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Los Angeles County Economic
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Economic Impact Analysis Report for Pacific Standard Time: LA/LA

Pacific Standard Time: LA/LA

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ECONOMIC IMPACT ANALYSIS

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Los Angeles County Economic Development Corporation

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The LAEDC Institute for Applied Economics provides objective economic and policy research for public agencies and private firms. The group focuses on economic impact studies, regional industry analyses, economic forecasts and issue studies, particularly in workforce development, transportation, infrastructure and environmental policy.

Executive Summary

Pacific Standard Time: LA/LA, a far-reaching and ambitious exploration of Latin American and Latino art in dialogue with Los Angeles, was a series of concurrent exhibitions and programs taking place from September 2017 through January 2018. With the support of $16.3 million in grants from the Getty Foundation, and five years of research and planning, over 70 cultural institutions across Southern California participated in this ground-breaking initiative. From Los Angeles to Palm Springs, and from San Diego to Santa Barbara, exhibitions and programs highlighted different aspects of Latin American and Latino Art, presenting a wide variety of important works of art, much of them new to Southern California audiences. Topics ranged from luxury objects in the ancient world to modern Afro-Brazilian art, from monographic studies of individual artists to broad surveys that cut across numerous countries.

The extensive nature of the initiative contributed to the local and regional economy through the expenditures of both cultural institutions and visitors. An estimated 2.7 million visitors participated in Pacific Standard Time: LA/LA activities across the region. The majority—over 66 percent—of these attendees originated from Southern California, but visitors came from around the world.

Economic and Fiscal Impact

Pacific Standard Time: LA/LA generated considerable economic activity in the Southern California region, adding $430.3 million in economic output and supporting 4,080 jobs with total labor income of $187.9 million. This activity is estimated to have added $24.3 million in tax revenues for state and local governments. ❖

Willys de Castro, *Objeto ativo (cubo vermelho/branco), Active Object (red/ white cube)*, 1962. Oil on canvas on plywood. 25 x 25 x 25 cm. Colección Patricia Phelps de Cisneros. Promised gift to the Museum of Modern Art, New York through the Latin American and Caribbean Fund in honor of Tomás Orinoco Griffin-Cisneros. Image courtesy Walter de Castro

(Southern California, 2018)	
Estimated Participant Spending (millions)	$53.1
Estimated Visitor Spending (millions)	$192.6
Total Economic Impact:	
Output (millions)	$430.3
Employment (jobs)	4,080
Labor income (millions)	$187.9
Total State and Local Taxes (millions)	$24.3

Source: Estimates by LAEDC

1 Introduction

Pacific Standard Time: LA/LA is the second Pacific Standard Time initiative led by the Getty in partnership with cultural organizations across Southern California. Each Pacific Standard Time iteration contributes significant research to an unknown or neglected aspect of art history, while celebrating the vital and vibrant artistic traditions important to Southern California. Pacific Standard Time: LA/ LA took place from September 2017 to January 2018; this is the official timeframe, although some exhibitions started earlier and some closed after January 2018.

The first program, Pacific Standard Time: Art in L.A. 1945–1980, was an effort of over 60 cultural institutions across Southern California over a six-month period documenting the birth of the LA art scene post-World War II. From October 2011 to March 2012, each institution contributed to the telling of a story of artistic innovation and social change. Exhibitions featured a wide variety of media, including paintings, ceramics, film, music, photography, prints, sculpture, architecture and performance art; and drew 1.8 million visitors from around the region and from all corners of the world.

This report presents the economic impact of the second major program of the Pacific Standard Time initiative, Pacific Standard Time: LA/LA. An estimated 2.7 million visitors participated in this collaborative cultural endeavor, with over 70 partner institutions across Southern California contributing exhibitions, film, music, performances, and public programming of all kinds.

The preparations for the exhibitions and programs hosted by the participating institutions, as well as the visitors drawn to the region for the initiative generated significant economic activity in terms of output, incomes and economic effects of Pacific Standard Time: LA/LA by analyzing how regional residents and businesses benefited from the activities related to the project.

Ken Gonzales-Day, *Danny, mural by Levi Ponce, Van Nuys Blvd., Pacoima, 2016.* © 2016 Ken Gonzales-Day

Economic Impact Analysis

Economic impact analysis is used to estimate the overall economic activity, including the spill-over and multiplier impacts, and occurs as a result of a particular business, event or geography.

The initial economic impacts of the activity related to the Pacific Standard Time: LA/LA exhibitions and programs are the purchases of goods and services from local vendors and the wages and benefits paid to local workers. For example, a museum purchases construction materials for the installation of an exhibition such as boards, lighting, paint and framing, and pays the wages and benefits of its own workers. The suppliers of these materials in turn hire additional workers to service the account. Similarly, visitors drawn to the exhibition enjoy a meal at a local restaurant, which must retain enough staff to serve the additional customers.

Workers at the museums and at the supplier companies spend a portion of their incomes on groceries, rent, vehicle expenses, healthcare, entertainment and so on. The recirculation of the original expenditures multiplies the initial impact through these indirect and induced effects.

