



Economic Impact Analysis 2006-2009

PREPARED BY:



ACL MUSIC FESTIVAL



Only eight years since its inception, Austin City Limits (ACL) Music Festival has become one of the premier music events nationwide.

- Three full days of music
- Over 130 acts made up of local, national, and international performers
- Eight stages spread throughout Zilker Park
- 195,000 attendees
- Eighteen official ACL Aftershow events over four nights at multiple local music venues
- Austin Eats Food Court featuring items from many of Austin's favorite restaurants
- SoCo Art Market offering arts and crafts from local artists



A GLOBAL EVENT



- ACL Music Festival is truly an international destination
- Festival attendees come from locations throughout the U.S. and abroad injecting new monies into the Austin economy
- Almost 21% of the 3 day passes from 2006 to 2009 were sold to attendees from outside of Texas
- Over 27% of the 1 day tickets from 2006 to 2009 were sold to attendees from outside of Texas

3 DAY PASSES (2006-2009)

Place of Residence	Percentage
Austin	45.5%
Texas	33.6%
U.S.	19.8%
International	1.1%

1 DAY TICKETS (2006-2009)

Place of Residence	Percentage
Austin	30.3%
Texas	42.4%
U.S.	25.0%
International	2.3%

ECONOMIC IMPACT ANALYSIS



This assessment aims to capture the full effect of Austin City Limits Music Festival on Austin's local economy

- The total economic impact of ACL Music Festival is not limited to the festival itself, but also includes attendee expenditures outside of the festival grounds
- Hotels, restaurants, nightclubs, and other local establishments are the beneficiaries of increased economic activity during ACL Music Festival and this is incorporated into the analysis
- This analysis includes the indirect and induced economic impact of ACL Music Festival



ECONOMIC IMPACT ANALYSIS



From 2006 through 2009, Austin City Limits Music Festival was directly and indirectly responsible for injecting almost \$316 million into the Austin economy:

- **Operational Output** = The direct, indirect, and induced local economic benefit of festival ticket sales + festival-specific expenditures by C3 Presents and its sponsors
- ***Attendee Expenditure Output** = The direct, indirect, and induced local economic benefit of merchandise and concessions sold inside the festival + local spending by attendees outside of the festival

IMPACTS (2006-2009)	
Operational Output	\$102.7 Million
Attendee Expenditure Output	\$212.8 Million
TOTAL OUTPUT	\$315.5 Million

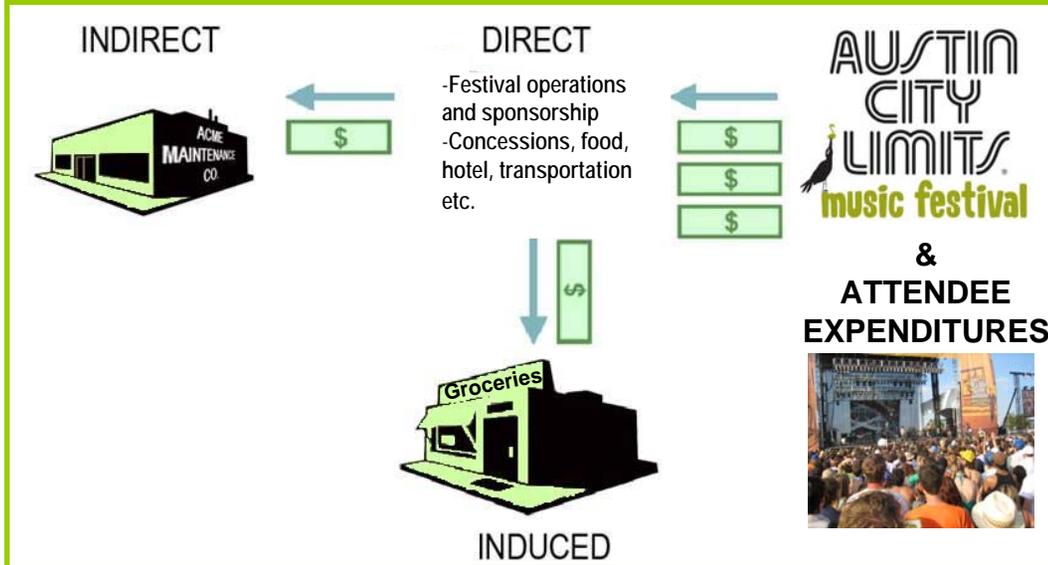
*Extensive post-event attendee survey data gathered by C3 Presents from 2006 through 2009 was utilized to estimate attendee expenditures inside and outside of the ACL Music Festival

