

## QUALITY OF LIFE PROJECT INTRODUCTION

# *GAS CITY PERFORMING ARTS CENTER*



The Gas City Performing Arts Center is a vibrant new performing arts center and falls within the "Quality of Life", one of the three READI 1.0 qualities. The performing arts center contains three of the nine READI 1.0 Focus Areas: "Talent Attraction/Tourism", "Tourism, arts, culture and community projects", and "Capital/Infrastructure". The project is located in Grant County, IN. READI Program invested \$2,750,00 and the total matching amount from non-READI sources was \$16,543,183. The total investment was approximately \$19,293,183.

The READI Project description says that "construction of the Grant County PAC will provide all schools in the County a place for school functions, as well as provide a regional entertainment venue for several counties in the ECI region and beyond. The project was bid in 2020 but was delayed due to COVID-19 which subsequently increased construction prices. READI funds are being used to cover the additional expenses being incurred due to the delay. READI funds will be used to purchase mechanical and HVAC units for the building. The project will begin construction in July of 2022 and is projected to be completed by October 2023. The project is being delivered through a design-bid-build process with the City of Gas City, IN serving as the project owner. Mechanical and HVAC work will be procured through a public bid process and will likely be constructed under a general contractor for the project. The intended outcome of the project includes a capacity of 1,521 seats to provide quality entertainment and arts performances." Placer.ai was run for two 9-month "before" and "after" periods from January 2024 to September 2024 and October 2024 to June 2025.

Source: IEDC and RJL Solutions



## QUALITY OF LIFE PROJECT OVERVIEW

# GAS CITY PERFORMING ARTS CENTER

READI funds helped complete the Gas City Performing Arts Center by covering COVID-related cost increases, enabling a 1,521-seat venue for school and regional events. The project finished in October 2024.

