

ZEITERION PERFORMING ARTS CENTER

ECONOMIC IMPACT REPORT

TOTAL CONTRIBUTION IMPACT

Supporting the Regional Economy

Combined, spending by The Z and its resident companies, NBSO and NBFT, coupled with visitor spending, supported in the Southeastern Massachusetts economy.

\$10.2M
ECONOMIC
OUTPUT

TOTAL CONTRIBUTION IMPACT

338
JOBS

TOTAL CONTRIBUTION IMPACT

Employing Local Residents

The Z, NBSO and NBFT employ 118 full-time and part-time local employees. These employees are in addition to the hundreds of musicians and performers hired for performances. Payroll expenditures and local vendor purchases support additional spending and the creation of 183 jobs. Visitor spending supports 37 additional jobs.

VISITOR SPENDING

70,000 patrons

The Z attracted nearly 70,000 patrons to events in FY 2019.

\$3.3 million
economic output

Payroll expenditures and local vendor purchases support additional spending and the creation of 183 jobs. Visitor spending supports 37 additional jobs.

\$2 million
in spending

Visitors spent nearly \$2 million in the regional economy, much of that in New Bedford. This amount does not include ticket sales.

The Z and Its Resident Companies Contribute to the Local Economy

- Employing local residents
- Purchasing goods and services from local businesses
- Attracting visitors whose spending supports other businesses and arts and culture organizations
- Hiring local musicians, performers, and artists for events

A CORNERSTONE OF NEW BEDFORD CREATIVE ECONOMY

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CAPITAL REHABILITATION PROJECT

ECONOMIC IMPACT OF THE CAPITAL REHABILITATION



New Positions

Includes workers directly employed on the rehabilitation project and new positions required to support an expanded mission. See below for payroll impacts of new positions.

Increased Economic Output

Includes all costs including purchases made in the region. Includes workers directly employed on the rehabilitation project, new staff, as well as purchases made in the region.



Payroll Impacts of New Positions to Support Expanded Operations

14 new positions

Fourteen new positions at The Z will be required to support expanded operations.

19 jobs and \$1.6 million

In total, the new Z hires and resulting induced impacts are expected to generate 19 jobs and \$1.6 million in economic output.

Sustainability

Importantly, these impacts will be sustained annually after 2027.

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Research Conducted By Springline Research Group

See reverse for Economic Impact Report ▶