



# Violet Crown Amphitheater Economic Impact Study

February 2022

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# Introduction



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- Austin is the “Live Music Capital of the World” with shows seven nights a week year-round across more than 250 venues. The city has **earned its reputation**, boasting more places to see a show per capita than anywhere else in the United States.
- Austin is home to the **premier** outdoor music festival, Austin City Limits, yet it **lacks a noteworthy outdoor amphitheater** to preserve that standard of live **music excellence**.
- The following analyses demonstrate the feasibility and economic impact an **illustrious** outdoor music amphitheater can have on Austin. It also demonstrates the capacity for attracting the **biggest and best performers** from around the world to Austin.

# Introduction



The crippling effects COVID-19 has had on the entertainment and hospitality industries in Austin are still felt today. As the city and its workforce begin to emerge from lockdowns and limited large gatherings, Violet Crown stands ready to welcome everyone back to live music. The amphitheater is set to be on par with the best in the country, hosting **60 shows** annually, with **20,000 attendees** expected for each. To ensure these concertgoers have the best possible experience, Violet Crown will **employ over 100 entertainment and hospitality workers**, providing a welcomed boost to that industry's recovery.

Violet Crown is good for Austin.

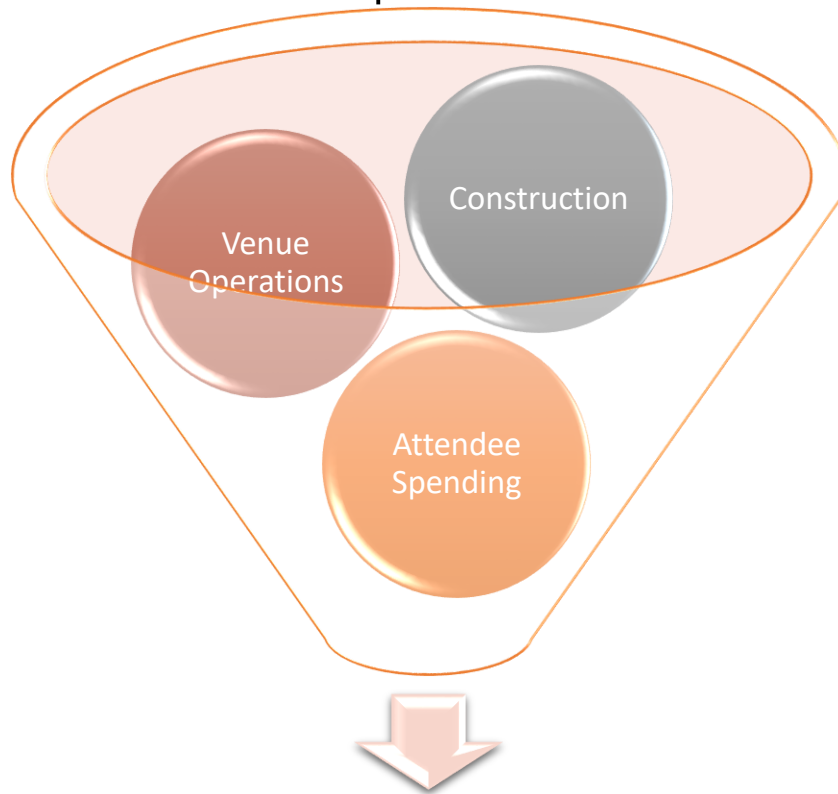
# Introduction: The Violet Crown Project



The Anticipated total project costs for Violet Crown is **\$450 Million**. The project cost include:

- The Amphitheater
- Residential Towers
- Dance Clubs
- Distillery
- Top Golf Like Structure
- Parking Garages

# Introduction: Economic Impact Components



## Total Economic Impact Direct, Indirect, and Induced

The Economic Impact of Violet crown Development has the following major economic impact components:

a) Construction Phase, b) Venue operations and c) Attendee Expenditures

Using a combination of relevant historical data and forecasted expenditures, the impact of Violet Crown can be viewed through 2042.

With a focus on capital improvement projects during the same period, the goal was to capture all the **direct, indirect, and induced** economic activity as a result of Violet Crown activities. This economic model is comprised of **construction expenditures, venue operations, and attendee spending**.

# Executive Summary

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# Executive Summary

Snapshot of Economic Impact	
<i>Total Economic Impact \$15.01 Billion</i>	
Construction	\$439 Million
Operations	\$2.02 Billion
Attendee Spend	\$12.5 Billion
<i>Total Full Time Equivalent Jobs 54,306</i>	
Construction (FTEs)	2,741
Operations (FTEs)	18,658
Attendee Spend (FTEs)	32,907
<i>Total Tax Impact \$731 Million</i>	
Taxes from Construction	\$10.0 Million
Taxes from Operations	\$126.1 Million
Taxes from Attendee Spend	\$594.4 Million

The Violet Crown project will generate a total economic impact of **\$15 billion** during its first twenty years. Included in that figure are **\$439 million** in construction, **\$2.02 billion** in operations, and **\$12.5 billion** in attendee spending.

In The first twenty years, Violet Crown will be responsible for over **\$731 million in tax impacts**. Just over **\$10 million** are attributed to construction, **\$126 million** attributed to amphitheater operations, and **\$594 million** from attendee spending.

Overall, the project will support over **54,300 Full Time Equivalent Jobs**



# Executive Summary

- Total Construction Impact from 2022-2024 is **\$438.8 Million**

Totals		Construction Impact		
<i>Full Time Equivalents</i>				
		Direct	Indirect	Induced
2022-2024 Total	<i>2,743</i>	1,642	338	764
<i>Economic Impact</i>				
		Direct	Indirect	Induced
2022-2024 Total	<i>\$438.8 Million</i>	\$243,591,532	\$70,903,361	\$125,390,490

The top sectors impacted

- **\$151.4 Million** in construction of new non-residential structures
- **\$67.3 Million** in construction of new multifamily residential structures
- **\$24.8 Million** in construction of new commercial buildings

# Executive Summary

- Total Operations Impact from 2022-2042 is **\$2.02 Billion**

20 Year Totals		Impact over 20 years		
	<i>Full Time Equivalents</i>	Direct	Indirect	Induced
20 Year Total	<i>18,658</i>	13,828	2,248	2,581
	<i>Economic Impact</i>	Direct	Indirect	Induced
20 Year Total	<i>\$2,024,891,619</i>	\$1,174,810,624	\$425,554,013	\$424,526,981

The top sectors impacted

- **\$408.9 Million** in food and drinking places
- **\$396.5 Million** in amusement and recreation
- **\$150.3 Million** in tenant occupied housing

# Executive Summary

- Total Attendee Impact from 2022-2042 is **\$12.5 Billion**

20 Year Totals		Impact over 20 years		
<i>Full Time Equivalents *</i>		Indirect	Induced	
20 Year Total	<i>32,907</i>	14,983	17,924	
<i>Economic Impact</i>		Direct	Indirect	Induced
20 Year Total	<i>\$12,552,070,235</i>	\$6,892,316,596	\$2,712,362,624	\$2,947,391,015

\*Direct jobs are accounted for in operations

The top sectors impacted

- **\$2.52 Billion** in Hotel and Motels
- **\$2.05 Billion** in Food and Drink
- **\$1.08 Billion** in Full-Service Restaurants

# Methodology

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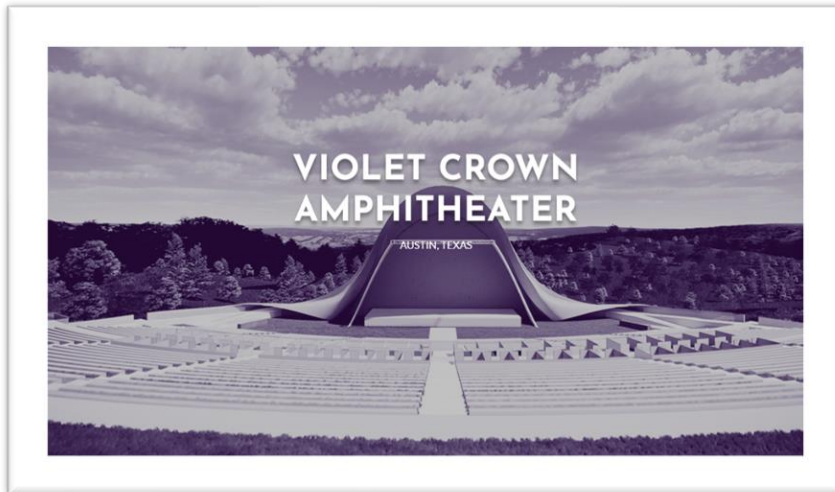


