
*Economic and Fiscal Benefits of a
Performing Arts Center and Black Box Theatre in
Round Rock*

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Summary of Study Results

- The arts enhance the livability and quality-of-life of communities, as well as their attractiveness for corporate locations and knowledge workers. They also generate ongoing economic benefits from operational and visitor spending.
- The City of Round Rock is presently considering the construction of two performing arts spaces, a major Performing Arts Center and a Black Box Theatre in the downtown area. The economic benefits of these projects are significant.
 - The Perryman Group estimates **total economic benefits** (including multiplier effects) of construction of the proposed **Round Rock Performing Arts Center** include **\$45.761 million** in gross product and some **559** person-years of employment, with **annual economic benefits** (including multiplier effects) once operational of **\$6.973 million** in gross product, as well as **103** jobs in the Round Rock/Williamson County Area.
 - The economic benefits from the construction of the proposed **Black Box Theatre** include **\$4.668 million** in gross product and some **57** person-years of employment, with **annual economic benefits** (including multiplier effects) once fully operational of **\$0.727 million** in gross product each year as well as **11** jobs in the Round Rock/Williamson County Area.
- Both facilities will also generate incremental tax benefits to State and local taxing authorities.
- Beyond these immediate effects, facilities of this nature help to define the character of the community within a dynamic urban region and enhance its role as a destination location.

Introduction

The arts are an essential part of any community's social structure, enhancing quality of life and creativity. The arts are also an important part of the local economy, generating economic benefits from operational and visitor spending as well as enhancing the appeal of a community in attracting corporate locations and knowledge workers.

Two performing art spaces are currently under consideration for development in Round Rock. The first project is a major Performing Arts Center and the second is a proposed Black Box Theatre in the downtown area.

The Perryman Group (TPG) was recently asked to evaluate the economic and fiscal benefits of these projects on the Round Rock/Williamson County area. This report presents the results of TPG's analysis.

The Proposed Performing Arts Facilities

The proposed Round Rock Performing Arts Center as presently configured is expected to be a 70,800 square foot facility with an approximate 1,125 seat proscenium theater, 250 seat flexible theater, rehearsal room, art gallery, along with front-of-house lobby and public spaces as well as back-of-house and support spaces, and administrative spaces.¹ The total budget for the project is expected to be from \$46 million to \$49.8 million.²

Once fully operational, the Performing Arts Center is expected to initially employ five full-time staff and three contract staff, which over time may rise to eight full-time, one part-time, and four contract staff.³ Total staffing costs are expected to be \$430,000 per year initially.⁴

The construction and operations of the proposed Round Rock Performing Arts Center and Black Box Theatre produce notable economic and fiscal benefits (as described below). In addition to these benefits, the two proposed projects should also help the Round Rock area in recruiting new businesses or expanding current businesses as well as in recruiting knowledge workers.

The proposed Black Box Theatre is part of a project to build a new downtown library, supported by a \$23.2 million bond package approved in November 2013.⁵ The Black Box Theatre is a “bare room with a movable seating area, a movable stage, and a flexible lighting system that is used for smaller productions including plays, chamber operas, cabaret performances, recitals, dance, dinners, meetings and much more.” The goal is to have a facility “based on fostering live theatre for local performing non-profit organizations and establishing the Black Box Theatre as a destination place for theatre and live performances.”

¹ City of Round Rock Feasibility Study Center for the Arts, Corgan, June 11, 2015.

² City of Round Rock Feasibility Study Center for the Arts, Corgan, June 11, 2015.

³ Round Rock Texas, Arts and Culture Report, Arts Facilities, Round Rock Arts Facility Projected Budget.

⁴ Round Rock Texas, Arts and Culture Report, Arts Facilities, Round Rock Arts Facility Projected Budget.

⁵ All information on the proposed Black Box Theatre is from Downtown Round Rock document provided by City of Round Rock personnel.

