

# Appalachian Theatre

## Economic and Tax Revenue Impacts

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APPALACHIAN STATE UNIVERSITY

# Methodology

- Direct impacts from projected Theatre uses
  - Construct a “visitor day” representing expenditure by those attending Theatre events for each type of event
- Construct regional (Ashe, Avery and Watauga Counties) Input-Output model
  - Model captures inter-industry linkages (purchases and sales among industries) resulting in *regional multipliers*
- Total impacts are sum of direct impacts plus induced impacts plus indirect impacts
- Previous work by CERPA – Appalachian State University, UNC General Administration, Mission Health (Asheville)
- Previous work elsewhere (McKee)

**Table 3 – Annual Economic Impacts Summary: Appalachian Theatre**

<b>Impact Type</b>	<b>Employment</b>	<b>Labor Income</b>	<b>Dollar Value of Output</b>
Direct Effect	42	\$1,065,422	\$3,055,172
Indirect Effect	5	\$162,044	\$690,627
Induced Effect	6	\$218,360	\$768,032
<b>Total Effect</b>	<b>53</b>	<b>\$1,445,826</b>	<b>\$4,512,036</b>

**Table 4 – Annual (selected) Tax Impacts: Appalachian Theatre**

<b>Description</b>	<b>Employee Compensation</b>	<b>Tax on Production and Imports</b>	<b>Households</b>
Social Ins Tax- Employee Contribution	\$1,162		
Social Ins Tax- Employer Contribution	\$2,058		
Tax on Production and Imports: Sales Tax		\$165,030	
Tax on Production and Imports: Property Tax		\$118,948	
Tax on Production and Imports: S/L Non-taxes		\$14,540	
Personal Tax: Income Tax			\$27,194
Personal Tax: Non-taxes (Fines- Fees)			\$4,462
Personal Tax: Motor Vehicle License			\$1,298
Personal Tax: Property Taxes			\$369
<b>Total State and Local Tax</b>	<b>\$3,220</b>	<b>\$317,465</b>	<b>\$33,510</b>