

Economic Impact Study

Ruth Eckerd Hall, Inc.
2026 Report

Johnson Consulting

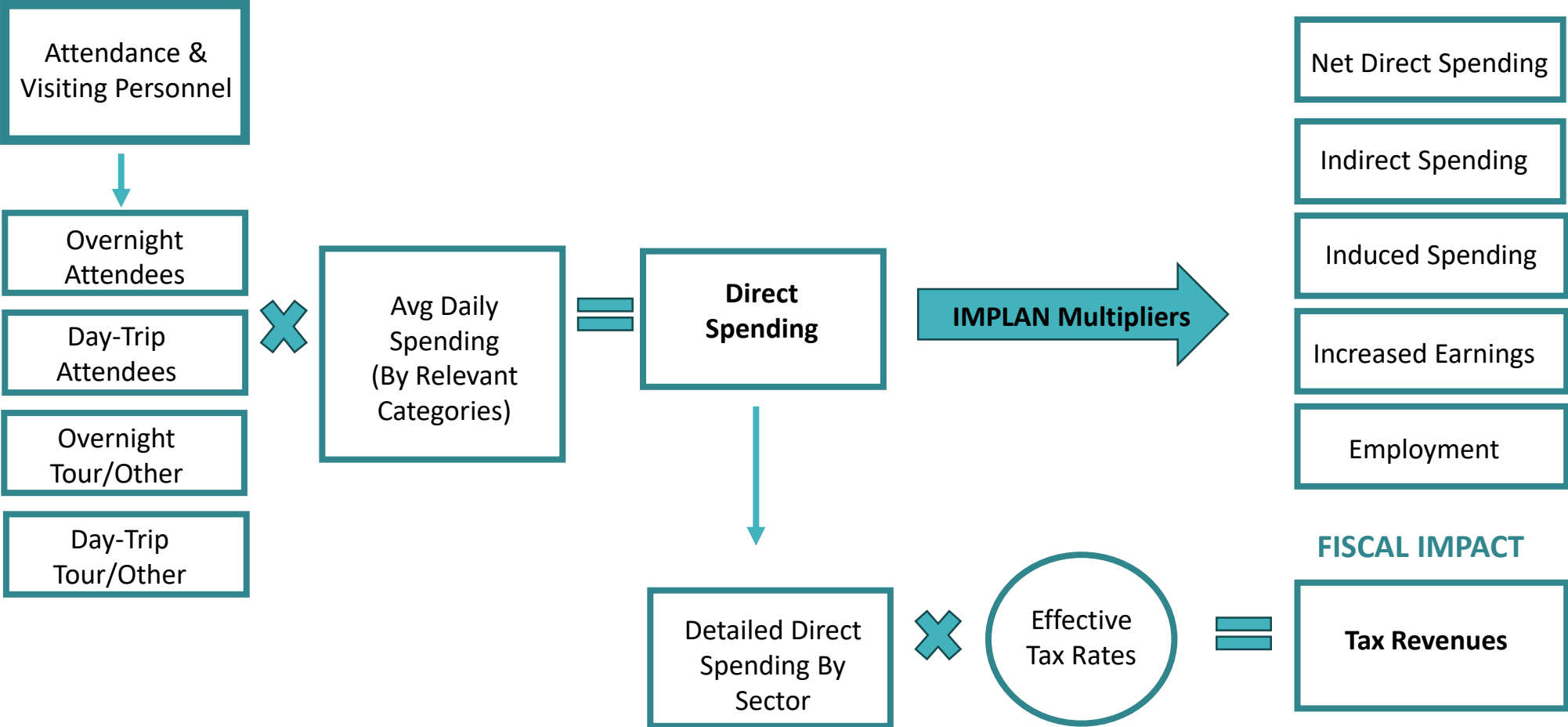


Analysis

- ❖ Issued by Johnson Consulting, Chicago
- ❖ Data confined to show activity
- ❖ Attendance based on FY 2025
- ❖ Touring production crew and artists included
- ❖ Utilized Pinellas County Tax structure
- ❖ Utilized US GSA Per Diem for Pinellas County
- ❖ Utilized IMPLAN multipliers (standard assumptions)
- ❖ Executive Summary (full report available)



