**Example Business Case Study**

- **Annual Revenue:** $100K
- **Mural Added:** $1,000
- **New Annual Revenue:** $120K
- **Revenue Increase:** 20% or $20K
- **1,900% ROI**

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**Beautify Earth**

*Economic Impact Analysis*

- **Over 30 Murals** added between Lincoln Blvd. and the 10 Fwy.
- **Businesses reported up to 60% increase in foot traffic**
- **Partially due to an increase in foot traffic**

- **$1,200 daily increase in spending at this business**
- **Each pedestrian is spending an average of $6 daily**
- **For one business on Lincoln Blvd, B.E. has attracted 130 daily pedestrians (20% increase)**

- **Projected for 30 businesses throughout a 200-day work year**
- **$7.2 Million in new sales along Lincoln Blvd.**
- **5.1% increase in annual spending ($700,000) total annual sales along Lincoln Blvd.”**

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**Impact Analysis Report 2012-2014**

Beautify Earth Economic Impact Analysis based on testimonials and surveys of participants of Beautify Lincoln.

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**Before and After**

ALL costs are covered by Beautify Earth 501(c)(3)

Beautify Earth is a nonprofit that aims to create private art projects that attract new businesses and improve the likelihood of community investment.

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**Decreases**

- Cost of Repainting

**Increases**

- **Cultural Value** brings smiles to passersby
- **Business Revenue** up to 50% reported
- **Business Valuation** significantly increases visibility

*Other Increases: Tax revenue, jobs, new businesses, community involvement of children, City of Santa Monica support, block participation and volunteerism by major corporations (e.g., Starbucks and Home Depot).*