

Stage II, 1958  
Karl Benjamin  
Courtesy of Louis Stern Fine Arts  
© Photography by Gerard Vuilleumier  
© Karl Benjamin

# PACIFIC STANDARD TIME: ART IN L.A. 1945-1980

## ECONOMIC IMPACT ANALYSIS

ECONOMIC & POLICY ANALYSIS GROUP  
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The LAEDC Economic and Policy Analysis Group offers objective economic and policy research for public agencies and private firms. The group focuses on economic impact studies, regional industry analyses, economic forecasts and issue studies, particularly in water, transportation, infrastructure and environmental policy.

Every reasonable effort has been made to ensure that the data contained herein reflect the most accurate and timely information possible and they are believed to be reliable.

The report is provided solely for informational purposes and is not to be construed as providing advice, recommendations, endorsements, representations or warranties of any kind whatsoever.

## Executive Summary

*Pacific Standard Time: Art in L.A. 1945-1980*, an initiative of the Getty with cultural organizations across Southern California, was a series of exhibitions featuring works of art and architecture created in Los Angeles during the postwar period. Over 60 cultural institutions and more than 70 galleries in Southern California held a variety of exhibitions over a six-month period covering a range of media and periods in a collaborative effort to document and share the birth of the art scene in Los Angeles.

The extensive nature of the exhibitions, participation and attendance contributed to the local and regional economy through the expenditures of both exhibitors and visitors. An estimated 1.8 million visitors participated at exhibitions across the region. The majority of these attendees originated from Southern California, but visitors came from around the world.



Gray Column, 1975-1976  
De Wain Valentine  
Lent by De Wain Valentine  
© De Wain Valentine

## Economic and Fiscal Impact

*Pacific Standard Time* generated considerable economic activity in the Southern California region, adding \$280.5 million in economic output and supporting 2,490 jobs with total labor income of \$101.3 million. This activity is estimated to have added \$19.4 million in tax revenues for state and local governments.

| Total Economic Impact of Pacific Standard Time<br>(Southern California, 2012) |                |
|---|----------------|
| Estimated Participant Spending (\$ millions)                                  | \$ 29.0        |
| Estimated Visitor Spending (\$ millions)                                      | 111.5          |
| <b>Total Economic Impact:</b>   |                |
| Output (\$ millions)  | \$ 280.5       |
| Employment (jobs)   | 2,490          |
| Labor income (\$ millions)  | \$ 101.3       |
| <b>Total State and Local Taxes (\$ millions):</b>                             | <b>\$ 19.4</b> |

Source: Estimates by LAEDC

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# 1 Introduction

**P***acific Standard Time: Art in L.A. 1945-1980*, the culmination of a ten-year research project initiated by the Getty, was a celebration of the birth and evolution of the art scene in Los Angeles, featuring works of art and architecture created in the region during the postwar period. Over 60 cultural institutions and more than 70 galleries throughout Southern California held exhibitions over a six-month period in a collaborative effort to document the era. Exhibits featured a wide variety of media, including paintings, ceramics, film, music, photography, prints, sculpture, architecture and performance art.

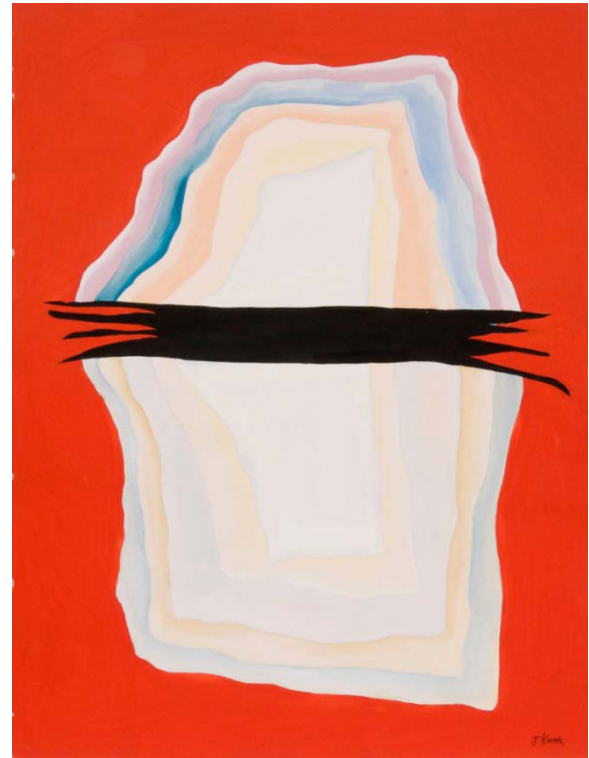
These events drew visitors from around the region and from all corners of the world. It is estimated that 1.8 million visitors attended exhibits at participating institutions; these cultural tourists experienced not only the LA art scene but also enjoyed other attractions in the area, staying in local hotels, eating at area restaurants, and enjoying a range of Southern Californian experiences.

