

## **The Economic and Fiscal Impact of the U.S. Cellular Center on Asheville and Buncombe County, North Carolina**

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### **Abstract**

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*The U.S. Cellular Center, a civic center for performances and professional conferences, has been a cultural center in Asheville, North Carolina since 1900, bringing in residents and visitors alike for various events. This research investigates the economic impact of the U.S. Cellular Center on regional output (GDP) and employment in terms of full-time equivalent jobs (FTEs) in Asheville and Buncombe County, the county in which Asheville is located. IMPLAN, an economic development tool that employs an input-output analysis, was used to estimate the economic impact. Results from the study indicate that the Center had a significant economic impact on Asheville and Buncombe County, both in terms of regional GDP and FTEs. In addition, this study deviates from existing research by employing a unique method—the authors have a forthcoming article illustrating the technique—that separates municipal taxes from county taxes with city-to-county ratios. This allows researchers to measure the fiscal the fiscal impact of U.S. Cellular Center economic activity exclusively on the city of Asheville—IMPLAN does not separate city taxes from county taxes in its model. Finally, when the economic impact of the U.S. Cellular Center estimated for 2016 was compared to the results of a similar base year study conducted in 2016, a significant increase in regional GDP and FTEs attributed to the Center was apparent.*

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**Key Words:** Direct Effects · Indirect Effects · Induced Effects · Regional Multiplier · City-to-County Ratio

**JEL Classifications:** R11· R15

## 1 Introduction

The U.S. Cellular Center (USCC) is operated by the City of Asheville in North Carolina, and has an extensive history dating back to 1900. First known as the Auditorium, the facility was born out of the Asheville Auditorium Company's interest in an assembly hall for community gatherings, as well as theater performances. The original structure burned down in 1903, and, subsequently, was partially rebuilt with insurance claim funding. The City of Asheville then took ownership of the complex in 1909 until the building was condemned for safety reasons in 1931. The building then remained abandoned until its demolition in 1937.

In 1939, the New Municipal Auditorium was built and contained 20,000 square feet of space, which could accommodate over 3,000 people for occasions such as concerts, theater, athletics, conferences, and sundry other community events. It opened in 1940 and operated under this designation until 1974, when plans for a new Civic Center Complex—approved in 1968—were fully realized. This complex included the New Municipal Auditorium, as well as added exhibition and banquet halls, meeting rooms, and an arena. The Auditorium was re-named the Thomas Wolfe Auditorium and finally opened in 1975 with a concert by the Asheville Symphony Orchestra. The arena at the Civic Center has hosted professional basketball and hockey teams such as the NBA Development League's Asheville Altitude from 2001-2005, the United Hockey League's Asheville Smoke from 1998-2002, and the Southern Professional Hockey League's Asheville Aces from 2004-2005.

The Civic Center Complex underwent a major renovation in 2010. In this most recent iteration, the structure was re-named the U.S. Cellular Center. Those improvements were financed from the naming rights agreement with U.S. Cellular—hence, the designation of the venue—as well as with financial support from the Buncombe County Tourism Development Authority. The renovations included improvements to the lobby, arena seating, scoreboards and displays, sound and lighting, as well as a general refurbishment to the interior of the building. These improvements allowed for Asheville to again host the Southern Conference Basketball Tournament beginning in 2012, after losing its sponsorship in 1995. The USCC is now the largest event venue in downtown Asheville.

The mission of the USCC is “to remain a vital component in the destination experience with events often being a primary motivator for people to visit Asheville. Drawing out of town visitors and locals alike, the updated facility can host events for years to come.”<sup>1</sup> Implicit in this mission statement is that the Center be an important contributor to the local economy. Hence, the USCC sought empirical data and concomitant research to estimate the economic and fiscal impact of the Center on Asheville and Buncombe County.

With that in mind, this analysis was designed to examine the economic impact of the USCC on Asheville (Population: 89,121) and Buncombe County (Population: 253,178), North Carolina. A quantitative collection method in the form of an audience survey was used to collect spending data on attendees at the various events sponsored by the Center. In addition, administrative and financial data were provided by the USCC. This information, in turn, was used to conduct statistical analyses to develop an accurate portrait of USCC's role in the local economies of Asheville and Buncombe County. This research project was undertaken at the request of Chris Corl, the executive director of the U.S. Cellular Center.

