



Texarkana Arts & Historic District

2023 Economic Impact Study



Prepared by the City of Texarkana, Texas
Office of Economic Development



Texarkana Arts & Historic District

Introduction

The Texarkana Arts and Historic District committee is a group of not-for-profit organizations working together with local government to make downtown Texarkana a tourism destination for the Ark-La-Tex region and beyond. The Cities of Texarkana, Texas and Arkansas, along with the Texarkana Chamber of Commerce, Main Street Texarkana, the Texarkana Symphony Orchestra, the Texarkana Regional Arts and Humanities Council, and the Texarkana Museums Systems work collectively with private partners such as the Silvermoon on Broad, the Four States Auto Museum, local Farmers' Markets and local restaurants to highlight events and attractions in the area. These organizations pool together advertising and promotional funding to market the district collaboratively, which ultimately has a larger impact than any of them could have individually.

For the past ten years since its founding in late 2012, the Arts & Historic District committee has made great strides toward bettering downtown Texarkana. The individuals that make up the committee have remained somewhat constant, with retirements and resignations affecting only two members out of the group. Other members have been added over time, representing the same core organizations, but none have been lost. Much progress has been accomplished due to a constant and reliable group of individuals continuing their sustained work toward common goals.

Some of the projects accomplished over the last ten years include: spearheading the effort to successfully gain recognition as a Texas Cultural District, placing and maintaining wayfinding signage in downtown, installing and maintaining branded light pole banners throughout the district, restoring the Scott Joplin mural, commissioning and supporting many other pieces of public art including sculptures and murals, and much more, renovating the Courthouse Square at the Federal Court House and United States Post Office, and implementing a bike rental program throughout the district. The group meets monthly throughout the year and uses a Strategic Doing model to accomplish goals and objectives.

The district's website, visittexarkanadistrict.com, which is paid for and managed by the Arts and Historic District committee, continues to drive visitors to a comprehensive calendar of events happening in the downtown area. The group's Facebook page continues to provide relevant and timely information to the public.



Texarkana Arts & Historic District

Introduction (cont.)

In 2014, an economic impact study was commissioned and completed, to help validate the cultural district's relevance to the community and establish the district as a designated cultural district in the State of Texas. The study was published in 2015, and the district gained state recognition as a Cultural District in 2016, the third attempt at application. The economic impact study is believed to have made the application successful.

To update the study's findings after nearly a decade, and further quantify the financial impact that the Arts and Historic groups have on the Texarkana economy, the City of Texarkana, Texas commissioned a second Economic Impact Study in 2022. This study will provide measurable results based on organizational surveys, and an audience survey of various downtown events. The results in this report will perpetuate the conversation of how the Arts and Historic District is essential to the future success of Texarkana as a whole, and how much of an impact downtown makes to the economy of Texarkana overall.

It is important to note that the cultural organizations included in the study, and the district as a whole, are still recovering from the negative effects of COVID-19 on tourism related activities in downtown Texarkana. While the district continues to make positive steps forward to revitalize downtown, work slowed with the interruption experienced during 2020 and 2021. Live events, large crowds and gatherings, and even restaurant and retail operations were suspended at times. Dealing with two separate sets of state guidelines on each side of the state line complicated the issue for the Texarkana region.

Nonetheless, downtown bounced back in 2022 and is holding strong, and the Arts & Historic District committee continues collaborate and find ways to make an impact on Texarkana's downtown and economy as a whole.



Texarkana Arts & Historic District

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Survey Results

\$6.5 million

An estimated \$6.5 million spent in our local economy by patrons of Arts & Cultural events in 2022 in Texarkana, USA

The average attendee of an Arts or Cultural event spent \$91.40, plus the cost of admission

\$91.40



A large percentage of patrons were from Bowie and Miller Counties, but **\$392,000** of the total spent were non-local dollars.

\$9.1 million

Indirect expenditures of \$2.6 million by Arts & Cultural organizations plus the \$6.5 million in direct expenditures by patrons means \$9.1 million was spent because of Arts & Culture in Texarkana in 2022.

71,561

71,561 patrons attended local events associated with the Texarkana Arts & Historic District in 2022, while the Perot Theatre alone hosted **22,899** patrons





Survey Results

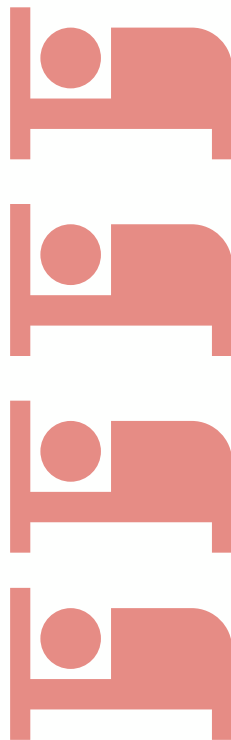


73% of survey respondents said if the event they were attending hadn't taken place, they would have either skipped and spent no money, or traveled to another community.

AVERAGE SPENDING

- \$58.20 admission
- \$14.65 refreshments at the event
- \$37.90 food/drinks after the event
- \$14.39 souvenirs

Texarkana would have only retained 27% (\$1.5 million) of the \$6.5 million without the scheduled artistic and cultural programming.



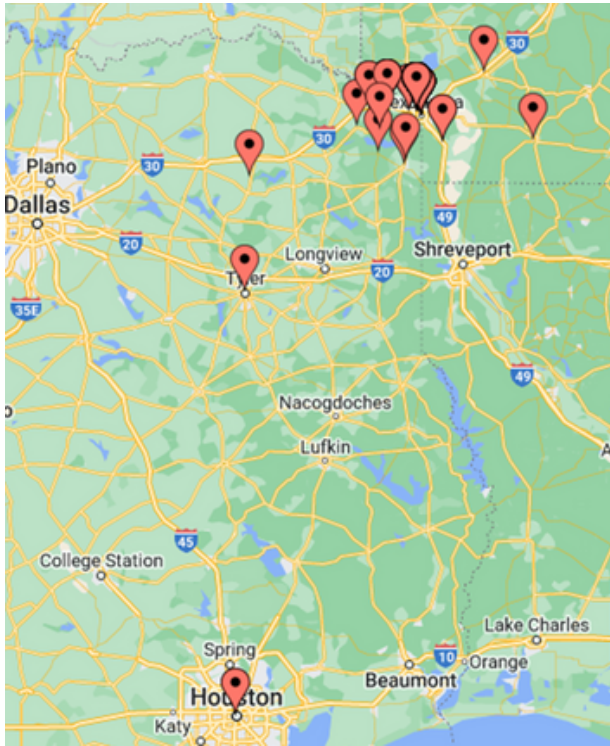
15,606

Approximately 15,606 heads put in local hotel beds because of Arts and Cultural events in 2022.



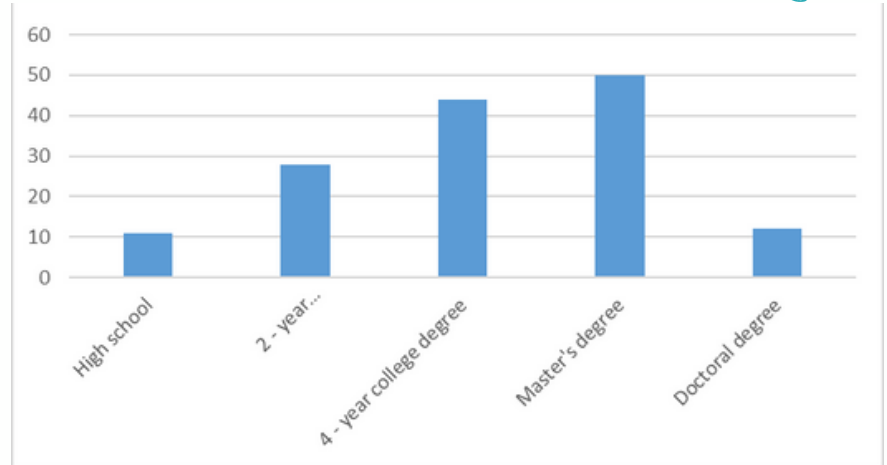


Key Audience Takeaways

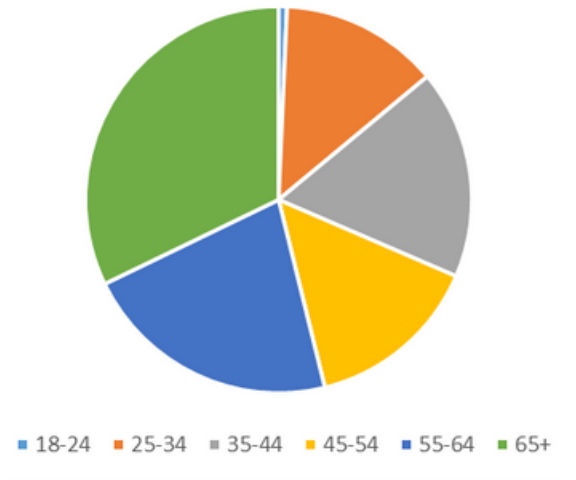
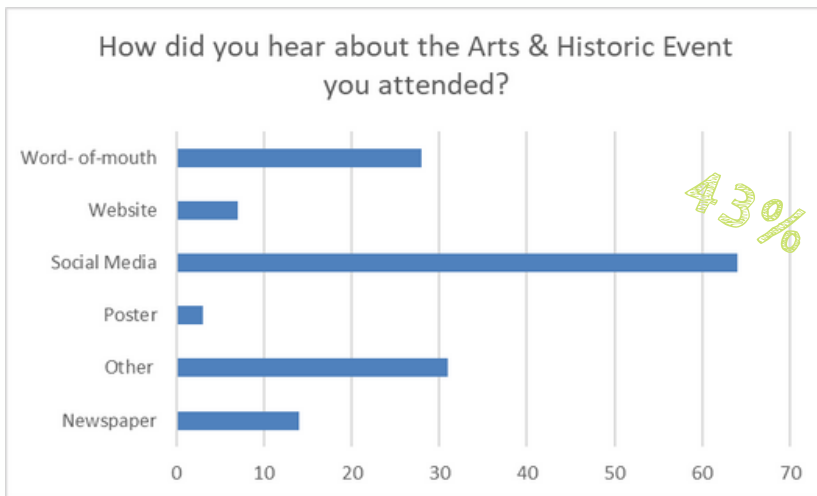


93% of attendees are from Bowie/ Miller Counties

73% have a Bachelor's Degree or higher



45% of attendees are 65+





Economic Impact Comparison

Expense Categories:	2014 Averages	2022 Averages
Refreshments/Snacks	\$2.01	\$14.65
Food, Drinks or Meals	\$31.67	\$37.90
Souvenirs	\$2.36	\$14.39
Clothing or accessories	\$7.75	\$10.61
Local transportation	\$5.77	\$6.26
Child care	\$0.78	\$1.18
Overnight accommodations	\$2.77	\$1.01
Other	\$0.47	\$5.39
TOTAL	\$52.87	\$91.40

Inflation: It is worth noting that, according to the U. S. Bureau of Labor Statistics' CPI Inflation Calculator, \$1 in 2014 had the same buying power as \$1.26 in 2022. Therefore, the average patron expenditure of \$52.87 in 2014 is equivalent to \$66.83 in 2022.