The preparations and exhibitions hosted by institutions and galleries, and the visitors drawn to the region for the event, generated economic activity in terms of output, incomes and jobs. This report quantifies the regional economic effects of *Pacific Standard Time* by analyzing how regional residents and businesses benefited from the activities related to the project.

## Economic Impact Analysis

Economic impact analysis is used to estimate the overall economic activity, including the spill-over and multiplier impacts, which occurs as a result of a particular business, event, or geography.

The initial economic impacts of the activity related to the *Pacific Standard Time* exhibitions are the purchases of goods and services from local



Untitled  
John Kwok  
Courtesy of the Collection of The John Kwok Family  
Photo: Vincent Price Art Museum  
© John Kwok

vendors and the wages and benefits paid to local workers. For example, a museum purchases construction materials for the installation of exhibits such as boards, lighting, paint and framing, and pays the wages and benefits of its own workers. The suppliers of these materials in turn hire additional workers to service the account. Similarly, visitors drawn to the exhibit enjoy a meal at a local restaurant, which must retain enough staff to serve the additional customers.

Workers at the museums and at the supplier companies spend a portion of their incomes on groceries, rent, vehicle expenses, healthcare, entertainment, and so on. The recirculation of the original expenditures multiplies the initial impact through these indirect and induced effects.

The extent to which the initial expenditures multiply is estimated using economic models that depict the relationships between industries (such as construction and its suppliers) and among different economic agents (such as industries and their employees). These models are built upon actual data of expenditure patterns that are reported to the U.S. Bureau of Labor Statistics, the U.S. Census Bureau and the Bureau of Economic Analysis of the U.S. Department of Commerce. Data is regionalized so that it reflects and incorporates local conditions such as prevailing wages rates, idiosyncratic expenditure patterns, and resource availability and costs.

The magnitude of the multiplying effect differs from one region to another depending on the extent to which the local region can fill the demand for all rounds of supplying needs. For example, the automobile manufacturing industry has high multipliers in Detroit and Indiana since these regions have deep and wide supplier networks, while the same industry multiplier in Phoenix is quite small. In another example, the jobs multiplier for the construction industry is higher in, say, Arkansas, than in California because the same amount of spending will purchase fewer workers in Los Angeles than in Little Rock.

Multipliers can also differ from year to year as relative material and labor costs change and as the production “recipe” of industries change. For example, the IT revolution significantly reduced the job multiplier of many industries (such as automotive manufacturing, accounting, architecture and publishing) as computers replaced administrative and production workers.

## Approach and Methodology

Economic impact analysis typically begins with an increase in the final demand for an industry’s output, such as a purchase of construction services, or an inflow of out-of-town visitors who spend money at local accommodations and retail outlets.

Our approach is to use the expenditures reported by participating institutions and by the visitors



La Chaise, 1948 (date of this example, 1996)  
Charles Eames and Ray Eames and Vitra  
Photo: Grant Taylor/JF Chen  
© Eames Office LLC

attending the exhibitions. We begin by estimating the impact of the participating institutions. Budget data for fifty-two exhibitions was provided by the Getty or by the institutions themselves. Expenditure patterns for the remaining exhibitions were estimated using data from comparable institutions and exhibitions.

We follow this with an analysis of visitor spending by attendees of the exhibitions. The impact of visitor spending was estimated only for expenditures related to the attendance attributable to *Pacific Standard Time*.

To estimate the local spending of domestic and international visitors to the region, we use the results of an intercept survey administered to visitors at 31 museums to determine the incremental attendance due to *Pacific Standard Time* exhibits. Data published by the Los Angeles Tourism and Convention Board was used to estimate the expenditure patterns of overnight visitors.

Attendance figures were provided by several institutions. Attendance at other participating institutions was estimated based upon the individual exhibition characteristics, including the size of the venue, the number of exhibits and the exhibition duration.



Attendance estimates were adjusted downward to account for attendees visiting multiple venues based on responses to the intercept survey.

Visitor spending by county was estimated based upon the geographic location of the exhibits.

Once the initial direct activity was determined, we estimated the indirect and induced impacts using models developed with data and software from MIG, Inc. Our region of interest is the six-county Southern California region (consisting of the counties of Los Angeles, Orange, Riverside, San Bernardino, San Diego and Santa Barbara). MIG's IMPLAN system is a robust widely-used set of modeling tools that provide economic resolution from the national level down to the ZIP code level.

To estimate the regional, six-county impacts, we employ multi-regional analysis. Multi-regional analysis allows the estimation of the spill-over impact into neighboring counties of the initial spending, and the subsequent spill-over impact from each of these five counties back into the original county where the activity took place. Such multi-regional analysis provides a more accurate picture of the overall impact in the larger region of activity which originates in a single county.