Source: AngelouEconomics; IMPLAN Group

OVERALL IMPACT



FLOW OF DOLLARS



Source: AngelouEconomics

- Direct economic impacts are limited to direct expenditures into the local economy by ACL Music Festival operations, official sponsors, and attendee expenditures.
- Indirect effects include increases in sales, income or jobs in business sectors that support the direct beneficiaries of ACL Music Festival operations and attendee expenditures.
- Induced effects are the household spending of individuals who experience increased earnings as a result of the ACL Music Festival operations and attendee expenditures.

FESTIVAL OPERATIONS



- Operational output is comprised of ticket sales, festival payroll, and official festival sponsorship
- From 2006 through 2009, ACL Music Festival operations injected over \$49 million directly into the Austin local economy
- ACL Music Festival is the creation of C3 Presents, an Austin company which maintains a full-time staff of 75 employees
- For the three day period, ACL Music Festival is responsible for the employment of over four-thousand additional workers
- While not a part of economic output, Austin City Limits drew over 1,000 official volunteers from 2007 through 2009

OPERATIONAL OUTPUT

FESTIVAL OPERATIONS & SPONSORSHIP	DIRECT	INDIRECT	INDUCED	TOTAL
2006	\$10,853,300	\$4,827,359	\$7,461,741	\$23,142,400
2007	\$11,227,850	\$4,762,111	\$7,315,696	\$23,305,657
2008	\$12,403,830	\$5,209,844	\$8,027,192	\$25,640,866
2009	\$14,883,600	\$6,192,008	\$9,568,455	\$30,644,063
2006-2009 TOTAL	\$49,368,580	\$20,991,322	\$32,373,084	\$102,732,986

Source: AngelouEconomics; IMPLAN Group

ATTENDEE EXPENDITURES



- Attendee expenditures include merchandise and concession sales within the festival, as well as local hotel, transportation, food, drink, retail, and entertainment spending by festival attendees outside of the festival grounds
- From 2006 through 2009, festival attendees poured nearly \$125 million directly into the local economy, which does not include ACL ticket purchases
- An additional \$88 million in indirect and induced economic impacts can be attributed to ACL Festival attendees over the same four-year period

ATTENDEE EXPENDITURE OUTPUT

FESTIVAL ATTENDEE EXPENDITURES	DIRECT	INDIRECT	INDUCED	TOTAL
2006	\$26,116,100	\$6,501,677	\$11,707,520	\$44,325,297
2007	\$33,219,510	\$7,794,443	\$15,488,930	\$56,502,883
2008	\$34,946,590	\$8,336,348	\$16,722,690	\$60,005,628
2009	\$30,266,780	\$7,244,819	\$14,448,150	\$51,959,749
2006- 2009 TOTAL	\$124,548,980	\$29,877,287	\$58,367,290	\$212,793,557

Source: AngelouEconomics; IMPLAN Group

2009 ECONOMIC OUTPUT



- The 2009 ACL Music Festival was responsible for injecting just under \$83 million into the Austin economy
- 2009 operational output accounted for almost \$31 million
- 2009 attendee expenditure output accounted for nearly \$52 million

2009 ECONOMIC OUTPUT				
OUTPUT	DIRECT	INDIRECT	INDUCED	TOTAL
Operational Output	\$14,883,600	\$6,192,008	\$9,568,455	\$30,644,063
Attendee Expenditure Output	\$30,266,780	\$7,244,819	\$14,448,150	\$51,959,749
2009 TOTAL	\$45,150,380	\$13,436,827	\$24,016,605	\$82,603,812

