoters have also shown interest in recruiting these tactics to help their productions in other comparable markets.

EMAIL MARKETING

In 2017, 24,068 email addresses were subscribed to TPAC eblasts. Below is a breakdown of the different categories subscribers marked their interests.

Concerts	9,897
Announcements	10,341
Newsletter	9,627
Comedy	7,312
Broadway	6,369
Family	3,653
Dance	1409
Grape Escape	596





WEBSITE TRAFFIC

From June 1 2017, to Dec. 31, 2018, topekaperformingarts.org had more than 100,000 page views.

Users
24,879



New Users
24,297



Sessions
34,252



Number of Sessions per User
1.38



Pageviews
110,292



Pages / Session
3.22



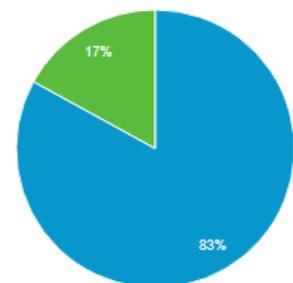
Avg. Session Duration
00:02:33



Bounce Rate
43.61%



■ New Visitor ■ Returning Visitor



SOCIAL MEDIA: FACEBOOK

Facebook Likes grew by 1,545

Total Likes as of 12/31/17: 9,345

SOCIAL MEDIA: TWITTER

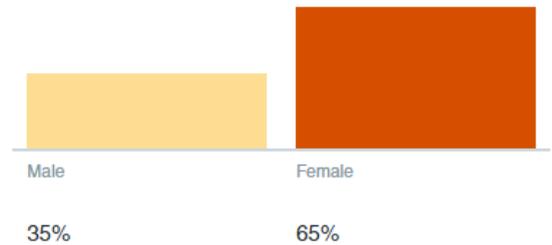
Twitter followers: 1024 as of 12/31/17

Total impressions as of 12/31/17: 124,201

Total mentions for 2017: 349



Gender



Household income categories



Values based on 61.5% match rate from Twitter partners

Interests

Interest name

Interest name	% of audience
Comedy (Movies and television)	71%
Business and news	70%
Politics and current events	63%
Music	61%
Music festivals and concerts	51%
Movie news and general info	49%
Tech news	44%
Comedy (Hobbies and interests)	43%
Business and finance	37%
Action and adventure	32%

FRIENDS OF TPAC MEMBERSHIP DRIVE



TPAC Progress Report - 15,123 Engagements

Friends Campaign Thank You – 4,965 Engagements

Giving The Gift of Performing Arts – 12,411 Engagements

We Need Your Help – 3,137 Engagements

Help Us Make It Happen – 2,717 Engagements

Become a Friend of TPAC 2 – 3,340 Engagements

Become a Friend of TPAC 1 – 17,668 Engagements

59,364 Total Engagements

EDUCATIONAL PROGRAMS

The Topeka Performing Arts Center prides itself in providing a creative outlet of educational opportunities for local students. We hope to instill a love for performing arts at a young age.

SCHOOLDAY THEATER SERIES

Students in January were able to learn about the first baseball player to break the color barrier in the Jackie Robinson Story. Later in the year, students were entertained with Ballet Midwest Presents: Swan Lake, and Kansas Ballet Presents: The Nutcracker. Performances, admissions and transportation was sponsored by Hills Pet Nutrition, Westar Energy and Capital City Bank.

SHEFFEL THEATER CLINIC

More than 900 third-graders, primarily at-risk youth, came to TPAC in 2017 for an immersion into the world of theater – dance, costuming, make-up, technical theater, and acting.

YOUNG ARTIST AWARDS

With the generous sponsorship of Hills Pet Nutrition, the YAA presented scholarships to high school students for excellence in dramatic theater, dance, visual arts, instrumental music and creative writing.





