



# The Cheech

THE CHEECH MARIN CENTER  
FOR CHICANO ART & CULTURE

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RIVERSIDE ART MUSEUM

AN ECONOMIC IMPACT ANALYSIS  
CONDUCTED BY BOULES CONSULTING  
JANUARY 2025

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This research was commissioned by the City of Riverside.  
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Every reasonable effort has been made to ensure that the data contained herein reflect the most accurate and timely information possible and they are believed to be reliable.

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# Glossary of Terms

The following Glossary of Terms provides definitions of key terms used throughout the report. Each of these terms is a standard term used in economic impact analysis. Examples of each term being used can be found throughout the report.

## Economic and Fiscal Impact Analysis Definitions

Term	Definition
<b>Input-Output</b>	An economic analysis model showing how different sectors of the economy interact and depend on each other through purchases and sales.
<b>Employment</b>	The total number of jobs created or supported, including full-time, part-time, and seasonal positions, by economic activity related to the Operations and Visitors of the Cheech Marin Center for Chicano Art and Culture.
<b>Job-Years</b>	Job-Years is equal to the number of jobs times the number of years each job existed. For example, 1 job held for 2 years would be equal to $1 \times 2 = 2$ Job-Years
<b>Labor Income</b>	The value of the total wages, salaries, and benefits paid to workers.
<b>Value Added</b>	The additional value created during production processes related to The Cheech - similar to Gross Domestic Product (GDP).
<b>Output</b>	The total value of all goods and services produced - essentially total sales or revenue.
<b>Tax Revenue</b>	Money generated for local, state, and federal governments through various taxes.
<b>Direct Effect</b>	The immediate economic impact created by The Cheech itself, like its own jobs and spending or the direct expenditures of visitors.
<b>Indirect Effect</b>	Economic activity generated by The Cheech's supply chain and business-to-business purchases, or those of the businesses that directly receive visitor expenditures.
<b>Induced Effect</b>	Economic activity created when workers (from direct and indirect effects) spend their wages in the studied Riverside region.
<b>Secondary Effect</b>	The sum of the <b>indirect</b> and the <b>induced effects</b> - <b>all the "ripple effects" beyond the direct impact.</b>
<b>Total Impact</b>	The sum of direct, indirect, and induced effects - the overall economic activity attributable to The Cheech and its visitors.
<b>Multipliers</b>	Factors that show how much additional economic activity is generated per unit of direct effect. This is typically measured as the ratio of Total Effect to Direct Effect for a given variable such as Employment or Output.
<b>Local Visitors</b>	A term referring to individuals who live in the City of Riverside and visit(ed) tThe Cheech.
<b>Non-local visitors</b>	A term referring to individuals who live outside the City of Riverside and visit(ed) The Cheech.

## Executive Summary

The Cheech Marin Center for Chicano Art & Culture of the Riverside Art Museum (The Cheech) in Riverside, California, combines cultural celebration with economic impact. Originating from the success of the 2017 "Papel Chicano Dos" exhibition at the Riverside Art Museum, the Center officially opened in 2022 through a partnership between the City of Riverside, the Riverside Art Museum, and Cheech Marin. Housed in a 61,420-square-foot facility, The Cheech showcases over 500 works from prominent Chicano artists. Since its opening, The Cheech has become a cultural hub that attracts visitors from all over the world, supports local tourism, creates jobs, and contributes to Riverside's economic growth while promoting Chicano art.

**Approach & Methodology Summary** The economic impact analysis of The Cheech used a combination of data sources, including visitor records, expenditure reports, and tax revenue data, to assess its contribution to Riverside's economy. IMPLAN software was employed to analyze visitor engagement and quantify economic impacts, while techniques like input-output modeling and economic forecasting, supported by Zenith Economics, evaluated direct, indirect, and induced effects. The analysis also examined spending patterns from non-local visitors and the economic contributions of special events hosted by the museum.

### Economic Impact Summary

The Cheech has become a significant economic driver for Riverside, generating substantial economic benefits through both its operations and the tourism it attracts. Our analysis indicates that The Cheech's operations and visitor spending **contributed**

**\$29.0 million in cumulative total economic impact to the City's economy.** From June 2022 to June 2024, the museum exceeded its attendance goals, welcoming **227,932** visitors, with **89.6% of them coming from outside the area.** Non-local visitors have greatly contributed to local spending, with \$510K spent on lodging, \$2.2M in restaurants, and \$1.5M in retail, among other sectors. This spending is closely tied to the museum's ability to attract year-round visitors, ensuring a steady flow of economic contributions that go beyond seasonal attractions.

Riverside Estimated Visitor Expenditures - June 2022 to June 2024

Expenses Category	Total Local Visitors	Total Non-Local Visitors
Lodging and Accommodations	-	\$510K
Food (e.g., grocery stores)	\$20K	\$240K
Restaurants	\$160K	\$2.2M
Retail (e.g. gifts/shopping)	\$90K	\$1.5M
Entertainment/Recreation/Attractions	\$20K	\$610K

In addition to its tourism impact, The Cheech has made significant contributions to local employment and tax revenue. Major events like the May 2022 Benefit Concert and January 2023 Descubra Event increased demand in sectors such as hospitality and transportation. This surge in activity helped boost Hotel Transient Occupancy Tax revenues, which saw a 16.4% year-over-year increase, totaling \$1.4M. The museum's construction spending of \$13M provided a one-time economic boost, while ongoing operational spending further supports local businesses. Initiatives like partnerships with downtown Riverside businesses amplify the museum's role in community economic development, encouraging both tourism and local commerce.

Riverside Operations and Visitor Impacts - June 2022 to June 2024

Impact Type	Employment (Job-Years)	Labor Income	Value Added	Industry Output (Revenues)	Local, State, Federal Tax
Direct Effect	188	\$8.2M	\$10.2M	\$18.3M	\$2.7M
Indirect Effect	38	\$1.8M	\$2.8M	\$5.8M	\$0.6M
Induced Effect	31	\$1.5M	\$3.1M	\$4.9M	\$0.8M
<b>Total Effect</b>	<b>257</b>	<b>\$11.4M</b>	<b>\$16.0M</b>	<b>\$29.0M</b>	<b>\$4.1M</b>

**Looking Ahead**

The Cheech Marin Center for Chicano Art and Culture in Riverside has significant growth potential to expand its cultural and economic impact as the city grows and diversifies. By strategically planning for the future and capitalizing on essential growth opportunities, The Cheech can continue to evolve as a central player in Riverside’s cultural development and a hub for community engagement.

## Introduction

The Cheech Marin Center for Chicano Art & Culture of the Riverside Art Museum represents more than just an art museum; it serves as a beacon of cultural pride, community engagement, and economic vitality. Located in the heart of Riverside, California, this unique institution is dedicated to celebrating the rich legacy of Chicano art and culture. Known colloquially as “The Cheech,” it provides a space where visitors can connect with diverse artistic expressions that reflect the history, struggles, and triumphs of the Chicano community.

