NOWART

Beacon Economics

LUMINEX
ART AND TECHNOLOGY EXHIBITION 2.0

Economic and Fiscal Impacts of Attendee Spending

EXECUTIVE SUMMARY

Held on September 17, 2022, in the Downtown Los Angeles Social District, the free-to-attend LUMINEX Art and Technology Exhibition 2.0, a large-scale outdoor digital art display, attracted an estimated 24,202 attendees and generated nearly $900,000 in direct visitor spending at local businesses within the City of Los Angeles, creating economic and fiscal impacts across the region.

24,202
ATTENDEES

$900,000
DIRECT ATTENDEE SPENDING

$1.1M
ECONOMIC OUTPUT

Beacon Economics modeled attendee spending using IMPLAN's multi-regional input-output (MRIO) framework for Los Angeles County. Spending associated with attendees of the LUMINEX Art and Technology Exhibition 2.0:

Supported **$1.1 M** in Economic Output

Supported **8** Jobs

Supported **$646K** in Value Added

Supported Approximately **$82K** in State and Local Tax Revenues

LUMINEX 2.0 Attendance and Direct Visitor Spending

METRIC	VALUE
EVENT ATTENDEES	24,202
AVERAGE SPENDING PER ATTENDEE	$37.04
ESTIMATED DIRECT ATTENDEE SPENDING	$896,442

Source: Placer.ai; Americans for the Arts, Arts & Economic Prosperity 5 (AEP5). Analysis by Beacon Economics. (2026 dollars)

While most impacts occurred within the City of Los Angeles, additional economic activity extended throughout the region through local supply chain and household spending effects.

Summary of Economic and Fiscal Impacts of LUMINEX 2.0 Attendee Spending ($,000)

REGION	EMPLOYMENT	LABOR INCOME	VALUE ADDED	ECONOMIC OUTPUT	STATE & LOCAL TAX
CITY OF LOS ANGELES	7	$366.3	$578.2	$950.2	$74.8
REST OF LOS ANGELES COUNTY	1	$40.4	$68.0	$114.9	$7.3
TOTAL EFFECTS	8	$406.7	$646.1	$1,065.1	$82.1

Source: Bureau of Economic Analysis, IMPLAN. Analysis by Beacon Economics. (2026 dollars)
Note: Results represent the combined direct, indirect, and induced economic and fiscal impacts.

INTRODUCTION

Since its debut in 2021, the LUMINEX Art and Technology Exhibition has grown into a signature event in Downtown Los Angeles, transforming the Social District into an immersive public art experience that attracts tens of thousands of attendees. Through large-scale digital installations, augmented reality experiences, live performances, and partnerships with local businesses and cultural organizations, the exhibition combines art and technology to activate public spaces and engage the community.[1]

2021
First Launched 2021

20,000+
Attendees (2022)

12
Featured Artists (2022)

12
Installations Across 5 Blocks (2022)

Site Specific Visual + Sound Art Installations + AR + Live Performances (2022)

[1] NOW Art. (2026). LUMINEX. https://nowartpublic.com/luminex/

The LUMINEX Art and Technology Exhibition 2.0, held on September 17, 2022, expanded significantly from its inaugural event, drawing more than 20,000 attendees and featuring 12 site-specific installations across a five-block walkable route.[2] Building on this success, the exhibition returned in 2024 and is scheduled to return in November 2026.

A free, one-night event, the LUMINEX Art and Technology Exhibition generates visitor spending at nearby restaurants, bars, retail establishments, and transportation services, creating economic benefits that extend beyond the exhibition itself. Because admission was free and the event did not rely on proprietary food, beverage, or parking vendors, attendee expenditures primarily occurred at surrounding businesses within the local economy rather than with the event organizer.

The following analysis evaluates the economic and fiscal impacts associated with attendee spending during the LUMINEX Art and Technology Exhibition 2.0.