Methodology

In 2022, the Texarkana Arts and Historic District members participated in an economic impact study to gauge the impact of local arts and cultural entities on Texarkana's economy. This study, as well as the corresponding surveys, were modeled after a similar national study which was designed by Americans' for the Arts. This study was designed to measure both the direct and indirect economic impact of local Arts' events. The study was an update of previous economic impact research published in 2015, necessitated by significant changes in the overall economy, and recovery efforts after a worldwide pandemic.

The study consisted of two main information gathering efforts: an organizational survey sent to all participating members of the Texarkana Arts & Historic District, and patron surveys gathered at various downtown arts and cultural events in early 2022. A City of Texarkana, Texas intern and student at Texas A&M University, Yvonne Howard, collected data, under the supervision of City of Texarkana, Texas staff and Arts & Historic District committee members, David Orr and Lisa Thompson.

To obtain data for the study, all participating groups completed an organizational survey (Fig. 1) to determine direct expenditures both capital and operating, total attendance, in-kind donations, volunteer hours, and more. These completed surveys (Fig. 2) were then totaled (Fig. 3) to measure overall investment.

Four downtown events were surveyed to measure indirect expenditures. The results led to 157 completed audience surveys (Fig. 4). These surveys were completed by patrons attending Perot Theatre in the Spring of 2022, and were inserted into the event program, and sent via email retroactively after the show. The survey was also promoted at regular farmers' market events at the Texarkana Texas Farmers' Market, and a celebration of the activated alley project underway in downtown Texarkana. The alley spans from one side of the city to the other, incorporating both sides of the State Line, and unifies the two cities. In all cases, the surveys were completed and submitted anonymously.



Methodology (continued)

Most of the surveys were completed online, via a tablet or desktop computer, but a few were gathered on paper and entered by hand into the database. The raw data from the surveys (Fig. 5) were compiled into averages (Fig. 6), and used to inform the economic impact survey report.

First, the spending associated with the Arts & Historic organizations surveyed was calculated. To do this, an organizational survey (Fig. 1) asked participating organizations to submit total operating and capital expenditures. Between the non-profit groups a total of **\$2,646,477.93** was spent in operating costs and capital expenditures. With this indirect expenditure calculated, the next step in the study was to gauge direct expenditures. (This is where the individual patron surveys were used (Fig. 5 and Fig. 6)). From these surveys, several key points were learned, including the highest expense category (Food, drinks, or meals purchased before or after this event) and where the majority of visitors are travelling from Harris County and Cass County, along with several from Southwest Arkansas (Fig. 7).

Next, on average, an Arts and Historic District event attendee spends **\$91.40** not including the cost of admission to the event. The survey used for data collection had eight categories for expenses (not including cost of admission) which are as follows:

- Refreshments and or snacks purchased while at this event
- Food, drinks, or meals purchased before or after this event
- Souvenirs, gifts, books, recording, and/or art
- Clothing or accessories specifically for this event
- Local transportation (e.g. gas, parking, tolls, rental car, taxi, bus fare)
- Childcare specifically to attend this event
- Overnight accommodations because of this event
- Other

These categories were used to capture any traditional expenses that may be incurred while attending a local arts event, while also leaving a separate category to include any unexpected expenses a patron may sustain.



Methodology (continued)

To arrive at the figure of \$91.40, the total expenses measured for each category (except admission) were divided by the total number of surveys completed. For instance, the local transportation category totaled \$983. This figure divided by the total number of completed surveys (157) means that on average each patron spent \$6.26 on local transportation. This process was done to all eight categories and then each of those were added together, yielding an average patron expenditure of \$91.40. On average patrons spent \$58.20 on the price of admission.

The next step in calculating the impact of Arts' events in downtown Texarkana, USA area included collecting the total number of attendees at related events. To do this, the participating groups were asked to complete a comprehensive survey that included figures of annual event attendance. A separate inquiry was made to accurately count audience attendees at all Perot Theatre events in 2022 as well. From these surveys, we discovered that in a calendar year approximately **71,561** people attend local events associated with the Arts (Fig. 3). Then the total expenditures of this total group were calculated two ways to ensure accuracy.

First, the average expenditure of each patron was multiplied by the total number of attendees in a year ($\$91.40 \times 71,561$). This yields a total of **\$6,540,675.40**. This total was then compared to the figure generated using a multiplier. To calculate the multiplier, the number of total attendees provided by the participating organizations was divided by the number of completed surveys (157). This created a multiplier 455.80 which was then multiplied against the total expenditures from all eight expense categories in the survey ($\$14,349.21 \times 455.80$). This yielded a total of **\$6,540,406.48**. There is a difference of \$268.92 between these two methods of calculation, which can be attributed to rounding in the multiplier. Regardless, **these calculations make it clear that the indirect spending associated with arts and cultural events in the Texarkana area exceed \$6.5 million dollars on a yearly basis.**

The indirect expenditures along with the direct expenditures calculated above implies that more than **\$9.1 million dollars (\$9,186,884.41)** were spent because of the Arts and Culture in the Texarkana area in 2022.



Methodology (continued)

Even still, the total numbers of dollars spent either directly or indirectly does not give the whole picture of the economic impact of local arts events. In the patron surveys, participants were asked provide the ZIP codes of their primary residences. When analyzed (Fig. 5), these ZIP codes revealed that 94% percent of event attendees came from either Bowie or Miller County. That implies that the other 6% spent nonlocal dollars, generating new revenue to our community that otherwise would not have been earned. In other words, of the \$6.5 million calculated in the indirect expenditures, almost half a million, or **\$392,000** came from outside Texarkana.

Furthermore, another question asked in the event survey indicates that had the surveyed events not taken place in Texarkana, **73%** of attendees would have either skipped the event all together and spent no money or traveled to a similar event in another community. That implies that the Texarkana area would have only retained 27% (\$1.5 million) of the \$6.5 million without the scheduled artistic and cultural programming. In addition to these figures, this study concluded that the participating organizations are directly responsible for a minimum of 361 nights and indirectly responsible for another 615 nights spent in hotel rooms. The direct number was derived from the organizational surveys (Fig. 3). The indirect total was calculated taking the total number of nights spent in hotels according to event survey results (107) dividing it by the total number of surveys (157), and then multiplying it by the total number of attendees of Perot Theater events over the course of a year (22,899) (Fig. 8). **This means that approximately 15,606 heads were put in local hotel beds in 2022 because of arts and cultural events.**



Acknowledgements

The completion of this study was a team effort, and would not have been possible without the participation of many people and organizations. Thank you to the leaders of the Texarkana, both on a micro and macro level, who work tirelessly to bring vision and life back to downtown. Specifically, thanks is owed to the following:

Andrew Clark	City of Texarkana, Arkansas
Brian Goesl	City of Texarkana, Texas
Chelsea Bright	Main Street Texarkana
David Orr	Texarkana Museums Systems
Denis Washington	Texarkana Regional Arts & Humanities Council
Ina McDowell	Texarkana Symphony Orchestra
Jamie Finley	Texarkana USA Chamber of Commerce
Jay Ellington	
Jennifer Unger	
Lisa Porterfield Thompson	
Mary Beck	
Noah Crissman	
Rashinda Hampton	
Remica Gray	
TyRhonda Henderson	
Velvet Hall Cool	
Yvonne Howard	

Figure 1

TEXARKANA

Arts & Historic District

The Economic Impact of Nonprofit and Culture Organization Audiences

Name of organization/program you are responding for:

- 1. Which of the following best characterizes the legal status of your organization or cultural program?**
 - a) Private, nonprofit (e.g., a 501c3 or other formal nonprofit organization)
 - b) Public government (e.g., department of cultural affairs, municipal arts facility or program)
 - c) Unincorporated private or community organization (e.g., an organization w/o a 501c3 status)
 - d) Embedded under the umbrella of a larger organization.
 - e) For-profit business
 - f) Other (please specify)

- 2. What is the end date of your fiscal year for 2022?**

- 3. Provide your organization's FY2022 total OPERATING expenditures. \$:**
- 4. Provide your organization's FY2022 total CAPITAL expenditures. \$:**
- 5. Provide your organization's FY2022 total support and revenue. \$:**
- 6. Estimate the total attendance to cultural events/exhibits that your organization produced or presented from January 2022-December 2022:**

- 7. Estimate the total dollar value of all in-kind-contributions received by your organizations during 2022:**

- 8. Estimate the total number of volunteer HOURS contributed by volunteers to your organization during 2022:**

THANK YOU FOR GATHERING THIS IMPORTANT ECONOMIC IMPACT INFORMATION!

E-mail completed survey: lisa.thompson@txkusa.org

TEXARKANA

Arts & Historic District

The Economic Impact of Nonprofit and Culture Organization Audiences

Name of organization/program you are responding for:

1. Which of the following best characterizes the legal status of your organization or cultural program?

- a) Private, nonprofit (e.g., a 501c3 or other formal nonprofit organization)
- b) Public government (e.g., department of cultural affairs, municipal arts facility or program)
- c) Unincorporated private or community organization (e.g., an organization w/o a 501c3 status)
- d) Embedded under the umbrella of a larger organization.**
 - 1. National Main Street Center, Texas Historical Commission, and Main Street Arkansas.
- e) For-profit business
- f) Other (please specify)

2. What is the end date of your fiscal year for 2022?

- a. December 31st.

3. Provide your organization's FY2022 total OPERATING expenditures.

- a. \$85,943.00

4. Provide your organization's FY2022 total CAPITAL expenditures.

- a. \$124,553.35

5. Provide your organization's FY2022 total support and revenue.

- a. \$237,834.96

6. Estimate the total attendance to cultural events/exhibits that your organization produced or presented from January 2022-December 2022:

- a. Approximately 32,000 people.

7. Estimate the total dollar value of all in-kind-contributions received by your organizations during 2022:

- a. To be determined.

8. Estimate the total number of volunteer HOURS contributed by volunteers to your organization during 2022:

- a. Approximately 50,000 volunteer hours.