The metrics used to determine the value of the economic impact include employment, labor income and the value of output. *Employment* numbers include full-time, part-time, permanent and seasonal employees, and the self-employed, and are measured on a job-count basis regardless

of the number of hours worked. *Labor income* is a measure of all income received by both payroll employees and the self-employed, including wages and benefits such as health insurance and pension plan contributions. *Output* is the value of the goods and services produced. For most industries, this is simply the revenues generated through sales; for others, in particular retail industries, output is the value of the services supplied.

The total impacts include *direct, indirect and induced effects*, as the examples above illustrate. *Direct* employment is the personnel hired by the collaborating institutions participating in *Pacific Standard Time* in their ongoing operations, including curators, designers, maintenance workers, administrative, management, parking attendants, and so on. *Direct* output is the value of the services provided by each business firm or entity. *Indirect* effects are those which stem from the employment and output motivated by the purchases made by each direct company. For example, indirect jobs are sustained by the suppliers of the office supplies and insurance coverage purchased by Getty, MOCA and LACMA. *Induced* effects are those generated by the household spending of employees whose wages are sustained by both direct and indirect spending.

Our estimates for labor income and output are reported in 2012 dollars. Employment estimates are reported on an annual basis, i.e., the number of full and part time jobs supported in one year.



## 2 Pacific Standard Time Attendees

**P**acific Standard Time exhibits were held at cultural institutions across six counties in Southern California. Attendees of the Pacific Standard Time exhibits ranged from local residents to visitors from other states to travelers from around the world.

An intercept survey was administered to visitors at 31 participating institutions. These responses were used to create a profile of visitors to Pacific Standard Time exhibits which was used to generate estimates for the direct economic activity associated with visitors specifically related to Pacific Standard Time.

Attendance figures were provided by many institutions. Attendance at other participating institutions was estimated based upon the individual exhibition characteristics, including the size of the venue, the number of exhibits and the exhibition duration. Total estimated attendance for all participating institutions aggregated by county is shown in Exhibit 2-1.

**Exhibit 2-1**  
**Estimated Attendance at Participating Institutions**

|                                    | Institution Attendees | Share of Total |
|------------------------------------|-----------------------|----------------|
| Los Angeles County                 | 1,617,370             | 91.4%          |
| All other regions                  | 151,400               | 8.6%           |
| <b>Total all exhibits in SoCal</b> | <b>1,768,770</b>      | <b>100.0%</b>  |

Sources: Participating institutions; Estimates by LAEDC

These attendance estimates, in conjunction with the intercept survey responses, serve as the basis for the generation of additional estimates in this study.

The intercept survey administered to visitors provided valuable information about attendees, including the percentage of attendees whose primary reason for their visit was the Pacific Standard Time exhibition, the origin of attendees, the length of their stay in the region and type of lodging. These key components were used to



Instant Mural, 1974  
 Asco  
 Courtesy of Harry Gamboa Jr.  
 © 1974, Harry Gamboa Jr.

construct estimates of visitor spending related to Pacific Standard Time.

According to this survey, 44 percent of respondents cited Pacific Standard Time as the main reason for their visit. This share was extrapolated to the attendance figures from other institutions to identify the incremental visitor attendance attributed to the Pacific Standard Time event.

The estimated incremental visitor attendance attributed to Pacific Standard Time was 742,500. The reported distribution of the origins of attendees from the intercept survey was applied to produce estimates of attendees by origin displayed in Exhibit 2-2.

**Exhibit 2-2**  
**Estimated Pacific Standard Time Attendance by Origin**

| Area                               | PST Attendees (000s) | Share of Total |
|------------------------------------|----------------------|----------------|
| Southern California                | 580.4                | 78.2%          |
| Other California (excludes SoCal)  | 40.5                 | 5.5%           |
| Other U.S. (excludes CA)           | 96.3                 | 13.0%          |
| Outside of U.S.                    | 25.3                 | 3.4%           |
| <b>Total all exhibits in SoCal</b> | <b>742.5</b>         | <b>100.0%</b>  |

Sources: Intercept survey; Estimates by LAEDC



The majority of visitors came from within California, with about 78 percent originating from Southern California. Approximately 13 percent of visitors came from states other than California, and 3.4 percent traveled from outside the United States.

The origin of the attendees is generally a determinant of the length of their stay and their expenditure patterns. For example, resident visitors may make a day trip while nonresident visitors may be more inclined to stay several nights. Non-resident visitors to exhibits will have higher expenditures than resident visitors related to lodging and transportation.

Exhibit 2-3 displays the primary reason for the attendees visit. Overall, 44 percent of respondents identified *Pacific Standard Time* as the primary reason for their visit to a participating museum.

