



# Economic Impact of Selected Organizations in Cleveland County, North Carolina

April 2023

Prepared for:  
Cleveland County

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# 1 Research Overview



# Introduction

Visit Cleveland County commissioned Tourism Economics to conduct a comprehensive economic impact analysis to quantify the significant contribution of the following organizations:

- Gardner-Webb University
- Earl Scruggs Center
- Don Gibson Theatre
- Kings Mountain Patriot Park

To quantify the economic impacts, Tourism Economics prepared a comprehensive model using multiple primary and secondary data sources to quantify the impacts arising from the operational expenditures, as well as the out-of-town attendee spending at the venues and at off-site establishments throughout the local economy.

Impact modeling is based on an IMPLAN Input-Output (I-O) model for Cleveland County. The results of this study show the scope of each attractions and events impact in terms of direct visitor spending, as well as total economic impacts, including employment, household income, and fiscal (tax) impacts.

# 2 Key Findings



### DIRECT SPENDING IMPACTS

Gardner-Webb University ('GWU') generated significant economic impacts as the University spent money in the local economy to sustain operations, including spending on payroll, athletics, instructional support, and student services, among others.

In addition, out-of-town students and visitors spent money on campus and at off-site establishments during their stay in Cleveland County, including local restaurants, hotels, retailers, and recreation/entertainment venues.

Total direct spending associated with Gardner-Webb University amounted to \$115.5 million in 2022.



**\$115.5 MILLION**  
Total Direct Spending Impact of Gardner-Webb University



**\$84.3 MILLION**  
GWU Local Operational Spending



**\$31.2 MILLION**  
Off-Site Spending by Students and Visitors

### TOTAL ECONOMIC IMPACTS

Gardner-Webb University's direct spending impact of \$115.5 million generated a total economic impact of \$155.3 million in the local economy, which supported 1,315 part-time and full-time jobs and generated \$8.0 million in state and local taxes.



**\$155.3 MILLION**  
Total Impact of Gardner-Webb University

\*The total impact includes direct impacts, as well as indirect impacts (supply chain effects) and induced impacts (income effect).

### ECONOMIC IMPACTS OF GARDNER-WEBB UNIVERSITY



**\$155.3M**  
Total Economic Impact



**1,315**  
Total Jobs Generated



**\$8.0M**  
Total State & Local Tax Revenues

# EARL SCRUGGS CENTER

## SUMMARY ECONOMIC IMPACTS

### DIRECT SPENDING IMPACTS

The Earl Scruggs Center generated significant economic impacts as the venue spent money in the local economy to sustain operations, including spending on payroll, exhibits and education, programming and events, marketing, and office operations, among others.

In addition, out-of-town patrons spent money while at the Earl Scruggs Center and at off-site establishments during their stay in Cleveland County, including local restaurants, hotels, retailers, and recreation/entertainment venues.

Total direct spending associated with the Earl Scruggs Center amounted to \$555,400 in 2022.



**\$555,400**

**Total Direct Spending Impact of the Earl Scruggs Center**



**\$387,500**

Earl Scruggs Center Local Operational Spending



**\$167,800**

Off-Site Spending by Patrons

### TOTAL ECONOMIC IMPACTS

The Earl Scruggs Center's direct spending impact of \$555,400 generated a total economic impact of \$799,300 in the local economy, which supported 14 part-time and full-time jobs and generated \$46,000 in state and local taxes.



**\$799,300**

**Total Impact of the Earl Scruggs Center**

\*The total impact includes direct impacts, as well as indirect impacts (supply chain effects) and induced impacts (income effect).

### ECONOMIC IMPACTS OF THE EARL SCRUGGS CENTER



**\$799,300**

**Total Economic Impact**



**14**

**Total Jobs Generated**



**\$46,000**

**Total State & Local Tax Revenues**

### DIRECT SPENDING IMPACTS

The Don Gibson Theatre generated significant economic impacts as the venue spent money in the local economy to sustain operations, including spending on payroll, marketing, production labor, catering, insurance, and utilities, among others.

In addition, out-of-town attendees spent money while at the Don Gibson Theatre and at off-site establishments during their stay in Cleveland County, including local restaurants, hotels, retailers, and recreation/entertainment venues.

Total direct spending associated with the Don Gibson Theatre amounted to \$356,500 in 2022.

 **\$356,500**  
Total Direct Spending Impact of the Don Gibson Theatre

 **\$208,500**  
Don Gibson Theatre Local Operational Spending

 **\$148,000**  
Off-Site Spending by Attendees

### TOTAL ECONOMIC IMPACTS

The Don Gibson Theatre's direct spending impact of \$356,500 generated a total economic impact of \$502,200 in the local economy, which supported seven part-time and full-time jobs and generated \$29,400 in state and local taxes.

 **\$502,200**  
Total Impact of the Don Gibson Theatre

\*The total impact includes direct impacts, as well as indirect impacts (supply chain effects) and induced impacts (income effect).

### ECONOMIC IMPACTS OF THE DON GIBSON THEATRE

  
**\$502,200**  
Total Economic Impact

  
**7**  
Total Jobs Generated

  
**\$29,400**  
Total State & Local Tax Revenues

# KINGS MOUNTAIN PATRIOT PARK

## SUMMARY ECONOMIC IMPACTS

### DIRECT SPENDING IMPACTS

Kings Mountain Patriot Park generated significant economic impacts as the City of Kings Mountain spent money in the local economy to sustain operations, including spending on payroll, marketing, and event operations, among others.

In addition, out-of-town attendees spent money while at off-site establishments during their stay in Cleveland County, including local restaurants, hotels, retailers, and recreation/entertainment venues.

Total direct spending associated with Kings Mountain Patriot Park amounted to \$566,700 in 2022.



### \$566,700

**Total Direct Spending Impact of Kings Mountain Patriot Park**



### \$382,500

**Kings Mountain Patriot Park Local Operational Spending**



### \$184,200

**Off-Site Spending by Attendees**

### TOTAL ECONOMIC IMPACTS

Kings Mountain Patriot Park's direct spending impact of \$566,700 generated a total economic impact of \$821,300 in the local economy, which supported eight part-time and full-time jobs and generated \$46,200 in state and local taxes.



### \$821,300

**Total Impact of Kings Mountain Patriot Park**

\*The total impact includes direct impacts, as well as indirect impacts (supply chain effects) and induced impacts (income effect).

### ECONOMIC IMPACTS OF KINGS MOUNTAIN PATRIOT PARK



### \$821,300

**Total Economic Impact**



### 8

**Total Jobs Generated**



### \$46,200

**Total State & Local Tax Revenues**

# 3 Approach



# Direct Impact Approach

## Direct impact summary

**The direct impacts of the select organizations in Cleveland County ranged from \$356,500 to \$115.5 million in 2022.**

The first step in economic impact analysis is to estimate direct spending impacts for each of the select organizations in 2022, which are separated into two main categories:

1. Annual operational spending
2. Spending by out-of-town patrons, attendees, and students at off-site establishments in the local economy

These direct impacts ultimately serve as the inputs for the economic impact model.

### Direct impact summary (\$ thousands)

	Operational Spending	Off-Site Spending	Total Direct Spending	Detailed Info
Gardner-Webb University	\$84,300	\$31,245	\$115,545	Pages 13 – 20
Earl Scruggs Center	\$167.8	\$387.5	\$555.4	Pages 21 – 28
Don Gibson Theatre	\$148.0	\$208.5	\$356.5	Pages 29 – 36
Kings Mountain Patriot Park	\$184.2	\$382.5	\$566.7	Pages 37 – 44

Note: sums may not total due to rounding.

Source: Gardner-Webb University, Earl Scruggs Center, Don Gibson Theatre, City of Kings Mountain, Tourism Economics

# Economic Impact Approach

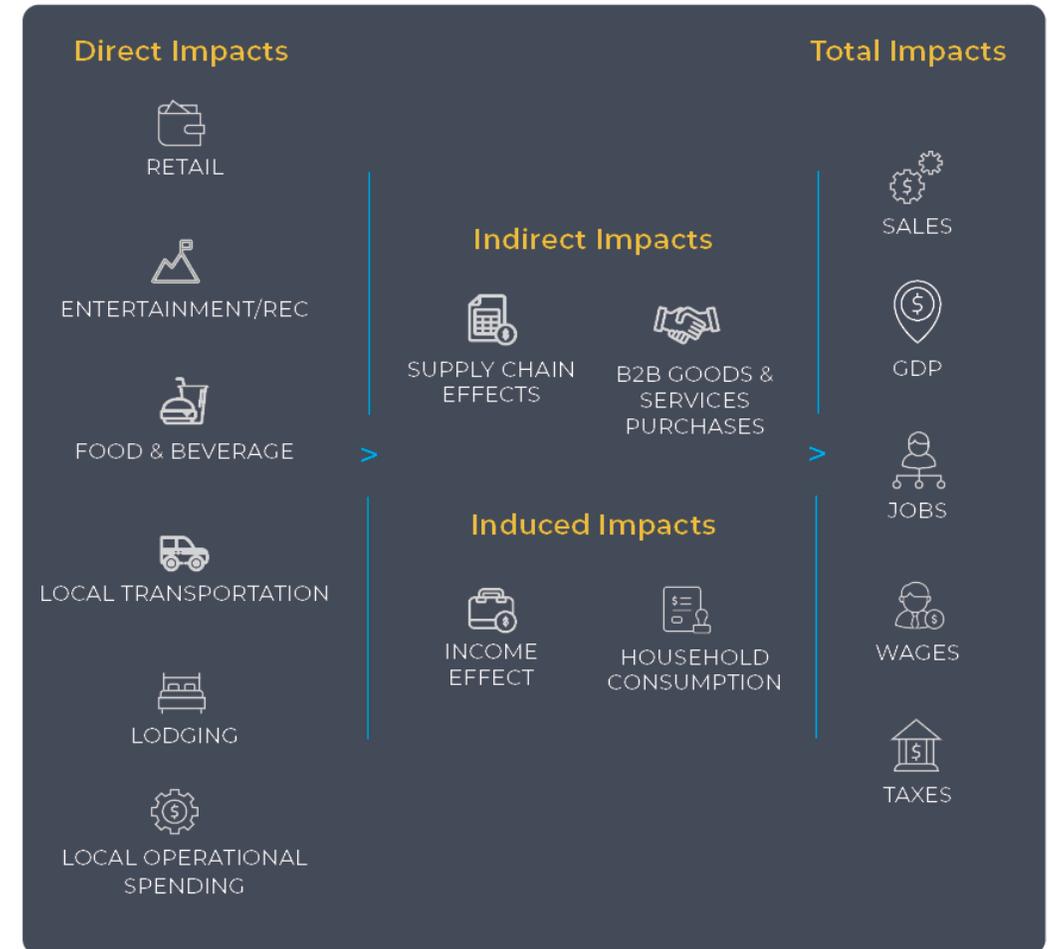
## Introduction and definitions

The economic impacts of the select organizations direct spending were estimated using a regional Input-Output (I-O) model based on a customized IMPLAN (www.implan.com) model for the economy of Cleveland County. IMPLAN is recognized as an industry standard in local-level I-O models. An I-O model represents a profile of an economy by measuring the relationships among industries and consumers to track the flow of industry revenue to wages, profits, capital, taxes and suppliers. The supply chain is traced as dollars flow through the economy, representing indirect impacts. The model also calculates the induced impacts of spending. Induced impacts represent benefits to the economy as incomes earned as a result of direct spending are spent in the local economy, generating additional sales, jobs, taxes, and income.