# Methodology



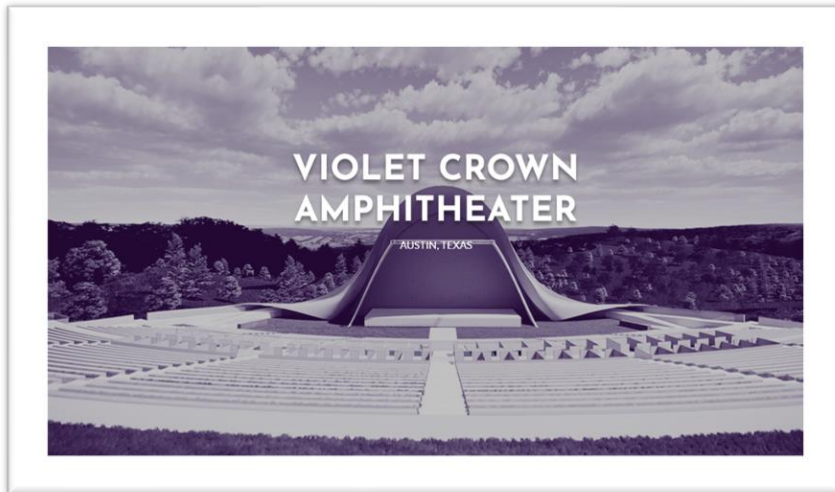
- AngelouEconomics (AE) gathered and analyzed data regarding construction, operations, and attendee spending for the Violet Crown Amphitheater.
- Our analysis highlights the comprehensive and long-term effects of the potential economic impacts brought by a **60-concert season** at Violet Crown Amphitheater.

# Methodology: Occupancy Assumptions



- The data used in this study came from the client and from research performed by AE.
- The outputs reflect the entire **Austin-Round Rock MSA**. We believe the Violet Crown Amphitheater will have economic effects felt throughout the **entire area**.
- The total number of Full Time Equivalent jobs comes from estimates given by the client and weighed accordingly against industry averages.
- AE projected the data over **20 years**, increasing operation costs and attendee spending by 2.5% each year.
- Construction is shown in years 2022-2024, with construction costs being the most in 2022 and **decreasing incrementally** over the next two years.
- Outputs from 2022 is **exclusively construction**
- The outputs in 2022, 2023, and 2024 reflect the utilization rate provided by Violet Crown:
  - 0% attendance in year 1,
  - 43.24% attendance or 8,648 in year 2,
  - 63.93% attendance or 12,786 in year 3.
  - From 2025-2042, outputs reflect the max capacity of 20,000.
- For 43% and 63% attendance, the model assumes the venue is filled to its capacity, and that 57% and 37% of the venue is under construction.

# Methodology: Value Assumptions



- To calculate the property taxes for Violet Crown, the following assumptions were made:
  - Total value of the onsite buildings are structures is **\$450 million** and appreciation is assumed as a 2.5% increase per year
    - Apartments
      - Unit price per apartment is **\$360,000**
      - Total units is 476
      - Total estimated value is rounded up to **\$172 million**
    - Office Space
      - **200,000 square feet** on the first floor
      - Total estimated value is **\$100 million**
    - Amphitheater
      - **20,000**-person capacity
      - Total estimated value is **\$150 million**
    - Distillery
      - Total estimated value is **\$5.5 million**
    - Golfing Venue
      - Total estimated value is **\$19.5 million**

# Methodology: Spending Per Attendee Assumptions

Estimated Attendee Expenditures per Person	
Expenditure Type	Average Spent/Show
Hotel	\$156
Rental Car	\$98
Mixed Beverages	\$20
Beer & Wine	\$24
Food & Non-alcoholic beverages	\$20
Other Retail	\$20
Parking	\$30
Other Entertainment	\$17
Transportation	\$38
<b>Total</b>	<b>\$423</b>

Attendee spending was analyzed and captured in three ways: per show, per season, and across the first twenty years of Violet Crown operations.

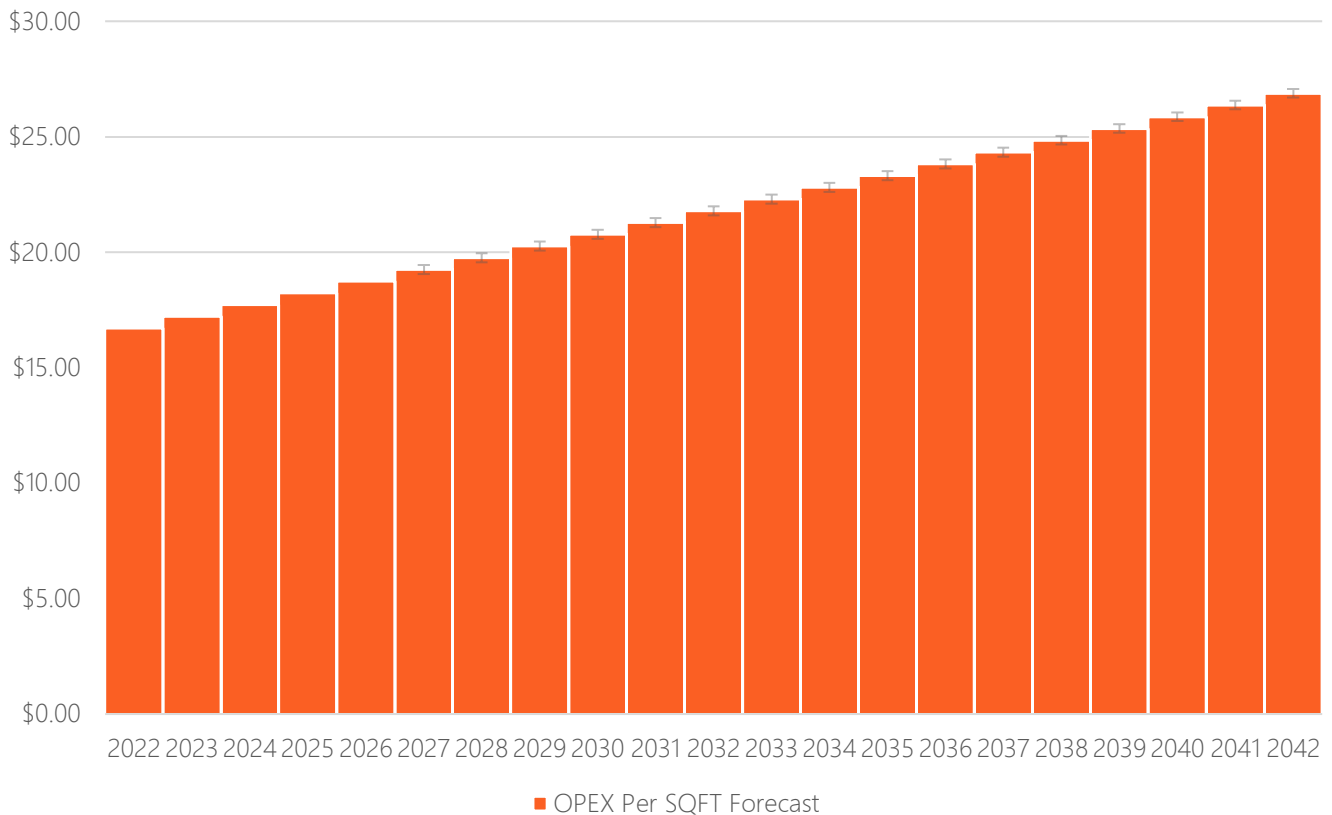
- Per show, attendee spending will account for **\$9.9 million**
- Per 60-show season, attending spending will total **\$597.1 million**
- Across the first twenty years, attendee spending will exceed **\$12.5 billion**

\* Assuming 100% capacity



# Methodology: Office Assumptions

- Total Office Operating Expenses from 2022-2042 is **\$91.5 Million**



Office Operating expenses include insurance, utilities, common area maintenance (CAM) fees, contingency, and miscellaneous costs.

- Over 20 years, **\$91.5 Million** in office operating expenses will accrue.
- Office operating expenses are projected to increase by **61%** from 2022 to 2042
- This is based on most recent data for Southwest Austin, showing an operating expense per square foot rate of **\$16.30**.
- Modeling forecasts show the operating expense per square foot rate will increase to **\$26.88** by 2042.

# Methodology: Impacts

## Direct vs. Indirect vs. Induced Impacts

**Direct** – attributable directly to Violet Crown’s operations, such as their payroll and local purchases

**Indirect** – attributable to the additional demand for local goods and services by Violet Crown’s employees and vendors

**Induced** – attributed to the increased household purchasing power as a result of the indirect impacts



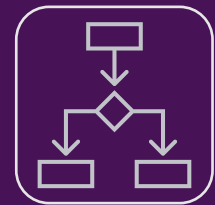
### Direct

Limited to the effects in the local economy that occur as a direct result of VCA expenditures.



### Indirect

Includes increases to sales, incomes, and Full Time Equivalents in business sectors that support or supply The VCA.



### Induced

The household spending patterns of employees through all business sectors that experience increased earnings as a result of The VCA.