[2] Hess, L. (2022, September 21). LUMINEX 2.0: Projected realities (Capsule review). No Proscenium. https://laurahess.substack.com/p/luminex-2-0-projected-realities-capsule-review-da50ad4302b5

ECONOMIC AND FISCAL IMPACTS

MODEL INPUTS AND METHODOLOGY

Based on an estimated 24,202 attendees[3], the average spending of approximately $37 per attendee[4] generated nearly $900,000 in direct visitor spending within the City of Los Angeles. This analysis focuses exclusively on spending by event attendees at local businesses and does not include expenditures associated with organizing or producing the event itself, such as artist fees, production costs, marketing expenditures, security services, or other operational expenses. As a result, the impacts presented in this report should be interpreted as the economic and fiscal impacts of attendee spending only; inclusion of event production and operational expenditures would result in larger overall economic impacts.

[3] Attendance estimates are based on Placer.ai foot traffic data for the Downtown Los Angeles Social District from 2018 through early 2026. Event-day visitation was compared with activity on comparable days to estimate the incremental foot traffic attributable to the LUMINEX Art and Technology Exhibition 2.0.

[4] Average spending estimates are based on attendee expenditure profiles from the Americans for the Arts' Arts & Economic Prosperity 5 (AEP5) study, a national survey of arts and cultural event attendees. Spending patterns reflect the study's observed attendee composition of 65.9% locals and 34.1% visitors within the host county (Americans for the Arts, 2017, p. 6; https://www.americansforthearts.org/sites/default/files/aep5/PDF_Files/NationalFindings_StatisticalReport.pdf).

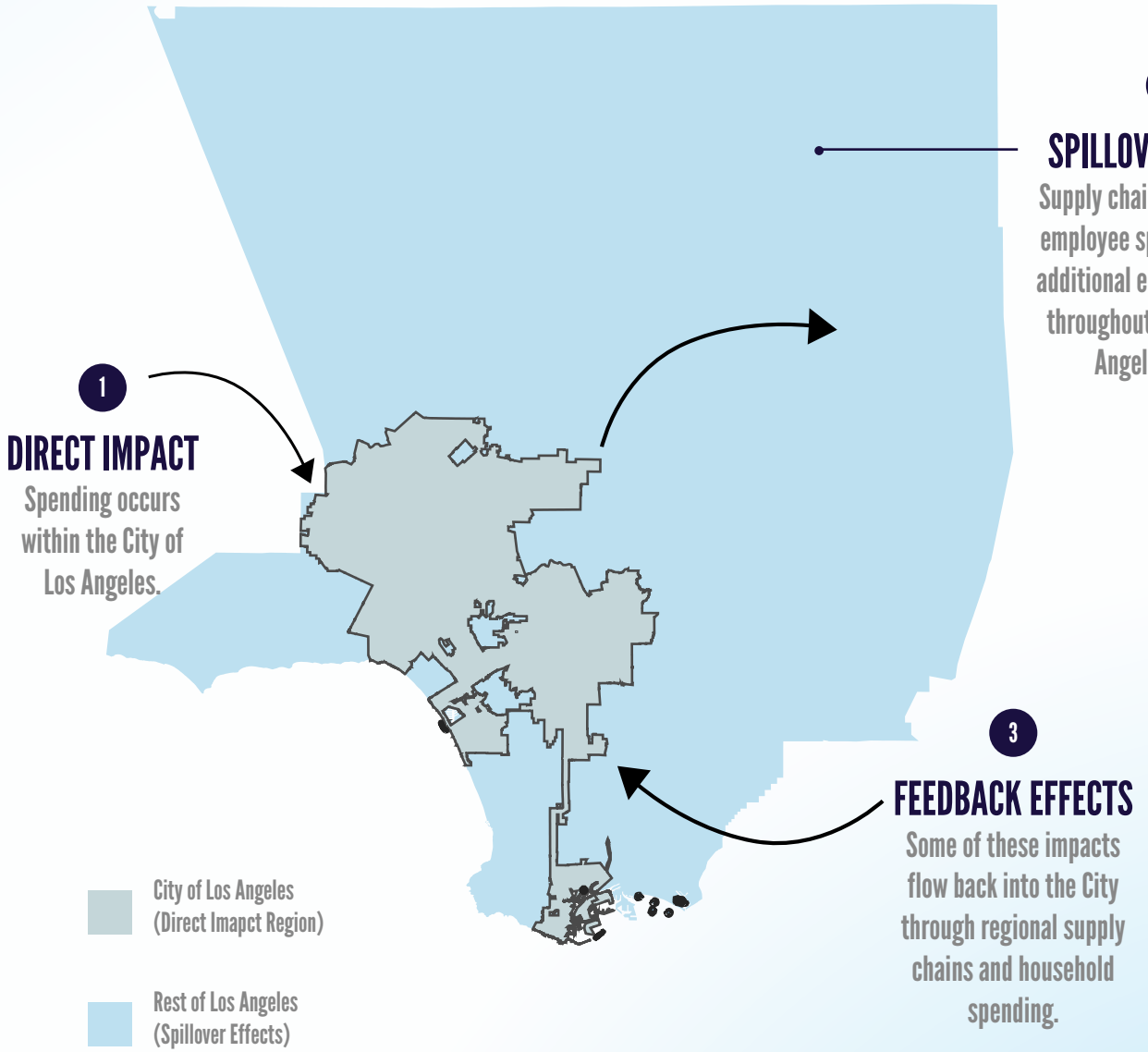
The analysis considers two study regions:

- **Primary Region - City of Los Angeles**: Location and the direct visitor spending associated with the LUMINEX Art and Technology Exhibition 2.0.

- **Secondary Region - Rest of Los Angeles County**: Economic activity supported through regional supply chain and household spending effects generated by attendee expenditures within the City of Los Angeles.

Economic and fiscal impacts were estimated using IMPLAN's multi-regional input-output (MRIO) framework, which traces how attendee spending circulates through businesses and households within the City of Los Angeles and throughout the broader Los Angeles County economy.

Economic Linkages of Attendee Spending



ECONOMIC IMPACTS

As all attendee spending attributable to the event was assumed to occur within the City of Los Angeles, the majority of the resulting economic impacts also accrued within the City.

Distribution of Economic Impacts Generated by LUMINEX 2.0 Attendees

LOS ANGELES COUNTY IMPACTS

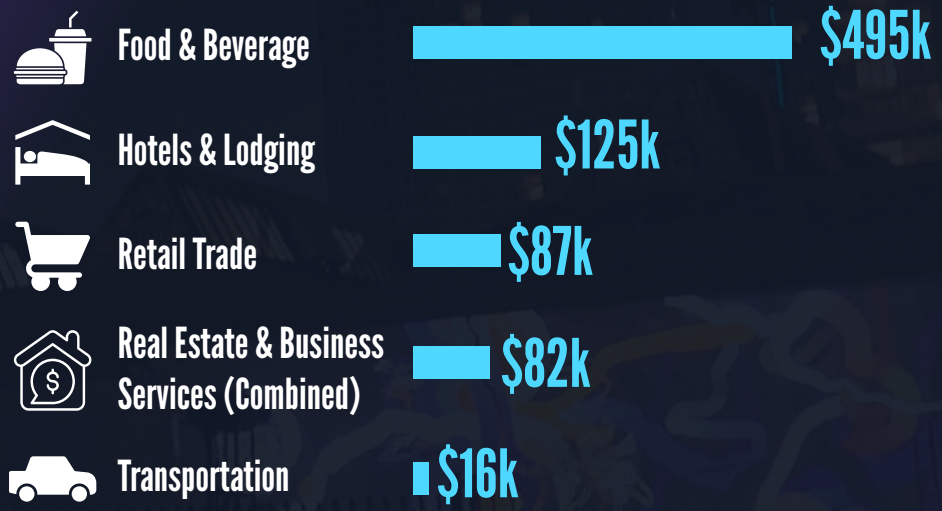
- **$1.1 M** Economic Output
- **$646K** Value Added
- **$407K** Labor Income
- **8** Jobs Supported

	CITY OF LOS ANGELES (89.2% of Economic Output)	REST OF LOS ANGELES COUNTY (10.8% of Economic Output)
Economic Output	$950K	$115K
Value Added	$578K	$68K
Labor Income	$366K	$40K
Jobs Supported	7	1

Source: Bureau of Economic Analysis, IMPLAN. Analysis by Beacon Economics. (2026 dollars)
Note: Results represent the combined direct, indirect, and induced economic impacts.