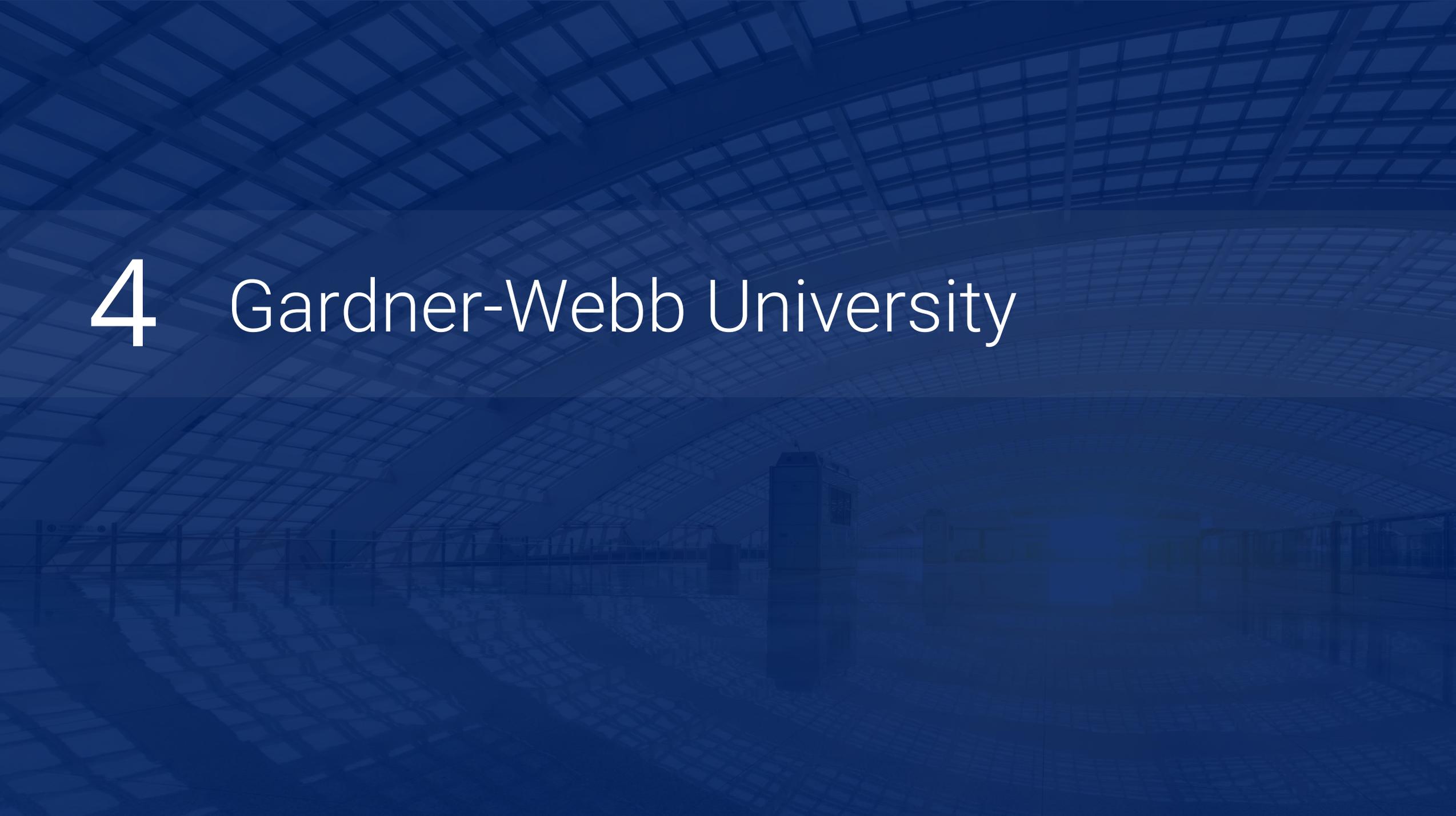
The modeling process begins with aligning the direct expenditure measurements with the related sectors in the model (e.g. hotels, restaurants, retail, and recreation). The model is then run to trace the flow of these expenditures through the economy. In this process, the inter-relationships between consumers and industries generate each level of impact.

IMPLAN calculates three levels of impact – direct, indirect, and induced – for a broad set of indicators. These include the following:

- Business sales (also called gross output)
- Household income (including wages and benefits)
- Employment
- Federal taxes
- State and local taxes



# 4 Gardner-Webb University



# Gardner-Webb University

Direct impact: operational spending

**Gardner-Webb University incurred \$84.3 million in operating expenses in 2022 and employed 875 part-time and full-time employees.**

Gardner-Webb University spent \$84.3 million in operational expenditures in the local economy in 2022, which includes spending on employee salaries and wages, athletics, instructional support, student services, and other spending with local vendors.

Gardner-Webb University employed 875 part-time and full-time staff during 2022. The salaries and wages for these employees amounted to \$29.8 million.

**Gardner-Webb University operational spending**  
(\$ millions and number of employees)

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Annual Operational Spending	\$84.3
Salaries & Wages	\$29.8
Employees	875
Full-Time	442
Part-Time	433

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Source: Gardner-Webb University

# Gardner-Webb University

Direct impact: attendance

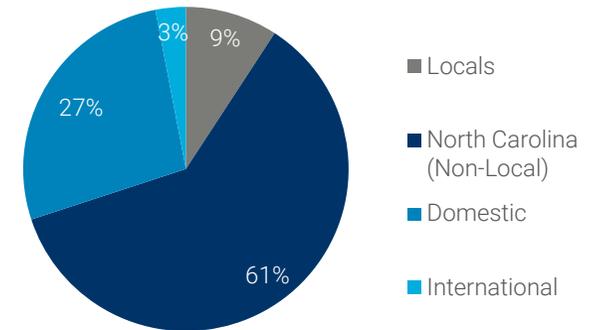
**Approximately 3,600 students were enrolled at Gardner-Webb University and 77,000 visitors attended an event affiliated with the University in 2022.**

In 2022, 3,600 students were enrolled at Gardner-Webb University and 77,000 visitors attended an event at the University, including athletic events, arts / theatre events, and commencement.

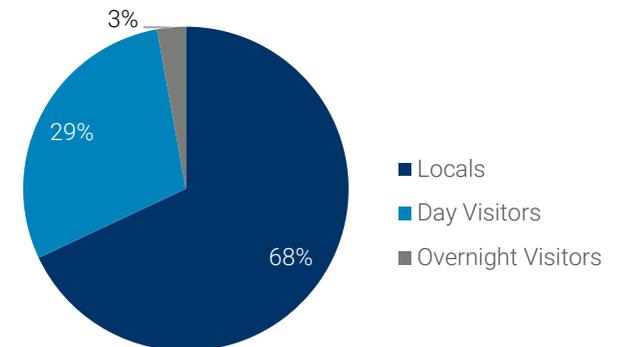
Approximately 91% of Gardner-Webb University students originated from outside Cleveland County, including 61% from North Carolina (excluding Cleveland County), 27% from the United States (excluding North Carolina), and 3% from other countries.

Additionally, 32% of the 77,000 Gardner-Webb University visitors originated from outside Cleveland County – with 29% coming for the day and the other 3% staying overnight – which generated incremental spending in the local economy that would not have occurred but for Gardner-Webb University.

Student origin



Visitor origin



Source: Gardner-Webb University

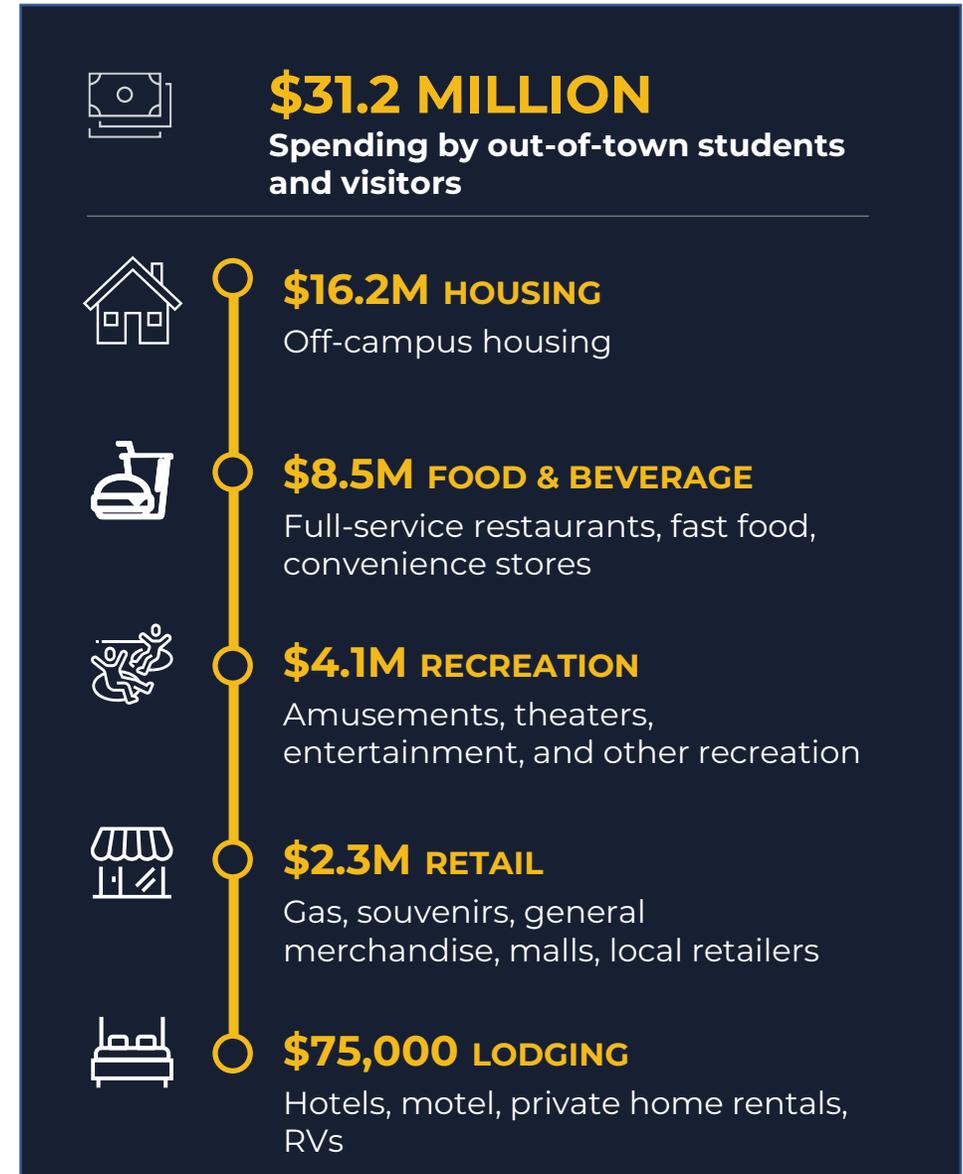
# Gardner-Webb University

Direct impact: student and visitor spending by industry

**The Gardner-Webb University students and visitors direct spending impacts was spread across a wide range of sectors within the local economy.**

The 3,300 out-of-town students and 24,600 out-of-town visitors spent \$31.2 million in the local economy in 2022, which includes off-site spending on housing and at local restaurants, hotels, retailers, and recreation/entertainment venues.

