



**For Immediate Release  
November 5, 2018**

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**Discover Durham Releases Economic Impact Numbers for DPAC's Record-Breaking Tenth Season**  
*Data Published in Advance of Hamilton Coming to Durham and DPAC Welcoming its Four Millionth Guest*

**Durham, NC** – Discover Durham, formerly the Durham Convention & Visitors Bureau, today announced the 2017–2018 season at the Durham Performing Arts Center (DPAC) generated a total economic impact of more than **\$110 million**. In its tenth season under the direction of Nederlander and Professional Facilities Management (PFM), there were a record-high 130 sellout performances and a total attendance of 488,900 guests over 219 events. DPAC is annually one of the most well-attended venues in the country, as evidenced by it expecting its four millionth guest during its highly anticipated *Hamilton* 30-day run starting tomorrow, November 6.

“DPAC is a treasure for Durham residents, but when visitors come, they’re bringing and spending outside resources that produce a positive economic impact for the Durham community,” said Shelly Green, Discover Durham’s president & CEO. “On the eve of welcoming the blockbuster *Hamilton* to Durham, it’s interesting to note that three out of every four DPAC guests are non-Durham residents. Those visiting last season directly spent nearly \$79 million in Durham on items such as food and beverages, lodging, shopping, transportation and fuel, as well as other entertainment options. We’re beyond grateful to DPAC for offering such a show stopping experience and for it to contribute greatly to Durham’s national and international visibility.”

Discover Durham is the official tourism marketing agency of Durham, telling Durham’s story to drive economic progress. Among its many chartered responsibilities, Discover Durham creates content pieces like [DurhamArts.com](http://DurhamArts.com) to encourage visitors coming to DPAC to stay for longer periods of time and explore more while they are within Durham County. It calculates economic impact by factoring visitors’ direct, indirect, and induced spending.

“Durham is an incredible destination for culturists and new theater-goers alike; we’re thrilled to be one of the reasons visitors come to discover the Bull City,” said DPAC General Manager Bob Klaus. “The work of our dedicated staff hosting blockbuster shows direct from Broadway, as well as the support from Discover Durham and the larger Triangle community, has allowed for us to welcome four million guests in ten short years. We’re already looking forward and so excited for what’s to come.”

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The \$110.9 million economic impact of DPAC's 2017—2018 season surpasses the venue's previous record of \$109.1 million set during the 2015—2016 season. It also marks the most spending by overnight visitors in a season, nearly \$39 million, as well as spending by day visitors, totaling more than \$40 million. In all, last season resulted in \$2.5 million of local tax receipts for local governments. With an extended run of *Hamilton* and other hit shows coming to DPAC during the 2018—2019 season, the forecasted economic impact numbers next year are expected to shatter even more records.

After months of anticipation, *Hamilton* opens its DPAC run this week. On Wednesday, just the second night of the smash hit in Durham, DPAC will hit a major attendance milestone: its "Special 4 Millionth Guest." DPAC put a call out for community members to nominate someone to be the special guest and receive a "VIP Night Out." More information about the "Special 4 Millionth Guest" can be found via the [DPAC website](#).

#### **Editor's Notes:**

- Cameras and photographers are invited to attend as the "Special 4 Millionth Guest" arrives on November 7. Please contact Jennie Lanning at [jlanning@dpacnc.com](mailto:jlanning@dpacnc.com) or 919-281-0815 if interested.
- More detailed information about DPAC's economic impact numbers can be found at the end of this document.

#### **About Discover Durham:**

Discover Durham tells Durham, North Carolina's story to attract visitors and drive economic progress. As the official tourism marketing agency of Durham, it is purposeful about leading the strategic economic and cultural development of Durham as a visitor destination. Discover Durham markets the community to millions of people each year, helping new and returning guests get off the beaten path and experience something new. In the process, the work of Discover Durham helps fuel sales at local businesses, creates jobs, generates tax revenues, and enhances quality of life for locals. For more information about Durham, visit [www.discoverdurham.com](http://www.discoverdurham.com), or follow on [Facebook](#), [Twitter](#), and [Instagram](#).

#### **About DPAC**

Since its opening in 2008, DPAC (Durham Performing Arts Center) has become the center for live entertainment in North Carolina. Recognized for its contemporary design, DPAC features 2,700 seats, intimate sightlines and state-of-the-art sound and video. Listed annually among the top five in *Pollstar* magazine's worldwide theater attendance rankings, DPAC is the #2 ranked theater in the U.S.

With a mission of presenting one-of-a-kind live entertainment events, DPAC truly has "something for everyone," hosting more than 200 performances a year, including spectacular touring Broadway productions, high-profile concert and comedy events, family shows and the heralded American Dance Festival. Owned by the City of Durham and operated under the direction of Nederlander and Professional Facilities Management (PFM), since 2011 DPAC has been listed as the #1 performing arts organization in the region by the *Triangle Business Journal*. For more information please go to [www.DPACnc.com](http://www.DPACnc.com).

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