122 LOCAL ARTISTS & TECHNICIANS
NEW AUDIENCES

120,000+ visitors annually into Downtown Hamilton

Each represents a unique household that attended Theatre Aquarius in the last year.
# ECONOMIC ENGINE

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>87.4% of patrons dine locally when attending (104,880+ diners avg. $42 each)</td>
<td>$4,405,000</td>
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<td>(Source: 2016 Patron Survey)</td>
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<tr>
<td>83.1% of patrons paid for parking when attending (avg. price $5.07)</td>
<td>$252,000</td>
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<td>(Source: 2016 patron survey)</td>
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<tr>
<td>Materials and construction supplies purchased from local vendors annually</td>
<td>$1,800,000</td>
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<td>Economic activity generated annually (incl. approx. 100 person-years of employment)</td>
<td>$6,200,000</td>
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<td>(Source: Ontario Arts Council - Assessing the Local Impact of the Arts)</td>
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</tbody>
</table>

**Direct economic benefits to downtown Hamilton**: $12,657,000+

Theatre Aquarius is an anchor for the revitalization of Downtown Hamilton and a key partner in Urban Renewal.
ACCESSIBLE TO ALL

SUMMARY
EXISTING SEATS REMOVED: 66 SEATS (2ND ROW ONLY IN ROW PL)
DESIGNATED WHEELCHAIR SPACES PROVIDED: 19 SPACES
COMPANION SEATS PROVIDED: 19 SEATS
NET SEATINGS CAPACITY REDUCTION: 44 SEATS

1 DESIGNATED WHEELCHAIR SPACES - LAYOUT OPTION 2E
✓ Culture as an Economic Engine
✓ Downtown Renewal
✓ Quality of Life Quality of Place
✓ Building Tourism
✓ Neighborhood Revitalization
✓ Building Community Identity, Pride and Image
✓ Encouraging & Welcoming Communities
✓ Creativity for All
THANK YOU