

AUSTIN PARKS FOUNDATION PRESENTS

AUSTIN CITY LIMITS MUSIC FESTIVAL



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INTRODUCTION

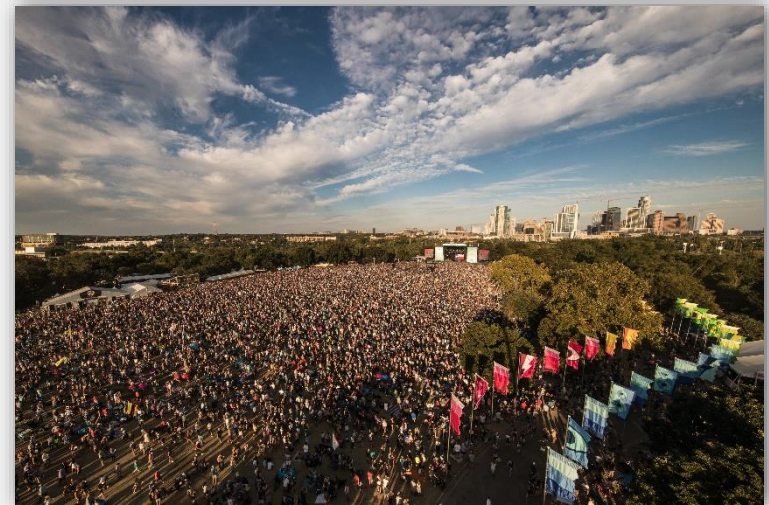
In 2009, C3 Presents hired AngelouEconomics to measure and analyze the economic contributions of the Austin City Limits Music Festival to Austin. Given the longevity of the C3 Presents and AE relationship, AE is able to measure the cumulative impact of ACL on Austin. What follows in this document is an effort to capture the full effect of the **2016 ACL Music Festival** on Austin's local economy.

- AE's analysis includes two separate impacts:
 - 1) The impact of *festival operations*
 - 2) The impact of festival *attendee expenditures*
- The analysis is based on detailed data provided by C3 Presents and an extensive attendee spending survey completed by 5,500 festival attendees



2016 ACL MUSIC FESTIVAL FACTS

- 75,000 music fans per day over 6 days
- 110+ musical artists from around the world
 - Willie Nelson drew a spectacular crowd
- 32 food vendors
- 16 Art Market vendors
- 16 nonprofit organizations featured in ACL Cares
 - 956 attendees registered to “Get on the List” for Love Hope Strength’s marrow donor database
- 3,350 people earned festival swag for keeping the park clean through the Rock & Recycle Program
- 54% of waste was diverted from the landfill with the help of fans, volunteers, and staff



Aerial shot of Willie Nelson's crowd

METHODOLOGY



ECONOMIC IMPACT ANALYSIS METHODOLOGY

This analysis aims to capture the full effect of the ACL Music Festival on Austin's local economy.