Established through a collaboration between the City of Riverside, the Riverside Art Museum (RAM), and renowned comedian and art collector Cheech Marin. The Cheech has rapidly become a significant cultural hub. Beyond contributing to the city’s cultural landscape, as we find in this report, The Cheech plays a vital role in Riverside's economy.

This Economic Impact Analysis aims to quantify the contributions of The Cheech to the local economy. By examining its effects on employment, wages, tax revenue, and broader economic activity, this report highlights how the Center supports Riverside’s economic development and enhances its status in the cultural tourism sector. The Cheech’s opening in 2022 marked a major milestone in the city’s history. This analysis provides a clear



understanding of how it has impacted Riverside’s economy and community, especially considering Cheech Marin’s pivotal role in advancing the visibility and appreciation of Chicano art.

## Background and context

The Cheech Marin Center for Chicano Art & Culture originated from a groundbreaking exhibition at the Riverside Art Museum (RAM) in 2017. Titled *Papel Chicano Dos: Works on Paper* from the Collection of Cheech Marin, this exhibit featured 65 works by 24 Chicano artists and quickly became one of RAM’s most successful events. Not only did the exhibit attract large crowds, but it also generated a significant increase in museum

revenue—admission sales for the opening day and first month were three times higher than typical figures. This ignited the vision for a permanent space dedicated to Chicano art and culture, ultimately leading to the creation of The Cheech.

The Cheech is housed in a 61,420-square-foot facility in downtown Riverside, California’s “City of Arts & Innovation.” Its creation was made possible through a public-private partnership between the City of Riverside, the Riverside Art Museum, and Cheech Marin, one of the foremost collectors of Chicano art in the world. Marin’s extensive collection of

Chicano art, including paintings, sculptures, photography, and video art, was donated to RAM for display in the new center. Notable artists represented in the collection include Patssi Valdez, Sandy Rodriguez, Carlos Almaraz, Frank Romero, and Gilbert “Magú” Luján.

Cheech Marin’s role in the art world is transformative. Over the span of more than 40 years, Marin has assembled a significant and influential collection of Chicano/a/x art, which he views as a crucial aspect of American art history. His motivation to challenge the historical exclusion of Chicano/a/x art from mainstream institutions is deeply rooted in his belief that Chicano/a/x art must be central to any comprehensive understanding of American art. Marin asserts that this movement represents one of the most significant in American art, and his goal has been to ensure that it is seen and celebrated—despite the challenges and systemic barriers that have historically hindered its recognition. For Marin, building a platform for Chicano/a/x art is both a passion and a duty to his community, and through his work, he aims to uplift and honor the many powerful artists within the Chicano/a/x community.

Marin’s collection has traveled extensively, with The Cheech Marin Collection having been exhibited at over 50 contemporary art institutions across the United States. This tour has not only generated record-breaking attendance at major museums but has also encouraged those institutions to reconsider their engagement with Chicano/a/x art. The collection’s ability to draw large and diverse audiences has sparked a broader reevaluation of how cultural institutions approach Chicano/a/x art.

The Cheech officially opened in June 2022, marking a cultural milestone for Chicano Arts and Culture in Riverside. The museum offers access to a world-class collection that celebrates Chicano heritage and serves as a dynamic space for ongoing cultural programming, educational initiatives, and community engagement. Over 500 works gifted by Marin now reside at the Riverside Art Museum, solidifying the center as a pivotal institution in the recognition and celebration of Chicano/a/x art.

While the museum’s cultural and social impact is widely recognized, its economic role is equally significant. Museums, especially those focused on underrepresented cultural perspectives, stimulate local economies through tourism, job creation, and business activity. By measuring The Cheech’s economic footprint, this analysis will provide insights into how the museum supports Riverside’s economic growth and development.

This report aims to assess The Cheech’s economic contributions to Riverside’s local economy. The analysis covers direct impacts, such as jobs and wages created through museum operations or visitor expenditures, as well as indirect and induced effects. It also explores the museum’s contribution to local tax revenue, which helps fund public services and infrastructure. Ultimately, this report aims to provide an evidence-based assessment of The Cheech’s role in fostering economic and cultural growth. Ultimately, this report aims to help the City of Riverside and its partners be informed to leverage the museum’s potential for continued revitalization and sustainable progress, underscoring The Cheech as a key economic driver that creates jobs and generates revenue for the community.



## Approach and Methodology

The economic impact analysis of The Cheech employed a comprehensive range of tools and methodologies to quantify its contribution to the local economy. Key data variables included admission statistics, expenditure reports, tax revenue records, and operational budget information. The analysis utilized IMPLAN, a leading economic modeling software known for its precision in evaluating economic impacts, as its main statistical tool to examine visitor engagement. Additionally, proportional allocation methods were applied to distinguish spending habits between local and non-local attendees.

By implementing these analytical approaches, the study provides a detailed understanding of the museum's economic significance. The methodology maps the economic interactions generated by museum operations, offering insights into how The Cheech serves as an important economic driver for the local community.

To enhance the precision of the analysis, the report engaged Zenith Economics, a leading local firm for economic impact analysis. Their expertise and specialized approaches helped ensure the analysis fully captured the effects of the museum's impacts on the economy.

### Key Data Sources and Methods:

- Visitor Data: Admission records and ZIP code survey data were analyzed to understand attendance trends and visitor profiles. ZIP codes data was further leveraged to identify demographic characteristics through

reputable online sources, providing a deeper picture of visitor segments.

- Economic Metrics: Data on lodging, dining, retail, and transportation spending were estimated using industry best practices to highlight the role of local and non-local visitor expenditures within the region.
- Operation Records: Financial records detailing the museum's expenditures, including staffing and vendor payments, were used to capture its economic contributions.
- Public records: Tax revenue data, including Hotel Transient Occupancy Tax data, were sourced to estimate tourism-driven fiscal impacts.

### Analytical Techniques:

- Descriptive Statistics and Proportional Allocation: Visitor engagement data was analyzed using descriptive statistical tools, with proportional allocation methods applied to differentiate local vs. non-local spending patterns.
- Input-Output Modeling: An I-O approach was used in IMPLAN to identify the flow of spending through the local economy. The model quantified direct effects such as spending by visitors and museum operations, indirect effects like demand generated for local suppliers and contractors, and induced effects such as increased local spending by employees.

## Limitations and Assumptions

While the analysis provides valuable insights into the museum's economic impact, several limitations, assumptions, and external factors must be acknowledged. The findings rely on aggregated attendance and revenue data, which do not fully capture detailed visitor spending patterns or demographic variations. Efforts were made to analyze demographic trends using ZIP code data, but the absence of personalized surveys confirming individual visitor demographics limits the precision of these insights. Similarly, in the absence of individual visitor surveys, spending estimates are based on industry benchmarks rather than direct data from attendees, introducing potential variability into the results. The overlap of museum events with other community or regional activities also complicates isolating the museum's specific contributions to increased TOT or other economic measures. However, significant efforts were

made to address these challenges where possible; for instance, when analyzing TOT impact, key event dates for The Cheech were compared against the same dates prior to the museum's construction as a benchmark.

