

WISCONSIN CHAMBER ORCHESTRA

ECONOMIC AND FISCAL IMPACT ANALYSIS



CONCERTS ON THE SQUARE®

The 40th anniversary season featured three-time Grammy nominated Latin band Tiempo Libre, trombone virtuoso Joël Vaïsse, and the 17-year-old winner of our Young Artist Concert Competition. The season also witnessed the return of the 1812 Overture to the Capitol Square, a variety of works by Dr. Bill Banfield, and a return of Jeans 'N' Classics with your favorite hits from the 80s, 90s, and 00s. The season was rounded by Bridget Kibbey on harp and a special collaboration with Madison Ballet.



About the Concerts on the Square Series

Beginning with the summer of 1984, Concerts on the Square has brought the arts and a sense of community to the Wisconsin State Capitol lawn. Concerts on the Square has grown into a gem of Madison. Over 240,000 patrons and visitors come together on the Square for this six-event concert series.

About the Wisconsin Chamber Orchestra

The Wisconsin Chamber Orchestra is a team of musicians nestled in the state Capital of Madison. Founded in 1960, the WCO is one of the nation's elite chamber ensembles. It encourages the arts through the transformative power of music.

Under the direction of Maestro Andrew Sewell, WCO leverages the unique characteristics of chamber music to bring a wide variety of repertoire to audiences in settings that range from the formality of the concert hall to the intimacy of smaller community venues and the open accessibility of parks and other public spaces.



IMPLAN Analysis

Direct Effect

The Direct Effect is predominantly the budget of WCO and its initial impact to the economy. This is exogenous to the model. During the operation of the organization, spending associated with the WCO represents the initial change in final demand. For the WCO, the direct effect of the system operations is primarily the employees of the Chamber Orchestra and the direct spending (for example the utility bills).

Indirect Effect

The Indirect Effect refers to the secondary impacts. These are caused by changing input needs of directly affected industries (e.g., additional input purchases to produce additional output). It concerns inter-industry transactions. Ultimately, as the WCO purchases locally produced products, these firms will expand their business. Those companies that witness this increase in business create a demand for locally sourced materials that are needed to produce said companies' products or services (for example, the utility may purchase a computer system for billing—the computer firm will then hire employees). In addition, if the WCO remodels their theatre, a local contractor hired to install flooring will have to purchase carpet or lease portable lighting when operating at night. The carpet wholesaler will also have to purchase goods and services necessary to operate.

Induced Effect

The Induced Effect is primarily caused by the changes in the household spending induced by the additional employment generated by direct and indirect effects. The direct and indirect effects on employment and income affect overall purchasing power within the economy, thereby inducing further consumption spending. For instance, the restaurant workers (created in the indirect effect) use their income to buy groceries or take their families to the movies generate economic impacts for workers and businesses in those sectors. These individuals will, in turn, spend their incomes much like the restaurant workers. This cycle continues until the spending eventually leaks out of the economy as a result of taxes, savings, or purchases of non-locally produced goods and services (imports).

Key Customer Profile

85% learned about Concerts on the Square from word of mouth.

85%

58% of attendees read the Madison Magazine.

58%

65% of eventgoers would like to see popular music featured in future concerts.

65%



65%

65% Female attendees at the Concerts on the Square.

5

Concert on the Square goers attend **5 concerts** in the Madison area annually.

WCO Visitor Economic Impact

Labor Income

Direct
Effect

\$2.0M

Indirect
Effect

\$1.3M

Induced
Effect

\$900K



The WCO Concerts are partners with the visitors. These supporters create impact the overall Labor Income and Output. The Labor Income Effect is \$4.2 million. These visitors create over \$15.7 million in Output. The output and jobs created are in various industries, such as Restaurants, Hospitality and Retail businesses.