**CONGRATULATIONS
YOUNG ARTIST
AWARD WINNERS**

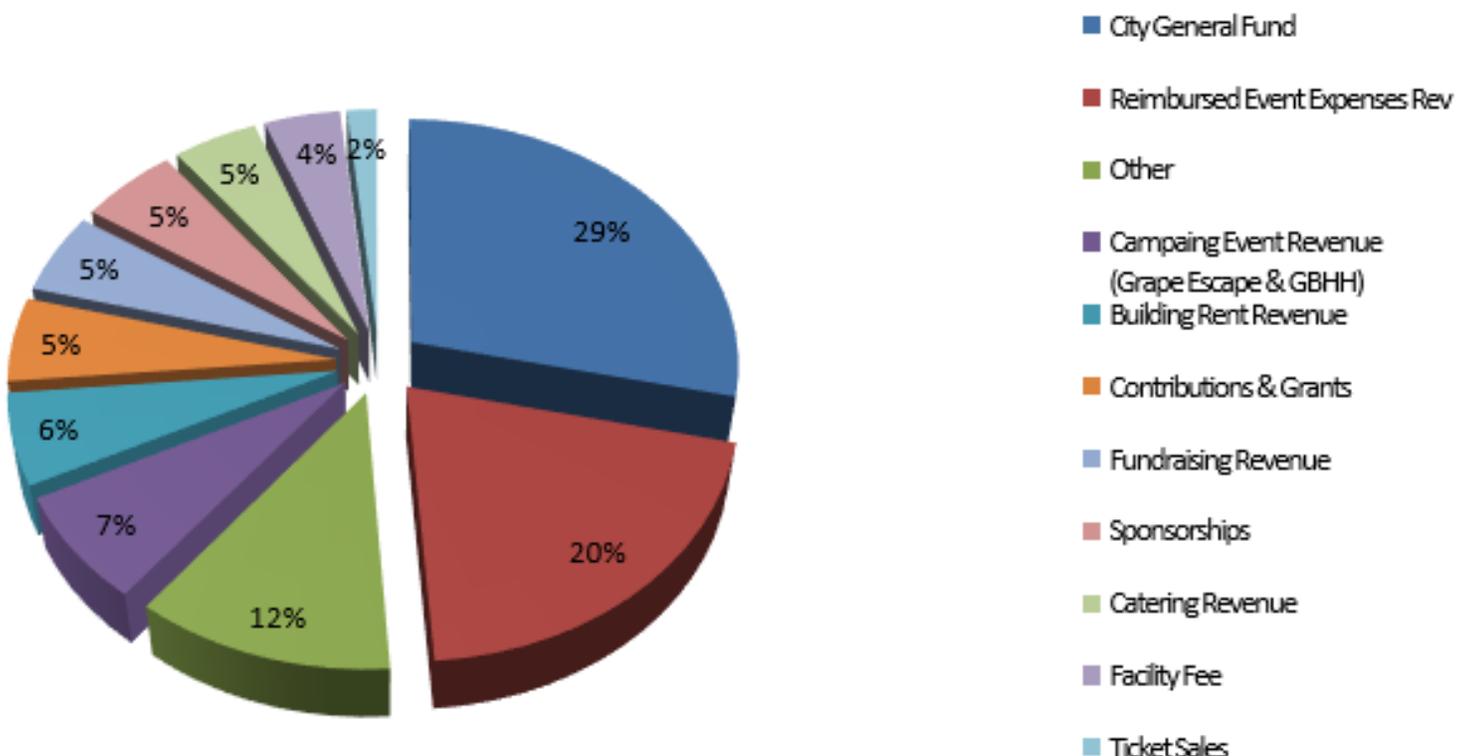
FINANCIAL POSITION

For the year end 12/31/2017, VenuWorks reported a positive budget variance of \$42,176.27 in actual Net Increase in Budgeted Assets compared to budget. This was due largely to the contribution from the City of Topeka's General Fund. Net Programming was under budget \$46,204. The largest variances were Facility Fee Net Revenue \$42,807.37. Event Advertising Net Revenue was \$19,534.50, and Catering Net Revenue \$30,224.24 above budget, while under-budget losses being; Co-Pro Revenue -\$54,139.73, Outside Expense Net Revenue -\$56,345.93, and Event Staff Net Revenue -\$16,744.26. Also, Capital Improvements budget of \$100,000 was not utilized.

Net fundraising revenue was \$26,317 under budget. This was largely due to Grape Escape revenue being \$40,021.36 under budget due to lower than expected attendance and lower silent auction items revenue realized.

Total Operating Expenses were \$17,298.51 over budget. The bulk \$7,828.75 of the expense was due to stage curtain repair, \$2,333.25 in stage equipment R&M, \$1,787.88 refrigeration repair, \$1,700 for electronic outdoor sign, \$1,090.04 for lighting, \$4,434.77 in miscellaneous repairs.

Full-Time Labor was under budget \$69,602.21. The first half of 2017 was without a Business Manager and the last half of the year without a Marketing Manager. Both positions have been filled.