External factors also play a significant role, with broader economic trends such as inflation, rising travel costs, and changes in consumer behavior likely influencing visitor spending and tax revenues during the analysis period. Seasonal variations in tourism and visitor activity may have further affected revenue patterns, particularly during peak travel periods or concurrent local events unrelated to the museum.

This report aims to provide a clear overview of the economic impact made thus far and to recognize visitor patterns during the analyzed period. It does not, however, intend to predict future visiting trends or attendees totals.

# Economic Impact

## Impact Summary

### Riverside Operations and Visitor Impacts - June 2022 to June 2024

Impact Type	Employment (Job-Years)	Labor Income	Value Added	Industry Output (Revenues)	Local, State, Federal Tax
Direct Effect	188	\$8.2M	\$10.2M	\$18.3M	\$2.7M
Indirect Effect	38	\$1.8M	\$2.8M	\$5.8M	\$0.6M
Induced Effect	31	\$1.5M	\$3.1M	\$4.9M	\$0.8M
<b>Total Effect</b>	<b>257</b>	<b>\$11.4M</b>	<b>\$16.0M</b>	<b>\$29.0M</b>	<b>\$4.1M</b>

Source: The Center, IMPLAN. Analysis by Boules Consulting.

The Cheech Marin Center for Chicano Art & Culture has generated substantial economic benefits for Riverside during its first two years of operations from June 2022 to June 2024. Our analysis indicates that the Cheech's operations and visitor spending contributed \$29.0 million in cumulative total economic output to the local economy, supporting approximately 257 years of employment across various sectors.

A comfortable majority of the economic impacts attributable to The Cheech over the study period are caused by operational employment and expenditures. The Cheech directly employed 32 full-time and 43 part-time employees, including workers in a mix of administration, guest services, education, facility rentals, marketing, finance, fund development, exhibitions, and programming roles over the course of the study period. Across those two years, the museum alone directly supported 150 Job-Years of employment. Additionally, the

museum hired 142 contractors over the first half of the study period, mostly for events. All of these workers involved in the operations of The Cheech generate substantial economic activity.

***The analysis reveals an output multiplier effect of 1.6, indicating that for every dollar of direct output associated with the Cheech, an additional \$0.60 in economic activity was generated within Riverside through the indirect and induced effects.***

While not the focal point of this analysis, it is worth noting that The Cheech had substantial economic impacts outside of the study period, particularly related to the construction of the Museum and the May 2022 Benefit Concert hosted at The Cheech. We estimate, for example, that the construction and renovation phase of the museum drove over \$18 million in total economic output throughout Riverside.

## Determining Economic Impact

The Cheech serves as a dynamic driver of economic activity in the local community, generating significant benefits through both its operations and the tourism it attracts. This impact stems from the economic interdependence characteristic of developed economies, where industries interact to create a multiplier effect that extends beyond initial spending.

### Tourism Impacts

Between June 2022 and June 2024, the museum welcomed 227,932 visitors, **exceeding its projected Year 1 goal of 100,000**. The vast majority of attendees (89.6%) were non-local visitors, compared to 10.4% local visitors. Non-local visitors represent a significant economic opportunity, with some guests driving spending across local businesses through tourism-related purchases including lodging, dining, retail, and transportation.

Using an IMPLAN input-output model of the Riverside area over the two-year June 2022 to June 2024 period, this report identifies key visitor spending trends since the opening of The Cheech. According to the model, non-local visitors have contributed around \$510k in lodging and accommodations, \$240k in food and groceries, \$2.2M in the restaurant sector, \$1.5M in retail and gifts, and \$610K in the entertainment, recreation, and attractions sector. This data highlights the significant economic impact The Cheech has had on the City of Riverside, largely driven by its success in attracting visitors to the area. Unlike seasonal attractions, The Cheech operates year-round, providing a consistent flow of visitors and economic contributions throughout the entire year.

### Employment and Tax Revenue Impacts

The museum significantly contributes to local employment, both directly through its operations and indirectly through large scale events. Key events such as the May 2022 Benefit Concert, June 2022 Opening Weekend, and January 2023 Descubra Event played a significant role in stimulating employment in sectors such as hospitality and transportation. These activities also drove a notable increase in Hotel Transient Occupancy Tax (TOT) revenues, reflecting the heightened demand for lodging driven by tourism-related activities.

Over the analyzed period, **TOT revenues totaled \$1.4 million - a 16% year-over-year increase compared to the previous year's \$1.15 million**, contributing to the economic recovery from the COVID-19 pandemic. This additional \$230,281.30 increase highlights the museum's role as a critical catalyst of economic growth in the community.

### Construction and Operational Contributions

The museum's construction expenditures, totaling \$13 million, provided a one-time economic boost, particularly in the construction sector. This significant investment not only supports jobs in the construction sector and related industries but also drives additional economic activity through the demand for materials, supplies, and services from local businesses.

Beyond the initial construction phase, ongoing operational spending continues to contribute to local businesses. In the analyzed period, the museum spent \$237,467 on services provided by local vendors, demonstrating a robust

commitment to supporting local businesses. This strategic allocation of funds not only stimulates economic activity, but also creates ripple effects that benefit suppliers, service providers, and their employees, firmly positioning the museum as an active partner in local economic development.

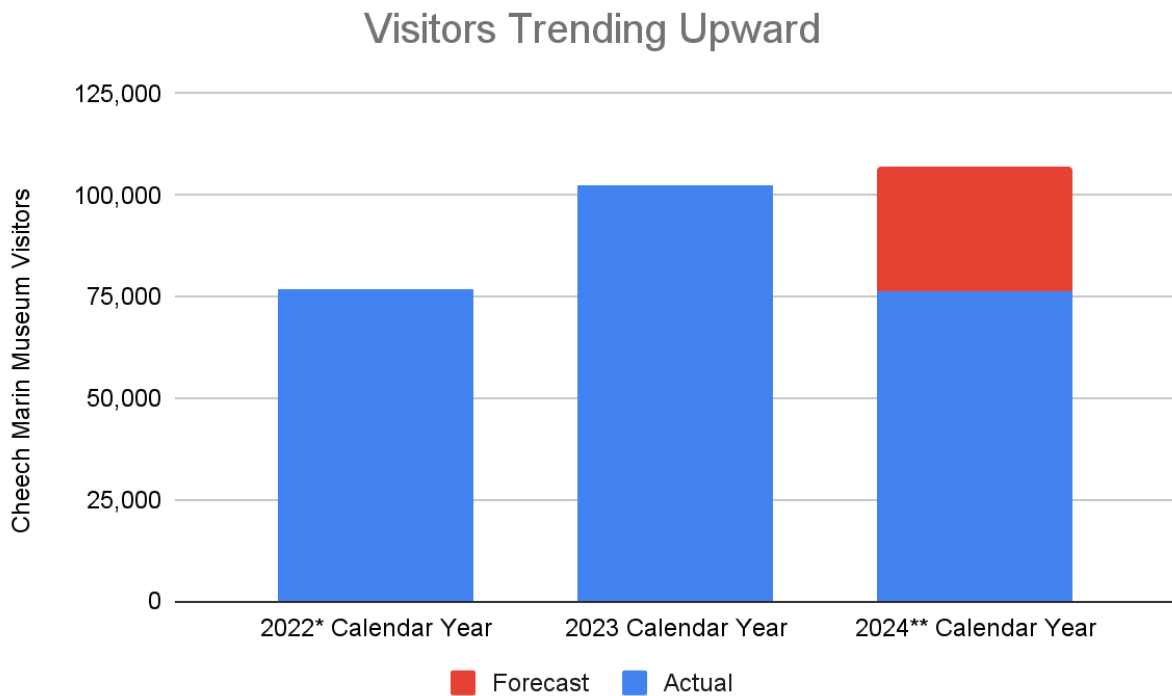
### **Community Impact**

By intertwining various aspects of the economy, from tourism and retail to hospitality and transportation, The Cheech exemplifies the interconnectedness of cultural institutions and economic vitality. Its