**BEFORE** (January 1, 2024 - September 30, 2024)

**AFTER** (October 1, 2024 - June 30, 2025)

### Unique Visitors



1,200

19,200

↑ 1500%

### Total Visits



6,700

30,400

↑ 354%

### Most Weekly Visits



391 Week of Feb 26, 2024

4,100

Week of Dec 26, 2024



**\$16,543,183**  
Non-READI Sources

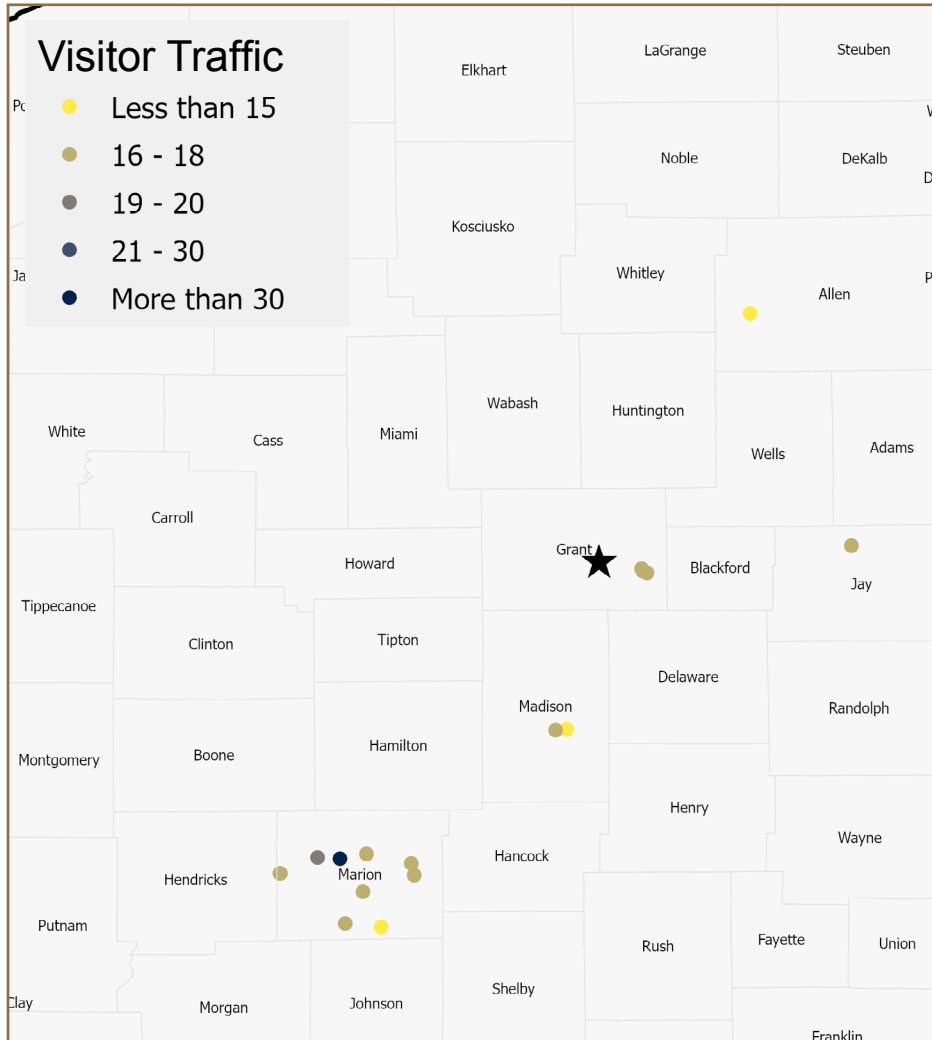
**\$2,750,000**  
READI Program Match

## QUALITY OF LIFE PROJECT VISITOR TRAFFIC

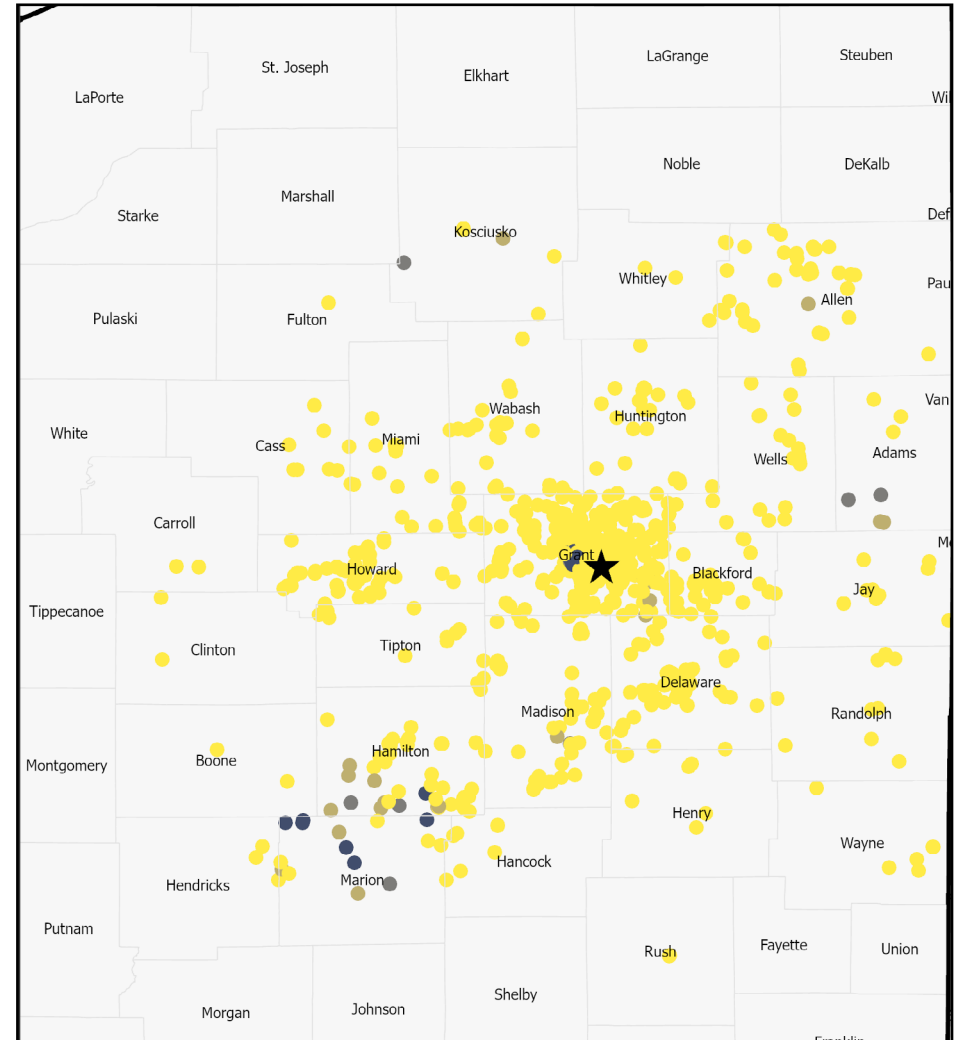
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**AFTER** (October 1, 2024 - June 30, 2025)