TPAC
Balance Sheet
As of December 31, 2017

	<u>Unaudited</u> <u>Dec 31, 17</u>	<u>Audited</u> <u>Dec 31, 16</u>	<u>Audited</u> <u>Dec 31, 15</u>
Assets			
Cash:			
Operating Checking	52,738.17	127,340.13	19,552.82
Event Restricted	167,481.40	10,299.74	17,202.33
Board Restricted	43,238.07	281,094.64	239,231.15
Total Cash	<u>263,457.64</u>	<u>418,734.51</u>	<u>275,986.30</u>
Accounts Receivable	2,611.58	5,476.27	5,599.09
Prepays	33,919.83	24,035.09	27,694.42
Equipment Net	10,478.07	10,478.07	18,946.27
Beneficial Interest in Trusts	949,225.00	949,225.00	987,993.00
Total Assets	<u><u>1,259,692.12</u></u>	<u><u>1,407,948.94</u></u>	<u><u>1,316,219.08</u></u>
Liabilities			
Accounts Payable	19,101.17	82,242.48	82,456.94
Accrued Expenses	14,658.90	88,090.73	75,741.07
Accrued Incentive Fee - VenuWorks	-		
Deferred Revenue			
Sponsorships	36,025.00	21,630.00	58,580.00
Ticket Sales	56,564.00	119,672.25	123,136.00
Other	55,159.29	62,789.34	30,776.71
Total Deferred Revenue	<u>147,748.29</u>	<u>204,091.59</u>	<u>212,492.71</u>
Total Liabilities	<u><u>181,508.36</u></u>	<u><u>374,424.80</u></u>	<u><u>370,690.72</u></u>
Net Assets:			
Unrestricted	44,659.62	84,299.14	(42,464.64)
Permanently Restricted	1,033,524.14	949,225.00	987,993.00
Total Net Assets	<u><u>1,078,183.76</u></u>	<u><u>1,033,524.14</u></u>	<u><u>945,528.36</u></u>
TOTAL Liabilities & Net Assets	<u><u>1,259,692.12</u></u>	<u><u>1,407,948.94</u></u>	<u><u>1,316,219.08</u></u>

TPAC's Balance Sheet is not as strong as 2016. Total assets 12/31/2017 was down \$148,268.08 from 2016 but only \$23,826.70 from 2015. The 2017 liabilities were on the same track with 12/31/2015 liabilities at \$148,268.08 down from 2016 but only \$71,062.90 down from 2015.

The net income for 12/31/2017 was down \$43,336.16 from 2016 but up \$193,610.60 from 2015.

TPAC will be adding new fundraising events in 2018 to help increase fundraising dollars, elevate community involvement, and continue building the economic growth of Topeka. TPAC will continue adding events that invite other communities to participate in commercial, retail, restaurant, and hotel spending to the region.

INCOME EXPENSE STATEMENT

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u> (Favor)/(Unfavor)
Programming			
Programming Revenue	482,080	311,032	171,048
Programming Expenses	357,849	140,597	217,252
Programming - Net	124,231	170,435	(46,204)
Fundraising			
Fundraising Revenue	100,033	143,750	(43,717)
Fundraising Expense	44,100	61,500	(17,400)
Fundraising - Net	55,933	82,250	(26,317)
Sponsorship Revenue	55,780	76,630	(20,850)
Trusts & Endowments	45,386	48,305	(2,919)
Naming Rights	-	-	-
Grants	12,254	10,000	2,254
City Contribution General Fund	300,000	300,000	-
City Contribution - Transient Guest Tax	-	10,000	(10,000)
Contributions and Grants Revenue	413,420	444,935	(31,515)
Other Revenue	123	700	(577)
Total Revenue	995,656	900,417	95,239
Occupancy Expense	59,989	42,690	17,299
General and Administrative Expenses	480,530	544,023	(63,493)
VenuWorks Mgmt Fee	36,000	36,000	-
Other Expenses	5,567	9,124	(3,557)
Total Expenses	984,035	833,934	150,101
Net Increase/(Decrease) in budgeted assets	47,621	2,483	45,138
Beneficial Interests in Trusts Incr/(Decrease)	80,598		
Net Margin(Loss)	128,219	2,483	45,138

ECONOMIC IMPACT

Economic Impact

2017

Private Sector Funds Raised

Sponsorships	55,780.00
Grape Escape	29,123.61
Gingerbread Homes for the Holidays	6,785.97
Friends of TPAC Memberships	25,286.76
Total Private Sector Funds	116,976.34

Total Taxes Paid

Sales Tax from Tickets	55,607.30
Other Sales Tax Paid	12,617.26
Total Sales Tax Paid	68,224.56

Other Community Impact

Wages Paid	489,564.84
Amount Paid to Local Vendors	225,121.83
Facility Improvement	4,849.41
Total Wages Paid/Local Vendor Payments	719,536.08