Output

Direct
Effect

\$8.6M

Indirect
Effect

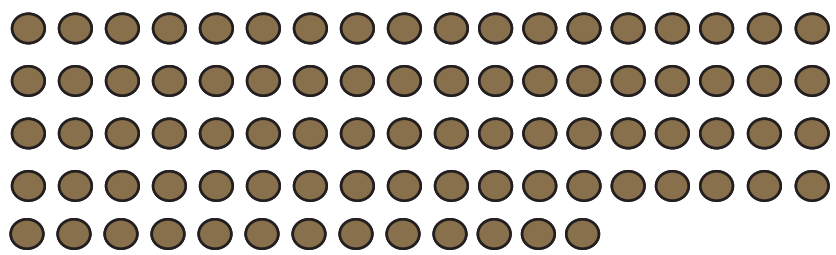
\$4.3M

Induced
Effect

\$2.8M

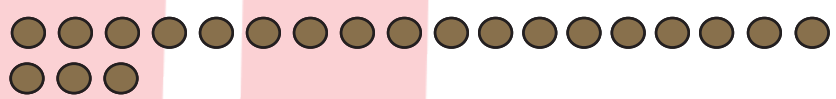
WCO Visitor Economic Impact

Direct



85 Jobs

Indirect



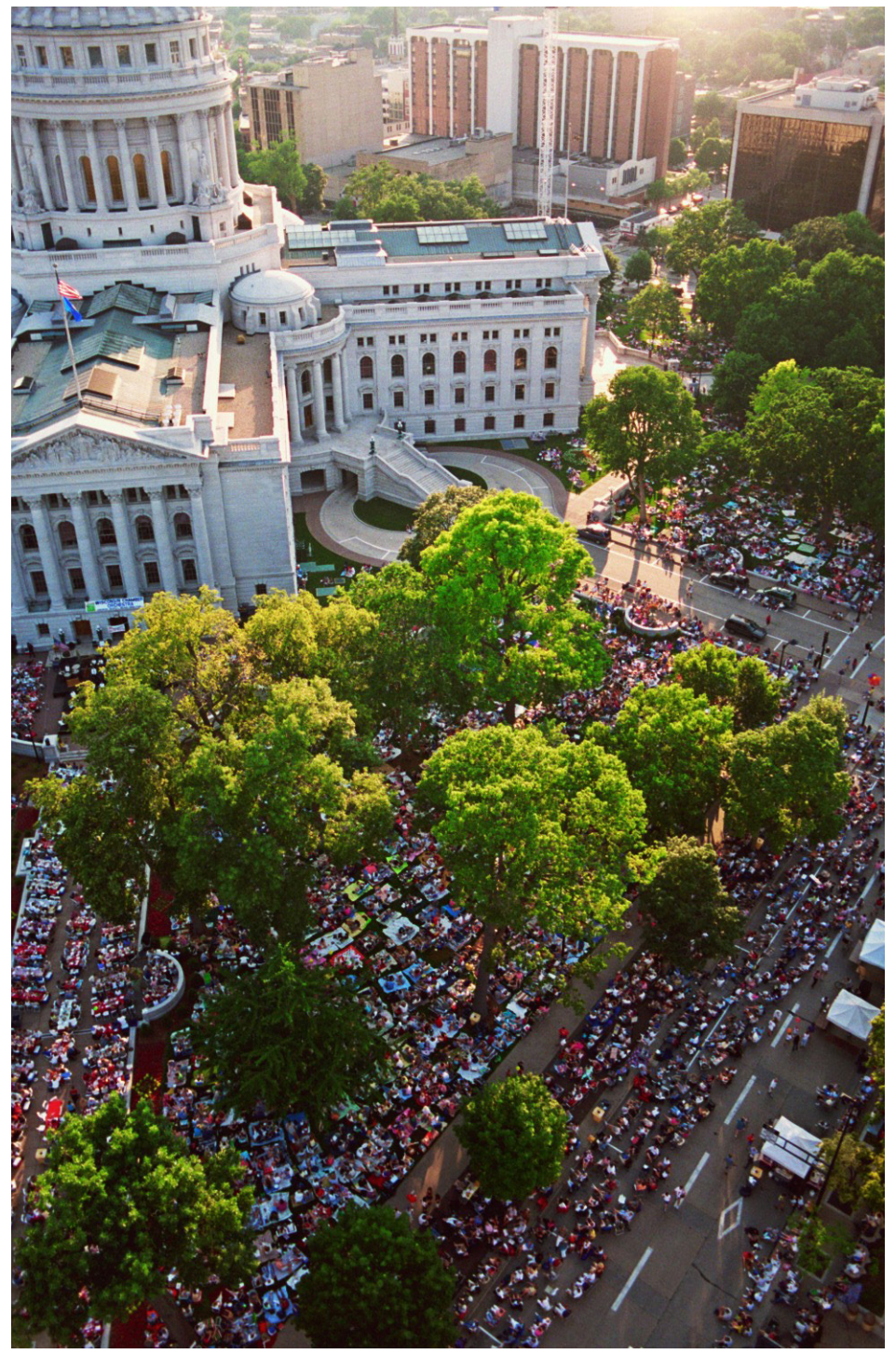
21 Jobs

Induced



16 Jobs

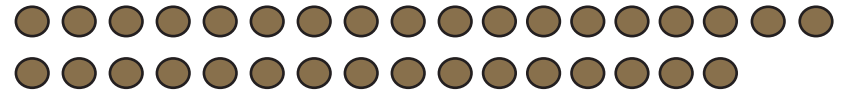
The average WCO concert attendee spends in excess of \$38 on this event. This includes food and beverages for the event, restaurant spending in conjunction with the event and travel to the concerts. This estimate is the basis of the calculation of the Economic Impact of the Visitors on the local economy.





WCO Visitor Tax Effect

State and Local Tax Impact



\$340,000

The primary tax revenues generated by the WCO concerts are Sales Taxes, Personal Income Taxes, and Corporate Income Taxes.

\$112,096

The average household income for attendees of Concerts on the Square in 2023 was **\$112,096**.





WCO Operations Economic Impact

The Administration and Organization of the WCO is an establishment that creates the event. This body creates 16 jobs and \$905,000 in Labor Income. In addition, it injects over \$1.9 million dollars into the Dane County economy. The WCO Organization contribute to the economy as they spend money on salaries, sets, supplies, advertising as they operate.

Impact Type	Employment	Labor Income	Output (Sales)
Direct	11	\$620,000	\$1,000,000
Indirect & Incduced	5	\$285,000	\$930,000
Total	16	\$905,000	\$1,930,000

WCO Total Economic Impact

