

# ECONOMIC IMPACT ANALYSIS GWINNETT CENTER

LOCATION Gwinnett County  
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The Gwinnett Center is an 80-acre multipurpose campus located in Gwinnett County. The campus' four venues - the Arena, the Convention Center, the Performing Arts Center, and the Hudgens Center - offer a variety of entertainment, sports and other activities and attract a wide range of overnight and day-tripper visitors whose spending has an impact in the local economy.

The Enterprise Innovation Institute (EI<sup>2</sup>) was brought on to quantify the economic and fiscal impacts generated by the Gwinnett Center and its patrons in year 2012. The study measures the visitors' contribution to the local economy by quantifying their impact in terms of employment, income, and economic output. Economic output is typically defined as business revenues, and income is defined as employee compensation paid by employers. Total activity is generally referred to as the "multiplier effect." This effect occurs whenever dollars are brought into a region's economy and recirculated before exiting or "leaking out."

EI<sup>2</sup> found that the Gwinnett Center generates considerable economic benefits for Gwinnett County's economy. Visitor spending in connection with the Center's events supported **1,048 direct local jobs** in year 2012. These workers were paid nearly **\$27.5 million in wages and salaries (including benefits)** and generated an **economic output of \$62.8 million**.

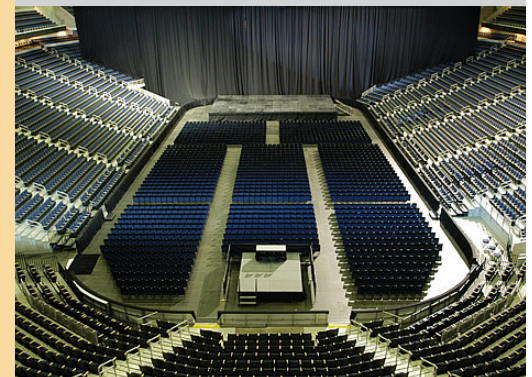
While a large share of the impacts are attributed to direct employment and income, the total impact (direct, indirect, and induced) is important to the region's economy. The Center's operations and visitor spending generate ripple impacts throughout the region, supporting an additional **478 indirect and induced jobs** with **income of \$22.4 million** and **economic output of nearly \$60.4 million**.

This brings the total economic impact to **1,526 jobs** that generated nearly **\$49.9 million in income** and nearly **\$123.2 million in output**.

EI<sup>2</sup> calculated the fiscal impact by estimating the revenues associated with Gwinnett Center's activities and its visitors' spending and subtracting the costs associated with providing services to Gwinnett County's households and companies associated with these activities. The Gwinnett Center **generated an estimated \$1.6 million in revenues for Gwinnett County in calendar year 2012**. When the costs of providing services to all employees were deducted from these revenues, the **net contribution to local tax revenues in 2012 was nearly \$1.2 million**.

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An IMPLAN model was compiled for Gwinnett County. This model traces the flow of visitor-related expenditures through the local economy and their effects on employment, income, and output. IMPLAN also quantifies the indirect and induced impacts of visitor spending and is customized to reflect Gwinnett County's economy.



The Arena at Gwinnett Center  
Photo from [www.gwinnettcenter.com](http://www.gwinnettcenter.com)



The Performing Arts Center at Gwinnett Center  
Photo from [www.gwinnettcenter.com](http://www.gwinnettcenter.com)