



## A Year-Round Economic Engine and Community Partner for Henderson County & Western North Carolina

“The Playhouse helps define why people choose to live, work, and invest here.”

-Local Real Estate Agent

Professional Producing Theatre • Arts Educators

An anchor institution • A tourism catalyst • A quality-of-life driver • A point of community pride



### Not Just an Arts Organization

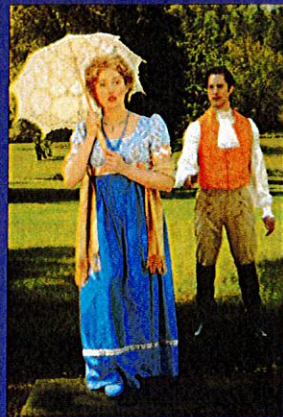
- \$10.2M in new annual economic activity
- \$9.2M added to regional GDP
- 204 jobs supported in 2025
- Total of \$16M in spending from attendees, operations, and visiting artists
- \$2.6M+ in annual tax revenue
- For every dollar invested by FRP \$36 is generated for region

### A Major Tourism Driver for Region

- 76% of visitors traveling 50+ miles say the Playhouse is the primary reason for their trip.
- Many build full weekend itineraries around performances.

### Patron Loyalty

- Net Promoter Score: 83 (industry average ~51)
- 9 out of 10 visitors plan to return



Economic Impact Study of 2025 conducted by:



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\*Impact of Hurricane Helene on the 2025 season recognizes that overall economic impact is reduced as a direct result