

# ECONOMIC IMPACT OF DC'S NIGHTLIFE INDUSTRY

2020



\*\*\* WE ARE WASHINGTON \*\*\*  
GOVERNMENT OF THE  
DISTRICT OF COLUMBIA  
DC MURIEL BOWSER, MAYOR



## MESSAGE FROM THE MAYOR

We say it all the time: Washington, DC is a city that has something for everyone – from world-class museums to world-champion sports teams, from playgrounds to monuments, from Michelin-starred restaurants to concert halls and nightclubs.

Washington, DC is no longer a one-business, government town with a 9-5 schedule. We are a city of innovators, creatives, and change-makers – 24 hours a day, 365 days a year. We are also a growing city, now more than 700,000 residents strong. But it's not just our population that is growing – so, too, is tourism, our business corridors, and our nightlife and culture industry.

Currently, our city's nightlife industry accounts for \$7.1 billion in annual revenue and supports nearly 65,000 jobs. To manage this growth and ensure more people and neighborhoods are benefitting from the nightlife industry's prosperity, in 2018, with the support of the DC Council, we joined cities around the world in creating an office dedicated to nightlife – the Mayor's Office of Nightlife and Culture. This office, led by Director Shawn Townsend and his incredible team, ensures that we are working across DC Government and with businesses and community members to build a vibrant DC nightlife that works for everyone.

And what does it mean to have a nightlife that works for everyone? It means that people can live, work, and play side by side. It means we are meeting the needs of late-night and early-morning workers. And it means that as we continue to grow and prosper – as we add new venues, restaurants, and destinations – our city's nightlife continues to reflect the diversity and vibrancy of DC.

Sincerely,



Muriel Bowser  
Mayor



On February 19, 2020, Director of the Mayor's Office of Nightlife and Culture Shawn Townsend, poses with Mayor Muriel Bowser, at the bill signing designating Go-Go music the official music of Washington, DC.

Image courtesy of the Executive Office of Mayor Muriel Bowser.



Image courtesy of the Washington, DC Economic Partnership.

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# Executive

# Summary





John Shore

# Executive Summary

While the District may be better known for its politicians than its DJs, the District's nightlife has a rich history. From the first Beatles concert in the United States to the creation of Go-Go music, a world-renowned punk scene, and one of the country's most robust nightlife scenes for LGBTQ+ venues, the District has long been a vibrant, inclusive place to have fun and connect socially.

**The District's restaurants, bars, nightclubs, and performance venues contribute \$7.1 Billion to the city's economy.**

**64,980 Jobs**

(8% share of the District)

**2,437 Businesses**

(6.7% share of the District)

**\$7.1 Billion Annual Revenue**

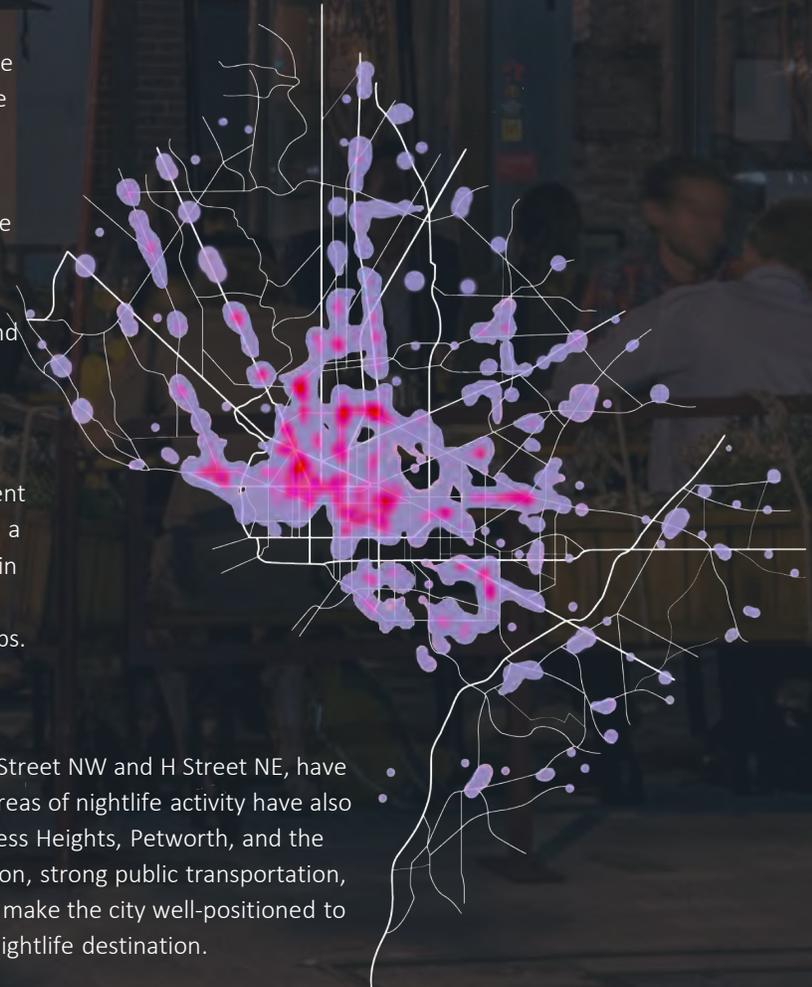
(3.7% share of the District)

The 2,437 business establishments in the District operating as restaurants, bars, nightclubs, and performance venues play a large and unique role in the District's economy. Nightlife establishments contribute \$562 million in annual tax revenue to the District.

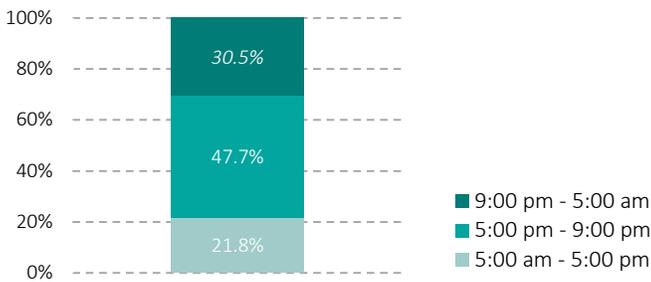
The nightlife industry provides a large share of dining, entertainment, recreational, and cultural activity to the District. Beyond the economic and fiscal impacts, the nightlife economy generates amenities that attract workers, employers, residents, and visitors from around the world to the District.

Nightlife establishments provide employment opportunities for those looking for an income source during off-peak work hours. Approximately 57% of employment in the nightlife industry is comprised of part-time jobs, a source of flexible employment increasingly important in today's economy. These jobs generate nearly \$3.1 billion in salary and wages for the industry's 64,980 jobs.

Historic centers of nightlife, such as Downtown DC, U Street NW and H Street NE, have re-emerged as regional nighttime destinations. New areas of nightlife activity have also emerged, such as Capitol Riverfront/Navy Yard, Congress Heights, Petworth, and the Southwest Waterfront. The District's growing population, strong public transportation, and base of arts, cultural, and educational institutions make the city well-positioned to continue growing as a renowned music, culture, and nightlife destination.



### Nightlife Industry Revenues By Time Of Day



Source: Nightlife Establishment Surveys (2020)

### Economic Impacts of The District's Nightlife Industry

Impact	Employment	Revenue
Direct (Nightlife Operations)	57,250	\$5,365,962,748
Indirect (Supply Chain)	5,162	\$1,222,580,249
Induced (Spending of Wages)	2,568	\$479,864,592
<b>Total</b>	<b>64,980</b>	<b>\$7,068,407,589</b>

Source: IMPLAN

### Businesses Reported That Over The Last Three Years:



Experienced increase in revenue.



Experienced increase in profit.



Anticipate future sales growth.

Source: Nightlife Establishment Surveys (2020)

### Key Priorities for the Nightlife Industry

Based on survey feedback and focus group discussions, many of the issues facing the District's nightlife businesses can be grouped in the following categories: rising costs and declining profits, attracting and retaining employees, transit access for employees and customers, regulatory costs and timeframes, community approvals and protest processes, and developing better strategies to address safety, security, and cleanliness efforts.

As the District's nightlife economy grows, businesses face increasing competition, rising costs, difficulty attracting employees, and regulatory hurdles that cut into already-slim margins.

### This study recommends five guiding principles to help MONC prioritize and refine its activities in its second year of operations and beyond:

1. A diverse and vibrant nightlife makes the District a great place to live, work, and visit.
2. MONC serves all nightlife stakeholders.
3. MONC interventions aim to improve compliance and minimize nightlife impacts.
4. MONC activities address the most pressing challenges of the nightlife industry.
5. The best way to serve nightlife stakeholders is through collaborative relationships, risk mitigation, and proactive problem-solving.



### About the Mayor's Office of Nightlife and Culture and This Study

The legislation creating the Mayor's Office of Nightlife and Culture (MONC) was first introduced by Ward 4 Councilmember Brandon Todd and later signed into law by Mayor Muriel Bowser on October 18, 2018. The primary function of the MONC is to serve as an intermediary between nightlife establishments, residents, and the District government. Guided by the Commission on Nightlife and Culture and nightlife stakeholders, MONC is currently developing its policy agenda. This study, led by Jon Stover & Associates in collaboration with MONC, the Office of the Deputy Mayor for Planning and Economic Development, the Washington DC Economic Partnership, Javera Group, and Brick & Story, was conducted to help MONC – and the District at large – understand the dynamics of the nightlife industry from a cultural and economic perspective.

Image courtesy of the Washington, DC Economic Partnership.

## Study

## Context

**Why is the nightlife economy important?** Nightlife activity contributes significantly to the District's economy. Since the nightlife economy depends heavily on customer traffic outside of the traditional nine to five, nightlife industries allow for second jobs and often provide for more flexible and creative work. This economic sector has grown significantly in recent years as customers, residents and visitors alike spend increasing amounts on experiences such as dining, drinking, dancing, and shows. Importantly, the nightlife economy is a vital part of the District's legacy, identity, and brand, helping to attract both workers, residents, and tourists to the District.





# About This Study

Nighttime activity is a large part of the District of Columbia's economy, identity, and services. The purpose of this study is to articulate the characteristics and impacts of the nightlife economy and identify opportunities for the District to help it thrive.

## What is the Nightlife Economy?

The nightlife economy refers to all business sales, consumer spending, employment, and other economic activity related to the nighttime. However, there is not a consistent definition of the nightlife economy. Sometimes it refers primarily to the time of day, such as economic activity after the sun sets or once most people are off from work. Other times it refers primarily to certain industry sectors for which a large portion of their operations typically occur at night.

This study considers both approaches: it focuses on four types of businesses (restaurants, bars, nightclubs, and performance venues) and compares three different time periods (5:00 am to 5:00 pm, 5:00 pm to 9:00 pm, and 9:00 am to 5:00 am). Importantly, the nightlife economy is more than just business activity: it is also about the workers, customers, neighborhood residents, other businesses in the supply chain, and the city services that support each industry.

### The Mayor's Office of Nightlife and Culture

This analysis was commissioned by the Mayor's Office of Nightlife and Culture (MONC). The legislation creating MONC was first introduced by Ward 4 Councilmember Brandon Todd and later signed into law by Mayor Muriel Bowser on October 18, 2018.

Though this is the District's first year with a nightlife office, the "Night Mayor" or "Nightlife Director" concept is becoming more prevalent in major cities, as local governments recognize the significant impact that the nightlife economy can have on a region.

The primary function of the MONC is to serve as an intermediary between nightlife establishments, residents, and the District government. Guided by the Commission on Nightlife and Culture and other nightlife stakeholders, MONC is in the process of developing its policy agenda for the upcoming years.

### Study Objectives

The purpose of this study is to assist MONC – and the District at large – understand the dynamics of the nightlife industry, from cultural and economic perspectives, and quantify the industry's impacts. The study describes the characteristics and needs of the District's nightlife industries and quantifies its contribution to the District's greater economy. This study also reviews best practices for measuring nightlife impacts, describes the nightlife's role in the District's history and identity, and develops guiding principles to help MONC refine its programming and operations to support the District's nightlife economy for years to come.

*This study focuses on the perspective of nightlife business owners and operators. Other nightlife stakeholder perspectives, such as workers, patrons, and community members, should continue to be evaluated as well.*

## Methodology

The overall economic impact of the District's nightlife economy was analyzed based on key industry sectors and time of day. The analysis used leading data sources, including city-provided information and data collected from local industry representatives.

**Industry Sectors and Time of Day.** This study assesses the four industry sectors most closely associated with the "nightlife economy" in the District of Columbia: (i) restaurants, (ii) bars, (iii) nightclubs, and (iv) theaters and performance venues. The economic contribution of these industries was evaluated in full and over different time periods throughout the day: 5:00 am to 5:00 pm; 5:00 pm to 9:00 pm; and 9:00 pm to 5:00 am.

**Fiscal and Economic Impact Model.** This analysis used an impact modeling software called IMPLAN, which leverages data and multipliers specific to the District of Columbia to calculate the indirect and induced economic impact and direct fiscal contribution.

**Contribution Analysis.** A Contribution Analysis Model in IMPLAN was used to determine the nightlife industry's role in the greater economy. This economic impact model assessed all nightlife industry sectors and accounts for industry-specific business-to-business indirect expenditures to limit overcounting contributions within the industry itself.

### Data Sources

**District Data.** This analysis includes data provided by a range of District agencies to ensure this study incorporated the most accurate and current data available, including the Department of Consumer and Regulatory Affairs, Alcoholic Beverage Regulation Administration, Department of Employment Services, and the Office of Taxation and Revenue. The collected

data was used to quantify the number of businesses in each sector.

**Third Party Data.** Other secondary data used in the analysis includes the US Census, American Community Survey, the Bureau of Labor Statistics, ESRI Business Analyst, and JobsEQ.

**Review of Benchmark Studies.** Recently conducted analyses and studies specific to the subject matter were reviewed and assessed for best practices. Relevant District plans and policies, such as the DC Cultural Plan, were also reviewed.

**Nightlife Industry Surveys.** As part of this study, 183 electronic surveys were completed by nightlife business owners and operators within the four target industry sectors. The survey captured how economic activity varies by industry, time of day, and day of the week, and quantified the needs and concerns of these business sectors. The Nightlife Industry Survey was administered electronically by MONC and other industry partners, and each respondent represented a different nightlife establishment in the District.

**Nightlife Stakeholder Focus Groups.** A total of six focus groups (and over 60 participants) were convened for stakeholders representing the following perspectives: (i) restaurant owners and operators; (ii) bar owners and operators; (iii) nightclub owners and operators; (iv) theater and performance venue owners and operators; (v) nighttime-oriented gallery owners and operators; and (vi) community leadership including city agency staff, neighborhood-serving nonprofits, and Advisory Neighborhood Commission commissioners. The purpose of these focus groups was to facilitate a thorough discussion of the unique needs and conditions of the nightlife industry.

## Glossary of Terms

This study uses the following definitions for the key terms below:

### **Alcoholic Beverage Regulation Administration (ABRA)**

ABRA issues and renews licenses that enable businesses to sell and serve alcoholic beverages.

**Advisory Neighborhood Commission (ANC)** An ANC is a non-partisan, neighborhood body made up of locally elected representatives called Advisory Neighborhood Commissioners. They are a unique feature of DC's Home Rule Charter and provide people with a greater say in matters that affect their neighborhoods.

**Bars** Many restaurants are also bars, and there are few operational distinctions between the two. However, for the purposes of this study, we make a distinction and define bars as businesses with an active 'tavern license' issued by ABRA.

**Contribution Analysis** The gross changes in a region's existing economy supported by a given industry.

**DC Department of Consumer and Regulatory Affairs (DCRA)** DCRA is responsible for regulating construction and business activity, including permitting, compliance and code enforcement, business and professional licenses, corporate registration, and special events permits.

**DC Department of Employment Services (DOES)** DOES provides comprehensive employment services to ensure a competitive workforce, full employment, life-long learning, and economic stability.

**Direct Economic Impact** The businesses, revenue, jobs, wages, and other economic activity generated from the operations of a particular industry or industries.

**Employment** The total number of full-time and part-time jobs.

**Fiscal Impact** The amount of tax revenue to the District of Columbia generated from an economic activity, including sales tax, alcohol tax, income tax, and the issuance of licenses and permits. This study does not include property tax in its fiscal impact.

**Indirect Economic Impact** Indirect impact includes the supply chain of goods and services from other industries that enable activity in a given industry.

**Induced Economic Impact** Induced effects are the results (spending) of increased personal income caused by the direct and indirect effects.

**Mayor's Office of Nightlife and Culture (MONC)** MONC advocates for the District's after-hours economy by serving as a central point of contact between DC Government, the nightlife industry, and District residents.

**Nightclubs** District business establishments with a 'nightclub license' issued by ABRA.

**Nighttime** The period between 5:00 pm and 5:00 am. The study further compares activity from 5:00 pm to 9:00 pm and 9:00 pm to 5:00 am.

**Nightlife Economy** Economic activity related to the business operations, employment, and sales specific to restaurants, bars, nightclubs, and performance venues.

**Nightlife Industry** Industries for which a large portion of activity occurs between 5:00 pm and 5:00 am. This study focuses on four such sectors: (i) restaurants, (ii) bars, (iii) nightclubs, and (iv) theaters and performance venues.

**Restaurants** Businesses in Washington, DC with an active restaurant license from the DC Department of Consumer and Regulatory Affairs (DCRA) and that do not have an active tavern license issued by ABRA.

**Theaters and Performance Venues** Establishments that operate as a performing arts venue, movie theater, or live music venue. Most have a DCRA motion picture theater license, public hall license, or a live theater license. Venues do not include sports stadiums or arenas, unless stated otherwise.



“By encouraging greater dialogue and experimentation, [nocturnal governance] structures are challenging traditional approaches to urban governance and paving the way for a new wave of studies on the urban night.”