The off-site spending by out-of-town Gardner-Webb University students and visitors was spread across a number of industries, including \$16.2 million on housing, \$8.5 million in spending in the food and beverage industry, \$4.1 million in the recreation and entertainment industry, \$2.3 million in retail, and \$75,000 in the lodging industry.



Source: Tourism Economics

# Gardner-Webb University

## Economic impact: business sales by industry

### Business sales impacts by industry

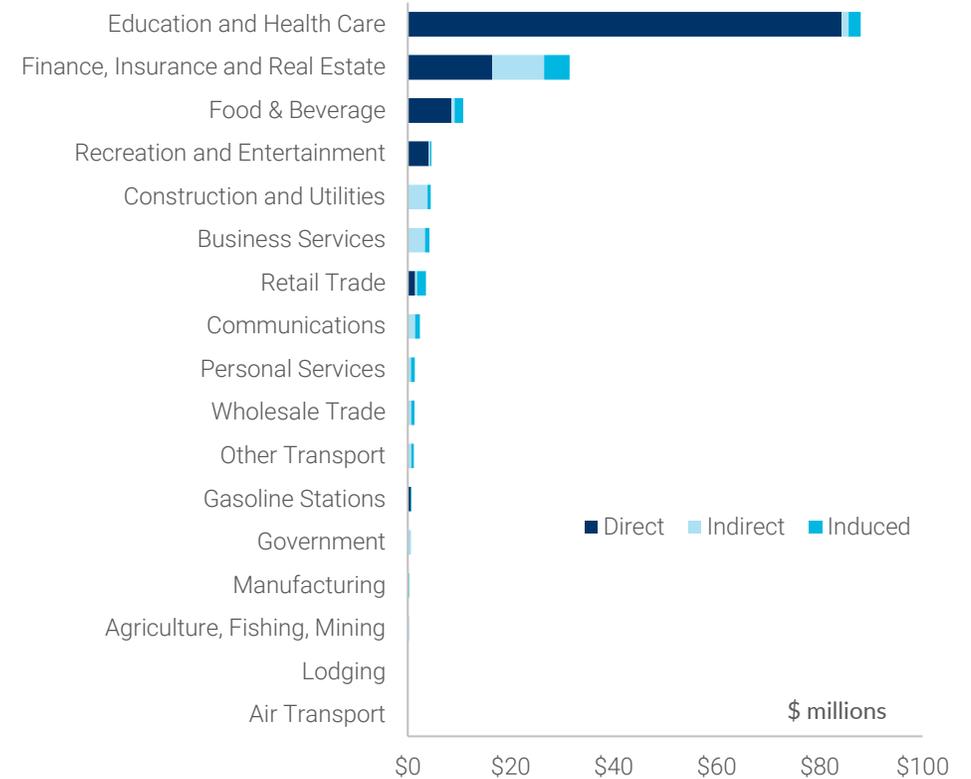
(\$ millions)

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
<b>Total, all industries</b>	<b>\$115.5</b>	<b>\$24.1</b>	<b>\$15.6</b>	<b>\$155.3</b>
<b>By industry</b>				
Education and Health Care	\$84.3	\$1.3	\$2.3	\$88.0
Finance, Insurance and Real Estate	\$16.4	\$10.1	\$5.0	\$31.4
Food & Beverage	\$8.5	\$0.6	\$1.7	\$10.8
Recreation and Entertainment	\$4.1	\$0.3	\$0.2	\$4.6
Construction and Utilities		\$3.9	\$0.7	\$4.5
Business Services		\$3.4	\$0.9	\$4.2
Retail Trade	\$1.5	\$0.3	\$1.8	\$3.6
Communications		\$1.5	\$0.9	\$2.4
Personal Services		\$0.6	\$0.7	\$1.4
Wholesale Trade		\$0.7	\$0.6	\$1.3
Other Transport	\$0.1	\$0.6	\$0.4	\$1.2
Gasoline Stations	\$0.6	\$0.0	\$0.1	\$0.8
Government		\$0.5	\$0.1	\$0.6
Manufacturing		\$0.1	\$0.1	\$0.3
Agriculture, Fishing, Mining		\$0.1	\$0.0	\$0.2
Lodging	\$0.1	\$0.0	\$0.0	\$0.1
Air Transport		\$0.0	\$0.0	\$0.0

Source: Tourism Economics

### Business sales impacts by industry

(\$ millions)



Source: Tourism Economics

# Gardner-Webb University

## Economic impact: employment by industry

### Employment impacts by industry

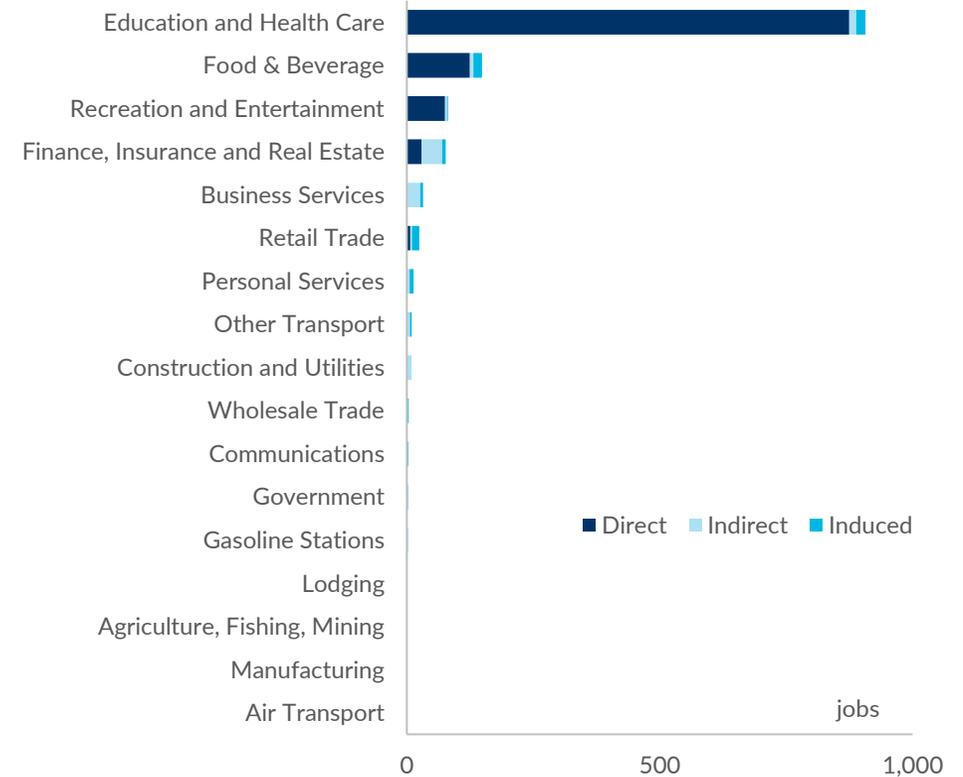
(number of jobs)

	Direct Employment	Indirect Employment	Induced Employment	Total Employment
<b>Total, all industries</b>	<b>1,115</b>	<b>120</b>	<b>81</b>	<b>1,315</b>
<b>By industry</b>				
Education and Health Care	875	13	18	907
Food & Beverage	125	7	17	149
Recreation and Entertainment	76	3	2	82
Finance, Insurance and Real Estate	29	41	6	77
Business Services		26	6	32
Retail Trade	7	3	14	24
Personal Services		6	8	13
Other Transport	2	5	3	9
Construction and Utilities		7	1	8
Wholesale Trade		2	1	4
Communications		2	1	3
Government		2	0	3
Gasoline Stations	1	0	1	2
Lodging	1	0	0	1
Agriculture, Fishing, Mining		0	0	1
Manufacturing		0	0	1
Air Transport		0	0	0

Source: Tourism Economics

### Employment impacts by industry

(number of jobs)



Source: Tourism Economics

# Gardner-Webb University

## Economic impact: personal income by industry

### Personal income impacts by industry

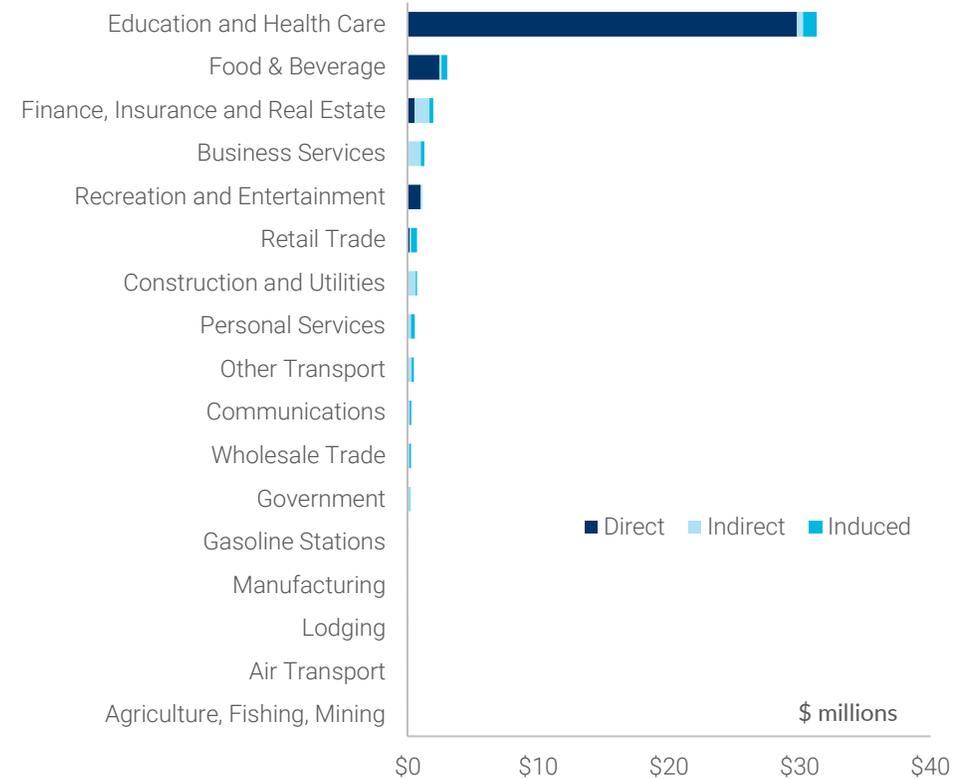
(\$ millions)