The extent to which the initial expenditures multiply is estimated using economic models that depict the relationships between industries (such as construction and its suppliers) and among different economic agents (such as industries and their employees). These models are built upon actual data of expenditure patterns that are reported to the U.S. Bureau of Labor Statistics, the U.S. Census Bureau and the Bureau of Economic Analysis of the U.S. Department of Commerce. Data is regionalized so that it reflects and incorporates local conditions such as prevailing wages rates, idiosyncratic expenditure patterns, and resource availability and costs.

The magnitude of the multiplying effect differs from one region to another depending on the extent to which the local region can fill the demand for all rounds of supplying needs. For example, the automobile manufacturing industry has high multipliers in Detroit and Indiana since these regions have deep and wide supplier networks, while the same industry multiplier in Phoenix is quite small. In another example, the jobs multiplier for the construction industry is higher in, say, Arkansas than in California because the same amount of spending will purchase fewer workers in Los Angeles than in Little Rock.

Multipliers can also differ from year to year as relative material and labor costs change and as the production "recipe" of industries changes. For example, the IT revolution significantly reduced the job multiplier of many industries (such as automotive manufacturing, accounting, architecture and publishing) as computers replaced administrative and production workers.

Approach and Methodology

Economic impact analysis typically begins with an increase in the final demand for an industry's output, such as a purchase of construction services, or an inflow of out-of-town visitors who spend money at local accommodations and retail outlets.

José Clemente Orozco, *Prometheus*, 1930. Fresco, 240 x 342 inches (610 x 869 cm), Pomona College, Claremont, CA. Photo Courtesy: Schenck & Schenck, Claremont, CA

Our approach is to use the expenditures reported by participating institutions as well as by the supporting campaign. We also extrapolated visitor spending from data provided by the Los Angeles Tourism Convention Board. We begin by estimating the impact of the participating institutions. Budget data for Pacific Standard Time: LA/LA activities was provided by the institutions themselves and by the campaign team. (For the five exhibitions that did not provide budget data, expenditure patterns were estimated using data from comparable institutions and exhibitions.)

We follow this with an analysis of visitor spending by attendees of the exhibitions and programs. The impact of visitor spending was estimated *only* for expenditures related to the attendance attributable to Pacific Standard Time: LA/LA.

To estimate the local spending of domestic and international visitors to the region, we use the results of an intercept survey administered to visitors at 10 museums to determine the incremental attendance due to Pacific Standard Time: LA/ LA exhibitions and programs. Expenditure patterns vary according to the origin of visitors. Estimates for local spending of local, non-local domestic and international visitors were derived using data published by *Visit California* and the Los Angeles Tourism Convention Board's *Marketing and Planning Resource Book.*

Attendance estimates were adjusted *downward* to account for attendees visiting multiple venues based on responses to the intercept survey.

Visitor spending by county was estimated based upon the geographic location of the activity.

Once the initial direct activity was determined, we estimated the indirect and induced impacts using models developed with data and software from MIG, Inc. Our region of interest is the five-county Southern California region in which Pacific Standard Time: LA/LA exhibitions and programs were held (consisting of the counties of Los Angeles, Orange, Riverside, San Diego and Santa Barbara). MIG's IMPLAN system is a robust, widely-used set of modeling tools that provide economic resolution from the national level down to the ZIP code level.

To estimate the regional, five-county impacts, we employed multiregional analysis. Multiregional analysis allows the estimation of the spill over impact into neighboring counties of the initial spending, and the subsequent spillover impact from each of these five counties back into the original county where the activity took place. Such multiregional analysis provides a more accurate picture of the overall impact in the larger region of activity, which originates in a single county.

The metrics used to determine the value of the economic impact include employment, labor income and the value of output. *Employment* numbers include full-time, part-time, permanent and seasonal employees, and the self-employed, and are measured on a job-count basis regardless of the number of hours worked. *Labor income* is a measure of all income received by both payroll employees and the self-employed, including wages and benefits such as health insurance and pension plan contributions. *Output* is the value of the goods and services produced. For most industries, this is simply the revenue generated through sales; for others, in particular retail industries, output is the value of the services supplied.

The total impacts include *direct, indirect and induced effects*, as the examples above illustrate.

Sergio O'Cadiz Moctezuma, detail of *Fountain Valley Mural*, 1974–1976, 6 x 625 feet. Destroyed 2001. Photographer unknown. Private collection of the O'Cadiz Family

Direct employment is the personnel hired by the collaborating institutions participating in Pacific Standard Time: LA/LA in their ongoing operations, including curators, designers, maintenance workers, administrative, management, parking attendants, and so on. *Direct* output is the value of the services provided by each business firm or entity. *Indirect* effects are those that stem from the employment and output motivated by the purchases made by each direct company. For example, indirect jobs are sustained by the suppliers of the office supplies and insurance coverage purchased by participating institutions. *Induced* effects are those generated by the household spending of employees whose wages are sustained by both direct and indirect spending.