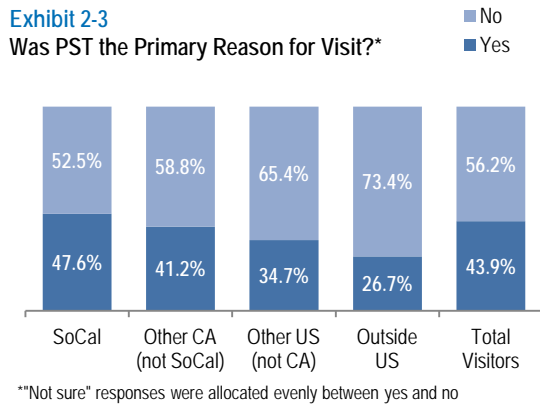
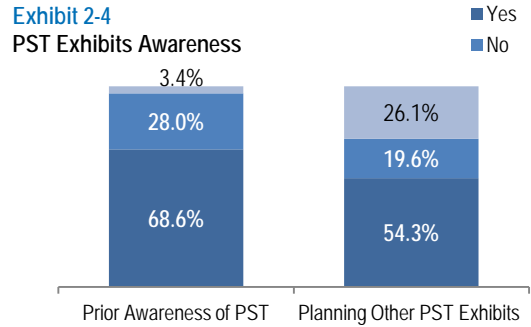
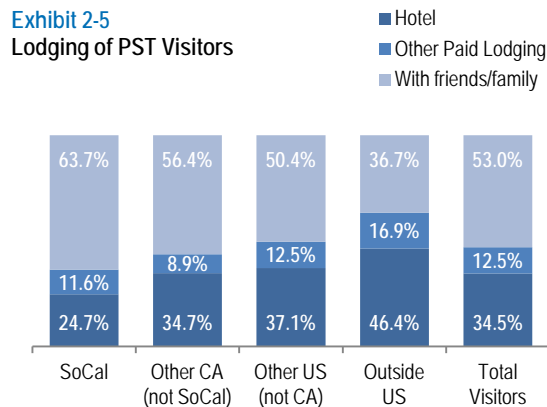


Exhibit 2-4 shows the distribution of the responses of attendees to their prior knowledge of the presence of the *Pacific Standard Time* exhibits at the institution they were visiting, and their intent to visit *Pacific Standard Time* exhibitions at other locations.



More than half of all respondents anticipated visiting other *Pacific Standard Time* exhibitions. Overall attendance estimates were correspondingly adjusted downward to account for attendees visiting multiple venues.

Exhibit 2-5 shows the survey responses to the type of lodging of *Pacific Standard Time* attendees who spent at least one night in the region, according to visitor origin.



The characteristics of the attendees obtained through the intercept survey are used to estimate the expenditures of the attendees at the museum and elsewhere in the region when they visited *Pacific Standard Time* exhibits. ❖

### 3 Economic Impact

The overall economic impact of *Pacific Standard Time* is a function of several broad components. First, the Getty, as the initiator of the project, spent considerable sums in the region, including grants, promotion and marketing of the event, and its own exhibitions, programs and institutional events such as the opening celebration. Second, participating institutions hosted their own exhibitions and events, hiring additional staff and engaging in promotional outreach efforts and marketing campaigns. In addition to museums and partnering exhibiting institutions, private galleries in the region held numerous exhibitions and hosted VIP tours, which added to the direct expenditures. Finally, the visitors drawn to the exhibits across the region spent considerable sums at hotels, restaurants, other cultural attractions and at retail establishments, activity that can in some part be attributed to *Pacific Standard Time*.

Each of these is described in turn.

#### Direct Expenditures

##### **The Getty**

As the initiating organization, the Getty was involved in significant marketing, planning, research, and performance and exhibition efforts through the event period and throughout the region. Excluding exhibition costs, the Getty had \$12 million in direct expenditures for archival grants, research and planning grants, performance grants, events, and marketing and communications.

Not all of this spending will have had an economic impact. For example, acquisition costs for art pieces represent a transfer of assets and as such are not included in the economic impact analysis that follows.

Furthermore, so as to avoid double-counting of expenditures, the grants awarded to participating



Untitled, 1968-69  
Helen Pashgian  
Courtesy of the artist  
Photo: Philipp Scholz Rittermann  
© Helen Pashgian 1968-1969

institutions are accounted for in the expenditures made by those institutions.

##### **Partnering Institutions**

The individual institutions participating in the event spent considerable funds in promotion, staff support, installation, transportation of art items, publications and marketing. It is estimated that the total expenditures of partnering institutions exceeded \$18.9 million, much of which was spent in the regional economy. As noted above, this would include support received from the Getty Foundation for exhibitions and publication costs, but it would also include funds that each institution raised from its own sources. These expenditures are summarized in Exhibit 3-1.

