



ECONOMIC IMPACT

OF THE FOX TUCSON THEATRE ON DOWNTOWN TUCSON

ANNUAL DIRECT SPENDING BY FOX THEATRE PATRONS AT THE FOX AND OTHER DOWNTOWN BUSINESSES

At Fox Theatre \$3.2 million

At Other Downtown

Tucson Businesses \$3.1 million

Restaurants & Bars \$2 million

Hotels/Motels \$248,000

Retail Stores \$314,000

Other Arts, Entertainment

& Recreation Places \$278,000

Other Services \$224,000

TOTAL \$6.3 million

SUMMARY OF RESULTS

- Fox Theatre brings an estimated \$6.3 million in annual direct spending to Downtown Tucson (up 86% from \$3.4 million in 2012). Of that, nearly half is spent at businesses other than Fox. The biggest beneficiaries are restaurant and bar establishments, where Fox patrons spent more than \$2 million in 2017 (up 68% from \$1.2 million in 2012.)
- In 2017, Fox patrons collectively spent over a million dollars at retail stores, lodging, arts, entertainment and recreation places, and other downtown service establishments. That is in addition to nearly \$3.2 million for tickets, concessions and other expenditures (including memberships and donations.)
- Total attendance at Fox Theatre concerts, movies, and other events was 77,658 (based on 2016 data), up 22% from 2012. Nearly 97% of Fox Theatre patrons reside outside Downtown Tucson and 82% live more than 5 miles away. More than 61% live outside the City of Tucson and more than 10% travel to the theater from outside Pima County.
- Nearly 80% of Fox Theatre patrons visit Downtown Tucson primarily to attend the event, but also visit other businesses while there, with average spending of \$104.07 per party or \$41.33 per person. The biggest beneficiaries are downtown restaurants and bars, which saw average spending of \$68.43 per party (\$27.18 per person) from Fox Theatre patrons in 2017.
- In addition to direct revenue generated by Fox Theatre at the venue itself and from spending by Fox patrons at other downtown businesses, Fox also brought in nearly \$750,000 in donor/sponsorship revenue in 2016 (up 156% from 2012), which generates an economic impact by helping to fund general operations and maintenance at the theater.

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