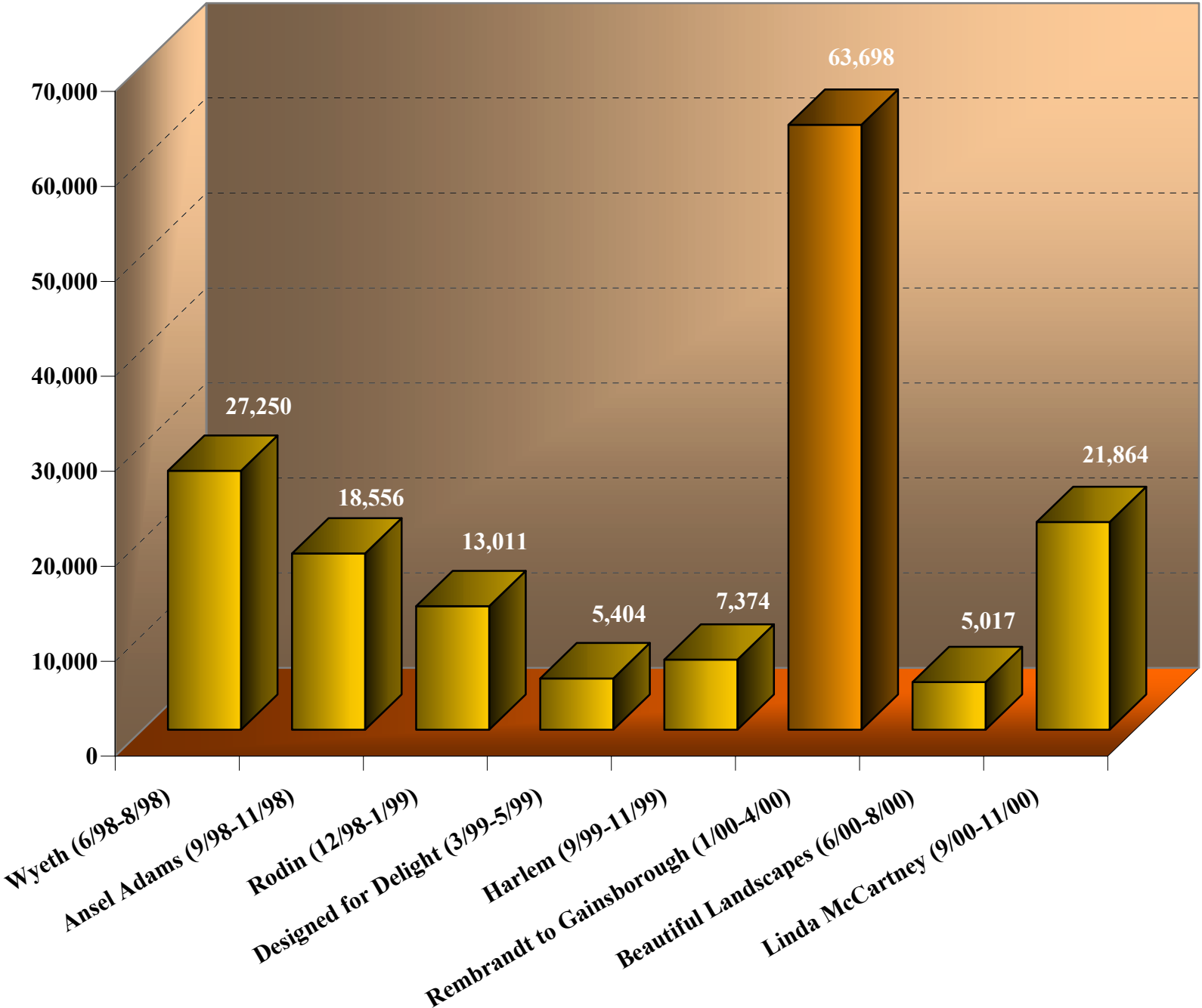


Summary of Dulwich Picture Gallery Special Exhibition Economic Impact

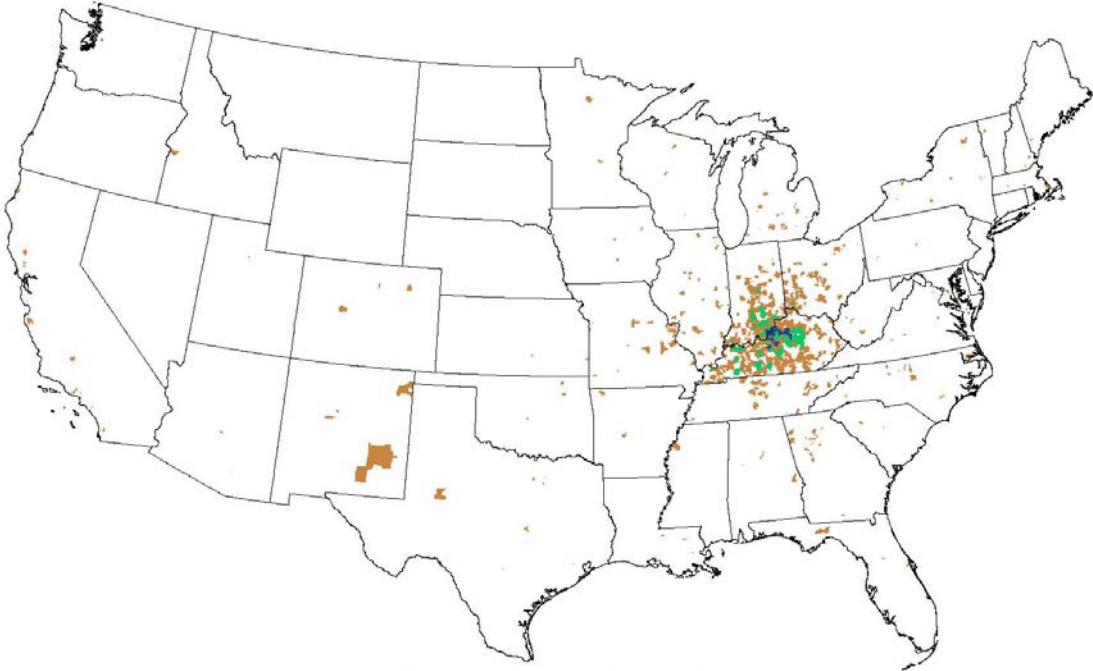
Estimated Attendance	
Number of Persons Attending	63,698
Nonresidents	18,727
Nonresident Attendee Personal Expenditures	
Room-nights	3,090
Total Nonresident Attendee Personal Spending	\$1,260,154
Nonresident Attendee Museum Related Expenditures	
Special Exhibition Tickets	\$234,254
Museum Restaurant and Catering	\$45,525
Museum Gift Shop	\$55,169
Museum Parking Garage	\$17,959
Total Museum Related Expenditures by Nonresident Attendees	\$352,906
Nonresident School Group Expenditures	
Nonresident School Group Attendees	8,172
Total Expenditures by Nonresident School Groups	\$52,705
Total Economic Activity Generated by Nonresidents	
Total Nonresident Expenditures	\$1,665,765
Total Net New Sales Impact, Louisville MSA	\$3,342,476
Jobs Supported by Net New Sales	74
Net New Payroll Generated	\$1,107,144
Tax Revenues Generated by Nonresidents	
Total Kentucky State Taxes	\$98,872
Total Local Taxes, Jefferson County	\$35,662

Impact is measured for the Louisville Metropolitan Statistical Area (MSA), which includes Bullitt, Jefferson, and Oldham counties in Kentucky, and Clark, Floyd, Harrison, and Scott counties in Indiana.

Speed Art Museum Special Exhibition Attendance Since Renovation



**Visitors By Zip Code Attending
Rembrandt to Gainsborough: Masterpieces from England's Dulwich Picture Gallery
at The Speed Art Museum