Our estimates for labor income and output are reported in 2018 dollars. Employment estimates are reported on an annual basis, i.e., the number of full –and part-time jobs supported in one year. ❖

Ana Serrano, *Cartonlandia,* 2008. Cardboard, paper, acrylic paint. 5' x 4'x 4.5' Photo: Julie Klima. The AltaMed Art Collection. Courtesy of Cástulo de la Rocha and Zoila D. Escobar

2 Pacific Standard Time: LA/LA Attendees

Pacific Standard Time: LA/LA exhibitions and programs were held at cultural institutions across five counties in Southern California. Attendees of the Pacific Standard Time: LA/LA exhibitions and programs ranged from local residents to visitors from other states to travelers from around the world.

An intercept survey was administered to visitors at 10 participating institutions. These responses were used to create a profile of visitors to Pacific Standard Time: LA/LA exhibitions and programs, which was used to generate estimates for the direct economic activity associated with visitors specifically related to Pacific Standard Time: LA/LA.

Attendance figures were provided by all but a handful of participating institutions. Attendance at those institutions was estimated based upon the individual exhibition characteristics, including the size of the venue, the number of exhibitions and the exhibition duration. Total estimated attendance for all participating institutions aggregated by county is shown in Exhibit 2-1.

Exhibit 2-1

Estimated Attendance at Participating Institutions

	Institution Attendees	Share of Total
Los Angeles County	2,408,850	86.1%
All other regions	387,760	13.9%
Total for All Exhibitions and Programs in SoCal	**2,796,610**	**100%**

Sources: Participating institutions; estimates by LAEDC

These attendance estimates, in conjunction with the intercept survey responses, serve as the basis for the generation of additional estimates in this study.

The intercept survey administered to visitors provided valuable information about attendees, including the percentage of attendees whose primary reason for their visit was the Pacific Standard Time: LA/LA exhibition, the origin of attendees, the length of their stay in the region and type of lodging. These key components were used to construct estimates of visitor spending related to Pacific Standard Time: LA/LA.

According to this survey, just over 27 percent of respondents cited Pacific Standard Time: LA/LA as the main reason for their visit. This share was extrapolated to the attendance figures from other institutions to identify the incremental visitor attendance attributed to the Pacific Standard Time: LA/LA event.

The estimated incremental visitor attendance attributed to Pacific Standard Time: LA/LA was 674,000. The reported distribution of the origins of attendees from the intercept survey was applied to produce estimates of attendees by origin displayed in Exhibit 2-2.

Exhibit 2-2

Estimated PST: LA/LA Attendance by Origin

	PST Attendees (000s)	Share of Total
Area		
Southern California	430.9	66.6%
Other California (excludes SoCal)	41.8	6.2%
Other U.S. (excludes SoCal)	178.0	17.5%
Outside U.S.	66.1	9.8%
Total for All Exhibitions and Programs in SoCal	**674.0**	**100%**

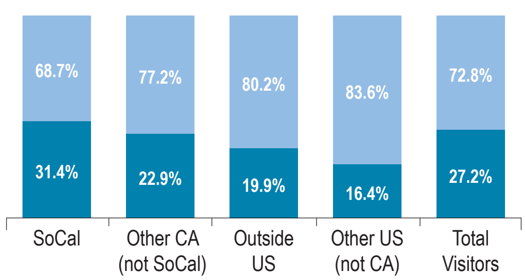
Sources: Intercept survey; estimates by LAEDC *numbers may not sum due to rounding

The majority of visitors came from within California, with about 67 percent originating from Southern California. Approximately 18 percent of visitors came from states other than California, and 9.8 percent traveled from outside the United States.

The origin of the attendees is generally a determinant of the length of their stay and their expenditure patterns. For example, resident visitors may make a day trip while nonresident visitors may be more inclined to stay several nights. Nonresident visitors to cultural institutions will have higher expenditures than resident visitors related to lodging and transportation.

Exhibit 2-3 displays the primary reason for the attendees visit by place of origin. Overall, 27.2 percent of respondents identified Pacific Standard Time: LA/LA as the primary reason for their visit to a participating museum.

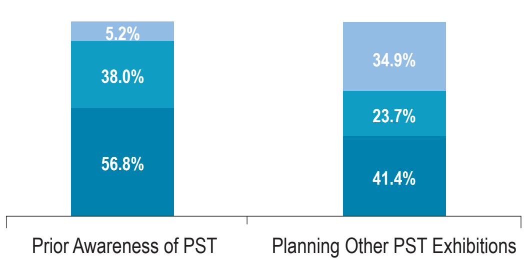
Exhibit 2-3
Was PST: LA/LA the Primary Reason for Visit?*



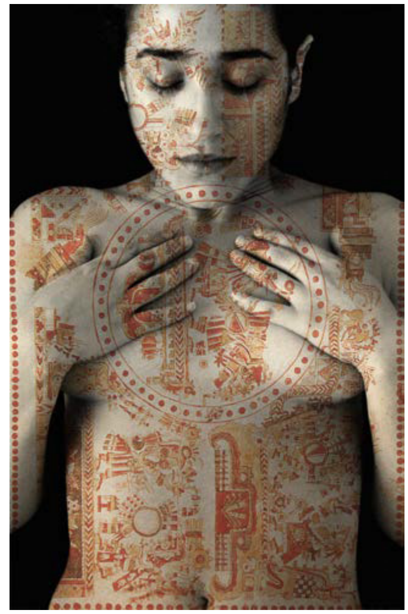
*"Not sure"responses were allocated evenly between yes and no

Exhibit 2-4 shows the distribution of the responses of attendees to their prior knowledge of the presence of the Pacific Standard Time: LA/LA exhibitions at the institution they were visiting, and their intent to visit Pacific Standard Time: LA/LA exhibitions at other locations.