##### **Exhibit 3-1**

##### **Direct Expenditures of Partnering Institutions**

|                                      |                      |
|--------------------------------------|----------------------|
| Los Angeles County                   | \$ 15,497,250        |
| All other regions                    | 3,444,550            |
| <b>Total Partnering Institutions</b> | <b>\$ 18,941,800</b> |

Sources: Partnering Institutions; Getty

The list of participating institutions includes:

- 18<sup>th</sup> Street Arts Center
- A + D Architecture and Design Museum
- American Museum of Ceramic Art (AMOCA)
- Armory Center for the Arts
- Art, Design & Architecture Museum, University of California, Santa Barbara
- Autry National Center
- California African American Museum (CAAM)
- California Institute of the Arts (CalArts) / REDCAT
- California Museum of Photography, University of California, Riverside
- California State University Northridge Art Galleries
- Chapman University Guggenheim Gallery
- Chicano Studies Research Center, University of California, Los Angeles
- Chinese American Museum
- City of Los Angeles Department of Cultural Affairs
- Craft and Folk Art Museum (CAFAM)
- Craft in America
- Crossroads School, Sam Francis Gallery
- Eames House Foundation
- Film & Television Archive, University of California, Los Angeles
- Fisher Museum of Art, University of Southern California
- Fowler Museum, University of California, Los Angeles
- Getty Conservation Institute
- The J. Paul Getty Museum
- Getty Research Institute
- The GRAMMY Museum
- Hammer Museum
- Huntington Library, Art Collections, and Botanical Gardens
- Japanese American National Museum
- Laguna Art Museum
- LA><ART
- LAND (Los Angeles Nomadic Division)
- Long Beach Museum of Art (LBMA)
- Los Angeles Contemporary Exhibitions (LACE)
- Los Angeles County Museum of Art (LACMA)
- Los Angeles Filmforum
- Los Angeles Municipal Art Gallery



Standard Station, Amarillo, Texas, 1963  
Ed Ruscha

Hood Museum of Art, Dartmouth College, Hanover, New Hampshire;  
gift of James Meeker, Class of 1958, in memory of Lee English, Class of 1958,  
scholar, poet, athlete and friend to all  
© Ed Ruscha

- MAK Center for Art and Architecture at the Schindler House
- Sam and Alfreda Maloof Foundation for Arts and Crafts
- Mingei International Museum
- Museum of Contemporary Art (MOCA)
- Museum of Contemporary Art San Diego
- Museum of Latin American Art (MOLAA)
- Natural History Museum
- Norton Simon Museum
- ONE National Gay & Lesbian Archives
- Orange County Museum of Art
- Otis College of Art and Design Ben Maltz Gallery
- Pacific Asia Museum
- Palm Springs Art Museum
- Pasadena Museum of California Art
- Pomona College Museum of Art
- Santa Barbara Museum of Art
- Santa Monica Museum of Art
- Scripps College, Ruth Chandler Williamson Gallery
- University Art Gallery, University of California, Irvine
- University Art Museum, California State University, Long Beach
- Vincent Price Art Museum, East Los Angeles College
- Watts Towers Arts Center
- Frederick R. Weisman Museum of Art, Pepperdine University

Since most of the exhibitions occurred in Los Angeles County, more than 80 percent of the spending by the institutions is estimated to have occurred in Los Angeles County.

### ***Gallery Shows and Art Fairs***

In addition to exhibitions hosted by cultural institutions such as museums, dozens of local galleries and several art fairs (such as the art fair hosted by Art Platform) piggy-backed on the exposure generated for *Pacific Standard Time* and debuted their own exhibitions and sales. This additional activity drew thousands of additional regional and international participants, some of whom may or may not have been to one of the collaborating institutions.

Unfortunately, expenditure data of private galleries and their guests and clients is difficult to estimate. To some extent, visitor spending by those participating in VIP tours, and in particular those visiting from out of the area, would likely be included in the visitor spending estimates below. Nevertheless, the spending of the galleries should be considered.

Using estimates provided by local art fairs and galleries, overall estimated expenditures of these participants reached \$2.5 million.

Again, this does not include the spending by visitors who were part of VIP tours or who purchased special packages promoted by galleries, institutions or the Los Angeles Convention and Visitors Bureau. This spending is assumed to have been included in the estimates of visitor spending shown below.

### ***Visitors***

As described above, using the attendance figures provided by participating institutions, and extrapolating to the remaining exhibitors based on their duration of exhibits, their floor space and their location, it is estimated that *Pacific Standard Time* exhibits across Southern California had in excess of three-quarters of a million attendees during the duration of the six month event.



Womanhouse, [1972]  
California Institute of the Arts and Judy Chicago and Miriam Schapiro  
Courtesy of CalArts Archives  
The Getty Research Institute

Some of these attendees chose to spend a few nights in Los Angeles, enjoying the local amenities and other cultural attractions, including local hotels, other museums and theme parks, shopping at local retail establishments, and dining at area restaurants. This spending had a significant impact on the economy through its multiplier effect.

Not all visitor spending was attributed to *Pacific Standard Time*, however, since of course many tourists are drawn to the region to experience a variety of cultural attractions and may have simply added *Pacific Standard Time* to their itinerary. Such visitors would not be considered to have primarily been drawn to the event and as such their overall expenditures were not attributed and included here.

Additionally, as noted above, some visitors attended multiple venues. To prevent double-counting of their spending, we distinguish between *visits* and *visitors* in formulating spending estimates.