## 2 Data Collection

A visitor questionnaire was developed to gather economic, marketing, and demographic information from audiences at USCC events in calendar year 2016. After the initial survey was complete, questions were reviewed by USCC staff and Thomas Wolf Task Force members, with ensuing modifications being made to the survey instrument based on their recommendations. The questionnaire was eventually comprised of 14 questions, as well as an open-ended comment section, and incorporated demographic, economic, marketing, and tourism-related questions (See Appendix A for the survey).

On-line data were collected for all performances between July 1, 2016 and October 30, 2016. The data were collected using e-mail with a survey link to Qualtrics software. There was a 16.9% response rate for the on-line survey.

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<sup>1</sup> US Cellular Center. *About Us*. Retrieved from the US Cellular Center on December 30, 2016: <http://www.uscellularcenter Asheville.com/about/history.fun.facts/>

In addition, between September 28, 2016 and October 23, 2016 hard copy questionnaires were distributed and collected to attendees at four events: The NC Society of Human Resources Conference; the Cross-fit Beer City Beat-down Competition, the Asheville Symphony performances; and the Craft Fair of Southern Highlands fall event. These sample events were representative of the various types of performances that are typically offered by the USCC throughout the year. A total of 403 respondents turned in hard copies of the questionnaire. Survey respondents eventually completed a total of 1,750 questionnaires—1,347 on-line and 403 hard copies—and all responses were valid. Refer to Table 1 below for the number of questionnaires completed both on-line and at live performances.

In addition to collecting attendee data, financial and administrative data were collected for the period between July 1, 2015 and June 30, 2016—the company’s 2016 fiscal year—to capture the economic impact of USCC spending on wages and operating expenses. In addition, that information provided a look at the organization’s financial trends and its implications for the region. Executive Director, Chris Corl, provided the financial and administrative data from USCC for this study.

Table 1: List of events where surveys were collected

Event	Frequency	Percent
On-line	1347	77.0%
NC Society of Human Resource Managers Conference	116	6.6%
Crossfit Beer City Beatdown	161	9.2%
Asheville Symphony	36	2.1%
Craft Fair of Southern Highlands Fall	90	5.1%
Total	1750	100.0%

Source: USCC Survey 2016

### 3 Attendee Survey Results

Approximately half of all attendees who completed questionnaires were year-round residents of the Asheville area, while the other half were visitors to the region. A small percentage of respondents described themselves as seasonal residents who spent on average approximately five months per year in the Asheville area. Refer to Table 2 below for the residential breakdown of attendees at USCC events.

Table 2: Which of the following categories best describes you?

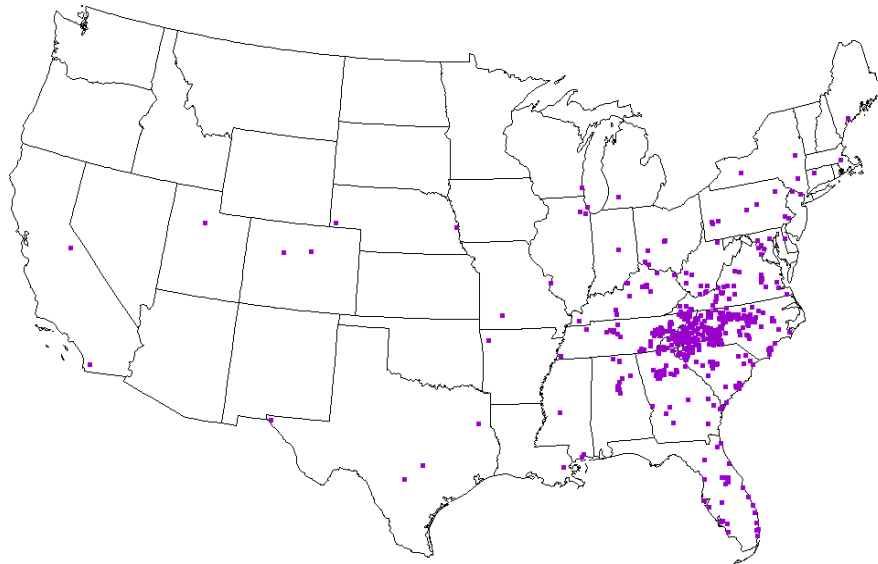
	Frequency	Percent
Year-round resident	837	48.3%
Seasonal resident	48	2.8%
Visitor	847	48.9%
Total	1732	100.0%

Source: USCC Survey 2016

Note: There are 18 missing responses.