Exhibit 2-4
PST Exhibitions Awareness



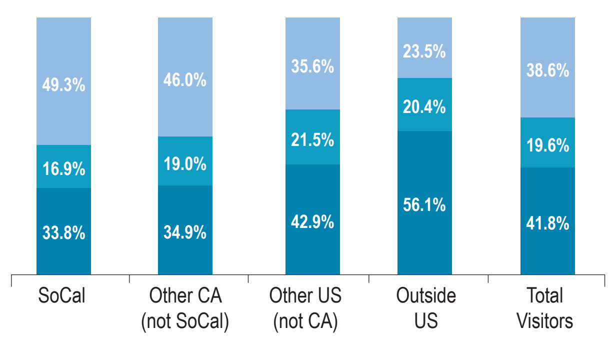
More than 40 percent of all respondents anticipated visiting other Pacific Standard Time: LA/LA exhibitions. Overall attendance estimates were correspondingly adjusted *downward* to account for attendees visiting multiple venues.



Tatiana Parcero, *Cartografía Interior #43*, 1996. Lambda print and acetate. 43 x 31 in. Scripps College. Photo credit: jdc Fine Art

Exhibit 2-5 shows the survey responses to the type of lodging of Pacific Standard Time: LA/LA attendees who spent at least one night in the region, according to visitor origin.

Exhibit 2-5
Lodging of PST Visitors



The characteristics of the attendees obtained through the intercept survey are used to estimate the expenditures of the attendees at the cultural institutions and elsewhere in the region when they visited Pacific Standard Time: LA/LA exhibitions and programs. ❖

3 Economic Impact

The overall economic impact of Pacific Standard Time: LA/LA is a function of several broad components. First, the Getty, as the initiator of the project, spent considerable sums in the region, including on grants, promotion and marketing of the initiative, and its own exhibitions, programs and institutional events such as the opening celebration. Second, participating institutions hosted their own exhibitions and events, hiring additional staff and engaging in promotional outreach efforts and marketing campaigns. Finally, the visitors drawn to the Pacific Standard Time: LA/LA activities across the region spent considerable sums at hotels, restaurants, other cultural attractions and at retail establishments, activity that can in some part be attributed to Pacific Standard Time: LA/LA.

Each of these is described in turn. ❖

Direct Expenditures

The Getty

As the initiating organization, the Getty was involved in significant marketing, planning, research, and exhibition and public programming efforts through the event period and throughout the region. Excluding exhibition and program costs, the Getty had $20.5 million in direct expenditures for archival grants, research and planning grants, performance grants, events, and marketing and communications.

Not all of this spending will have had a measurable economic impact. For example, the art itself will generate utility for patrons that cannot be measured in monetary terms. Moreover, the ability of this program to generate investment in future Pacific Standard Time programs also cannot be measured.

Furthermore, to avoid double-counting of expenditures, the grants awarded to participating institutions are accounted for in the expenditures made by those institutions.

Carlos Almaraz, *Crash in Phthalo Green*, 1984. Oil on canvas. Los Angeles County Museum of Art, gift of the 1992 Collectors Committee. © The Carlos Almaraz Estate. Photo © Museum Associates, LACMA

Partnering Institutions

The individual institutions participating in the event spent considerable funds on promotion, staff support, installation, transportation of works of art, publications and marketing. It is estimated that the total expenditures of partnering institutions exceeded $32.4 million, much of which was spent in the regional economy. As noted above, this would include support received from the Getty Foundation for exhibitions and publication costs, but it would also include funds that each institution raised from its own sources. These expenditures are summarized in Exhibit 3-1.

Exhibit 3-1

Direct Expenditures of Partnering Institutions

Los Angeles County	$39,539,800
All other regions	13,556,500
Total for Partnering Institutions	**$53,098,300**

Sources: Partnering institutions; The Getty

The list of participating institutions includes:

- 18th Street Arts Center
- Academy of Motion Picture Arts and Sciences
- American Museum of Ceramic Arts
- Angels Gate Cultural Center
- Annenberg Space for Photography
- Armory Center for the Arts
- Art, Design & Architecture Museum, UCSB
- Autry Museum of the American West