ECONOMIC IMPACT

TOPEKA PERFORMING ARTS CENTER ECONOMIC IMPACT ESTIMATE Fiscal Year 2017

Indirect Spending:

Total Attendance 71,881
123 Events & 134 Use Days

Daily Average spending for meals, retail purchases,
entertainment, travel, suppliers:

71,881 x \$60 = \$4,312,860

Overnight Daily Average spending for overnight
events for meals, retail purchases, entertainment,
travel, suppliers: (2% of Total Yearly Attendance)

1,438 Room Nights x \$80 per room \$115,010

Direct Spending:

Personnel Costs \$434,111
Concession Product Cost Paid in the Community \$4,894
Contracted Services, Equipment Repair, Maintenance and Supplies \$93,743
Advertising of Concert and Trade Events \$67,829

SUB-TOTAL - ESTIMATED ECONOMIC IMPACT **\$5,028,446**

Multiplier effect on the local community: x 1.8

TOTAL ESTIMATED ECONOMIC IMPACT **\$9,051,203**

Source: International Association of Assembly Managers, "Calculating Economic Impact" by
Bonnie Finnie, *Facility Manager*, November-December, 1997, pages 22-24.

ECONOMIC IMPACT



The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Topeka, KS (Fiscal Year 2013)

Direct Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Industry Expenditures
Total Industry Expenditures	\$6,314,787		\$13,882,784		\$20,197,571

Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

Total Economic Impact of Expenditures (Direct & Indirect Impacts Combined)	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	223		257		480
Household Income Paid to Residents	\$5,107,000		\$6,858,000		\$11,965,000
Revenue Generated to <u>Local</u> Government	\$173,000		\$699,000		\$872,000
Revenue Generated to <u>State</u> Government	\$543,000		\$1,586,000		\$2,129,000

Event-Related Spending by Arts and Culture Audiences Totaled \$13.9 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident* Attendees	+	Non-Resident* Attendees	=	All Cultural Audiences
Total Attendance to Arts and Culture Events	521,026		123,715		644,741
Percentage of Total Attendance	80.8%		19.2%		100%
Average Event-Related Spending Per Person	\$18.94		\$32.45		\$21.52
Total Event-Related Expenditures	\$9,868,232		\$4,014,552		\$13,882,784

Nonprofit Arts and Culture Event Attendees Spend an Average of \$21.52 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Cultural Audiences
Meals and Refreshments	\$8.13	\$13.48	\$9.15
Souvenirs and Gifts	\$8.33	\$4.72	\$7.63
Ground Transportation	\$0.78	\$4.55	\$1.50
Overnight Lodging (one night only)	\$0.11	\$7.09	\$1.45
Other/Miscellaneous	\$1.59	\$2.61	\$1.79
Average Event-Related Spending Per Person	\$18.94	\$32.45	\$21.52

* For the purpose of this study, residents are attendees who live within Shawnee County; non-residents live outside that area.

Source: *Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Topeka*. For more information about this study or about other cultural initiatives in the City of Topeka, visit ARTSConnect's web site at www.artscconnecttopeka.org.

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ECONOMIC IMPACT

Quick Facts

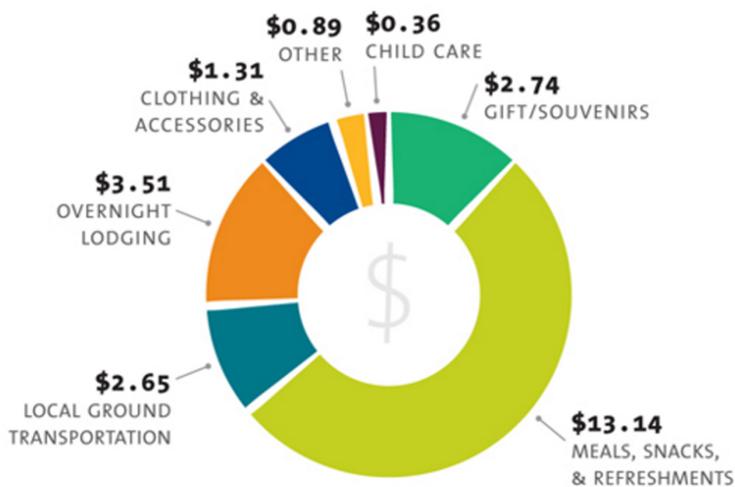
Nationally, the industry generated **\$135.2 billion of economic activity**—**\$61.1 billion by the nation's nonprofit arts and culture organizations** in addition to **\$74.1 billion in event-related expenditures by their audiences**. This economic activity supports **4.13 million full-time jobs** and generates **\$86.68 billion in resident household income**. Our industry also generates **\$22.3 billion in revenue to local, state, and federal governments every year**—a yield well beyond their collective \$4 billion in arts allocations. Despite the economic headwinds that our country faced in 2010, the results are impressive.

