

# 2022 ECONOMIC IMPACT

## AT-A-GLANCE

### DES MOINES METRO OPERA IS UNIQUE FROM OTHER PERFORMING ARTS ORGANIZATIONS IN THE AREA BECAUSE:

- We are a producing organization—we produce performances in-house rather than acting as a contract venue for touring attractions.
- We rely wholly upon professional performance and production staff.

### EVERY DOLLAR THAT IS DONATED TO OR SPENT TO BENEFIT DMMO DOUBLES ITS VALUE IN ECONOMIC IMPACT IN OUR LOCAL ECONOMY.

### DURING 2022, DMMO WELCOMED A TOTAL OF 10,761 ATTENDEES

- Local – 6,364
- Nonlocal – 4,397

### DMMO WAS ALSO RESPONSIBLE FOR THE FOLLOWING IN THE THREE-COUNTY REGION OF POLK, WARREN AND DALLAS COUNTIES:

- \$12 million in local sales or output
- \$8 million in direct economic activity or production
- \$5 million in labor income

### THE COMBINED EFFECT OF DMMO AND NONLOCAL ATTENDEE EXPENDITURES WAS:

- Economic footprint in Dallas, Polk and Warren counties—\$11,930,305
- Economic impact generated by nonlocal funding to DMMO—\$1,449,525

Summary data from [2022 Economic Impact Study](#)  
Mark Imerman, Regional Strategic, Ltd. (March 21, 2023)



*Porgy and Bess*



*A Midsummer  
Night's Dream*



DES  
MOINES  
METRO  
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