Figure 2

Museums

TEXARKANA

Arts & Historic District

The Economic Impact of Nonprofit and Culture Organization Audiences

Name of organization/program you are responding for: Texarkana Museums System

1. Which of the following best characterizes the legal status of your organization or cultural program? A

- a) Private, nonprofit (e.g., a 501c3 or other formal nonprofit organization)
- b) Public government (e.g., department of cultural affairs, municipal arts facility or program)
- c) Unincorporated private or community organization (e.g., an organization w/o a 501c3 status)
- d) Embedded under the umbrella of a larger organization.
- e) For-profit business
- f) Other (please specify)

2. What is the end date of your fiscal year for 2022? 12-31-2022

3. Provide your organization's FY2022 total OPERATING expenditures. \$: 277,270.58

4. Provide your organization's FY2022 total CAPITAL expenditures. \$: 20,151.00

5. Provide your organization's FY2022 total support and revenue. \$: 215,891.78

6. Estimate the total attendance to cultural events/exhibits that your organization produced or presented from January 2022-December 2022: 5,600

7. Estimate the total dollar value of all in-kind-contributions received by your organizations during 2022: \$80,850

8. Estimate the total number of volunteer HOURS contributed by volunteers to your organization during 2022: 3513

THANK YOU FOR GATHERING THIS IMPORTANT ECONOMIC IMPACT INFORMATION!

E-mail completed survey: lisa.thompson@txkusa.org

TEXARKANA

Arts & Historic District

The Economic Impact of Nonprofit and Culture Organization Audiences

Name of organization/program you are responding for:

1. Which of the following best characterizes the legal status of your organization or cultural program?

- a) Private, nonprofit (e.g., a 501c3 or other formal nonprofit organization)
- b) Public government (e.g., department of cultural affairs, municipal arts facility or program)
- c) Unincorporated private or community organization (e.g., an organization w/o a 501c3 status)
- d) Embedded under the umbrella of a larger organization.
- e) For-profit business
- f) Other (please specify)

2. What is the end date of your fiscal year for 2022?

May 31, 2022

3. Provide your organization's FY2022 total OPERATING expenditures. \$: 1,058,173.00

4. Provide your organization's FY2022 total CAPITAL expenditures. \$: 11,000.00

5. Provide your organization's FY2022 total support and revenue. \$: 1,095,892.00

6. Estimate the total attendance to cultural events/exhibits that your organization produced or presented from January 2022-December 2022: 130/PEROT events 4,798

7. Estimate the total dollar value of all in-kind-contributions received by your organizations during 2022: \$ 37,500.00

8. Estimate the total number of volunteer HOURS contributed by volunteers to your organization during 2022: 705

THANK YOU FOR GATHERING THIS IMPORTANT ECONOMIC IMPACT INFORMATION!

E-mail completed survey: lisa.thompson@txkusa.org

Does not include TRAC or TCB events in the Theatre during this period.

Figure 2

TRAHC

TEXARKANA

Arts & Historic District

The Economic Impact of Nonprofit and Culture Organization Audiences

Name of organization/program you are responding for:

1. Which of the following best characterizes the legal status of your organization or cultural program?
 - a) Private, nonprofit (e.g., a 501c3 or other formal nonprofit organization)
2. What is the end date of your fiscal year for 2022? 8/31/22
3. Provide your organization's FY2022 total OPERATING expenditures. \$: 615,006.00
4. Provide your organization's FY2022 total CAPITAL expenditures. \$:454,381.00
5. Provide your organization's FY2022 total support and revenue. \$:647,055.24
6. Estimate the total attendance to cultural events/exhibits that your organization produced or presented from January 2022-December 2022: 10.813
7. Estimate the total dollar value of all in-kind-contributions received by your organizations during 2022: 1,500
8. Estimate the total number of volunteer HOURS contributed by volunteers to your organization during 2022: 702 hours

THANK YOU FOR GATHERING THIS IMPORTANT ECONOMIC IMPACT INFORMATION!

E-mail completed survey: lisa.thompson@txkusa.org

Figure 2

Chamber

TEXARKANA

Arts & Historic District

The Economic Impact of Nonprofit and Culture Organization Audiences

Name of organization/program you are responding for:

Texarkana USA Regional Chamber of Commerce

1. Which of the following best characterizes the legal status of your organization or cultural program?
 - a) **Private, nonprofit (e.g., a 501c3 or other formal nonprofit organization)**
 - b) Public government (e.g., department of cultural affairs, municipal arts facility or program)
 - c) Unincorporated private or community organization (e.g., an organization w/o a 501c3 status)
 - d) Embedded under the umbrella of a larger organization.
 - e) For-profit business
 - f) Other (please specify)

2. What is the end date of your fiscal year for 2022? **December 31.**

3. Provide your organization's FY2022 total OPERATING expenditures. \$:
\$883,700

4. Provide your organization's FY2022 total CAPITAL expenditures. \$:
\$:0.00

5. Provide your organization's FY2022 total support and revenue. \$:
\$763,900

6. Estimate the total attendance to cultural events/exhibits that your organization produced or presented from January 2022-December 2022:
Hundreds.

7. Estimate the total dollar value of all in-kind-contributions received by your organizations during 2022: **very little ... maybe \$1,000 total.**

8. Estimate the total number of volunteer HOURS contributed by volunteers to your organization during 2022: **2,000 hours (2 ambassadors, 10 hours each)**

THANK YOU FOR GATHERING THIS IMPORTANT ECONOMIC IMPACT INFORMATION!

E-mail completed survey: lisa.thompson@txkusa.org

Figure 2

Texarkana, AR

TEXARKANA

Arts & Historic District

The Economic Impact of Nonprofit and Culture Organization Audiences

Name of organization/program you are responding for:

1. Which of the following best characterizes the legal status of your organization or cultural program?

- a) Private, nonprofit (e.g., a 501c3 or other formal nonprofit organization)
- b) Public government (e.g., department of cultural affairs, municipal arts facility or program)
- c) Unincorporated private or community organization (e.g., an organization w/o a 501c3 status)
- d) Embedded under the umbrella of a larger organization.
- e) For-profit business
- f) Other (please specify)

2. What is the end date of your fiscal year for 2022?

Dec. 31

3. Provide your organization's FY2022 total OPERATING expenditures. \$: 65M

4. Provide your organization's FY2022 total CAPITAL expenditures. \$: 5M

5. Provide your organization's FY2022 total support and revenue. \$: 70M

6. Estimate the total attendance to cultural events/exhibits that your organization produced or presented from January 2022-December 2022: 15,000

7. Estimate the total dollar value of all in-kind-contributions received by your organizations during 2022: 25,000

8. Estimate the total number of volunteer HOURS contributed by volunteers to your organization during 2022: 2500

THANK YOU FOR GATHERING THIS IMPORTANT ECONOMIC IMPACT INFORMATION!

E-mail completed survey: lisa.thompson@txkusa.org

Scan
Send to Lisa



Figure 2 City of Texarkana, TX

TEXARKANA

Arts & Historic District

The Economic Impact of Nonprofit and Culture Organization Audiences

Name of organization/program you are responding for:

1. Which of the following best characterizes the legal status of your organization or cultural program?

- a) Private, nonprofit (e.g., a 501c3 or other formal nonprofit organization)
- b) Public government (e.g., department of cultural affairs, municipal arts facility or program)
- c) Unincorporated private or community organization (e.g., an organization w/o a 501c3 status)
- d) Embedded under the umbrella of a larger organization.
- e) For-profit business
- f) Other (please specify)

2. What is the end date of your fiscal year for 2022? Sept. 30, 2022

3. Provide your organization's FY2022 total OPERATING expenditures. \$:
\$101,941,924

4. Provide your organization's FY2022 total CAPITAL expenditures. \$:
\$11,604,546

5. Provide your organization's FY2022 total support and revenue. \$:
\$124,458,585

6. Estimate the total attendance to cultural events/exhibits that your organization produced or presented from January 2022-December 2022:
3150

7. Estimate the total dollar value of all in-kind-contributions received by your organizations during 2022: \$0

8. Estimate the total number of volunteer HOURS contributed by volunteers to your organization during 2022: 0

THANK YOU FOR GATHERING THIS IMPORTANT ECONOMIC IMPACT INFORMATION!

E-mail completed survey: lisa.thompson@txkusa.org

Figure 3

	Legal Status	Fiscal Year End	Total Operating Expenditures	Total Capital Expenditures	Hotel Rooms
Chamber of Commerce	a) Private, non-profit	12/31/2022	\$883,700.00	\$0.00	
TSO	a) Private, non-profit	5/31/2022	\$1,058,173.00	\$11,000.00	350
City of Texarkana, Arkansas	b) Public government	12/31/2022	\$65,000,000.00	\$5,000,000.00	
City of Texarkana, Texas	b) Public government	9/31/2022	\$101,941,924.00	\$11,604,546.00	
TRAHC	a) Private, non-profit	8/31/2022	\$615,006.00	\$454,381.00	150
Texarkana Museums System	a) Private, non-profit	12/31/2022	\$277,270.58	\$20,151.00	115
Main Street Texarkana	a) Private, non-profit	12/31/2022	\$85,943.00	\$124,553.35	
Gross Totals			\$168,978,316.58	\$17,214,631.35	615
TOTAL minus cities			\$2,036,392.58	\$610,085.35	
		Total Attendance to cultural events/exhibits	In-Kind Contributions	Volunteer hours	Direct Hotel Rooms
Chamber of Commerce	Total Support and Revenue	200	\$1,000.00	2,000	
TSO	\$763,900.00	4,798	\$37,500.00	705	275
City of Texarkana, Arkansas	\$1,095,892.00	15,000	\$10,000.00	60	
City of Texarkana, Texas	\$70,000,000.00	3,150	\$25,000.00	2,500	5
TRAHC	\$124,458,585.00	10,813	\$1,500.00	702	81
Texarkana Museums System	\$647,055.24	5,600	\$80,850.00	3,513	
Main Street Texarkana	\$215,891.78	32,000		50,000	
Gross Total	\$237,834.96	71,561	\$155,850.00	59,480	361
TOTAL minus cities	\$197,419,158.98				
	\$2,960,573.98				
TOTALS without cities			\$338,840,333.16	\$34,429,262.70	
			\$2,834,149.00	\$485,532.00	

Figure 4

Texarkana Arts & Historic District Economic Impact Survey

1. What is the last Arts and/or Historic event that you attended? (For example, symphony, farmer's market, recital, museum exhibit, art exhibit, etc.?)

2. Is this your first time attending an Arts and/or Historic event in our community?

Yes

No

3. How did you hear about this event?

Website

Social Media

Newspaper

Poster

Word- of-mouth

Other (please specify)

4. What is the ZIP code or postal code of your primary address?

Figure 4

5. Which of the following describes your primary reason for attending this Arts and/or Historic event?

- I am a full time resident here (I live here)
- I am a part time resident (e.g., I own a vacation/part-time home)
- I am here specifically to attend this arts/cultural event
- I am here on vacation/ holiday
- I am here to conduct business (e.g., meeting)
- I am here for a combination of business & pleasure
- I am here on personal business (e.g., Wedding/Birthday/Reunion)
- I am here to visit friends or relatives who live here
- Other (please specify)

6. Including yourself, how many people are attending this Arts and/or Historic event with you? (Include only people who are in your immediate travel party)

Adults

Children

7. Which of the following age ranges describes you?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

55-64

Figure 4

8. What is the highest level of education you have completed?

- Less than high school
- High school
- 2 - year college/technical/associate's degree
- 4 - year college degree
- Master's degree
- Doctoral degree

9. Do you actively participate in the creation of arts & music? (For example, do you sing in a choir, act in a play, paint or draw, etc.?)