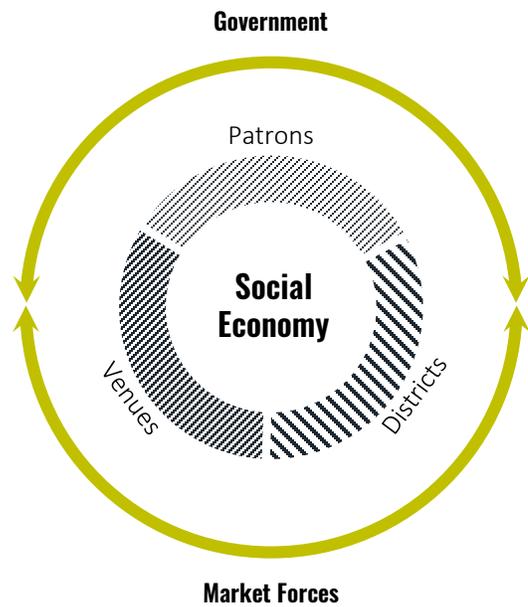
- The Urban Studies Journal <sup>(1)</sup>

Image courtesy of the Executive Office of Mayor Muriel Bowser.

## Snapshot: Responsible Hospitality Institute Best Practices in Nightlife Management Approach

A leading thought leader in nightlife management, the Responsible Hospitality helps communities around the world facilitate collaborative solutions to the most difficult nightlife challenges. RHI evaluates five overlapping sectors in assisting a city to develop a Sociable City Plan – market forces, government policy, patron activity, venue practices, and district management – to determine strengths, challenges and opportunities for improvement.

RHI recommends a three-step process to facilitate change with these constituencies: (i) evaluate – a data-driven assessment of conditions and needs; (ii) motivate – building trust and understanding; and (iii) engage – collaborate directly with each. Importantly, RHI emphasizes cooperation and risk management over enforcement and compliance.<sup>(2)</sup>



Source: Responsible Hospitality Institute

Nightlife economic impact assessments are an increasingly common way for cities to identify the characteristics, scale, and needs of their nighttime-oriented business community.

### **NYC's Nightlife Economy: Impact, Assets, and Opportunities** (2019)

New York City's nightlife is assessed from stakeholder perspectives and includes industry assets, and economic impact of five sectors: food service, bars, arts, venues, and sports/recreation.<sup>(6)</sup>

### **London's 24 Hour Economy** (2016)

London's study explores the benefits of London's citywide nighttime economy by industry sector and assesses the impact of the "Night Tube" train service.<sup>(7)</sup>

### **The Economic Impact of San Francisco's Nightlife Businesses** (2016)

This study includes economic impact, sales tax, and business taxes generated by the city's art galleries, nightclubs, music venues, theaters, restaurants, and drinking establishments.<sup>(8)</sup>

### **Edmonton's Late-Night Entertainment Economy** (2016)

The Edmonton report estimates late-night business revenue, emphasizing economic output and job creation and recommendations for public transit, police presence, and local management.<sup>(9)</sup>

### **Sydney Night Time Economy: Cost Benefit Analysis** (2011)

This analysis features both economic benefits and costs of Sydney's nighttime economy, with an emphasis on economic output and net impacts on transit and policing.<sup>(10)</sup>

## **Best Practices in Measuring the Nightlife Economy**

Cities across the United States are increasingly data-driven when making policy decisions and allocating financial resources for purposes related to economic development, placemaking, and revitalization. Over the last few years, municipalities have begun to apply this approach to better understand the positive and negative impacts of the nighttime portion of a city's economy. This work stems from a variety of issues, concerns, and needs and is often a result of city agencies wanting to articulate the scale of employment, sales, and visitor impact in the nighttime compared to the daytime.

There is no universal approach for conducting a nightlife impact study as the purpose, objectives, and methodologies of each typically reflect a city's unique conditions and needs. Studies often differ in defining geography, industry focus, time of night, data sources, and the types of impacts assessed. While each nightlife study follows a unique methodology, several commonalities exist. Most studies focus solely on businesses in the hospitality and entertainment industries that are traditionally associated with the nightlife sector. Furthermore, given the relatively small number of prior research into the economic impact of nighttime economies, analyses often utilize in-person surveys to collect quality data. This is often supplemented with government supplied data, particularly to measure employment-related data points.<sup>(3)</sup>

## **A Growing Municipal Focus on Managing the Nightlife Economy**

In recent years, city governments have placed increasing attention on the nightlife economy and issues associated with night-shift workers, noise and trash complaints, permitting challenges, and late-night transportation options. Over a dozen cities in the United States and more than 40 across the world<sup>(4)(5)</sup> have developed new agencies or staff positions with this specific charge, often referred to as a Night Mayor, Night Manager, or a range of different agency or department names (such as the Mayor's Office of Nightlife and Culture).

*There is a noticeable shift in how cities recognize the value of nightlife. Instead of relying solely on policing, licensing and enforcement, more cities are seeing the value of a more proactive approach to minimizing impacts while celebrating nightlife's cultural and economic contributions.*

## Relevant District Studies and Context

Within the past few years, there has been increased attention paid to the importance of the nightlife economy within the District. The findings, recommendations, and conclusions from recent studies provide context and insights that have informed this analysis. The Music Venue Study and DC Food Economy Study both provide deeper context on industries that are critical to the success of the District's overall nighttime industry. The Cultural Plan highlights central themes across the people, places, and communities impacted by the District's nightlife industry. The DOES Minimum Wage Study narrows in on the impacts to an important stakeholder group within the District's nightlife scene. Finally, the 14<sup>th</sup> & U Nightlife Study serves as a basis of understanding of how nightlife impacts a portion of the District and a subset of the District's economy.

As a collection, these reports provide an important backdrop for the District's nightlife industry and inspire further research on the economic impact of the industry. A deeper understanding has been gained from these past reports about specific nightlife industries and prevalent themes within the District's nightlife economy. This study builds off this work to further understand and communicate the economic impact of the District's nightlife industry.

Recent reports exploring culture, music, neighborhood nightlife, food, and minimum wage in DC showcase the city's unique assets and challenges.

### Cultural Plan (2019)

The DC Cultural Plan lays out a vision and recommendations for how the District can invest in and strengthen its cultural creators, spaces, and consumers. The goal of this plan is to make culture more sustainable, inclusive, and equitable.<sup>(11)</sup>

### Music Venue Study (2020)

The District is currently assessing and documenting the existing music venues throughout the District to create a thorough inventory of these establishments.<sup>(12)</sup>

### 14<sup>th</sup> & U Nightlife Study (2012)

This study measures nightlife activity within the U Street Corridor, 14th Street and Logan Circle area of DC, as well as the economic benefits of nightlife. Results indicate that nightlife and sociability are significant economic engines.<sup>(13)</sup>

### DC Food Economy Study (2019)

This report highlights the economic and employment impacts of DC's food economy. Recommendations and strategies are put forth to support new businesses, foster industry connections, and advance inclusive and equitable growth.<sup>(14)</sup>

### DOES Minimum Wage Study (2017)

This report from DOES studies the District's minimum wage workforce. Legislated increases in minimum wage and tipped minimum wage are described to understand how workers, families, businesses, and industries will be impacted.<sup>(15)</sup>



Image courtesy of the Executive Office of Mayor Muriel Bowser.

# The Role of Nightlife

## In the District

Nightlife in the District has seen significant growth over the past 20 years, building upon the District's long history as an entertainment and cultural hub. Historic centers of nightlife, such as Downtown DC, U Street NW, and H Street NE, have re-emerged as regional nighttime destinations. New areas of nightlife activity have also emerged, such as Capitol Riverfront/Navy Yard, Petworth, Congress Heights/St. Elizabeth East, and the Southwest Waterfront. The District's growing population, strong public transportation, and base of cultural and educational institutions make the city well-positioned to continue growing as a renowned nightlife destination.

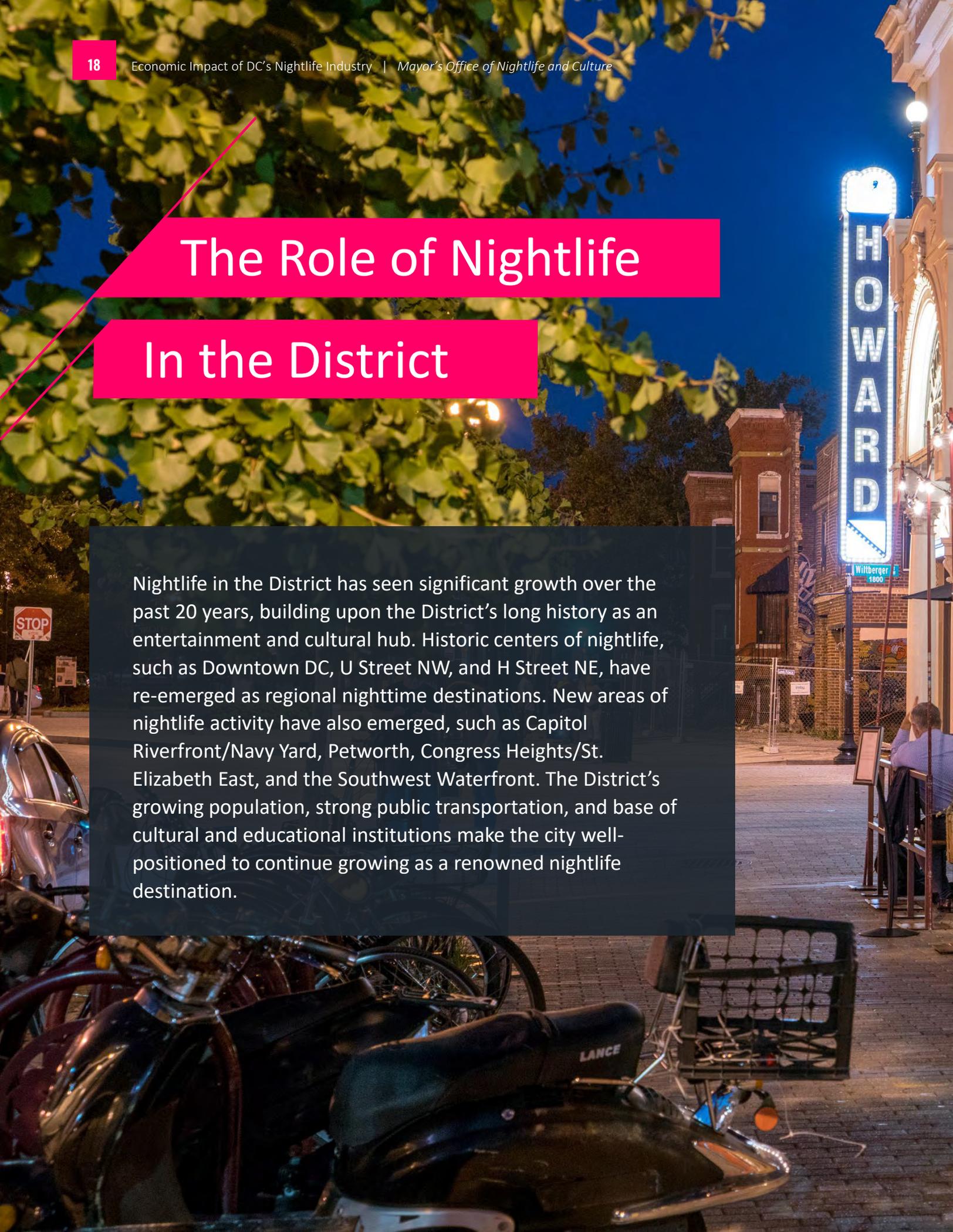




Image courtesy of the Washington, DC Economic Partnership.

## DC's Cultural History

While the District may be better known for its politicians than its DJs, the District's nightlife has a rich history. From the first Beatles concert in the United States to the creation of Go-Go music, a world-renowned punk scene, and one of the country's most robust nightlife scenes for LGBTQ+ residents,<sup>(16)</sup> the District has long been a vibrant, inclusive place to have fun and connect socially.

### 1917 // Prohibition Shuts Down All Bars in DC

The ban on alcohol sales resulted in the closure of 267 bars in the city and sparked the creation of nearly 3,000 speakeasies. With the closure of licensed (and segregated) bars, Prohibition inadvertently helped break down racial barriers in the city, as white and black residents came together at small, hidden speakeasies to enjoy an increasingly popular beverage of choice: the cocktail.<sup>(17)</sup>

### 1960s – 1980s // Growing LGBTQ+ Nightlife Scene

Between the 1960s and 1980s, several DC neighborhoods, including Dupont Circle, Barracks Row, and South Capitol Street, became growing nightlife destinations for the LGBTQ+ community. The District has continued to maintain an assortment of bars and clubs oriented towards the LGBTQ+ community.<sup>(19)</sup>

### 1971 // Inaugural Performance at The John F. Kennedy Center for the Performing Arts

Created to help establish the District as the nation's cultural center, The Kennedy Center now attracts over two million annual visitors and hosts more than 2,200 performances and exhibits per year.<sup>(23)</sup>

### 1900s – 1960s // "Black Broadway" on U Street

Beginning the 1900s, the U Street NW corridor emerged as a cultural hub for African American musicians, poets, and other entertainers. This period featured the opening of several landmark venues, including the Howard Theater (in 1910) and Lincoln Theater (in 1922). This period also featured the first paid performance of Duke Ellington, who grew up near the U Street NW neighborhood. The site of his first performance, the True Reformer Building, still stands today at 1200 U Street NW.<sup>(18)</sup>

### 1968 // DC Riots

Riots following the assassination of Dr. Martin Luther King, Jr. caused significant property damage across the city and marked the start of a period of disinvestment and decline along several key nightlife corridors, including H Street NE, 7th Street NW, 14th Street NW, and the U Street NW.

### 1972-1978 // The Rise of Go-Go

Several foundational Go-Go bands, including Chuck Brown and the Soul Searchers, Trouble Funk, and Rare Essence, formed in DC, releasing studio albums and performing in clubs, bars, and recreation centers around the District and region.<sup>(21,22)</sup>

### 1964 // The Beatles' First US Concert

After being greeted by an enormous crowd at Union Station, the Beatles played their first public concert in the United States at the Uline Arena (then known as the Washington Coliseum). The building, at 1140 3rd Street NE, still stands today and was renovated in 2016 for retail and office use.<sup>(20)</sup>

**1979 // Rise of the DC Punk Scene**

The District's punk scene included the seminal hardcore bands the Bad Brains and Fugazi. The founding of indie label Dischord Records, the birth of the Riot Grrrl movement, and a slew of DC-based punk bands have had a lasting influence on American music.

**1991 // The Green Line Opens on U Street**

The new Metro Station played a significant role in bringing customers back to the historic corridor, which is now once again one of the District's most popular nightlife destinations.

**1997 // Opening of the Capital One Arena**

Home to the Washington Wizards, Washington Capitals, and the Georgetown University's men's basketball team, the arena has attracted 47 million visitors and hosted more than 4,500 events, playing an integral role in bringing activity back to Downtown DC.<sup>(27)</sup>

**1980 // The 9:30 Club Opens Its Doors at 930 F Street NW**

The club becomes one of the central hubs of DC's prominent hardcore punk scene and today it continues to operate as one of the city's most popular music venues.<sup>(24)</sup> The venue, now located on V Street NW, has regularly been credited as one of the best music venues in the country.<sup>(25,26)</sup>

**2000s-2010s // Revival of Historic Nightlife Corridors**

Increased investment and residential density along H Street NE, U Street NW, and 14<sup>th</sup> Street NW has driven the corridors' reemergence as thriving nightlife destinations, attracting people from across the DC region to eat, drink, shop, and attend shows.

**2008-2018 // Revitalization of Capitol Riverfront and the Southwest Waterfront**

New clusters of nightlife activity continue to emerge across the District. Catalyzed by the opening of Nationals Park in 2008, Navy Yard is a major daytime and nighttime destination. Similarly, starting with Arena Stage's 2010 multi-theater renovation, the redeveloped Southwest Waterfront now attracts significant nightlife activity at The Wharf and at Audi Field, the newly built DC United stadium.

**2018 // Mayor's Office of Nightlife and Culture Established**

MONC serves as the intermediary between nightlife establishments, residents, and the District government (legislation introduced by Councilmember Brandon Todd).

**2020 // Go-Go Becomes the Official Music of DC**

On February 19, 2020, Mayor Bowser signs the Go-Go Music of the District of Columbia Designation Act to make Go-Go the official music of the District (legislation introduced by Councilmember Kenyan McDuffie following the Don't Mute DC movement).

**2018 // Opening of the St. Elizabeths East Entertainment and Sports Arena**

The 118,000 square foot multi-purpose event facility brings an entertainment hub to the Congress Heights neighborhood in Southeast DC. The arena hosts a range of concerts and activities, houses the practice facility for the Washington Wizards NBA team and is home to the 2019 WNBA champion Washington Mystic and the NBA G League Capital City Go-Go.

# The District's Nightlife Conditions

The District's local nightlife industry is supported by a range of key physical and demographic assets including:



## Nightlife Identity

The District is home to several neighborhoods with dense clusters of nightlife businesses, including Dupont Circle, Adams Morgan, U Street, Shaw, H Street NE, Georgetown, and Petworth.



## Walkability

With pedestrian-friendly streetscapes and commercial clusters located throughout various neighborhoods, DC is one of the most walkable cities in the country,<sup>(28)</sup> making it easy for patrons to walk between different nightlife businesses.



## Mix of Transit

Served by the second largest heavy rail system in the country<sup>(29)</sup> and an expansive bus system, DC is one of the most transit-accessible cities in the US. This transit mix allows customers and workers to travel to and between nightlife establishments.



## Tourism

More than 23 million domestic and international tourists visit the District annually, creating a reliable customer base for nightlife business. A high share of visitor spending is on dining and entertainment, averaging over \$149 per day.<sup>(30)</sup>



## Safe & Secure Environment

The District's low rates of crime compared to other major metropolitan areas in the country create a secure environment for nightlife activity.<sup>(31)</sup>



## Small Business Resources and Support

The District fosters a supportive environment for small businesses, providing a range of resources from technical assistance to grants to help businesses achieve success.



## Growing Population and Economy

The District's growing population and above-average median household income provide a strong consumer base for nightlife businesses. Over the past decade, the District's population has increased 17%, growing by 104,000 residents,<sup>(32)</sup> and nearly 25% of personal income tax filers in DC reported incomes of at least \$100,000 in 2019.<sup>(33)</sup>



## Diversity of Nightlife Options

Since 2008, nightlife options in the District have expanded significantly. The number of restaurants, bars, and clubs in the city has grown from 800 in 2008 to more than 2,400, as of 2020.<sup>(34)</sup> The District's nightlife economy also expands beyond traditional storefronts, leveraging unconventional spaces of rooftops, alleyway networks, and industrial spaces.



