

C3 PRESENTS

LOLLAPALOOZA 2022

Economic Impact Study

April 2023



Photo Source: C3 Presents

Executive Summary

The annual Lollapalooza Music Festival continues to contribute significantly to Chicago's economy. Lollapalooza 2022 contributed \$335.4 million to the Chicago economy, which is the equivalent of 2,547 full-time jobs. Since we began tracking economic impact in 2010, Lollapalooza has generated over \$2 billion for the Chicago economy – the equivalent of retaining 22,051 jobs for Chicago employees.



Photo Source: C3 Presents

Introduction

Founded in 1991 by Jane's Addiction front man Perry Farrell, Lollapalooza is a four-day, multi-stage musical extravaganza that takes place every August in historic Grant Park in downtown Chicago. Since its inception, Lollapalooza has grown in size and notoriety. Today, it attracts 100,000 music fans each day for endless amounts of music, food, art and fun.

In 2010, AngelouEconomics (AE) was retained by C3 Presents to evaluate the economic impact of Lollapalooza Music Festival on Chicago's economy.

AE and C3 Presents' long-term partnership enables the impacts to be measured on an annual basis. As this is the **twelfth** year of the partnership, cumulative impacts can continue to be measured and tracked.

In order to model the entire effect of the festival, the analysis considers both expenses for festival operations as well as expenditures of out-of-town festival attendees. The latter has been calculated using survey data provided by C3 Presents, along with AE's proprietary knowledge of music festivals and economic impact analyses.

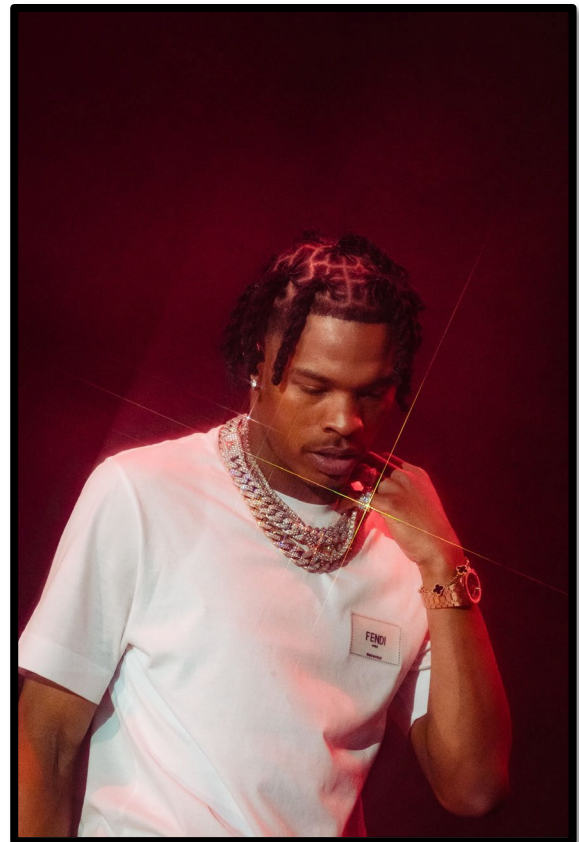
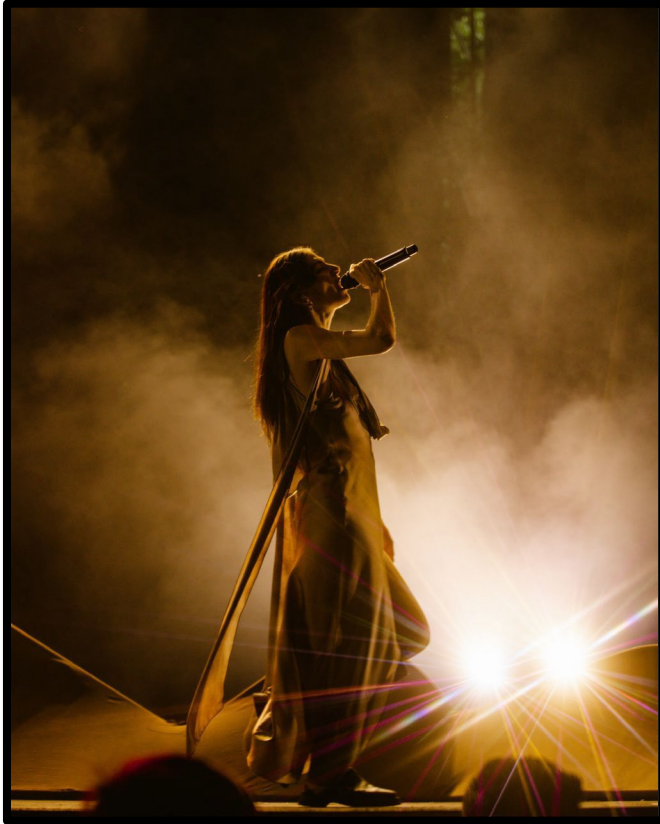