Although audiences that came to USCC events were from a widespread geographic area—32 states in total, including as far away as from the state of California—most of the attendees were not surprisingly from the Southeastern United States. For the geographic distribution of attendees by zip code, refer to Figure 1. A finer state breakdown of attendees revealed, not surprisingly, that most respondents were from North Carolina—roughly 70 per cent—or states contiguous to North Carolina. Refer to Figure 2 below for the distribution by state. Of the attendees from North Carolina, almost half—roughly 45 percent came from Buncombe County—the county in which Asheville is located. Not unexpectedly, approximately 25 per cent of attendees came from Henderson County, the most populous county contiguous to Buncombe County. For the county breakdown in North Carolina, refer to Figure 3 below.

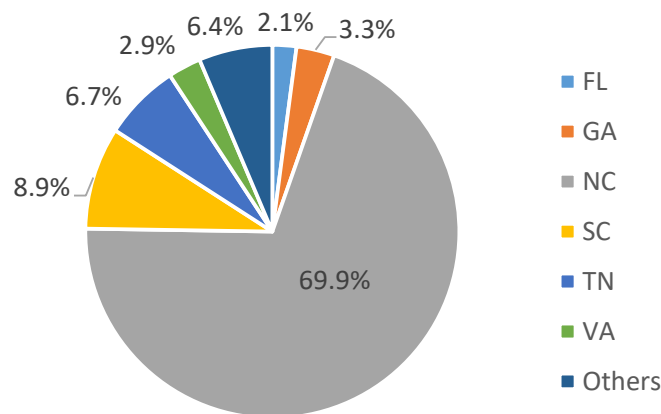
**Figure 1: Distribution of Attendees by Zip Codes**



Source: USCC Survey 2016

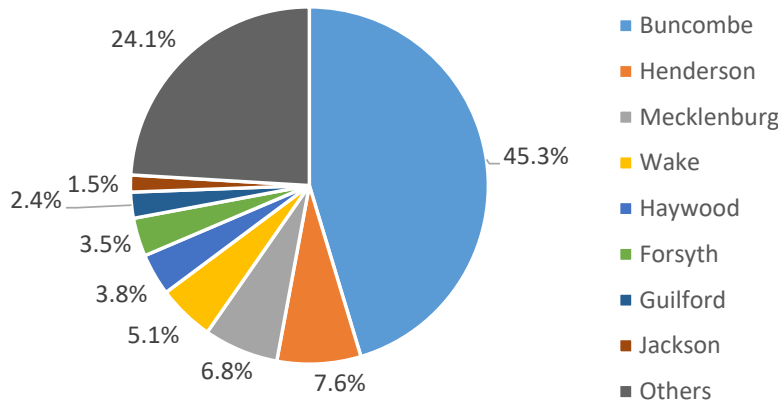
The average age of survey respondents was approximately 45 years old. Most visitors to USCC events—approximately 85 per cent—traveled as a group without children. The average number of adults in a party was 2.7 people. Those families who did travel with kids were accompanied by approximately 1.5 children. The average gross annual household income of respondents was \$91,526. For a distribution of the household income of visitors, refer to Table 3 below.

**Figure 2: Distribution of Residency by State**



Source: USCC Survey 2016

**Figure 3: Distribution of Residency by County in North Carolina**



Source: USCC Survey 2016

**Table 3: Gross household income**

	Frequency	Percent
Less than \$50,000	396	25.0%
\$50,000 - \$74,999	395	24.9%
\$75,000 - \$99,999	272	17.2%
\$100,000 - \$149,999	314	19.8%
\$150,000 or more	207	13.1%
<b>Total</b>	<b>1584</b>	<b>100.0%</b>

Source: USCC Survey 2016

Note: There are 166 missing responses.