## Influx of Young Professionals

The District attracts many young professionals to the city, with 32.8% of the total population between the ages of 18-34.<sup>(35)</sup> Universities in the District, including American University, The Catholic University, Gallaudet University, George Washington University, Georgetown University, Howard University, and University of the District of Columbia, and allow the city to maintain a consistent base of students and young professionals.



## Burgeoning Food and Drink Scene

From hidden gems to nationally acclaimed restaurants, the District's dining and drinking scene is rapidly growing. Restaurants, both new and old, are being supported by the city's growing population and growing investments along commercial corridors across the District.



**DC's nightlife and culture are both inextricably linked with Go-Go music. Go-Go traces back to the 1960s and 1970s, when local band leaders would talk and gesture with audiences while bands' percussion section continued playing the beat.**

This evolved into a distinct musical sound and performance style, characterized by syncopated, percussion-heavy beats and frequent "call and responses" between the musicians and audience. Go-Go music continued to grow over the several decades, with several local bands, most notably Chuck Brown and the Soul Searchers, achieving national prominence in the 1970s and 1980s.

While some Go-Go bands have broken into mainstream charts over the years, Go-Go's popularity has remained heavily concentrated in the DC area and is still closely tied with local African American culture. Today, Go-Go bands play at a variety of bars, nightclubs, and other venues throughout DC and Prince George's County, Maryland. However, the closure of many longtime venues over the past twenty years resulted in grassroots and legislative efforts to ensure that Go-Go remains a lasting fixture in DC's culture. In February 2020, Mayor Bowser signed the Go-Go Music of the District of Columbia Designation Act, which officially names Go-Go music as the official music of the District and creates a mandate to design and implement a new program to support, preserve, and archive Go-Go music and its history.



“ In addition to helping to make the District of Columbia a vibrant, world-class city, our outstanding nightlife nurtures entrepreneurship and employment and keeps our economy thriving.”

— Councilmember Kenyan McDuffie



Image courtesy of the Executive Office of Mayor Muriel Bowser.



(Josh Gordon)

## For those attending day parties in the District, nightlife begins when the sun is still out.

Day parties are organized events in the District designed to bridge the gap between brunch and typical late-night clubbing hours. Usually hosted at restaurants or clubs, these parties typically take place on Saturdays and Sundays and last from either 12:00 pm to 4:00 pm or 5:00 pm to 9:00 pm. Parties typically include food and DJs and require guests to pre-register and pre-pay.

These events allow bars and nightclubs to expand their operating hours, attract customers on Sundays, and significantly boost overall sales. According to interviews with local nightclub owners, day parties can generate up to 30% of weekly revenue at some establishments. Additionally, the pre-registration typically required of day parties allows venues to more easily plan and staff events, making day parties a particularly important piece of many nightlife business models.



(Roxplosion)



(Vickey Ford Sneakshot Photography)



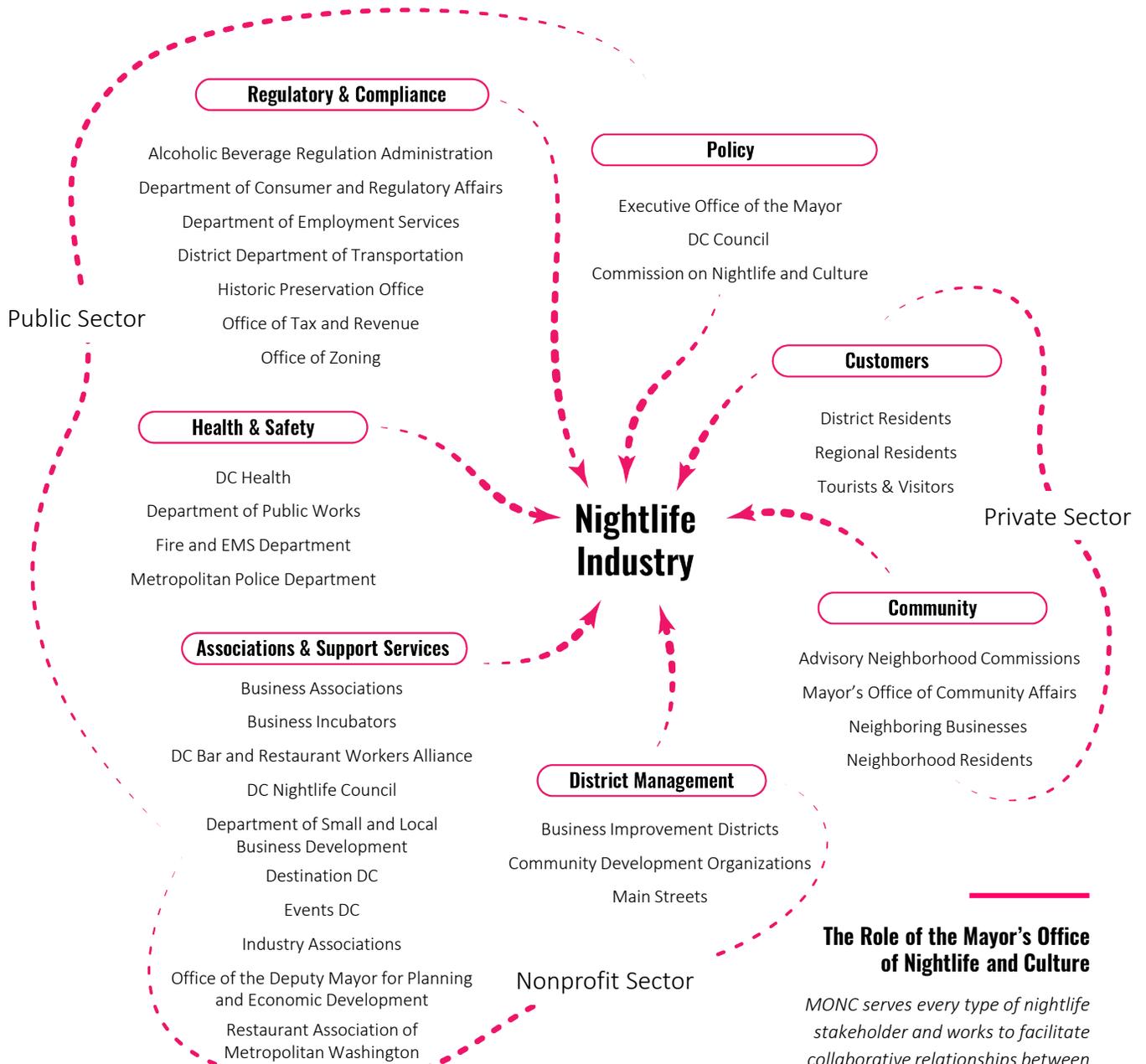
“ Mayor Bowser has tasked DMPED with three tasks: jobs, affordable housing and tax revenue. This report underscores that DC’s nightlife economy directly and indirectly impacts all three positively. The report also highlights the region’s interconnectedness. If we continue to work together as a city and a region, we will help more workers, more businesses, and all of our economies will thrive.”

— Acting Deputy Mayor for Planning and Economic Development John Falcicchio

## The District's Players and Influencers in the Nightlife Industry

While the direct nightlife industry of DC is comprised of establishments and businesses that predominantly operate during the evening and nighttime hours, these establishments are shaped and influenced by public, private, and nonprofit sector entities. The nightlife ecosystem is dependent not only on a business's patrons, staff, performers, and industry partners, but

also the regulatory, civic, and compliance agencies and departments within the District's government. Place management organizations such as business improvement districts and Main Street programs often have direct relationships with these establishments and provide guidance and support navigating community relationships and business assistance.



### The Role of the Mayor's Office of Nightlife and Culture

*MONC serves every type of nightlife stakeholder and works to facilitate collaborative relationships between nightlife establishments, residents, and the District government.*



Little Salon (Chris Maier)



Little Salon (Chris Maier)

**After normal operating hours, you can find a lot more than paintings and portraits at many art galleries in the District.**

After 5:00 pm, many independent galleries in DC transition into eclectic event spaces, hosting a diverse range of creative and professional gatherings. These spaces, which often blend creative exhibitions with food, music, and other programming, serve as a strong catalyst for partnerships between different businesses and performers in the local nightlife ecosystem. However, the flexibility and experimentation supported by these spaces can create regulatory and permitting challenges for gallery owners.



Art All Night (Victoria Pickering)



Art All Night (Victoria Pickering)

## Consumer Trends and E-Commerce Has Led to a Rise in Experiential Businesses, Particularly in Nightlife Industries.

Across the District, and the entire country, the nature of retail and small business is rapidly changing. The rise of e-commerce and changing consumer preferences have led to the decline of traditional merchandise retailers and indoor malls. However, the rise of e-commerce has not stopped people from going out to shop and socialize. On the contrary, consumers have increasingly directed discretionary spending towards more experience-based activities, such as dining and travel, that are more difficult, or impossible, to digitally replicate. Since 2009, spending on travel and eating and drinking away from home has had a compounded annual growth rate of 4.4%.<sup>(29)</sup>

This national shift towards more experiential industries, coupled with increasing competition, has resulted in the rise of more “hybrid” stores offering a wide range of goods and services throughout different times of day. These hybrid businesses typically blur the lines between traditional business classifications. Examples include bars that operate as coffee shops during the day, or art galleries that transition into private event spaces at night. In DC, many nightclubs have reflected this nationwide trend by offering daytime brunch service and events, to help supplement nighttime revenue. This increasing flexibility has helped businesses remain resilient through technological changes, shifting consumer preferences, and rising costs.

### The Blurred Line of Nightlife Industries

The line is blurring between a café and a bar, a bookstore and a restaurant, or a brunch spot and a nightclub. Innovative business owners are finding ways to capture spending from different types of customers at different times of the day and across different days of the week. This trend is redefining age-old industry definitions and breaking the barriers between what used to be distinct business categories. Correspondingly, a clear line cannot be drawn to categorize a “daytime” versus a “nighttime” industry. This study assesses restaurants, bars, nightclubs, and venues, but the nightlife economy is expected to be composed of an increasingly wide range of enterprises, as business owners continue to innovate.

Additional industries operate during nighttime hours and are interrelated to the nightlife economy.

### Taxi and Rideshare Drivers

DC's rideshare industry is highly active on weekend nights. Uber and Lyft usage in DC is highest during morning rush hours (6:00 am to 10:00 am), evening rush hours (4:00 pm to 7:00 pm), and weekend late night hours (9:00 pm to 3:00 am).<sup>(36)</sup>

### Hotels

In 2018, the District's 132 hotels drew 23.8 million visitors who spent a total of \$7.8 billion on lodging, entertainment, food and beverages, shopping, and transportation.<sup>(37)</sup>

### Hospitals

The District has three medical schools and 16 hospitals with a total of 742 beds, with operations running around the clock.<sup>(38)</sup>

### Building Support Services

Night shift workers including custodians, building maintenance, and security personnel maintain buildings during off-peak hours.

### Sports

Washington's professional sports teams bring millions of visitors, mostly at night, to DC stadiums and arenas. These venues total nearly 105,000 seats.<sup>(39)</sup>

### Artists and Performers

Professional artists and performers form a crucial piece of DC's nightlife. These professionals, including dancers, actors, comedians, and musicians, entertain patrons at theaters and other cultural venues throughout the District.

# DC's Nightlife

## Industry Conditions

The District's restaurants, bars, nightclubs, and performance venues each play a distinct role in making the city fun, interesting, and prosperous.





Image courtesy of the Washington, DC Economic Partnership.

# DC's Nightlife Businesses

The large and growing nightlife sector plays a unique role in the District's economy. There are 2,437 business establishments in the District that operate as a restaurant, bar, nightclub, or performance venue. Peak operations for nighttime industries occur after a majority of the daytime workforce is off work. This, of course, impacts the type of customers that are served and the type of jobs supported by nightlife industries.

Nightlife businesses provide a large share of dining, entertainment, recreational, arts, and cultural activity. In addition, nightlife businesses provide employment opportunities to those who are unable to work during the day or who need an additional source of income, employing many people on a part-time basis. This type of employment is increasingly important in today's economy, and provides the flexibility needed

by artists, musicians, and other creative workers.

Nightlife businesses, which operate primarily after dark, are particularly susceptible to issues pertaining to lighting and safety. Food service leads to issues with trash removal and rodents. Late hours lead to unequal access to city services such as the Metro. And young patrons, live music, and alcohol consumption are often associated with neighborhood conflict and negative stigma. Providing entertainment or serving alcohol brings heightened levels of licensing and oversight to the nightlife industry.

Despite these challenges, the District's nightlife industry is vibrant, creative, and has grown considerably in recent years. Nightlife establishments are a fundamental part of the city's overall economy.

## DC's Nightlife Industry

Type of Establishment	Total Establishments	Seating Capacity
Restaurant	1,990	122,683
Bar	369	56,710
Nightclub	37	10,396
Theater/Venue	41	158,432
<b>Combined</b>	<b>2,437</b>	<b>348,221</b>

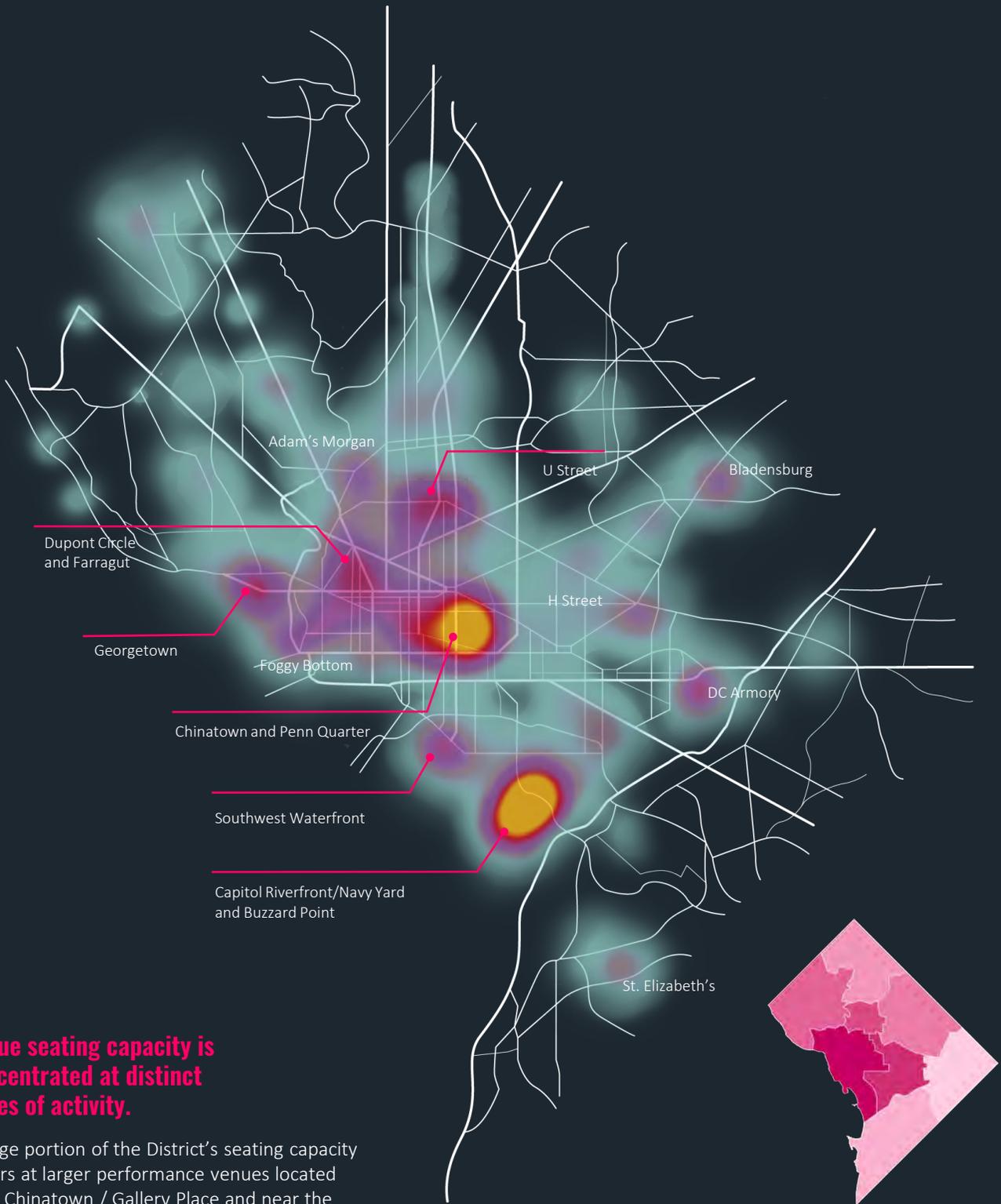
*Note: Restaurant capacity figure represents establishments with alcohol licenses only. Restaurants without alcohol licenses are excluded from the capacity figures. Performance venue seating capacity includes facilities with and without active alcohol licenses. Performance venue seating capacity figures include sports stadiums, which are not included in the economic impact assessment. When excluding sport arenas and stadiums, the District's performance venues have a combined 53,563 seats. Data Source: DC Alcoholic Beverage Regulation Administration, seating capacity (2020)*



**Nightlife businesses radiate from the center of the District.**

Nightlife businesses line the District's commercial thoroughfares and are concentrated towards the downtown area. Places further away from downtown, such as Wards 7 and 8 to the southeast, are particularly underserved by dining and nightlife businesses.

*Data Source: DC Alcoholic Beverage Regulation Administration, Active Licenses (2020); ESRI Business Locator Data (2020).*



### Venue seating capacity is concentrated at distinct nodes of activity.

A large portion of the District's seating capacity occurs at larger performance venues located near Chinatown / Gallery Place and near the Southwest Neighborhood.

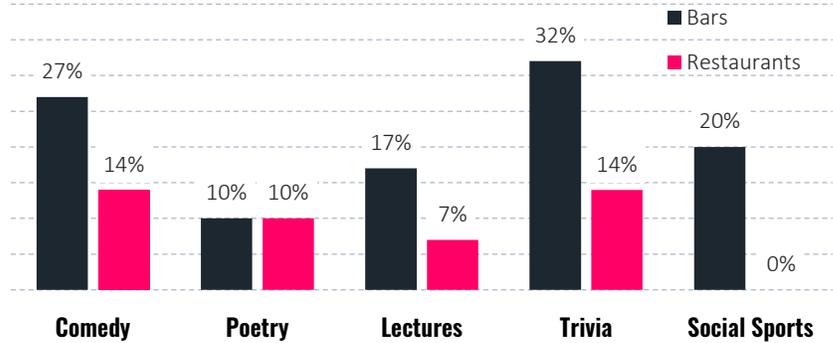
The largest concentration of nightlife activity occurs in Wards 1, 2, and 6.