In general, visitors allocate their spending to hotels and accommodations, restaurants and drinking establishments, retail purchases, local cultural attractions, and local transportation.

Visitors staying with friends or relatives will have zero expenditure on lodging, as will those from within Southern California. However, other types of visitor spending will still have an associated impact.

Using this information, estimates were constructed for overall spending for each type of visitor. These are shown in Exhibit 3-2.

**Exhibit 3-2**  
Average Visitor Spending by Origin

| Origin                      | Spending per Visitor |
|-----------------------------|----------------------|
| Southern California         | \$ 180               |
| California (excludes SoCal) | 383                  |
| Other U.S. (excludes CA)    | 449                  |
| Outside U.S.                | 534                  |
| <b>Total All Visitors</b>   | <b>\$ 219</b>        |

Sources: LA Inc.; Estimates by LAEDC

For comparison, the Los Angeles Convention and Visitors Bureau estimates that international visitors spend on average \$938 each and domestic overnight visitors spend on average \$462 each. Since these estimates exceed those constructed for *Pacific Standard Time* attendees, *Pacific Standard Time* visitor spending and their related impacts are expected to be conservative estimates.

Total expenditures related to the incremental increase in attendance associated with *Pacific Standard Time* exhibits are estimated to be \$111.5 million. This total visitor spending is broken down by spending category in Exhibit 3-3.

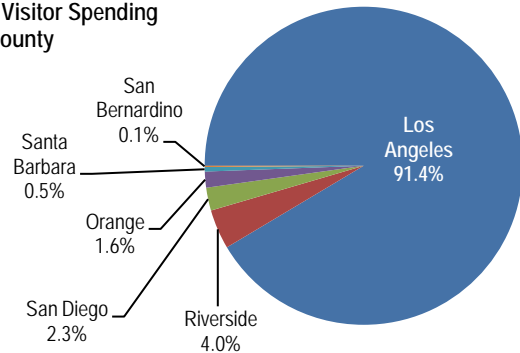
**Exhibit 3-3**  
Pacific Standard Time Visitor Spending by Category

| Category                      | Visitor Spending (\$ millions) |
|-------------------------------|--------------------------------|
| Lodging                       | \$ 20.4                        |
| Food and Beverages            | 27.6                           |
| Entertainment                 | 22.6                           |
| Retail                        | 21.5                           |
| Transportation                | 19.4                           |
| <b>Total Visitor Spending</b> | <b>\$ 111.5</b>                |

Sources: LA Inc.; Estimates by LAEDC

Exhibit 3-4 displays the distribution of the visitor spending attributed to *Pacific Standard Time* by county, as determined by the location of the exhibitions and their individual duration.

**Exhibit 3-4**  
PST Visitor Spending by County



Source: Estimates by LAEDC

Since the majority of the exhibitions took place in Los Angeles County, more than 91 percent of the visitor spending is estimated to have occurred in the county.



## Economic and Fiscal Impact

Using the visitor spending estimates of *Pacific Standard Time* attendees and categorized budgets of the partnering institutions and related activities, the total combined economic impact of activity related to *Pacific Standard Time* in the six-county Southern California region was estimated. While the focus of the *Pacific Standard Time* event was Los Angeles, the spread of exhibitions, galleries and visitors reached across the Southern California region.

The economic impact of *Pacific Standard Time* in the six-county Southern California region is shown in Exhibit 3-5.



Racism/Incident at Little Rock, 1957  
 Domingo O. Ulloa  
 Collection of Mark-Elliott Lugo  
 © Artist Artwork/Domingo O. Ulloa

### Exhibit 3-5

#### Total Economic Impact of Pacific Standard Time (Southern California, 2012)

|  |                |
|--|----------------|
| Estimated Participant Spending (\$ millions)     | \$ 29.0        |
| Estimated Visitor Spending (\$ millions)         | 111.5          |
| <b>Total Economic Impact:</b>                    |                |
| Output (\$ millions)                             | \$ 280.5       |
| Employment (jobs)                                | 2,490          |
| Labor income (\$ millions)                       | \$ 101.3       |
| <b>Total State and Local Taxes (\$ millions)</b> | <b>\$ 19.4</b> |

Source: Estimates by LAEDC

It is estimated that the combined activity related to *Pacific Standard Time* during the six month program period generated \$280.5 million in economic output in Southern California and supported 2,490 jobs with total labor income of \$101.3 million. This activity is estimated to have generated \$19.4 million in state and local tax revenues.

The indirect and induced impacts spill across industries, as shown in Exhibit 3-6.

A description of the industry sectors is provided in the Appendix.