- Yes
- No

10. Which of the following ranges includes your annual household income?

- Less than \$40,000
- \$40,000 - \$59,999
- \$60,000 - \$79,999
- \$80,000 - \$99,999
- \$100,000 - \$119,999
- \$120,000 or more

11. How many nights away from your primary residence will you spend in this community because of your attendance at this arts/cultural event? (If you are a resident please respond with 0.)

Figure 4

12. List below the amount of money you and members of your group have spent or plan to spend in this community specifically because of your attendance at this Arts and/or Historic event?

\$ Admission to this event	<input type="text"/>
\$ Refreshments and or snacks purchased while at this event	<input type="text"/>
\$ Food, drinks, or meals purchased before or after this event	<input type="text"/>
\$ Souvenirs, gifts, books, recording, and/or art	<input type="text"/>
\$ Clothing or accessories specifically for this event	<input type="text"/>
\$ Local transportation (e.g., gas, parking, tolls, rental car, taxi, bus fare)	<input type="text"/>
\$ Child care specifically to attend this event	<input type="text"/>
\$ Overnight accommodations because of this event	<input type="text"/>
\$ Other	<input type="text"/>

13. If this event or exhibit were not happening, would you have traveled to another community to attend a similar cultural experience?

- No, I would have skipped the cultural experience altogether
- No, I would have replaced it with another nearby cultural experience
- Yes, I would have traveled to a different community

Figure 4

14. Optional. If you would like to enter a chance to win a door prize, please enter the following information (winners will be selected randomly)

Name	<input type="text"/>
Address	<input type="text"/>
City/Town	<input type="text"/>
State/Province	<input type="text" value="-- select state --"/>
ZIP/Postal Code	<input type="text"/>
Country	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>

Done

Figure 5

Open-Ended Response	Is this your first time attending an Arts and/or Historic event in our community?	How did you hear about this event?
	Response	Response
What is the last Arts and/or Historic event that you attended? (For example, symphony, farmer's market, recital, museum exhibit, art exhibit, etc.?)		
Open-Ended Response	Response	Response
Second Friday in Aug and juried art show at TRAHC	No	Newspaper
Farmer's market	Yes	Other (please specify)
Farmers Market	No	Social Media
Farmer's Market	No	Social Media
Readings - Ace of Clubs house	No	Newspaper
Downtown Bike Tour	No	Website
A dance recital	No	Word- of-mouth
farmer's market	No	Social Media
ARDA Dance Recital	No	Social Media
Recital. Dinner. Art exhibit	No	Word- of-mouth
Symphony	No	Other (please specify)
Farmers market	No	Newspaper
A museum visditi in 2022.	No	Other (please specify)
Farmer's Market	No	Social Media
Farmers market	No	Other (please specify)
Farmer's Market	No	Word- of-mouth
Home show	No	Newspaper
A gentleman performed Scott Joplin tunes on a piano by ti	No	Newspaper
Auto show and festival downtown AR, all of the Texarkana	No	Word- of-mouth
New Age Festival	No	Other (please specify)

Figure 5

Art exhibit	No	Word- of-mouth
Art	No	Social Media
Night entertainment at the Banana club	No	Newspaper
Farmer's market	No	Newspaper
Farmers market	No	Social Media
Texarkana Symphony	No	Other (please specify)
Farmers Market	No	Social Media
Christmas at Perot	No	Social Media
Rapper at hideout boy that was a mistake cops came and :	Yes	Other (please specify)
Art exhibit at TRAHC building	No	Word- of-mouth
Farmers' Market	No	Word- of-mouth
Farmer's marker	No	Social Media
Outdoor concert Dave Howe	No	Social Media
Tour of Rose Hill Cemetery.	No	Newspaper
Farmers market	No	Social Media
Ice skating and tree decorating	Yes	Social Media
Twilight tour	Yes	Newspaper
Rose hill cemetery walk	No	Social Media
Car show, art gallery	No	Social Media
Perot	No	Word- of-mouth
Symphony	No	Word- of-mouth
Farmers market	No	Word- of-mouth
Symphony	No	Other (please specify)
Farmers market	No	Other (please specify)
art exhibit	No	Social Media
Farmers market	No	Newspaper
TSO Concert	No	Other (please specify)
Dance recital	No	Other (please specify)
Farmers market Memorial Day weekend 2022. We also w	No	Other (please specify)
Historical society night tour. 10/31/20	No	Newspaper
Farmers Market	No	Newspaper
Farmer's market and the activated alley kickoff	No	Social Media
	No	Social Media
Haven't had the opportunity to do so.	Yes	Other (please specify)

Figure 5

farmers market	No	Newspaper
Farmers market	No	Social Media
Farmer's Market	No	Social Media
Farmer's Market,	No	Social Media
Recital Perot Theatre	No	Other (please specify)
Farmers market	No	Social Media
Symphony and art exhibit	No	Other (please specify)
Dance recital Perot theater	No	Other (please specify)
Art exhibit	No	Social Media
All in for Autism at Crossties, Twin City meat Up	No	Social Media
Farmer's Market	No	Social Media
Farmer's Market	No	Word- of-mouth
Farmers market	No	Social Media
recital	Yes	Word- of-mouth
Symphony	No	Word- of-mouth
A Cycle Through Public Art Downtown Bike Tour	No	Word- of-mouth
Symphony	No	Website
outdoor concert	No	Word- of-mouth
Symphony and museum exhibit	No	Other (please specify)
Farmer's market, art exhibit, the banana club	No	Other (please specify)
farmer's market	No	Social Media
Dance recital	No	Word- of-mouth
Christmas show at the Perot Theatre	No	Other (please specify)
Farmers market	No	Website
Farmers' Market n Symphony	No	Social Media
Probably was teh Scott Joplin mural music by rag time arti	No	Social Media
Black cemetery tour Txx, Ar side and cemetery tour by Rec	No	Social Media
Farmers market downtown	No	Other (please specify)
farmer's market	No	Social Media
Murder mystery	No	Social Media
Museum exhibit	No	Newspaper
symphony performance	No	Social Media
Movie night at ace of clubs house	No	Other (please specify)
	No	Social Media

Figure 5

Egg hunt at Ace of Clubs House.	No	Social Media
Farmers market	No	Social Media
Sacred Heart Cemetery Tour	No	Social Media
Sacred Heart Cemetery Tour	No	Social Media
Lecture by Dr. Cutrer at the Ace of Clubs House in Spring 2	No	Word- of-mouth
Scott Joplin anniversary celebration	No	Word- of-mouth
TRAHC/TAAC Quilting/Art Exhibit	No	Website
Farmers market	No	Other (please specify)
farmer's market	No	Other (please specify)
Afternoon Tea at Ahern house.	No	Social Media
Downtown Live	No	Poster
Active Alley	No	Social Media
Scott Joplin concert	No	Other (please specify)
Ace of clubs gala in 2020 due to covid we havent been able to	No	Social Media
Rumtopf, Museum tours, Art Shows, etc.	No	Social Media
Recital December 2021	No	Other (please specify)
Museum Halloween walking tour 2021	No	Social Media
Farmers market	No	Social Media
Easter egg hunt	No	Website
Symphony	No	Other (please specify)
art exhibit	No	Word- of-mouth
Tour	No	Social Media
Cemetery Tour	Yes	Word- of-mouth
Symphony	No	Website
Symphony, TRACH, & Museum events	No	Social Media
TSO and Texarkana Chorale, new works by former director	No	Other (please specify)
TRAHC First Friday	No	Social Media
symphony	No	Other (please specify)
Cemetery tour	No	Social Media
Museum Exhibit	No	Social Media
PJ Ahern House	No	Website
The Nutcracker	Yes	Word- of-mouth
Downtown live	No	Word- of-mouth
Multiple TRACH events and Texarkana Live events	No	Social Media

Figure 5

Downtown Live	Yes	Social Media
Unable to attend this last weekend	No	Social Media
Downtown live/open alley	No	Social Media
1894 Gallery	No	Other (please specify)
Universal vibe, activated alley, Christmas tree display, gho	No	Social Media
Activated Alley, May 13	Yes	Social Media
Open Alley & Downtown Live	No	Social Media
Downtown Live	No	Social Media
Texarkana Wine Festival	No	Word- of-mouth
Texarkana Farmer's Market	No	Social Media
Downtown Live	No	Word- of-mouth
I just love driving around and look at the artwork around t	No	Social Media
Farmers Market	Yes	Social Media
Art exhibit with the corn at the farmers market	Yes	Word- of-mouth
We love the Friday Night Live events...it's free to all ages a	No	Social Media
Texarkana Farmers Market	No	Social Media
Four States Auto Museum spring car show	No	Social Media
lots	No	Word- of-mouth
Art Market in Dec 2021 and the American Farmer Exhibit	Yes	Other (please specify)
Friday night Main St, Texarkana Jazz w famous jazz artist a	No	Other (please specify)
Texarkana Symphony Orchestra concert	No	Other (please specify)
Texarkana Symphony Orchestra	No	Poster
Texarkana Symphony Orchestra - Dreaming Together	No	Poster
Symphony Life Drawing	No	Word- of-mouth
symphony, April 23, 2022	Yes	Word- of-mouth
Tea at the Ahern House	No	Website
Tea and History	No	Word-of-mouth
Tea with History	Yes	Social Media
Twilight Tour Living History State Line Cemetery Tour	Yes	Social Media
Cemetery Main.	No	Other
Cemetery Conservation	Yes	Social Media
Cemetery Maintenance	Yes	Social Media

Figure 5

Social Media

Yes

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Figure 5

Other (please specify)	the ZIP code or postal code of your primary	the following describes your primary reason	Other (please specify)	Adults	Children	the following age ranges describes you?
Texarkana	Texas	75503 am a full time resident	Other (please specify)	2	2	65+
Stopped for family picture at the Cypress	Texas	77429 am here on vacation/		2	4	35-44
Texarkana	Texas	75503 am a full time resident		2	3	55-64
Texarkana	Texas	75503 am a full time resident		2	0	65+
Texarkana	Texas	75503 Other (please specify) had an int		2	0	65+
Texarkana	Texas	75501 am a full time resident		1	1	45-54
Texarkana	Texas	75501 am a full time resident		2	2	35-44
Texarkana	Texas	75503 am a full time resident		2	2	55-64
Texarkana	Texas	75501 am a full time resident		4	4	45-54
Texarkana	Texas	75503 am a full time resident		3	3	65+
I'm a season ticket holder	Texas	75503 am a full time resident		2	2	65+
Texarkana	Arkansas	71854				
It was my greandaughter's school	Texas	75503 am a full time resident		3	2	65+
Texarkana	Texas	75503 am a full time resident		2	2	55-64
I have been going for years	Texas	75567 am a full time resident		3	3	55-64
Maud	Texas	75561 am a full time resident		4	4	18-24
Hooks	Texas	75503 am a full time resident		2	2	55-64
Texarkana	Arkansas	71854 am a full time resident		2	0	55-64
Texarkana	Arkansas	71854 am a full time resident		2	0	55-64
Texarkana	Arkansas	71854 am a full time resident		1	1	65+
Business Owner	Texas	75501 Other (please specify) firmly sup		3	3	35-44

