



Convention & Visitors Bureau

News Release

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CULTURAL ARTS PROVIDE REVENUE FOR CITY OF SAN JOSE **Inaugural Research Study Finds Local Theatre Performance Generated More Than** **\$2.9 Million in Consumer Spending**

SAN JOSE, CALIFORNIA – A three-week performance of *Miss Saigon*, November 2002, at the San Jose American Music Theater generated \$2.92 million in direct expenditures into the San Jose economy. This figure is supported by results from an independent study, sponsored by the San Jose Convention and Visitors Bureau (SJCVB), and demonstrates the significant revenue that can be generated from the cultural arts.

The survey measured the direct expenditures into the local economy, from the performing arts, on consumer spending and long-term economic growth. The data confirms that cultivation and support of the performing arts in downtown San Jose not only heightened consumer spending, but also posed to increase revenue long-term. Stewart Slater, president of the San Jose American Music Theatre (AMTSJ), states, "Many of our attendees travel from cities outlying San Jose. By supporting performances such as *Miss Saigon*, an increase in consumer activities is almost guaranteed, meaning the City of San Jose will continue to benefit from outside revenue."

The study, led by Meli James, was conducted throughout the course of the *Miss Saigon* performances last November. Questionnaires were administered to attendees to gain perspective into their spending habits. The results illustrate that average attendee expenditures were approximately \$84.15 – including ticket purchase, dining, shopping, other entertainment, attractions, transportation, lodging and incidentals. 59% of the attendees surveyed spent or planned to spend money on dining out in San Jose. These attendees averaged \$24.65 per person, totaling approximately \$505,000 on dining expenditures alone.

In parallel with cultivating artistic and cultural appreciation in downtown San Jose, many merchants and business owners in the neighboring vicinity enjoyed the positive economic effects of the performances. As Stratta's Restaurant owner in San Jose, Armand Tiano Jr. concluded, "Cultural events bring a significant boon to our business. The location of the San Jose American Music Theatre brings people downtown, increasing exposure and spending, and creating more of a metropolitan scene."

The results of the study highlight the potential consumer spending opportunities within the city of San Jose. "Events such as *Miss Saigon* and other performances, due to AMTSJ's recent alliance with the Nederland Organization of New York, which allows them to bring Broadway tours and new works to the South Bay, have an enormous potential to elevate spending in downtown," said Dan Fenton, president and chief executive officer of the SJCVB. "Continued measurement- learning the framework for where and how people spend money, is key in

fostering the development of downtown. This survey validates the economic importance of the arts in our community and we look forward to impacting its growth.”

About The San Jose Convention and Visitors Bureau (SJCVB)

The San Jose Convention and Visitors Bureau (SJCVB) enhances the image and economic well being of San Jose by taking the leadership role in marketing San Jose as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. For meeting planners and delegates, the Bureau’s Destination Services department serves as the liaison for all convention facilities and hotels and event planning. For residents and visitors to San Jose, the Bureau’s Visitor Services department can provide tools for learning about and planning a trip to San Jose. For a calendar of events or to receive a copy of the Bureau’s Destination Planning Guide, please contact the San Jose Convention and Visitors Bureau at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

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