Numerous studies have shown the importance of the arts and other cultural amenities in helping to establish a high quality of life which is important in economic development initiatives as well as in recruiting and retaining knowledge workers.⁶ Arts, culture, and creativity contribute to the economic vitality of a community in many ways such as improving the community's competitive edge, attracting new and visiting populations, integrating the visions of community and business leaders, and contributing to the development of a skilled workforce.⁷

While the Round Rock area has a thriving arts community, its location near Austin, which has numerous opportunities in the arts, as well as the competitive nature of corporate and employee recruitment, make it important for Round Rock to continue developing attractive arts and cultural amenities in order to continue to grow and compete for top-quality businesses and knowledge workers. The proposed Round Rock Performing Arts Center and Black Box Theatre both contribute to improved arts amenities and the quality of life in the immediate local area, making it more attractive to prospective businesses and residents.

⁶ See for example, *Economic Vitality, How the Arts and Culture Sector Catalyzes Economic Vitality*, American Planning Association, 2011; *Arts & the Economy, Using Arts and Culture to Stimulate Economic Development*, NGA Center for Best Practices, January 14, 2009; *Arts & Economic Prosperity IV, The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences*, Americans for the Arts, June 8, 2012; *The Arts in Public Policy: An Advocacy Agenda*, The National Assembly of State Arts Agencies Advocate, *Strategies for Building Arts Support*, Volume VI, Issue No.1. 2002; and Perryman, M. Ray, *The Catalyst for Creativity and the Incubator for Progress, The Arts, Culture, and the Texas Economy*, The Perryman Group, 2000.

⁷ *Economic Vitality, How the Arts and Culture Sector Catalyzes Economic Vitality*, American Planning Association, 2011.

Measuring Economic and Fiscal Impacts

Any economic stimulus, whether positive or negative, generates multiplier effects throughout the economy. In this instance, the proposed performing arts center generates economic activity across a spectrum of industries during the construction phase and through operational spending and visitor spending. These effects ripple through the local economy and beyond, leading to additional gains.

The City of Round Rock provided information regarding the proposed performing arts center, including construction cost estimates and likely employment and spending once operational. The City also provided information on the proposed Black Box Theatre. The Perryman Group supplemented this information with additional research.

The associated multiplier effects were measured using The Perryman Group's input-output assessment model (the US Multi-Regional Impact Assessment System), which is described in further detail in the Appendices to this report. The system has been consistently maintained and updated since it was developed by the firm about 35 years ago, and has been used in hundreds of analyses for clients ranging from major corporations to government agencies. It uses a variety of data (from surveys, industry information, and other sources) to describe the various goods and services (known as resources or inputs) required to produce another good/service. This process allows for estimation of the total economic impact (including multiplier effects) of construction and operations of the performing arts facility. The models used in the current analysis reflect the specific industrial composition and characteristics of Round Rock (Williamson County). The model is also linked to a system for quantifying the tax effects associated with the gains business activity such as increases in retail sales taxes and property taxes.

These total economic effects are quantified for key measures of business activity:

- **Total expenditures** (or total spending) measure the dollars changing hands as a result of the economic stimulus.
- **Gross product** (or output) is production of goods and services that will come about in each area as a result of the activity. This measure is parallel to the gross domestic product numbers commonly reported by various media outlets and is a subset of total expenditures.
- **Personal income** is dollars that end up in the hands of people in the area; the vast majority of this aggregate derives from the earnings of employees, but payments such as interest and rents are also included.
- **Job gains** are expressed as person-years of employment for transitory construction effects and permanent jobs for ongoing operational effects. Note that person-years are spread over the construction period and may reflect varying numbers of workers actually on site. For instance, 3,000 person-years could be 1,000 people working for three years or 6,000 different people working for a half year each.

Summary results are reported in the body of this report, with other measures and industry-level detail in the Appendices. Monetary values were quantified on a constant (2016) dollar basis. See the Appendices to this report for additional information regarding the methods and assumptions used in this analysis.

Economic and Fiscal Benefits

The Perryman Group quantified economic and fiscal benefits for the proposed Performing Arts Center and Black Box Theatre (1) during construction and (2) once operational.

