

Your theatre program has community economic impact! Estimate this data annually and share it with your school and community decision makers.

Direct impact

Estimate all annual expenses that were incurred through purchases, rentals, or payments for goods and services within your local community. List them individually in the included categories if you think its important to do so and calculate a total dollar for each category.

Rehearsal and/or Performance Space: _____

Scenery (lumber, hardware, other construction materials, etc.): _____

Costumes (fabric, shoes, wigs, jewelry, hats, accessories): _____

Lighting (lights, gels, board repair/upgrades, etc.): _____

Sound (microphone, speakers, boards etc.): _____

Music (instruments, sheet music, digital music resources): _____

Other (computers, software, apps, scripts, special production needs): _____

Personnel (director, choreographer, music director, vocal/dialect coach, musicians, technical director and/or staff): _____

Food and miscellaneous (Cast rehearsals and post-performance, program, publicity, administrative costs, transportation): _____

Estimated Indirect economic impact

Calculate estimated revenue by surveying local restaurants and transport services regarding revenue generated on show days, before and after performances. Survey audience members onsite regarding caregivers they employ on their night out to the theatre. Do you know of other community services that benefit financially from your program? Estimate those numbers as well!