ability to attract non-local visitors and generate recurring tourism-related revenue highlights its role as a pillar of community economic development. For example, initiatives like the “Summer of The Cheech” campaign (see Appendix for flyer) offered museum ticket holders a 10% discount on same-day visits to select business in Downtown Riverside. Such partnerships not only incentivize museum attendance, but also encourage support of local establishments, amplifying the museum’s economic impact on the surrounding community.

## Visitor Spending

Our analysis of visitor expenditure patterns reveals significant economic activity generated by both local and non-local visitors to The Cheech during the studied June 2022 to June 2024 period. Total combined local visitor spending, defined as residents living in Riverside County, was approximately \$5.7 million, with non-local visitors accounting for \$5.1 million (89.5%) of total expenditures, demonstrating The Cheech's effectiveness in attracting tourism dollars to the region over the multi-year span.



\* June through the end of the year

\*\* Through October

Source: The Cheech Coverage Data. Analysis by Boules Consulting.

**Riverside Estimated Visitor Expenditures - June 2022 to June 2024**

Expenses Category	Total Local Visitors	Total Non-local Visitors
Lodging and Accommodations	-	\$510K
Food (e.g., grocery stores)	\$20K	\$240K
Restaurants	\$160K	\$2.2M
Retail (e.g. gifts/shopping)	\$90K	\$1.5M
Entertainment/Recreation/Attractions	\$20K	\$610K

Source: *The Cheech Visitor Data. Analysis by Boules Consulting.*

The data indicates that restaurants benefited most substantially from visitor spending, capturing \$2.4 million in total expenditures. Of this amount, \$2.2 million came from non-local visitors, highlighting The Cheech's role in driving outside dining revenue to local establishments. Retail spending emerged as the second-largest category, with visitors spending \$1.6 million on local retail, of which \$1.5 million originated from non-local visitors.

Entertainment and recreational spending, including admission fees and related attractions, generated approximately \$630,000 in total revenue, with non-local visitors contributing around \$610,000. Lodging and accommodation expenditures totaled \$510,000 all from non-local visitors who required overnight stays as part of museum events or broader stays in Riverside. Food purchases from grocery stores and similar establishments accounted for approximately \$260,000 in total spending, with non-local visitors representing almost 90% of this category.

This spending pattern underscores The Cheech's significant role as a cultural tourism driver, with non-local visitors consistently accounting for the majority of expenditures across all categories. The high proportion of nonlocal spending suggests that The Cheech is successfully attracting visitors from outside Riverside, contributing substantially to the local economy through tourism-related revenue.

## Cost/Benefit Analysis

<b>Costs [c]: Operational Cost Estimate (June 2022 - June 2024)</b>	
Total:	\$9.0 million
<b>Benefit [b]: Total Riverside Co. Labor Income Impact of Operations &amp; Visitor Spending</b>	
Total:	\$11.4 million
<b>ROI Calculation: (B-C)/C is ratio of net benefits to costs</b>	
Total:	1.3:1 Total Labor Income: Operational Cost

Source: The Cheech Data. Analysis by Boules Consulting.

## Media Valuation

<b>TV Coverage</b>	
Local Viewership	Local Ad Value
2.7M	\$320k
<b>Print Coverage</b>	
Total Audience	Advertising Value Equivalency
14.3M	\$110k - \$570k
<b>Total Media</b>	
\$430k - \$890k	

Source: The Cheech Coverage Data. Analysis by Boules Consulting.



## Grand Opening Metrics

	<a href="#">June 2022 Grand Opening Print and Radio Coverage</a>	<a href="#">Grand Opening Coverage</a>	<a href="#">The Cheech One Year Anniversary June 2023</a>
<b>Pieces of Coverage</b> <small>Total number of online, offline and social clips in this book</small>	424	33	161
<b>Estimated Views</b> <small>Prediction of lifetime views of coverage, based on audience reach &amp; engagement rate on social</small>	10.5M	0.2M	3.7M
<b>Audience</b> <small>Combined total of publication-wide audience figures for all outlets featuring coverage</small>	5.8B	65.2M	4.3B
<b>Engagements</b> <small>Combined total of likes, comments and shares on social media platforms</small>	76K	13K	7K
<b>Avg. Domain Authority</b> <small>A 0-100 measure of the authority of the site coverage appears on. Provided by Moz</small>	58	68	53

Source: *The Cheech Coverage Data. Analysis by Boules Consulting.*

<a href="#">June 2022 Grand Opening Broadcast Coverage Highlights</a>	
<b>Total National Viewership</b> <small>Total National Viewership is the sum of all national cable viewership</small>	8.5M
<b>Total National Publicity Value</b>	170K
<b>Total Local Viewership</b>	2.7M
<b>Total Local Market Publicity Value</b>	\$300K
<b>Total Station Reach</b>	40.4M
<b>Est. Viewership</b>	710K

Source: *The Cheech Coverage Data. Analysis by Boules Consulting.*

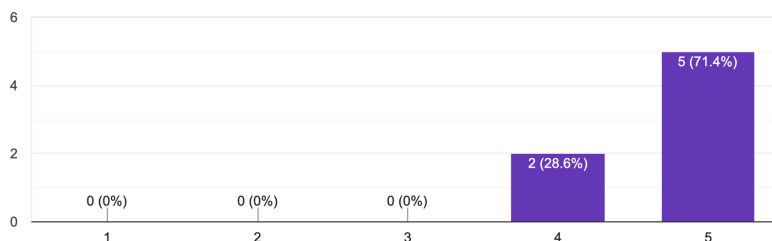
## Qualitative Impact

Measuring qualitative impact in an economic impact analysis (EIA) is important for capturing outcomes that go beyond quantitative data. While traditional EIA focuses on numerical or statistical measures, the more subjective, intangible and nuanced impacts of The Cheech are important aspects to measure as well. To measure them effectively, a combination of methodologies was used, integrating a component of subjective experiences, community perspectives, and non-economic factors. Key methodologies used were qualitative surveys and questionnaires, interviews and narrative, content and thematic analysis. The survey used was provided to Riverside community members, stakeholders, partners and surrounding small businesses through social media outlets and in direct emails using google forms with both open-ended questions as well as multiple choice. Interviews were conducted with semi-structured and open-ended questions to allow participants to express their thoughts and experiences regarding The Cheech. Narrative, content and thematic analysis was utilized to analyze and understand the emotional, social, and personal dimensions of the economic impact of the museum.