**The District's nightlife industry brings diverse entertainment options, attracting patrons and customers to events, social functions, and unique offerings.**

One of the ways in which the District's nighttime-oriented businesses help attract a larger customer base is by providing a range of entertainment options appealing to differing interests and tastes. Over half of the city's bars provide live music or a DJ while nearly a third have a trivia night. Other common entertainment options among DC's bars include comedy shows, readings, and social sports.

Outdoor seating options, such as sidewalk cafes and summer gardens (including rooftop decks), are incorporated throughout the District's nightlife establishments. These are popular ways for restaurants and bars to attract customers during the warmer months.

**Types of Entertainment Options Offered in DC's Restaurants and Bars**



Source: Nightlife Establishment Surveys (2020)

**Types of Entertainment Facilities**

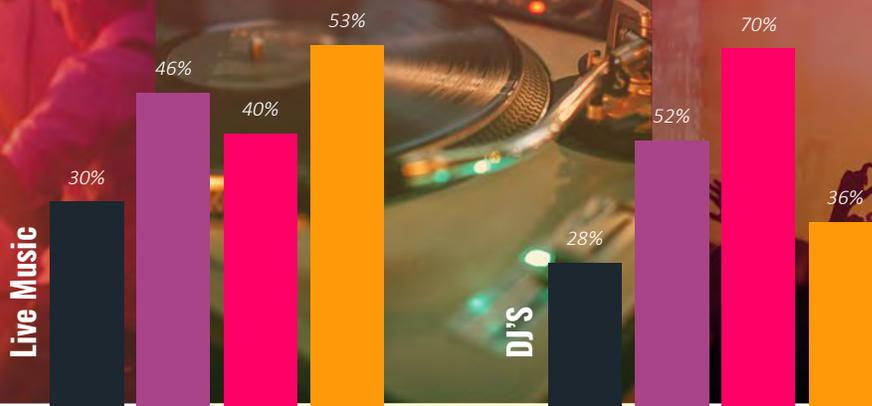
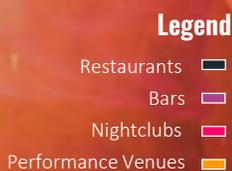
Type of Establishment	Serving Alcohol	Onsite Tastings	Dance Floor	Sidewalk Café	Summer Garden
Restaurant	872	7	77	399	192
Tavern	369	10	112	101	120
Nightclub	37	0	37*	4	10
Theater/Venue	41	0	1	2	9
<b>Combined</b>	<b>1,325</b>	<b>17</b>	<b>192</b>	<b>506</b>	<b>331</b>

\* Figure reflects the number of nightclubs that have dancing, not necessarily the number with dance floors. Source: Nightlife Establishment Licenses, Alcoholic Beverage Regulation Administration (2020).

**Snapshot: Live Music and DJs at Nightlife Establishments**

A significant portion of the District's nighttime-oriented businesses provide live music or DJs, making music a central part of the city's identity.

Source: Nightlife Establishment Surveys (2020).



# Nightlife Industry Operations

## Nighttime customers are key, but daytime revenue is needed, too.

The defining characteristic of nightlife industries is that most of their revenue is generated after 5:00 pm. However, many businesses require daytime customers – including on weekdays – to remain profitable. Many bars across the District act as coffee shops during the daytime and serve brunch on the weekends. Performance venues offer matinee performances, educational programs, and special events during the day. Nightclubs are the most heavily reliant on late night and weekend customers, yet a majority of DC's nightclubs offer day parties on Saturday and Sunday afternoons which can account for nearly a third of average weekly revenues.

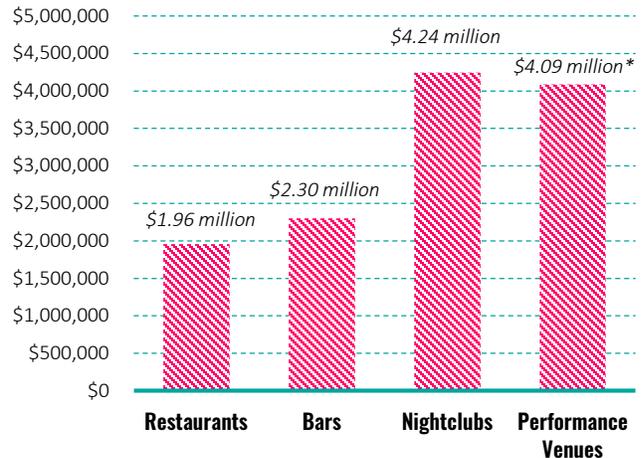
## Most nighttime-oriented businesses operate seven days a week.

Nightlife businesses are most frequently open nearer to the weekend on Thursdays through Sundays. All industries report that 87% or more of their businesses are open on these days. Clubs have the lowest percentage of open businesses on Mondays through Wednesdays, while over 70% of all businesses in all other industries remain open on these days.

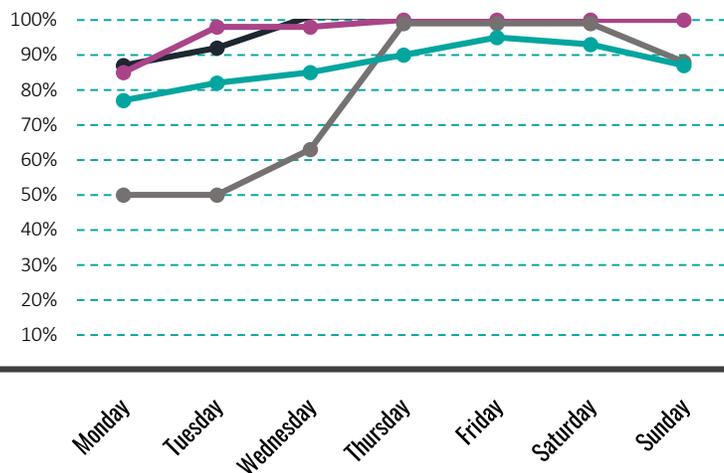
- Restaurants
- Bars
- Clubs
- Performance Venues

## Average revenue per establishment by nightlife industry type.

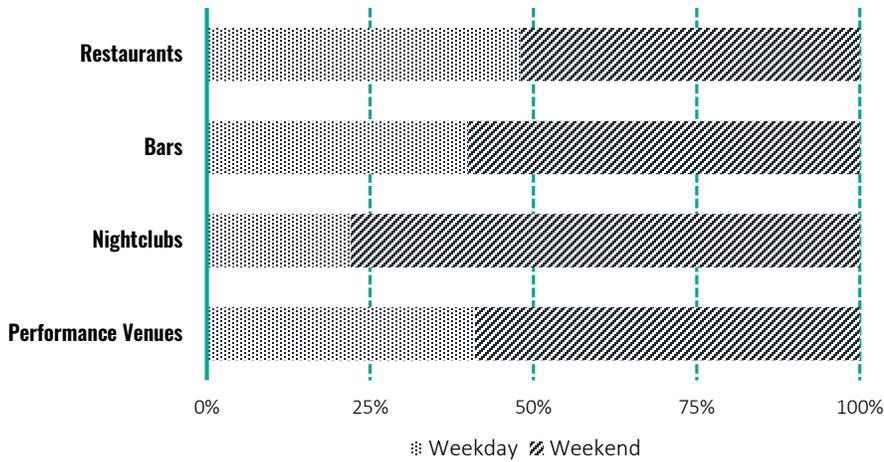
Nightlife establishment revenues vary considerably based on industry type. Nightclubs report the highest average revenue while the average restaurant grosses just under \$2 million per year.



Source: ESRI Business Summary Data Provided Through InfoGroup, IMPLAN  
 Note: Average performance venue revenue figures do not include concert halls; when accounting for concert halls venue revenues average \$11.4 million



Source: Nightlife Establishment Surveys (2020)



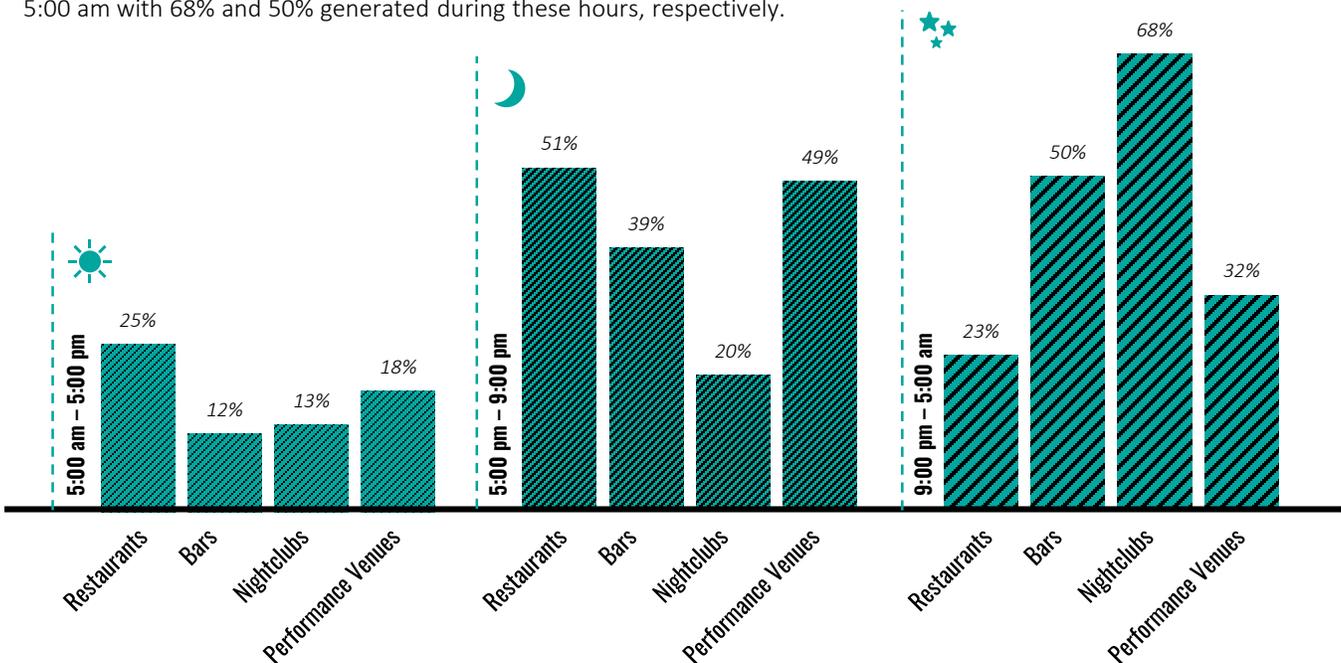
**A majority of nightlife industry revenues occur on weekends.**

All nightlife industries report that more than half of their revenue is generated on weekends. Nightclubs report a higher portion of revenue on weekends (78%) than any of the other three industry types. Restaurants capture more weekday revenue (48%) than the other nightlife industries.

Source: Nightlife Establishment Surveys (2020)

**All four nightlife industry sectors earn at least 75% of their revenue after 5:00 pm.**

Nightlife industries report that between 75% and 88% of their gross revenue is generated after 5:00 pm. Nightclubs and bars report the highest percentages of gross revenue earned between 9:00 pm and 5:00 am with 68% and 50% generated during these hours, respectively.



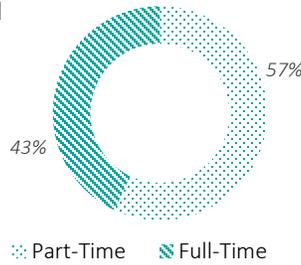
Source: Nightlife Establishment Surveys (2020)

# Nightlife Employment

## 57% of the nightlife industry workforce are part-time employees.

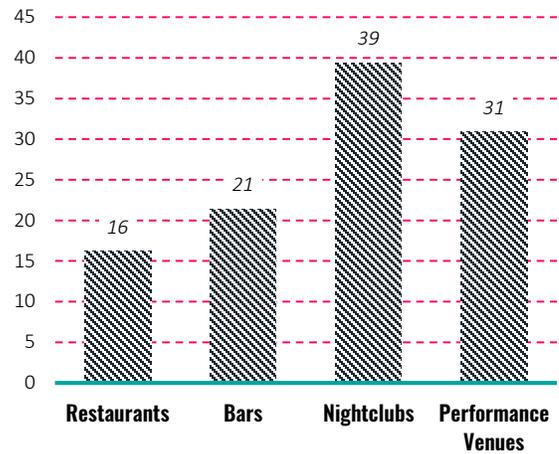
Many of these jobs are second jobs, and this employment is often underreported by data sources.

Source: Nightlife Surveys (2020)



## Nightlife employment varies by business type.

Employment per nightlife industry establishment ranges on average from 16 to nearly 40 employees (including part-time and full-time workers) with nightclubs and performance venues employing more workers per establishment on average.



Source: Nightlife Establishment Surveys (2020)

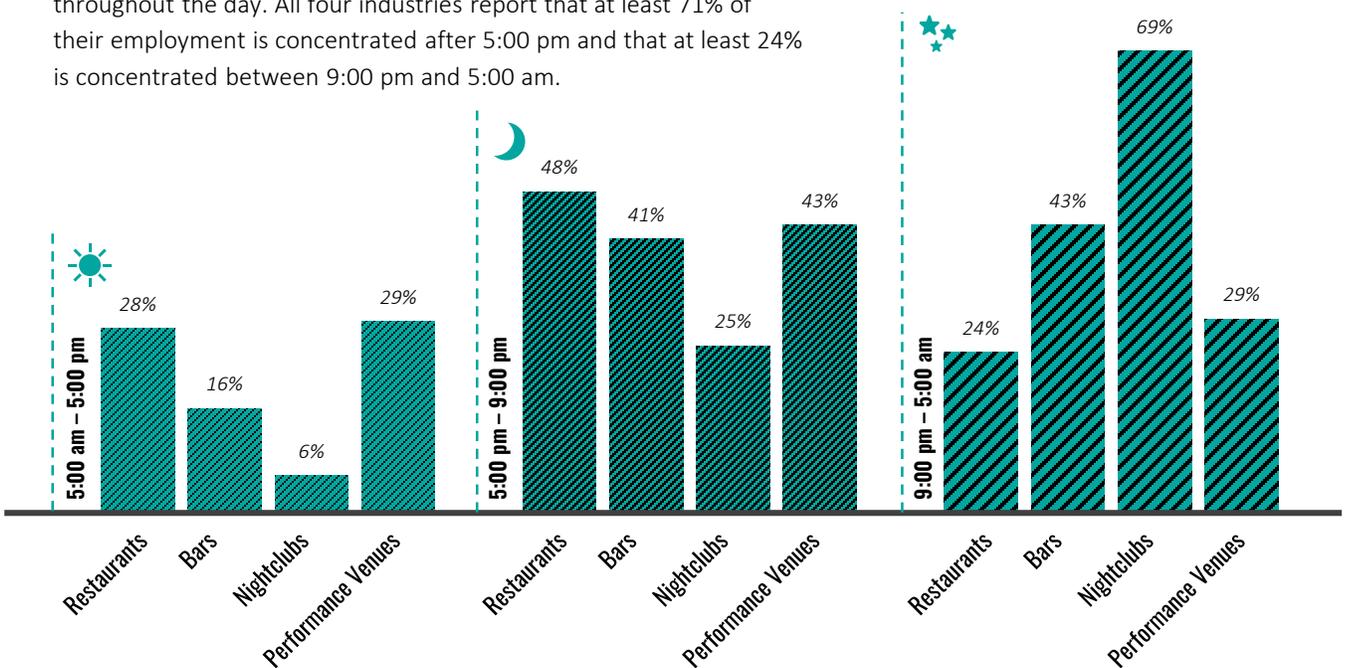
## 54.4% of the District's nightlife industry workers live outside of the District's limits.

This is consistent with the District's overall workforce—53.6% of whom commute in from outside of the city.

Source: JobsEQ (February 2020)

## Peak nightlife industry employment occurs after 5:00 pm.

Nightlife industry businesses experience varying employment throughout the day. All four industries report that at least 71% of their employment is concentrated after 5:00 pm and that at least 24% is concentrated between 9:00 pm and 5:00 am.