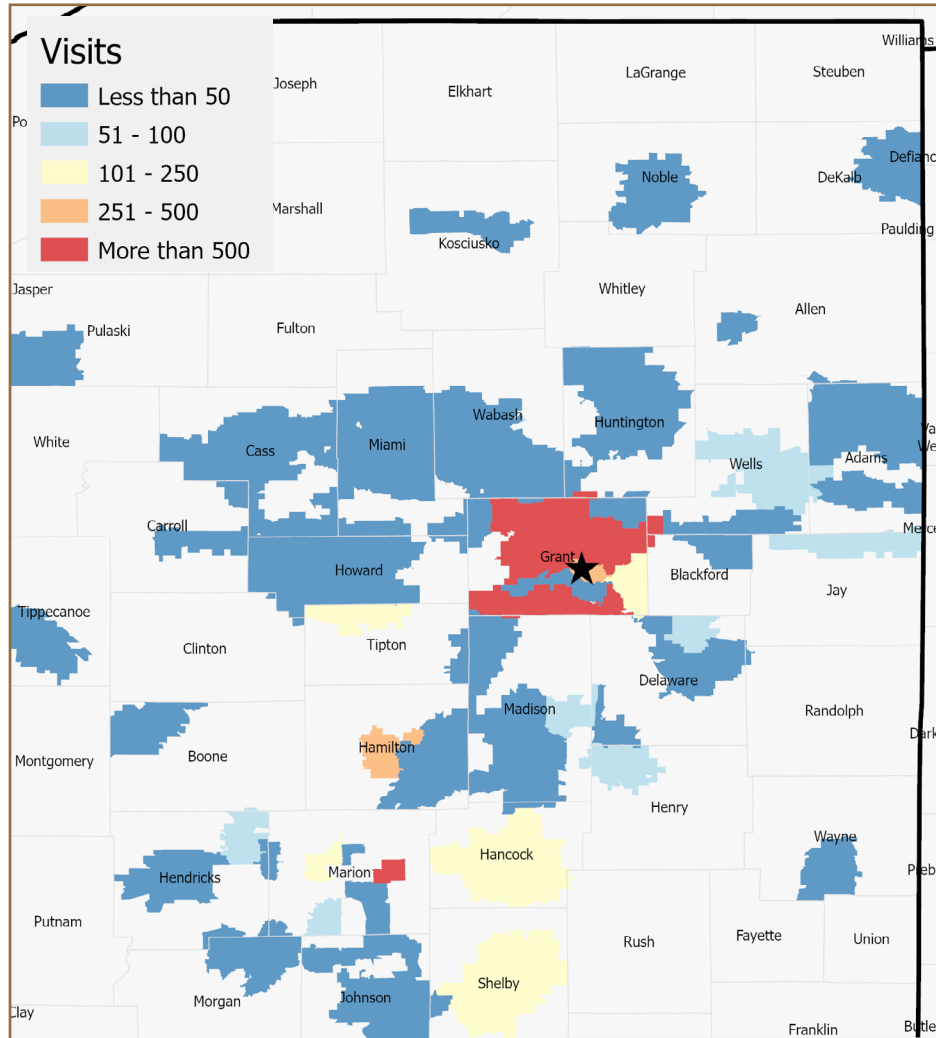


## QUALITY OF LIFE PROJECT VISITS

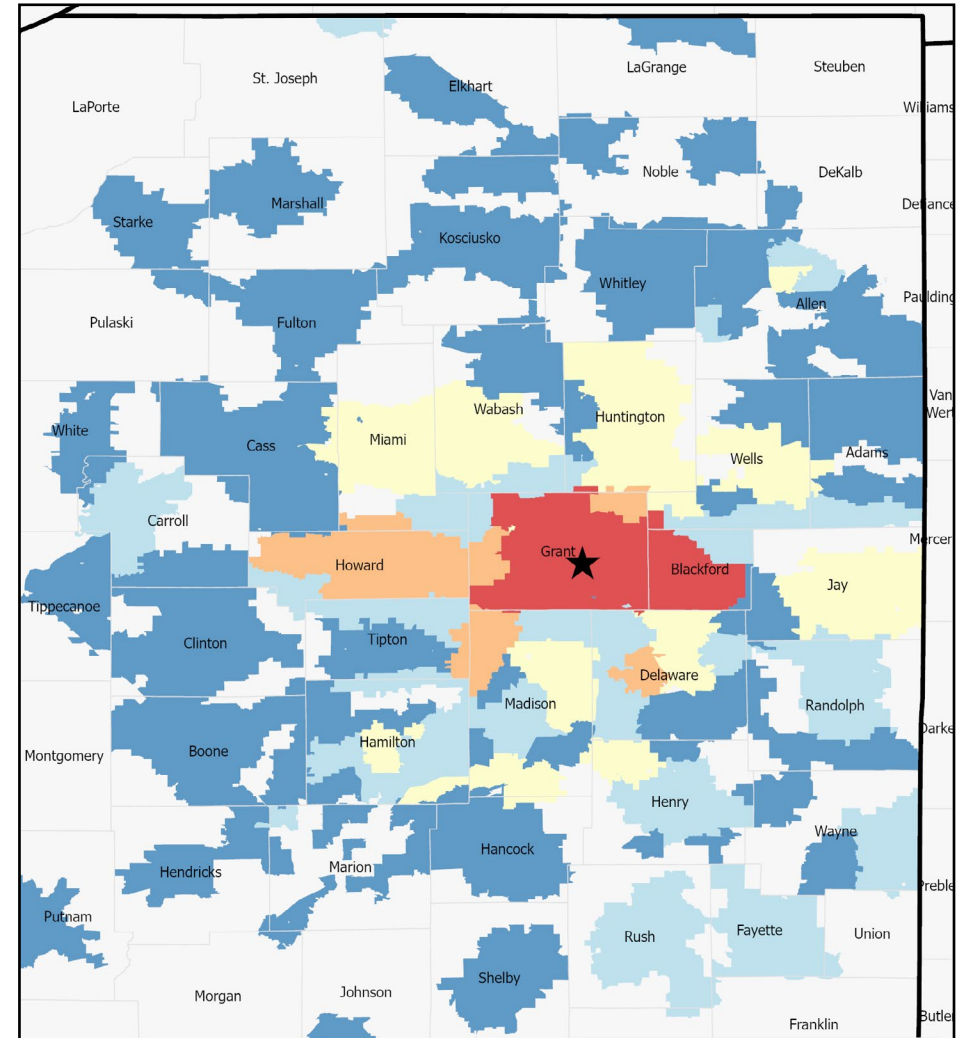
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