- The Broad
- California African American Museum
- California Historical Society
- Chapman University
- Chinese American Museum
- Community Arts Workshop
- Craft & Folk Art Museum
- Craft in America
- CSU Channel Island, Broome Library and Napa Hall Gallery
- CSU Northridge Art Galleries
- dA Center for the Arts
- ESMoA
- Fowler Museum at UCLA
- The Geffen Contemporary at MOCA
- The Getty Center
- Hammer Museum
- Hollywood Bowl
- The Huntington Library, Art Collections and Botanical Gardens
- Institute for Contemporary Art, Los Angeles
- Japanese American National Museum
- LA Plaza de Cultura y Artes
- LA><ART
- LACE (Los Angeles Contemporary Exhibitions)
- LACMA (Los Angeles County Museum of Art)
- LA Phil
- Laguna Art Museum
- LAND (Los Angeles Nomadic Division)
- Library Foundation of Los Angeles
- Los Angeles Filmforum
- Los Angeles Municipal Art Gallery
- The Luckman Fine Arts Complex at Cal State L.A.
- MAK Center for Art and Architecture at the Schindler House
- Marciano Art Foundation
- Millard Sheets Art Center
- Mingei International Museum
- The Mistake Room
- MOCA (The Museum of Contemporary Art, Los Angeles)
- MOCA Pacific Design Center with the ONE Gallery
- MOLAA (Museum of Latin American Art)
- Museum of Contemporary Art San Diego
- Museum of Contemporary Art Santa Barbara
- Museum of Photographic Arts
- The Music Center
- Muzeo Museum and Cultural Center
- Oceanside Museum of Art
- ONE National Gay & Lesbian Archives at the USC Libraries
- Otis College of Art and Design, Ben Maltz Gallery
- Palm Springs Art Museum
- Palm Springs Art Museum Architecture and Design Center
- Pasadena Museum of California Art
- Pitzer College Art Galleries
- Pomona College Museum of Art
- REDCAT (Roy and Edna Disney/CalArts Theater)
- Riverside Art Museum
- San Diego Museum of Art
- Santa Barbara Historical Museum
- Santa Barbara Museum of Art
- Scripps College, Ruth Chandler Williamson Gallery
- Self Help Graphics & Art
- Segerstrom Center for the Arts
- Skirball Cultural Center
- Sunnylands Center & Gardens
- Torrance Art Museum
- UCLA Chicano Studies Research Center
- UCLA Film & Television Archive
- UCR ARTSblock
- University Art Galleries, UCI
- University Art Museum, CSU Long Beach
- University of San Diego, University Galleries
- USC Annenberg School for Communication and Journalism
- USC Fisher Museum
- USC Pacific Asia Museum
- Vincent Price Art Museum
- Westmont Ridley-Tree Museum of Art

Since most of the exhibitions and programs occurred in Los Angeles County, almost 75 percent of the spending by the institutions is estimated to have occurred in Los Angeles County. ❖

Visitors

As described above, using the attendance figures provided by participating institutions, it is estimated that Pacific Standard Time: LA/ LA exhibitions and programs across Southern California had in excess of three-quarters of a million attendees who said that their main reason for attending was Pacific Standard Time: LA/LA.

Some of these attendees chose to spend a few nights in Los Angeles, enjoying the local amenities and other cultural attractions, including hotels, other museums and theme parks, retail establishments, and restaurants. This spending had a significant impact on the economy through its multiplier effect.

Not all visitor spending was attributed to Pacific Standard Time: LA/LA, however, since of course many tourists are drawn to the region to experience a variety of cultural attractions and may have simply added Pacific Standard Time: LA/LA to their itinerary. Such visitors would not be considered to have primarily been drawn to the event, and as such, their overall expenditures were not attributed and included here.

Additionally, as noted above, some visitors attended multiple venues. To prevent double-counting of their spending, we distinguish between *visits* and *visitors* in formulating spending estimates.

In general, visitors allocate their spending to hotels and accommodations, restaurants and drinking establishments, retail purchases, local cultural attractions, and local transportation. Visitors staying with friends or relatives will have zero expenditure on lodging, as will those from within Southern California. However, other types of visitor spending will still have an associated impact.

Douglas McCulloh, *Santa Fe Depot, San Bernardino*, 2015 Digital Photograph, Designed by W.A. Mohr, Opened 15 July, 1918. Collection of the Riverside Art Museum

Ancillary spending of local visitors (i.e., residents of Southern California) is excluded, since these visitors would have spent these same monies elsewhere in the region, making their expenditures related to an institution a *displacement* of local spending and not *new* spending attributable to the museum. Many, including school children or repeat local visitors, will not purchase items in the museum gift shop or food and beverages in local restaurants.

The composition of spending of nonlocal domestic and international visitors differs as well, but visitors in both of these categories will allocate their spending to hotels and accommodations, restaurants and drinking establishments, retail purchases and transportation. International visitors are known to spend more per person on retail purchases than both other groups of visitors.

Using this information, estimates were constructed for overall spending for each type of visitor. These are shown in Exhibit 3-2 on the following page.

Exhibit 3-2

Average Visitor Spending by Origin (per day)

Origin	Spending per Visitor
Southern California	$364
California (excludes SoCal)	364
Other U.S. (excludes CA)	389
Outside U.S.	414
Total for All Visitors	**$383**

Sources: LATCB.; Estimates by LAEDC

For comparison, the Los Angeles Tourism Convention Board estimates that international visitors spend on average $972 each and domestic overnight visitors spend on average $563 each *per visit*. The reader should bear in mind that these are averages across various lengths of stay and types of visitors, i.e., those traveling for leisure, family or business. Since these estimates exceed those constructed for Pacific Standard Time: LA/LA attendees, Pacific Standard Time: LA/LA visitor spending and their related impacts are expected to be conservative estimates.