Methodology



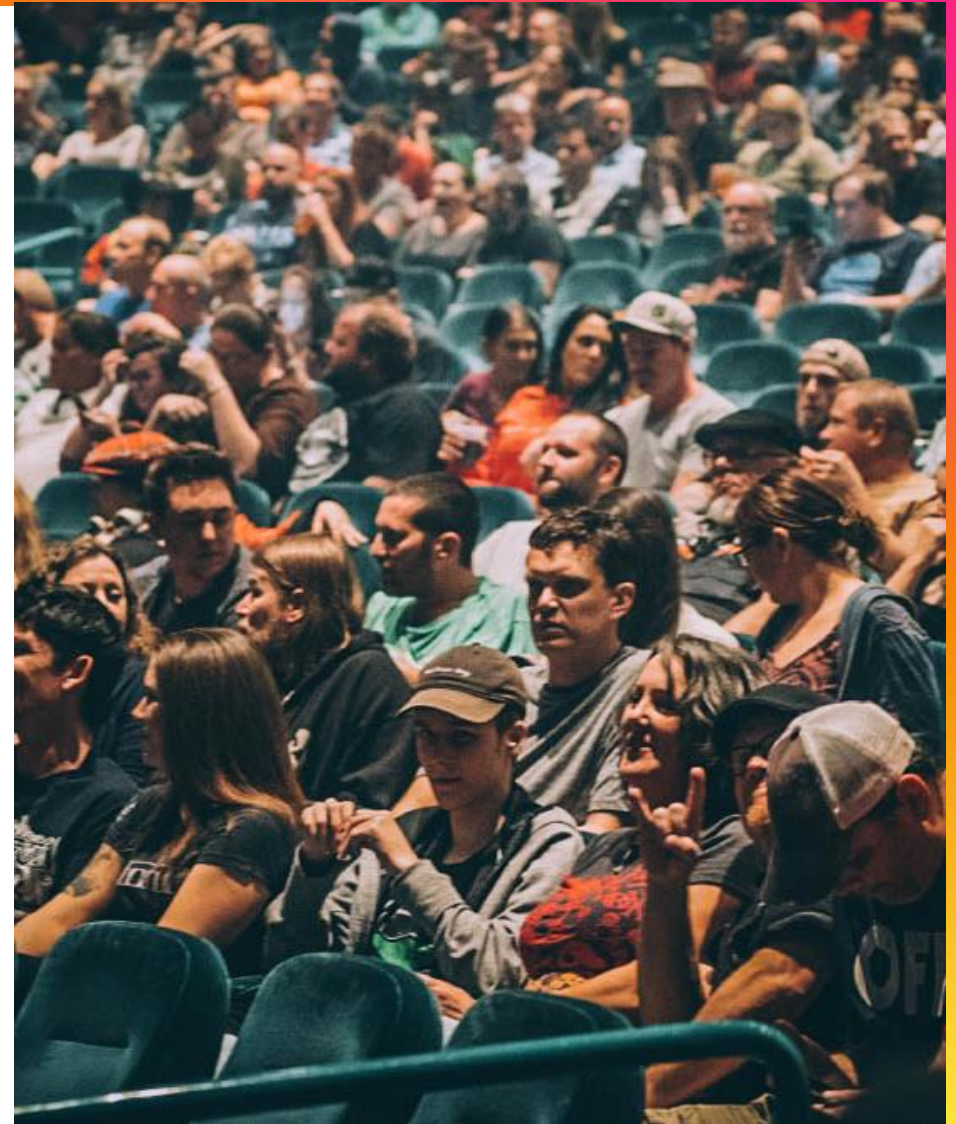
Events



Venue	# Events
Ruth Eckerd Hall	148
Bilheimer Capitol Theatre	114
The BayCare Sound	65
Clearwater-Based Events	327
REH on the Road	9