	Direct Personal Income	Indirect Personal Income	Induced Personal Income	Total Personal Income
<b>Total, all industries</b>	<b>\$34.0</b>	<b>\$4.6</b>	<b>\$3.4</b>	<b>\$42.0</b>
<b>By industry</b>				
Education and Health Care	\$29.8	\$0.5	\$1.0	\$31.3
Food & Beverage	\$2.4	\$0.2	\$0.4	\$3.0
Finance, Insurance and Real Estate	\$0.5	\$1.2	\$0.3	\$2.0
Business Services		\$1.0	\$0.3	\$1.3
Recreation and Entertainment	\$1.0	\$0.1	\$0.0	\$1.1
Retail Trade	\$0.2	\$0.1	\$0.5	\$0.7
Construction and Utilities		\$0.6	\$0.1	\$0.7
Personal Services		\$0.3	\$0.3	\$0.5
Other Transport	\$0.1	\$0.3	\$0.2	\$0.5
Communications		\$0.2	\$0.1	\$0.3
Wholesale Trade		\$0.1	\$0.1	\$0.3
Government		\$0.1	\$0.0	\$0.2
Gasoline Stations	\$0.0	\$0.0	\$0.0	\$0.0
Manufacturing		\$0.0	\$0.0	\$0.0
Lodging	\$0.0	\$0.0	\$0.0	\$0.0
Air Transport		\$0.0	\$0.0	\$0.0
Agriculture, Fishing, Mining		\$0.0	\$0.0	\$0.0

Source: Tourism Economics

### Personal income impacts by industry

(\$ millions)



Source: Tourism Economics

# Gardner-Webb University

## Economic impact: tax generation

### Total tax revenue

(\$ millions)

	Direct	Indirect / Induced	Total
<b>Total Tax Revenues</b>	<b>\$16.0</b>	<b>\$4.0</b>	<b>\$20.0</b>
<b>Federal</b>	<b>\$9.8</b>	<b>\$2.3</b>	<b>\$12.0</b>
Personal Income	\$2.7	\$0.7	\$3.4
Corporate	\$0.8	\$0.2	\$1.0
Indirect Business	\$0.6	\$0.2	\$0.8
Social Insurance	\$5.7	\$1.2	\$6.8
<b>State and Local</b>	<b>\$6.2</b>	<b>\$1.7</b>	<b>\$8.0</b>
Sales	\$2.6	\$0.8	\$3.4
Bed Tax	\$0.0	\$0.0	\$0.0
Personal Income	\$0.9	\$0.2	\$1.1
Corporate	\$0.1	\$0.0	\$0.1
Excise and Fees	\$0.4	\$0.1	\$0.6
Property	\$2.2	\$0.6	\$2.8

Source: Tourism Economics

### State and local tax revenue

(\$ millions)

	State	Local	Total
<b>Total taxes</b>	<b>\$4.4</b>	<b>\$3.6</b>	<b>\$8.0</b>
Sales	\$2.6	\$0.7	\$3.4
Bed Tax	\$0.0	\$0.0	\$0.0
Personal Income	\$1.1	\$0.0	\$1.1
Corporate	\$0.1	\$0.0	\$0.1
Excise and Fees	\$0.5	\$0.1	\$0.6
Property	\$0.0	\$2.8	\$2.8

Source: Tourism Economics

# 5 Earl Scruggs Center

The background image is a blue-tinted photograph of the interior of the Earl Scruggs Center. It features a large, vaulted ceiling with a prominent grid pattern. In the foreground, there is a long, open hall with a railing on the left side. The overall atmosphere is clean and modern.

# Earl Scruggs Center

Direct impact: operational spending

**The Earl Scruggs Center incurred \$387,500 in operating expenses in 2022 and employed seven part-time and full-time employees.**

The Earl Scruggs Center spent \$387,500 in operational expenditures in the local economy in 2022, which includes spending on payroll, exhibits and education, programming and events, marketing, and office operations, among others.

The Earl Scruggs Center employed seven part-time and full-time staff during 2022. The salaries and wages for these employees amounted to \$262,000.

**Earl Scruggs Center operational spending**  
(\$ thousands and number of employees)

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Annual Operational Spending	\$387.5
Salaries & Wages	\$262.0
Employees	7
Full-Time	4
Part-Time	3

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Source: Earl Scruggs Center

# Earl Scruggs Center

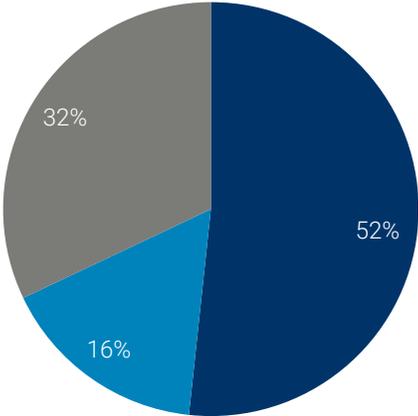
Direct impact: attendance

The Earl Scruggs Center welcomed 4,450 patrons in 2022.

The Earl Scruggs Center welcomed 4,450 patrons in 2022 – 48% of which originated from outside Cleveland County.

In 2022, 16% of Earl Scruggs Center patrons traveled to Cleveland County for the day, which includes visitors from neighboring counties, and 32% of attendees spent the night in Cleveland County. These out-of-town visitors generated incremental spending in the local economy that would have not occurred but for the Earl Scruggs Center.

Patron origin



■ Locals ■ Day Visitors ■ Overnight Visitors

Source: Earl Scruggs Center, Cleveland County

# Earl Scruggs Center

Direct impact: visitor spending by industry

**The visitor direct spending impacts attributable to the Earl Scruggs Center was spread across a wide range of sectors within the local economy.**

The out-of-town patrons spent \$168,000 in the local economy in 2022, which includes off-site spending at local restaurants, hotels, retailers, and recreation/entertainment venues.

The off-site spending by out-of-town patrons was spread across a number of industries, including \$61,000 in spending in the lodging industry, \$59,000 in the food and beverage industry, \$32,000 in retail, and. \$16,000 in the recreation and entertainment industry,



Source: Tourism Economics

# Earl Scruggs Center

## Economic impact: business sales by industry

### Business sales impacts by industry

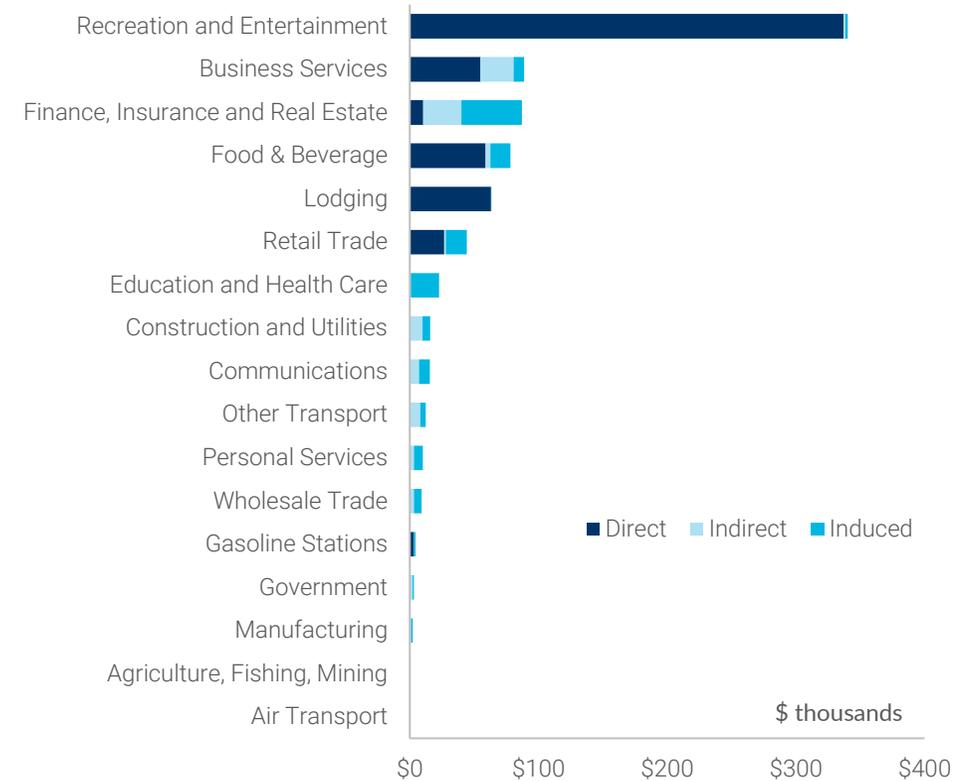
(\$ thousands)

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
<b>Total, all industries</b>	<b>\$555.4</b>	<b>\$97.9</b>	<b>\$146.0</b>	<b>\$799.3</b>
<b>By industry</b>				
Recreation and Entertainment	\$337.1	\$1.3	\$1.9	\$340.3
Business Services	\$55.1	\$25.6	\$8.1	\$88.8
Finance, Insurance and Real Estate	\$10.4	\$29.8	\$47.0	\$87.1
Food & Beverage	\$58.9	\$3.7	\$15.6	\$78.2
Lodging	\$63.2	\$0.0	\$0.0	\$63.2
Retail Trade	\$26.7	\$1.3	\$16.4	\$44.4
Education and Health Care		\$0.8	\$22.0	\$22.8
Construction and Utilities		\$9.9	\$6.0	\$15.9
Communications		\$7.3	\$8.3	\$15.6
Other Transport	\$0.6	\$7.7	\$4.1	\$12.4
Personal Services		\$3.4	\$6.9	\$10.3
Wholesale Trade		\$3.4	\$5.8	\$9.2
Gasoline Stations	\$3.3	\$0.0	\$1.3	\$4.6
Government		\$2.4	\$1.0	\$3.4
Manufacturing		\$1.1	\$1.2	\$2.4
Agriculture, Fishing, Mining		\$0.2	\$0.3	\$0.5
Air Transport		\$0.1	\$0.1	\$0.2