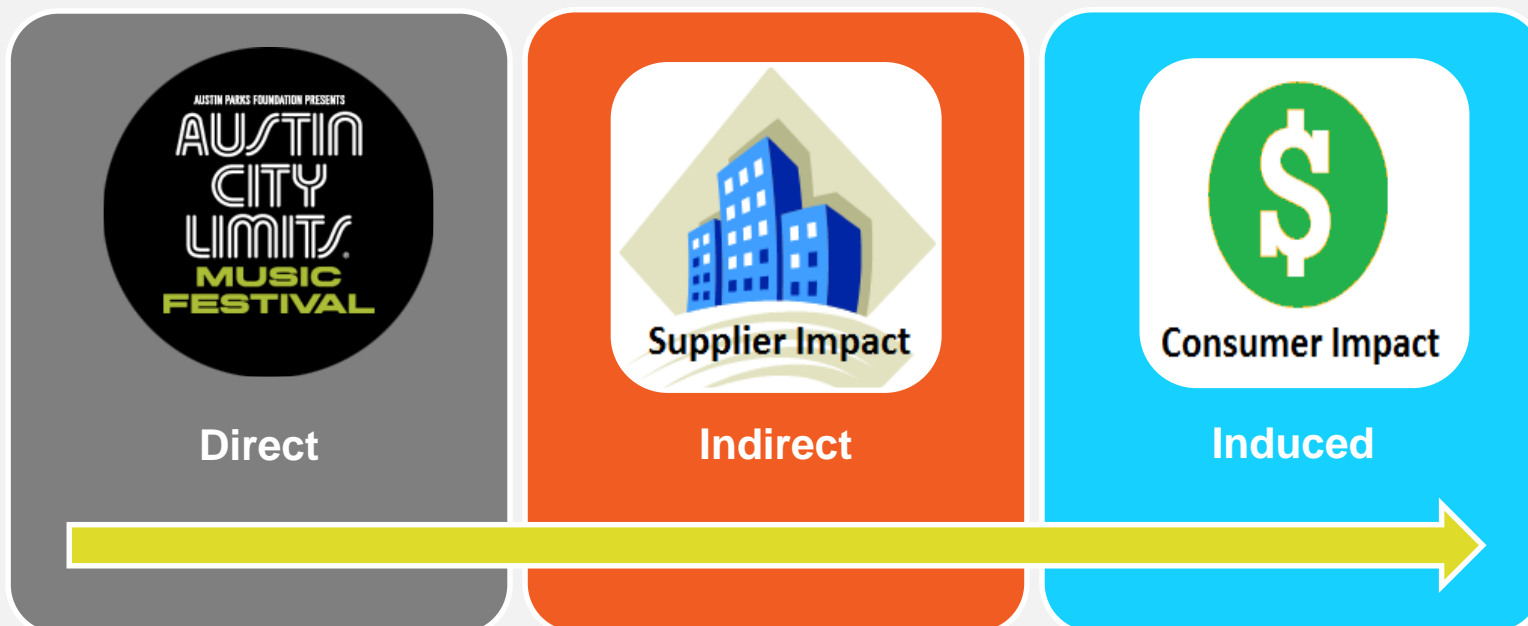
- AngelouEconomics employed the 2015 IMPLAN (**IM**pnact Analysis for **PLAN**ning) model for the analysis of the 2016 Austin City Limits Music Festival. The model utilizes multipliers specific to the Austin economy, specifically Travis County.
- The economic impact of the ACL Music Festival is not limited to the festival itself, it also includes attendee expenditures that take place outside of the festival grounds.
- The attendee expenditures model was created by using inputs from survey data and assumptions estimating the amount of money spent by out-of-town attendees on various categories of expenditures.
- Hotels, restaurants, bars, and other local businesses are the primary beneficiaries of increased economic activity during the ACL Music Festival.



DIRECT, INDIRECT, AND INDUCED IMPACTS

This analysis includes direct, indirect, and induced economic impacts

- Direct economic impacts are limited to direct expenditures into the local economy by ACL Music Festival operations, official sponsors, and attendees.
- Indirect effects include increases in sales, income, or jobs in business sectors that support the supply ACL operations and attendee expenditures.
- Induced effects include household spending of individuals who experience increased earnings as a result of the ACL Music Festival operations and attendee expenditures.
- The ACL Music Festival provides positive economic impacts throughout more than **360 business sectors** in the Austin area economy.



ECONOMIC IMPACT ANALYSIS



2016 TOTAL ECONOMIC IMPACT

In 2016 the **ACL Music Festival** added **\$277.4 million** to the Austin economy through festival operations and attendee expenditures.

- **Festival Operations** generated \$124 million in economic output
- **Attendee Expenditures*** generated \$153 million in economic output

2016 TOTAL ECONOMIC ACTIVITY[†]

<i>Impact</i>	<i>Direct</i>	<i>Indirect</i>	<i>Induced</i>	<i>Total</i>
Festival Operations	\$56,590,397	\$45,604,332	\$21,885,827	\$124,080,556
Attendee Expenditures	\$94,456,380	\$25,479,112	\$33,345,159	\$153,280,651
Total	\$151,046,777	\$71,083,445	\$55,230,986	\$277,361,208

*Extensive post-event attendee survey data gathered by C3 Presents in 2016 was utilized to estimate attendee expenditures inside and outside of the festival

[†] Slight differences in totals is due to rounding

Source: AngelouEconomics; IMPLAN Group

2016 ECONOMIC IMPACT: JOBS AND LABOR INCOME

The 2016 ACL Music Festival generated **2,802 full-time equivalent jobs** and **\$99.2 million in labor income** in Austin's economy.