### Exhibit 3-6

#### Economic Impact of PST by Industry Sector (Southern California, 2012)

|  | Employment   | Output (\$ millions) |
|--|--------------|----------------------|
| Agriculture                            | 4            | \$ 0.5               |
| Mining                                 | 2            | 0.5                  |
| Utilities                              | 4            | 3.4                  |
| Construction                           | 13           | 2.0                  |
| Manufacturing                          | 35           | 15.1                 |
| Wholesale trade                        | 28           | 4.6                  |
| Retail trade                           | 383          | 25.0                 |
| Transportation and warehousing         | 335          | 24.2                 |
| Information                            | 35           | 13.4                 |
| Finance and insurance                  | 78           | 16.5                 |
| Real estate and rental                 | 79           | 25.3                 |
| Prof., scientific & technical services | 106          | 15.7                 |
| Management of companies                | 12           | 2.2                  |
| Administrative & waste management      | 103          | 6.8                  |
| Educational services                   | 26           | 1.9                  |
| Health care and social assistance      | 100          | 10.5                 |
| Arts, entertainment and recreation     | 352          | 47.0                 |
| Accommodation and food services        | 714          | 57.0                 |
| Other services                         | 67           | 5.0                  |
| All others                             | 20           | 3.8                  |
| <b>Total*</b>                          | <b>2,490</b> | <b>\$ 280.5</b>      |

\* May not sum due to rounding

Source: Estimates by LAEDC



**Los Angeles County**

The center of activity occurred at locations in Los Angeles County. Over 40 cultural institutions in the county held exhibits or otherwise participated in the event. Among the largest institutions were the J. Paul Getty Museum, the Los Angeles County Museum of Art and the Norton Simon Museum.

The economic impact of *Pacific Standard Time* in Los Angeles County is shown in Exhibit 3-7.

**Exhibit 3-7**  
**Total Economic Impact of Pacific Standard Time (Los Angeles County, 2012)**

|  |                |
|--|----------------|
| Estimated Participant Spending (\$ millions)     | \$ 25.6        |
| Estimated Visitor Spending (\$ millions)         | 101.9          |
| <b>Total Economic Impact:</b>                    |                |
| Output (\$ millions)                             | \$ 234.8       |
| Employment (jobs)                                | 2,130          |
| Labor income (\$ millions)                       | \$ 88.5        |
| <b>Total State and Local taxes (\$ millions)</b> | <b>\$ 15.5</b> |

Source: Estimates by LAEDC

It is estimated that activity attributed to *Pacific Standard Time* during the six month program period supported 2,130 jobs with total labor income of \$88.5 million in Los Angeles County. The total output impact in the county is estimated to have been \$234.8 million.

This activity is estimated to have generated \$15.5 million in state and local tax revenues.

The indirect and induced impacts spill across industries, as shown in Exhibit 3-8.

A description of the industry sectors is provided in the Appendix.

**Exhibit 3-8**  
**Economic Impact of PST by Industry Sector (Los Angeles County, 2012)**

|  | Employment   | Output (\$ millions) |
|--|--------------|----------------------|
| Agriculture                            | 0            | \$ 0.0               |
| Mining                                 | 1            | 0.3                  |
| Utilities                              | 2            | 1.7                  |
| Construction                           | 10           | 1.4                  |
| Manufacturing                          | 18           | 8.5                  |
| Wholesale trade                        | 14           | 2.4                  |
| Retail trade                           | 338          | 21.9                 |
| Transportation and warehousing         | 300          | 21.5                 |
| Information                            | 27           | 10.7                 |
| Finance and insurance                  | 60           | 13.1                 |
| Real estate and rental                 | 67           | 21.1                 |
| Prof., scientific & technical services | 86           | 13.7                 |
| Management of companies                | 6            | 1.2                  |
| Administrative & waste management      | 80           | 5.1                  |
| Educational services                   | 23           | 1.8                  |
| Health care and social assistance      | 87           | 9.2                  |
| Arts, entertainment and recreation     | 296          | 41.8                 |
| Accommodation and food services        | 636          | 51.7                 |
| Other services                         | 56           | 4.2                  |
| All others                             | 17           | 3.3                  |
| <b>Total*</b>                          | <b>2,130</b> | <b>\$ 234.8</b>      |

\* May not sum due to rounding  
 Source: Estimates by LAEDC

**Other Regions of Southern California**

Although much of the activity occurred in Los Angeles County, exhibitions were held throughout the Southern California region, generating economic activity outside of LA. The economic impact of *Pacific Standard Time* in other regions of Southern California is shown in Exhibit 3-9.

**Exhibit 3-9**  
**Total Economic Impact of Pacific Standard Time**  
**(Other Regions of SoCal, 2012)**

|  |               |
|--|---------------|
| Estimated Participant Spending (\$ millions)     | \$ 3.4        |
| Estimated Visitor Spending (\$ millions)         | 9.5           |
| <b>Total Economic Impact:</b>                    |               |
| Output (\$ millions)                             | \$ 45.7       |
| Employment (jobs)                                | 370           |
| Labor income (\$ millions)                       | \$ 12.8       |
| <b>Total State and Local Taxes (\$ millions)</b> | <b>\$ 4.0</b> |

Source: Estimates by LAEDC

It is estimated that activity attributed to *Pacific Standard Time* exhibits in the Southern California region outside of Los Angeles County during the six month program period supported 370 jobs with total labor income of \$12.8 million. The total output impact in the region is estimated to have been \$45.7 million.