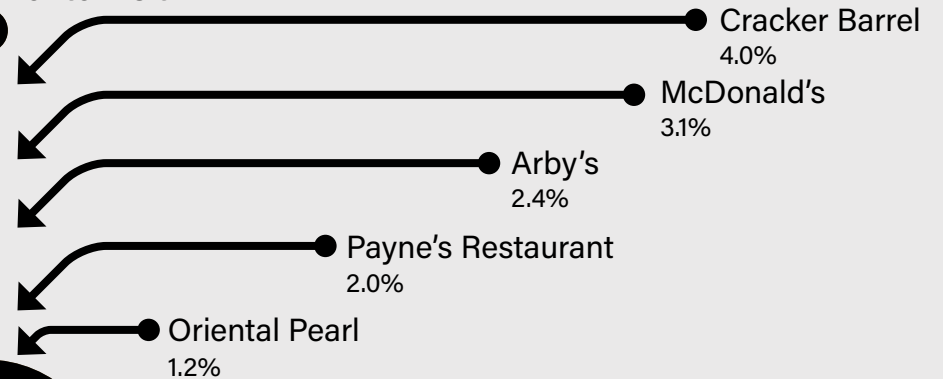
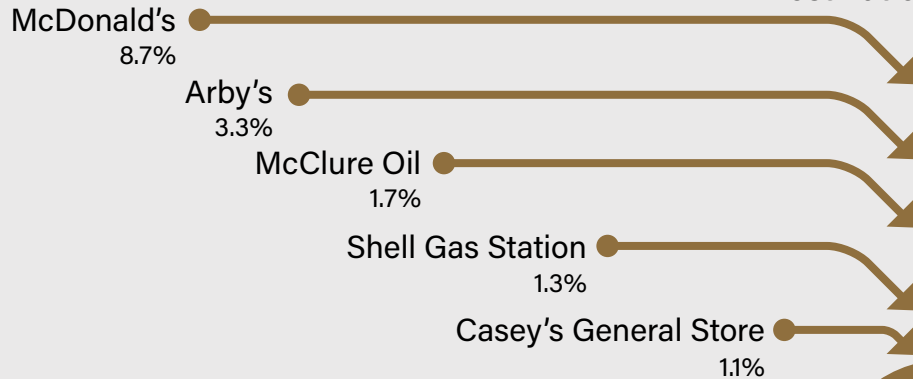
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**BEFORE** (January 1, 2024 - September 30, 2024)

