

**VISITOR ATTRACTION, EMPLOYMENT, AND INCOME TAXES  
IN GERMAN VILLAGE**

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## Visitor Attraction, Employment, and Income Taxes in German Village

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German Village is one of the primary tourist destinations of Columbus and Central Ohio. German Village events and businesses attract spending from elsewhere in the region, elsewhere in Ohio, and other states. This analysis estimates the attraction of spending by German Village Society-sponsored events and neighborhood businesses from data supplied by the Society and businesses, respectively. Then, using business information and outside data, it estimates City of Columbus income taxes generated by businesses and residents of German Village.

Table 1 shows the ticket sales and revenues from all events from 2014 through the end of September 2016. These events are intended both to raise funds in support the Society's goals to strengthen, enhance, and promote the community and to enhance the quality of life for residents of the neighborhood and Central Ohio. As testament to the success of these goals, residents of the 43206 ZIP Code (which also includes Schumacher Place and portions of Merion Village and the Near East Side) supported these events to the tune of nearly \$194,000. An additional \$50,745 came from residents of other parts of Columbus and Central Ohio.

But visitors were also attracted from 25 counties outside of the Columbus Metropolitan Statistical Area (MSA), as well as 20 other states. These visitors contributed \$16,833 of new spending to the Central Ohio economy.

**Table 1**  
**German Village Society-Sponsored Ticket Sales and Revenue, 2015 and 2016**

Patron location	Number	Revenue	Percentage	
			Number	Revenue
Columbus				
43206	901	\$ 193,974	70.0%	74.2%
43215	59	13,064	4.6%	5.0%
Other ZIP Codes	53	8,995	4.1%	3.4%
<b>Columbus total</b>	<b>1,015</b>	<b>\$ 216,383</b>	<b>78.7%</b>	<b>82.6%</b>
Other Franklin County	130	24,205	10.1%	9.3%
<b>Total Franklin County</b>	<b>1,143</b>	<b>\$ 240,238</b>	<b>88.8%</b>	<b>91.9%</b>
Other Columbus MSA counties				
Delaware	14	1,994		
Fairfield	10	1,412		
Licking	4	282		
Perry	1	100		
Pickaway	2	390		
Union	4	303		
<b>Other Columbus MSA counties total</b>	<b>35</b>	<b>4,481</b>	<b>2.7%</b>	<b>1.7%</b>
<b>Columbus MSA total</b>	<b>1,178</b>	<b>\$ 244,719</b>	<b>91.5%</b>	<b>93.6%</b>
Other Ohio counties				
Athens	1	40		
Butler	5	777		
Columbiana	2	191		
Crawford	1	40		

**Table 1**  
**German Village Society-Sponsored Ticket Sales and Revenue, 2015 and 2016**

Patron location	Number	Revenue	Percentage of total	
			Number	Revenue
Cuyahoga	8	1,166		
Erie	3	325		
Hamilton	7	482		
Hancock	1	41		
Hardin	1	101		
Knox	2	241		
Lake	1	65		
Lawrence	1	60		
Lorain	1	40		
Lucas	1	40		
Marion	2	100		
Medina	2	241		
Mercer	2	80		
Montgomery	8	897		
Muskingum	2	241		
Richland	3	301		
Ross	3	141		
Stark	1	100		
Summit	7	831		
Tuscarawas	1	40		
Warren	1	20		
<b>Other Ohio counties total</b>	<b>67</b>	<b>\$ 6,601</b>	<b>5.2%</b>	<b>2.5%</b>
<b>Ohio total</b>	<b>1,245</b>	<b>\$ 251,320</b>	<b>96.7%</b>	<b>96.1%</b>
Other states				
Alabama	2	700		
California	2	450		
Connecticut	1	400		
Delaware	1	65		
Florida	6	1,303		
Illinois	1	201		
Indiana	1	101		
Maryland	1	40		
Michigan	3	1,050		
Minnesota	1	350		
New Jersey	2	255		
New York	4	630		
North Carolina	2	574		
Oklahoma	3	1,052		
Pennsylvania	5	1,120		
South Carolina	2	800		
Texas	1	300		
Utah	1	200		
Virginia	2	600		
Wisconsin	1	41		
<b>Other states total</b>	<b>42</b>	<b>\$ 10,232</b>	<b>3.3%</b>	<b>3.9%</b>
<b>Total</b>	<b>1,287</b>	<b>\$ 261,552</b>	<b>100.0%</b>	<b>100.0%</b>

A second source of income for the German Village Society is household and business memberships. Table 2 reports the geographic distribution of these memberships. More than 21 percent of members live outside of the 43206 ZIP Code; 9.4 percent live outside of Columbus.