Audience members who were visitors to the region reported spending an average of about three nights in the area, with approximately 87 per cent of them staying in Asheville. Additionally, the primary reason cited by far by respondents for visiting the Asheville area was some event hosted by the USCC. This is illustrative of the economic significance of the USCC. Refer to Table 4 below for the top reasons cited by respondents for visiting the Asheville area.

**Table 4: Top three reasons for visiting Asheville**

	Ranking			Percent		
	First	Second	Third	First	Second	Third
Event at US Cellular Center	640	68	19	78.3%	15.6%	9.4%
Vacation	65	174	41	8.0%	40.0%	20.3%
Visiting family/friends	55	93	35	6.7%	21.4%	17.3%
Business	22	10	13	2.7%	2.3%	6.4%
Shopping	13	44	58	1.6%	10.1%	28.7%
Other	22	46	36	2.7%	10.6%	17.8%
<b>Total</b>	<b>817</b>	<b>435</b>	<b>202</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source: USCC Survey 2016

#### 4 Audience Spending Patterns

Total attendance at USCC events in 2016 was 215,034 patrons, with approximately half of the audiences being day travelers and the other half being overnight visitors. People were asked to report their outlays on lodging, food and beverage, shopping, arts and crafts, entertainment, recreation, health and personal care, other spending, and total spending. Empirical evidence from the survey indicate that visitors to USCC events contribute significantly to the economy of Asheville and Buncombe County. For example, of the attendees who responded to the question concerning expenditures, statistics indicate that the average total spending, per group, per trip was \$450.00, while the median spending per group was \$300.00. Except in the inclusive “other” category, respondents spent the largest average and median outlays on lodging, with the average expenditure being \$314.00 and the median \$250.00. Refer to Table 5 below for audience spending patterns.

Table 5: Expected spending in Asheville as a result of USCC event

	N	Mean	Median	Min	Max
Lodging	609	\$314	\$250	\$5	\$2,000
Dining/Food and Beverage	1364	\$124	\$100	\$4	\$1,000
Shopping	510	\$148	\$100	\$1	\$3,000
Arts and Culture	153	\$105	\$50	\$3	\$800
Entertainment/Special Events/Festivals	844	\$157	\$120	\$4	\$1,150
Recreation	145	\$130	\$100	\$5	\$3,000
Transportation	785	\$53	\$35	\$1	\$900
Health & Personal Care	39	\$127	\$50	\$4	\$1,500
Other	39	\$154	\$15	\$5	\$1,000
Total	1472	\$445	\$300	\$1	\$4,900

Source: USCC Survey 2016

Note: There are 278 missing responses.

The average expenditure for a visitor to a USCC event was \$165.57 per trip. For day travelers, the average spending per trip was \$85.05. Not surprisingly, for overnight visitors, the average spending per trip was considerably higher at \$224.72. Total visitor outlay was estimated to be \$33.5 million in 2016. Overall expenditures were arrived at by multiplying the total attendance of each group—day travelers and overnight visitors—by the average spending per person within that group. Refer to Table 6 below for audience expenditures.

Table 6: Average spending

	Day Travelers	Overnight Visitors	Overall
Spending per Group	\$202.42	\$678.64	\$445.38
Group Size	2.38	3.02	2.69
Spending per Person	\$85.05	\$224.72	\$165.57

Source: USCC Survey 2016

#### 5 Economic Impact of USCC

This section of the paper discusses the economic impact of the USCC in terms of regional Gross Domestic Product (GDP) and full-time equivalent jobs (FTEs) created in Buncombe County because of the Center. This analysis utilized primary data obtained from the attendee survey, as well as administrative and financial data provided by the USCC. The software used to generate the economic and fiscal impacts was the IMPLAN software modeling system and database (IMPLAN Group, LLC). IMPLAN is an economic development tool that applies regional multipliers and performs an input-output analysis in a general equilibrium framework to estimate the economic impact of spending on a local community, county, or region.