The findings overwhelmingly indicate that The Cheech has emerged as a cultural cornerstone in Riverside, fostering a strong sense of pride and connection within the Chicano and Latino communities as well as the community as a whole. One respondent

shared, *“I remember when it first opened that it was so amazing to see the word Chicano on a beautiful building and museum. It is a good thing by itself and exciting that it is in Riverside.”* The museum's diverse collection of art and its thought-provoking exhibitions have not only captivated local residents but also attracted visitors from far and wide.

Has visiting The Cheech influenced your understanding and appreciation of Chicano art and culture?  
7 responses



By showcasing the rich history and vibrant culture of the Chicano and Latino communities, The Cheech has facilitated intercultural understanding and dialogue. Its programming often addresses pressing social and political issues, empowering visitors to engage with contemporary challenges with one respondent stating, *“I think because there is pride in The Cheech among so many people, that opens doors for more interest and understanding in Chicano art and culture from people who had perhaps not thought much about it before.”*

Beyond its cultural impact, the museum has also stimulated economic growth in the region. By creating new opportunities for local artists, curators, and cultural entrepreneurs, The Cheech has contributed to the revitalization of Riverside's arts

scene. One respondent stated, *“The Cheech has become a major component of the Riverside Art Walks, which I know is a good economic opportunity for creatives and local businesses.”*

Visitors are drawn to the museum's ever-evolving exhibitions and its ability to foster a sense of community. Many have expressed the reason they return is to experience new artworks and participate in the evolving special events and exhibitions,

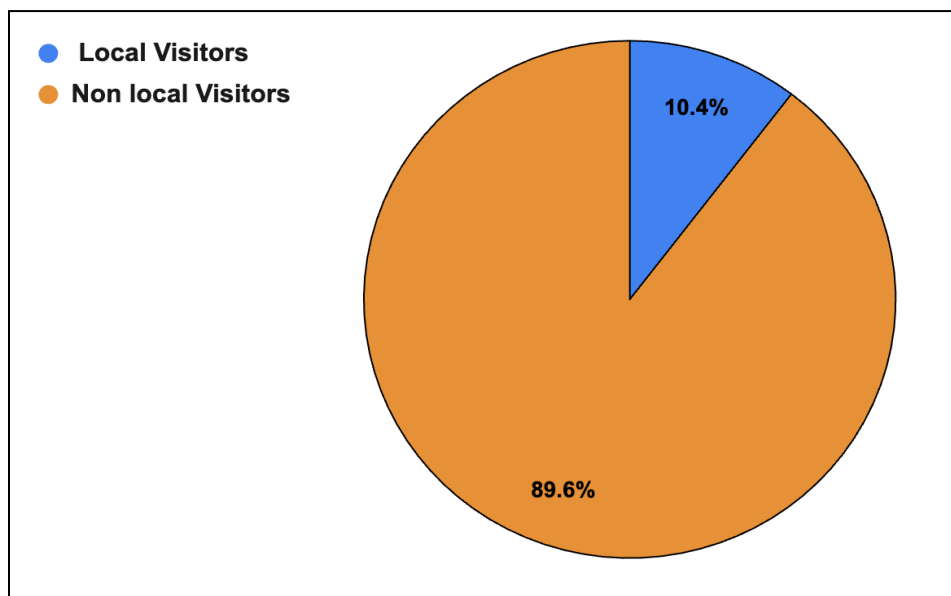
stating *“I take visitors to the museum whenever they visit me from out of town” and, “Because the collections change, I visit often.”*

The Cheech has effectively positioned Riverside as a cultural destination, attracting art enthusiasts and history buffs alike while solidifying its contributions to not only the local economy but even more so the community's vitality, preservation and celebration of Chicano art and culture.

## Demographic Data

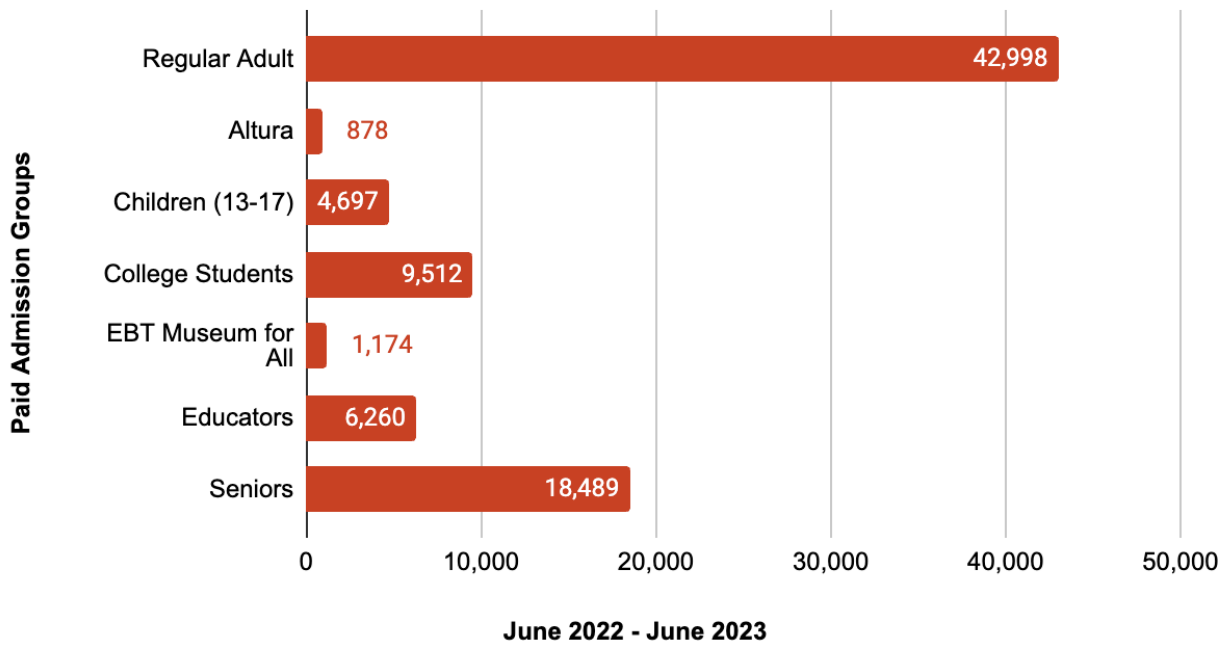
Since opening in June 2022, The Cheech has attracted over 225,000 visitors through June 2024. To better understand its audience, this analysis provides a comprehensive overview of visitor demographics and patterns. Total attendance records from June 2022 to June 2024 detail the number of tickets sold to local and non-local attendees, with visitor ZIP codes (collected from June 2022 to July 2023) used to classify these groups. The ZIP codes were also used to create maps

highlighting the top areas of attendees, both locally and non-locally. By integrating ZIP code data with insights from reputable online sources, the analysis inferred demographic characteristics such as gender, race, and education levels. A detailed breakdown of paid admission data from June 2022 to July 2023 further illustrate visitor trends, while carefully acknowledging the limitations of demographic inference.