(sample of 23,955 ticket holders)**



Number of Visitors to the Dulwich Exhibit per Zip Code

1 - 24 25 - 99 100 - 1879

Top Ten Metropolitan Areas of Origin for Attendees

Metropolitan Statistical Area	Attendees	Percent
Louisville, KY-IN MSA	23,371	70.6%
Lexington, KY MSA	2,047	6.2%
Cincinnati, OH-KY-IN PMSA	1,020	3.1%
Indianapolis, IN MSA	842	2.5%
Evansville-Henderson, IN-KY MSA	352	1.1%
Owensboro, KY MSA	252	0.8%
Nashville, TN MSA	248	0.7%
St. Louis, MO-IL MSA	200	0.6%
Bloomington, IN MSA	171	0.5%
Dayton-Springfield, OH MSA	149	0.4%
Columbus, OH MSA	129	0.4%

Based on information from 23,955 individual tickets and 9,161 tickets sold through group sales (but excluding school groups).

86.9%

16.3%

**Geographic Distribution of Attendees
at The Speed's Dulwich Picture Gallery Special Exhibition**

	Total Attendees	Total Ticket Revenue
Louisville MSA	70.6%	66.4%
Outside MSA, Within 100 Miles	14.3%	16.6%
Greater than 100 miles	15.1%	17.1%
Kentucky	81.6%	78.9%
Indiana	11.4%	12.9%
All Other States	7.0%	8.2%

Based on information from 23,955 individual tickets and 9,161 tickets sold through group sales (but excluding school groups).

**Visitors By Zip Code Attending
Rembrandt to Gainsborough:
Masterpieces from England's Dulwich Picture Gallery
at The Speed Art Museum
(sample of 23,955 ticket holders)**

300 Mile Radius
from The Speed Art Museum

Number of Visitors to the
Dulwich Exhibit per Zip Code

- 1 - 24
- 25 - 99
- 100 - 1879

- Interstate Highways
- County Boundaries

