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# SOCIABLE CITY 2011 LIVE WEBINAR SERIES

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AUGUST 9

10-11 AM PST

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## THE ECONOMIC VALUE OF NIGHTLIFE

Four Pioneers from the US, UK and Canada Share Tools



**ENTERTAINMENT**

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Does Nightlife Benefit the Local Economy? Yes! The opportunity for social interaction and nighttime activity (i.e. Nightlife) was named one of the Top Three motivating drivers for why people chose their city to live, according to the [Knight Foundation's Soul of the Community](#) project.

Strengthening nightlife thereby grows the local economy and makes cities more successful. Recognition is spreading throughout the globe from [New York](#) and [Milwaukee](#) to [Sydney](#) that a thriving nighttime economy generates revenue, creates jobs, revitalizes business districts, attracts tourists and conventions, and retains a creative class of residents.

But how do you Prove Nightlife's Economic Value?

RHI's August 9th webinar will showcase insights from four prominent economic analysts and practitioners from the US, UK and Canada on how to measure the economic impact of nightlife activity. Learn how to achieve citywide buy-in for measuring nighttime activity, and avoid the common pitfalls associated with gathering this sensitive data from business owners. You'll find out the benefits of conducting a study – and how public resources to manage safety, trash and traffic impacts can be better allocated because of the results.

### Discussion Topics

- Why conduct an economic study of nightlife? How can the results be applied?
- How do you achieve buy-in with city government? What are the selling points?
- What are the top challenges and barriers? How can they be overcome?
- Identify common milestones and landmarks to standardize data collection.
- How to motivate different industry segments to participate.
- How to communicate the objectives of the study to business owners to diffuse concerns.
- What role can government play to make data more accessible?

Innovative \* Collaborative \* Inclusive