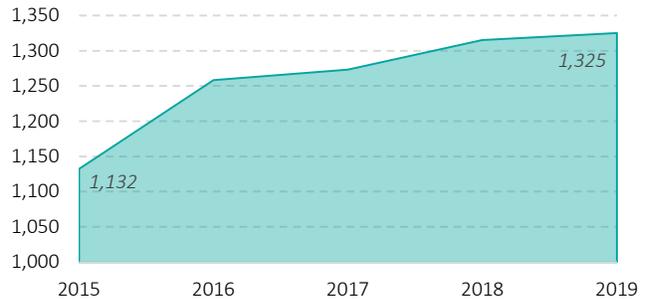
Source: Nightlife Establishment Surveys (2020)

# Changes in Operations

**The District has seen a boom in nightlife establishments over the last ten years, especially among restaurants and bars.**

There are signs the District's nightlife establishment scene may have reached saturation. Growth of new businesses leveled off in recent years. And the number of restaurants that ceased operations increased from 72 in 2018 to 125 in 2019.<sup>(40)</sup>

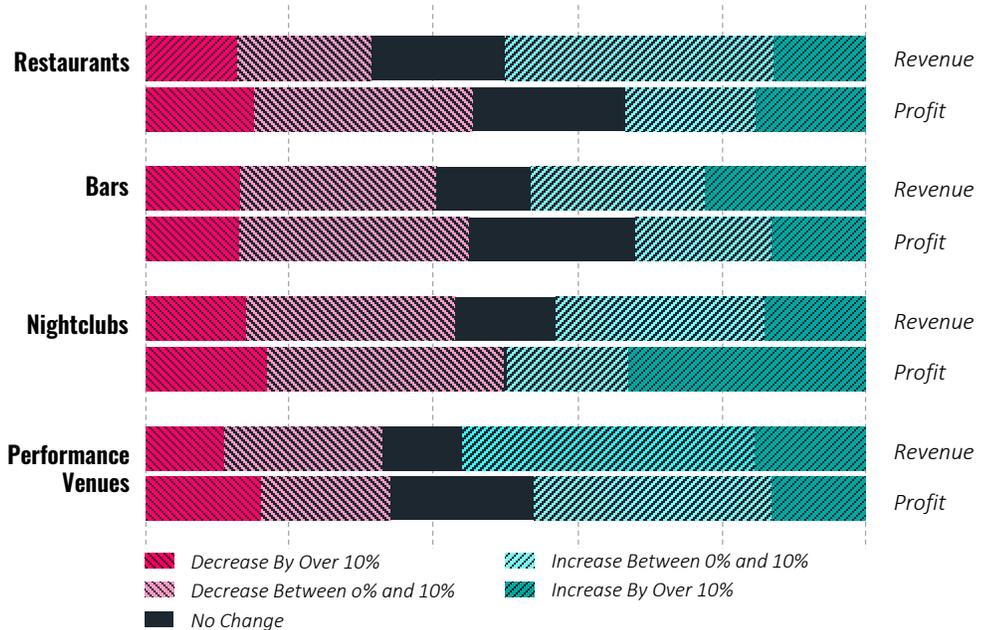
**Establishments with Active Alcohol Licenses**



Source: DC Alcoholic Beverage Regulation Administration

**Nightlife businesses report moderate increases in revenue and moderate decreases in profit over the last three years.**

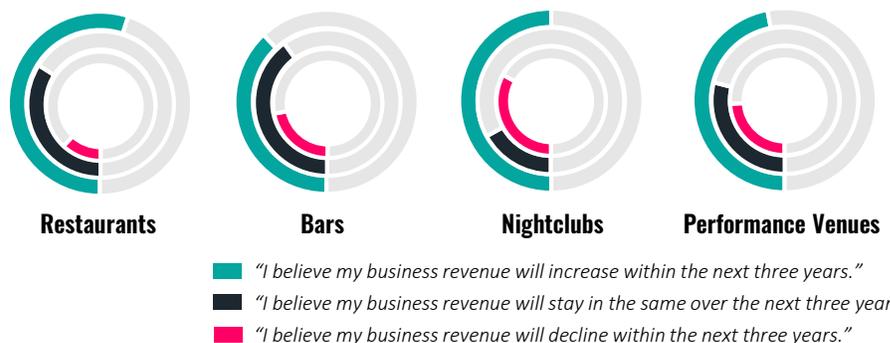
A majority of businesses reported that they saw increased or stable revenues over the last three years. While revenues were reported to be stable or increasing, businesses report simultaneously experiencing declining profits, on average. Operators expressed that these declining profit margins reflect increasing costs within a competitive marketplace with price-sensitive customers.



Source: Nightlife Establishment Surveys (2020)

**Operators are optimistic about future growth.**

Despite slim operating margins and increasing competition, nearly half of surveyed nightlife establishments anticipate their revenue will increase in the coming years and fewer than a quarter expect a decline.



Source: Nightlife Establishment Surveys (2020)

## Restaurant and Bars Snapshot

“DC's newfound status is the go-to spot for chefs and restaurateurs looking to expand into new territory. The dining revolution here has happened so quickly, and now's the moment we sit back and savor it. So to DC chefs, we'd like to say this: You rock. Keep killing it.”

- Zagat<sup>(41)</sup>

### Breakdown of Restaurants and Bars in the District

A total of 2,359 establishments are included in the District's restaurant and bar industry. Of this total industry, 84% of the establishments are restaurants (43% with an alcohol license and 56% without) and 16% of the industry are bar establishments.



Source: DC Alcoholic Beverage Regulation Administration, Active Restaurant and Tavern Licenses (2020); ESRI Business Locator Data for all Restaurants (2020)

### Most of the District's Restaurants and Bars Gross Between \$500,000 and \$5 Million Annually.

Nearly half of the restaurant and bar industry establishments in the District generate between \$500,000 and \$2 million in annual revenue. Approximately a third of the businesses generate between \$2 million and \$5 million annually.



Source: Nightlife Establishment Surveys (2020)

## 2,359

### Total Number of Restaurants and Bars

This figure includes all types of restaurants and bars.

## 53,603

### Estimated Industry Employment

This total industry employment includes 43,054 restaurant employees and 10,549 employees working at bars.

## \$4.7 Billion

### Estimated Industry Revenue

The average restaurant in the District generates approximately \$1.95 million in annual revenue while the average bar generates \$2.3 million.

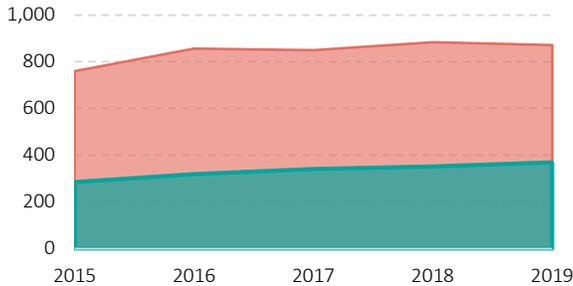
## 179,393

### Capacity of Establishments with Alcohol Licenses

Approximately 68% of this seating capacity is contributed by restaurants while 32% of the seating capacity comes from bars.

## The number of restaurants and bars has grown.

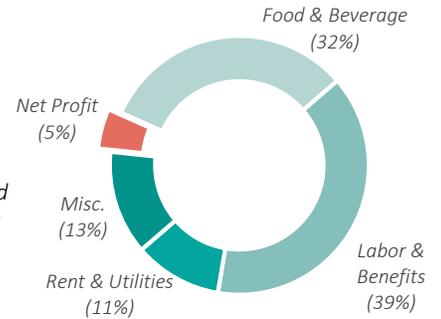
The District saw a net increase of 200 restaurants and bars with alcohol licenses between 2015 and 2019.



Source: DC Alcoholic Beverage Regulation Administration, Active Restaurant and Tavern Licenses (2015-2019)

## Profit margins of food and drinking places are slim.

Profit margins in the restaurant industry are typically around 5%. Increased expenses – from employment to food costs – can impact these narrow margins.



Source: Family Hospitality Group

## Advocacy and Support.

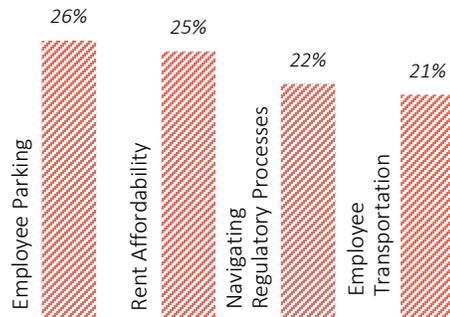
Restaurants and bars are served by the Restaurant Association of Metropolitan Washington (RAMW) and other local public and nonprofit organizations who work to promote and sustain growth and development of the industry while providing its members legislative and regulatory representation, marketing and small business support, and assistance with programming and events.

## Restaurants and bars are an important neighborhood amenity.

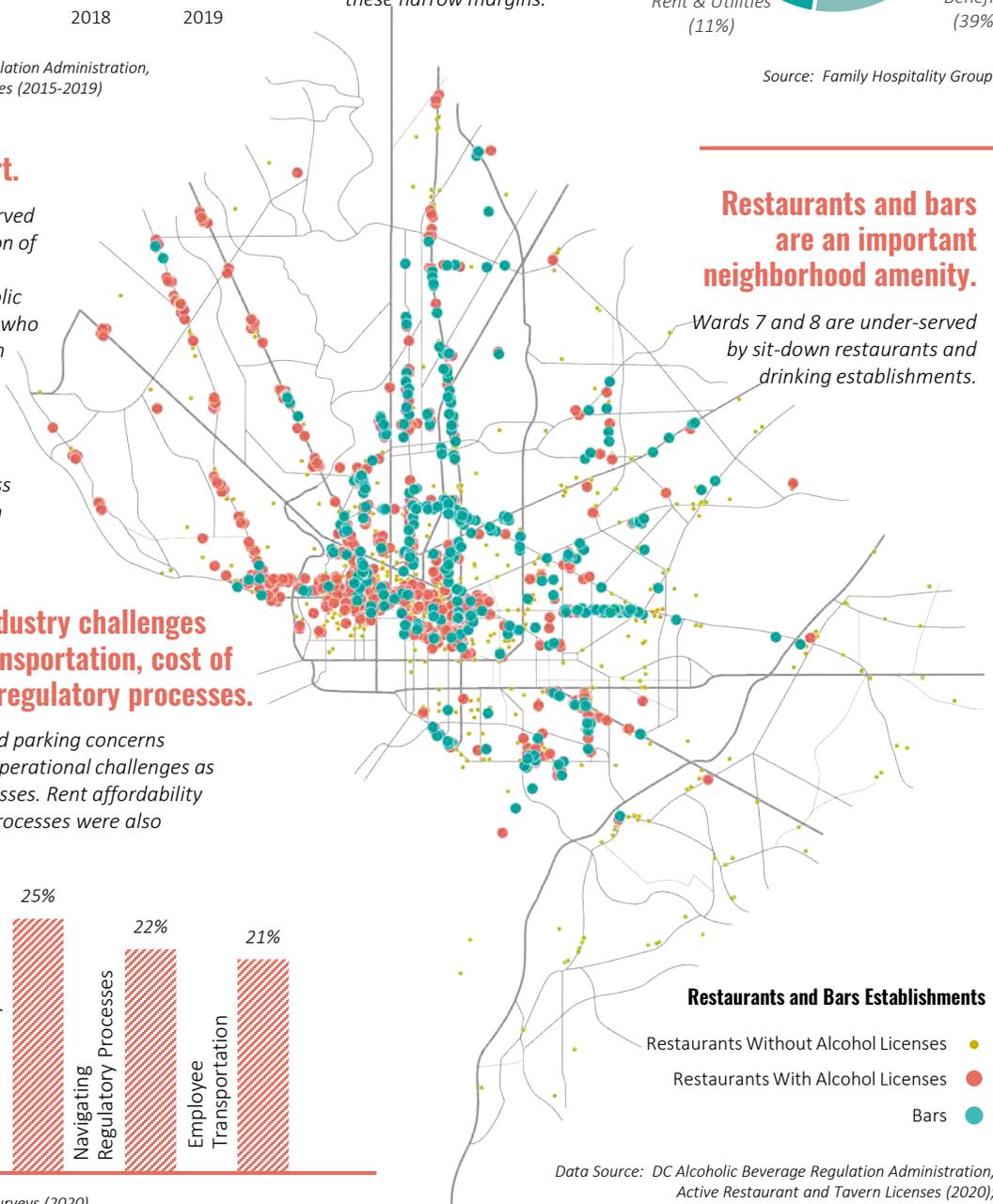
Wards 7 and 8 are under-served by sit-down restaurants and drinking establishments.

## The most common industry challenges include employee transportation, cost of rent, and navigating regulatory processes.

Employee transportation and parking concerns ranked among the highest operational challenges as reported by surveyed businesses. Rent affordability and navigating regulatory processes were also identified as key challenges.



Source: Nightlife Establishment Surveys (2020)



Data Source: DC Alcoholic Beverage Regulation Administration, Active Restaurant and Tavern Licenses (2020); ESRI Business Locator Data for all Restaurants (2020)

## Nightclub Industry Snapshot

“A club is as much a part of the community as any other business. We help drive values for commercial properties and economic growth.”

— Nightlife focus group participant

### Nightclub Revenue Throughout the Day

Nightclubs reported that nearly one-third of their revenue is generated before 9:00 pm. DC's popular Day Parties hosted at nightclubs bring large customer activity earlier in the day on Saturdays and Sundays.



Source: Nightlife Establishment Surveys (2020)

## 37

### Total Number of Nightclubs

This figure is based on the total number of active 'nightclub' licenses issued by ABRA.

## 1,457

### Estimated Industry Employment

The average nightclub in DC employs approximately 39 people.

## \$111.9 Million

### Estimated Annual Industry Revenue

The average DC nightclub generates approximately \$3 million in revenue annually.

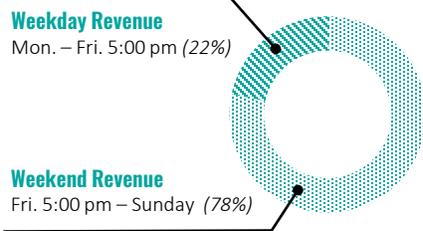
## 10,349

### Nightclub Capacity

The capacities of nightclubs in DC range from 75 to 1,000 persons, with an average capacity of 200 people.

### Nightclubs generate 75% of their revenue on weekends.

Almost a quarter of nightclub revenue is generated during weekdays.



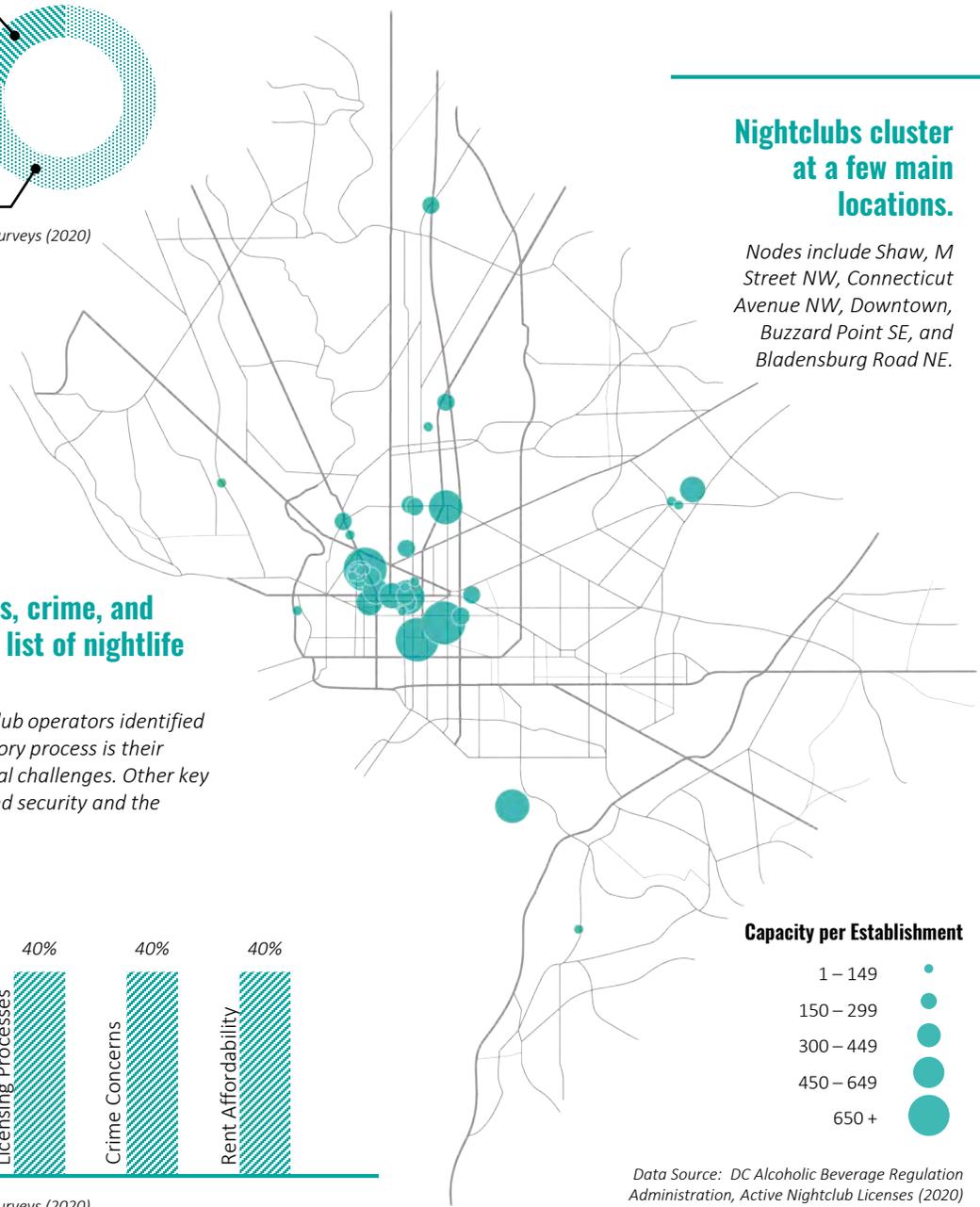
Source: Nightlife Establishment Surveys (2020)

“ DC’s nightlife is at a better place than before, and there’s lots of potential for growth. We have good support from the city. It’s all integrated together.”

– Nightlife focus group participant

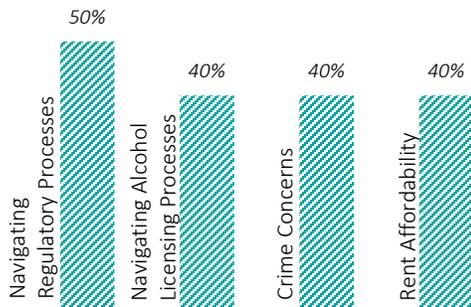
### Nightclubs cluster at a few main locations.

Nodes include Shaw, M Street NW, Connecticut Avenue NW, Downtown, Buzzard Point SE, and Bladensburg Road NE.



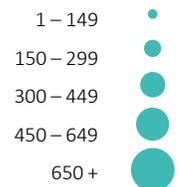
### Regulatory processes, crime, and cost of rent lead the list of nightlife industry challenges.

Half of the surveyed nightclub operators identified that navigating the regulatory process is their most substantial operational challenges. Other key challenges include crime and security and the affordability of rent.



Source: Nightlife Establishment Surveys (2020)

#### Capacity per Establishment

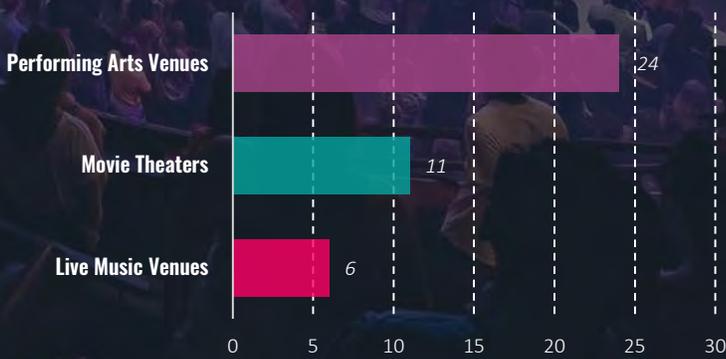


Data Source: DC Alcoholic Beverage Regulation Administration, Active Nightclub Licenses (2020)

## Theater and Performance Venue Snapshot

DC's theaters and performance venues house world-class entertainment for a wide range of audiences. The District's theater scene includes nationally acclaimed cultural establishments such as the Kennedy Center and Arena Stage and historically-significant mid-sized theaters such as the Howard Theater and Lincoln Theater. Live music venues also serve DC's diverse entertainment needs, featuring standing room only performances at DC's famed 9:30 Club as well as larger hip-hop and rock concerts at The Anthem at The Wharf.