TOTAL ECONOMIC ACTIVITY, 2016					
Impact		Direct	Indirect	Induced	Total
Festival Operations	Jobs	486	407	152	1,045
	Labor Income	\$14,289,904	\$17,282,702	\$7,661,060	\$39,233,665
Attendee Expenditures	Jobs	1,373	153	231	1,757
	Labor Income	\$39,843,613	\$8,496,469	\$11,675,446	\$60,015,528
Total	Jobs	1,859	560	383	2,802
	Labor Income	\$54,133,517	\$25,779,171	\$19,336,506	\$99,249,193

*Labor income includes wages, benefits, and proprietor income.

Source: AngelouEconomics; IMPLAN Group

TOTAL ECONOMIC ACTIVITY, 2006-2016

Since 2006, ACL Music Festival has generated **\$1.5 billion** for Austin's economy through festival operation impacts and attendee expenditure impacts.

2006-2016 TOTAL ECONOMIC ACTIVITY			
Year	Festival Operations	Attendee Expenditures	Total
2006	\$23,142,400	\$44,325,297	\$67,467,697
2007	\$23,305,657	\$56,502,883	\$79,808,540
2008	\$25,640,866	\$60,005,628	\$85,646,494
2009	\$30,644,063	\$51,959,749	\$82,603,812
2010	\$27,130,013	\$46,584,970	\$73,714,983
2011	\$38,486,964	\$67,809,587	\$106,296,551
2012	\$39,726,106	\$62,469,403	\$102,195,508
2013	\$96,062,168	\$86,681,408	\$182,743,576
2014	\$104,166,771	\$90,049,742	\$194,216,513
2015	\$113,251,917	\$109,611,598	\$222,863,515
2016	\$124,080,556	\$141,326,456	\$277,361,208
TOTAL	\$645,637,481	\$817,326,721	\$1,474,918,397

Source: AngelouEconomics; IMPLAN Group

TOTAL JOBS, 2006-2016

Annually, ACL Music Festival has added an average of **1,526 full-time job** equivalents to Austin's economy since 2006.

2006-2016 TOTAL & AVERAGE JOBS				
<i>Year</i>	<i>Direct</i>	<i>Indirect</i>	<i>Induced</i>	<i>Total</i>
2006	542	78	154	774
2007	600	84	178	862
2008	628	88	188	903
2009	602	88	181	871
2010	653	91	85	830
2011	1,042	206	192	1,440
2012	967	203	157	1,327
2013	1,635	382	298	2,315
2014	1,832	453	260	2,544
2015	1,306	540	275	2,121
2016	1,859	560	383	2,801
ANNUAL AVERAGE	1,061	252	214	1,526

Source: AngelouEconomics; IMPLAN Group

2016 ECONOMIC IMPACT: UNEMPLOYMENT RATE

As in past years, employment generated by ACL Fest had a noticeable impact on the city's unemployment rate. The **2,801 full-time equivalent jobs** that ACL generated in 2016 contributed to the low unemployment rate of 2.8% in October 2016. **Without the employment generated by the festival, the unemployment rate would have been 0.5 percentage points higher, or 3.3%.**

CITY OF AUSTIN EMPLOYMENT STATISTICS, OCT. 2016

<i>Employment Statistic</i>	<i>Actual Employment Data from U.S. Bureau of Labor Statistics</i>	<i>Employment Data in Absence of ACL Music Festival</i>
Unemployment Rate	2.8%	3.3%
Unemployment	15,709	18,510
Employment	542,232	539,431
Labor Force	557,941	557,941

Source: Bureau of Labor Statistics; AngelouEconomics; IMPLAN Group

FESTIVAL OPERATIONS, 2006-2016

Over **\$645.6 million** has been generated by the festival operations alone since 2006.