Performing Arts Center

The Perryman Group estimates the **total economic benefits** (including multiplier effects) of construction of the proposed **Round Rock Performing Arts Center** include **\$45.761 million** in gross product and some **559** person-years of employment. The project also generates fiscal benefits including an increase of \$2.592 million in State revenue as well as \$1.170 million in incremental taxes to local entities during the construction period.

The Estimated Impact of Construction of the Proposed Round Rock Performing Arts Center on Business Activity and Tax Receipts in the Round Rock/Williamson County Area (Dollar Amounts in Millions of 2016 Dollars)	
ECONOMIC BENEFITS	
Total Expenditures	\$93.648
Gross Product	\$45.761
Personal Income	\$32.223
Retail Sales	\$12.564
Employment (Person-Years)	559
TOTAL FISCAL BENEFITS	
State	\$2.592
Local	\$1.170
Source: The Perryman Group	

The Perryman Group's analysis reveals the **annual economic benefits** (including multiplier effects) of operations and incremental tourism associated with the proposed **Round Rock Performing Arts Center**, once fully operational, total **\$6.973 million** in gross product each year as well as **103 jobs** in the Round Rock/Williamson County Area. The ongoing annual fiscal benefits include \$0.646 million to the State as well as incremental tax receipts to local entities of \$0.252 million.

The Estimated Annual Impact of Operations and Incremental Tourism Associated with the Proposed Round Rock Performing Arts Center on Business Activity and Tax Receipts in the Round Rock/Williamson County Area (Dollar Amounts in Millions of 2016 Dollars)	
ECONOMIC BENEFITS	
Total Expenditures	\$12.565
Gross Product	\$6.973
Personal Income	\$4.281
Retail Sales	\$4.766
Employment (Permanent Jobs)	103
FISCAL BENEFITS	
State	\$0.646
Local	\$0.252
Source: The Perryman Group	

Proposed Black Box Theatre

The Perryman Group conducted an analysis of the potential economic and fiscal benefits of the proposed Black Box Theatre based on similar projects in other cities and developed a representative estimate of the likely impact. Based on this analysis, TPG estimates the **total economic benefits** (including multiplier effects) of construction of the proposed **Black Box Theatre** within the library facility include **\$4.668 million** in gross product and some **57** person-years of employment. The project should also lead to fiscal benefits including an increase of \$0.264 million in State revenue and \$0.119 million in added resources to local entities.

A Representative Estimate of the Impact of Construction of the Proposed Downtown Black Box Theatre on Business Activity and Tax Receipts in the Round Rock/Williamson County Area (Dollar Amounts in Millions of 2016 Dollars)	
ECONOMIC BENEFITS	
Total Expenditures	\$9.553
Gross Product	\$4.668
Personal Income	\$3.287
Retail Sales	\$1.282
Employment (Person-Years)	57
TOTAL FISCAL BENEFITS	
State	\$0.264
Local	\$0.119
Source: The Perryman Group	

The Perryman Group's analysis also estimates that **annual economic benefits** (including multiplier effects) of operations and incremental tourism associated with the proposed **Black Box Theatre**, once fully operational, total **\$0.727 million** in gross product each year as well as **11** jobs in the Round Rock/Williamson County Area. The Black Box Theatre will also generate modest ongoing annual fiscal gains including an estimated \$0.064 million to the State as well as \$0.026 million in new tax receipts to local entities.

A Representative Estimate of the Annual Impact of Operations and Incremental Tourism Associated with the Proposed Downtown Black Box Theatre on Business Activity and Tax Receipts in the Round Rock/Williamson County Area (Dollar Amounts in Millions of 2016 Dollars)	
ECONOMIC BENEFITS	
Total Expenditures	\$1.328
Gross Product	\$0.727
Personal Income	\$0.451
Retail Sales	\$0.435
Employment (Permanent Jobs)	11
TOTAL FISCAL BENEFITS	
State	\$0.064
Local	\$0.026
Source: The Perryman Group	

As noted earlier, the primary benefit of facilities of this nature is to enhance local quality of life, thus enhancing competitiveness in attracting desirable business activity and knowledge workers. Nonetheless, the economic and fiscal gains from their operation provide local jobs, output, and tax revenues.