Figure 5

	Texarkana	Texas	75503 am a full time resider	1	55-64
	Texarkana	Arkansas	71854 am a full time resider	2	2 25-34
	Texarkana	Arkansas	71854 am a full time resider	2	3 25-34
	Hope	Arkansas	71801 am a full time resider	2	2 55-64
radio	Texarkana	Texas	75503 am a full time resider	2	3 65+
	Texarkana	Texas	75501 am a full time resider	2	45-54
symphony season ticket holder, but	Texarkana	Texas	75503 am a full time resider	3	65+
Dance class	Texarkana	Texas	75503 am a full time resider	6	2 35-44
	Texarkana	Texas	75501 am a full time resider	2	65+
	Texarkana	Texas	75501 am a full time resider	2	35-44
	Texarkana	Texas	75501 am a full time resider	2	1 35-44
	Texarkana	Texas	75501 am a full time resider	1	35-44
	Texarkana	Arkansas	71854 am a full time resider	3	65+
	Texarkana	Texas	75501 am a full time resider	8	3 55-64
	Texarkana	Texas	75503 am a full time resider	2	45-54
	Texarkana	Texas	75501 am a full time resider	8	55-64
	Texarkana	Texas	75503 am a full time resider	2	65+
	Douglasville	Texas	75560 am here for a combin	1	55-64
TexarkanaNews.com	Texarkana	Arkansas	71854 am a full time resider	1	2 45-54
just happened up on it	Texarkana	Arkansas	71854 am a full time resider	2	55-64
	Hooks	Texas	75561 am a full time resider	1	1 35-44
	Texarkana	Arkansas	71854 am a full time resider	2	45-54
Family	Texarkana	Arkansas	71854 am a full time resider	9	65+
	Texarkana	Arkansas	71854 am a full time resider	1	25-34
	Texarkana	Texas	75501 am a full time resider	2	1 25-34
	Texarkana	Texas	75503 am a full time resider	2	65+
	Texarkana	Texas	75503 am a full time resider	1	65+
Edith Thomas	Hooks	Texas	75561 am a full time resider One		55-64
	Texarkana	Texas	75501 am a full time resider	2	0 45-54
	Texarkana	Texas	75501 am a full time resider	1	2 35-44
	Texarkana	Texas	75501 am a full time resider	1	65+
Simms	Simms	Texas	75574 am here specifically t	2	0 55-64
member/ticket holder	Texarkana	Texas	75503 am a full time resider	2	0 55-64
	Texarkana	Texas	75501 am a full time resider	2	45-54

Figure 5

Texarkana	Arkansas	71854 am a full time resider	2	2	35-44
Texarkana	Texas	75501 am a full time resider	2	2	45-54
Texarkana	Texas	75501 am a full time resider	2	2	65+
Texarkana	Texas	75501 am a full time resider	1	1	45-54
Texarkana	Texas	75503 Other (plee am a stud	2	2	25-34
Texarkana	Texas	75503 am a full time resider	2	0	0
Texarkana	Arkansas	71854 am a full time resider	1	1	0 65+
Texarkana	Texas	75503 am a full time resider	1	1	65+
Texarkana	Texas	75503 am a full time resider	2	2	65+
Texarkana	Texas	75503 am a full time resider	1	1	55-64
Texarkana	Arkansas	71854 am a full time resider	0	1	55-64
Texarkana	Arkansas	71854 am a full time resider	2	2	55-64
Texarkana	Texas	75503 am a full time resider	1	1	65+
Texarkana	Texas	75503 am a full time resider	2	2	25-34
Texarkana	Arkansas	71854 am a full time resider	2	2	55-64
Queen City	Texas	75572 am a full time resider	6	2	65+
Texarkana	Texas	75503 am a full time resider	5	5	45-54
Texarkana	Texas	75501 am a full time resider	3	2	25-34
Texarkana	Texas	75503 am a full time resider	2	2	35-44
Texarkana	Arkansas	71854 am a full time resider	2	2	65+
Texarkana	Texas	75503 am a full time resider	2	2	55-64
Texarkana	Arkansas	71854 am a full time resider	2	2	55-64
Magnolia	Arkansas	71753 am here to visit frien	4	4	65+
Texarkana	Texas	75503 am a full time resider	3	3	35-44
Texarkana	Texas	75503 am a part time reside	1	1	0 55-64
Texarkana	Texas	75503 am a full time resider	2	0	35-44
Texarkana	Texas	75503 am a full time resider	3	3	65+
Nash	Texas	75569 am a full time resident here (I live here)	35-44	35-44	35-44
Houston	Texas	77056 am a full time resider one	65+	65+	65+
Texarkana	Texas	75503 am a full time resider	1	1	0 25-34
Texarkana	Texas	75501 am a full time resider	2	2	35-44
New Boston	Texas	75570 am a full time resider	2	2	35-44
Tyler	Texas	75701 Other (plee invested m	2	2	25-34

Figure 5

Involved	State	Message	Count	Age Group
Texarkana	Texas	75503 am a full time resider	2	0 25-34
Texarkana	Texas	75501 am a full time resider	2	1 25-34
Nash	Texas	75569 am a full time resider	3	35-44
Texarkana	Arkansas	71854 Other (pleas Business	1	65+
Texarkana	Texas	75503 am a full time resider	2	3 25-34
Texarkana	Texas	75501 am a full time resider	2	65+
Houston	Texas	77003 am a full time resider	3	1 45-54
Texarkana	Arkansas	71854 am a full time resider	5	55-64
Atlanta	Texas	75551 am here to conduct b	1	35-44
Texarkana	Texas	75503 am a full time resider	2	25-34
Hooks	Texas	75561 am a full time resider	1	25-34
Texarkana	Texas	75503 am a full time resider	2	45-54
Fouke	Arkansas	71837 am a full time resider	1	4 55-64
Texarkana	Arkansas	71854 am a full time resident here (I livi	1	1 35-44
Texarkana	Arkansas	71854 am a full time resider	1	2 25-34
Texarkana	Texas	75501 am a full time resider	5	1 45-54
Texarkana	Texas	75503 am a full time resider	1	65+
Texarkana	Texas	75503 am a full time resider	1	65+
Texarkana	Texas	75501 am a full time resider	6	2 45-54
Texarkana	Texas	75503 am a full time resider	1	1 25-34
Leadership Texarkana	Texas	75501 am a full time resider 1 or 2	No	65+
Poster for Main St at Johnny B's, I am a financial supporter	Texas	75503 am a full time resider	4	65+
Texarkana	Texas	75501 am a full time resider	1	25-34
Texarkana	Texas	75501 am a full time resider	1	25-34
Texarkana	Texas	75503 am a full time resider	2	65+
Texarkana	Texas	75503 am a full time resider	2	0 35-44
Texarkana	Texas	75503 am a full time resider	0	0 18-34
Texarkana	Texas	75501 am a full time resider	3	0 54-64
Texarkana	Texas	75503 am a full time resider	0	0 54-64
Ogden	Arkansas	71853 am a full time resider	2	18-34
Texarkana	Texas	75501 am a full time resider	2	35-44
Texarkana	Arkansas	71854 am a full time resider	1	65+
Atlanta	Texas	75551 am a full time resider	1	45-54
Arlington	Texas	76016 am here to visit friend	1	65+
Texarkana	Arkansas	71854 am here specifically t	2	65+

Figure 5

the highest level of education you have completed	actively participate in the creation of arts & music? (For example, do you have a band?)	Which of the following ranges includes your annual household income?	many nights away from your primary residence	the amount of money you and members of your group have	\$ Refreshments and snacks purchased while at this event	\$ Food, drinks, or meals purchased before or after this event	\$ Souvenirs, gifts, books, recording, and/or art	\$ Clothing or accessories specifically for this event	transportation (e.g., gas, parking, tolls, rental car, taxi, bus fare)	\$ Child care specifically to attend this event
Response	Response	Response	Open-Ended Response	\$ Admission to this event						
Master's degree Yes		\$120,000 or more	1	70	0	70	0	0	90	0
Master's degree Yes		\$60,000 - \$79,999	0	0	50	100	50	0	30	0
4 - year college No		\$120,000 or more	0	0	20	0	0	0	2	0
Master's degree Yes		\$100,000 - \$119,999	0	0	0	0	0	0	0	0
4 - year college Yes		\$40,000 - \$59,999	0							
Doctoral degree Yes		\$100,000 - \$119,999	0	5	0	30	0	0		
4 - year college No		\$100,000 - \$119,999	0	500	100	100	50	50	75	0
2 - year college Yes		\$80,000 - \$99,999	0	100	25	200	100	400	10	
4 - year college No		\$100,000 - \$119,999								
Doctoral degree Yes		\$100,000 - \$119,999	1	150		50			10	
Master's degree No		Less than \$40,000	zero. I live in Texarkana, TX.							
Master's degree No		\$120,000 or more	0	0	10	40			10	
High school No		\$60,000 - \$79,999	0			25	50		5	
2 - year college No		Less than \$40,000	0	0	0	20	50	0	25	0
Master's degree No		\$120,000 or more	0	0	50	50				
4 - year college No		\$60,000 - \$79,999	0							
Doctoral degree No		\$120,000 or more	None	1500						
4 - year college Yes		Less than \$40,000	0	0	20	25	30	45	0	0

Figure 5

4- year coll No	0	20	0	40	0	0	10	
TOTAL	95	\$ 8,963.00	\$ 2,300.00	\$ 5,951.00	\$ 2,260.00	\$ 1,665.00	\$ 983.00	\$ 185.00
AVERAGE	0.605096	\$ 57.08	\$ 14.65	\$ 37.90	\$ 14.39	\$ 10.61	\$ 6.26	\$ 1.18