# Economic Impact

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# Economic Impact

## 20 Year Total

This section isolates component parts of the economic impact study to highlight their individual impacts. The construction, operations, and attendee spending generate a tremendous amount of economic activity for Violet Crown and Austin.

20 Year Totals		Impact over 20 years		
	<i>Full Time Equivalentents</i>	Direct	Indirect	Induced
20 Year Total	<i>54,306</i>	15,470	17,567	21,269
	<i>Economic Impact</i>	Direct	Indirect	Induced
20 Year Total	<i>\$15,016,847,236</i>	\$8,310,718,752	\$3,208,819,998	\$3,497,308,486

From 2022-2042, The construction, operations, and attendee spending of the Violet Crown Amphitheater is projected to:

- Support **54,306** Full Time Equivalentents
- Create **\$15.01 Billion** in Economic Impact

# Economic Impact 20 Year Total Continued

20 Year Totals		Impacts over 20 years		
	<i>Full Time Equivalents</i>	Direct	Indirect	Induced
20 Year Total	<b>54,306</b>	15,470	17,567	21,269
	<i>Direct Tax Effects</i>	<i>Sub County</i>	<i>County</i>	<i>State</i>
20 Year Total	\$486,354,104	\$211,003,691	\$46,023,175	\$229,327,238
	<i>Indirect Tax Effects</i>	<i>Sub County</i>	<i>County</i>	<i>State</i>
20 Year Total	\$87,911,242	\$37,861,760	\$8,284,134	\$41,765,348
	<i>Induced Tax Effects</i>	<i>Sub County</i>	<i>County</i>	<i>State</i>
20 Year Total	\$156,919,702	\$68,119,170	\$14,860,434	\$73,940,098

*Sub County and County equal local taxes*

From 2022-2042, The construction, operations, and attendee spending at the Violet Crown Amphitheater will support **54,306 FTEs**, and is projected to create:

- \$386.1 Million in Local Taxes
- \$345.03 Million in State Taxes
- \$731.1 Million in Total State and Local Taxes

# Economic Impact: Attendee Spending

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# Attendee Impact at 100% Capacity Over 20 Years

Label	Year			
<i>Full Time Equivalents</i>			Indirect	Induced
		Total	14,983	17,924
<i>Direct Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	Total	\$168,272,900	\$36,712,559	\$183,164,197
<i>Indirect Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	Total	\$31,868,949	\$6,973,407	\$35,169,063
<i>Induced Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	Total	\$57,416,138	\$12,524,676	\$62,322,161
<i>Economic Output</i>		Direct	Indirect	Induced
	Total	\$6,892,316,596	\$2,712,362,624	\$2,947,391,015

\* \$963.8 Million in total Federal Taxes

\*Direct jobs are accounted for in operations

At 100% capacity over 20 years, the Violet Crown Amphitheater is projected to generate:

- 32,907 Full Time Equivalents
- \$12.5 Billion in Economic Impact

# Attendee Impact Concert Season at 100% Capacity

Label	Year			
<i>Full Time Equivalents</i>			Indirect	Induced
		Total	711	854
<i>Direct Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	Total	\$7,940,402	\$1,732,474	\$8,645,834
<i>Indirect Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	Total	\$1,512,804	\$331,025	\$1,669,481
<i>Induced Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	Total	\$2,735,720	\$596,766	\$2,969,478
<i>Economic Output</i>		Direct	Indirect	Induced
	Total	\$327,959,607	\$128,767,076	\$140,435,301

\* \$45.9 Million in total Federal Taxes

\*Direct jobs are accounted for in operations

At 100% capacity, one concert season at the Violet Crown Amphitheater is projected to generate:

- 1,565 Full Time Equivalents
- \$597.1 Million in Economic Output



# Attendee Impact

## Single Show at 100% Capacity

Label	Year			
<i>Full Time Equivalents</i>		Direct	Indirect	Induced
	Total	98	12	14
<i>Direct Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	Total	\$132,340	\$28,875	\$144,097
<i>Indirect Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	Total	\$25,213	\$5,517	\$27,825
<i>Induced Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	Total	\$45,595	\$9,946	\$49,491
<i>Economic Output</i>		Direct	Indirect	Induced
	Total	\$5,465,993	\$2,146,117	\$2,340,588

\* \$765,151 in total Federal Taxes

At 100% capacity, one show at the Violet Crown Amphitheater is projected to generate:

- 124 Full Time Equivalents
- \$9.9 Million in Economic Output

# Attendee Impact at 80% Capacity Over 20 Years

Label	Year			
<i>Full Time Equivalents</i>			Indirect	Induced
	Total		11,987	14,339
<i>Direct Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	Total	\$134,618,323	\$29,370,048	\$146,531,361
<i>Indirect Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	Total	\$25,495,160	\$5,578,726	\$28,135,251
<i>Induced Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	Total	\$45,932,911	\$10,019,741	\$49,857,729
<i>Economic Output</i>		Direct	Indirect	Induced
	Total	\$5,513,853,342	\$2,169,890,136	\$2,357,912,837

\* \$771.1 Million in total Federal Taxes

\*Direct jobs are accounted for in operations

At 80% capacity over 20 years, the Violet Crown Amphitheater is projected to generate:

- 26,326 Full Time Equivalents
- \$10.04 Billion in Economic Output

# Attendee Impact Concert Season at 80% Capacity

Label	Year			
<i>Full Time Equivalents</i>			Indirect	Induced
	Total		568	683
<i>Direct Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	Total	\$6,352,321	\$1,385,979	\$6,916,667
<i>Indirect Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	Total	\$1,210,243	\$264,820	\$1,335,585
<i>Induced Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	Total	\$2,188,576	\$477,413	\$2,375,583
<i>Economic Output</i>		Direct	Indirect	Induced
	Total	\$262,367,685	\$103,013,661	\$112,348,241

\* \$36.7 Million in total Federal Taxes

\*Direct jobs are accounted for in operations

At 80% capacity, one concert season at the Violet Crown Amphitheater is projected to generate:

- 1,251 Full Time Equivalents
- \$477.7 Million in Economic Output

# Attendee Impact

## Single Show at 80% Capacity

Label	Year			
<i>Full Time Equivalents</i>		Direct	Indirect	Induced
	Total	98	10	11
<i>Direct Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	Total	\$105,872	\$23,100	\$115,278
<i>Indirect Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	Total	\$20,171	\$4,414	\$22,260
<i>Induced Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	Total	\$36,476	\$7,957	\$39,593
<i>Economic Output</i>		Direct	Indirect	Induced
	Total	\$4,372,794	\$1,716,894	\$1,872,470

\* \$612,121 in total Federal Taxes

At 80% capacity, one show at the Violet Crown Amphitheater is projected to generate:

- 119 Full Time Equivalents
- \$7.9 Million in Economic Output

# Economic Impact: Construction

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# Construction Impact 2022-24

	Label	Year			
<i>Construction</i>					
	<i>Full Time Equivalents</i>		Direct	Indirect	Induced
		2022	558	115	260
		2023	546	113	253
		2024	536	110	250
		Total	1,640	338	763
	<i>Direct Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
		2022	\$167,283	\$39,300	\$263,136
		2023	\$163,844	\$38,492	\$257,733
		2024	\$160,680	\$37,749	\$252,755
		Total	\$491,807	\$115,541	\$773,624
	<i>Indirect Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
		2022	\$395,676	\$86,404	\$431,871
		2023	\$387,595	\$84,640	\$423,050
		2024	\$380,110	\$83,005	\$414,879
		Total	\$1,163,381	\$254,049	\$1,269,800
	<i>Induced Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
		2022	\$826,770	\$180,356	\$897,570
		2023	\$809,827	\$176,660	\$879,175
		2024	\$794,186	\$173,248	\$862,195
		Total	\$2,430,783	\$530,264	\$2,638,940

\* \$39 Million in total Federal Taxes from Construction

# Construction/Operations Impact 2022-24

	Label	Year			
<i>Construction + OPS</i>					
	<i>Full Time Equivalents</i>		Direct	Indirect	Induced
		2022	558	115	260
		2023	1,161	215	369
		2024	1,173	216	368
		Total	2,892	546	997
	<i>Direct Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
		2022	\$167,283	\$39,300	\$263,136
		2023	\$2,145,698	\$469,845	\$2,385,081
		2024	\$2,171,842	\$475,512	\$2,412,473
		Total	\$4,484,823	\$984,657	\$5,060,690
	<i>Indirect Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
		2022	\$395,676	\$86,404	\$431,871
		2023	\$611,379	\$133,597	\$669,671
		2024	\$608,692	\$133,014	\$666,853
		Total	\$1,615,747	\$353,015	\$1,768,395
	<i>Induced Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
		2022	\$826,770	\$180,356	\$897,570
		2023	\$1,176,177	\$256,575	\$1,276,824
		2024	\$1,174,527	\$256,215	\$1,275,030
		Total	\$3,177,474	\$693,146	\$3,449,424