Many economic impact studies have employed IMPLAN as a major tool in economic impact analysis. A similar input-output model frequently used in economic impact analysis is one that was developed by Regional Economic Models, Inc. (REMI). While both IMPLAN and REMI software have been found to be reliable (Rickman & Schwer 1993), the multiplier effects generated by IMPLAN have been found to be more dependable than those generated by REMI (Crihfield & Campbell 1991). Consequently, IMPLAN was employed as the economic impact model in this research.

Buncombe County was chosen as the appropriate study area because 45.3% of attendees at USCC events and 87.7% of USCC employees were residents of the County. Moreover, of those visitors who reported spending the night, approximately 80% of those overnight visitors stayed in Buncombe County. Hence, the economic activity generated by the USCC was primarily in Buncombe County.

The dollar amounts of the goods and service for goods and services purchased within Buncombe County because of USCC economic activity were first entered into the IMPLAN model as “direct effects.” Direct effects are those dollars spent on goods and services within Buncombe County that can be directly traced to the economic activity of the USCC. Wages and salaries paid and goods purchased by the USCC are examples of direct effects.

Direct spending was then employed by the IMPLAN model to generate secondary economic effects. Secondary impacts accumulate because of both indirect and induced effects. Indirect effects are secondary impacts that result from businesses that make expenditures to replenish goods and improve services that have been purchased by direct (initial) impact expenditures. An example of indirect effects would be the pens and photocopier paper purchased from a local stationary store by the USCC. Induced effects are secondary impacts resulting from an increase in household spending by employees who are hired, or current employees paid to work additional hours to provide the goods and services being purchased. An example of an induced effect would be the additional money earned by the manager of the stationary store due to the extra hours that the store remains open to meet the economic needs of the USCC.

Estimates of secondary impacts are based on a regional multiplier, a widely used economic principle designed to calculate spending that takes place because of the “ripple effect.” The multiplier concept essentially means that every dollar received by business owners and employees that is subsequently re-spent within the region, multiplies the initial sales and generates revenues in other sectors of the local economy. IMPLAN estimates the magnitude of both primary and secondary impacts for each industry, which then forms the “multipliers.” It should be noted that a portion of direct and secondary dollar spending goes for goods and services that are not purchased in the County, as well as to pay state and federal taxes. These leakages are considered by the IMPLAN model and are not included in the ripple effect.

To approximate the total economic impact of the USCC, direct expenditures were categorized into wages and salaries, operating expenses, and visitor spending. The outlays for payroll and other operating expenditures were based on the 2016 fiscal year. USCC paid \$1,167,460 in wages and salaries to its full-time and part-time employees. Operating expenses, which included goods and services purchased from businesses in Buncombe County, accounted for \$1,511,927. Visitor spending because of USCC was \$33,537,377.38. The total spending in Buncombe County because of USCC economic activity was \$36,216,764.38. Refer to Table 7 for expenditures by category.

Table 7: Spending by category

Category	Total Spending	Percent
Wages and Salaries	\$1,167,460.00	3.2%
Operating Expenses	\$1,511,927.00	4.2%
Visitor Spending	\$33,537,377.38	92.6%
<b>Total</b>	<b>\$36,216,764.38</b>	<b>100.0%</b>

Source: IMPLAN Analysis

The total economic impact of the U.S. Cellular Center on Buncombe County after considering all effects—direct, indirect and induced effect—was approximately \$42,000,000 in 2016. Along with this increase in spending, approximately 551 FTEs were created in Buncombe Count because of the economic activity of the USCC. Refer to Table 8 below for the economic effects by type.



Table 8: Economic Impact by type

Impact Type	Employment	Labor Income	Value Added	Output
Direct Effect	404.0	\$9,255,454	\$13,995,115	\$24,913,522
Indirect Effect	61.5	\$2,031,121	\$3,554,981	\$7,190,352
Induced Effect	86.0	\$3,092,750	\$5,408,619	\$9,911,226
Total Effect	551.5	\$14,379,325	\$22,958,714	\$42,015,101

Source: Authors' estimation using IMPLAN analysis

## 6 Fiscal Impact on Asheville and Buncombe County

IMPLAN also generated an estimate of the fiscal impact of the USCC in terms of federal, state and county taxes—the fiscal impact on the county level is only available in the online version of IMPLAN. The model divides taxes into three categories: federal non-defense related taxes, state and local non-education related taxes, and county taxes. In the first category, the USCC generated \$3,316,573 in tax revenue, and in the second \$2,135,276 in tax revenue, and in the third \$595,971. Note that the county taxes were also included in the second category. Refer to Table 9 for federal, state, and local fiscal impacts.