### Performance Venues in the District



## 41

### Total Number of Performing Arts Venues and Theaters

Of the theaters and venues in the District, 58% are performing arts venues, 27% are movie theaters, and 15% are live music venues.

## 1,696

### Estimated Industry Employment

The average establishment in this industry has approximately 41 employees, including full-time and part-time workers.

## \$468.5 Million

### Estimated Annual Industry Revenue

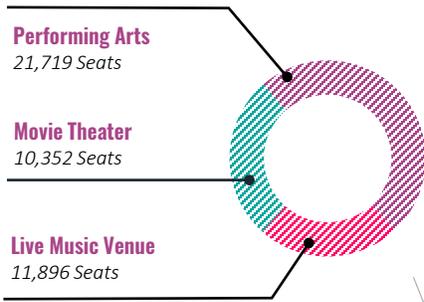
The average establishment in this industry generates approximately \$11.4 million in annual revenue.

## 43,967

### Theater and Performing Arts Venue Capacity

This capacity excludes all sports arenas and stadiums (which include a total capacity of 104,869 additional seats).

**Performing arts theaters, movie theaters, and live music venues each provide over 10,000 seats.**



Source: DC Alcoholic Beverage Regulation Administration active licenses (2020); individual venue data

“Per capita, the District’s theaters produce more plays annually than any other city in the country except for New York.”

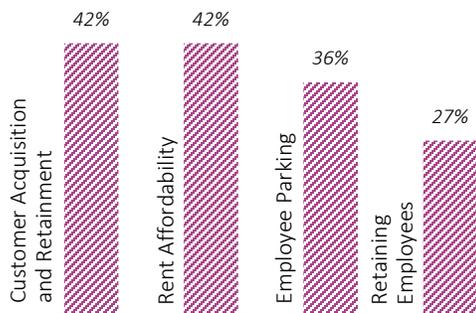
- Arts America<sup>(42)</sup>

**Performance venues can be found in nearly every ward.**

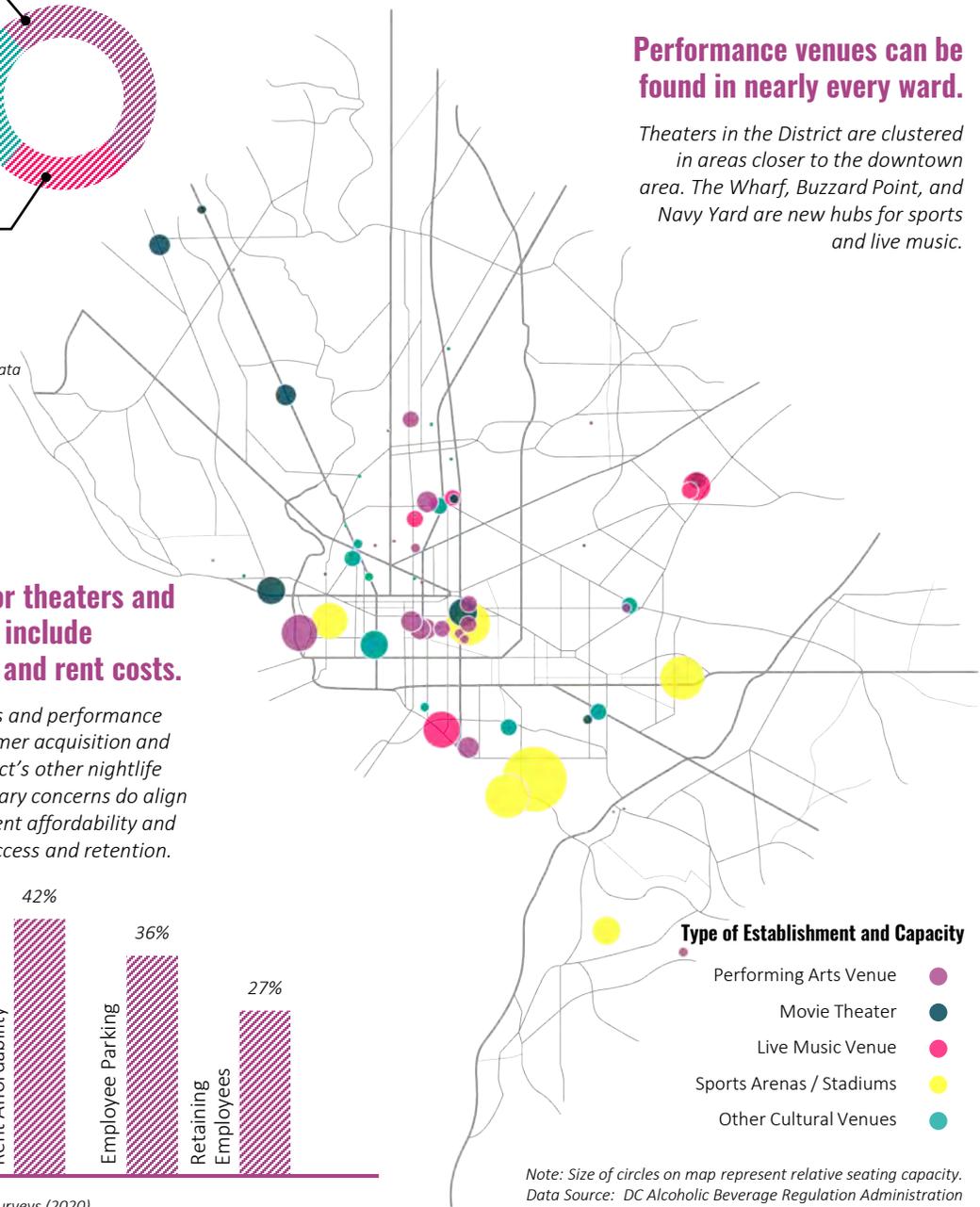
Theaters in the District are clustered in areas closer to the downtown area. The Wharf, Buzzard Point, and Navy Yard are new hubs for sports and live music.

**The leading issues for theaters and performance venues include customer attraction and rent costs.**

A higher portion of theaters and performance venues struggle with customer acquisition and retention than do the District’s other nightlife industries. Their other primary concerns do align with their nightlife peers: rent affordability and employee transportation access and retention.



Source: Nightlife Establishment Surveys (2020)



Note: Size of circles on map represent relative seating capacity. Data Source: DC Alcoholic Beverage Regulation Administration (2020) and Individual Establishment Data

# Nightlife City Snapshots

## How the District Compares

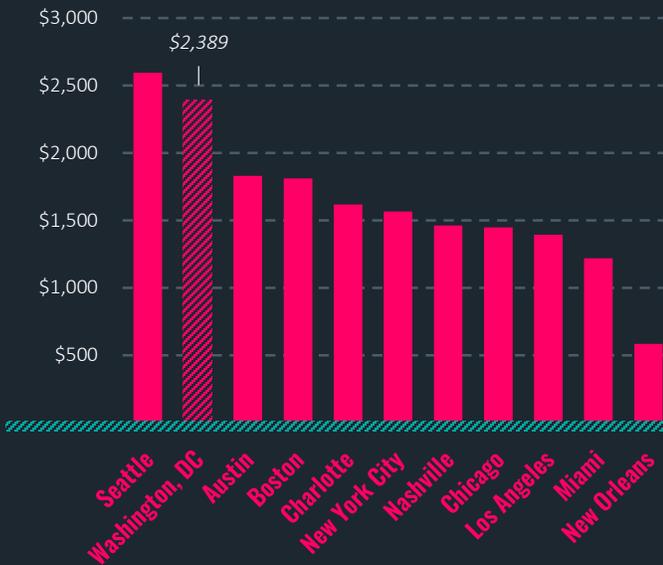
**The District has an international reputation for politics, nonprofits, law firms, and museums. But over the last ten to twenty years the influx in population and corresponding surge in dining and drinking establishments have changed the city's nightlife image and reality.**

Arts America ranks DC as a "top theater city" due to "Washington's vastly diverse, excellent, and thriving theater scene."<sup>(42)</sup> The District's diverse array of new restaurants, bars, breweries, and distilleries has garnered significant attention as well. Zagat rated the District as the #1 "most exciting food city in America" in 2016, and Bon Appetit awarded DC the "restaurant city of the year."<sup>(41)</sup>

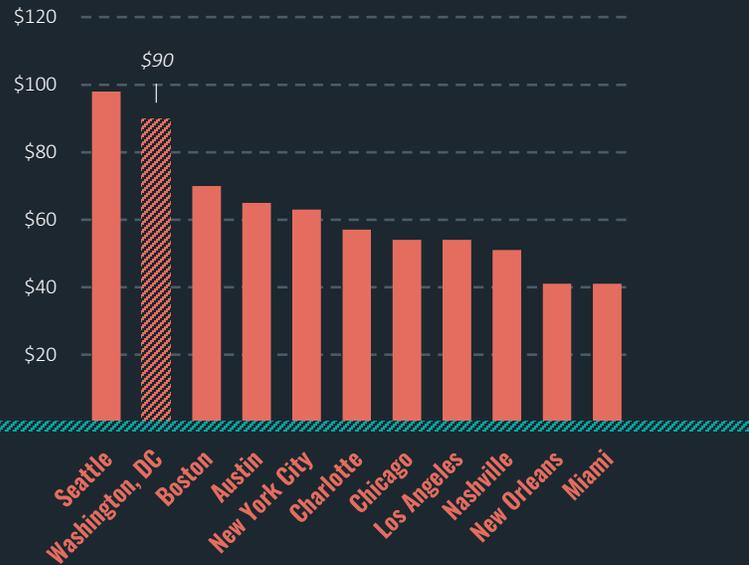
The District's dense population, influx of young professional households, and high average incomes helped bolster the nightlife economy's growth. The city now has one of the highest concentrations of restaurants, bars, and theaters in the country.



**Per Capita Spending on Food Away from Home**



**Per Capita Spending on Tickets to Theater, Operas, Concerts, and Movies**

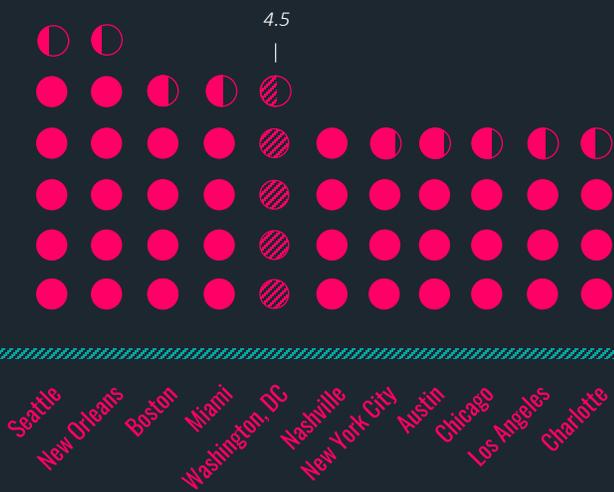


Source: ESRI Consumer Spending Forecasts derived from 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics

“Though Broadway bustles only four hours north, theatre lovers in Washington, DC know they have high-caliber productions and some of the nation’s greatest artists in their own backyard. DC has served as the breeding ground for impactful new works on their way to Broadway.”

- Playbill

### Number of Eating and Drinking Establishments per Population 18+ (000)



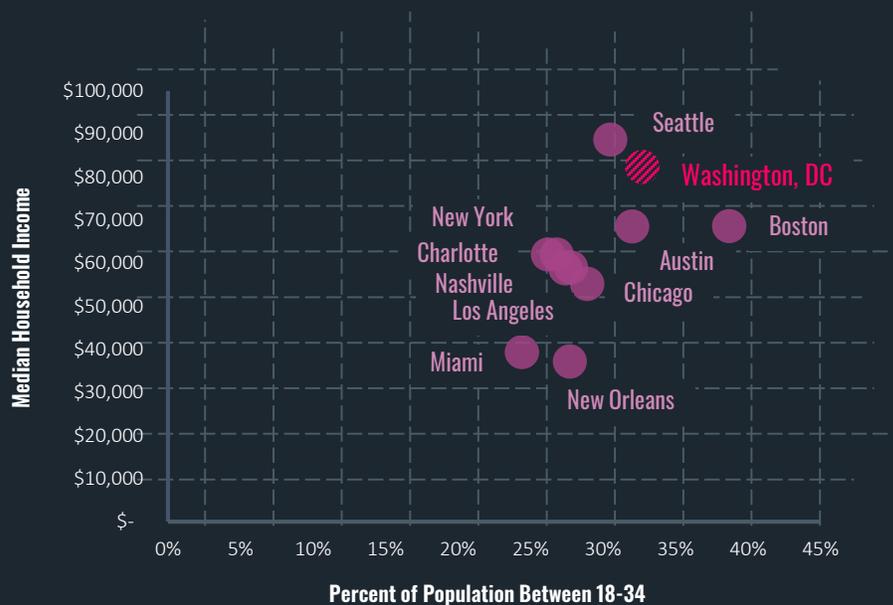
### Number of Arts Establishments per Population 18+ (000)



Source: Infogroup, Inc.; US Census Bureau

### The District has a diverse population, a high concentration of young professionals, and large household incomes.

Coupled with the high levels of outside visitors, the District has the ideal conditions to support a thriving nightlife industry.



Source: US Census Bureau, ESRI

# DC's Nightlife

## Economic Impact

The 2,437 business establishments in the District operating as restaurants, bars, nightclubs, and performance venues play a large and unique role in the District's economy. Nightlife establishments provide employment opportunities for those looking for an income source during off-peak work hours.

Approximately 57% of employment in the nightlife industry is comprised of part-time jobs, a source of flexible employment that is increasingly important in today's economy. There are 64,980 jobs in the nightlife industry, generating nearly \$3.1 billion in wages.

In all, the District's nightlife establishments contribute \$7.1 billion to its economy and generate \$562 million in annual city tax revenue.

# TOTAL NIGHTLIFE INDUSTRY

## 65,000 JOBS

7.1% of the District's Employment,  
including the nightlife economy's  
direct, indirect, and induced jobs

## 2,437

### TOTAL NIGHTLIFE BUSINESSES

6.7% of the District's Businesses,  
including all restaurants, bars,  
nightclubs, and performance venues

## \$7.1 BILLION ANNUAL REVENUE

3.7% of the District's Economic Output,  
including the nightlife economy's  
direct, indirect, and induced sales revenue

## \$562 MILLION TOTAL FISCAL IMPACT

6.0% of the District's General Fund Tax Revenues  
stemming from direct nightlife  
industry operations

# How Nightlife Spending Impacts the DC Economy



## Nightlife Operations

### Direct Impact

When a patron spends money at a nightlife establishment, this revenue directly supports business operations, the wages of its employees, and generates city tax revenues.

## Business to Business Expenses

### Indirect Impact

Dollars spent at a nightlife establishment not only impacts the business where the transaction takes place, but also impacts additional industries that rely on purchases made by nightlife establishments.



## Spending of Wages

### Induced Impact

Household spending of income earned by nightlife industry workers supports additional business activity and job creation.

# Economic Impact of the District's Nightlife Industry

The District's nightlife industry contributes \$7.1 billion annually in additional revenue in the District.

The economic impact of DC's nightlife industries accounts for 3.7% of the District's economic output. The nightlife economy includes 2,437 businesses and approximately 65,000 jobs, \$3.2 billion in annual labor income, and \$7.1 billion in annual revenue. This impact extends beyond the four nightlife industry sectors by generating sales and employment in a wide range of local industries that support nightlife businesses and benefit from the increased household

spending supported by nightlife workforce wages. While these figures speak exclusively to the impact of the nightlife industry within the District's boundaries, nightlife activity generates economic impact throughout the metropolitan area and beyond. Additionally, the ability of the District's nightlife businesses to attract visitors and new residents has an additional impact to the long-term local economy, though "influence" impact is not assessed in this study.



**2,437**

**Nightlife Establishments**

These establishments account for 6.7% of the total businesses in the District. The sales, wages, and business-to-business transactions of these establishments contribute \$7.1 billion in annual revenue to the District's economy.



**64,980**

**Nightlife-Supported Jobs**

The nightlife industry supports 64,980 jobs, 7.1% of the District's total, generating approximately \$3.2 billion in annual labor income.

## Total Economic Impact of DC's Nightlife Industry

Impact	Employment	Labor Income	Total Sales
Direct	57,250	\$2,393,832,006	\$5,365,962,748
Indirect	5,162	\$557,604,727	\$1,222,580,249
Induced	2,568	\$209,268,759	\$479,864,592
<b>Total</b>	<b>64,980</b>	<b>\$3,160,705,492</b>	<b>\$7,068,407,589</b>

*Note: The "Total Sales" column reflects "Industry Output," which is the value of production by the nightlife industry in a calendar year. Specifically, this figure describes annual revenues plus net inventory change. Source: IMPLAN based on Nightlife Industry Data, ESRI*

## Economic Impact by Industry Type

### Eating and drinking establishments have the largest economic impact of the District's nighttime-oriented businesses.

The District's restaurants and bars generate over \$4.7 billion in combined annual revenue, directly supporting nearly 54,000 full-time and part-time

jobs. While performance venues, galleries, and clubs only comprise a cumulative 3% of nightlife establishments, they generate 12% of total spending. In total, nearly \$2.4 million of wages and \$5.4 million of annual revenue are generated directly by nightlife establishments.

#### Direct Economic Impact by Industry Type

Industry Type	Establishments	Annual Revenue	Employment*	Labor Income
Restaurants	1,990	\$3,891,330,260	43,054	\$1,684,554,463
Bars	369	\$849,079,964	10,549	\$421,040,527
Performance Venues	41	\$468,518,207	1,696	\$210,367,070
Clubs	37	\$157,034,317	1,951	\$77,869,947
	<b>2,437</b>	<b>\$5,365,962,748</b>	<b>57,250</b>	<b>\$2,393,832,006</b>

\* Employment figures include both full-time and part-time jobs. These employment figures are likely undercounted, as part-time and temporary work is often difficult to track and is frequently not officially reported by employers or employees.