Source: Tourism Economics

### Business sales impacts by industry

(\$ thousands)



Source: Tourism Economics

# Earl Scruggs Center

## Economic impact: employment by industry

### Employment impacts by industry

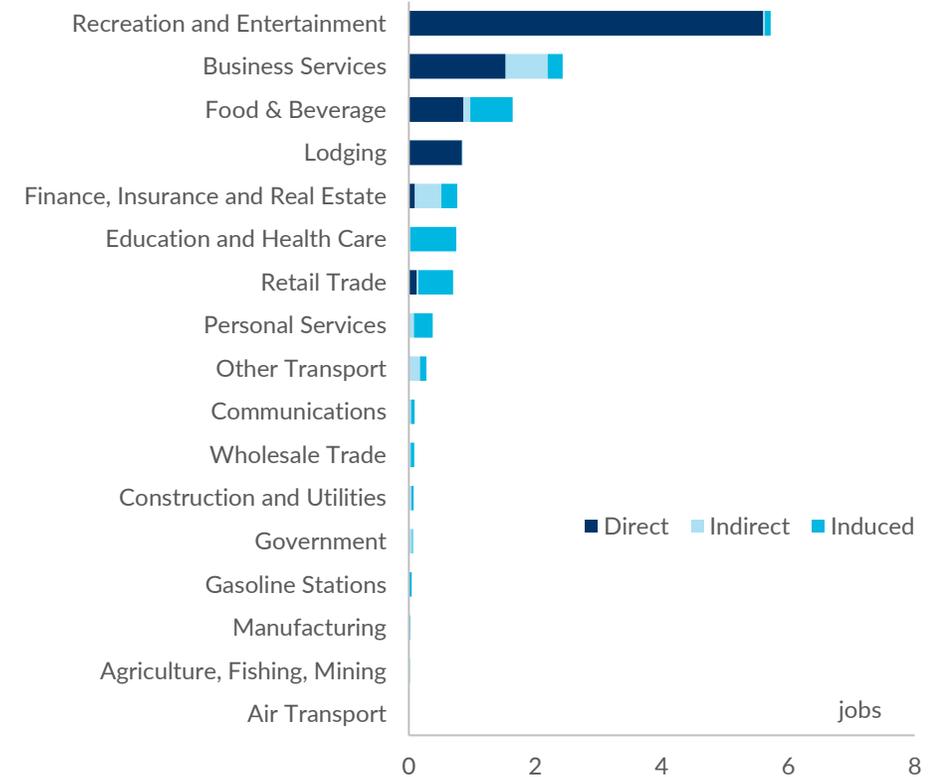
(number of jobs)

	Direct Employment	Indirect Employment	Induced Employment	Total Employment
<b>Total, all industries</b>	<b>9</b>	<b>2</b>	<b>3</b>	<b>14</b>
<b>By industry</b>				
Recreation and Entertainment	6	0	0	6
Business Services	2	1	0	2
Food & Beverage	1	0	1	2
Lodging	1	0	0	1
Finance, Insurance and Real Estate	0	0	0	1
Education and Health Care		0	1	1
Retail Trade	0	0	1	1
Personal Services		0	0	0
Other Transport	0	0	0	0
Communications		0	0	0
Wholesale Trade		0	0	0
Construction and Utilities		0	0	0
Government		0	0	0
Gasoline Stations	0	0	0	0
Manufacturing		0	0	0
Agriculture, Fishing, Mining		0	0	0
Air Transport		0	0	0

Source: Tourism Economics

### Employment impacts by industry

(number of jobs)



Source: Tourism Economics

# Earl Scruggs Center

## Economic impact: personal income by industry

### Personal income impacts by industry

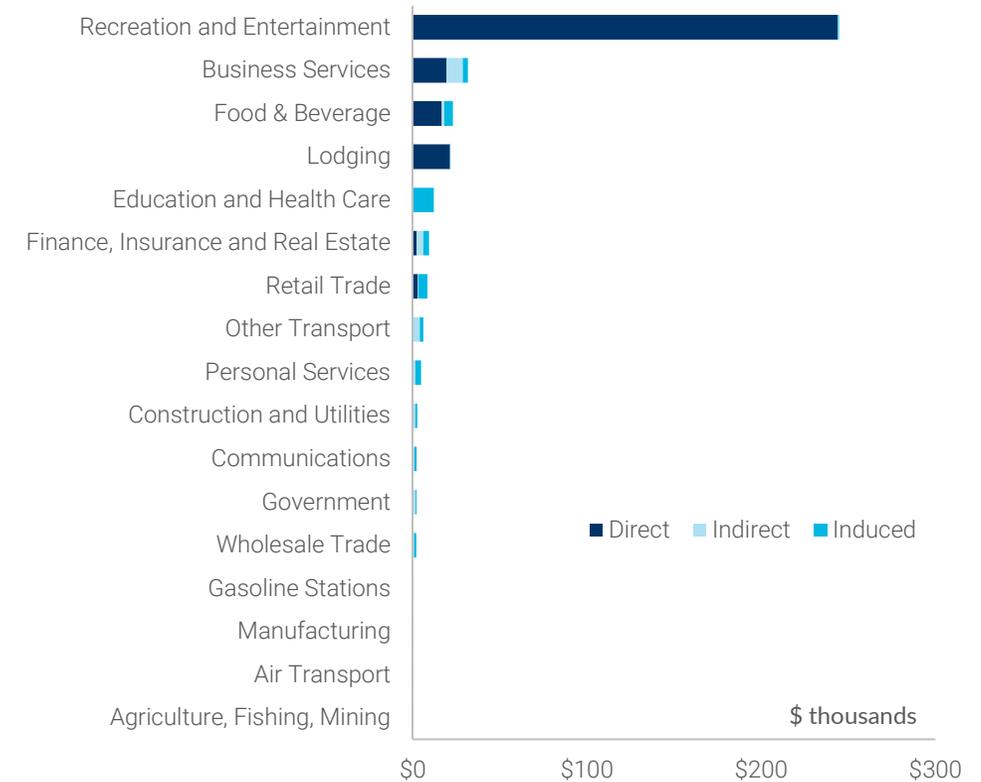
(\$ thousands)

	Direct Personal Income	Indirect Personal Income	Induced Personal Income	Total Personal Income
<b>Total, all industries</b>	<b>\$307.1</b>	<b>\$27.0</b>	<b>\$38.4</b>	<b>\$372.5</b>
<b>By industry</b>				
Recreation and Entertainment	\$243.9	\$0.3	\$0.5	\$244.6
Business Services	\$19.4	\$9.5	\$2.9	\$31.8
Food & Beverage	\$16.8	\$1.4	\$4.8	\$23.1
Lodging	\$21.4	\$0.0	\$0.0	\$21.4
Education and Health Care		\$0.3	\$11.9	\$12.3
Finance, Insurance and Real Estate	\$2.2	\$3.9	\$3.3	\$9.5
Retail Trade	\$2.9	\$0.4	\$5.2	\$8.5
Other Transport	\$0.3	\$3.8	\$1.9	\$6.1
Personal Services		\$1.7	\$3.2	\$4.9
Construction and Utilities		\$1.6	\$1.0	\$2.6
Communications		\$1.0	\$1.3	\$2.3
Government		\$1.8	\$0.4	\$2.2
Wholesale Trade		\$0.9	\$1.2	\$2.2
Gasoline Stations	\$0.1	\$0.0	\$0.3	\$0.4
Manufacturing		\$0.3	\$0.1	\$0.3
Air Transport		\$0.0	\$0.1	\$0.1
Agriculture, Fishing, Mining		\$0.0	\$0.1	\$0.1

Source: Tourism Economics

### Personal income impacts by industry

(\$ thousands)



Source: Tourism Economics

# Earl Scruggs Center

## Economic impact: tax generation

### Total tax revenue

(\$ thousands)

	Direct	Indirect / Induced	Total
<b>Total Tax Revenues</b>	<b>\$86.8</b>	<b>\$29.5</b>	<b>\$116.3</b>
<b>Federal</b>	<b>\$54.8</b>	<b>\$15.5</b>	<b>\$70.3</b>
Personal Income	\$33.9	\$4.7	\$38.6
Corporate	\$1.0	\$1.5	\$2.5
Indirect Business	\$1.3	\$1.2	\$2.4
Social Insurance	\$18.6	\$8.1	\$26.7
<b>State and Local</b>	<b>\$32.0</b>	<b>\$14.0</b>	<b>\$46.0</b>
Sales	\$11.8	\$7.2	\$19.0
Bed Tax	\$3.7	\$0.0	\$3.7
Personal Income	\$10.4	\$1.5	\$11.9
Corporate	\$0.1	\$0.2	\$0.3
Excise and Fees	\$1.3	\$0.9	\$2.1
Property	\$4.8	\$4.2	\$9.0

Source: Tourism Economics

### State and local tax revenue

(\$ thousands)

	State	Local	Total
<b>Total taxes</b>	<b>\$28.1</b>	<b>\$17.9</b>	<b>\$46.0</b>
Sales	\$14.0	\$4.9	\$19.0
Bed Tax	\$0.0	\$3.7	\$3.7
Personal Income	\$11.9	\$0.0	\$11.9
Corporate	\$0.3	\$0.0	\$0.3
Excise and Fees	\$1.9	\$0.3	\$2.1
Property	\$0.0	\$9.0	\$9.0

Source: Tourism Economics

# 6 Don Gibson Theatre

The background image is a blue-tinted photograph of the interior of the Don Gibson Theatre. It features a large, arched, ribbed ceiling that dominates the upper half of the frame. Below the ceiling, the stage area is visible, with several tall, rectangular structures and a railing in the foreground. The overall atmosphere is dim and architectural.

# Don Gibson Theatre

Direct impact: operational spending

**The Don Gibson Theatre incurred \$208,500 in operating expenses in 2022 and employed four part-time and full-time employees.**

The Don Gibson Theatre spent \$208,500 in operational expenditures in the local economy in 2022, which includes spending on payroll, marketing, production labor, catering, insurance, and utilities, among others.

The Don Gibson Theatre employed four part-time and full-time staff during 2022. The salaries and wages for these employees amounted to \$107,300.

