



Economic Impact Research

ECONOMIC VALUE

Your institution brings much more to the community than most people realize! It is a wonderful cultural icon, bringing joy and knowledge to all who come to visit.

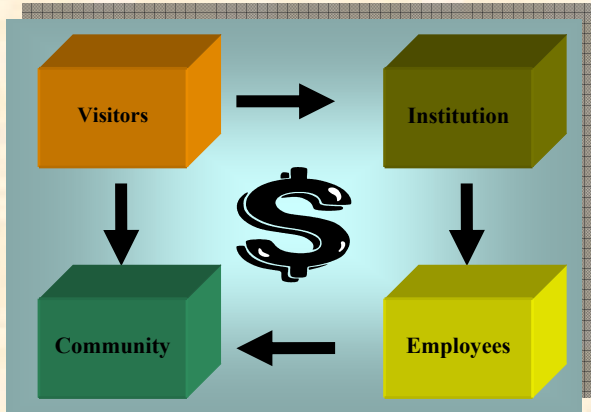
But your institution is also a stream of income for the community. You provide jobs, you buy goods and services, and you attract visitors. And your visitors buy meals, purchase gas, shop, and genially pollinate the community with their spending.

Your sponsors and patrons appreciate the cultural value of their expenditures. As business people, donors and government officials will also appreciate the economic value of their contributions. This is especially true when it is time to make the hard decisions about what to support and where to cut back.

Analytic Focus can show you how to make the case for your sponsors – why it is vitally important that your funding continue and even expand in times of economic uncertainty. We invite you to consider how you can provide better and more compelling information to your donors and sponsors.



Explaining Your Economic Value



ECONOMIC IMPACT RESEARCH

It's hard to raise the capital your institutions needs. **Analytic Focus Economic Impact Research** will give you the tools to explain your institution's economic value. This information can be used in your reporting to existing patrons or in literature for new sponsors.

EXPENDITURES

Your institution makes three types of expenditures that have an economic impact on your community. Some are one-time, large scale expenditures, others are recurring expenses as you refresh your showings, and some are just the on-going expenses of an enterprise – your fixed costs. Your visitors also spend money in the community when they come for a specific exhibit or tour.

Expansion

Planning an expansion? Capital expenditures have a unique impact on your community. A one-time capital expenditure has a long lasting measurable value.

Exhibits

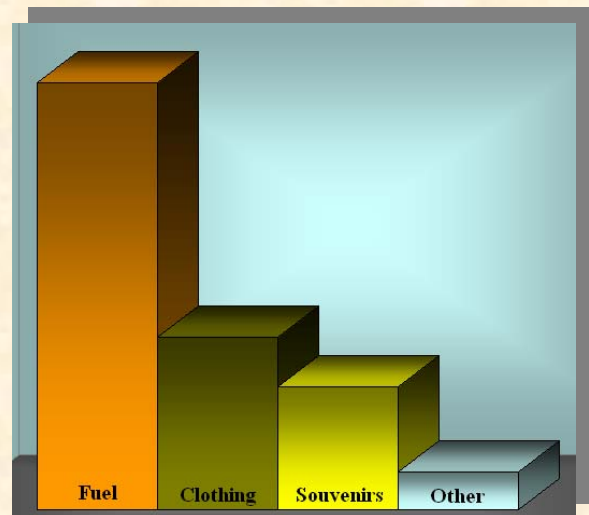
As you refresh your showings and bring in exhibits, you attract new visitors and bring back old friends who may not have been in recently. You see an upsurge in attendance – the question is, after the new exhibit ends, what long-lasting impact did it have on attendance, donations, and interest in your Institution?

Expenses

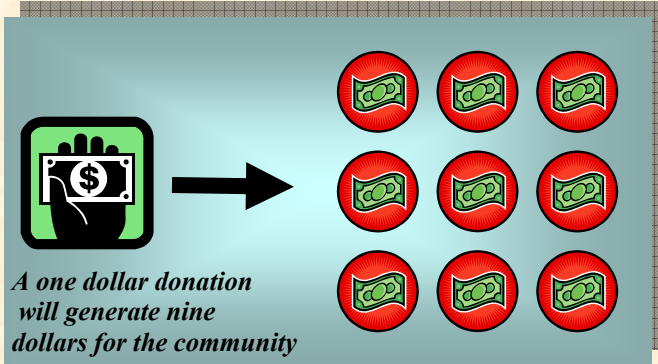
There is a normal outflow that you make as part of ongoing operations. Salaries paid, office supplies, maintenance goods, utilities, and services such as advertising, cleaning, catering and countless other local expenses that help the community.

Externals

Visitors surely don't come to your doors without some impact on the surrounding community. The impact they bring is due to your institution – you can quantify what external spending is due to their interest in your facility.



How We Can Help



RESEARCH THAT PAYS

Could you imagine showing your sponsors the economic impact of their donations?

Analytic Focus Economic Impact

Research can show the dollar for dollar significance of every donation.

EXPERTISE

We've done numerous impact studies for cultural organizations like yours. In fact, as part of the accreditation process for the American Association of Museums, the Birmingham Civil Rights Institute used our Economic Impact Research report as part of its submission. The AAM cites our report as their example of how a study should be done. The AAM encourages its members to do such research on a regular basis to provide documentation about economic benefits to the community.

What We Do

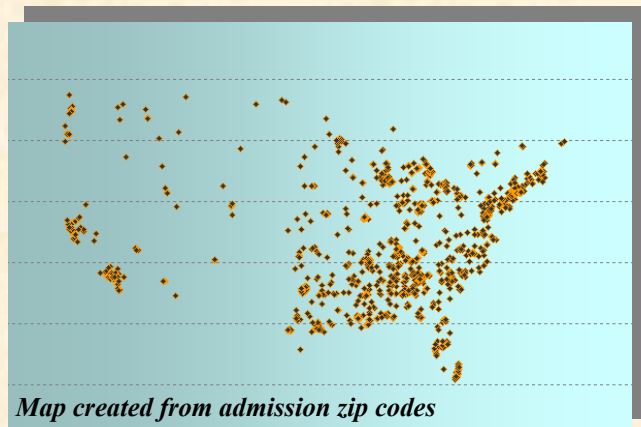
We start by talking with you about all the sources of revenue you have, attendance you've had in the recent past, plans for the future, and how you'll use the results of our research in a capital campaign or a donor drive. We want to know where you've been and where you'd like to go.

Stories You Can Tell

For one client, we took zip codes from admission slips and mapped the zip code locations as X-Y coordinates – and reproduced a map of the United States city by city. We demonstrated that a large number of visitors came from out-of-state and spent on lodging, food, and incidentals while in the client's community. This client could show that for every dollar donated to the institute, that donation would generate nine more dollars for the community.

Outcomes

Our report to you documents what information we used, how we developed our model for you and the economic basis for our projections. You get a report that's readable and that tells your story.





Next Steps

CALL US!

We'd be happy to discuss with you the types of options you have for conducting an Economic Impact Research Study. We're delighted to have the opportunity to learn about your institution, the cultural contribution it makes to the community, and your plans for the future.

You can reach us in one of three ways:

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Traditional Mail:

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We look forward to hearing from you!