AREA OF IMPACT	ORGANIZATIONS	AUDIENCES	TOTAL
TOTAL DIRECT EXPENDITURES	\$61.12 BIL +	\$74.08 BIL	= \$135.20 BIL
FULL-TIME EQUIVALENT JOBS	2.24 MIL +	1.89 MIL	= 4.13 MIL
RESIDENT HOUSEHOLD INCOME	\$47.53 BIL +	\$39.15 BIL	= \$86.68 BIL
LOCAL GOVERNMENT REVENUE	\$2.24 BIL +	\$3.83 BIL	= \$6.07 BIL
STATE GOVERNMENT REVENUE	\$2.75 BIL +	\$3.92 BIL	= \$6.67 BIL
FEDERAL INCOME TAX REVENUE	\$5.26 BIL +	\$4.33 BIL	= \$9.59 BIL

Audiences

Dinner and a show go hand-in-hand. Attendance at arts events generates income for local businesses—restaurants, parking garages, hotels, retail stores. An average arts attendee spends **\$24.60 per event**, not including the cost of admission. On the national level, these audiences provided **\$74.1 billion** of valuable revenue for local merchants and their communities.

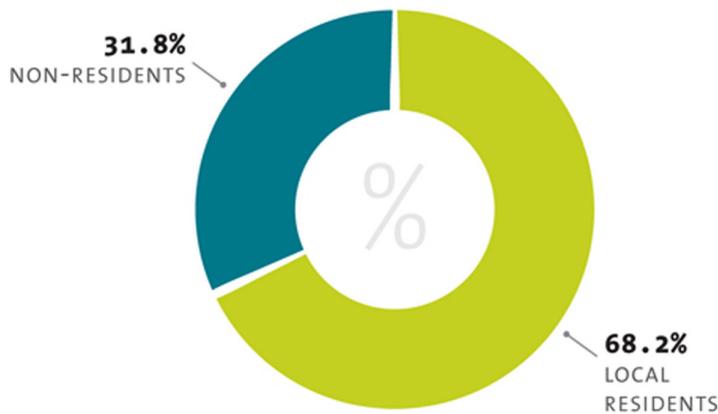
AVERAGE PER PERSON AUDIENCE EXPENDITURES: \$24.60



ECONOMIC IMPACT

ECONOMIC IMPACT

LOCAL VS. NONLOCAL AUDIENCES



Previous economic and tourism research has shown that nonlocal attendees spend more than their local counterparts and this study reflects those findings. Data shows that nonlocal attendees spent **twice as much** as local attendees (\$39.96 vs. \$17.42), demonstrating that when a community attracts cultural tourists, it harnesses significant economic rewards.

EVENT-RELATED SPENDING BY LOCAL VS. NONLOCAL AUDIENCES



Arts & Economic Prosperity IV demonstrates that America's arts industry is not only resilient in times of economic uncertainty, but is also a key component to our nation's economic recovery and future prosperity. Business and elected leaders need not feel that a choice must be made between arts funding and economic prosperity. This study proves that they can choose both. Nationally as well as locally, **the arts mean business!**



SUMMARY

The Topeka Performing Arts Center is committed to our stakeholders, patrons and guests who attend the many and various events we host throughout the year, our clients and promoters who utilize the facility, The City of Topeka and the Topeka Performing Arts Center Board of Trustees. We understand the guest experience is the core and foundation of our business - if our guests have an outstanding experience they will return for future events.

The Topeka Performing Arts Center serves as a focal point for civic and community engagement, corporate activity and cultural enrichment. The local VenuWorks team continues to work with its corporate office and the TPAC Board of Trustees to create realistic goals for funding, programming, and marketing. Increased city financial support was crucial to TPAC's success in 2017.

The facility originally opened in 1940 as the Municipal Auditorium. In 1991, it was re-purposed into the Topeka Performing Arts Center, which has been proudly serving the Topeka community for 27 years.

In 2016, the motto adopted for TPAC was "Where Great Events Create Lifetime Experiences" and for 2017 it was simplified to "Great Events. Lifetime Experiences." In 2018, the Topeka Performing Arts Center continues its mission to bring great events with lifetime experiences for the Topeka community.



GREAT EVENTS.
LIFETIME EXPERIENCES.



TOPEKA
PERFORMING
ARTS CENTER