Source: IMPLAN based on Nightlife Industry Data

### Total Employment Impact by Industry

The nightlife industry supports over 55,000 jobs in the food and beverage industry, accounting for 86% of the total jobs supported by nightlife activity in the District. 58% of these food and beverage jobs are at full-service restaurants. Outside of the food and beverage industry, the industries that see the highest employment impact from the nightlife economy include real estate, accounting, building services, motion picture and video, management, and accounting and payroll services.

Industry	Employment Impact
Full-service restaurants	32,502
All other food and drinking places	15,061
Limited-service restaurants	8,031
Performing arts and sports promoters and agents	1,263
Other real estate	1,177
Management of companies and enterprises	566
Services to buildings	409
Independent artists, writers, and performers	367
Employment services	366
Motion picture and video industries	309
Accounting, bookkeeping, and payroll services	256

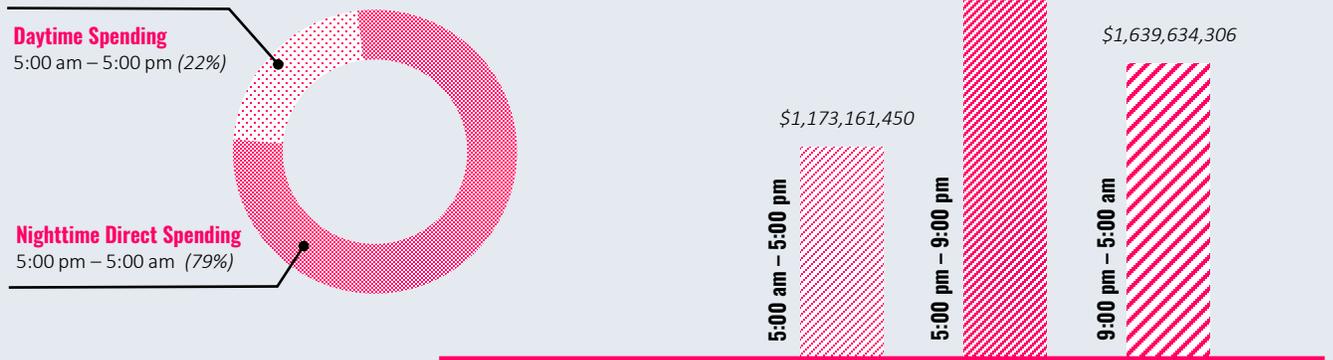
Note: Employment figures reflect direct, indirect, and induced impact within the District.

Source: IMPLAN based on Nightlife Industry Data

## Direct Spending by Time of Day

Nearly half of all spending at nightlife establishments occurs between 5:00 pm and 9:00 pm. This largely reflects high rates of customer traffic during dinner service at restaurants, as well as happy hours and post-dinner crowds at bars and clubs.

Notably, nightlife establishments make more than 20% of their revenue before 5:00 pm, on average. This revenue is largely comprised of brunch and lunch service at restaurants, as well as weekend events at bars, clubs, and performance venues.



Source: IMPLAN based on Nightlife Industry Data.

“I am proud to have established the Office of Nightlife and Culture and am thrilled of all the work this office has done. This office is critical to coordinating efforts between our nightlife establishments and the District government and to ensuring that all residents and tourists can enjoy our vibrant after-hours economy safely.” -- Councilmember Brandon Todd



Image courtesy of the Executive Office of Mayor Muriel Bowser



Image courtesy of the Washington, DC Economic Partnership.

# Economic Impact on Non-Nightlife Industries

Image courtesy of the Washington, DC Economic Partnership.

The District's nightlife businesses contribute over \$1.7 billion in additional annual revenue to industries outside the nightlife industry.

The economic impact of the District's nightlife extends far beyond the businesses directly involved in the eating, drinking, and entertainment industries. An assortment of other local industries rely on goods and services purchased by nightlife establishments, as well as revenue supported by the household spending capacity of employees within the nightlife economy. Several industries, including wholesale grocers, sound recording studios, and independent artists, writers, and performers, gain at least 7% of their annual revenue from activity supported by the nightlife industry.

The real estate industry sees the largest additional annual revenue attributable to nightlife industries, totaling over \$404 million per year. This revenue is largely comprised of the commercial rents paid by nightlife establishments. The nightlife economy also contributes over \$50 million in annual revenue to industries that support the operations and marketing of nightlife establishments, including management services, accounting and payroll services, advertising and public relations services, electric power transmission and distribution, and employment services.

## Industries with Highest Share of Revenue Attributable to Nightlife Establishments

Industry	% of Total Revenue	Additional Annual Revenue
Management of companies / enterprises	17%	\$180,714,237
Equipment repair / maintenance	8%	\$2,346,781
Wholesale grocery	8%	\$8,757,628
Electric power generation / distribution	7%	\$82,561,782
Warehousing and storage	7%	\$1,096,698
Independent artists, writers, performers	7%	\$7,912,576
Lessors of nonfinancial intangible assets	7%	\$4,015,562
Sound recording industries	7%	\$3,199,980
Wholesale (other nondurable goods)	7%	\$17,940,758
Building materials and garden supplies	6%	\$8,566,819
<b>Total Indirect &amp; Induced Economic Impact</b>	--	<b>\$1,702,444,841</b>

## Industries with Highest Annual Revenue Attributable to Nightlife Establishments

Industry	Additional Annual Revenue	% of Total Revenue
Non-owner/non-tenant occupied real estate	\$331,433,258	5%
Management of companies and enterprises	\$180,714,237	17%
Electric power transmission and distribution	\$78,500,217	7%
Owner-occupied dwellings	\$73,032,366	1%
Employment services	\$58,395,152	3%
Advertising, public relations, related services	\$51,021,701	2%
Accounting, bookkeeping, payroll services	\$50,965,592	5%
Hospitals	\$46,739,155	1%
Legal services	\$42,658,774	0.3%
Internet publishing and web search portals	\$39,568,120	2%
<b>Total Indirect &amp; Induced Economic Impact</b>	<b>\$1,702,444,841</b>	--

Note: Nightlife industries impact hundreds of additional industries within the District. Figures above represent industries outside of restaurants, bars, nightclubs, and performance venues that are most impacted by nightlife activity.

Source: IMPLAN based on Nightlife Industry Data

# Fiscal Impact

The District's nightlife industry directly generates approximately \$562 million annually in tax revenue, accounting for 6.0% of the District's annual tax revenue.

The nightlife industry is a strong tax revenue generator for the District, as most nightlife sales are subject to the restaurant sales tax rate of 10% instead of the retail tax rate of 5.75%. In total, sales taxes account for 82% of the total fiscal impact of the District's nightlife. The remaining 18% of tax revenue is comprised of

taxes on income, corporate profit, production and import, and motor vehicle licenses paid by nightlife establishments. The total tax revenue generated by the nightlife industry equates to \$1,789 in annual local taxes per DC household.

## Fiscal Impact of the DC Nightlife Industry

Nightlife Direct Fiscal Impact	\$562,304,518 Annually
Percent of The District's Total Tax Revenue	6.03% Share

### Detail: Direct Fiscal Impact of the District's Nightlife Industry

Tax	Tax Revenue	% of Fiscal Impact
Sales Tax	\$463,244,190	82.4%
Personal Income Tax	\$20,527,799	3.7%
Corporate Profits Tax	\$10,548,000	1.9%
Miscellaneous Taxes & Fees	\$67,984,529	12.1%
<b>Total</b>	<b>\$562,304,518</b>	<b>100%</b>

*Note: The chart above only reflects the direct fiscal impact of revenue at nightlife establishments and does not include indirect and induced fiscal impact figures. Miscellaneous taxes and fees include commercial motor vehicle licenses, personal motor vehicle licenses, severances taxes, special assessments, and other local taxes on production and imports. Analysis does not include personal property or commercial property taxes. IMPLAN estimates that the nightlife industry generates \$233 million of additional property taxes (personal and commercial). If property taxes are included, the direct fiscal impact of the DC nightlife rises to \$796,128,779. Estimated sales tax revenue based on IMPLAN estimate of performance venues' sales tax revenue collected at performance venues and the collected restaurant sales tax revenue from the DC Office of Tax Revenue (2019).*

*Source: DC Office of Tax and Revenue, IMPLAN, based on Nightlife Industry Data. Analysis uses FY2020 tax revenue and total household figures from the Government of the District of Columbia's FY 2020 Approved Budget and Financial Plan. Analysis uses DC FY2020 Budget estimate of 314,400 total DC households.*



# Industry Needs And Challenges



## Needs and Challenges of the District's Nightlife Industry

As the District's nightlife economy surges with growth, businesses face increasing competition, rising expenses, a limited employment pool, regulatory hurdles, and new clusters of nightlife outside of the District.

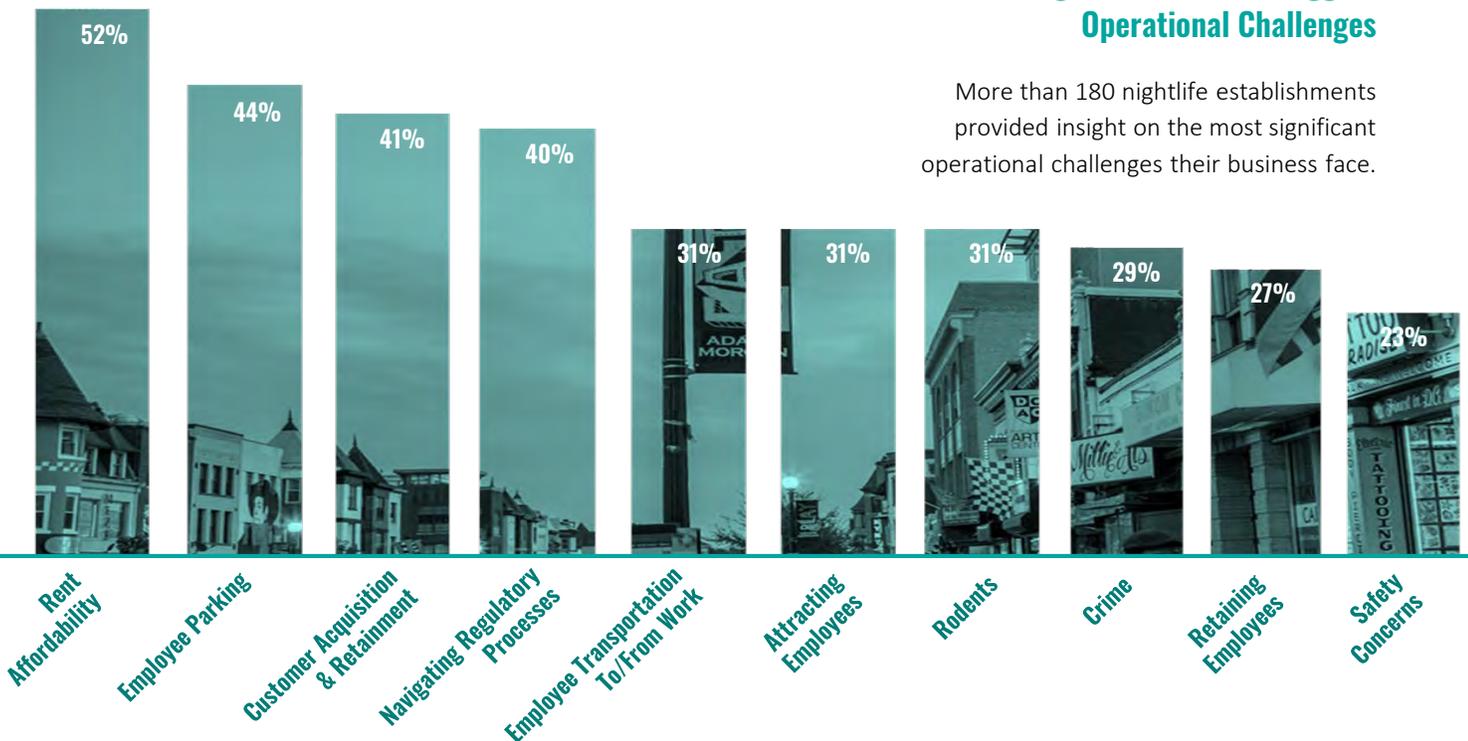
Based on industry survey feedback and focus group discussions, key issues facing the District's nightlife businesses include the following categories:

- Rising costs and diminishing profits
- Attracting and retaining employees
- Access for employees and customers
- Regulatory costs and timeframe
- Community approvals
- Safety, security, and cleanliness

These key concepts are interrelated, each impacting the others in different or overlapping ways. As the hours get deeper into the night, transportation access, employment, and safety become more pressing concerns in the nightlife industry.

### Nightlife Industry's Biggest Operational Challenges

More than 180 nightlife establishments provided insight on the most significant operational challenges their business face.



Source: Nightlife Industry Survey (2020)

**Rising Costs and Slim Margins**

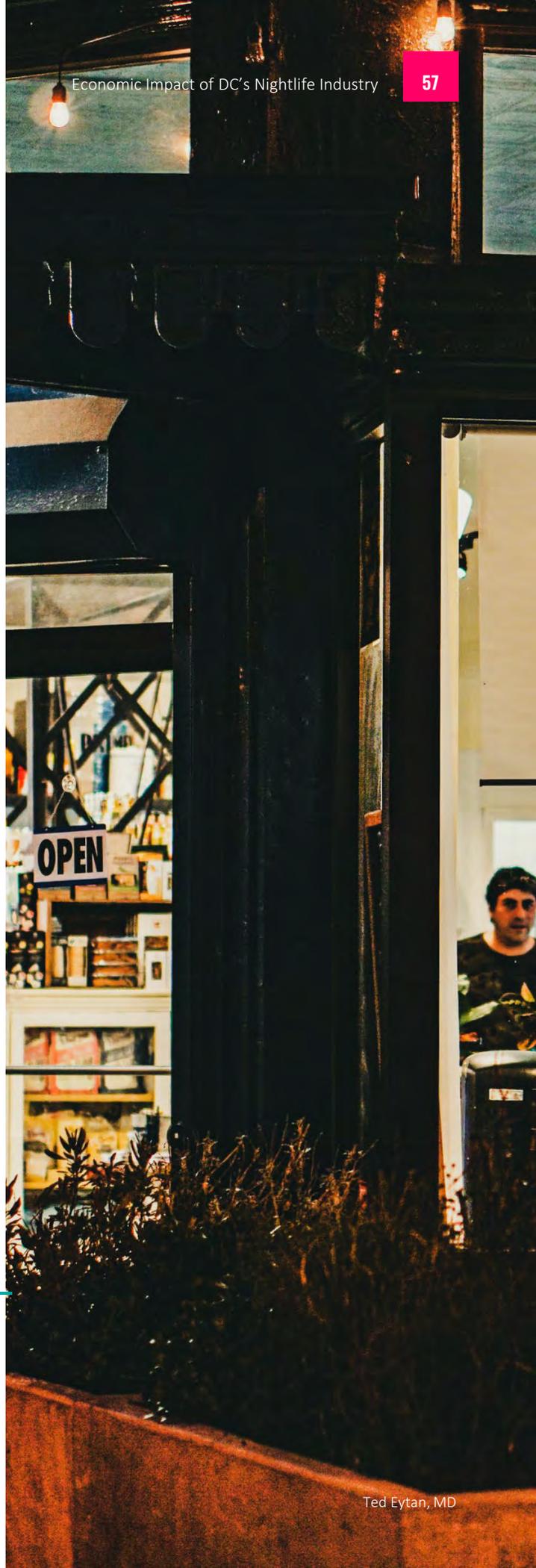
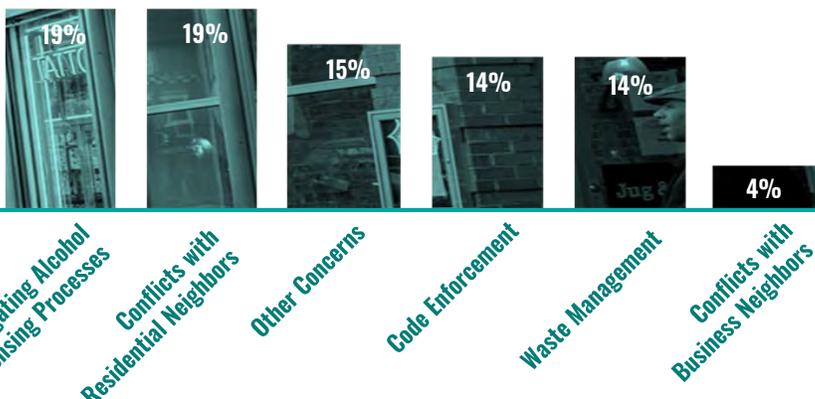
“It’s about the costs. Labor and rent are the two biggest ones. And we can’t keep charging the customer more.”

– District Restaurant Owner

One of the greatest challenges facing nightlife businesses is escalating costs. The largest factor cited is commercial lease rates. Rents in the District are notoriously high and continue to increase. In addition, a 30% increase in the minimum wage from \$11.50 in 2016 to \$15.00 starting in July 2020 has been particularly impactful on nightlife businesses, which employ a large portion of minimum wage workers. Supplies, maintenance, and build-out costs have increased as well.

There are some other cost burdens specific to nightlife businesses. Businesses can spend thousands of dollars on legal fees while navigating the alcohol license permitting process and resident protest process. Nightclubs often hire reimbursable detail officers (RDOs) to provide enhanced security, a cost that is heavily subsidized by the District. However, these off-duty MPD officers are not allowed to provide security within establishments and can be called away at any time to respond to emergencies.

Prices have not risen at a commensurate rate. The surge of new restaurants and bars have created a highly competitive market. And an influx in fast casual establishments and bar concepts with food pickup windows instead of servers set expectations for low prices. The result is razor thin margins, and many nightlife businesses are struggling to see a profit. The influx of new restaurants has started to level off and the number of business closures grown.



### Attracting and Retaining Employees

“Having a hard time keeping good employees is a reflection of how well the city is doing. There are other good [job] opportunities.”