Conclusion

The proposed Round Rock Performing Arts Center and Black Box Theatre would be important contributions to the Round Rock area's continued enhancement of arts and culture amenities.

The Perryman Group estimates the **total economic benefits** (including multiplier effects) of construction of the proposed **Round Rock Performing Arts Center** include **\$45.761 million** in gross product and some **559** person-years of employment. Once completed and operational, it will generate estimated **annual economic benefits** (including multiplier effects) from operations and incremental tourism of **\$6.973 million** in gross product, as well as **103** jobs in the Round Rock/Williamson County Area. The proposed downtown Black Box Theatre would generate additional benefits from construction and operations.

A vibrant arts community can enhance creativity and quality of life. Such amenities can contribute to the desirability of an area to individuals and families as well as corporate locations and expansions. Adding performing arts venues in Round Rock can provide a notable economic stimulus and enhance long-term prosperity.

Appendix A: About The Perryman Group

- The Perryman Group (TPG) is an economic research and analysis firm based in Waco, Texas. The firm has more than 30 years of experience in assessing the economic impact of corporate expansions, regulatory changes, real estate developments, public policy initiatives, and myriad other factors affecting business activity. TPG has conducted hundreds of impact analyses for local areas, regions, and states throughout the United States. Impact studies have been performed for hundreds of clients including many of the largest corporations in the world, governmental entities at all levels, educational institutions, major health care systems, utilities, and economic development organizations.
- Dr. M. Ray Perryman, founder and President of the firm, developed the US Multi-Regional Impact Assessment System (used in this study) in the early 1980s and has consistently maintained, expanded, and updated it since that time. The model has been used in hundreds of diverse applications and has an excellent reputation for reliability. A major study developed using the relevant model was recently published in *The Journal of Medical Economics*. In addition to producing a regular forecast for the area for decades, TPG has conducted numerous major studies for projects in the local area and region.
- The Perryman Group has performed a number of studies of economic and fiscal effects of entertainment venues including amusement parks such as Fiesta Texas, Six Flags, and Sea World as well as racetracks, sports stadiums, and arts venues. The firm also conducted a major study of the economic implications of the arts that has been used in scores of arts initiatives throughout the world. TPG has been active in the study of the relationships between economic progress and the arts for many years.
- The firm has been involved in research and modeling of the Round Rock/Williamson County area for more than 30 years. TPG produces a regular subscription forecast for the Austin-Round Rock Metropolitan Statistical Area and has performed numerous economic analyses in the region, including several specifically within Round Rock/Williamson County.

Appendix B: Methods Used

- The basic modeling technique employed in this study is known as dynamic input-output analysis. This methodology essentially uses extensive survey data, industry information, and a variety of corroborative source materials to create a matrix describing the various goods and services (known as resources or inputs) required to produce one unit (a dollar's worth) of output for a given sector. Once the base information is compiled, it can be mathematically simulated to generate evaluations of the magnitude of successive rounds of activity involved in the overall production process.
- There are two essential steps in conducting an input-output analysis once the system is operational. The first major endeavor is to accurately define the levels of direct activity to be evaluated. In the case of a prospective evaluation, it is necessary to first calculate reasonable estimates of the direct activity.
- In this instance, estimates of construction costs and likely employment and operational outlays were provided by the City of Round Rock. With regard to the Black Box Theatre, The Perryman Group estimated outcomes based on similar projects. TPG estimated incremental local spending associated with events based on patterns in comparable facilities in similar cities and typical types of outlays associated with performing arts patrons.
- The second major phase of the analysis is the simulation of the input-output system to measure overall economic effects of these incremental outlays. The present study was conducted within the context of the USMRIAS which was developed and is maintained by The Perryman Group. This model has been used in hundreds of diverse applications across the country and has an excellent reputation for accuracy and credibility. The systems used in the current simulations reflect the unique industrial structure and characteristics of the economy of Round Rock/Williamson County.
- The USMRIAS is somewhat similar in format to the Input-Output Model of the United States and the Regional Input-Output Modeling System, both of which are maintained by the US Department of Commerce. The model developed by TPG, however, incorporates several important enhancements and refinements. Specifically, the expanded system includes (1) comprehensive 500-sector coverage for any county, multi-county, or urban region; (2) calculation of both total expenditures and value-added by industry and region; (3) direct estimation of expenditures for multiple basic input choices (expenditures, output, income, or employment); (4) extensive