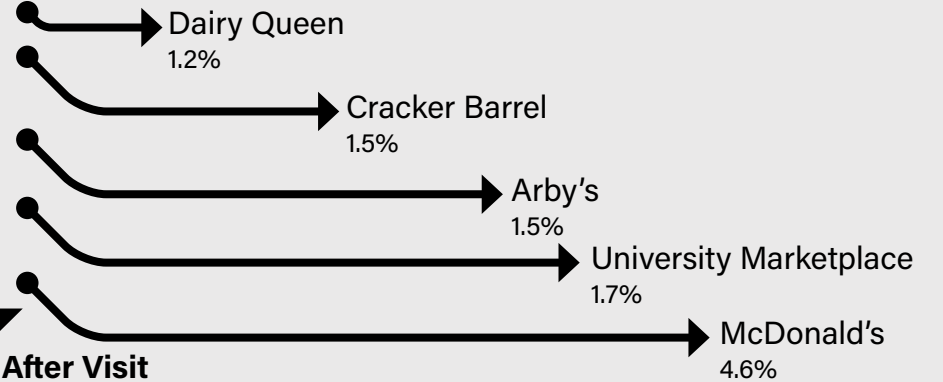
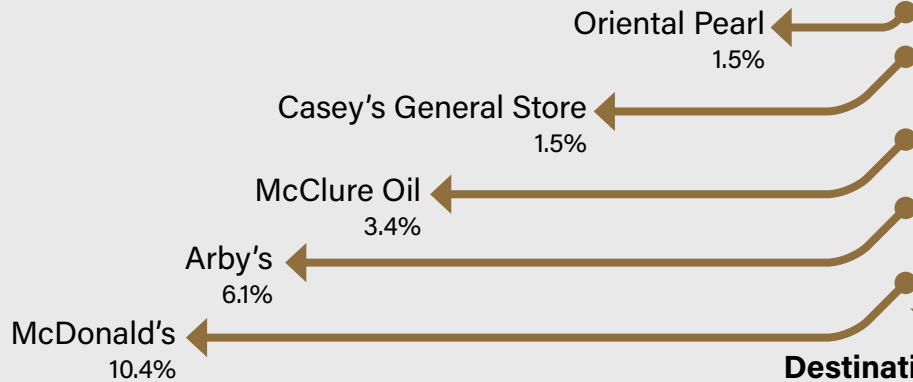
**AFTER** (October 1, 2024 - June 30, 2025)

Destination Prior to Visit



Gas City  
Performing  
Arts Center

Destination After Visit



## QUALITY OF LIFE PROJECT DRILLDOWN

# GAS CITY PERFORMING ARTS CENTER



**BEFORE** (January 1, 2024 - September 30, 2024)

### Unique Visitors

Visit	6,700	➔	30,400
Visit YoY <sup>1</sup>	19.8%	➔	149.1%
Visitors	1,200	➔	19,200
Visit Frequency	5.61	➔	1.59
Panel Visits	514	➔	3,000

### High Frequency Visits

Weeks with over 100/1,000 visits	32	➔	8
Weeks with over 200/2,000 visits	17	➔	4
Weeks with over 300/3,000 visits	3	➔	3
Weeks with over 400/4,000 visits	0	➔	1

### Visitor Journey

Prior: Most Place	McDonald's (8.7%)	➔	Cracker Barrel (4.0%)
Prior: Second Most Place	Arby's (3.3%)	➔	McDonald's (3.1%)
Post: Most Place	McDonald's (10.4%)	➔	McDonald's (4.6%)
Post: Second Most Place	Arby's (6.1%)	➔	University Marketplace (1.7%)

**AFTER** (October 1, 2024 - June 30, 2025)

### Trip & Demographic Characteristics

#### Trip Characteristics

Most Daily Visits	Tuesday (1,657)	➔	Saturday (7,097)
Least Daily Visits	Sunday (88)	➔	Monday (2,260)
Most Hourly Visits	11:00 am (3,298)	➔	7:00 pm (23,447)
Average Visit Duration	129 min	➔	154 min
Median Visit Duration	120 - 134 min	➔	> 150 min

#### Demographic Characteristics<sup>2</sup>

Average Household Income	\$92,867	➔	\$64,026
Median Income Per Person	\$37,337	➔	\$26,062
Median Household Income	\$75,243	➔	\$52,237
Bachelor's Degree or Higher	21.6%	➔	20.2%
Median Age	46.6	➔	36.7
Most Common Ethnicity	White (99.1%)	➔	White (83.0%)
Persons Per Household	2.18	➔	2.54

### Favorite Places

First Favorite Place	McDonald's (0.2 mi, 641 Visitors, 54.2%)	➔	University Marketplace (5.1 mi, 13,800 visitors, 71.0%)
Second Favorite Place	University Marketplace (5.1 mi, 568 visitors, 48.1%)	➔	Valley View Plaza (5.5 mi, 12,400 visitors, 63.9%)