Photo Source: C3 Presents

2022 Lollapalooza Facts

- **100,000 music fans** per day for 4 days
- **Over 150 musical artists** from around the world
- **Dozens of premier local food vendors** offering food and drink selections



Photo Source: C3 Presents

Economic Impact

Total Impact of Lollapalooza Music Festival

| TOTAL ECONOMIC IMPACTS | | | |
|------------------------|---------------------------|----------------------|-------------------------|
| | Full-Time Job Equivalents | Labor Income | Total Economic Activity |
| Direct | 1,910 | \$82,767,907 | \$199,632,129 |
| Indirect | 285 | \$27,016,363 | \$67,510,625 |
| Induced | 352 | \$25,507,672 | \$68,302,199 |
| TOTAL* | 2,547 | \$135,291,941 | \$335,444,953 |

*Totals may not sum due to rounding

Sources: AngelouEconomics, C3 Presents, IMPLAN

Total Economic Impacts

- The 2022 Lollapalooza Music Festival contributed **\$335.4 million** to the Chicago economy.
- The 2022 festival is responsible for **2,547 full-time job equivalents hired or sustained**.
- More than **\$135.2 million in labor incomes** were paid to Chicago employees as a result of Lollapalooza.

➤ Top Sectors by Economic Output:

1. Food & Beverage: **\$80.8 million**
2. Hotels: **\$48.5 million**
3. Entertainment: **\$15.3 million**

➤ Top Sectors by Jobs created or sustained:

1. Food & Beverage: **828 jobs**
2. Ground Passenger Transportation: **300 jobs**
3. Hotels: **256 jobs**

*Note: All job figures are measured as full-time job equivalents**

**Full-Time Equivalents (FTEs) is a unit of measurement that is commonly used to express the total number of employees or work hours within an organization. It is calculated by combining the number of full-time employees with the number of part-time employees who work the same amount of hours as full-time employees.*



Photo Source: C3 Presents

Economic Impact

Impact of Festival Operations

| FESTIVAL OPERATION IMPACTS | | | |
|----------------------------|---------------------------|---------------------|-------------------------|
| | Full-Time Job Equivalents | Labor Income | Total Economic Activity |
| Direct | 280 | \$13,541,413 | \$42,010,314 |
| Indirect | 51 | \$4,843,750 | \$11,103,156 |
| Induced | 62 | \$4,517,808 | \$12,103,705 |
| TOTAL* | 394 | \$22,902,971 | \$65,217,175 |

*Totals may not sum due to rounding

Sources: AngelouEconomics, C3 Presents, IMPLAN



Photo Source: C3 Presents

Festival Operation Impacts

- Festival operations accounted for more than **\$65.2 million** of the total economic impact of the 2022 Lollapalooza Music Festival.
- Festival operations is responsible for **394 full-time job equivalents hired or sustained**.
- Chicago employees were paid over **\$22.9 million in labor income** as a result of Lollapalooza's festival operations.

Economic Impact

Impact of Lollapalooza Attendee Expenditures

| FESTIVAL OPERATION IMPACTS | | | |
|----------------------------|---------------------------|----------------------|-------------------------|
| | Full-Time Job Equivalents | Labor Income | Total Economic Activity |
| Direct | 1,630 | \$69,226,494 | \$157,621,816 |
| Indirect | 234 | \$22,172,613 | \$56,407,468 |
| Induced | 289 | \$20,989,864 | \$56,198,495 |
| TOTAL* | 2,154 | \$112,388,970 | \$270,227,778 |

*Totals may not sum due to rounding

Sources: AngelouEconomics, C3 Presents, IMPLAN

Attendee Expenditure Impacts

- Attendee expenditures accounted for **\$270.9 million** of the total economic impact of the 2022 Lollapalooza Music Festival.
- Attendee expenditures resulted in a total of **2,154 full-time job equivalents hired or sustained**.
- Over **\$112.3 million in labor income** was paid to Chicago employees as a result of the attendee expenditures.
- Impacts include expenditures both on- and off-site of the Lollapalooza festival grounds.



Photo Source: C3 Presents

About AngelouEconomics

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 diversify their economies, expand job opportunities and investment, foster entrepreneurial growth, better prepare their workforce, and attract 'new economy' companies.

To learn more, visit www.angeloueconomics.com



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