- parameter localization; (5) price adjustments for real and nominal assessments by sectors and areas; (6) measurement of the induced impacts associated with payrolls and consumer spending; (7) embedded modules to estimate multi-sectoral direct spending effects; (8) estimation of retail spending activity by consumers; and (9) comprehensive linkage and integration capabilities with a wide variety of econometric, real estate, occupational, and fiscal impact models. Moreover, the model uses specific local taxing patterns to estimate the fiscal effects of activity on a detailed sectoral basis. The model used for the present investigation has been thoroughly tested for reasonableness and historical reliability.
- The impact assessment (input-output) process essentially estimates the amounts of all types of goods and services required to produce one unit (a dollar's worth) of a specific type of output. For purposes of illustrating the nature of the system, it is useful to think of inputs and outputs in dollar (rather than physical) terms. As an example, the construction of a new building will require specific dollar amounts of lumber, glass, concrete, hand tools, architectural services, interior design services, paint, plumbing, and numerous other elements. Each of these suppliers must, in turn, purchase additional dollar amounts of inputs. This process continues through multiple rounds of production, thus generating subsequent increments to business activity. The initial process of building the facility is known as the *direct effect*. The ensuing transactions in the output chain constitute the *indirect effect*.
 - Another pattern that arises in response to any direct economic activity comes from the payroll dollars received by employees at each stage of the production cycle. As workers are compensated, they use some of their income for taxes, savings, and purchases from external markets. A substantial portion, however, is spent locally on food, clothing, health care services, utilities, housing, recreation, and other items. Typical purchasing patterns in the relevant areas are obtained from the *ACCRA Cost of Living Index*, a privately compiled inter-regional measure which has been widely used for several decades, and the *Consumer Expenditure Survey* of the US Department of Labor. These initial outlays by area residents generate further secondary activity as local providers acquire inputs to meet this consumer demand. These consumer spending impacts are known as the *induced effect*. The USMRIAS is designed to provide realistic, yet conservative, estimates of these phenomena.
 - Sources for information used in this process include the Bureau of the Census, the Bureau of Labor Statistics, the Regional Economic Information

- System of the US Department of Commerce, and other public and private sources. The pricing data are compiled from the US Department of Labor and the US Department of Commerce. The verification and testing procedures make use of extensive public and private sources.
- Impacts were measured in constant 2016 dollars to eliminate the effects of inflation.
 - The USMRIAS generates estimates of the effect on several measures of business activity. The most comprehensive measure of economic activity used in this study is Total Expenditures. This measure incorporates every dollar that changes hands in any transaction. For example, suppose a farmer sells wheat to a miller for \$0.50; the miller then sells flour to a baker for \$0.75; the baker, in turn, sells bread to a customer for \$1.25. The Total Expenditures recorded in this instance would be \$2.50, that is, \$0.50 + \$0.75 + \$1.25. This measure is quite broad, but is useful in that (1) it reflects the overall interplay of all industries in the economy, and (2) some key fiscal variables such as sales taxes are linked to aggregate spending.
 - A second measure of business activity frequently employed in this analysis is that of Gross Product. This indicator represents the regional equivalent of Gross Domestic Product, the most commonly reported statistic regarding national economic performance. In other words, the Gross Product of Arkansas is the amount of US output that is produced in that state; it is defined as the value of all final goods produced in a given region for a specific period of time. Stated differently, it captures the amount of value-added (gross area product) over intermediate goods and services at each stage of the production process, that is, it eliminates the double counting in the Total Expenditures concept. Using the example above, the Gross Product is \$1.25 (the value of the bread) rather than \$2.50. Alternatively, it may be viewed as the sum of the value-added by the farmer, \$0.50; the miller, \$0.25 (\$0.75 - \$0.50); and the baker, \$0.50 (\$1.25 - \$0.75). The total value-added is, therefore, \$1.25, which is equivalent to the final value of the bread. In many industries, the primary component of value-added is the wage and salary payments to employees.
 - The third gauge of economic activity used in this evaluation is Personal Income. As the name implies, Personal Income is simply the income received by individuals, whether in the form of wages, salaries, interest, dividends, proprietors' profits, or other sources. It may thus be viewed as the segment of overall impacts which flows directly to the citizenry.
 - The fourth measure, Retail Sales, represents the component of Total Expenditures which occurs in retail outlets (general merchandise stores,