Total expenditures related to visitors reporting their attendance to be motivated by Pacific Standard Time: LA/LA exhibitions and programs are estimated to be $192.6 million. This total visitor spending is broken down by spending category in Exhibit 3-3.

Exhibit 3-3

Pacific Standard Time: LA/LA Visitor Spending by Category

Category	Visitor Spending ($ millions)
Lodging	$39.6
Food and Beverages	$30.6
Entertainment	$54.4
Retail	$44.3
Transportation	$23.6
Total Visitor Spending	**$192.6**

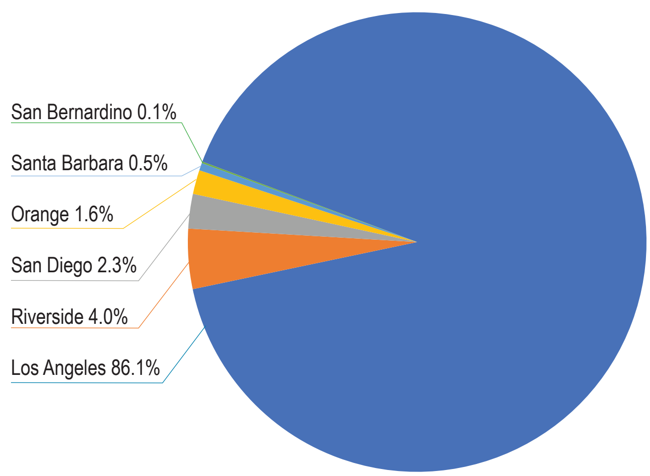
Sources: LA Inc.; Estimates by LAEDC

Jaime Muñoz, *Fin,* 2011. Acrylic on panel, 36 x 48 in. Photo: Christopher Allen. © 2017, Jaime Muñoz

Exhibit 3-4 displays the distribution of the visitor spending attributed to Pacific Standard Time: LA/LA by county, as determined by the location of the activities and their individual duration. Since the majority of the exhibitions took place in Los Angeles County, more than 86 percent of the visitor spending is estimated to have occurred in the county. ❖

Exhibit 3-4

PST: LA/LA Visitor Spending by County



Economic and Fiscal Impact

Using the visitor spending estimates of Pacific Standard Time: LA/LA attendees and categorized budgets of the partnering institutions and related activities, the total combined economic impact of activity related to Pacific Standard Time: LA/LA in the five-county Southern California region was estimated. While the focus of the Pacific Standard Time: LA/LA event was Los Angeles, the spread of exhibitions, galleries and visitors reached across the Southern California region.

The economic impact of Pacific Standard Time: LA/LA in the five-county Southern California region is shown in Exhibit 3-5.

Exhibit 3-5

Total Economic Impact of Pacific Standard Time: LA/LA (Southern California, 2018)

Estimated Participant Spending (millions)	$53.1
Estimated Visitor Spending (millions)	$192.6
Total Economic impact:	
Output (millions)	$430.8
Employment (jobs)	4080
Labor income (millions)	$187.9
Total State and Local Taxes (millions)	**$24.3**

Sources: Estimates by LAEDC

It is estimated that the combined activity related to Pacific Standard Time: LA/LA during the four-month program period generated $430.8 million in economic output in Southern California and supported 4,080 jobs with a total labor income of $187.9 million. This activity is estimated to have generated $24.3 million in state and local tax revenues.

The indirect and induced impacts spill across all industries, as shown in Exhibit 3-6.

A description of the industry sectors is provided in the Appendix. ❖

Alex da Corte, *Slow Graffiti*, 2017. Video still. Courtesy of Alex da Corte and Maccarone, New York/Los Angeles

Exhibit 3-6

Economic Impact of PST: LA/LA by Industry Sector (Southern California, 2018)

	Employment	Output (millions)
Agriculture	1	$0.1
Mining	3	$0.8
Utilities	2	$3.4
Construction	23	$3.9
Manufacturing	40	$14.0
Wholesale trade	33	$8.4
Retail trade	581	$33.3
Transportation and warehousing	415	$41.3
Information	28	$15.7
Finance and insurance	95	$23.7
Real estate and rental	129	$44.6
Prof., scientific & technical services	135	$21.8
Management of companies	18	$4.4
Administrative & waste management	181	$12.3
Educational services	43	$2.9
Health care and social assistance	153	$15.3
Arts, entertainment and recreation	1,000	$91.9
Accommodation and food services	1,088	$80.7
Other services	104	$9.0
All others	7	$2.5
Total*	**4,080**	**$430.8**

* May not sum due to rounding
Source: Estimates by LAEDC

Los Angeles County

The center of activity occurred at locations in Los Angeles County. Over 60 cultural institutions in the county held exhibitions or otherwise participated in the event.

The economic impact of Pacific Standard Time: LA/LA in Los Angeles County is shown in Exhibit 3-7.