- Festival operations include a variety of expenses, including festival payroll, vendors, and donations to the Austin Parks Foundation, to name a few.

2006-2016 FESTIVAL OPERATIONS IMPACT				
<i>Festival Operations</i>	<i>Direct</i>	<i>Indirect</i>	<i>Induced</i>	<i>Total</i>
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
2010	\$16,118,580	\$6,643,413	\$4,368,020	\$27,130,013
2011	\$17,687,304	\$12,867,027	\$7,932,632	\$38,486,964
2012	\$19,177,031	\$14,004,993	\$6,544,082	\$39,726,106
2013	\$45,685,899	\$31,478,310	\$18,897,959	\$96,062,168
2014	\$47,723,473	\$40,663,433	\$15,779,865	\$104,166,771
2015	\$51,457,539	\$44,544,255	\$17,250,122	\$113,251,917
2016	\$56,590,397	\$45,604,332	\$21,885,827	\$124,080,556
TOTAL	\$303,808,803	\$216,797,086	\$125,031,591	\$645,637,481

Source: AngelouEconomics; IMPLAN Group

ATTENDEE EXPENDITURES, 2006-2016

In the 10 years that AE has analyzed ACL Fest's impact on Austin, it has grown substantially. Since 2016, attendees have spent **\$817.3M** in Austin during the festival.

- At the festival attendees purchased merchandise and concessions. Their spending also extended beyond the festival to local hotels, transportation, food and beverage, and entertainment venues.

2006-2016 ATTENDEE EXPENDITURES IMPACT				
<i>Attendee Expenditures</i>	<i>Direct</i>	<i>Indirect</i>	<i>Induced</i>	<i>Total</i>
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
2010	\$32,067,235	\$7,416,727	\$7,101,008	\$46,584,970
2011	\$41,557,345	\$10,638,644	\$15,613,598	\$67,809,587
2012	\$40,109,222	\$9,308,293	\$13,051,887	\$62,469,403
2013	\$53,899,623	\$13,432,786	\$19,348,999	\$86,681,408
2014	\$53,103,591	\$17,569,103	\$19,377,048	\$90,049,742
2015	\$65,826,379	\$21,092,099	\$22,693,120	\$109,611,598
2016	\$94,456,380	\$25,479,112	\$33,345,159	\$141,326,456
TOTAL	\$505,568,755	\$134,814,051	\$188,898,109	\$817,326,722

Source: AngelouEconomics; IMPLAN Group

ACL CARES



ACL CARES

The ACL Music Festival features multiple programs and organizations that make a positive impact on people and the environment.

- **838,968 bottles were filled** at the CamelBak Filling Stations in 2016.
- 958 fans registered to "get on the list" for Love Hope Strength's bone marrow database, **since 2009 approximately 5,100 fans have registered to be a donors for cancer patients!**
- **1,031** pounds of carbon dioxide created by production emissions were offset by C3 Presents.
- **164.3 tons or 54.4% of waste** were diverted from the landfill with the help of fans, volunteers and staff.
- 3,350 attendees demonstrate their respect for Austin Parks by participating in the Rock & Recycle Program.



SOCIAL MEDIA



SOCIAL MEDIA

The usage of #aclfest was tracked on Twitter and Instagram from September 26th – October 15th.
In total, #aclfest generated:



Source: C3 Presents

About AngelouEconomics



ANGELOUECONOMICS

AngelouEconomics partners with client communities and regions across the United States and abroad to candidly assess current economic development realities and identify opportunities.

Our goal is to leverage the unique strengths of each region to provide new, strategic direction for economic development

As a result, AngelouEconomics' clients are able to diversify their economies, expand job opportunities and investment, foster entrepreneurial growth, better prepare their workforce, and attract 'new economy' companies.

To learn more, visit www.angeloueconomics.com

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