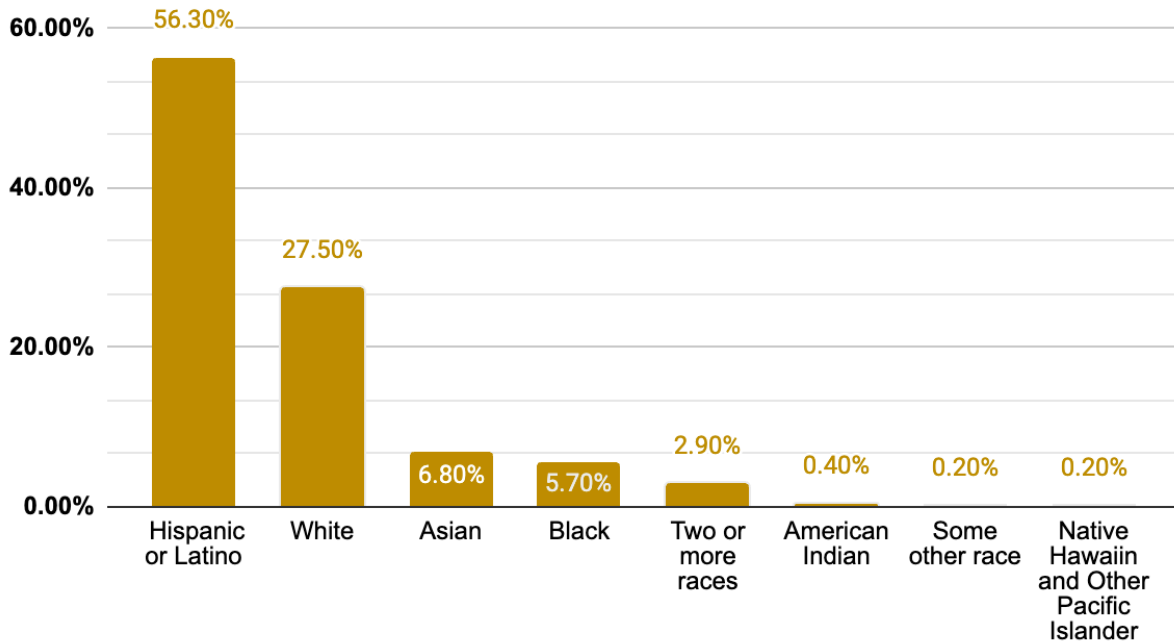
**Admission Data (June 2022 - June 2024):**  
 This graph highlights the attendance disparity between City of Riverside residents and non-Riverside residents who visited the Museum. Non-local attendees make up a significant 89.6%, compared to just 10.4% of local visitors.

### Attendee Segmentation



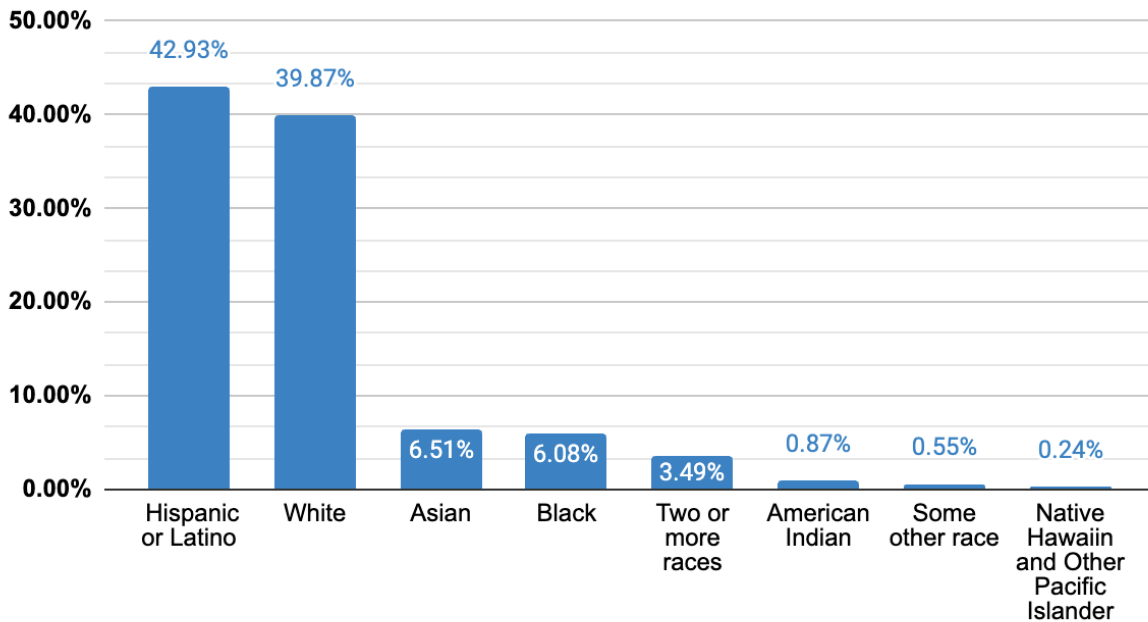
The above graph illustrates the distribution of paid admissions from June 2022 to June 2023, segmented into categories such as Adults, Altura Members, Children (ages 13-17), College Students, EBT Museum for All participants, Educators, and Seniors.

### Riverside Attendee Demographics



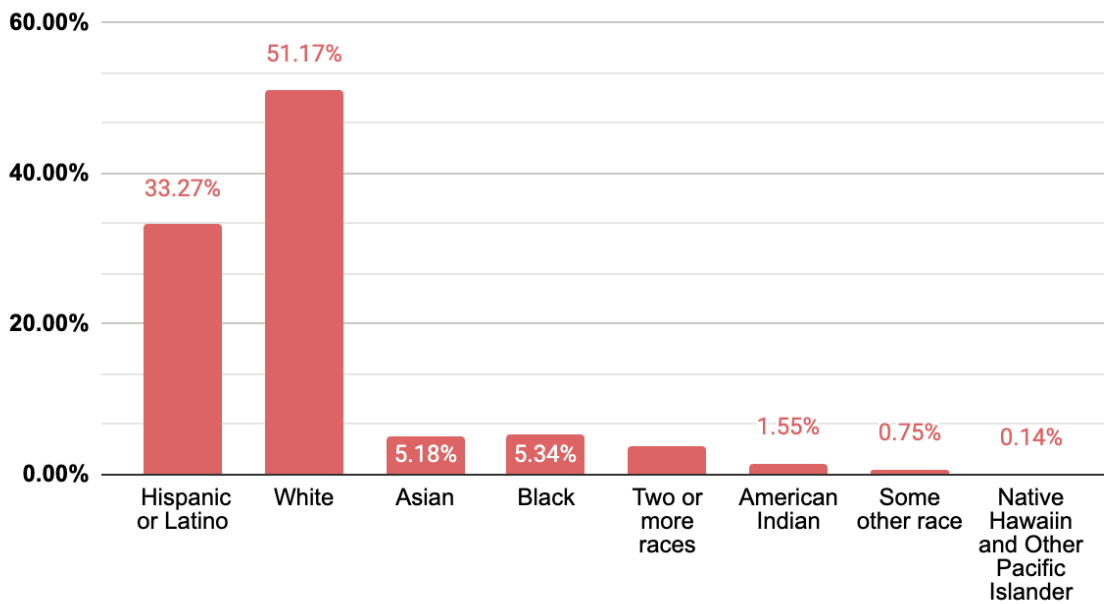
Using ZIP code data and reputable online sources, this analysis identifies the racial breakdown of attendees specifically from the City of Riverside. Hispanic or Latino individuals represent the largest percentage of visitors within this local demographic, reflecting the community's cultural composition.

