



Elmhurst Centre for Performing Arts

# Marketing Feasibility Study\* Fact Sheet

## Key Implications Indicate a Strong Demand for a Performing Arts Facility in Elmhurst

### YEARLY ECONOMIC IMPACT ONCE ECPA REACHES STABILIZATION

**\$8.2M**

Total Spending  
Additional Retail &  
Entertainment Spending

**\$2.7M**

Increased Wage Earnings

**\$692K**

in Sales Tax, Food, Beverage  
& Hotel/Motel Tax Revenues

**\$202K**

Taxes Directly Benefiting  
the City of Elmhurst

**52**

Additional Jobs

\*Stabilization expected in the 5th year of operation

### AUDIENCE IMPACT

Upon its opening, the 550-seat ECPA will generate significant economic impact. Study results show each ticket sold will contribute \$266 to Elmhurst businesses for overnight guests and \$65 for day visitors. This amounts to substantial spending in restaurants, bars, retail stores/services, and hotels.

**\$65**

Average amount spent  
per patron, per night

### Top Reasons to Support the Arts

- **Arts unify communities.** 72% of Americans believe “the arts unify our communities regardless of age, race, and ethnicity” and 73% agree that the arts “helps me understand other cultures better”—a perspective observed across all demographic and economic categories.
- **Arts improve academic performance.** Students engaged in arts learning have higher GPAs, standardized test scores, and college-going rates as well as lower drop-out rates. These academic benefits are reaped by students across all socio-economic strata. 91% of Americans believe that arts are part of a well-rounded K-12 education.
- **Arts for the health and well-being of our military.** The arts heal the mental, physical, and moral injuries of war for military service members and Veterans, who rank the creative arts therapies in the top four (out of 40) interventions and treatments. Across the military continuum, the arts promote resilience during pre-deployment, deployment, and the reintegration of military servicemembers, Veterans, their families, and caregivers into communities.
- **Arts improve individual well-being.** 81% of the population says the arts are a “positive experience in a troubled world,” 69% of the population believe the arts “lift me up beyond everyday experiences,” and 73% feel the arts give them “pure pleasure to experience and participate in.”
- **Arts strengthen the economy.**<sup>1</sup> The nation’s arts and culture sector—nonprofit, commercial, education—is an \$919.7 billion industry that supports 5.2 million jobs. That is 4.3% of the nation’s economy—a larger share of GDP than powerhouse sectors such as agriculture, transportation, and construction. The arts have a \$33 billion international trade surplus. The arts also accelerate economic recovery: a growth in arts employment has a positive and causal effect on overall employment.

<sup>1</sup> The Arts and Cultural Production Satellite Account of the U.S. Department of Commerce’s Bureau of Economic Analysis (BEA) study, released March 17, 2020.

Americans for the Arts, ‘10 Reasons to Support the Arts in 2022’, Randy Cohen

# The Facility

The feasibility study indicates that Elmhurst and the surrounding market area can support a 25,000 sf. building with ancillary support areas with an estimated cost of \$20 Million (2023 estimate).

## Theater

- State-of-the-art 550 seat theater\* with fly zone, orchestra pit, control room for sound and light.
- ECPA vision is to split seating with potential mezzanine level that can be blocked off creating a more intimate space.
- Backstage areas with green rooms for actors and crew

*\* The recommended number of seats was determined by demand, financial and impact projections. For a much larger space, the frequency of use is too limited. For a smaller space, the financial projections show revenue challenges.*

## Additional Spaces

- Event rental space for social and corporate gatherings
- Administrative offices
- Rehearsal spaces for educational purposes and rental opportunities

## Job Creation

- 300 construction jobs generating \$11.5M in total area spending and \$927K in tax revenue
- Once operational, 52 additional jobs
- Along with patron spending, \$8.2M additional spending and \$692K in tax revenue

*ECPA will feature nationally recognized talent in theatre, music, comedy, and dance performances. Additionally, there are approximately 28 theatre, dance, and comedy groups in Elmhurst and the surrounding area who perform in churches, schools, and bars.*

# The Location



### Easy Transportation & Parking

There is a significant surrounding area population of over 3.2 million residents within a 30-minute drive with excellent train and auto access. There will be significant demand from Chicago and the broader regional area given the role that Elmhurst plays in the region. Over 1500 free parking spaces in existing garages and lots within a block of the facility, making parking easy and accessible.



### Highly Educated

Over half of Elmhurst's population over 25 years old (62%) hold a Bachelor's degree or higher, compared to 38% in Illinois. A strong correlation exists nationally between education level and performing arts attendance.



### Disposable Income

Elmhurst's significant median household income of nearly \$128,000, indicates disposable income is available for non-essential items and activities, including arts and entertainment. Household income is a key predictor of art's participation. Elmhurst's higher median household income paired with a very involved community in the arts seems to be the quintessential population base for supporting a performing arts center.



### Median Age

Nearly 49% of Elmhurst residents are between the ages of 25-64. As a population tends older, the consumption of arts based offerings increased

## Mission and Vision

Elmhurst Centre for Performing Arts (ECPA) is a not-for-profit 501(c)3 dedicated to building and operating a state-of-the-art Performing Arts Center for live theater, music, dance, comedy, and events located in the heart of the Elmhurst City Centre.

ECPA is a long-term investment for our community that will have strong ties to local residents and businesses!

Visit our website to read the full report