WCO Visitor Impact

- 122 jobs supported in 2023
- \$4,200,000 labor income for the Wisconsin economy in 2023
- \$15,700,000 output for the economy in 2023
- \$340,000 State and Local Tax Impact for 2023

WCO Operations Impact

- 16 jobs supported in 2023
- \$905,000 labor income for the Madison economy in 2023
- \$1,930,000 output for the Madison economy in 2023

**CONCERTS
ON THE
SQUARE®**

About the FERC

The University of Wisconsin Whitewater- Fiscal and Economic Research Center provides research services for area businesses, not-for-profit organizations and government entities, including:

- Economic analysis
- Geographic Information Systems (GIS) analysis
- Market research, marketing strategy, and planning
- Statistical analysis
- Simulation analysis
- Ecological and biological analysis
- Government and public policy analysis
- Entrepreneurship
- Economic forecasting and business development

About the Authors

Russ Kashian is a professor of economics at the University of Wisconsin-Whitewater. He served as a specialist for the University of Wisconsin-Extension and is co-founder and director of the Fiscal and Economic Research Center at UW-Whitewater. In the 20 years that he has taught at the university, his focus has been on conducting applied research projects that develop students, are of value to others and serve the region. Dr Kashian's main areas of interest are financial intermediaries, tourism, education, and economic development.

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