\* \$52 Million in total Federal Taxes

# Economic Impact: Operations

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# Operations Impact 2025-2029

Label	Year			
<i>Operations</i>				
<i>Full Time Equivalents</i>		Direct	Indirect	Induced
	2025	674	110	126
	2026	676	110	126
	2027	677	110	126
	2028	679	110	127
	2029	682	111	127
	Total	3,388	551	632
<i>Direct Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	2025	\$2,056,114	\$447,600	\$2,209,498
	2026	\$2,062,205	\$448,925	\$2,216,018
	2027	\$2,068,369	\$450,266	\$2,222,615
	2028	\$2,074,607	\$451,623	\$2,229,291
	2029	\$2,083,058	\$453,464	\$2,238,414
	Total	\$10,344,353	\$2,251,878	\$11,115,836
<i>Indirect Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	2025	\$236,276	\$51,696	\$260,556
	2026	\$236,748	\$51,799	\$261,080
	2027	\$237,224	\$51,904	\$261,610
	2028	\$237,705	\$52,009	\$262,143
	2029	\$238,618	\$52,209	\$263,158
	Total	\$1,186,571	\$259,617	\$1,308,547
<i>Induced Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	2025	\$403,058	\$87,922	\$437,493
	2026	\$403,981	\$88,124	\$438,496
	2027	\$404,912	\$88,327	\$439,506
	2028	\$405,851	\$88,532	\$440,525
	2029	\$407,888	\$88,976	\$442,736
	Total	\$2,025,690	\$441,881	\$2,198,756

\* \$34.9 Million in total Federal Taxes

# Operations Impact 2030-2034

Label	Year			
<i>Operations</i>				
<i>Full Time Equivalents</i>		Direct	Indirect	Induced
	2030	685	111	128
	2031	689	112	129
	2032	692	112	129
	2033	695	113	130
	2034	699	113	131
	Total	3,460	561	647
<i>Direct Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	2030	\$2,091,621	\$455,330	\$2,247,657
	2031	\$2,100,296	\$457,220	\$2,257,022
	2032	\$2,109,086	\$459,135	\$2,266,511
	2033	\$2,117,992	\$461,075	\$2,276,124
	2034	\$2,127,015	\$463,041	\$2,285,864
	Total	\$10,546,010	\$2,295,801	\$11,333,178
<i>Indirect Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	2030	\$239,542	\$52,411	\$264,185
	2031	\$240,478	\$52,616	\$265,225
	2032	\$241,426	\$52,824	\$266,278
	2033	\$242,385	\$53,034	\$267,344
	2034	\$243,356	\$53,247	\$268,423
	Total	\$1,207,187	\$264,132	\$1,331,455
<i>Induced Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	2030	\$409,951	\$89,426	\$444,975
	2031	\$412,039	\$89,881	\$447,242
	2032	\$414,153	\$90,343	\$449,537
	2033	\$416,294	\$90,810	\$451,860
	2034	\$418,460	\$91,282	\$454,212
	Total	\$2,070,897	\$451,742	\$2,247,826

\* \$35.7 Million in total Federal Taxes

# Operations Impact 2035-2039

Label	Year			
<i>Operations</i>				
<i>Full Time Equivalents</i>		Direct	Indirect	Induced
	2035	703	113	131
	2036	707	114	132
	2037	710	115	133
	2038	714	115	133
	2039	718	116	134
	Total	3,552	573	663
<i>Direct Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	2035	\$2,136,158	\$465,032	\$2,295,733
	2036	\$2,145,421	\$467,051	\$2,305,732
	2037	\$2,154,807	\$469,095	\$2,315,862
	2038	\$2,164,317	\$471,167	\$2,326,127
	2039	\$2,173,952	\$473,266	\$2,336,526
	Total	\$10,774,655	\$2,345,611	\$11,579,980
<i>Indirect Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	2035	\$244,340	\$53,463	\$269,516
	2036	\$245,336	\$53,681	\$270,622
	2037	\$246,344	\$53,902	\$271,742
	2038	\$247,364	\$54,125	\$272,876
	2039	\$248,398	\$54,352	\$274,025
	Total	\$1,231,782	\$269,523	\$1,358,781
<i>Induced Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	2035	\$420,654	\$91,761	\$456,593
	2036	\$422,874	\$92,245	\$459,003
	2037	\$425,123	\$92,735	\$461,444
	2038	\$427,398	\$93,232	\$463,914
	2039	\$429,703	\$93,735	\$466,415
	Total	\$2,125,752	\$463,708	\$2,307,369

\* \$36.7 Million in total Federal Taxes

# Operations Impact 2040-2042

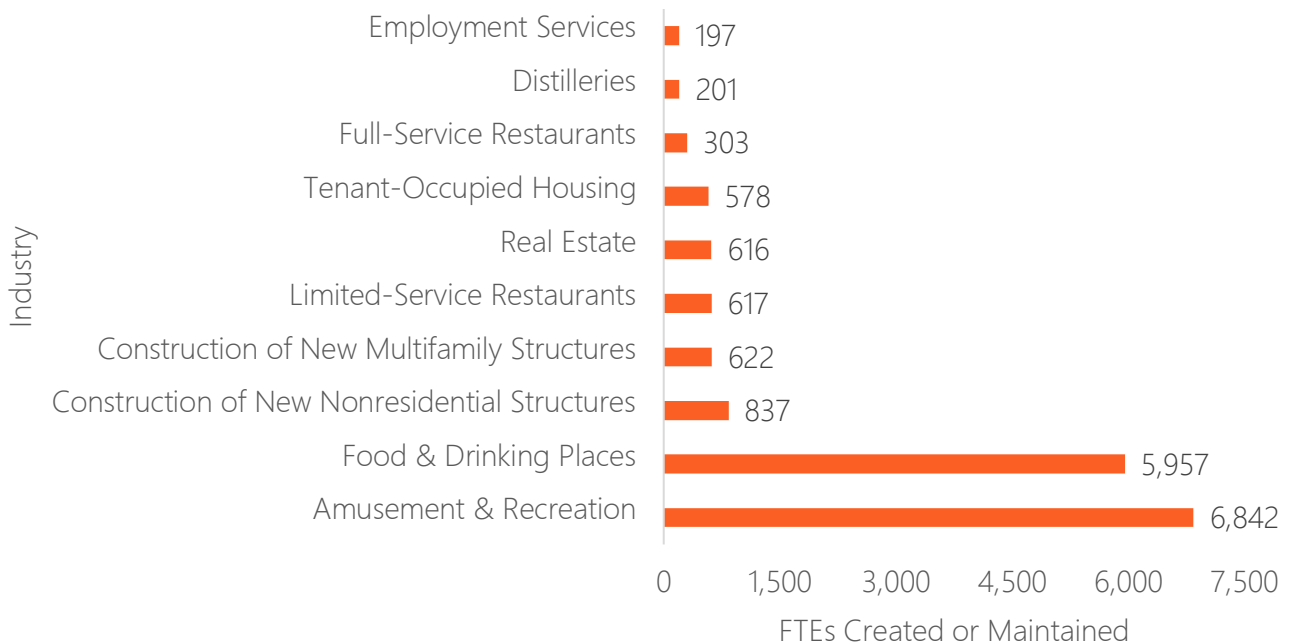
Label	Year			
<i>Operations</i>				
<i>Full Time Equivalents</i>		Direct	Indirect	Induced
	2040	721	117	135
	2041	725	117	136
	2042	729	118	136
	Total	2,175	352	407
<i>Direct Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	2040	\$2,183,714	\$475,393	\$2,347,063
	2041	\$2,193,606	\$477,548	\$2,357,739
	2042	\$2,203,628	\$479,731	\$2,368,555
	Total	\$6,580,948	\$1,432,672	\$7,073,357
<i>Indirect Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	2040	\$249,444	\$54,581	\$275,187
	2041	\$250,503	\$54,813	\$276,364
	2042	\$251,576	\$55,048	\$277,556
	Total	\$751,523	\$164,442	\$829,107
<i>Induced Tax Effects</i>		<i>Sub County</i>	<i>County</i>	<i>State</i>
	2040	\$432,035	\$94,243	\$468,947
	2041	\$434,397	\$94,759	\$471,510
	2042	\$436,787	\$95,280	\$474,105
	Total	\$1,303,219	\$284,282	\$1,414,562

\* \$22.5 Million in total Federal Taxes

# Operations Impact

## Sectors Most Impacted - FTEs

Top Ten Industries by FTEs Supported



From 2022-2042, operations from Violet Crown will:

- Support **18,658** Full Time Equivalents
- Over **6,800** will come from the Amusement & Recreation industry
- Nearly **6,000** will come from the Food & Drinking industry