Figure 5

0	0	No, I would have skipped the cultural experience altogether
0	0	No, I would have skipped the cultural experience altogether
0	0	No, I would have replaced it with another nearby cultural experience
0	0	Yes, I would have traveled to a different community
0	0	No, I would have skipped the cultural experience altogether
0	0	Yes, I would have traveled to a different community
0	0	No, I would have skipped the cultural experience altogether
0	0	Yes, I would have traveled to a different community
0	0	No, I would have skipped the cultural experience altogether
0	0	Yes, I would have traveled to a different community
0	0	Yes, I would have traveled to a different community
0	0	Yes, I would have traveled to a different community
0	0	No, I would have skipped the cultural experience altogether
0	0	No, I would have skipped the cultural experience altogether
0	0	No, I would have replaced it with another nearby cultural experience
0	0	No, I would have skipped the cultural experience altogether
0	0	No, I would have skipped the cultural experience altogether
0	0	No, I would have replaced it with another nearby cultural experience
0	0	No, I would have replaced it with another nearby cultural experience
0	0	Yes, I would have traveled to a different community
0	0	No, I would have skipped the cultural experience altogether

Figure 5

0	No, I would have skipped the cultural experience altogether
0	Yes, I would have traveled to a different community
0	Yes, I would have traveled to a different community
0	Yes, I would have traveled to a different community
0	No, I would have skipped the cultural experience altogether
90	Yes, I would have traveled to a different community
0	No, I would have skipped the cultural experience altogether
0	No, I would have replaced it with another nearby cultural experience
0	Yes, I would have traveled to a different community
0	Yes, I would have traveled to a different community
0	No, I would have skipped the cultural experience altogether
0	No, I would have replaced it with another nearby cultural experience
0	No, I would have skipped the cultural experience altogether
0	No, I would have skipped the cultural experience altogether
0	Yes, I would have traveled to a different community
0	No, I would have replaced it with another nearby cultural experience
0	Yes, I would have traveled to a different community
0	No, I would have replaced it with another nearby cultural experience
0	No, I would have skipped the cultural experience altogether
0	No, I would have replaced it with another nearby cultural experience
0	Yes, I would have traveled to a different community
0	No, I would have skipped the cultural experience altogether
0	Yes, I would have traveled to a different community
0	Yes, I would have traveled to a different community
0	Yes, I would have traveled to a different community
0	No, I would have replaced it with another nearby cultural experience
0	No, I would have skipped the cultural experience altogether
0	No, I would have replaced it with another nearby cultural experience
0	No, I would have replaced it with another nearby cultural experience
0	Yes, I would have traveled to a different community
0	No, I would have replaced it with another nearby cultural experience
0	No, I would have skipped the cultural experience altogether
150	Yes, I would have traveled to a different community
0	No, I would have skipped the cultural experience altogether
0	Yes, I would have traveled to a different community

Figure 5

0 0 No, I would have replaced it with another nearby cultural experience
0 0 Yes, I would have traveled to a different community
 No, I would have skipped the cultural experience altogether
0 0 No, I would have replaced it with another nearby cultural experience
 No, I would have replaced it with another nearby cultural experience
0 0 No, I would have replaced it with another nearby cultural experience
 No, I would have replaced it with another nearby cultural experience
0 20 Yes, I would have traveled to a different community
 Yes, I would have traveled to a different community
 No, I would have skipped the cultural experience altogether
0 0 No, I would have skipped the cultural experience altogether
 No, I would have replaced it with another nearby cultural experience
 No, I would have replaced it with another nearby cultural experience
0 0 Yes, I would have traveled to a different community
 Yes, I would have traveled to a different community
 Yes, I would have traveled to a different community
0 0 No, I would have skipped the cultural experience altogether
 No, I would have replaced it with another nearby cultural experience
0 0 Yes, I would have traveled to a different community
 No, I would have replaced it with another nearby cultural experience
0 0 No, I would have replaced it with another nearby cultural experience
 No, I would have replaced it with another nearby cultural experience
0 0 No, I would have skipped the cultural experience altogether
 No, I would have skipped the cultural experience altogether
0 0 Yes, I would have traveled to a different community
 No, I would have skipped the cultural experience altogether
0 0 No, I would have skipped the cultural experience altogether
 No, I would have replaced it with another nearby cultural experience
0 0 No, I would have replaced it with another nearby cultural experience
500 No, I would have replaced it with another nearby cultural experience
 No, I would have replaced it with another nearby cultural experience
0 0 No, I would have replaced it with another nearby cultural experience
0 0 No, I would have skipped the cultural experience altogether
 No, I would have skipped the cultural experience altogether
0 0 No, I would have skipped the cultural experience altogether

Figure 5

0	No, I would have skipped the cultural experience altogether
0	No, I would have skipped the cultural experience altogether
0	No, I would have skipped the cultural experience altogether
0	No, I would have replaced it with another nearby cultural experience
0	Yes, I would have traveled to a different community
0	No, I would have skipped the cultural experience altogether
0	No, I would have skipped the cultural experience altogether
0	Yes, I would have traveled to a different community
0	Yes, I would have traveled to a different community
0	Yes, I would have traveled to a different community
0	100 No, I would have replaced it with another nearby cultural experience
0	Yes, I would have traveled to a different community
0	No, I would have skipped the cultural experience altogether
0	No, I would have skipped the cultural experience altogether
0	No, I would have skipped the cultural experience altogether
0	No, I would have replaced it with another nearby cultural experience
0	No, I would have skipped the cultural experience altogether
0	Yes, I would have traveled to a different community
0	Yes, I would have traveled to a different community
0	No, I would have replaced it with another nearby cultural experience
0	No, I would have skipped the cultural experience altogether
0	Yes, I would have traveled to a different community
0	Yes, I would have traveled to a different community
0	Yes, I would have traveled to a different community
0	Yes, I would have traveled to a different community
0	Yes, I would have traveled to a different community
0	No, I would have skipped the cultural experience altogether
0	No, I would have replaced it with another nearby cultural experience
0	1.21 No, I would have replaced it with another nearby cultural experience
0	Yes, I would have traveled to a different community
0	No, I would have skipped the cultural experience altogether
0	Yes, I would have traveled to a different community
0	No, I would have replaced it with another nearby cultural experience
0	No, I would have skipped the cultural experience altogether
0	No, I would have skipped the cultural experience altogether
0	No, I would have replaced it with another nearby cultural experience
0	No, I would have skipped the cultural experience altogether
0	No, I would have skipped the cultural experience altogether

Figure 5

	0	No, I would have skipped the cultural experience altogether
\$	159.00	\$ 846.21
\$	1.01	\$ 5.39
		\$ 14,349.21
		\$ 148.48

Figure 6

	How many nights away from your primary residence will you spend in this community because of your attendance at this arts/cultural event? (If you are a resident please respond with 0.)	\$ Admission to this event	\$ Refreshments and or snacks purchased while at this event	\$ Food, drinks, or meals purchased after this event	\$ Souvenirs, gifts, books, recordings	\$ Clothing or accessories
				\$60 dinner		
	1	\$70	\$0	\$70	\$0	\$0
	0	\$0	\$50	\$100	\$50	\$0
	0	\$0	\$20	\$0	\$0	\$0
	0	\$0	\$0	\$0	\$0	\$0
	0	\$5	\$0	\$30	\$0	
	0	\$500	\$100	\$100	\$50	\$50
	0	\$100	\$25	\$200	\$100	\$400
	1	\$150		\$50		
	0					
	0	\$0	\$10	\$40		
	0			\$25	\$50	
	0	\$0	\$0	\$20	\$50	\$0
	0	\$0	\$50	\$50		
	0					
	0	\$1,500				
	0	\$0	\$20	\$25	\$30	\$45
	0	\$0	\$0	\$0	\$0	\$0
	0	\$10	\$30	\$0	\$0	\$0
	0	\$0	\$25	\$45	\$25	\$50
	0					
	0	\$400	\$0	\$0	\$0	\$0
	0					
	0	\$20	\$10	\$50	\$0	\$0
	0	\$10	\$20	\$20		
	0	\$0	\$0	\$0	\$0	\$0
	0	\$0	\$0	\$0	\$100	\$0
	0	\$0	\$35	\$0	\$0	\$0
	1	\$0	\$45	\$45	\$0	\$0
	0	\$30				

Figure 6

0	\$0	\$5	\$50	\$0	\$0
0	\$40	\$5	\$25	\$0	\$0
0	\$45	\$0	\$0	\$0	\$0
0	\$20				
0	\$50	\$50	\$65	\$60	
0	\$175	\$0	\$100	\$0	\$0
0					
0	\$0	\$15	\$15		
0	\$150	\$0			
0	\$0	\$0	\$0	\$0	\$0
0	\$0	\$0	\$0	\$0	\$0
0	\$50	\$20			
0					
0	\$20	\$0	\$60	\$0	\$0
0	\$0	\$0	\$75	\$0	\$0
0	\$25	\$0	\$0	\$0	\$0
0			\$30		
0	\$0	\$10	\$25	\$10	\$0
0	\$75	\$0	\$50	\$0	\$60
0	\$0	\$0	\$0		
0			\$20		
0					
0					
0	\$50	\$50	\$0	\$0	\$0
0					
0	\$0	\$0	\$50	\$50	\$0
0	\$300	\$25			
0	\$100	\$20	\$100		
0	\$600	\$250	\$250	\$100	\$100
0		\$20	\$20		\$50
0	\$0	\$40	\$0	\$0	\$0
0		\$15		\$40	
0	\$0	\$0	\$0	\$0	\$0
0					
0	\$1,000	\$200	\$500		
0	\$0	\$0	\$6	\$0	\$0
0	\$150	\$0	\$125	\$0	\$0
0	\$100	\$100	\$100	\$0	\$0
3	\$100	\$40	\$140	\$25	\$0
0	\$0		\$120	\$10	
0	\$20	\$25	\$50	\$25	\$0
1	\$20	\$20	\$50		
0	\$15	\$0	\$0	\$0	\$0
0	\$100	\$50	\$50		\$50
0	\$0	\$30	\$30	\$10	\$0
0					
0	\$0	\$0	\$60	\$0	\$0

Figure 6

0	\$10	\$0	\$30	\$0	\$0
15	\$200	\$50	\$200	\$50	\$0
0	\$20	\$20		\$30	
0	\$30	\$0	\$0	\$0	\$10
50	\$15	\$45	\$45	\$35	\$85
15	\$75		\$100		
0	\$20	\$10	\$30	\$0	\$40
0	\$0	\$0	\$0	\$0	\$0
0	\$0	\$10	\$35	\$0	\$0
0	\$85	\$0	\$0	\$5	\$0
0	\$30	\$0	\$30	\$0	\$0
0	\$5				
12	\$100	\$20	\$25	\$0	\$0
0	\$0	\$0	\$0	\$0	\$0
0	\$0	\$0		\$30	\$0
0					
0	\$20				
0	\$0	\$10	\$0	\$275	\$0
2	\$0	\$0	\$60		
0					
0	\$100	\$20	\$50	\$25	\$150
0					
0	\$100	\$0	\$150	\$75	\$200
0	\$200	\$0	\$200	\$0	\$100
0	\$20	\$15	\$10	\$15	\$40
0	\$60	\$60	\$100	\$80	\$0
0	\$540	\$0	\$100	\$0	\$0
0	\$0	\$0	\$50	\$150	\$0
0	\$50				
0		\$0			
1	\$100	\$30	\$100		
0	\$250	\$75	\$150	\$50	\$0
0	\$10	\$3	\$30	\$0	\$0
0	\$0	\$0	\$50	\$0	\$0
0	\$350	\$20			
0	\$15				
0					
0	\$25	\$0	\$0	\$0	\$0
0	\$150	\$100	\$100	\$0	\$0
0	\$0		\$50		
2	\$0	\$0	\$50	\$0	\$0
0	\$0	\$20	\$20	\$15	\$20
0	\$8	\$20	\$60		\$0
0	\$0	\$0	\$100	\$0	\$0
0		\$15			
0	\$0	\$50	\$100	\$100	\$0
0		\$6	\$25		