As mentioned above, IMPLAN does not separate municipal taxes from county taxes in its program. City mayors, managers and aldermen, as well as county executives are often interested in obtaining these figures for economic planning purposes. In this research, the fiscal impact of USCC economic activity is estimated separately for both Asheville and Buncombe County by adopting a seminal technique employing city-to-county ratios for categories of taxes (Ha, Ullmer, and Cho Forthcoming).

First, data were obtained from city and county financial reports on tax revenue received by Buncombe County and the City of Asheville in FY 2016. Tax revenue received was then broken down by source—property tax, sales tax, and other taxes. From those disbursements of taxes to Asheville and Buncombe County in FY 2016, a city-to-county ratio was generated for each source of tax revenue. Refer to Table 10 for the city-to-county ratios. Once generated, these ratios were applied to the three categories of taxes to estimate the fiscal impact of USCC economic activity solely on the City of Asheville. The estimated tax revenue received exclusively by Asheville in FY 2016 attributable to USCC economic activity was \$153,958. Refer to Table 11 for the fiscal impact on Asheville.



Table 9: Fiscal impact on federal, state and local economy

Type of Tax	Federal Government Non- Defense	State/Local Government Non- Education	County Only
Social Ins Tax- Employee Contribution	\$881,586	\$4,743	-
Social Ins Tax- Employer Contribution	\$813,271	\$9,583	-
Tax on Production and Imports: Excise Taxes	\$168,203	-	-
Tax on Production and Imports: Custom Duty	\$63,327	-	-
Tax on Production and Imports: Fed NonTaxes	\$10,282	-	-
Tax on Production and Imports: Sales Tax	-	\$1,058,240	\$165,199
Tax on Production and Imports: Property Tax	-	\$537,378	\$404,171
Tax on Production and Imports: Motor Vehicle Lic	-	\$17,136	\$422
Tax on Production and Imports: Severance Tax	-	\$122	-
Tax on Production and Imports: Other Taxes	-	\$99,555	\$15,110
Tax on Production and Imports: S/L NonTaxes	-	\$39	-
Corporate Profits Tax	\$522,151	\$50,841	-
Personal Tax: Income Tax	\$857,753	\$287,765	-
Personal Tax: NonTaxes (Fines- Fees)	-	\$47,887	\$7,445
Personal Tax: Motor Vehicle License	-	\$12,807	\$228
Personal Tax: Property Taxes	-	\$3,948	\$2,969
Personal Tax: Other Tax (Fish/Hunt)	-	\$2,789	-
Dividends	-	\$2,443	\$427
<b>Total</b>	<b>\$3,316,573</b>	<b>\$2,135,276</b>	<b>\$595,971</b>

Source: IMPLAN analysis

Table 10: Estimating the City-to-County Ratio

	Tax Revenue from the County Report (a)	Tax Revenue from the City Report (b)	City-to-County Ratio (c)=(b)/(a)
Property Tax	\$196,710	\$52,407.0	0.2664
Sales Tax	\$76,002	\$20,941.0	0.2755
Other Taxes	\$23,375	\$669.0	0.0286
<b>Total</b>	<b>\$296,086</b>	<b>\$74,017.0</b>	

Source: City of Asheville and Buncombe County Financial Reports FY 2016

Note: (a) and (b) are measured in thousand dollars.