– District Theater Operator

A common challenge for all nightlife businesses is attracting and retaining employees. The District has a competitive labor market, low unemployment rate, and a growing number of businesses looking for night shift workers. It's an equation that allows workers to be selective and transient. One of the largest factors informing their job selection is transportation. Even though wages are higher in the District than in Virginia or Maryland, this competitive advantage is outweighed by how much it costs workers to commute into and within the city. As a result, the District is losing employees to the suburbs, especially as a lack of affordable housing has pushed many lower-wage workers out of the city.

### Transportation Access

“The Metro is the single biggest factor to labor, especially nightlife labor. If transportation was better, in theory people would come to DC to work because we pay better. But we can't attract workers because of Metro's limited hours and parking difficulties.”

– DC Restaurant Owner

Many nightlife businesses find transportation access to be the most critical issue they face. Affordable parking is unavailable for many nighttime workers and most cannot afford to commute via taxi or rideshare. Businesses participating in the survey and focus groups overwhelmingly reported that business suffered as a result of Metro's reduced hours. In addition to reducing the available workforce, many businesses experienced a drop in customers—especially towards the end of the night after Metro closes. Four in five businesses believe that extending the Metro's hours – especially after closing time – would benefit their businesses.



### Snapshot: Extending Metro's hours would help nighttime businesses.

54.4% of DC's nightlife workers live outside of DC and commute into the city. This is only a slightly higher rate than DC's full workforce (53.6% commute into the city), but there is one large difference: Metro is the predominant mode of commuting during daytime rush hour but is not available at the end of a nighttime worker's shift. Service ends at 11:30 pm Monday through Thursday, at 1:00 am on Friday and Saturday, and at 11:00 pm on Sundays, with the last train leaving their terminals about a half hour prior. Metro operations are expensive, and importantly, the reduced hours help provide system repair and preventative maintenance. However, the fact remains that nighttime workers do not have equal transit access as daytime workers.

“Since Metro cut its hours you can see a drastic change. It used to be the last two hours of the night were the busiest hours. Since reducing the hours, now people leave earlier. It's made us less of a nightlife city.”

– District Bar Owner

### Regulatory Costs and Timeframe

"It comes down to where it is easier to do business. We need to help the businesses succeed."

-- District Nightclub Owner

Navigating regulatory processes is a common challenge for nightlife-oriented businesses in many cities. Forty percent of businesses surveyed said complying with the licensing, permitting, reporting, and inspections processes in the District is a significant concern. Many find these processes to be time-consuming, lengthy, confusing, and lacking a consistent timeframe. Owners frequently struggle to adhere to requirements, and penalties and fees stack up quickly even for well-intentioned operators. Many businesses pay extra to expedite the permit process or hire legal or regulatory experts. A number of stakeholders noted that these additional costs create a system that favors chains and business operators with more capacity and larger startup budgets over small and independent businesses.

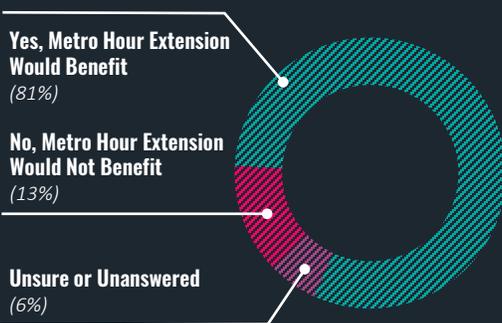
### Community Approvals

"Every time we apply for a license we get protested. We have to use lawyers to navigate this process and they make you close an hour earlier on weekends. We still have to pay the same taxes and pay the same rent, but you're making us get less revenue than others. We can't remain in operation."

-- District Nightclub Owner

The District has an uncommon form of hyper-local community representation in Advisory Neighborhood Commissions (ANCs) that play a role in alcohol license protests and other business approvals processes. ANCs, civic groups, and groups of five or more residents frequently protest alcohol licenses before they are issued and use "settlement agreements" to negotiate community approval with business owners in exchange for restrictions ranging from hours of operation, on-premise entertainment, trash removal, outdoor seating, and more. Many nighttime-oriented businesses feel compelled to make concessions that are not demanded of daytime businesses. These adjustments may undermine an establishment's business plan or reduce revenue streams and cut into already-narrow margins. Survey and focus group participants find that the settlement agreement process creates an adversarial relationship between businesses and community residents. Importantly, there is no evidence that these limitations promote compliance or support responsible business practices. In fact, they may do the opposite by forcing businesses into a defensive posture and making it more difficult to invest in more proactive strategies to mitigate community impacts.

81% of surveyed establishments reported that extending the Metro's hours would benefit their business.



Source: Nightlife Industry Survey (2020)

### Other Common Nightlife Challenges

Other important challenges for the District's nightlife establishments include the following:

- Safety, security, and harassment
- Insurance, risk, and under-age drinking
- Trash and rodents
- Venue loading and parking tickets



# The Role of the Mayor's Office of Nightlife and Culture



Image courtesy of the Washington, DC Economic Partnership.

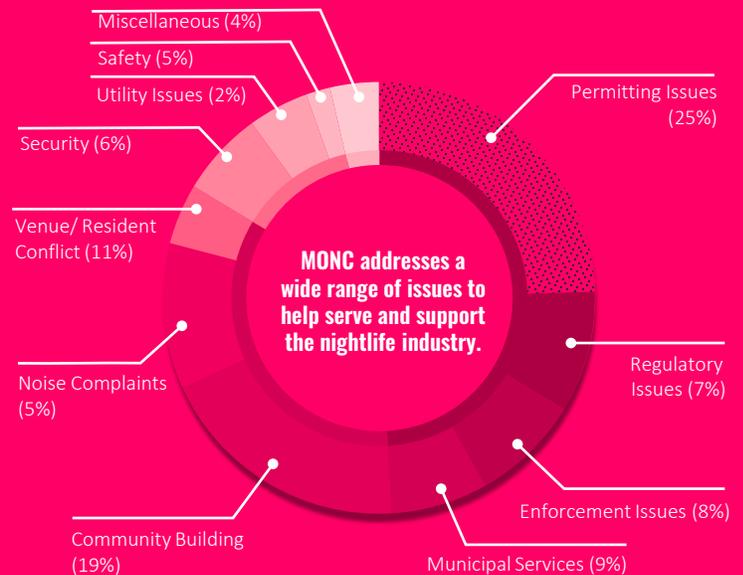
# The Role of the Mayor's Office of Nightlife and Culture

In its first year of operation the Mayor's Office of Nightlife and Culture (MONC) prioritized outreach, information gathering, and relationship-building.

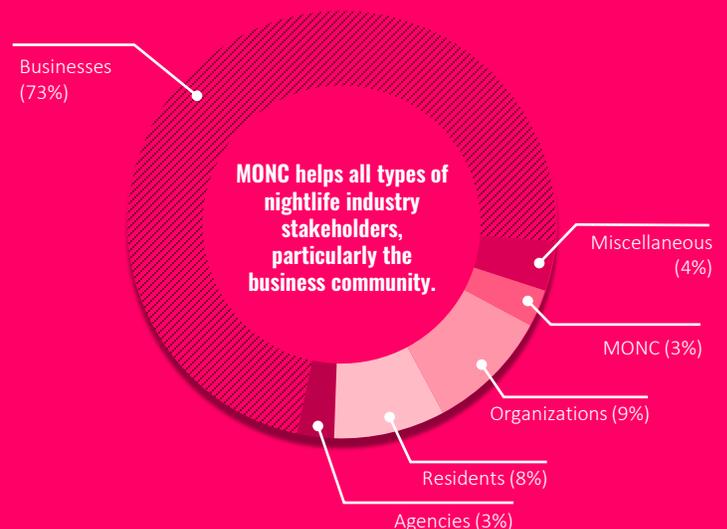
MONC has been largely successful in introducing itself to its residential, business, and agency constituencies and understanding the issues that impact each. Impressively, nearly three quarters of the nightlife businesses surveyed were familiar with MONC and its role. MONC keeps detailed records of stakeholder feedback and the types of assistance it has delivered (see charts to the right). It works extensively with business representatives, city staff and officials, and community members and leaders, with the business community initiating much of the dialogue. A large portion of the issues MONC deals with fall within the categories of community building and neighborhood conflict, permitting and regulatory issues, and municipal services and enforcement.

MONC's second year of operations should build off the formed relationships and developed knowledge to further define the office's role and create an approach that best addresses specific needs and opportunities to enhance DC's nightlife economy. Given the right resources, support, and buy-in from key agency partners, MONC can undertake a more proactive approach that emphasizes risk management and minimizing the nightlife's potential negative impacts on neighborhood stakeholders. This study recommends five guiding principles (see column to the right) to help MONC prioritize and refine its activities in the upcoming years.

### Types of Issues MONC Addressed in 2019



### MONC Actions by Initiator

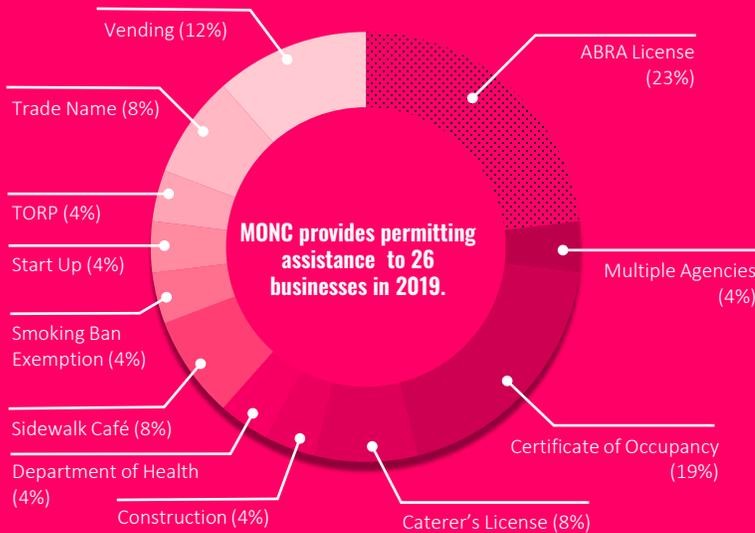


Source: Data in the adjacent figures are derived from detailed tracking of MONC activities from Q1 FY 2019 through Q1 FY2020.

## 73% of nightlife businesses are aware of MONC.

This high level of awareness speaks to the impressive work of MONC including its significant amount of engagement with area businesses and stakeholders.

### Types of Permitting Assistance Provided by MONC



### Types of MONC Activity



## Guiding Principles for the Mayor's Office of Nightlife and Culture

### 1 Values

**A Diverse and Vibrant Nightlife Makes the District a Great Place to Live, Work, and Visit.** The nightlife cultivates DC's identity, culture, economic base, tax base, and social connectivity. It has a distinct relationship with employment, city services, and the community.

### 2 Constituency

**MONC Serves All Nightlife Stakeholders.** MONC should work with DMPED and other partners to create equitable opportunities for the entire nightlife community including businesses, patrons, neighborhood residents, city leadership, and agency staff across all eight wards of the city.

### 3 Role

**MONC Interventions Aim to Improve Compliance and Minimize Nightlife Impacts.** Key operational functions should include proactive support, serving as a nightlife stakeholder advocate and key point of contact, stakeholder facilitation, and providing guidance for city processes and policy.

### 4 Priorities

**MONC Activities Address the Most Pressing Challenges of the Nightlife Industry.** Industry support should focus on late night transit access, regulatory support, reducing avoidable cost burdens, community facilitation, and coordinating city services such as safety, pest control, cleaning, and waste management.

### 5 Approach

**Collaborative Relationships Best Serve Nightlife Stakeholders.** Nightlife industry oversight must shift from an adversarial licensing process focused on restrictions to a collaborative process focused on addressing stakeholder needs.

# Appendix





## End Notes

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## Limitations & Methodological Notes

With the diversity and expansiveness of DC's nightlife economy, it is difficult to fully capture all activity attributable to the nightlife. This analysis takes a conservative economic modeling approach to assessing the industries that most closely associated with the "nightlife economy" in the District of Columbia: (i) restaurants, (ii) bars, (iii) nightclubs, and (iv) theaters and performance venues. The inclusion of these four industries based on reviews of past nightlife studies and engagement with local stakeholders and District agencies. While these are the four industries assessed for this impact analysis, many other industries operate at night and meaningfully contribute to the city's nightlife economy and culture.

**Economic Impact Projections.** The economic impact of the nightlife economy was calculated using an input-output model run through a software called IMPLAN, the leading economic input-output modeling software. Economic and fiscal impact figures only reflect the impact within the District of Columbia, excluding surrounding counties in Maryland and Virginia. Employment figures include both part-time and full-time jobs. The employment count is not equal to the number of overall employees, as a person can hold more than one job. Employment figures are likely undercounted, given the informal nature official figures do not include workers not formally registered as employees of nightlife establishments. This is supported by industry surveys, in which many nightlife business owners said that the food and beverage industry has an above-average share of part-time and temporary employees who are not officially registered or reported as employees. This analysis relies solely on reported employment data, in order to maintain methodological consistency with other recently completed studies and leading data sources.

**Fiscal Impact Analysis.** Fiscal impact figures reflect only direct impact within the District of Columbia. Fiscal impact figures exclude the tax revenue generated by the indirect and induced impact of the nightlife industry, or any tax revenues collected outside the District of Columbia. Total fiscal impact figures exclude expected property tax revenue generation. Analysis uses total General Fund Revenues from DC FY2020 Approved Fiscal Budget to calculate share of total DC tax revenue generated by nightlife industry. The analysis used IMPLAN estimates for expected personal income and other miscellaneous taxes generated by the nightlife industry and sales tax revenue data from the DC Office of Tax and Revenue for the expected tax revenue generated by restaurants, bars, and clubs

*Refer to page 13 for additional methodological information.*

### Industry Classification and Data Alignment

Industry	DC City License	ESRI Classification	NAICS Code	SIC Code	IMPLAN Sector
Restaurants	DCRA - Restaurant	Restaurants	72251117	581208	509
	DCRA - Restaurant	Foods-Carry Out	72251301	581208	510
	DCRA - Restaurant	Delicatessens	72251302	581209	510
	DCRA - Restaurant	Sandwiches	72251303	581219	510
	DCRA - Restaurant	Deli-Bakery	72251304	581229	510
	DCRA - Restaurant	Coffee Shops	72251505	581228	511
Bars	ABRA - CT and DT	Bars	72241001	581301	511
	ABRA - CT and DT	Cocktail Lounges	72241003	581303	511
	ABRA - CT and DT	Pubs	72241008	581305	511
Performance Venues	DCRA - Live Theater	Live Theaters	71111007	792207	495
	DCRA - Motion Pic.	Movie Theaters	51213101	783201	429
	DCRA - Public Hall	Concert Halls	71131001	792213	500
	N/A	Comedy Clubs	72241004	581307	511
Nightclubs	ABRA - CN and DN	Night Club	72241006	581304	511

## About the Project Team

**District of Columbia Mayor's Office of Nightlife and Culture (MONC)** In October of 2018, Mayor Muriel E. Bowser signed the "Office of and Commission on Nightlife and Culture Establishment Act of 2018," establishing the District's first Office of Nightlife and Culture. Guided by the Commission on Nightlife and Culture and other nightlife stakeholders, the primary function of the MONC is to serve as an intermediary between nightlife establishments, residents, and the District government.

**The Office of the Deputy Mayor for Planning and Economic Development (DMPED)** The Office of the Deputy Mayor for Planning and Economic Development (DMPED) assists the Mayor in the coordination, planning, supervision, and execution of economic development efforts in the District of Columbia with the goal of creating and preserving affordable housing, creating jobs, and increasing tax revenue. DMPED pursues policies and programs that create strong neighborhoods, expand and diversify the local economy, and provide residents with pathways to the middle class.

**Washington DC Economic Partnership (WDCEP)** The Washington DC Economic Partnership is a non-profit, public-private organization that drives inclusive economic growth and job creation, supports business and promotes Washington, DC as a leading global city. The mission of WDCEP is to promote DC's economic and business opportunities and support business retention and attraction activities. WDCEP helped MONC oversee this study.

*The Economic Impact of DC's Nightlife Industry 2020 Report was conducted by a three-firm team, led by Jon Stover & Associates.*

**Jon Stover & Associates (JS&A)** is an Economic Development Consulting firm and Certified Business Enterprise (CBE) located in Washington, DC, specializing in economic impact analysis, economic revitalization strategy, and real estate feasibility and enhancement strategy. JS&A works to bridge the gap between the very different worlds of the private, nonprofit, and government sectors to create thriving local economies.

**The Javera Group** helps city agencies, BIDs, business and community groups build safe, sustainable and vibrant urban neighborhoods where people and place matter. The Javera Group creates imaginative solutions to the challenges that face city neighborhoods. Managing neighborhood nightlife issues has been a growing focus for the firm, which assesses the economic, cultural and social dynamics of nighttime activity to help create culturally vibrant and safe neighborhoods 24 hours a day.

**Brick & Story** is an urban consultancy practice focused on telling the stories of the built environment and the people who live, work, and play within its spaces. In finding creative ways to tell these stories, Brick & Story provides engagement strategy, implementation, planning, and project management to government agencies, non-profit organizations, and the business community.



Ted Eytan, MD





Special thanks to the founding members of the Commission on Nightlife and Culture:

Chairperson Vinoda Basnayake, Nightclub Owner  
Anwan "Big G" Glover, The Backyard Band  
Maggie O'Neill, Visual Artist  
Ian Callender, Performing Arts Director  
Kenneth Holmes, Howard University  
Colleen Hawkinson, Dupont Circle BID  
Ris Lacoste, Restaurateur/Sexual Harassment Advocate  
Nick Nayak, DMPED

Keith Slade, DCRA  
Fred Moosally, ABRA  
Christina Amoruso, DSLBD  
Jeff Scott, Commission on Arts and Humanities  
Chinyere Hubbard, Events DC  
Keith Sellars, Washington DC Economic Partnership  
Theresa Belpulsi, Destination DC



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DC MURIEL BOWSER, MAYOR

\*\*\* DMPED \*\*\*



**JS&A** Economic Development Consulting

 **THE JAVERA GROUP**

**BRONK** STUDIO

For more information on the Mayor's Office of Nightlife and Culture, visit [moca.dc.gov/monc](http://moca.dc.gov/monc).