Figure 6

0	\$0	\$30	\$30	\$50	\$50
0	0	\$20	\$25		
0		\$20	\$40		\$30
0	\$20	\$20			
0	\$0	\$0	\$0	\$0	\$0
0	\$0	\$10	\$60	\$200	\$50
0		\$50	\$100	\$100	\$0
0	\$0	\$10	\$50	\$20	\$20
0	\$5	\$5	\$10	\$5	\$0
0	\$0	\$50	\$100	\$40	\$0
0		\$10	\$10	\$25	
0	\$30	\$11			
0	\$100	\$25	\$100	\$0	\$65
0			\$100	\$100	
0					
0	\$209				
0	\$50		\$90		
0	\$50	\$0	\$90	\$0	\$0
0	\$150				
0	\$100	\$10	\$15		
0	\$20	\$0	\$0	\$0	\$0
0	\$25				
	\$20	\$0	\$0	\$0	\$0
0	\$25	\$0	\$0	\$0	\$0
0	\$15	\$0	\$0	\$0	\$0
0					
0	\$25		\$5		
3	\$25	\$0	\$0	\$0	\$0
0	\$20	\$0	\$40	\$0	\$0

TOTAL	107	\$9,138.00	\$2,300.00	\$5,951.00	\$2,260.00	\$1,665.00
AVERAGE	0.682	\$58.20	\$14.65	\$37.90	\$14.39	\$10.61

TOTAL minus admission			\$14,349.21			
Average spent minus admission			\$149.60			

Figure 6

	\$ Local transportation (e.g., gas, parking, tolls, rental car, taxi, bus fare)	\$ Child care specifically for this event	\$ Overnight accommodations because of this event	\$ Other	If this event or exhibit were not happening, would you have traveled to another community to attend a similar cultural experience?
--	---	---	---	----------	--

					No, I would have skipped the cultural experience altogether
\$90	\$0	\$0			\$0 No, I would have skipped the cultural experience altogether
\$30	\$0	\$0			\$0 Yes, I would have traveled to a different community
\$2	\$0	\$0			\$0 No, I would have skipped the cultural experience altogether
\$0	\$0	\$0			Yes, I would have traveled to a different community
			\$0		Yes, I would have traveled to a different community
\$75	\$0	\$0			No, I would have skipped the cultural experience altogether
\$10					Yes, I would have traveled to a different community
					No, I would have replaced it with another nearby cultural
					Yes, I would have traveled to a different community
\$10					
					Yes, I would have traveled to a different community
\$10					No, I would have replaced it with another nearby cultural
\$5					Yes, I would have traveled to a different community
\$25	\$0	\$0			No, I would have skipped the cultural experience altogether
					No, I would have skipped the cultural experience altogether
					No, I would have skipped the cultural experience altogether
\$0	\$0			\$50	No, I would have skipped the cultural experience altogether
\$0	\$0	\$0		\$0	No, I would have skipped the cultural experience altogether
					No, I would have skipped the cultural experience altogether
\$0	\$0	\$0		\$0	No, I would have replaced it with another nearby cultural
\$0	\$0	\$0			Yes, I would have traveled to a different community
					No, I would have skipped the cultural experience altogether
\$0	\$0				Yes, I would have traveled to a different community
					No, I would have skipped the cultural experience altogether
\$0	\$0	\$0		\$0	No, I would have skipped the cultural experience altogether
	\$50				Yes, I would have traveled to a different community
\$0	\$0	\$0			No, I would have skipped the cultural experience altogether
\$5	\$0	\$0			No, I would have skipped the cultural experience altogether
\$4	\$0	\$9			Yes, I would have traveled to a different community
\$5	\$0	\$0		\$0	No, I would have skipped the cultural experience altogether
					No, I would have skipped the cultural experience altogether

Figure 6

\$10	\$0	\$0	\$0	No, I would have skipped the cultural experience altogether
\$0	\$0	\$0	\$0	No, I would have skipped the cultural experience altogether
\$0	\$0	\$0	\$0	Yes, I would have traveled to a different community
				Yes, I would have traveled to a different community
				Yes, I would have traveled to a different community
\$11	\$0	\$0	\$0	No, I would have skipped the cultural experience altogether
				No, I would have skipped the cultural experience altogether
				No, I would have skipped the cultural experience altogether
\$0	\$0	\$0	\$0	Yes, I would have traveled to a different community
\$5	\$0	\$0	\$20	
\$0	\$0	\$0	\$0	No, I would have skipped the cultural experience altogether
\$20				No, I would have skipped the cultural experience altogether
				No, I would have replaced it with another nearby cultural
\$5	\$0	\$0	\$0	No, I would have skipped the cultural experience altogether
\$5	\$0	\$0	\$0	No, I would have skipped the cultural experience altogether
\$0	\$0	\$0	\$0	No, I would have skipped the cultural experience altogether
\$5			\$40	No, I would have replaced it with another nearby cultural
\$0	\$0	\$0	\$0	No, I would have replaced it with another nearby cultural
\$50	\$0	\$0	\$0	Yes, I would have traveled to a different community
				No, I would have skipped the cultural experience altogether
				No, I would have skipped the cultural experience altogether
				Yes, I would have traveled to a different community
				Yes, I would have traveled to a different community
\$0	\$0	\$0	\$0	Yes, I would have traveled to a different community
				No, I would have skipped the cultural experience altogether
\$20	\$0	\$0	\$0	Yes, I would have traveled to a different community
				No, I would have skipped the cultural experience altogether
\$20				No, I would have replaced it with another nearby cultural
\$50	\$0	\$0	\$0	Yes, I would have traveled to a different community
				Yes, I would have traveled to a different community
\$5	\$0	\$0	\$0	No, I would have skipped the cultural experience altogether
				No, I would have replaced it with another nearby cultural
\$0	\$0	\$0	\$0	No, I would have skipped the cultural experience altogether
				No, I would have skipped the cultural experience altogether
				Yes, I would have traveled to a different community
\$0	\$0	\$0	\$0	No, I would have replaced it with another nearby cultural
\$0	\$0	\$0	\$0	Yes, I would have traveled to a different community
\$0	\$0	\$0	\$0	No, I would have replaced it with another nearby cultural
\$20	\$0	\$0	\$0	No, I would have skipped the cultural experience altogether
				No, I would have replaced it with another nearby cultural
\$15	\$0	\$0	\$0	Yes, I would have traveled to a different community
				No, I would have skipped the cultural experience altogether
\$2	\$0	\$0	\$0	Yes, I would have traveled to a different community
				Yes, I would have traveled to a different community
\$0	\$0	\$0	\$0	Yes, I would have traveled to a different community
				No, I would have replaced it with another nearby cultural
\$3	\$0	\$0	\$0	No, I would have skipped the cultural experience altogether

Figure 6

\$6	\$0	\$0	No, I would have replaced it with another nearby cultural
\$0	\$0	\$0	\$0 Yes, I would have traveled to a different community
\$5	\$0	\$0	No, I would have replaced it with another nearby cultural
\$80	\$0	\$150	\$0 No, I would have skipped the cultural experience altogether
\$10			\$25 Yes, I would have traveled to a different community
\$0	\$0	\$0	No, I would have skipped the cultural experience altogether
\$5	\$0	\$0	\$0 Yes, I would have traveled to a different community
\$15	\$20	\$0	\$0 No, I would have replaced it with another nearby cultural
\$0			\$0 Yes, I would have traveled to a different community
\$0	\$0	\$0	No, I would have skipped the cultural experience altogether
\$5	\$0	\$0	\$0 No, I would have replaced it with another nearby cultural
\$0	\$0	\$0	No, I would have replaced it with another nearby cultural
\$0	\$0	\$0	\$0 No, I would have replaced it with another nearby cultural
\$0	\$0	\$0	\$0 No, I would have replaced it with another nearby cultural
\$0	\$0	\$0	\$20 Yes, I would have traveled to a different community
\$6			Yes, I would have traveled to a different community
\$10	\$75	\$0	No, I would have skipped the cultural experience altogether
\$50	\$0	\$0	No, I would have skipped the cultural experience altogether
\$5	\$0	\$0	No, I would have replaced it with another nearby cultural
\$17	\$40		No, I would have replaced it with another nearby cultural
\$0	\$0	\$0	Yes, I would have traveled to a different community
\$20	\$0	\$0	No, I would have replaced it with another nearby cultural
\$20	\$0	\$0	No, I would have replaced it with another nearby cultural
\$20	\$0	\$0	No, I would have skipped the cultural experience altogether
\$15	\$0	\$0	No, I would have skipped the cultural experience altogether
\$0	\$0	\$0	\$0 Yes, I would have traveled to a different community
\$20			\$0 No, I would have skipped the cultural experience altogether
\$0	\$0	\$0	\$0 No, I would have replaced it with another nearby cultural
\$0	\$0	\$0	\$0 No, I would have replaced it with another nearby cultural
\$50	\$0	\$0	\$500 No, I would have replaced it with another nearby cultural
\$10	\$0	\$0	No, I would have replaced it with another nearby cultural
\$0	\$0	\$0	No, I would have replaced it with another nearby cultural
\$20			No, I would have skipped the cultural experience altogether
			No, I would have skipped the cultural experience altogether
			No, I would have skipped the cultural experience altogether
			No, I would have skipped the cultural experience altogether
			\$0 No, I would have skipped the cultural experience altogether
			\$0 No, I would have skipped the cultural experience altogether
			No, I would have replaced it with another nearby cultural
			Yes, I would have traveled to a different community
			No, I would have skipped the cultural experience altogether