# Operations Impact

## Industries Impacted by Output

Top 10 Industries by Output



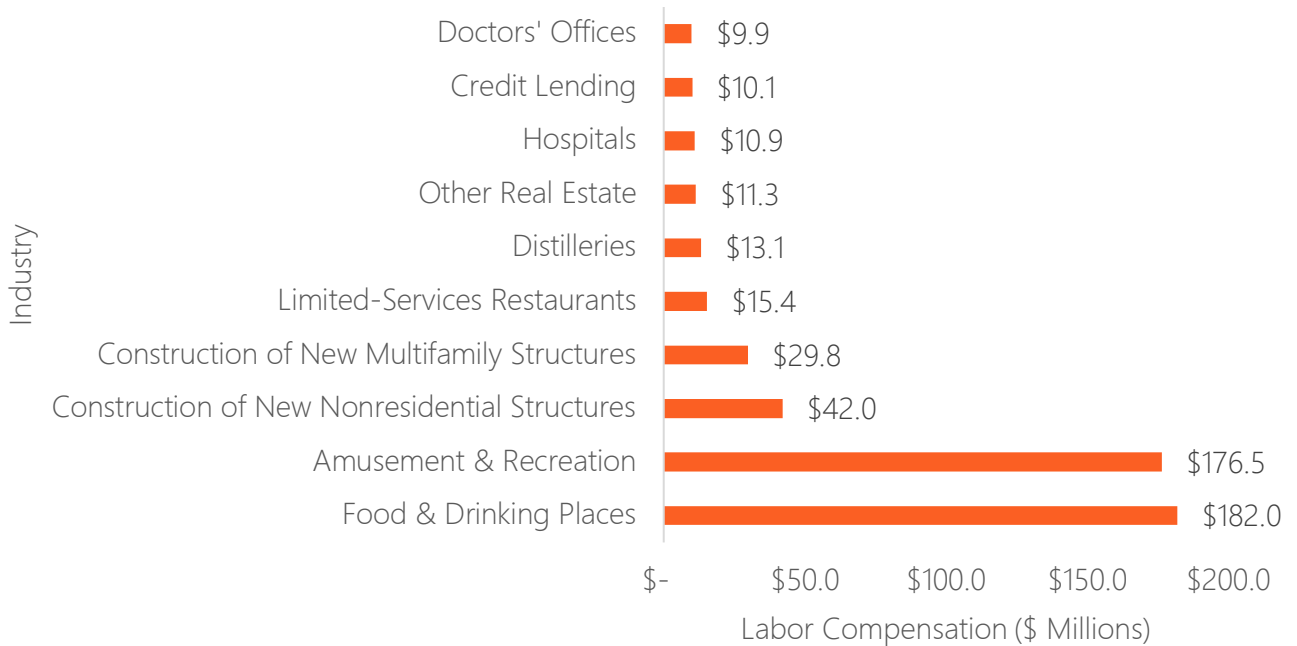
From 2022-2042, operations from Violet Crown will generate:

- **\$2.02 Billion** in Economic Output
- Roughly **\$410 Million** will be generated from food and drinking establishments
- Nearly **\$397 Million** will come from the amusement and recreation industry

# Operations Impact

## Industries Impacted by Compensation

Top 10 Industries by Labor Compensation



From 2022-2042, operations from Violet Crown will generate:

- **\$758 Million** in total employee compensation
- **\$501 Million** will come from the top 10 industries
- **\$182 Million** will come from food and drink places

# Tax Information

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# Direct Tax Revenues from Attendees

Total Tax Generation (\$ Millions)



- The graph demonstrates the direct tax impacts for an individual show, an entire 60-show season, and the first 20 seasons, assuming **100% occupancy**.
- An individual show will generate just under **\$400,000** in direct tax revenues.
- An entire 60-show season will generate nearly **\$22.3 million** in direct tax revenues.
- The first 20 seasons will generate just over **\$445.2 million** in direct tax revenues.
- Individual tax categories are shown below.

	Rental Car	Beer & Wine	Mixed Beverages	Hotel	Sales & Use	Total
Individual Show	\$4,894	\$52,040	\$59,303	\$119,898	\$134,888	\$371,023
60-Show Season	\$293,640	\$3,122,400	\$3,558,180	\$7,193,880	\$8,093,280	\$22,261,380
20-Year Impact	\$5,872,800	\$62,448,000	\$71,163,600	\$143,877,600	\$161,865,600	\$445,227,600

# Direct Tax Revenues from Attendees

Total Tax Generation (\$ Millions)

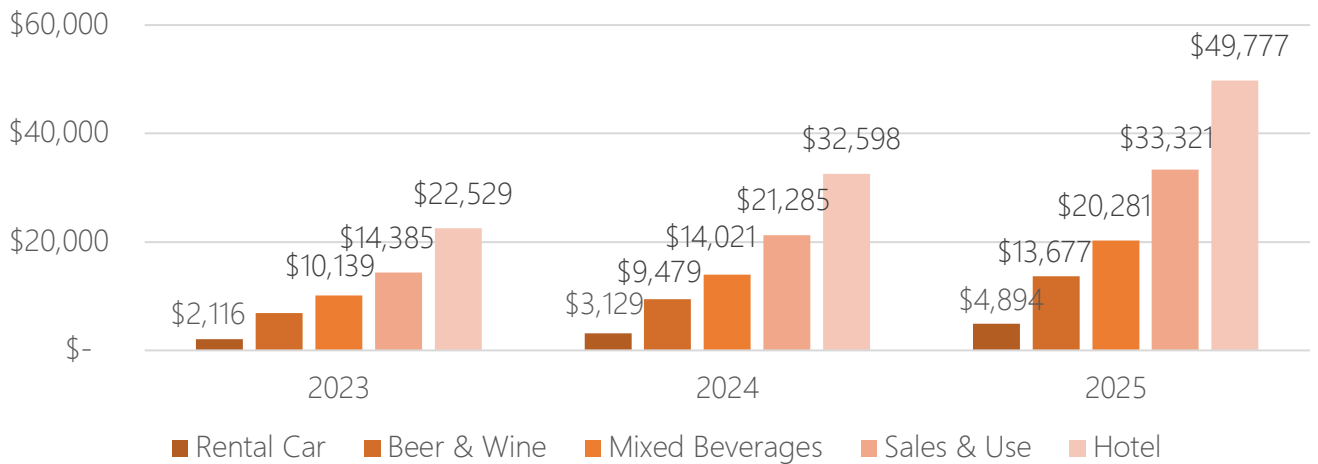


- The graph demonstrates the direct tax impacts for an individual show, an entire 60-show season, and the first 20 seasons, assuming **80% occupancy**.
- An individual show will generate just under **\$300,000** in direct tax revenues.
- An entire 60-show season will generate roughly **\$17.8 million** in direct tax revenues.
- The first 20 seasons will generate just over **\$356.2 million** in direct tax revenues.
- Individual tax categories are shown below.

	Rental Car	Beer & Wine	Mixed Beverages	Hotel	Sales & Use	Total
Individual Show	\$3,915	\$41,632	\$47,442	\$95,918	\$107,910	\$296,818
60-Show Season	\$234,912	\$2,497,920	\$2,846,544	\$5,755,104	\$6,474,624	\$17,809,104
20-Year Impact	\$4,698,240	\$49,958,400	\$56,930,880	\$115,102,080	\$129,492,480	\$356,182,080