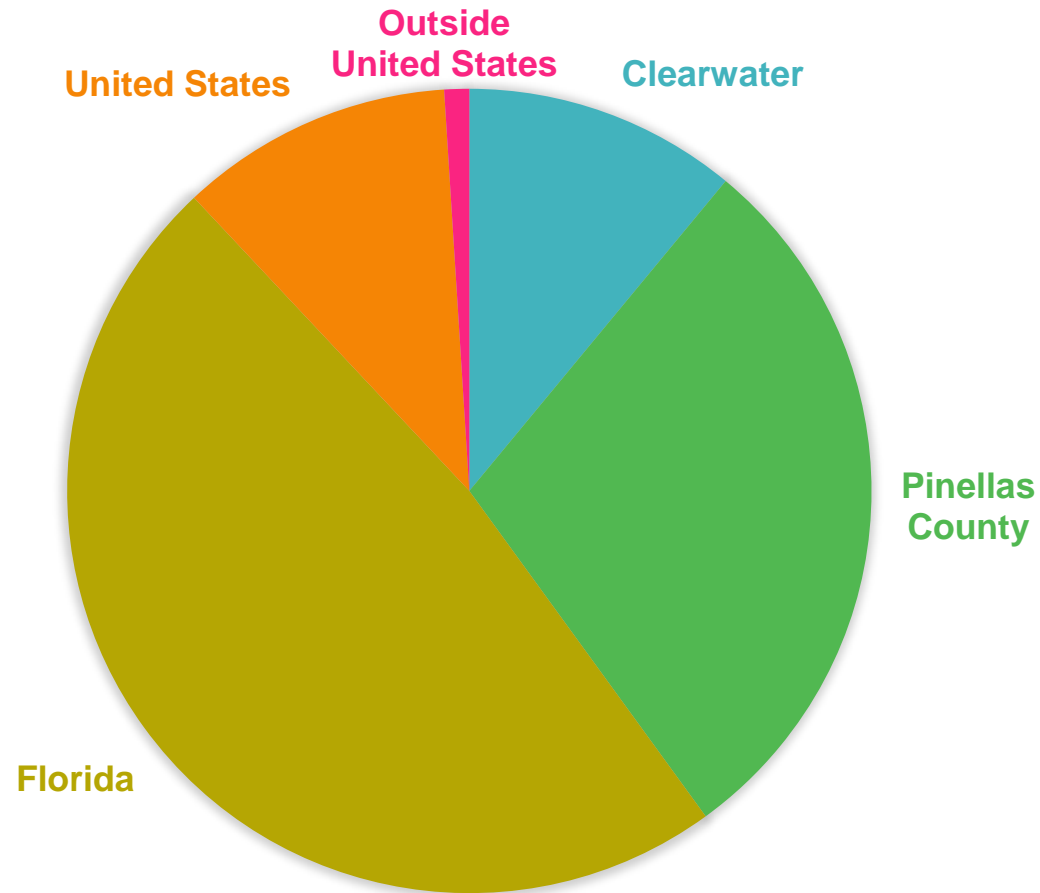
Attendance

Venue	Attendance
Ruth Eckerd Hall	176,768
Bilheimer Capitol Theatre	51,951
The BayCare Sound	222,878
Clearwater-Based Events	451,597
REH on the Road*	18,436



