

Selected Cultural Infrastructure Cost/Benefit 1-Year Snapshot (2009-10)

Facility	Total Attendance (Resident and Visitor)	Direct Visitor Spending* (T) Total (P) Prompted (O) Opportunistic	2009-10 Local Government Operating Support	Local Government Debt Service (Annual Payment)	2009-10 Local Government Capital Costs	Local Tax Revenue Generated from Visitor Spending* (T) Total (P) Prompted (O) Opportunistic	Recurring Gap ** Net Local Government Investment, excluding one-time capital costs	2009-10 Gap *** Net Local Government Investment including one-time capital costs
Carolina Theatre	155,772	\$12.9 million (T) \$8.1 million (P) \$4.8 million (O)	\$585,966	\$0	\$0	\$351,058 (T) \$223,372 (P) \$127,686 (O)	\$362,594	\$362,594
Durham Bulls Athletic Park	514,756	\$24.1 million (T) \$15.1 million (P) \$9.0 million (O)	\$289,704	\$940,058	\$2,200,000	\$587,586 (T) \$367,241 (P) \$220,345 (O)	\$862,521	\$3,062,521
Durham Convention Center	43,278	\$8.8 million (T) (P)	\$869,477	\$117,533	\$2,677,500	\$220,603 (T) (P)	\$766,407	\$3,443,907
DPAC - Durham Performing Arts Center **** <small>(includes performers/crew)</small>	322,112	\$27.3 million (T) \$17.3 million (P) \$10.0 million (O)	(\$910,577)	\$2,488,236	\$0	\$709,142 (T) \$460,141 (P) \$249,001 (O)	\$1,117,518	\$1,117,518
Museum of Life and Science	443,441	\$23.2 million (T) \$14.1 million (P) \$9.1 million (O)	\$1,350,260	\$810,614	\$0	\$661,497 (T) \$412,249 (P) \$249,248 (O)	\$1,748,625	\$1,748,625

Calculations by DCVB based on information provided by: The City of Durham, Durham County, Carolina Theatre, Durham Bull Baseball Club, Durham Convention Center, Durham Performing Arts Center, Museum of Life and Science, D.K. Shifflet and Associates, and IHS Global Insights

* Visitor Spending and visitor tax revenue are broken down by "Prompted" - those who would not be here except for this event or facility; "Opportunistic" - those who took in this activity while in Durham for other purposes; and "Total" - The spending estimated for all visitors who took in that activity, regardless of their reason for being in Durham. This does not include spending by residents, since economists consider that spending displaced from other parts of Durham's economy. There may be some overlap in the total spending if a visitor participated in more than one activity during their visit.

**Recurring gap represents the difference between total local governmental investment less tax revenue generated by the visitors who took in this activity, regardless of their reason for being in Durham. This does NOT include one time capital costs.

***2009-10 Gap represents the difference between total local government investment less tax revenue generated by visitors.

****Net local operating expenses is a negative due to monies collected from patrons in the form of a \$2 per ticket facility fee and from proceeds of a profit-sharing agreement.