This activity is estimated to have generated \$4.0 million in state and local tax revenues. ❖



Lustre Chalice with 10 Handles, 1982  
 Beatrice Wood  
 Permanent Collection, Beatrice Wood Center for the Arts and Happy Valley  
 Foundation  
 Photo: Tony Cunha  
 © Beatrice Wood Center for the Arts/Happy Valley Foundation

# Appendix

## Description of Industry Sectors

The industry sectors used in this report are established by the North American Industry Classification System (NAICS). NAICS divides the economy into twenty sectors, and groups industries within these sectors according to production criteria. Listed below is a short description of each sector as taken from the sourcebook, *North American Industry Classification System*, published by the U.S. Office of Management and Budget (2007).

*Agriculture, Forestry, Fishing and Hunting:* Activities of this sector are growing crops, raising animals, harvesting timber, and harvesting fish and other animals from farms, ranches, or the animals' natural habitats.

*Mining:* Activities of this sector are extracting naturally-occurring mineral solids, such as coal and ore; liquid minerals, such as crude petroleum; and gases, such as natural gas; and beneficiating (e.g., crushing, screening, washing and flotation) and other preparation at the mine site, or as part of mining activity.

*Utilities:* Activities of this sector are generating, transmitting, and/or distributing electricity, gas, steam, and water and removing sewage through a permanent infrastructure of lines, mains, and pipes.

*Construction:* Activities of this sector are erecting buildings and other structures (including additions); heavy construction other than buildings; and alterations, reconstruction, installation, and maintenance and repairs.

*Manufacturing:* Activities of this sector are the mechanical, physical, or chemical transformation of material, substances, or components into new products.

*Wholesale Trade:* Activities of this sector are selling or arranging for the purchase or sale of goods for resale; capital or durable non-consumer goods; and raw and intermediate materials and supplies used in production, and providing services incidental to the sale of the merchandise.

*Retail Trade:* Activities of this sector are retailing merchandise generally in small quantities to the general public and providing services incidental to the sale of the merchandise.

*Transportation and Warehousing:* Activities of this sector are providing transportation of passengers and cargo, warehousing and storing goods, scenic and sightseeing transportation, and supporting these activities.

*Information:* Activities of this sector are distributing information and cultural products, providing the means to transmit or distribute these products as data or communications, and processing data.

*Finance and Insurance:* Activities of this sector involve the creation, liquidation, or change of ownership of financial assets (financial transactions) and/or facilitating financial transactions.

*Real Estate and Rental and Leasing:* Activities of this sector are renting, leasing, or otherwise allowing the use of tangible or intangible assets (except copyrighted works), and providing related services.

*Professional, Scientific, and Technical Services:* Activities of this sector are performing professional, scientific, and technical services for the operations of other organizations.

*Management of Companies and Enterprises:* Activities of this sector are the holding of securities of companies and enterprises, for the purpose of owning controlling interest or influencing their

management decision, or administering, overseeing, and managing other establishments of the same company or enterprise and normally undertaking the strategic or organizational planning and decision-making of the company or enterprise.

*Administrative and Support and Waste Management and Remediation Services:* Activities of this sector are performing routine support activities for the day-to-day operations of other organizations, such as: office administration, hiring and placing of personnel, document preparation and similar clerical services, solicitation, collection, security and surveillance services, cleaning, and waste disposal services.

*Educational Services:* Activities of this sector are providing instruction and training in a wide variety of subjects. Educational services are usually delivered by teachers or instructors that explain, tell, demonstrate, supervise, and direct learning. Instruction is imparted in diverse settings, such as educational institutions, the workplace, or the home through correspondence, television, or other means.

*Health Care and Social Assistance:* Activities of this sector are operating or providing health care and social assistance for individuals.

*Arts, Entertainment and Recreation:* Activities of this sector are operating facilities or providing services to meet varied cultural, entertainment, and recreational interests of their patrons, such as: (1) producing, promoting, or participating in live performances, events, or exhibits intended for public viewing; (2) preserving and exhibiting objects and sites of historical, cultural, or educational interest; and (3) operating facilities or providing services that enable patrons to participate in recreational activities or pursue amusement, hobby, and leisure-time interests.

*Accommodation and Food Services:* Activities of this sector are providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption.

*Other Services (except Public Administration):* Activities of this sector are providing services not specifically provided for elsewhere in the classification system. Establishments in this sector are primarily engaged in activities, such as equipment and machinery repairing, promoting or administering religious activities, grant-making, advocacy, and providing dry-cleaning and laundry services, personal care services, death care services, pet care services, photofinishing services, temporary parking services, and dating services. ❖

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