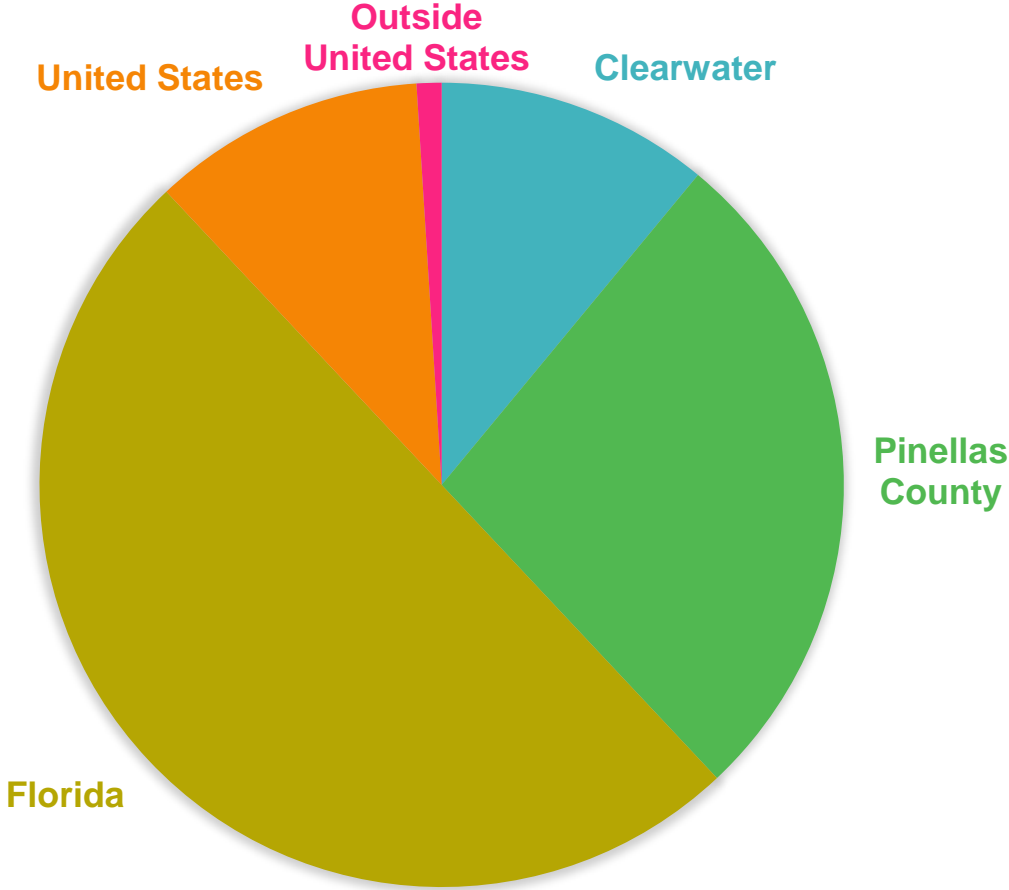
* Inc Tampa, St. Petersburg, Palm Harbor, Ft Myers, New Port Richey

Visitor Origin All Stages



Residency	%
Clearwater	11%
Pinellas (non-Clearwater)	29%
Florida (non-Pinellas)	48%
U.S. (non-Florida)	11%
Outside U.S.	1%

Visitor Origin The BayCare Sound



Residency	%
Clearwater	11%
Pinellas (non-Clearwater)	27%
Florida (non-Pinellas)	50%
U.S. (non-Florida)	11%
Outside U.S.	1%