**Don Gibson Theatre operational spending**  
(\$ thousands and number of employees)

Annual Operational Spending	\$208.5
Salaries & Wages	\$107.3
Employees	4
Full-Time	2
Part-Time	2

Source: Don Gibson Theatre

# Don Gibson Theatre

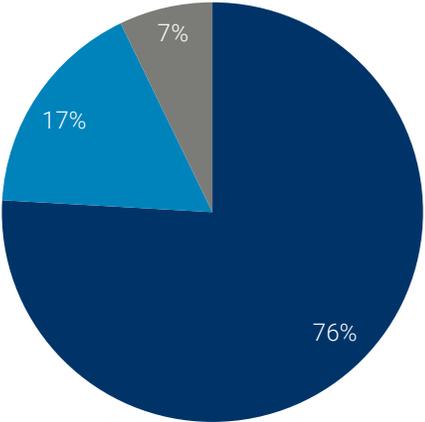
Direct impact: attendance

## Don Gibson Theatre welcomed 13,220 attendees in 2022.

Don Gibson Theatre welcomed 13,220 attendees in 2022 – 24% of which originated from outside Cleveland County.

More than 2,200 or 17% of Don Gibson Theatre attendees traveled to Cleveland County for the day. An additional 950 or 7% of attendees spent the night in Cleveland County. These out-of-town visitors generated incremental spending in the local economy that would have not occurred but for the Don Gibson Theatre.

## Attendee origin



■ Locals ■ Day Visitors ■ Overnight Visitors

Source: Don Gibson Theatre, Cleveland County

# Don Gibson Theatre

Direct impact: visitor spending by industry

The visitor direct spending impacts attributable to Don Gibson Theatre was spread across a wide range of sectors within the local economy.

The out-of-town attendees spent \$148,000 in the local economy in 2022, which includes off-site spending at local restaurants, hotels, retailers, and recreation/entertainment venues.

The off-site spending by out-of-town attendees was spread across a number of industries, including \$59,000 in spending in the food and beverage industry, \$41,000 in the lodging industry, \$32,000 in retail, and \$16,000 in the recreation and entertainment industry.



Source: Tourism Economics

# Don Gibson Theatre

## Economic impact: business sales by industry

### Business sales impacts by industry

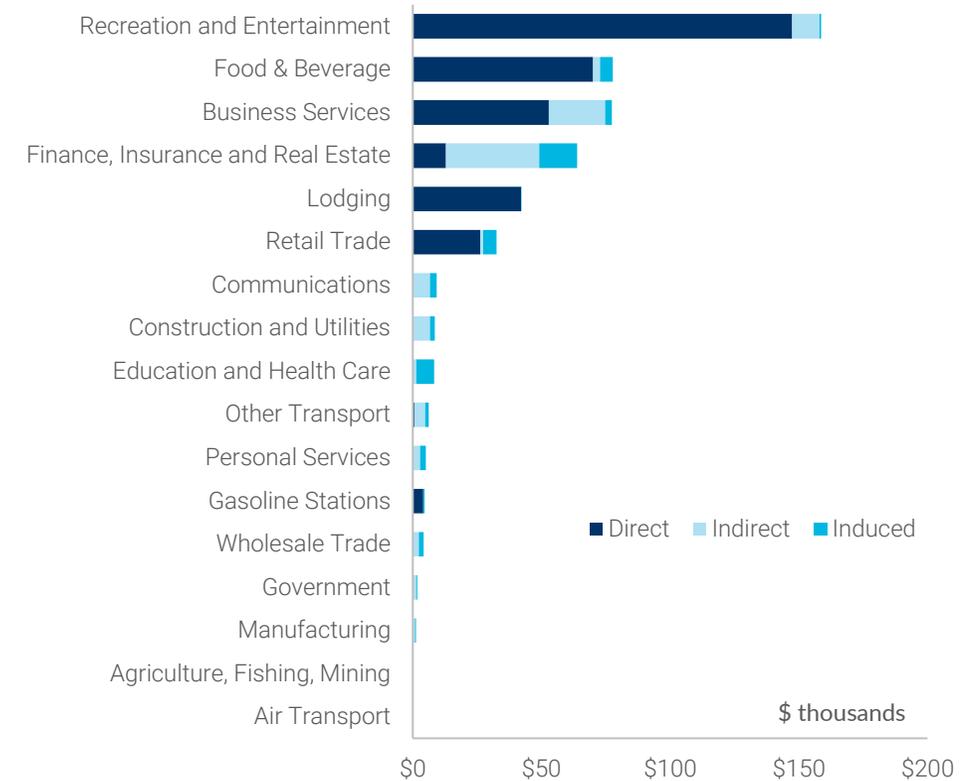
(\$ thousands)

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
<b>Total, all industries</b>	<b>\$356.5</b>	<b>\$99.7</b>	<b>\$46.0</b>	<b>\$502.2</b>
<b>By industry</b>				
Recreation and Entertainment	\$147.4	\$10.7	\$0.6	\$158.7
Food & Beverage	\$70.0	\$2.8	\$5.0	\$77.8
Business Services	\$52.8	\$22.0	\$2.6	\$77.3
Finance, Insurance and Real Estate	\$12.9	\$36.3	\$14.7	\$63.9
Lodging	\$42.1	\$0.0	\$0.0	\$42.1
Retail Trade	\$26.2	\$1.2	\$5.2	\$32.6
Communications		\$6.7	\$2.6	\$9.3
Construction and Utilities	\$0.1	\$6.6	\$1.9	\$8.6
Education and Health Care		\$1.4	\$6.9	\$8.4
Other Transport	\$0.7	\$4.2	\$1.3	\$6.2
Personal Services		\$2.9	\$2.2	\$5.1
Gasoline Stations	\$4.1	\$0.0	\$0.4	\$4.6
Wholesale Trade		\$2.4	\$1.9	\$4.3
Government		\$1.4	\$0.3	\$1.7
Manufacturing		\$0.9	\$0.4	\$1.3
Agriculture, Fishing, Mining		\$0.1	\$0.1	\$0.2
Air Transport		\$0.1	\$0.0	\$0.1

Source: Tourism Economics

### Business sales impacts by industry

(\$ thousands)



Source: Tourism Economics

# Don Gibson Theatre

## Economic impact: employment by industry

### Employment impacts by industry

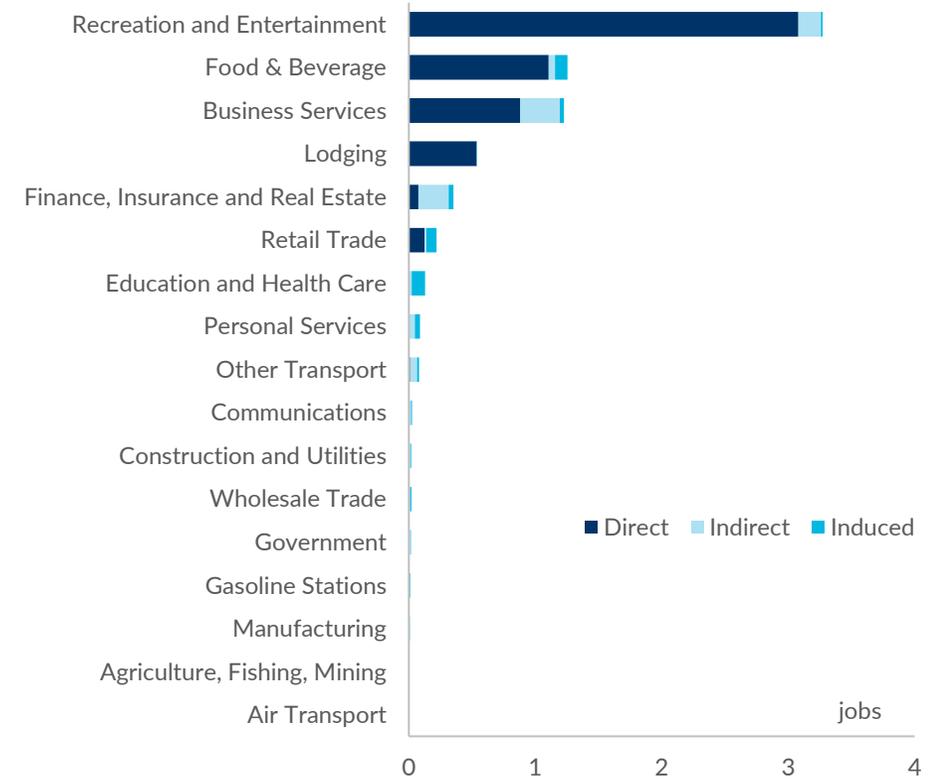
(number of jobs)

	Direct Employment	Indirect Employment	Induced Employment	Total Employment
<b>Total, all industries</b>	<b>6</b>	<b>1</b>	<b>0</b>	<b>7</b>
<b>By industry</b>				
Recreation and Entertainment	3	0	0	3
Food & Beverage	1	0	0	1
Business Services	1	0	0	1
Lodging	1	0	0	1
Finance, Insurance and Real Estate	0	0	0	0
Retail Trade	0	0	0	0
Education and Health Care		0	0	0
Personal Services		0	0	0
Other Transport	0	0	0	0
Communications		0	0	0
Construction and Utilities	0	0	0	0
Wholesale Trade		0	0	0
Government		0	0	0
Gasoline Stations	0	0	0	0
Manufacturing		0	0	0
Agriculture, Fishing, Mining		0	0	0
Air Transport		0	0	0

Source: Tourism Economics

### Employment impacts by industry

(number of jobs)



Source: Tourism Economics

# Don Gibson Theatre

## Economic impact: personal income by industry

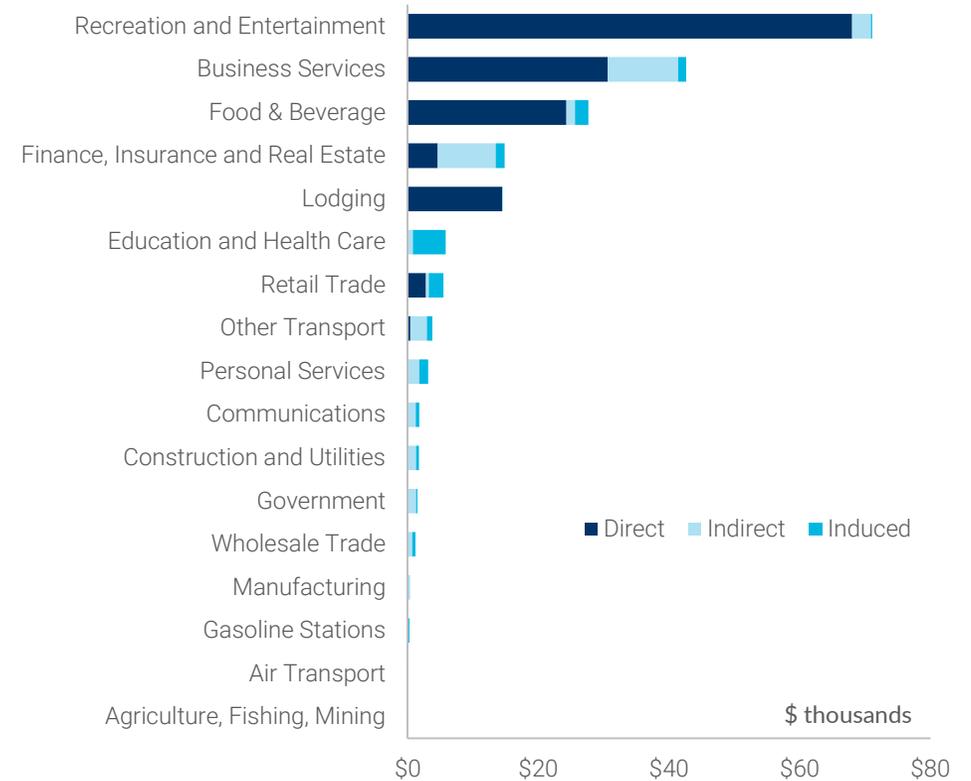
### Personal income impacts by industry

(\$ thousands)

