

# Economic Impact Analysis: The Greensboro Complex & Steven Tanger Center for the Performing Arts

Robert T. Carey, Ph.D.

Senior Lecturer, Department of Political Science

Director, Clemson University Regional Economic Analysis Laboratory



REMI Users' Conference,  
Asheville, NC

October 7, 2026

# BACKGROUND

- Sports & Entertainment Complex in Greensboro (Guilford County), NC
  - First Horizon Coliseum
  - Special Events Center
  - Odeon Theatre
  - The Terrace
  - ACC Hall of Champions
  - Greensboro Aquatic Center
  - White Oak Amphitheatre
  - Tanger Center for the Performing Arts
  - Novant Health Fieldhouse
  - Piedmont Hall

# THE ANALYSIS

- Fiscal Year 2023-2024
  - Operational Expenditures
  - Visitor Spending
- Economic Impact
- Local Tax Impact (general sales tax, occupancy & tourism taxes)



# THE ANALYSIS

- Total Revenue (FY 23-24)
  - Ticket Sales: \$82.7M
  - Other revenue (incl. vendor sales): \$14.8
  - Total Revenue: \$97.5



# THE ANALYSIS

- Visitor Spending (FY 23-24)
  - Ticket sales data included zip code for place of origin
  - Local patrons (within 50-mile radius)
    - Spending on retail & one meal out (modeled as firm output)
  - Non-local patrons
    - Spending on retail, dining, & accommodations (modeled as industry output)



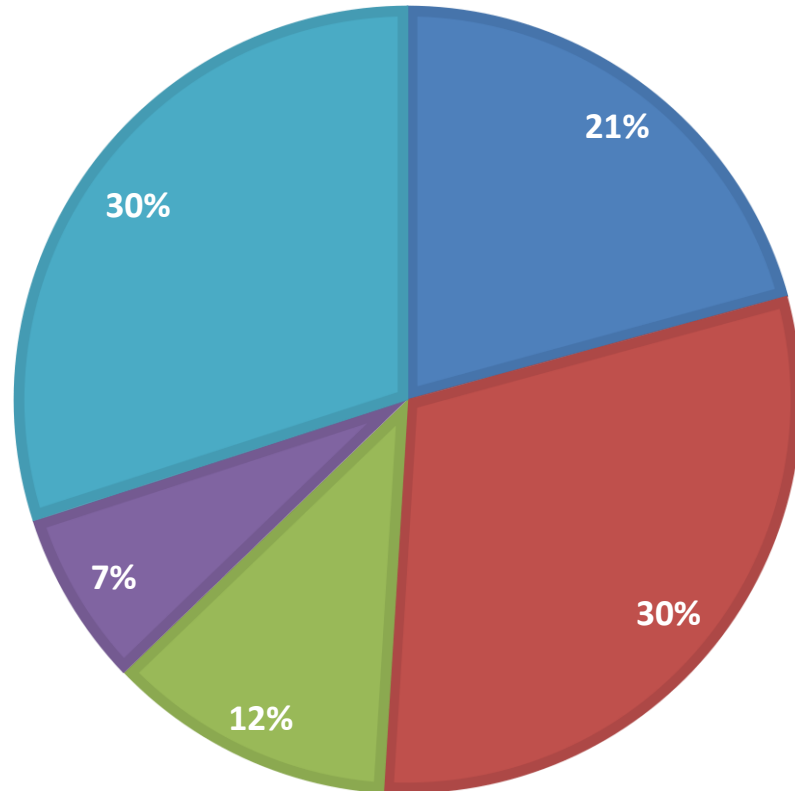
# METHODOLOGY

- Non-local patrons:
  - Sample of room rates w/in 3 miles of Greensboro
    - Avg. \$177 / night
  - Other spending based on 2023 Tourism Economics data for Guilford County
  - Retail & dining includes vendor sales at events
  - Transportation data from Tourism Economics excluded due to inclusion of expenditures (primarily airfare) outside of county



## TOURISM ECONOMICS TOURIST SPENDING PROFILE

■ Accommodations ■ Food Serv. ■ Entertainment ■ Retail ■ Transportation (excluded)