Table 11: Fiscal Impact on County and City

	Estimated Fiscal Impact on County (a)	City-to-County Ratio (b)	Estimated Fiscal Impact on City (c)=(a)×(b)
Property Tax	\$404,171	0.2664	\$107,678
Sales Tax	\$165,199	0.2755	\$45,518
Other Taxes	\$26,601	0.0286	\$761
<b>Total</b>	<b>\$595,971</b>		<b>\$153,958</b>

Source: City and County Financial Reports FY 2016 and authors' estimation

### 7 USCC Economic Impact in 2016 Compared To 2006

A base study had been conducted in 2006 to evaluate the economic impact of the U.S. Cellular Center on Buncombe County in that calendar year. The economic impacts generated in this study for 2016 were subsequently compared to the effects from that base year study conducted in 2006. The comparison revealed that during the decade the economic impact of the USCC had grown significantly in Buncombe County. For example, the 2006 study revealed a total economic impact to Buncombe County from USCC economic activity of \$26.3 million in regional GDP, with an accompanying 439 FTEs created within the County. In 2016, the inflation-adjusted total economic impact on Buncombe County attributable to the USCC grew to \$42 million—a growth of 60 per cent. The increase in FTEs in Buncombe County attributable to USCC was also significant. It grew from 438.7 to 551.5 FTEs—a growth rate of 25.7 percent in full-time equivalent jobs. Refer to Table 12 for a complete breakdown of the comparison.

Table 12: Comparison of 2016 and 2006 studies

Category	2016 Study	2006 Study	Percent Change
Total Economic Impact	\$42,015,101	\$26,257,272	60.0%
Total Employment Impact (jobs)	551.5	438.7	25.7%
Federal Taxes	\$3,316,573	\$2,852,479	16.3%
State and Local Taxes	\$2,135,276	\$2,205,894	-3.2%
County Taxes	\$595,971	N/A	N/A
Total Attendees (persons)	215,034	211,300	1.8%

Source: IMPLAN Analysis

Note: The 2006 study results are adjusted for inflation for comparison.

### 8 Conclusion

The USCC, the largest event venue in Asheville, was a major contributor to the economy of Asheville and Buncombe County in 2016. This is reflected by the total economic impact of \$42,015,101 in 2016, along with a concomitant 551.5 full-time equivalent jobs being attributable to the economic activity of the USCC. Moreover, there has been significant growth in the economic significance of the USCC on Buncombe County over the past decade. The last ten years has seen a growth of 60 per cent in real GDP in Buncombe County from USCC economic activity. This resulted in a 25.7 per cent increase in FTEs in the County during that same decade. Continuing economic impact studies in the future would represent important contributions in documenting the continuing economic importance of the USCC. Similar impact studies for other enterprises in Western North Carolina would also provide valuable information for economic planners in the region.

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## Appendix A: Attendee Survey Instrument



### U.S. CELLULAR CENTER VISITOR SURVEY 2016



In an effort to make your future visit to the U.S. Cellular Center as enjoyable as possible, please take a few minutes to complete this survey. The U.S. Cellular Center will use these results to evaluate our economic and fiscal impact on the local economy. By completing this survey, you are directly helping the U.S. Cellular Center and we greatly appreciate your participation. The information gathered will be kept confidential, and your responses will only be used in aggregate form to summarize results. Your response to the survey is entirely voluntary. If you are under the age of 18, please have your parent or legal guardian fill out the survey. Responding to the survey indicates your informed consent.

- Which of the following categories best describes you? (Check only one)
  - I AM A YEAR-ROUND RESIDENT (SKIP TO Question 5)
  - I AM A SEASONAL RESIDENT FOR \_\_\_\_\_ MONTHS OF THE YEAR (SKIP TO Question 5)
  - I AM A VISITOR TO THE AREA (CONTINUE WITH Question 2)
- How many nights are you spending in the area during this trip?  
# \_\_\_\_\_ OF NIGHTS (IF '0', SKIP TO Question 4)
- Where are you staying? If staying in more than one location, please provide the number of nights at each.
  - \_\_\_\_\_ ASHEVILLE    \_\_\_\_\_ HENDERSONVILLE    \_\_\_\_\_ WAYNESVILLE    \_\_\_\_\_ CASHIERS
  - \_\_\_\_\_ HIGHLANDS    \_\_\_\_\_ OTHER, PLEASE SPECIFY \_\_\_\_\_
- What is/are your reason(s) for visiting Asheville? (Please rank up to three reasons)  
1 = your main reason; 2 = your second reason, if it applies; 3 = your third reason, if it applies
  - \_\_\_\_\_ EVENT AT U.S. CELLULAR CENTER    \_\_\_\_\_ VACATION
  - \_\_\_\_\_ VISITING FAMILY/FRIENDS    \_\_\_\_\_ BUSINESS
  - \_\_\_\_\_ SHOPPING    \_\_\_\_\_ OTHER, PLEASE SPECIFY \_\_\_\_\_
- How many people are in your group (including yourself)?  
# \_\_\_\_\_ OF ADULTS    # \_\_\_\_\_ OF YOUTH (12 – 18 years)    # \_\_\_\_\_ OF CHILDREN (0 – 11 years)  
If you are in a group tour, what is the total number of people in the group? \_\_\_\_\_ people
- How often do you attend Concerts/Shows/Events at the U.S. Cellular Center? (Check the closest response)
  - \_\_\_\_\_ THIS IS MY FIRST TIME    \_\_\_\_\_ SEVERAL TIMES A YEAR
  - \_\_\_\_\_ ONCE A YEAR    \_\_\_\_\_ EVERY FEW YEARS