	Direct Personal Income	Indirect Personal Income	Induced Personal Income	Total Personal Income
<b>Total, all industries</b>	<b>\$145.5</b>	<b>\$34.2</b>	<b>\$16.2</b>	<b>\$195.9</b>
<b>By industry</b>				
Recreation and Entertainment	\$68.0	\$2.8	\$0.2	\$71.1
Business Services	\$30.6	\$10.8	\$1.2	\$42.6
Food & Beverage	\$24.3	\$1.3	\$2.0	\$27.7
Finance, Insurance and Real Estate	\$4.6	\$8.9	\$1.4	\$14.8
Lodging	\$14.5	\$0.0	\$0.0	\$14.5
Education and Health Care		\$0.8	\$5.0	\$5.8
Retail Trade	\$2.8	\$0.4	\$2.2	\$5.5
Other Transport	\$0.4	\$2.6	\$0.8	\$3.8
Personal Services		\$1.8	\$1.4	\$3.1
Communications		\$1.3	\$0.5	\$1.8
Construction and Utilities	\$0.1	\$1.2	\$0.4	\$1.7
Government		\$1.3	\$0.2	\$1.5
Wholesale Trade		\$0.7	\$0.5	\$1.2
Manufacturing		\$0.3	\$0.0	\$0.3
Gasoline Stations	\$0.1	\$0.0	\$0.1	\$0.3
Air Transport		\$0.0	\$0.0	\$0.1
Agriculture, Fishing, Mining		\$0.0	\$0.0	\$0.0

### Personal income impacts by industry

(\$ thousands)



Source: Tourism Economics

Source: Tourism Economics

# Don Gibson Theatre

## Economic impact: tax generation

### Total tax revenue

(\$ thousands)

	Direct	Indirect / Induced	Total
<b>Total Tax Revenues</b>	<b>\$46.4</b>	<b>\$16.1</b>	<b>\$62.6</b>
<b>Federal</b>	<b>\$24.4</b>	<b>\$8.7</b>	<b>\$33.1</b>
Personal Income	\$7.6	\$2.8	\$10.4
Corporate	\$1.4	\$0.8	\$2.2
Indirect Business	\$1.3	\$0.5	\$1.8
Social Insurance	\$14.0	\$4.6	\$18.7
<b>State and Local</b>	<b>\$22.0</b>	<b>\$7.4</b>	<b>\$29.4</b>
Sales	\$11.2	\$4.0	\$15.2
Bed Tax	\$2.4	\$0.0	\$2.4
Personal Income	\$2.5	\$0.9	\$3.4
Corporate	\$0.2	\$0.1	\$0.3
Excise and Fees	\$1.0	\$0.4	\$1.4
Property	\$4.7	\$2.0	\$6.7

Source: Tourism Economics

### State and local tax revenue

(\$ thousands)

	State	Local	Total
<b>Total taxes</b>	<b>\$16.1</b>	<b>\$13.4</b>	<b>\$29.4</b>
Sales	\$11.2	\$4.1	\$15.2
Bed Tax	\$0.0	\$2.4	\$2.4
Personal Income	\$3.4	\$0.0	\$3.4
Corporate	\$0.3	\$0.0	\$0.3
Excise and Fees	\$1.2	\$0.2	\$1.4
Property	\$0.0	\$6.7	\$6.7

Source: Tourism Economics

# 7 Kings Mountain Patriot Park

# Kings Mountain Patriot Park

Direct impact: operational spending

**The Kings Mountain Patriot Park incurred \$382,500 in operating expenses in 2022 and employed three employees.**

The City of Kings Mountain spent \$382,500 in operational expenditures in the local economy in 2022 to sustain the operations of events at Kings Mountain Patriot Park, which includes spending on payroll, marketing, and event operations, among others.

The City of Kings Mountain employed three staff during 2022 to sustain operations of events at Kings Mountain Patriot Park. The salaries and wages for these employees amounted to \$153,000.

**Kings Mountain Patriot Park operational spending**  
(\$ thousands and number of employees)

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Annual Operational Spending	\$382.5
Salaries & Wages	\$153.0
Employees	3

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Source: City of Kings Mountain

# Kings Mountain Patriot Park

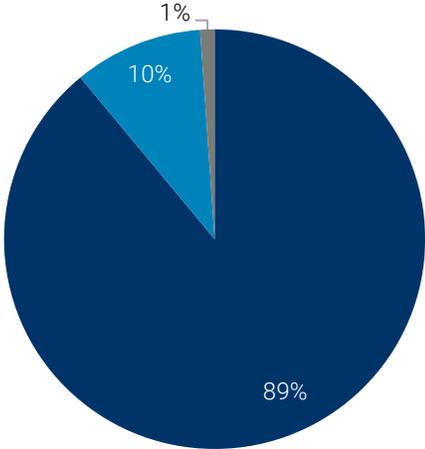
Direct impact: attendance

**Approximately 87,500 visitors attended an event at Kings Mountain Patriot Park in 2022.**

Approximately 87,500 visitors attended an event at Kings Mountain Patriot Park in 2022.

Approximately 8,650 or 10% of Kings Mountain Patriot Park event attendees traveled to Cleveland County for the day. This includes travelers from neighboring counties who might have only traveled a short distance to go to the Kings Mountain Patriot Park. An additional 950 or less than 1% of attendees spent the night in Cleveland County. These out-of-town visitors generated incremental spending in the local economy that would have not occurred but for the events at Kings Mountain Patriot Park.

Attendee origin



■ Locals ■ Day Visitors ■ Overnight Visitors

Source: City of Kings Mountain, Cleveland County

# Kings Mountain Patriot Park

Direct impact: visitor spending by industry

The visitor direct spending impacts attributable to events at Kings Mountain Patriot Park was spread across a wide range of sectors within the local economy.

The out-of-town attendees spent \$184,000 in the local economy in 2022, which includes off-site spending at local restaurants, hotels, retailers, and recreation/entertainment venues.

The off-site spending by out-of-town attendees was spread across a number of industries, including \$90,000 in spending in the food and beverage industry, \$41,000 in the lodging industry, \$34,000 in retail, and \$19,000 in the recreation and entertainment industry.



Source: Tourism Economics

# Kings Mountain Patriot Park

Economic impact: business sales by industry

## Business sales impacts by industry

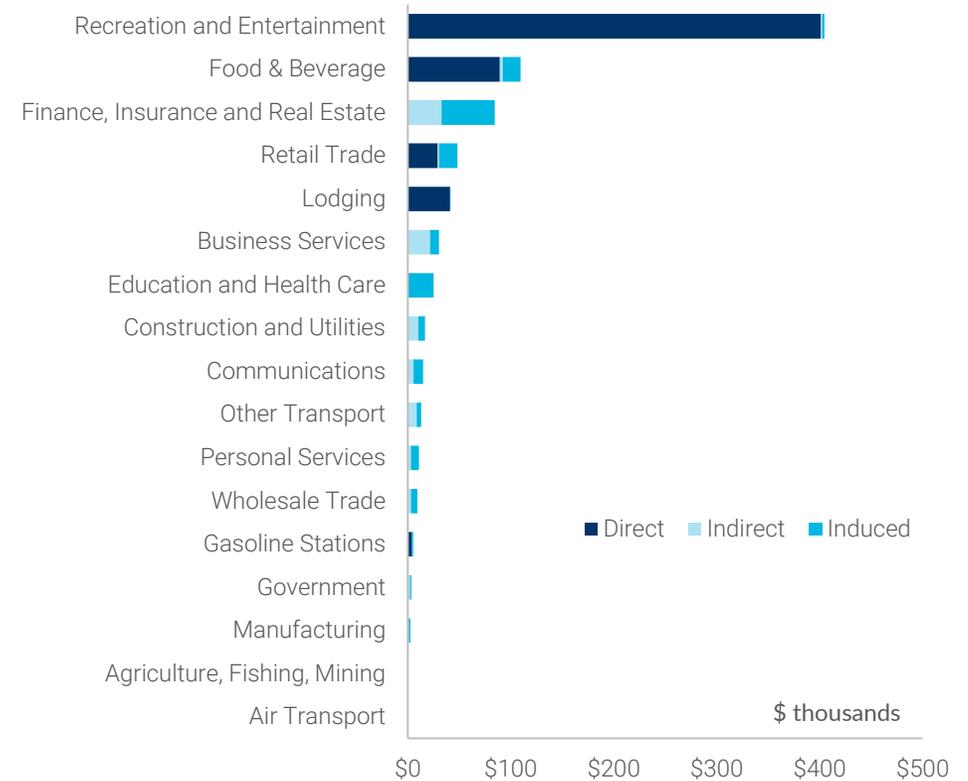
(\$ thousands)

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
<b>Total, all industries</b>	<b>\$566.7</b>	<b>\$93.9</b>	<b>\$160.7</b>	<b>\$821.3</b>
<b>By industry</b>				
Recreation and Entertainment	\$401.4	\$1.3	\$2.1	\$404.7
Food & Beverage	\$89.5	\$2.8	\$17.2	\$109.5
Finance, Insurance and Real Estate	\$1.0	\$31.8	\$51.7	\$84.6
Retail Trade	\$29.0	\$1.4	\$18.0	\$48.5
Lodging	\$41.3	\$0.0	\$0.0	\$41.3
Business Services		\$21.6	\$8.9	\$30.5
Education and Health Care		\$0.9	\$24.2	\$25.1
Construction and Utilities		\$10.3	\$6.6	\$16.9
Communications		\$5.8	\$9.1	\$14.9
Other Transport	\$0.7	\$8.1	\$4.5	\$13.2
Personal Services		\$3.2	\$7.5	\$10.8
Wholesale Trade		\$3.0	\$6.4	\$9.4
Gasoline Stations	\$3.8	\$0.0	\$1.4	\$5.2
Government		\$2.3	\$1.0	\$3.4
Manufacturing		\$1.1	\$1.4	\$2.5
Agriculture, Fishing, Mining		\$0.2	\$0.4	\$0.5
Air Transport		\$0.0	\$0.1	\$0.2