Source: AngelouEconomics; IMPLAN Group



JOBS



- Full-time equivalent employment is the number of total hours worked divided by the average annual hours worked in full-time jobs
- For this analysis, total full-time equivalent jobs created includes all hours worked resulting directly or indirectly from ACL, whether part-time or full-time, divided by the average annual hours worked in full-time jobs
- From 2006 through 2009, ACL operations and attendee expenditures inside and outside of the festival were responsible for over **3,400** full-time equivalent jobs locally
- In 2009 alone, ACL operations and attendee expenditures inside and outside of the festival were responsible for over **870** full-time equivalent jobs locally

FULL-TIME EQUIVALENT JOBS				
YEAR	DIRECT	INDIRECT	INDUCED	TOTAL
2006	542	78	154	774
2007	600	84	178	862
2008	628	88	188	903
2009	602	88	181	871
2006- 2009 TOTAL	2,371	338	701	3,410

Source: AngelouEconomics; IMPLAN Group

ENVIRONMENTAL SUSTAINABILITY



- The ACL Music Festival recognizes the importance of sustaining Austin's natural features
- The entire 2009 Festival was carbon neutral
- \$2.5 million was invested in the renovation of Zilker Park, including the addition of new drainage, a permanent irrigation system, new trees, and 46 acres of new turf
- In 2009, 75 volunteers were dedicated to daily recycling efforts, and over 3,000 attendees volunteered to collect cans throughout Zilker Park
- Over 5,600 BeGreen Fan Tags from Green Mountain Energy were sold in an effort to offset carbon dioxide emissions resulting from travel to ACL, avoiding more than 2.4 million pounds of carbon dioxide
- The Rock & Recycle program promoted eco-consciousness by offering rewards to Festival attendees for participation in greening efforts

KEEP AUSTIN GREEN



2009 ACL GREEN EFFORTS

- The entire 2009 Festival was a carbon neutral event
- \$2.5 million invested in Zilker Park renovations
- 75 volunteers dedicated to recycling efforts
- Over 400 specially marked recycling bins
- Over 34 tons of recyclables collected
- Over 3,000 attendees who volunteered to collect cans
- Over 5,600 BeGreen Tags sold to offset carbon emissions
- 2.4 million pounds of carbon dioxide emissions offset
- Rock & Recycle program offering rewards for participation in greening efforts
- Honda Eco Zone introduced interactive eco activities



MEDIA HIGHLIGHTS



- Media impressions are the number of people who may have seen an article, heard something on the radio or in a podcast, watched something on television, or read something on a web page or blog
- Media impressions are calculated based on a each media outlet's circulation number, listenership, viewership, audience, or number of subscribers
- Between 2006 and 2009, ACL Music Festival accrued almost 1 billion print, radio, TV, online and out-of-home media impressions
- As of 2009, there were over 315,000 subscribers to the ACL e-mail database, 82,000 Facebook Friends, 13,000 Twitter Followers, and 16,000 MySpace Fans
- The Festival and the media attention surrounding it serve as added marketing for the Austin brand

MEDIA IMPRESSIONS (2006-2009)	
2006	120 million
2007	332 million
2008	329 million
2009	201 million
4-Year Total	981 Million

FESTIVAL PRESS INCLUDED



2009 PRESS IN ATTENDANCE

40 National Consumer Publications

80 Regional Consumer Publications

10 International Outlets

4 Wire Services



The New York Times



MEDIA VALUATION



- Despite the methodological limitations of quantifying the festival's media attention in economic terms, ACL Music Festival media coverage clearly creates value for both the Festival and the City of Austin
- It is important to note that the media attention garnered by ACL serves as free advertising for the City of Austin
- Using a conservative media valuation model developed by Ephron Media, the City of Austin has received close to **\$20 million** in free advertising from 2006 through 2009 as a result of ACL media impressions

2006-2009 MEDIA IMPRESSION VALUATION

981 million impressions x (\$20 per 1000 impressions) = **\$19.6 million** in free advertising

thank you.

AngelouEconomics

8121 Bee Cave Rd., Suite 200
Austin, Texas 78746

PH: 512-225-9322

FAX: 512-225-9283

www.angeloueconomics.com