Fiscal Impact All Stages

\$7.8M TOTAL

\$5.8M State
Sales Tax

\$801K Local
Sales Tax

\$1M Tourist
Development Tax

\$167K County
Discretionary Surtax



Fiscal Impact The BayCare Sound

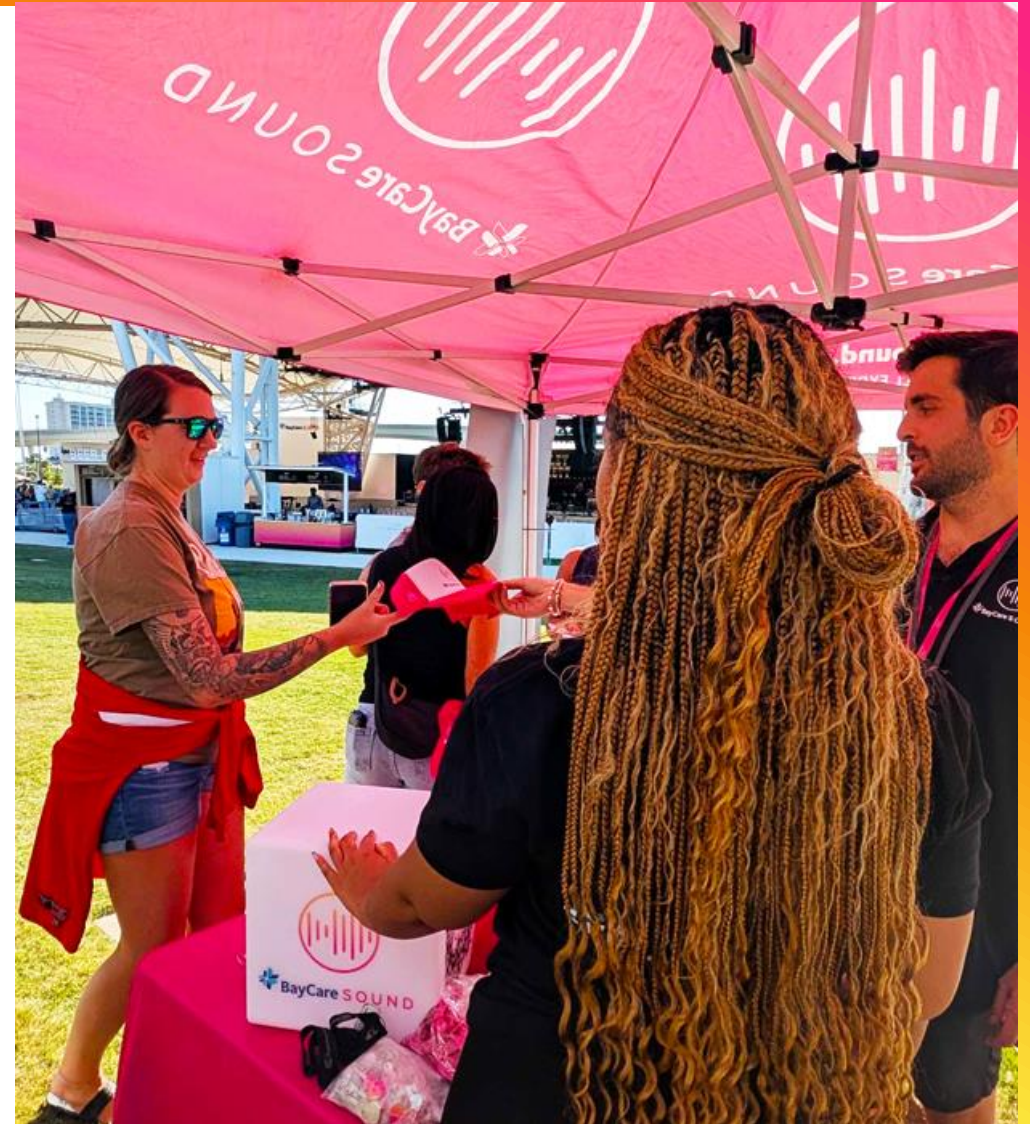
\$3.6M TOTAL

**\$2.7M State
Sales Tax**

**\$373K Local
Sales Tax**

**\$465K Tourist
Development Tax**

**\$77K County
Discretionary Surtax**





Economic Impact All Stages

- + Direct Spending \$136.8M
- + Indirect Spending \$49.1M
- + Induced Spending \$66.3M
- + **Total Spending \$252.2M**

- + Increased Earnings \$76.7M
- + Increased Employment 1,709 FTEs



Economic Impact The BayCare Sound

- + Direct Spending \$59.9M
- + Indirect Spending \$21.5M
- + Induced Spending \$29.0M
- + **Total Spending \$110.4M**

- + Increased Earnings \$33.5M
- + Increased Employment 748 FTEs

Lisa Hebert Holland

We love it there. Beautiful setting, free parking and we always go to Downtown pizza before for drinks and food! Great staff!



BayCare Sound Net New Impacts:

On City of Clearwater

- + \$103.4M in total spending
- + \$31.4M in increased earnings
- + 701 new jobs

On Pinellas County

- + \$77.1M in total spending
- + \$23.4M in increased earnings
- + 522 new jobs

On the State of Florida

- + \$28.7M in total spending
- + \$8.7M in increased earnings
- + 194 new jobs



Key Findings

\$136.8M in Direct Spending

If operations were to cease, a \$40M+ business, \$7.8M in tax revenue, 1,709 jobs, and 103,500 hotel rooms would be lost

\$252.M in Total Economic Impact

- \$76.7M in increased earnings
- Support for 1,709 ongoing FTEs

\$7.8M in Total Fiscal Impact

- Includes Sales and Hotel taxes
- Validates support of public funding as a revenue generator

\$2.7M of Tax Revenue flowing back to Pinellas

- \$1.5M in Sales Tax plus \$1.2M in Hotel Tax



Thank you

About Johnson Consulting:

Since its inception in 1996, Johnson Consulting has conducted numerous engagements in the U.S. and abroad, including community development projects that comprise event and entertainment, tourism, hotel, commercial, and retail uses. The majority of work is focused on market analysis, financial analysis, operational reviews, and economic and fiscal impact analyses.