**Table 2**  
**Geographic Distribution of Active German Village Members**

Patron location	Number	Percentage of total
Columbus		
43206	771	78.8%
43215	86	8.8%
Other ZIP Codes	29	3.0%
<b>Columbus total</b>	<b>886</b>	<b>90.6%</b>
Other Franklin County	51	5.2%
<b>Total Franklin County</b>	<b>937</b>	<b>95.8%</b>
Other Columbus MSA counties		
Delaware	2	
Licking	3	
Pickaway	1	
Union	1	
<b>Other Columbus MSA counties total</b>	<b>7</b>	<b>0.7%</b>
<b>Columbus MSA total</b>	<b>944</b>	<b>96.5%</b>
Other Ohio counties		
Cuyahoga	3	
Gallia	1	
Guernsey	1	
Hamilton	2	
Highland	1	
Summit	2	
Wood	1	
<b>Other Ohio counties total</b>	<b>11</b>	<b>1.1%</b>
<b>Ohio total</b>	<b>955</b>	<b>97.6%</b>
Other states		
Alabama	1	
Arizona	1	
California	3	
Florida	3	
Georgia	1	
Illinois	2	
Kentucky	1	
Michigan	1	
New York	2	
North Carolina	1	
Pennsylvania	2	
South Carolina	1	
Texas	1	
Utah	1	
Virginia	2	
<b>Other states total</b>	<b>23</b>	<b>2.4%</b>
<b>Total</b>	<b>978</b>	<b>100.0%</b>

The uniqueness of German Village likely helps to draw customers from outside of the city to neighborhood businesses. This spending, some of which would otherwise occur outside of Columbus, supports employment and the associated income taxes. To provide insight into this impact, German Village businesses were surveyed to determine their employment and the percentage of their revenues coming from outside the 43206 and 43215 ZIP Codes and outside of Franklin County (which understates the share of spending from outside of Columbus).

Sufficient data were provided by eight businesses, including restaurants, retail, accommodation, and medical offices to determine the geographical source of their revenues – outside of the 43206 and 43215 ZIP Codes and outside of Franklin County. Where sales totals were not provided by the businesses themselves, they were obtained from Reference USA, which estimates total sales based on industry and employment. Summarized results from the seven businesses are shown in Table 3. Approximately one-third of the revenues come from outside Franklin County. These revenues represent net increases in spending within the city, some of which might have remained outside of Columbus if not for the unique attraction of German Village. To the extent this is true, this spending supports employment in the city that otherwise would be located outside of Columbus.

**Table 3**  
**Source of German Village Business Revenues**

Total revenues	\$ 11,940,700	100%
Revenues from outside 43206/43215	\$ 7,843,800	66%
Revenues from outside Franklin County	\$ 3,681,000	31%

The employment of German Village businesses generates Columbus income taxes, as does the employment of German Village residents who work in Columbus. Estimating these taxes requires total wages, which are obtained by multiplying employment for each business by an average wage for the relevant industry and summing across the estimated total wages for all businesses.

Employment counts were provided by 28 of the 59 employer businesses in German Village. Counts were available from Reference USA for all but five of the remaining businesses. Employment was likely insignificant for these five businesses. Crosschecking the employer-reported employment totals with those reported by Reference USA revealed that this source was generally fairly accurate, so the Reference USA totals could be used to fill in the unreported employment. Total wages were estimated by identifying a detailed NAICS industry for each business, obtaining the average annual pay for that industry in Franklin County from the Quarterly Census of Employment and Wages, and multiplying the employment by the wage. Results are shown in Table 4.

**Table 4**  
**Employment, Wages, and Income Taxes of German Village Businesses**

Employment	1,566
Estimated total annual wages	\$ 35,307,400
Estimated City of Columbus income taxes	\$ 882,700

Estimating the income taxes generated by residents of German Village requires an estimate of the number of employed residents working within the city and the average wage of those residents. Census Bureau data reveals that of the 5,799 employed residents of the 43206 ZIP Code, 2,656 – or 46 percent –

work in Columbus. Further, 271 work within the 43206 ZIP; this share must be netted out to avoid double-counting the portion of resident wages and taxes that are included in the totals in Table 4.

Census tract data from the American Community Survey are used to estimate the number of working residents of German Village and the wages of these residents. German Village includes two census tracts, tract 52 between Livingston Avenue and Sycamore Street and tract 57 north of Deshler Avenue and Stewart Avenue east of Jaeger Street. Both of these tracts are bounded on the east by Parsons Avenue, however, so they include Schumacher Place and the northeast corner of Merion Village. Eliminating block group 1 from each tract approximates the boundaries of German Village (but still includes several blocks to the east and portions of the Brewery District). The average wage of these two tracts is relatively high: \$118,742 in tract 52 and \$98,520 in tract 57. The estimation of wages and income taxes is shown in Table 5.<sup>1</sup>

**Table 5**  
**Estimated Wages and Taxes of German Village Residents**

Total employment, census tracts 52 and 57	4,746
Net employment excluding the two eastern block groups	3,551
Net employment within Columbus	1,627
Less employment in the immediate area	76
Net employment increasing Columbus income taxes	1,551
Total wages	\$ 173,613,100
Columbus income taxes	\$ 4,340,300

Combining the results of Table 4 and Table 5, German Village residents and businesses generate a total of \$5,223,000 in income taxes for the City of Columbus.

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<sup>1</sup> Although the estimates of wages and income taxes are overstated by including areas outside of German Villages, they are understated by not including the additional taxes paid by residents working in jurisdictions that have a lower tax rate than Columbus.