Figure 7

State	Zip	City	Ages	
TX	75503	Texarkana	65+	Master's degree
TX	77429	Cypress	35-44	Master's degree
TX	75503	Texarkana	55-64	2 - year college/technical/associate's degree
TX	75503	Texarkana	65+	4 - year college degree
TX	75503	Texarkana	65+	Master's degree
TX	75501	Texarkana	45-54	4 - year college degree
TX	75501	Texarkana	35-44	Doctoral degree
TX	75503	Texarkana	55-64	4 - year college degree
TX	75501	Texarkana	45-54	2 - year college/technical/associate's degree
TX	75503	Texarkana	65+	4 - year college degree
TX	75503	Texarkana	65+	Doctoral degree
AR	71854	Texarkana		
TX	75503	Texarkana	65+	Master's degree
TX	75503	Texarkana	55-64	Master's degree
TX	75567	Maud	55-64	High school
TX	75561	Hooks	18-24	2 - year college/technical/associate's degree
TX	75503	Texarkana	55-64	Master's degree
AR	71854	Texarkana	55-64	4 - year college degree
AR	71854	Texarkana	65+	Doctoral degree
TX	75501	Texarkana	35-44	4 - year college degree
TX	75503	Texarkana	55-64	Doctoral degree
TX	75501	Texarkana	65+	High school
TX	75503	Texarkana	65+	2 - year college/technical/associate's degree
AR	71854	Texarkana	65+	2 - year college/technical/associate's degree
AR	71854	Texarkana	55-64	4 - year college degree
AR	71854	Texarkana	65+	Master's degree
TX	75503	Texarkana	45-54	2 - year college/technical/associate's degree
TX	75503	Texarkana	35-44	Master's degree
TX	75503	Texarkana	35-44	Master's degree
AR	71837	Fouke	35-44	2 - year college/technical/associate's degree
TX	75503	Texarkana	55-64	Doctoral degree
AR	71854	Texarkana	45-54	Master's degree
TX	75503	Texarkana	45-54	4 - year college degree
AR	71854	Texarkana	65+	4 - year college degree
AR	71854	Texarkana	25-34	2 - year college/technical/associate's degree
TX	75501	Texarkana	35-44	4 - year college degree
TX	75503	Texarkana	65+	Master's degree
TX	75503	Texarkana	35-44	4 - year college degree
AR	71854	Texarkana	55-64	2 - year college/technical/associate's degree
TX	75503	Texarkana	55-64	Master's degree
TX	75503	Texarkana	55-64	Master's degree
TX	75503	Texarkana	55-64	2 - year college/technical/associate's degree
TX	75503	Texarkana	65+	Master's degree
TX	75501	Texarkana		
TX	75503	Texarkana	65+	Master's degree
AR	71854	Texarkana	65+	Master's degree
AR	71854	Texarkana	65+	Master's degree
TX	75503	Texarkana	65+	High school

Figure 7

TX	75503	Texarkana	45-54	Doctoral degree
TX	75570	New Bosto	65+	Doctoral degree
TX	75501	Texarkana	65+	4 - year college degree
TX	75561	Hooks	35-44	Master's degree
AR	71854	Texarkana	45-54	4 - year college degree
TX	75501	Texarkana	45-54	2 - year college/technical/associate's degree
TX	75503	Texarkana	55-64	4 - year college degree
AR	71854	Texarkana	25-34	4 - year college degree
AR	71854	Texarkana	25-34	2 - year college/technical/associate's degree
AR	71801	Hope	55-64	4 - year college degree
TX	75503	Texarkana	65+	4 - year college degree
TX	75501	Texarkana	45-54	2 - year college/technical/associate's degree
TX	75503	Texarkana	65+	
TX	75503	Texarkana	35-44	4 - year college degree
TX	75501	Texarkana	65+	Master's degree
TX	75501	Texarkana	35-44	High school
TX	75501	Texarkana	35-44	Master's degree
TX	75501	Texarkana	35-44	4 - year college degree
AR	71854	Texarkana	65+	Master's degree
TX	75501	Texarkana	55-64	High school
TX	75503	Texarkana	45-54	4 - year college degree
TX	75501	Texarkana	55-64	High school
TX	75503	Texarkana	65+	Master's degree
TX	75560	Douglassvi	55-64	4 - year college degree
AR	71854	Texarkana	45-54	Master's degree
AR	71854	Texarkana	55-64	2 - year college/technical/associate's degree
TX	75561	Hooks	35-44	4 - year college degree
AR	71854	Texarkana	45-54	2 - year college/technical/associate's degree
AR	71854	Texarkana	65+	2 - year college/technical/associate's degree
AR	71854	Texarkana	25-34	4 - year college degree
TX	75501	Texarkana	25-34	2 - year college/technical/associate's degree
TX	75503	Texarkana	65+	Master's degree
TX	75503	Texarkana	65+	4 - year college degree
TX	75561	Hooks	55-64	High school
TX	75501	Texarkana	45-54	Master's degree
TX	75501	Texarkana	35-44	Master's degree
TX	75501	Texarkana	65+	4 - year college degree
TX	75574	Simms	55-64	2 - year college/technical/associate's degree
TX	75503	Texarkana	55-64	Master's degree
TX	75501	Texarkana	45-54	4 - year college degree
AR	71854	Texarkana	35-44	High school
TX	75501	Texarkana	45-54	Doctoral degree
TX	75501	Texarkana	65+	Master's degree
TX	75501	Texarkana	45-54	4 - year college degree
TX	75503	Texarkana	25-34	4 - year college degree
TX	75503	Texarkana		Doctoral degree
AR	71854	Texarkana	65+	4 - year college degree
TX	75503	Texarkana	65+	Master's degree
TX	75503	Texarkana	65+	Master's degree

Figure 7

TX	75503	Texarkana	55-64	4 - year college degree
AR	71854	Texarkana	55-64	Master's degree
AR	71854	Texarkana	55-64	Master's degree
TX	75503	Texarkana	65+	4 - year college degree
TX	75503	Texarkana	25-34	2 - year college/technical/associate's degree
AR	71854	Texarkana	55-64	Master's degree
TX	75572	Queen City	65+	4 - year college degree
TX	75503	Texarkana	45-54	Master's degree
TX	75501	Texarkana	25-34	2 - year college/technical/associate's degree
TX	75503	Texarkana	35-44	4 - year college degree
AR	71854	Texarkana	65+	Master's degree
TX	75503	Texarkana	55-64	Doctoral degree
AR	71854	Texarkana	55-64	2 - year college/technical/associate's degree
TX	75503	Texarkana	55-64	2 - year college/technical/associate's degree
AR	71753	Magnolia	65+	Master's degree
TX	75503	Texarkana	35-44	Master's degree
TX	75503	Texarkana	55-64	Master's degree
TX	75503	Texarkana	35-44	Doctoral degree
TX	75503	Texarkana	65+	Master's degree
TX	75569	Nash	35-44	Master's degree
TX	77056	Houston	65+	Doctoral degree
TX	75503	Texarkana	25-34	2 - year college/technical/associate's degree
TX	75501	Texarkana	35-44	4 - year college degree
TX	75570	New Bosto	35-44	Master's degree
TX	75701	Tyler	25-34	4 - year college degree
TX	75503	Texarkana	25-34	4 - year college degree
TX	75501	Texarkana	25-34	4 - year college degree
TX	75569	Nash	35-44	Master's degree
AR	71854	Texarkana	65+	4 - year college degree
TX	75503	Texarkana	25-34	2 - year college/technical/associate's degree
TX	75501	Texarkana	65+	High school
TX	77003	Houston	45-54	Master's degree
AR	71854	Texarkana	55-64	2 - year college/technical/associate's degree
TX	75551	Atlanta	35-44	Master's degree
TX	75503	Texarkana	25-34	4 - year college degree
TX	75561	Hooks	25-34	2 - year college/technical/associate's degree
TX	75503	Texarkana	45-54	Master's degree
AR	71837	Fouke	55-64	2 - year college/technical/associate's degree
AR	71854	Texarkana	35-44	Master's degree
AR	71854	Texarkana	25-34	4 - year college degree
TX	75501	Texarkana	45-54	2 - year college/technical/associate's degree
TX	75503	Texarkana	65+	High school
TX	75503	Texarkana	65+	High school
TX	75501	Texarkana	45-54	Master's degree
TX	75503	Texarkana	25-34	4 - year college degree
TX	75501	Texarkana	65+	4 - year college degree
TX	75503	Texarkana	65+	Master's degree
TX	75501	Texarkana	25-34	Master's degree
TX	75501	Texarkana	25-34	4 - year college degree

Figure 7

TX 75503 Texarkana 65+ Master's degree
TX 75503 Texarkana 35-44 4 - year college degree

States:	Ages:	Education	
TX	18-24	1 HS	11
AR	36 25-34	19 2 yrs Associate's	28
	35-44	25 4 year Bachelor's	44
	45-54	21 Master's degree	50
	55-64	31 Doctoral degree	12
	65+	46	

Figure 8



Perot Theatre Events and Attendees 2022

- 400 attendees on February 5, 2022: Texarkana Symphony Orchestra presents Masterworks III - Exotic Inspirations, Ted Ludwig, jazz guitar
- 600 attendees on February 26, 2022: presents Cirque Zuma Zuma
- Show for school aged children presented on March 1, 2022: Texarkana Regional Arts and Humanities Council hosts Bill Blagg's Magic in Motion (school show, not calculated in the multiplier for expenditures by patrons)
- 425 attendees on March 5, 2022: Texarkana Symphony Orchestra presents Tony & Capathia Together
- 250 attendees on March 12, 2022: The 3 Redneck Tenors
- Show for school aged children presented on March 30, 2022 by TRHC: Dogman: The Musical (school show, not calculated in the multiplier for expenditures by patrons)
- 375 attendees on April 23, 2022: TSO presents Masterworks IV - Dreaming Together with Gabriela Martinez, piano
- 1050 attendees on May 8, 2023: Dance recital for Lana Grounds School Of Dance
- 4,000 attendees on May 14, 2022: Dance recital for Judith McCarty School Of Dance, four performances
- Show for school aged children presented May 18, 2022: TSO The Orchestra Moves (school show, not calculated in the multiplier for expenditures by patrons)
- 500 attendees on May 29, 2022: Dance recital for Texarkana Dance Academy
- 3,000 attendees on June 4, 2022: Dance recital for All Stars Dance Center, three performances
- 600 attendees on June 10, 2022: Dance recital for All Rhythm Dance Alley
- 400 attendees on June 17, 2022: Satisfaction The International Rolling Stones Tribute
- 369 attendees on September 25, 2022: The Gatlin Brothers
- 456 attendees on October 8, 2022: TSO presents Masterworks I: Zuill Returns
- 406 attendees on October 22, 2022: Mutts Gone Nuts
- 632 attendees on October 28, 2022: Rocky Horror Picture Show
- 368 attendees on November 11, 2022: TSO presents Metamorphosis
- Show for school aged children presented on November 11, 2022: Pout Pout Fish (school show, not calculated in the multiplier for expenditures by patrons)
- 883 attendees on November 12, 2022: An R-Rated Magic Show
- 979 attendees on November 18, 2022: Rudolph The Red Nosed Reindeer Musical
- 5,390 attendees December 2-4, 2022: Texarkana Community Ballet presents The Nutcracker (4 performances)
- 960 attendees on December 11, 2022: TSO presents Christmas At The Perot
- 856 attendees during a total of three movies on December 17, 2022: Christmas On Main