automobile dealers and service stations, building materials stores, food stores, drugstores, restaurants, and so forth). Retail Sales is a commonly used measure of consumer activity.

- The final aggregates used are Permanent Jobs and Person-Years of Employment. The Person-Years of Employment measure reveals the full-time equivalent jobs generated by an activity. It should be noted that, unlike the dollar values described above, Permanent Jobs is a “stock” rather than a “flow.” In other words, if an area produces \$1 million in output in 2010 and \$1 million in 2011, it is appropriate to say that \$2 million was achieved in the 2010-2011 period. If the same area has 100 people working in 2010 and 100 in 2011, it only has 100 Permanent Jobs. When a flow of jobs is measured, such as in a construction project or a cumulative assessment over multiple years, it is appropriate to measure employment in Person-Years (a person working for a year). This concept is distinct from Permanent Jobs, which anticipates that the relevant positions will be maintained on a continuing basis.
- The USMRIAS also includes a fiscal model that provides estimates of State and local tax revenues.

Appendix C: Detailed Results

The Impact of Construction of the Round Rock Performing Arts Center

The Estimated Impact of Construction of the Proposed Round Rock Performing Arts Center on Business Activity in the Round Rock/Williamson County Area				
Category	Total Expenditures (2016 Dollars)	Gross Product (2016 Dollars)	Personal Income (2016 Dollars)	Employment (Person-Years)
Agriculture	\$1,021,382	\$287,399	\$195,338	3
Mining	\$363,849	\$165,537	\$96,326	1
Construction	\$38,572,739	\$17,016,848	\$14,022,946	200
Nondurable Manufacturing	\$3,243,272	\$1,028,096	\$563,320	10
Durable Manufacturing	\$8,796,206	\$3,752,749	\$2,247,741	35
Transportation and Utilities	\$2,510,042	\$976,922	\$565,665	6
Information	\$752,215	\$463,801	\$201,106	2
Wholesale Trade	\$5,002,768	\$3,386,554	\$1,952,716	23
Retail Trade (including Restaurants)	\$12,563,548	\$9,513,122	\$5,546,387	170
FIRE	\$8,104,355	\$1,602,367	\$625,466	6
Business Services	\$5,347,572	\$3,471,151	\$2,831,567	35
Health Services	\$2,148,195	\$1,510,589	\$1,277,217	21
Other Services	\$5,221,998	\$2,585,427	\$2,097,283	47
TOTAL	\$93,648,141	\$45,760,562	\$32,223,077	559

SOURCE: US Multi-Regional Impact Assessment System, The Perryman Group

The Impact of Operations and Incremental Tourism Associated with the Round Rock Performing Arts Center