### Visitor Demographics Including CA Attendees



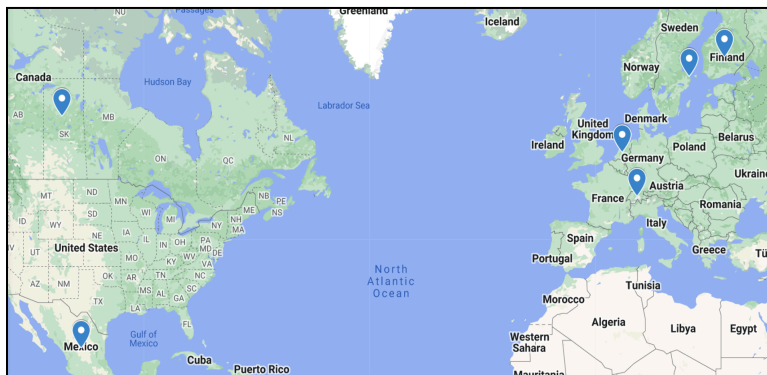
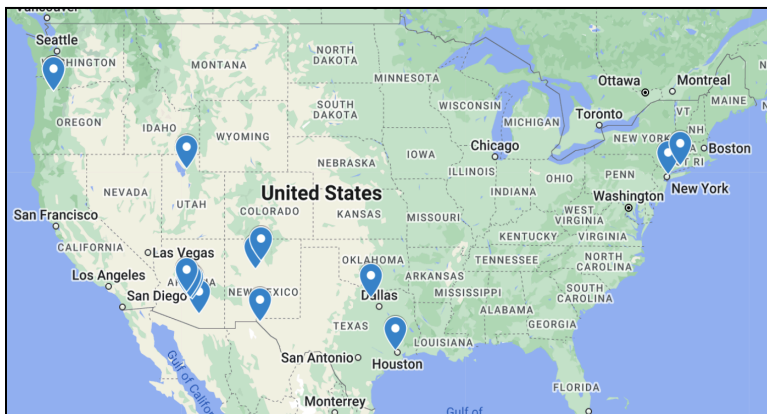
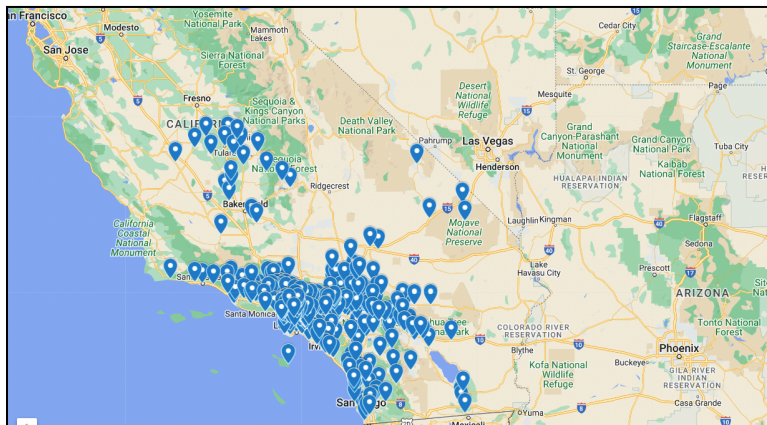
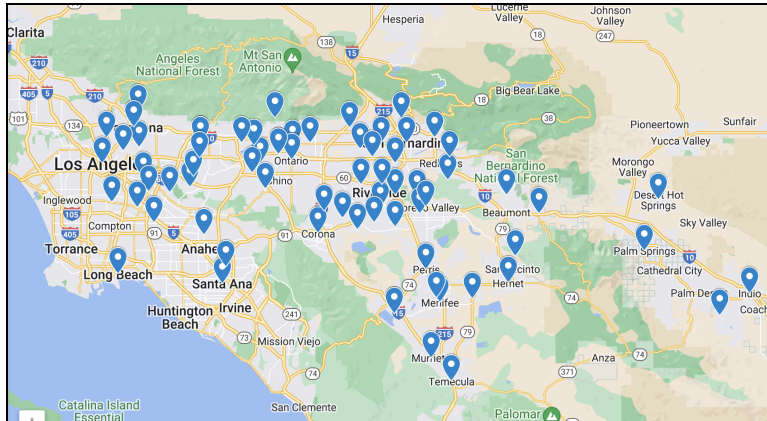
This analysis extends to visitors from across California, utilizing ZIP code data to infer racial breakdowns. Hispanic or Latino individuals also constitute the highest percentage of visitors in this category, underscoring their significant engagement with the Museum statewide.

### Visitor Demographics Not Including CA Attendees



For visitors from outside California, ZIP code data was similarly analyzed to determine racial demographics. While Hispanic or Latino individuals are prominent in other categories, this segment shows a more diverse distribution, highlighting the Museum's broad appeal across various racial and ethnic groups nationally.

# ZIP Code Mapping



The following maps provide a comprehensive illustration of the Museum's diverse visitor demographics:

1. **Top Visitor Locations by ZIP Code in California:** This map highlights the key ZIP codes within California where 100 or more attendees are recorded, showcasing the Museum's appeal to a significant number of local and regional visitors.
2. **ZIP Code Mapping of Southern California Visitors:** A focused look at visitor concentrations in Southern California, emphasizing the Museum's strong regional presence and engagement.
3. **Top Visitor Locations Outside California:** A broader geographic perspective showing major visitor hubs across the United States, demonstrating the Museum's national reach.
4. **Top Visitor Locations Outside the U.S.:** This map pinpoints the global origins of international visitors, underscoring the Museum's ability to attract a worldwide audience.

## Growth Potential

The Cheech Marin Center for Chicano Art and Culture in Riverside, California, has significant growth potential as both a cultural landmark and a hub for community engagement. As the first of its kind, the Center celebrates Chicano art while offering space for cultural dialogue, education, and expression. It serves as an essential bridge between art, history, and the community. As Riverside continues to grow and diversify, The Cheech can become a central player in the city's cultural and economic development, promoting trust, equity, fiscal responsibility, and innovation.

To realize this potential, the Riverside Art Museum can implement the following actions to continue growing even further. First, continuing to prioritize innovation in programming and exhibitions will keep the Center relevant and exciting. This includes embracing new media, introducing immersive experiences, and engaging in cross-cultural collaborations. Such innovation will help attract a broader audience, including younger generations and international visitors, while positioning Riverside as the forward-thinking City of Arts and Innovation. Incorporating modern technologies like virtual reality or online exhibitions can also extend the Center's reach globally and provide accessible content beyond its physical space.



