

ECONOMIC IMPACT STUDY

Celebrating Cultural Partners:
Leaders in Tourism & Economic Impact



thinktheater + thinkbusiness

**contemporaryamerican
theaterfestival**
AT SHEPHERD UNIVERSITY



THE MISSION

To produce
and develop
new American
theater.

**THANK YOU TO OUR
ECONOMIC IMPACT STUDY PARTNERS**

SHEPHERD UNIVERSITY
JEFFERSON COUNTY CVB // RANSON CVB
SHEPHERDSTOWN // HARPERS FERRY

📍 PO BOX 429 SHEPHERDSTOWN, WV 25443
☎ 800.999.CATF

🌐 CATF.ORG
✉ INFO@CATF.ORG

**contemporaryamerican
theaterfestival**
AT SHEPHERD UNIVERSITY



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On behalf of Shepherd University, I am
extremely proud to recognize our extraordinary
partnership with CATF and the significant
economic impact they are having on our region.

DR. MARY J.C. HENDRIX
SHEPHERD UNIVERSITY PRESIDENT

transforming the future



CATF AT A GLANCE

FOUNDED IN 1991. CATF is a professional theater, with the mission to produce and develop new American theater.

To date, the Festival has produced **127** new plays including **52** world premieres and **10** commissions.

Of the 127 plays produced, **65** plays have been written by **WOMEN**, which is 142% higher than the national average.

Each July, the Festival produces **SIX** plays in rotating repertory.

“Communities that support the arts and culture and investing in an industry that supports jobs, generates government revenue, and is the cornerstone of tourism.

AMERICANS FOR THE ARTS



CATF has a robust and thriving partnership with **SHEPHERD UNIVERSITY**. As a result of this relationship, Shepherd University is now offering a unique Contemporary Theater Studies major that provides students the opportunity to work with and learn from top industry professionals.

THE CREATE THE FUTURE CAMPAIGN, another example of the CATF and Shepherd University partnership laid the foundation for the Center for Contemporary Arts.

CATF operates with **ACTORS' EQUITY ASSOCIATION**, United Scenic Artists, and Society of Stage Directors and Choreographers.

THE IMPACT

The Contemporary American Theater Festival, the cultural gateway to the Mountain State, enhances the quality of life for residents and visitors, as well as generating tourist revenue. Both the Festival's direct and indirect economic impact have residual effects that can be felt throughout the local and state economy.

This study, conducted by the largest arts marketing research firm in the country, **Shugoll Research**, demonstrates the profound impact CATF has on Jefferson County and the state of West Virginia.

DIRECT ECONOMIC ACTIVITY \$5.86M

Revenue generated to local government: \$340,000.

Total Impact \$1M

Revenue generated to state government: \$745,000.

Amount spent per person, on average by Festival Attendees (excluding admission) \$238.17

CATF'S Direct Spending \$1.25M

Household income paid to residents \$2.6M



A 2016 West Virginia University Bureau of Business and Economic Research report titled "The Economic Impact of Public Institutions of Higher Education in West Virginia," shows that Shepherd University's economic impact on Berkeley and Jefferson counties is **\$91.1 MILLION**.

The study also shows that Shepherd had the **THIRD HIGHEST ECONOMIC IMPACT** on its region among the state's four- and two-year colleges and that Shepherd has a return on investment (ROI) of \$9.73 **FOR EVERY DOLLAR** invested by the state.

WVMETRONNEWS.COM/2016/08/08/REPORT-FINDS-WVS-PUBLIC-HIGHER-EDUCATION-INSTITUTIONS-HAVE-2-7-BILLION-IMPACT-ON-STATE/

HOW HAS CATF GROWN SINCE THE LAST EIS?

- In 2008, the impact of the Festival was \$3.2M. In 2018, the impact has grown to **\$5.86M, an 83% increase.**
- 11,500 tickets were issued in 2008. In 2018, **sales were increased by 65%**, resulting in 19,000 tickets issued.
- By 2013, **two phases of the Center for Contemporary Arts were completed.** The CCA provides both Shepherd University and CATF sophisticated classrooms, art studios, rehearsal rooms, and performance venues.
- CATF increased their offerings **from five to six plays** in rotating repertory during the 2017 Season.

AMERICANS FOR THE ARTS RANKED CATF AS AN INDUSTRY LEADER IN:

Customer satisfaction
Quality of the work
Communications
Service
Value for the price
Customer service from staff

WHAT DO PEOPLE SAY WHEN THEY THINK ABOUT CATF?

Innovative
Compelling
Masterful
Adventurous
Thought-provoking
Vibrant

DOWNLOAD CATF's full Arts & Economic Prosperity report and West Virginia's Travel Impacts at CATF.org/thinkimpact or shepherd.edu/catf-impact.