

## 2023 LTAC Report



### **Provided by The Production Alliance**

**Event:** First Night

**Location:** Downtown Port Townsend, multiple venues

**Event Start Date:** 12/31/2023

**Event End Date:** 12/31/2023

**Organization/Agency Name:** The Production Alliance

**Federal Tax ID Number:** 81-2518239

**Event, Project or Activity Name (if applicable):** First Night

**Contact Name and Title:** Danny Milholland, Executive Director

**Mailing Address:** 870 Martin Road

**City State Zip Code:** Port Townsend, WA 98368

**Phone:** (360) 385-0519

**Email:** [danny@theproductionalliance.org](mailto:danny@theproductionalliance.org)

**Organization type:** Non-Profit

The amount of lodging tax revenue allocated for expenditure: \$4200

### **Estimated total attendance:**

First Night Circus - 480

Museum - roughly 1,000

Key City Public Theater - 100

Taylor Street Party - roughly 1400

Numbers are based on pre-sale tickets, clicker counts and wristbands distributed at event entrances.

### **Estimated number of tourists served:**

Estimated 10% of attendees (140) were tourists from over 50 miles away.

Numbers based on an online survey following the event and zip codes collected from pre-sale ticket buyers.

**Estimated lodging stays:**

We estimate that 70-90% of tourists who attended the event were staying in overnight lodging; 98-126 overnight lodging stays.

**Measurements that demonstrate the impact of increased tourism attributable to the event:**

Not sure I have data to accurately answer this question. I will say that the economic impact of hosting First Night is significant to the local arts and culture community and increased tourism attributed to the event not only helps make First Night a success but also has a ripple effect to local accommodations and business.

Total event income including donations, sponsorship, grants, ticket sales and food vendor sales was about \$35,000. Roughly 90% of the event income generated is paid to local vendors, contractors, artists and entrepreneurs.

These numbers do not include overnight accommodations and additional purchases made by visitors outside of the event zone.

Thank you City LTAC for supporting First Night!