

Local economic impact

Capitol Civic Centre annual operational impact

Direct, local operational expenditures \$642,206

Economic “echo” effect as payroll and other costs are spent/re-spent \$470,000

Total jobs from direct payroll and “echo” effects of spending/respending 20.8

Indirect, associated patron spending

39,920 visits; \$15.60 spent per visitor; economic “echo” effect as this spending is spent/re-spent* \$449,000

Total local annual direct, indirect, and “echo” re-spending impact \$2,183,958

**SOURCE: American for the Arts: Arts & Economic Prosperity IV - Wisconsin
Adjusted for refreshment spending included in Capitol Civic Centre budget*

Act Two projects impact

Local impact of renovation project

Direct renovation project impact, local economy only** \$1,700,000

Economic “echo” effect as this spending is again spent/re-spent*** \$1,240,000

Total local economic impact (direct and indirect) res-spending “echo” effect \$2,940,000

***SOURCE: Master campaign spreadsheet, re-calculated for local expenditures only
***SOURCE: American for the Arts: Arts & Economic Prosperity IV - Wisconsin*