# Direct Tax Revenues from Attendees

Direct Tax Impacts Per Show, Operating Years 1-3



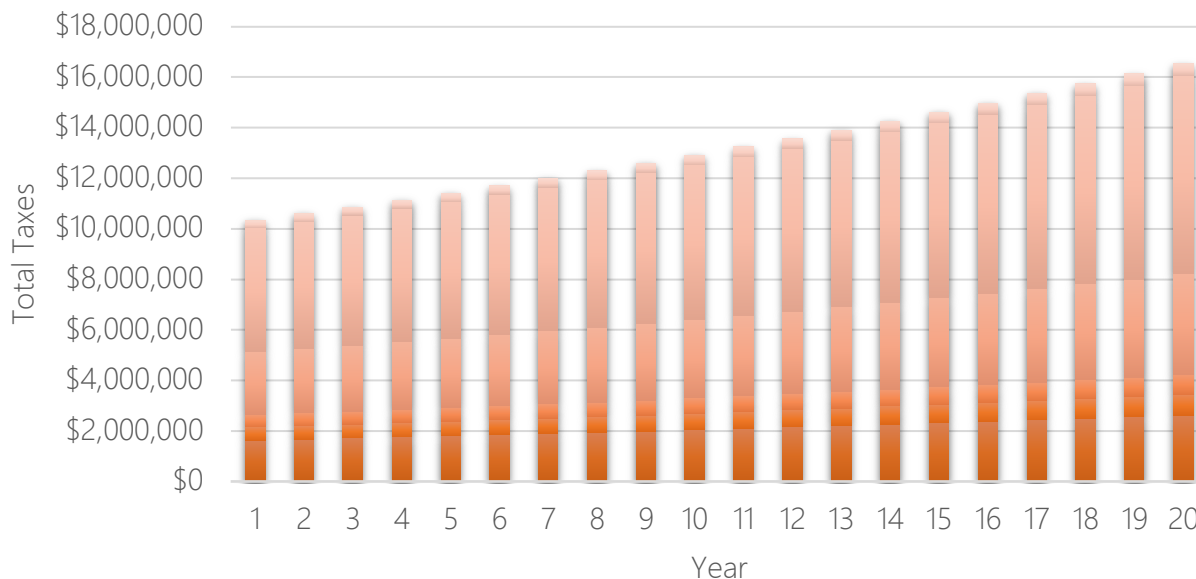
- The graph demonstrates the direct tax impacts per show from out-of-area visitors. Out-of-area visitors include all those event attendees coming from outside the Austin MSA. The Austin MSA consists of Bastrop, Caldwell, Hays, Travis, and Williamson counties.
- The importance of highlighting the out-of-area spending is that we assume local attendees spend money locally. However, special occasions, such as attending an event at Violet Crown, draws people into Austin, spending money there instead of outside the Austin area. This type of spending is a net gain to the area.
- Each show in 2023 will generate just over **\$56,000** in tax revenue from out-of-area event attendees. This assumes occupancy around **43%**.
- In 2024, assuming **64% occupancy**, will generate over **\$80,500** in tax revenue from out-of-area event attendees.
- By 2025, when occupancy is at **100%**, each show will generate nearly **\$122,000** in tax revenue from out-of-area event attendees.
- At 100% occupancy over the course of a 60-event season, Violet Crown will generate over **\$15.5 million** in direct tax revenue from out-of-area attendees.

# Cumulative Property Tax Over 20 Years

Original Estimated Property Value

\$450,000,000

Projected Property Taxes



Travis County

Travis Central Health

Austin Community College

City of Austin

Austin ISD

Travis County ESD #03

- The property for Violet Crown has a **2.24%\*** property tax rate. Given this, **\$264.1 million** in property taxes will be accumulated over this period. Providing needed dollars to support the surrounding community in many ways, Violet Crown is good for Austin.

# Target Performers

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# Violet Crown Target Performers



- Violet Crown is designed to be a venue that attracts the biggest and best performing artists each year.
- Pollstar, an industry leader in live performance analytics, provides a hierarchy of artists based on many variables, such as average ticket price, average tickets sold, total tickets sold, average gross revenues, and more.
- Cross-referencing live performance data provides Violet Crown with a hierarchy of the biggest artists in the world and the types of artists one can expect to perform at Violet Crown.

# Potential Target Performers by Average Ticket Price

Gross (Millions)	Artist(s)	Average Ticket Price	Average Tickets	Total Tickets	Average Gross	Cities/Shows	Agency
\$24	Bruno Mars	\$330.73	4,544	72,701	\$1,502,782	8/16	WME
\$13.1	Lady Gaga	\$295.27	4,930	44,371	\$1,455,707	3/9	Creative Artists Agency
\$59.2	Eagles	\$229.66	11,199	257,584	\$2,572,053	12/23	Creative Artists Agency
\$115.5	The Rolling Stones	\$223.56	43,052	516,624	\$9,624,849	11/12	Concerts West
\$13	Usher	\$220.67	4,204	58,856	\$927,707	5/14	WME
\$8.4	The Chainsmokers	\$210.37	40,000	40,000	\$8,414,689	1/1	Creative Artists Agency
\$11.5	Andrea Bocelli	\$182.73	10,531	63,186	\$1,924,337	6/6	Klassics Music Management Limited

\*All artists are signed to LiveNation

\*All Artists are signed to AEG except for The Eagles, Genesis, Morgan Wallen, Los Bukis, J.Cole, Enrique Iglesias, Banda MS, and Maluma

# Potential Target Performers by Average Ticket Price

Gross(Millions)	Artist(s)	Average Ticket Price	Average Tickets	Total Tickets	Average Gross	Cities/Shows	Agency
\$23.7	Genesis	\$176.76	9,595	134,323	\$1,695,957	7/14	Solo Agency
\$14.5	Eric Clapton	\$169.25	10682	85,453	\$1,807,855	8/8	Creative Artists Agency
\$4.6	George Strait	\$160.72	\$14,196	28,392	\$2,281,530	1/2	The Erv Woolsey Agency
\$3.7	Morgan Wallen	\$150.28	\$12,314	24,627	\$1,850,425	2/2	Big Loud
\$49.7	Los Bukis	\$138.99	\$39,705	357,343	\$5,518,573	6/9	MNS2
\$47.3	Guns N' Roses	\$134.75	\$15,276	351,339	\$2,058,329	21/23	United Talent Agency
\$17.4	Billy Joel	\$130.3	\$33,469	133,877	\$4,360,883	4/4	Artist Group International

\*All artists are signed to LiveNation

\*All Artists are signed to AEG except for *The Eagles, Genesis, Morgan Wallen, Los Bukis, J.Cole, Enrique Iglesias, Banda MS, and Maluma*



# Potential Target Performers by Average Ticket Price

Gross(Millions)	Artist(s)	Average Ticket Price	Average Tickets	Total Tickets	Average Gross	Cities/Shows	Agency
\$86.7	Harry Styles	\$129.62	17,155	669,051	\$2,223,692	30/39	Creative Artists Agency
\$20.8	Aventura	\$129.34	40,246	160,982	\$5,205,399	4/4	Global Talent Booking
\$14.2	Marc Anthony	\$117.18	7,142	121,410	\$836,837	17/17	Cardenas Mktg Network/Magnus Talent Agency
\$4.5	Gwen Stefani	\$116.15	4,342	39,078	\$504,320	4/9	WME
\$16	J. Cole	\$114.03	12,779	140,567	\$1,457,198	11/11	ICM Partners
\$30.1	Enrique Iglesias / Ricky Martin	\$112.01	11,680	268,632	\$1,308,239	20/23	Creative Artists Agency
\$26.6	James Taylor	\$107.35	9,539	248,008	\$1,023,968	26/26	Creative Artists Agency

*\*All artists are signed to LiveNation*

*\*All Artists are signed to AEG except for The Eagles, Genesis, Morgan Wallen, Los Bukis, J.Cole, Enrique Iglesias, Banda MS, and Maluma*

# Potential Target Performers by Average Ticket Price

Gross(Millions)	Artist(s)	Average Ticket Price	Average Tickets	Total Tickets	Average Gross	Cities/Shows	Agency
\$9.2	Banda MS	\$107.15	6,117	\$85,633	\$655,385	13/14	Creative Artists Agency
\$25	Maluma	\$104.99	\$9,144	\$237,741	\$960,030	26/26	Global Talent Booking
\$20.3	Eric Church	\$103.25	\$15,154	\$197,007	\$1,564,683	13/13	Cardenas Mktg Network/Magnus Talent Agency

\*All artists are signed to LiveNation

\*All Artists are signed to AEG except for The Eagles, Genesis, Morgan Wallen, Los Bukis, J.Cole, Enrique Iglesias, Banda MS, and Maluma

# Other Industry Statistics

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# Other Industry Statistics



- In addition to the Top 25 Tours by ticket price, AE compiled data from Spotify, Pollstar, Statista, Deezer, and Chartmasters to paint a larger picture for target artists.
- Data includes
  - All Time Streams
  - Listener Demographics
  - Future Concerns
  - Tour Prices
  - Genre Consumption

# Top Streaming Artists of All Time

Artist Name	Lead Streams	Featured Streams	Tracks	Track Streams			
				1B+	100M+	10M+	1M+
Drake	43,630,406,581	16,916,218,673	249	5	115	241	244
Ed Sheeran	32,824,196,133	2,415,128,446	212	9	56	158	188
Bad Bunny	30,302,257,433	4,162,601,197	141	3	85	134	140
Ariana Grande	28,677,924,547	1,846,520,893	181	4	63	125	175
The Weeknd	27,736,973,653	3,502,181,038	157	6	66	126	140
Justin Bieber	27,336,274,061	8,897,566,545	221	5	52	165	193
Post Malone	26,344,509,242	2,142,866,615	82	8	53	65	66
Eminem	26,010,474,606	3,662,782,414	276	2	58	221	257
Taylor Swift	24,805,219,334	325,583,493	318	1	69	243	308
J Balvin	22,767,814,013	9,132,810,670	230	2	62	136	211

*\*From Spotify*

# Streaming Age Demographics

Age	Percentage of Userbase
18-24	26%
25-34	29%
35-44	16%
45-54	11%
55+	19%

Gender	Percentage of Userbase
Female	56%
Male	44%

\*From Spotify

# Artist Concerns for the Future of Live Music

Concern	Percentage
Shows be cost prohibitive	67%
Afraid of large gatherings	63%
Ticket affordability	46%
No stadium shows or large festivals	44%
No large indoor shows	42%
Afraid of all gatherings	42%
No general admission	33%
Afraid of small gatherings	19%
Other	10%

# Average Music Tour Price Worldwide (2011-19)

Year	Price
2011	\$77
2012	\$79
2013	\$79
2014	\$82
2015	\$78
2016	\$81
2017	\$86
2018	\$95
2019	\$96

*\* Totals adjusted to USD*



# Leading Music Genres by Consumption

Genre	Percentage
Rock	57%
Pop	56%
Country	50%
R&B/Soul	39%
Hip Hop	37%
Easy Listening	33%
Electronic/Dance	21%
Jazz	20%
Blues	20%
Classical and Opera	17%
Heavy Metal	17%
Reggae	16%
Folk	14%
Latin	11%
Other	9%

*\*From a survey of 1,000*

# Conclusion

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# Summary of Findings



It is hard to understate the quantitative value that Violet Crown will have on Austin. A \$15 billion economic impact will be a welcome boost to the Austin economy and will support the slowly recovering leisure and hospitality sectors. Supporting another 54,300 Full Time Equivalent jobs will only amplify the base impact.