7. Through which advertising mediums did you learn about the Concerts/Shows/Events at the U.S. Cellular Center? (Check all that apply)

- NEWSPAPER/MAGAZINE
- VISITOR CENTER
- BROCHURE
- SOCIAL MEDIA (Facebook, Twitter, etc.)
- WORD OF MOUTH
- RADIO
- WEBSITE
- RACKCARD
- DIRECT MAIL
- OTHER, PLEASE SPECIFY \_\_\_\_\_

8. Which type of events have you attended at the U.S. Cellular Center during all of your previous visits? (Check all that apply)

- CONCERT
- EXHIBITION/CONFERENCE/CRAFT SHOWS
- FAMILY SHOWS
- SPORTING EVENTS
- SYMPHONY
- OTHER, PLEASE SPECIFY \_\_\_\_\_

9. On a scale of 1 – 5 (5 being the highest), please rate your overall satisfaction with your most recent experience at the U.S. Cellular Center. (Circle one)

LOW	LOW-MEDIUM	MEDIUM	MEDIUM-HIGH	HIGH
1	2	3	4	5

10. How much have you spent or do you expect to spend in the Asheville area as a result of your visit to the U.S. Cellular Center?

- \$ \_\_\_\_\_ LODGING
- \$ \_\_\_\_\_ DINING/FOOD AND BEVERAGE
- \$ \_\_\_\_\_ SHOPPING
- \$ \_\_\_\_\_ ARTS AND CULTURE (excluding the U.S. Cellular Center)
- \$ \_\_\_\_\_ ENTERTAINMENT/SPECIAL EVENTS/FESTIVALS (including the U.S. Cellular Center)
- \$ \_\_\_\_\_ RECREATION
- \$ \_\_\_\_\_ TRANSPORTATION (Gasoline, Airfare, Car Rental, etc.)
- \$ \_\_\_\_\_ HEALTH & PERSONAL CARE
- \$ \_\_\_\_\_ OTHER, PLEASE SPECIFY \_\_\_\_\_

Alternatively, what is the total amount if you couldn't (or wouldn't) break down? \$ \_\_\_\_\_

11. Based on your experience at the U.S. Cellular Center, do you plan to return? (Check only one)

- DEFINITELY
- MOST LIKELY
- LIKELY
- LESS LIKELY
- DEFINITELY NOT. PLEASE EXPLAIN \_\_\_\_\_

12. What year were you born? 19\_\_\_\_\_

13. What is your gross annual household income (income before taxes and deductions)? (Check only one)

- LESS THAN \$50,000
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 OR MORE

14. What is the zip code for your permanent residence?

\_\_\_\_ 5 DIGIT ZIP CODE

Other Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

You have now completed the survey, and your answers will remain anonymous. You additionally have the option to register for a random drawing for concert tickets at the U.S. Cellular Center. In order to contact the winner of the drawing, you will need to provide your contact information. Your contact information for the drawing will be kept separately from your survey responses. Please note: If we are unable to contact the winner within 21 days of the drawing using the information provided on the next page, another random drawing will be conducted. Do you want to register? If yes, the survey administrator will provide you with a registration card.

THANK YOU FOR COMPLETING THE SURVEY