Exhibit 3-7

Total Economic Impact of PST: LA/LA (Los Angeles County, 2018)

Estimated Participant Spending (millions)	$48.2
Estimated Visitor Spending (millions)	$165.9
Total Economic impact:	
Output (millions)	$375.7
Employment (jobs)	3,520
Labor income (millions)	$165.1
Total State and Local Taxes (millions)	**$21.1**

Sources: Estimates by LAEDC

It is estimated that activity attributed to Pacific Standard Time: LA/LA during the four-month program period supported 3,520 jobs with total labor income of $165.1 million in Los Angeles County. The total output impact in the county is estimated to have been $376 million.

This activity is estimated to have generated $21.1 million in state and local tax revenues.

The indirect and induced impacts spill across all industries, as shown in Exhibit 3-8.

A description of the industry sectors is provided in the Appendix. ❖

Alfredo de Batuc, *Día de los Muertos*, 1979. Copyright: Self Help Graphics & Art, Alfredo de Batuc

Exhibit 3-6

Economic Impact of PST: LA/LA by Industry Sector (Los Angeles County, 2018)

	Employment	Output (millions)
Agriculture	0.6	$0.1
Mining	3	$0.7
Utilities	2	$3.2
Construction	20	$3.3
Manufacturing	34	$12.4
Wholesale trade	28	$7.3
Retail trade	495	$28.8
Transportation and warehousing	355	$35.2
Information	24	$13.8
Finance and insurance	81	$21.0
Real estate and rental	109	$38.8
Prof., scientific & technical services	116	$19.4
Management of companies	16	$3.4
Administrative & waste management	157	$10.4
Educational services	38	$2.6
Health care and social assistance	135	$13.7
Arts, entertainment and recreation	874	$81.4
Accommodation and food services	934	$69.8
Other services	91	$7.9
All others	5	$1.8
Total*	**3,520**	**$375.7**

* May not sum due to rounding
Source: Estimates by LAEDC

Other Regions of Southern California

Although much of the activity occurred in Los Angeles County, exhibitions and programs were held throughout the Southern California region, generating economic activity outside of LA. The economic impact of Pacific Standard Time: LA/LA in other regions of Southern California is shown in Exhibit 3-9.

Exhibit 3-9

Total Economic Impact of PST: LA/LA (Other Regions of SoCal, 2018)

Estimated Participant Spending (millions)	$4.9
Estimated Visitor Spending (millions)	$26.7
Total Economic impact:	
Output (millions)	$56.4
Employment (jobs)	564
Labor income (millions)	$22.8
Total State and Local Taxes (millions)	**$3.3**

Sources: Estimates by LAEDC

It is estimated that activity attributed to Pacific Standard Time: LA/LA exhibitions and programs in the Southern California region outside of Los Angeles County during the four-month program period supported 564 jobs with total labor income of $22.8 million. The total output impact in the region is estimated to have been $56.4 million.

This activity is estimated to have generated $3.3 million in state and local tax revenues. ❖

Tlacolulokos, *Smile Now, Cry Later*, 2017. Courtesy of the Library Foundation of Los Angeles. Photograph by Jeff McLane

Appendix

Description of Industry Sectors

The industry sectors used in this report are established by the North American Industry Classification System (NAICS). NAICS divides the economy into 20 sectors, and groups industries within these sectors according to production criteria. Listed below is a short description of each sector as taken from the sourcebook, *North American Industry Classification System,* published by the U.S. Office of Management and Budget (2007).

Agriculture, Forestry, Fishing and Hunting: Activities of this sector are growing crops, raising animals, harvesting timber, and harvesting fish and other animals from farms, ranches or the animals' natural habitats.

Mining: Activities of this sector are extracting naturally occurring mineral solids, such as coal and ore; liquid minerals, such as crude petroleum; and gases, such as natural gas; and beneficiating (e.g., crushing, screening, washing and flotation) and other preparation at the mine site or as part of mining activity.

Utilities: Activities of this sector are generating, transmitting, and/or distributing electricity, gas, steam, and water and removing sewage through a permanent infrastructure of lines, mains and pipes.

Construction: Activities of this sector are erecting buildings and other structures (including additions); heavy construction other than buildings; and alterations, reconstruction, installation, and maintenance and repairs.

Manufacturing: Activities of this sector are the mechanical, physical or chemical transformation of material, substances or components into new products.

Judithe Hernández, *The Purification*, 2013. Pastel mixed-media on archival wood board. 30 x 40 in. © 2016 Judithe Hernández

Wholesale Trade: Activities of this sector are selling or arranging for the purchase or sale of goods for resale capital or durable non-consumer goods and raw and intermediate materials and supplies used in production, and providing services incidental to the sale of the merchandise.

Retail Trade: Activities of this sector are retailing merchandise generally in small quantities to the general public and providing services incidental to the sale of the merchandise.

Transportation and Warehousing: Activities of this sector are providing transportation of passengers and cargo, warehousing and storing goods, scenic and sightseeing transportation and supporting these activities.

Information: Activities of this sector are distributing information and cultural products, providing the means to transmit or distribute these products as data or communications and processing data.