Beyond the numbers, the Violet Crown Amphitheater, companion restaurants, distillery, clubs, and residential tower represent a feather in the cap for the Live Music Capital of the World. Violet Crown will stand ready to welcome world-class performing artists and do so in style.

**Violet Crown is good for Austin.**

# Appendix

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# IMPLAN Inputs - Construction

Year	Value (\$)	Topic
2022	\$31,764,304	Venue
2022	\$7,958,667	Parking
2022	\$11,770,133	Improved Site
2022	\$22,892,000	AirBnb
2022	\$6,566,667	TopGolf adjacent
2022	\$1,900,000	Craft distillery

Year	Value (\$)	Topic
2023	\$31,747,637	Venue
2023	\$7,942,000	Parking
2023	\$11,753,467	Improved Site
2023	\$22,875,333	AirBnb
2023	\$6,550,000	TopGolf adjacent
2023	\$1,883,333	Craft distillery

# IMPLAN Inputs - Construction

Year	Value (\$)	Topic
2024	\$31,747,637	Venue
2024	\$7,942,000	Parking
2024	\$11,753,467	Improved Site
2024	\$22,875,333	AirBnb
2024	\$6,550,000	TopGolf adjacent
2024	\$1,883,333	Craft distillery

# IMPLAN Inputs – Operations

Year	Value (\$)	Employment	Topic
2023	\$2,136,881	0	AirBnb
2023	\$3,968,494	0	AirBnb
2023	\$160,000	0	Restaurant
2023	\$1,657,500	0	Hotel Bars, F&B and Rooftop Pool Club
2023	\$12,828,191	42	Concessions
2023	-	300	TopGolf adjacent
2023	\$2,160,000	0	Parking Garage
2023	-	10	Craft distillery

Year	Value (\$)	Employment	Topic
2024	\$2,190,303	0	AirBnb
2024	\$4,067,706	0	AirBnb
2024	\$164,000	0	Restaurant
2024	\$1,698,938	0	Hotel Bars, F&B and Rooftop Pool Club
2024	\$13,148,896	63	Concessions
2024	-	300	TopGolf adjacent
2024	\$2,214,000	0	Parking Garage
2024	-	10	Craft distillery

# IMPLAN Inputs – Operations

Year	Value (\$)	Employment	Topic
2025	\$2,245,061	0	AirBnb
2025	\$4,169,399	0	AirBnb
2025	\$168,100	0	Restaurant
2025	\$1,741,411	0	Hotel Bars, F&B and Rooftop Pool Club
2025	\$13,477,618	98	Concessions
2025	-	300	TopGolf adjacent
2025	\$2,269,350	0	Parking Garage
2025	-	10	Craft distillery

Year	Value (\$)	Employment	Topic
2026	\$2,301,187	0	AirBnb
2026	\$4,273,634	0	AirBnb
2026	\$172,303	0	Restaurant
2026	\$1,784,946	0	Hotel Bars, F&B and Rooftop Pool Club
2026	\$13,814,559	98	Concessions
2026	-	300	TopGolf adjacent
2026	\$2,326,084	0	Parking Garage
2026	-	10	Craft distillery



# IMPLAN Inputs – Operations

Year	Value (\$)	Employment	Topic
2027	\$2,358,717	0	AirBnb
2027	\$4,380,475	0	AirBnb
2027	\$176,610	0	Restaurant
2027	\$1,829,570	0	Hotel Bars, F&B and Rooftop Pool Club
2027	\$14,159,923	98	Concessions
2027	-	300	TopGolf adjacent
2027	\$2,384,236	0	Parking Garage
2027	-	10	Craft distillery

Year	Value (\$)	Employment	Topic
2028	\$2,417,685	0	AirBnb
2028	\$4,489,987	0	AirBnb
2028	\$181,025	0	Restaurant
2028	\$1,875,309	0	Hotel Bars, F&B and Rooftop Pool Club
2028	\$14,513,921	98	Concessions
2028	-	300	TopGolf adjacent
2028	\$2,443,842	0	Parking Garage
2028	-	10	Craft distillery

# IMPLAN Inputs – Operations

Year	Value (\$)	Employment	Topic
2029	\$2,478,127	0	AirBnb
2029	\$4,602,236	0	AirBnb
2029	\$185,551	0	Restaurant
2029	\$1,922,192	0	Hotel Bars, F&B and Rooftop Pool Club
2029	\$14,876,769	98	Concessions
2029	-	300	TopGolf adjacent
2029	\$2,504,938	0	Parking Garage
2029	-	10	Craft distillery

Year	Value (\$)	Employment	Topic
2030	\$2,540,080	0	AirBnb
2030	\$4,717,292	0	AirBnb
2030	\$190,190	0	Restaurant
2030	\$1,970,247	0	Hotel Bars, F&B and Rooftop Pool Club
2030	\$15,248,688	98	Concessions
2030	-	300	TopGolf adjacent
2030	\$2,567,561	0	Parking Garage
2030	-	10	Craft distillery

# IMPLAN Inputs – Operations

Year	Value (\$)	Employment	Topic
2031	\$2,603,582	0	AirBnb
2031	\$4,835,225	0	AirBnb
2031	\$194,944	0	Restaurant
2031	\$2,019,503	0	Hotel Bars, F&B and Rooftop Pool Club
2031	\$15,629,905	98	Concessions
2031	-	300	TopGolf adjacent
2031	\$2,631,750	0	Parking Garage
2031	-	10	Craft distillery

Year	Value (\$)	Employment	Topic
2032	\$2,668,672	0	AirBnb
2032	\$4,956,105	0	AirBnb
2032	\$199,818	0	Restaurant
2032	\$2,069,990	0	Hotel Bars, F&B and Rooftop Pool Club
2032	\$16,020,653	98	Concessions
2032	-	300	TopGolf adjacent
2032	\$2,697,544	0	Parking Garage
2032	-	10	Craft distillery

# IMPLAN Inputs – Operations

Year	Value (\$)	Employment	Topic
2033	\$2,735,388	0	AirBnb
2033	\$5,080,008	0	AirBnb
2033	\$204,814	0	Restaurant
2033	\$2,121,740	0	Hotel Bars, F&B and Rooftop Pool Club
2033	\$16,421,169	98	Concessions
2033	-	300	TopGolf adjacent
2033	\$2,764,983	0	Parking Garage
2033	-	10	Craft distillery

Year	Value (\$)	Employment	Topic
2034	\$2,803,773	0	AirBnb
2034	\$5,207,008	0	AirBnb
2034	\$209,934	0	Restaurant
2034	\$2,174,784	0	Hotel Bars, F&B and Rooftop Pool Club
2034	\$16,831,698	98	Concessions
2034	-	300	TopGolf adjacent
2034	\$2,834,107	0	Parking Garage
2034	-	10	Craft distillery

# IMPLAN Inputs – Operations

Year	Value (\$)	Employment	Topic
2035	\$2,873,867	0	AirBnb
2035	\$5,337,183	0	AirBnb
2035	\$215,182	0	Restaurant
2035	\$2,229,153	0	Hotel Bars, F&B and Rooftop Pool Club
2035	\$17,252,491	98	Concessions
2035	-	300	TopGolf adjacent
2035	\$2,904,960	0	Parking Garage
2035	-	10	Craft distillery

Year	Value (\$)	Employment	Topic
2036	\$2,945,714	0	AirBnb
2036	\$5,470,613	0	AirBnb
2036	\$220,562	0	Restaurant
2036	\$2,284,882	0	Hotel Bars, F&B and Rooftop Pool Club
2036	\$17,683,803	98	Concessions
2036	-	300	TopGolf adjacent
2036	\$2,977,584	0	Parking Garage
2036	-	10	Craft distillery

