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Rocky Mountain Rep's positive Economic Impact Continues

Rocky Mountain Repertory Theatre's original Economic Impact Study conducted in 2012, verified in the following two years, demonstrates the theatre's continuing positive effect on the economy of the Town of Grand Lake. Within the last three years nearly 60,000 ticket purchasers came to the theatre; the Economic Impact on the town and area has held at close to \$3.4 million annually. Its Economic Significance, the multiple of times dollars are spent before leaving a community, remains at over \$6.7 million annually.

The theatre's 2014 survey questions supplement economic findings with additional informative figures. Based on the results of this current survey, the projected number of 2014 patrons from within the State of Colorado is 11,700 or 61%; the remaining 45 states and the UK account for the remaining 38.5% or around 7,300 attendees. Texas and Kansas hold the first and second highest attending states outside of Colorado.

Other entities have found this data very useful. The Grand Lake Chamber of Commerce has successfully consulted the Rocky Mountain Repertory Theatre Study information in creating the Chamber's annual strategic plans. The Theatre plans to make this study available to other interested entities to benefit marketing and economic planning.

Of those surveyed, new visitors to Grand Lake comprised 7.3% of attendees and 30.1% returned to Grand Lake for the specific purpose of attending a theatre performance. Additionally, 45.8% stated that the theatre plus other factors, such as proximity to Rocky Mountain National Park, outdoor activities, (wildlife, hiking, fishing, boating), influenced their decision to return to Grand Lake.

Second homeowners represented 38.5% of patrons surveyed, and elicited the following information about their shopping habits:

- Purchased supplies locally 43.3%
- Bring supplies with them 16.2%
- Combination of both 40.5%

John Porter, owner of J.R. Porter & Associates, an analysis and strategy consulting firm which specializes in the evaluation of non-profit organizations and assisted in the original and ongoing studies stated:

"For 2014 it would be fair to state that RMRT attendee spending trended to a slight increase in economic activity generated per attendee by those segments from outside Grand County."

Rocky Mountain Repertory Theatre derives only about 50% of its annual budget needs from ticket sales; the remainder is generously given from grantors and from devoted donors. The Board of Trustees and Staff are grateful for each and every contribution, perceiving them as votes of confidence to be used prudently and judiciously.