The economic impacts of the LUMINEX Art and Technology Exhibition 2.0 were concentrated in industries most directly tied to visitor spending, particularly food and beverage services, hotels, retail, and transportation. These expenditures also supported a range of occupations across the regional economy, with the largest effects occurring in food service, retail, administrative support, and transportation-related jobs.

Leading Industries Supported by LUMINEX 2.0 Attendee Spending, Los Angeles County ($)[5]



Source: Bureau of Economic Analysis, IMPLAN. Analysis by Beacon Economics. (2026 dollars)
Note: Results represent the combined direct, indirect, and induced economic impacts.

Leading Occupations Supported by LUMINEX 2.0 Attendee Spending, Los Angeles County ($)[5]

Source: Bureau of Economic Analysis, IMPLAN. Analysis by Beacon Economics. (2026 dollars)
Note: Results represent the combined direct, indirect, and induced economic impacts.

[5] Employment impacts represent total jobs supported across the Los Angeles County economy by attendee spending associated with LUMINEX 2.0. These estimates reflect annualized employment supported by economic activity and do not represent jobs created per attendee or permanent positions hired specifically for the event.

FISCAL IMPACTS

Approximately 75% of state and local tax revenues generated by the LUMINEX Art and Technology Exhibition 2.0 were supported directly through attendee spending, with the remainder resulting from indirect and induced effects as businesses and households recirculated those expenditures throughout the regional economy.

Distribution of Economic Impacts Generated by LUMINEX 2.0 Attendees

STATE & LOCAL TAX REVENUE IMPACTS

$82,119

Total State and Local Tax Revenue

CITY OF LOS ANGELES

$23,156

28.2% of Total

OTHER CITIES IN LOS ANGELES COUNTY

$2,079

2.5% of Total

LOS ANGELES COUNTY

$12,988

15.8% of Total

STATE OF CALIFORNIA

$43,895

53.5% of Total

Source: Bureau of Economic Analysis, IMPLAN. Analysis by Beacon Economics. (2026 dollars)
Note: Results represent the combined direct, indirect, and induced fiscal impacts.

APPENDIX

ECONOMIC IMPACT MEASURE

Economic impact results are reported using four standard measures that capture different aspects of economic activity.

- **Economic Output**: Represents the total value of goods and services produced as a result of spending associated with the event. Because output measures total business activity, it includes purchases made between businesses and therefore should not be interpreted as a measure of net economic benefit.

- **Value Added**: Measures the contribution to regional gross domestic product (GDP) generated by economic activity. Value added includes labor income, business profits, and taxes on production and imports and is generally considered the best measure of net economic activity.

- **Labor Income**: Represents wages, salaries, benefits, and proprietor income supported by economic activity. This measure reflects the earnings received by workers and business owners as a result of spending associated with the event.

- **Employment**: Represents annual average jobs supported by economic activity, including full-time, part-time, and seasonal positions. Employment impacts reflect average job counts rather than full-time equivalent (FTE) positions and therefore should not be interpreted as the number of unique workers employed.

TYPES OF ECONOMIC EFFECTS

Economic impacts are reported as the sum of direct, indirect, and induced effects.

- **Direct Effects**: Represent the initial economic activity generated by attendee spending at businesses serving event attendees.
- **Indirect Effects**: Occur when those businesses purchase goods and services from suppliers to support direct activity.
- **Induced Effects**: Occur when employees spend labor income earned through direct and indirect activity on household goods and services.

The sum of direct, indirect, and induced effects represents the total economic activity supported by attendee spending associated with the LUMINEX Art and Technology Exhibition 2.0.

ABOUT BEACON ECONOMICS

Founded in 2006, Beacon Economics, an LLC and certified Small Business Enterprise with the state of California, is an independent research and consulting firm dedicated to delivering accurate, insightful, and objectively based economic analysis. Employing unique proprietary models, vast databases, and sophisticated data processing, the company's specialized practice areas include sustainable growth and development, real estate market analysis, economic forecasting, industry analysis, economic policy analysis, and economic impact studies. Beacon Economics equips its clients with the data and analysis they need to understand the significance of on-the-ground realities and to make informed business and policy decisions.

Learn more at beaconecon.com

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