# IMPLAN Inputs – Operations

Year	Value (\$)	Employment	Topic
2037	\$3,019,357	0	AirBnb
2037	\$5,607,378	0	AirBnb
2037	\$226,076	0	Restaurant
2037	\$2,342,004	0	Hotel Bars, F&B and Rooftop Pool Club
2037	\$18,125,898	98	Concessions
2037	-	300	TopGolf adjacent
2037	\$3,052,023	0	Parking Garage
2037	-	10	Craft distillery

Year	Value (\$)	Employment	Topic
2038	\$3,094,841	0	AirBnb
2038	\$5,747,563	0	AirBnb
2038	\$231,728	0	Restaurant
2038	\$2,400,554	0	Hotel Bars, F&B and Rooftop Pool Club
2038	\$18,579,046	98	Concessions
2038	-	300	TopGolf adjacent
2038	\$3,128,324	0	Parking Garage
2038	-	10	Craft distillery

# IMPLAN Inputs – Operations

Year	Value (\$)	Employment	Topic
2039	\$3,172,212	0	AirBnb
2039	\$5,891,252	0	AirBnb
2039	\$237,521	0	Restaurant
2039	\$2,460,568	0	Hotel Bars, F&B and Rooftop Pool Club
2039	\$19,043,522	98	Concessions
2039	-	300	TopGolf adjacent
2039	\$3,206,532	0	Parking Garage
2039	-	10	Craft distillery

Year	Value (\$)	Employment	Topic
2040	\$3,251,517	0	AirBnb
2040	\$6,038,533	0	AirBnb
2040	\$243,459	0	Restaurant
2040	\$2,522,082	0	Hotel Bars, F&B and Rooftop Pool Club
2040	\$19,519,610	98	Concessions
2040	-	300	TopGolf adjacent
2040	\$3,286,695	0	Parking Garage
2040	-	10	Craft distillery

# IMPLAN Inputs – Operations

Year	Value (\$)	Employment	Topic
2041	\$3,332,805	0	AirBnb
2041	\$6,189,496	0	AirBnb
2041	\$249,545	0	Restaurant
2041	\$2,585,134	0	Hotel Bars, F&B and Rooftop Pool Club
2041	\$20,007,600	98	Concessions
2041	-	300	TopGolf adjacent
2041	\$3,368,863	0	Parking Garage
2041	-	10	Craft distillery

Year	Value (\$)	Employment	Topic
2042	\$3,416,125	0	AirBnb
2042	\$6,344,234	0	AirBnb
2042	\$255,784	0	Restaurant
2042	\$2,649,763	0	Hotel Bars, F&B and Rooftop Pool Club
2042	\$20,507,790	98	Concessions
2042	-	300	TopGolf adjacent
2042	\$3,453,084	0	Parking Garage
2042	-	10	Craft distillery



# Property Tax Rates & Totals

Property Tax Rates					
Travis County	Travis Central Health	Austin Community College	City of Austin	Austin ISD	Travis County ESD #03
0.3574%	0.1118%	0.1048%	0.5410%	1.0617%	0.0650%
Property Tax Rate			2.2417%		
Total Property Tax Over 20 Years					
Travis County	Travis Central Health	Austin Community College	City of Austin	Austin ISD	Travis County ESD #03
\$42,106,436	\$13,174,455	\$12,348,032	\$63,743,181	\$125,094,519	\$7,658,608
Property Tax 20 Year Total			\$264,125,230		

Source: Business Personal Property Department, Travis CAD

# Property Taxes

Year	Travis County	Travis Central Health	Austin Community College	City of Austin	Austin ISD	Travis County ESD #03	Total Projected Property Tax Value
1	\$1,648,346	\$515,742	\$483,390	\$2,495,363	\$4,897,091	\$299,813	\$10,339,744
2	\$1,689,555	\$528,636	\$495,475	\$2,557,747	\$5,019,519	\$307,308	\$10,598,238
3	\$1,731,794	\$541,852	\$507,862	\$2,621,690	\$5,145,006	\$314,991	\$10,863,194
4	\$1,775,088	\$555,398	\$520,558	\$2,687,232	\$5,273,632	\$322,865	\$11,134,774
5	\$1,819,466	\$569,283	\$533,572	\$2,754,413	\$5,405,472	\$330,937	\$11,413,143
6	\$1,864,952	\$583,515	\$546,911	\$2,823,274	\$5,540,609	\$339,210	\$11,698,472
7	\$1,911,576	\$598,103	\$560,584	\$2,893,855	\$5,679,124	\$347,691	\$11,990,934
8	\$1,959,365	\$613,055	\$574,599	\$2,966,202	\$5,821,103	\$356,383	\$12,290,707
9	\$2,008,350	\$628,382	\$588,964	\$3,040,357	\$5,966,630	\$365,292	\$12,597,975
10	\$2,058,558	\$644,091	\$603,688	\$3,116,366	\$6,115,796	\$374,425	\$12,912,924

Source: Business Personal Property Department, Travis CAD

# Property Taxes

Year	Travis County	Travis Central Health	Austin Community College	City of Austin	Austin ISD	Travis County ESD #03	Total Projected Property Tax Value
11	\$2,110,022	\$660,193	\$618,780	\$3,194,275	\$6,268,691	\$383,785	\$13,235,747
12	\$2,162,773	\$676,698	\$634,250	\$3,274,132	\$6,425,408	\$393,380	\$13,566,641
13	\$2,216,842	\$693,616	\$650,106	\$3,355,985	\$6,586,043	\$403,214	\$13,905,807
14	\$2,272,263	\$710,956	\$666,358	\$3,439,885	\$6,750,694	\$413,295	\$14,253,452
15	\$2,329,070	\$728,730	\$683,017	\$3,525,882	\$6,919,462	\$423,627	\$14,609,788
16	\$2,387,297	\$746,948	\$700,093	\$3,614,029	\$7,092,448	\$434,218	\$14,975,033
17	\$2,446,979	\$765,622	\$717,595	\$3,704,380	\$7,269,759	\$445,073	\$15,349,409
18	\$2,508,153	\$784,763	\$735,535	\$3,796,989	\$7,451,503	\$456,200	\$15,733,144
19	\$2,570,857	\$804,382	\$753,923	\$3,891,914	\$7,637,791	\$467,605	\$16,126,472
20	\$2,635,129	\$824,491	\$772,772	\$3,989,212	\$7,828,736	\$479,295	\$16,529,634

Source: Business Personal Property Department, Travis CAD

# Site Information

ACCOUNT		OWNER	
Property ID:	828163	Zoning:	DR
Geographic ID:	0110570151	Agent:	
Type:	R	Name:	WHITE ROCKS ENTERTAINMENT LLC
Legal:	LOT 2 CEDAR BLUFF RESEARCH PARK SEC 1	Secondary Name:	
Description:		Mailing Address:	PO BOX 151538 AUSTIN TX 78715-1538
Property Use:	1 (LAND)	Owner ID:	1816785
		% Ownership:	100.00 %
		Exemptions:	

LOCATION	
Address:	W STATE HY 71 TX 78736
Market Area:	
Market Area CD:	SW3
Map ID:	011057



PROTEST	
Protest Status:	
Informal Date:	
Formal Date:	

## Values

CURRENT VALUES		VALUE HISTORY						
Land Homesite	N/A	Year	Land Market	Improvement	Special Use Exclusion (-)	Appraised	Value Limitation Adj (-)	Net Appraised
Land Non-Homesite	N/A	2022	N/A	N/A	N/A	N/A	N/A	N/A
Special Use Land Market	N/A	2021	2,784,077	0	0	2,784,077	0	2,784,077
Total Land	N/A	2020	2,784,077	0	0	2,784,077	0	2,784,077
Improvement Homesite	N/A							
Improvement Non-Homesite	N/A							
Total Improvement	N/A							
Market	N/A							
Special Use Exclusion (-)	N/A							
Appraised	N/A							
Value Limitation Adjustment (-)	N/A							
Net Appraised	N/A							

Source: Business Personal Property Department, Travis CAD

# About AE



AngelouEconomics partners with client communities and regions across the United States and abroad to candidly assess current economic development realities and identify opportunities.

Our goal is to leverage the unique strengths of each region to provide new, strategic direction for economic development.

As a result, AngelouEconomics' clients can diversify their economies, expand job opportunities and investment, foster entrepreneurial growth, better prepare their workforce, and attract 'new economy' companies.

## Project Team

**Angelos Angelou**  
Principal Executive Officer

**Matt Patton, Ph.D.**  
Executive Vice President

**Marshall McDaniel**  
Research Analyst

**Jessica Wu**  
Research Analyst

To learn more, visit [www.angeloueconomics.com](http://www.angeloueconomics.com)