Second, fostering partnerships between The Cheech and local small businesses and artists will strengthen both the local economy and cultural equity. Collaborations like pop-up markets, art installations, or artist residencies can empower local creatives and entrepreneurs, providing a platform for diverse voices within the Chicano and broader Latino communities.

These partnerships will create a thriving ecosystem where art, business, and culture intersect, driving job creation and enhancing Riverside's economic activity.

Lastly, continuing to seek private foundation and grant funding will ensure The Cheech's financial stability and allow it to expand programs and invest in infrastructure. Having successfully obtained a \$10.7 million grant and more than \$3.5 million in fundraised dollars to cover the cost of initial construction is a proven model for The Cheech to continue to subsidize expenditures and reduce the reliance on city resources. Targeting grants focused on arts, diversity, and education will help solidify The Cheech's role as a key cultural institution.

By combining innovation, local collaborations, and diverse funding sources, Riverside can ensure The Cheech continues to grow and thrive, creating lasting cultural and economic impact.

## Conclusion

The Cheech Marin Center for Chicano Art & Culture of the Riverside Art Museum has quickly become a vital cultural and economic asset for Riverside generating \$29 million in cumulative total economic output to the City's economy in its first two years of operation. The museum's ability to attract both local and non-local visitors has translated into substantial economic contributions to the city, including \$510k spent on lodging, \$2.2M in restaurant spending, and nearly \$1.5M in retail purchases. These results, along with a 16.4% increase in Hotel Transient Occupancy Tax revenues, demonstrate the museum's vital role in boosting Riverside's tourism, local employment, and tax revenue. Special events hosted by the museum have also generated additional economic activity, creating lasting benefits for Riverside's economy. The Cheech's public outreach, commitment to equity, fiscal responsibility, innovation, and sustainability all support the city's long-term goals, positioning the museum as a central part of Riverside's growth and cultural development.

Looking forward, The Cheech has substantial growth potential. As Riverside continues to grow and diversify, the museum can expand its role in both the city's cultural and economic landscape. By maintaining innovation in programming, fostering local collaborations, and securing diverse funding sources, the museum has the opportunity to strengthen its position as a key cultural institution and a driver of community engagement and economic growth. For future economic impact analyses, this data serves as a valuable baseline for assessing the museum's contribution to the local economy. It is recommended that the City regularly track visitor data, spending patterns, and tax revenue to measure ongoing impacts and evaluate the effects of new initiatives. This will enable the City of Riverside and The Cheech to strategically plan for continued growth, ensuring the museum remains a prominent force in both cultural and economic development.





## Appendix

The input-output modeling portions of this Analysis used IMPLAN, the industry-leading software for economic impact modelling and Input-Output analysis. IMPLAN software is widely regarded as the best-in-class tool for economic and fiscal impact analysis and is used by government organizations, private researchers, and non-profit institutions throughout the U.S. By using IMPLAN for this analysis, Boules Consulting was best able to provide industry-standard economic impact estimates for The Cheech.



**Plan your visit!**  
Go to [riversideartmuseum.org/visit](http://riversideartmuseum.org/visit)

Admission Pricing	Free Admission
Adult: \$15.95	Children under 12
Senior 65+, volunteer, college student, or children 13-17: \$10.95	Military personnel active and retired plus full party
	RAM members

Admission provides entry to both the Riverside Art Museum and The Cheech.

- BUSINESSES and PARTNERS (All hotels and businesses in white offer 10% off your bill (unless otherwise stated) for RAM and The Cheech ticket holders on same day visits!)**
- The Beignet Spot
  - Bajío Mexican Grill
  - Fresh Taste
  - T-Mobile
  - Wells Fargo (ATM)
  - Hotz Kitchen
  - Game Lab
  - Food Lab
    - A. Mixie's Ice Cream  
Artisan ice cream and cookies.
    - B. Monty's Good Burger  
Whipping up plant-based, classic fast food like burgers and shakes.  
3605 Market Street, Riverside, CA 92501
  - Cheba Hut "Toasted" Subs  
Laid-back sandwich-shop for creative toasted subs, plus snacks & desserts.  
2505 Market Street #101, Riverside, CA 92501
  - Meraki Plants
  - Gram's Mission BBO
  - Things They Love  
Our shop brings ethically made toys into your home, igniting your child's imagination.  
3537 Main St, Riverside, CA 92501
  - Sweet Vintage Décor
  - Reveille (Yoga & Fitness)
  - Cakebox
  - Cold Cutz Grooming
  - Cupcakes and Curiosities  
Yummy baked goods with gluten-free options.  
3599 Main St, Riverside, CA 92501
  - New Business Opening Soon!
  - Electric Barbershop
  - Upper Crust
  - ProAbition
  - Jon Michael Salon
  - Mission & Main Mercantile  
Curious goods and wares.  
3625 Main St, Riverside, CA 92501
  - Downtown Apothecary  
Soap, scrubs, oils, butters & creams, bath accessories, and face care.  
3655 Main St, Riverside, CA 92501
  - Simple Simon's
  - Saku Ramen
  - Tamale Factory  
Stylish cantina with a patio & a menu of classic Mexican dishes, including breakfast platters.  
3685 Main St, Riverside, CA 92501
  - Mrs. Tiggy Winkles  
Citizens Business Bank (ATM)
  - Coffee Bean & Tea Leaf
  - Stone Church Brewing & Bistro
  - Antonious N&W Pizza
  - Palenque
  - Mezcal
  - River Ranch Grill and Bar
  - Urban Dripp
  - Fire Up Grill
  - Arcade Coffee Roasters
  - Culver Center of the Arts
  - UCR Museum of Photography
  - Salted Pig
  - Retro Taco  
Taco restaurant with a retro style, full bar and taphouse. (promo on food)  
3744 Main St, Riverside, CA 92501
  - The Lobby Cocktail Lounge & Kitchen  
Cocktail lounge offering international dishes.  
3730 Main St, Riverside, CA 92501
  - Mission Galleria
  - Mission Inn Museum
  - Kelly's Boutique
  - Casey's Cupcakes
  - Coming Soon
  - T. Elliot Design Studio
  - Toni Moore Clothing  
Contemporary clothing and accessories.  
3689 6th St, Riverside 92501
  - Salvaged Treasures
  - Downtown Bookstore
  - Las Campanas (Mission Inn)
  - Molinos Coffee
  - Hideaway Café
  - Marlo's Place
  - DragonMarsh
  - Downtown Experiment
  - Lake Alice Trading Co.
  - RCAA
  - Division 9 Gallery
  - The W at Worthington's
  - The Menagerie
  - Back to the Grind  
Hip airy venue for coffee, sandwiches & vegan grub.  
3575 University Ave, Riverside, CA 92501
  - Raincross Pub & Kitchen
  - Pixel's Bar & Grill
  - Farmer Boys
  - Art's Bar & Grill
  - Heroes Restaurant & Brewery
  - Tio's Tacos
  - Urge Palette
  - Pain/Sugar Gallery
  - Yoli's Mexican Grill  
Authentic Mexican food.  
3225 Market Street #102, Riverside, CA 92501