The Estimated Annual Impact of Operations and Incremental Tourism Associated with the Proposed Round Rock Performing Arts Center on Business Activity in the Round Rock/Williamson County Area				
Category	Total Expenditures (2016 Dollars)	Gross Product (2016 Dollars)	Personal Income (2016 Dollars)	Employment (Permanent Jobs)
Agriculture	\$333,838	\$84,636	\$57,461	1
Mining	\$11,906	\$3,796	\$2,098	0
Construction	\$326,573	\$174,594	\$143,875	2
Nondurable Manufacturing	\$692,696	\$204,564	\$110,313	2
Durable Manufacturing	\$242,065	\$103,509	\$64,705	1
Transportation and Utilities	\$810,258	\$476,874	\$303,926	4
Information	\$211,020	\$121,653	\$65,088	1
Wholesale Trade	\$647,286	\$438,040	\$252,575	3
Retail Trade (including Restaurants)	\$4,765,685	\$3,263,916	\$1,842,900	64
FIRE	\$1,174,540	\$253,739	\$93,602	1
Business Services	\$317,927	\$192,087	\$156,693	2
Health Services	\$285,828	\$200,899	\$169,862	3
Other Services	\$2,745,357	\$1,454,482	\$1,017,900	20
TOTAL	\$12,564,978	\$6,972,788	\$4,280,997	103

SOURCE: US Multi-Regional Impact Assessment System, The Perryman Group

The Impact of Construction of the Black Box Theatre

A Representative Estimate of the Impact of Construction of a Proposed Downtown Black Box Theatre on Business Activity in the Round Rock/Williamson County Area				
Category	Total Expenditures (2016 Dollars)	Gross Product (2016 Dollars)	Personal Income (2016 Dollars)	Employment (Person-Years)
Agriculture	\$104,189	\$29,317	\$19,926	0
Mining	\$37,116	\$16,886	\$9,826	0
Construction	\$3,934,729	\$1,735,855	\$1,430,453	20
Nondurable Manufacturing	\$330,840	\$104,874	\$57,463	1
Durable Manufacturing	\$897,284	\$382,811	\$229,288	4
Transportation and Utilities	\$256,044	\$99,654	\$57,702	1
Information	\$76,732	\$47,311	\$20,514	0
Wholesale Trade	\$510,322	\$345,456	\$199,193	2
Retail Trade (including Restaurants)	\$1,281,583	\$970,415	\$565,776	17
FIRE	\$826,709	\$163,454	\$63,803	1
Business Services	\$545,495	\$354,085	\$288,843	4
Health Services	\$219,133	\$154,092	\$130,286	2
Other Services	\$532,686	\$263,734	\$213,940	5
TOTAL	\$9,552,862	\$4,667,945	\$3,287,012	57
SOURCE: US Multi-Regional Impact Assessment System, The Perryman Group				

The Impact of Operations and Incremental Tourism Associated with the Black Box Theatre

A Representative Estimate of the Annual Impact of Operations and Incremental Tourism Associated with a Proposed Downtown Black Box Theatre on Business Activity in the Round Rock/Williamson County Area

Category	Total Expenditures (2016 Dollars)	Gross Product (2016 Dollars)	Personal Income (2016 Dollars)	Employment (Permanent Jobs)
Agriculture	\$35,753	\$9,455	\$6,423	0
Mining	\$1,305	\$421	\$233	0
Construction	\$36,012	\$19,250	\$15,863	0
Nondurable Manufacturing	\$68,702	\$20,477	\$11,073	0
Durable Manufacturing	\$25,423	\$10,824	\$6,779	0
Transportation and Utilities	\$75,477	\$42,955	\$27,200	0
Information	\$26,432	\$15,051	\$8,324	0
Wholesale Trade	\$66,203	\$44,810	\$25,837	0
Retail Trade (including Restaurants)	\$435,360	\$300,301	\$169,971	6
FIRE	\$123,919	\$26,898	\$9,963	0
Business Services	\$34,299	\$20,669	\$16,860	0
Health Services	\$30,227	\$21,243	\$17,961	0
Other Services	\$368,678	\$195,128	\$134,594	3
TOTAL	\$1,327,790	\$727,483	\$451,081	11

SOURCE: US Multi-Regional Impact Assessment System, The Perryman Group