

# **Economic Impacts of the Saint Augustine Amphitheatre, 2013**

## ***Sponsored Project Report to St. Johns County Government***

Alan W. Hodges, Ph.D., Extension Scientist  
and Thomas J. Stevens, Ph.D., Research Associate  
University of Florida, Food and Resource Economics Department

Lori Pennington-Gray, Ph.D., Associate Professor  
and Svetlana Stepchencova, Ph.D., Assistant Professor  
University of Florida, Tourism, Recreation & Sport Management Department

Contact information: PO Box 110240, Gainesville, FL 32611;  
E-mail: [awhodes@ufl.edu](mailto:awhodes@ufl.edu); Telephone: 352-294-7674

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## Executive Summary

This report details an economic impact analysis of the St. Augustine Amphitheater on St Johns County, Florida during 2013. The Amphitheater is a 16 acre multipurpose entertainment/recreational facility located 1.5 miles south of the city of St. Augustine in St. Johns County, Florida. It features a covered semi-circular concert arena seating approximately 4,000 people.

A survey was carried out to determine the characteristics and spending habits of Amphitheater attendees. Nearly 65 percent of attendees were visitors from outside St. Johns County, and thus their spending represented new final demand that generated indirect/induced multiplier effects for the County's economy. Generally, the demographic make-up of attendees was similar to the population of St. Johns County, although the percent of black and Asian racial groups attending was lower. Amphitheater attendees tended to be middle-aged, white, and college educated. Most of the survey respondents came to the area primarily to attend an Amphitheater event, although significant numbers also enjoyed downtown St. Augustine, the beaches, and other attractions in the area. About twenty percent of attendees spent one or more nights in the area with 84 percent utilizing some form of paid accommodations.

Average total spending per weighted attendee was estimated to be \$143.03. The largest component of this spending was for entertainment, averaging \$58.44 per attendee, which included Amphitheater ticket costs. Restaurants were the next largest expenditure item for attendees, averaging \$23.55 per person, followed by lodging and food stores at \$17.35 and \$9.18, respectively. Together these four items comprised over three-fourths of total average spending by Amphitheater attendees.

Estimated total spending amounts were entered into a regional economic model for St. Johns County created with the IMPLAN software and county database package to estimate the Amphitheater's impacts. Secondary (indirect and induced) impacts were estimated only for tourist attendees while direct impacts were estimated for local attendees. Total spending was extrapolated based on total attendance to the Amphitheater of 99,608 in 2013, including 20,559 children who were given half the statistical weight of adults for the purposes of impact analysis.

Summary economic impacts for the Amphitheater are presented in Table ES1. Types of impacts are shown in columns with the direct, indirect and induced impact effects for local and tourist attendees given in table rows. Impacts of the Amphitheater for St. Johns County in 2013 were estimated at \$17.3 million in industry output (revenues) and \$10.4 million in value added. Total value-added is equivalent to Gross Domestic Product (GDP), which for St Johns County in 2012 was reported as \$5,606 million, so the Amphitheater impacts represented about 0.19 percent of the County's economy. Total labor income impacts (employee compensation and benefits and proprietor income) were estimated at \$6.2 million, and other property income impacts (dividends, interest payments, rents, royalties, corporate profits, etc.), totaled \$2.7 million. Indirect business tax impacts, which include excise, sales and property taxes, as well as, fees, fines, licenses and permits, but not income taxes, totaled \$1.5 million in 2013. The estimated employment impacts of the Amphitheater for St. Johns County in 2013 were

207 fulltime and part-time jobs. Total employment in St Johns County in 2012 was 77,683 fulltime and part-time jobs, so the Amphitheater’s employment impacts represented about 0.27 percent of total County employment.

About three-quarters of the Amphitheater’s total economic impacts were attributable to non-local visitors (tourists) as a result of both the high percentage of tourist attendees and the secondary impacts attributable to their new dollars entering the County’s economy.

**Table ES1.** Summary of economic impacts of attendee spending for the St. Augustine Amphitheater, 2013

Impact Effect / level	Output (\$1,000)	Total value added (\$1,000)	Labor income (\$1,000)	Other property income (\$1,000)	Indirect business taxes (\$1,000)	Employ- ment (Jobs)
Direct Local	3,768	2,121	1,273	456	392	52
Direct Tourist	6,870	3,865	2,321	831	714	94
Indirect Tourist	2,120	1,287	786	410	90	19
Induced Tourist	4,571	3,106	1,835	1,010	261	42
Total	17,329	10,379	6,215	2,707	1,457	207

Monetary values expressed in 2013 dollars. Employment represents full-time and part-time jobs.