## METHODOLOGY

# METHODOLOGY

- Tax Impact
  - 2% general sales tax (county)
    - Applied to projected impact of retail, accommodation, food services, performing arts, etc., and museums, etc.
  - 3% occupancy tax (city)
    - Assume all non-local patrons will lodge w/in city limits
    - Indirect & induced lodging effects allocated between city & rest of county according to employment in recreation & hospitality sectors

| Policy Variable Inputs              |      |                                                |                                                             |                           |                                |      |            |    |  |
|-------------------------------------|------|------------------------------------------------|-------------------------------------------------------------|---------------------------|--------------------------------|------|------------|----|--|
| Active                              | Edit | Group                                          |                                                             |                           |                                |      |            |    |  |
| <input checked="" type="checkbox"/> |      |                                                |                                                             | Op Revenue                |                                |      |            |    |  |
| Active                              | View | Category                                       | Detail                                                      | Region                    | Units                          | 2023 | 2024       | 20 |  |
| <input checked="" type="checkbox"/> |      | Detailed Industry Sales (Exogenous Production) | 711A00 - Promoters of performing arts and sports and agents | Guilford County, NC       | 2017 Fixed National \$ (Units) | 0    | 78753820.9 | 0  |  |
|                                     |      |                                                |                                                             |                           |                                |      |            |    |  |
| <input checked="" type="checkbox"/> |      |                                                |                                                             | Local Patron Spending     |                                |      |            |    |  |
| Active                              | View | Category                                       | Detail                                                      | Region                    | Units                          | 2023 | 2024       | 20 |  |
| <input checked="" type="checkbox"/> |      | Firm Sales (competes locally)                  | 722 - Food services and drinking places                     | Guilford County, NC       | 2017 Fixed National \$ (Units) | 0    | 115082573  | 0  |  |
| <input checked="" type="checkbox"/> |      | Firm Sales (competes locally)                  | 44-45 - Retail trade                                        | Guilford County, NC       | 2017 Fixed National \$ (Units) | 0    | 13705700.1 | 0  |  |
|                                     |      |                                                |                                                             |                           |                                |      |            |    |  |
| <input checked="" type="checkbox"/> |      |                                                |                                                             | Non-Local Patron Spending |                                |      |            |    |  |
| Active                              | View | Category                                       | Detail                                                      | Region                    | Units                          | 2023 | 2024       | 20 |  |
| <input checked="" type="checkbox"/> |      | Industry Sales (Exogenous Production)          | 721 - Accommodation                                         | Guilford County, NC       | 2017 Fixed National \$ (Units) | 0    | 42572187.4 | 0  |  |
| <input checked="" type="checkbox"/> |      | Industry Sales (Exogenous Production)          | 722 - Food services and drinking places                     | Guilford County, NC       | 2017 Fixed National \$ (Units) | 0    | 61967539.1 | 0  |  |
| <input checked="" type="checkbox"/> |      | Industry Sales (Exogenous Production)          | 712 - Museums, historical sites, and similar institutions   | Guilford County, NC       | 2017 Fixed National \$ (Units) | 0    | 5378601.5  | 0  |  |
| <input checked="" type="checkbox"/> |      | Industry Sales (Exogenous Production)          | 44-45 - Retail trade                                        | Guilford County, NC       | 2017 Fixed National \$ (Units) | 0    | 7379992.3  | 0  |  |

# METHODOLOGY

## REMI INPUTS

# HISTORICAL NOTE

- Previous analysis of (only) Coliseum & Aquatic Center (2012)
  - This was before we started using REMI



# RESULTS

ALL DOLLAR AMOUNTS IN 2024 DOLLARS

## OPERATIONAL (GUILFORD COUNTY)

7,185 jobs

\$101.7M annual  
compensation

\$275M annual  
output

## LOCAL PATRON (GUILFORD COUNTY)

81 jobs

\$3.8M annual  
compensation

\$10M annual output

## NON-LOCAL (TOURIST) PATRON (GUILFORD COUNTY)

2,151 jobs

\$98.3M annual  
compensation

\$268.7M annual  
output

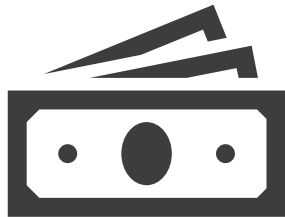
## TOTAL ECONOMIC (GUILFORD COUNTY)

9,416 jobs

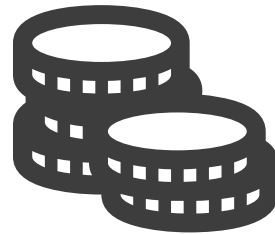
\$203.9M annual  
compensation

\$553.5M annual  
output

# TAX IMPACTS



County Sales Tax  
\$5.6M



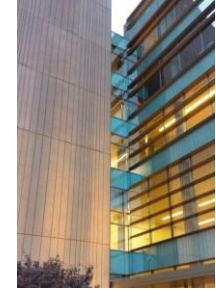
Occupancy Tax (County)  
\$1.7M



Occupancy Tax (City)  
\$1.6M



*The Clemson University Regional Economic Analysis Laboratory (CU-REAL) conducts public policy and economic and fiscal impact analysis for public, private, and non-profit sector clients. CU-REAL is a unit of the Department of Political Science, College of Behavioral, Social & Health Sciences.*



Email: [carey2@clemson.edu](mailto:carey2@clemson.edu)  
Web: [cu-real.com](http://cu-real.com)  
Twitter: [@ClemsonREAL](https://twitter.com/ClemsonREAL)