Finance and Insurance: Activities of this sector involve the creation, liquidation or change of ownership of financial assets (financial transactions) and/or facilitating financial transactions.

Real Estate and Rental and Leasing: Activities of this sector are renting, leasing or otherwise allowing the use of tangible or intangible assets (except copyrighted works) and providing related services.

Professional, Scientific and Technical Services: Activities of this sector are performing professional, scientific and technical services for the operations of other organizations.

Management of Companies and Enterprises: Activities of this sector are the holding of securities of companies and enterprises, for the purpose of owning controlling interest or influencing their management decision or administering, overseeing, and managing other establishments of the same company or enterprise and normally undertaking the strategic or organizational planning and decisionmaking of the company or enterprise.

Administrative and Support and Waste Management and Remediation Services: Activities of this sector are performing routine support activities for the day-to-day operations of other organizations, such as: office administration, hiring and placing of personnel, document preparation and similar clerical services, solicitation, collection, security and surveillance services, cleaning and waste disposal services.

Educational Services: Activities of this sector are providing instruction and training in a wide variety of subjects. Educational services are usually delivered by teachers or instructors that explain, tell, demonstrate, supervise and direct learning. Instruction is imparted in diverse settings, such as educational institutions the workplace or the home through correspondence, television, or other means.

Health Care and Social Assistance: Activities of this sector are operating or providing health care and social assistance for individuals.

Emigdio Vasquez, *El Proletariado de Aztlán* (Detail), 1979. Acrylic on plaster. 8' x 40'. Chapman University Art Collections. © Emigdio Vasquez Art. Photo: Jessica Bocinski

Arts, Entertainment and Recreation: Activities of this sector are operating facilities or providing services to meet varied cultural, entertainment and recreational interests of their patrons, such as: (1) producing, promoting or participating in live performances, events or exhibitions intended for public viewing; (2) preserving and exhibiting objects and sites of historical, cultural or educational interest; and (3) operating facilities or providing services that enable patrons to participate in recreational activities or pursue amusement, hobby and leisure-time interests.

Accommodation and Food Services: Activities of this sector are providing customers with lodging and/or preparing meals, snacks and beverages for immediate consumption

Other Services (except Public Administration): Activities of this sector are providing services not specifically provided for elsewhere in the classification system. Establishments in this sector are primarily engaged in activities such as equipment and machinery repairing, promoting or administering religious activities, grantmaking, advocacy, and providing drycleaning and laundry services, personal care services, death care services, pet care services, photofinishing services, temporary parking services, and dating services. ❖

Comparisons between PST: Art in LA 1945-1980 and PST: LA/LA

Exhibit A-1

	Data Labels	PST: Art in LA	PST: LA/LA Report
Total Economic Impact	Estimated Participant Spending ($ millions)	29	53.1
	Estimated Visitor Spending ($ millions)	111.5	192.6
	Output ($ millions)	280.5	430.3
	Employment (jobs)	2490	4080
	Labor Income ($ dollars)	101.3	187.9
	Total State and Local Taxes ($ millions)	19.4	24.34
Estimated Attendance at Participating Institutions	LA County Institution Attendees	1,6173,701 (91.4%)	2,408,850 (86.1%)
	All Other Regions	151,400 (8.6%)	387,760 (13.9%)
	Total all exhibitions in SoCal	1,768,770 (100%)	2,796,610 (100%)
Direct Expenditures of Partnering Institutions	Los Angeles County	$15,497,250	$39,539,800
	All Other Regions	$3,444,550	$13,556,500
	Total Partnering Institutions	$18,941,800	$53,098,300
PST Visitor Spending by Category	Lodging ($ millions)	$20.4	$39.6
	Food and Business ($ millions)	27.6	30.6
	Entertainment ($ millions)	22.6	54.4
	Retail ($ millions)	21.5	44.3
	Transportation ($ millions)	19.4	23.6
	Total Visitor Spending ($ millions)	111.5	192.6
Total Economic Impact Table of PST: Southern California	Estimated Participant Spending ($ millions)	$29.0	$53.10
	Estimated Visitor Spending ($ millions)	111.5	192.6
	Output ($ millions)	280.5	430.8
	Employment (jobs)	2490	4080.0
	Labor Income ($ dollars)	101.3	187.9
	Total State and Local Taxes ($ millions)	19.4	24.3
Total Economic Impact Table of PST: Los Angeles County	Estimated Participant Spending ($ millions)	$25.6	$48.2
	Estimated Visitor Spending ($ millions)	101.9	165.9
	Output ($ millions)	234.8	375.7
	Employment (jobs)	2130	3520.0
	Labor Income ($ dollars)	88.5	166.1
	Total State and Local Taxes ($ millions)	15.5	21.1
Total Economic Impact of PST: Southern California (excluding Los Angeles County)	Estimated Participant Spending ($ millions)	$3.4	$4.9
	Estimated Visitor Spending ($ millions)	9.5	26.7
	Output ($ millions)	45.7	56.4
	Employment (jobs)	370	564.0
	Labor Income ($ dollars)	12.8	22.8
	Total State and Local Taxes ($ millions)	4.0	3.3

Source: Estimated by LAEDC

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