Source: Tourism Economics

## Business sales impacts by industry

(\$ thousands)



Source: Tourism Economics

# Kings Mountain Patriot Park

## Economic impact: employment by industry

### Employment impacts by industry

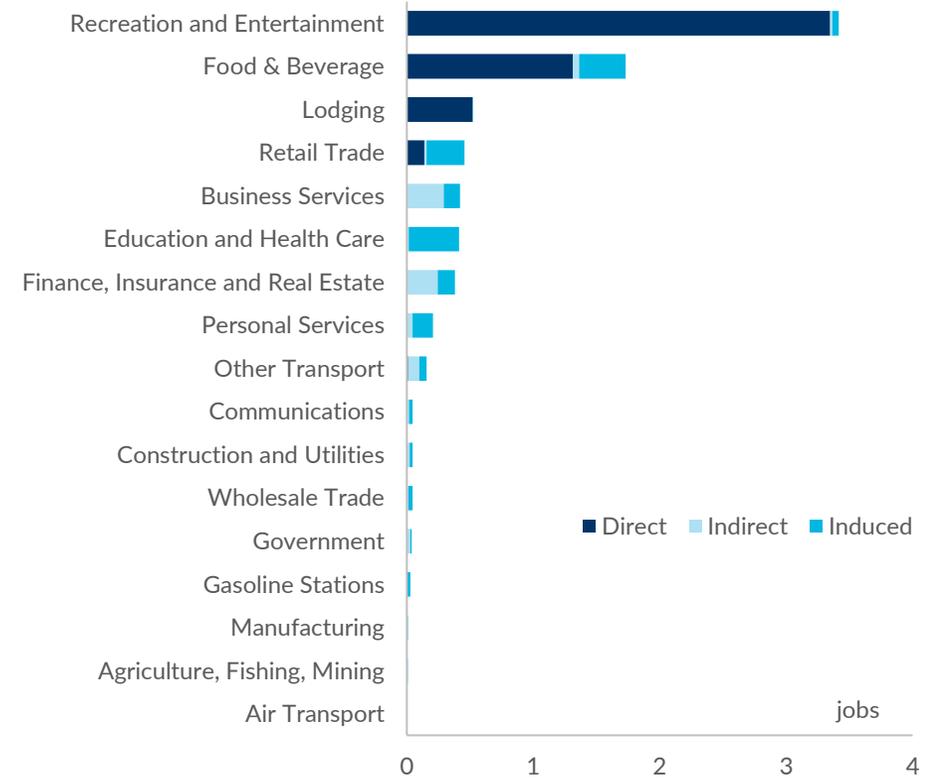
(number of jobs)

	Direct Employment	Indirect Employment	Induced Employment	Total Employment
<b>Total, all industries</b>	<b>5</b>	<b>1</b>	<b>2</b>	<b>8</b>
<b>By industry</b>				
Recreation and Entertainment	3	0	0	3
Food & Beverage	1	0	0	2
Lodging	1	0	0	1
Retail Trade	0	0	0	0
Business Services		0	0	0
Education and Health Care		0	0	0
Finance, Insurance and Real Estate	0	0	0	0
Personal Services		0	0	0
Other Transport	0	0	0	0
Communications		0	0	0
Construction and Utilities		0	0	0
Wholesale Trade		0	0	0
Government		0	0	0
Gasoline Stations	0	0	0	0
Manufacturing		0	0	0
Agriculture, Fishing, Mining		0	0	0
Air Transport		0	0	0

Source: Tourism Economics

### Employment impacts by industry

(number of jobs)



Source: Tourism Economics

# Kings Mountain Patriot Park

## Economic impact: personal income by industry

### Personal income impacts by industry

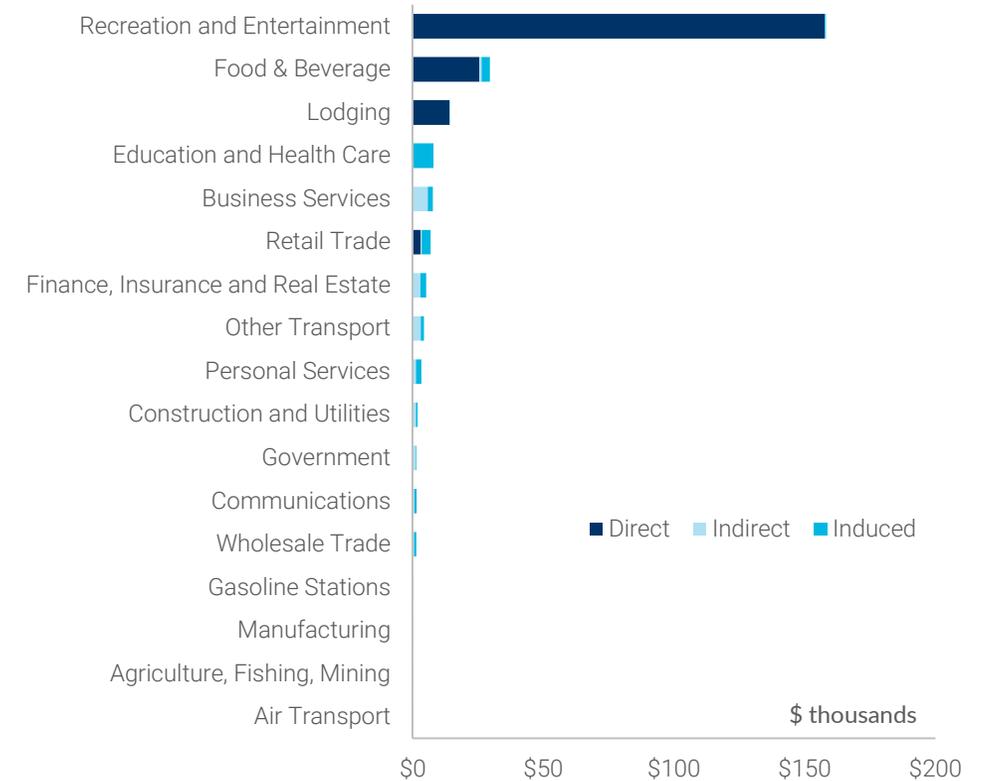
(\$ thousands)

	Direct Personal Income	Indirect Personal Income	Induced Personal Income	Total Personal Income
<b>Total, all industries</b>	<b>\$201.0</b>	<b>\$18.4</b>	<b>\$25.0</b>	<b>\$244.5</b>
<b>By industry</b>				
Recreation and Entertainment	\$157.6	\$0.2	\$0.3	\$158.1
Food & Beverage	\$25.5	\$0.9	\$3.2	\$29.6
Lodging	\$14.1	\$0.0	\$0.0	\$14.1
Education and Health Care		\$0.3	\$7.8	\$8.0
Business Services		\$5.8	\$1.9	\$7.7
Retail Trade	\$3.1	\$0.4	\$3.4	\$6.9
Finance, Insurance and Real Estate	\$0.2	\$2.8	\$2.1	\$5.2
Other Transport	\$0.4	\$2.7	\$1.3	\$4.3
Personal Services		\$1.3	\$2.1	\$3.4
Construction and Utilities		\$1.3	\$0.7	\$2.0
Government		\$1.3	\$0.3	\$1.6
Communications		\$0.7	\$0.8	\$1.5
Wholesale Trade		\$0.6	\$0.8	\$1.4
Gasoline Stations	\$0.1	\$0.0	\$0.2	\$0.3
Manufacturing		\$0.2	\$0.1	\$0.3
Agriculture, Fishing, Mining		\$0.0	\$0.1	\$0.1
Air Transport		\$0.0	\$0.0	\$0.1

Source: Tourism Economics

### Personal income impacts by industry

(\$ thousands)



Source: Tourism Economics

# Kings Mountain Patriot Park

## Economic impact: tax generation

### Total tax revenue

(\$ thousands)

	Direct	Indirect / Induced	Total
<b>Total Tax Revenues</b>	<b>\$89.3</b>	<b>\$31.0</b>	<b>\$120.4</b>
<b>Federal</b>	<b>\$58.1</b>	<b>\$16.0</b>	<b>\$74.1</b>
Personal Income	\$38.2	\$4.8	\$43.0
Corporate	\$0.7	\$1.6	\$2.2
Indirect Business	\$1.1	\$1.2	\$2.4
Social Insurance	\$18.1	\$8.4	\$26.5
<b>State and Local</b>	<b>\$31.2</b>	<b>\$15.0</b>	<b>\$46.2</b>
Sales	\$11.6	\$7.8	\$19.4
Bed Tax	\$2.5	\$0.0	\$2.5
Personal Income	\$11.6	\$1.6	\$13.2
Corporate	\$0.1	\$0.2	\$0.3
Excise and Fees	\$1.2	\$0.9	\$2.1
Property	\$4.3	\$4.5	\$8.7

Source: Tourism Economics

### State and local tax revenue

(\$ thousands)

	State	Local	Total
<b>Total taxes</b>	<b>\$29.6</b>	<b>\$16.6</b>	<b>\$46.2</b>
Sales	\$14.3	\$5.1	\$19.4
Bed Tax	\$0.0	\$2.5	\$2.5
Personal Income	\$13.2	\$0.0	\$13.2
Corporate	\$0.3	\$0.0	\$0.3
Excise and Fees	\$1.9	\$0.3	\$2.1
Property	\$0.0	\$8.7	\$8.7

Source: Tourism Economics

# About Tourism Economics

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of the travel sector with proven economic tools to answer the most important questions facing our clients. More than 500 companies, associations, and destination work with Tourism Economics every year as a research partner. We bring decades of experience to every engagement to help our clients make better marketing, investment, and policy decisions. Our team of highly-specialized economists deliver:

- Global travel data-sets with the broadest set of country, city, and state coverage available
- Travel forecasts that are directly linked to the economic and demographic outlook for origins and destinations
- Economic impact analysis that highlights the value of visitors, events, developments, and industry segments
- Policy analysis that informs critical funding, taxation, and travel facilitation decisions
- Market assessments that define market allocation and investment decisions

Tourism Economics operates out of regional headquarters in Philadelphia and Oxford, with offices in Belfast, Buenos Aires, Dubai, Frankfurt, and Ontario.

Oxford Economics is one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact. Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC, we employ over 250 full-time staff, including 150 professional economists, industry experts and business editors—one of the largest teams of macroeconomists and thought leadership specialists.

For more information:

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