



EXAMPLE BUSINESS CASE STUDY

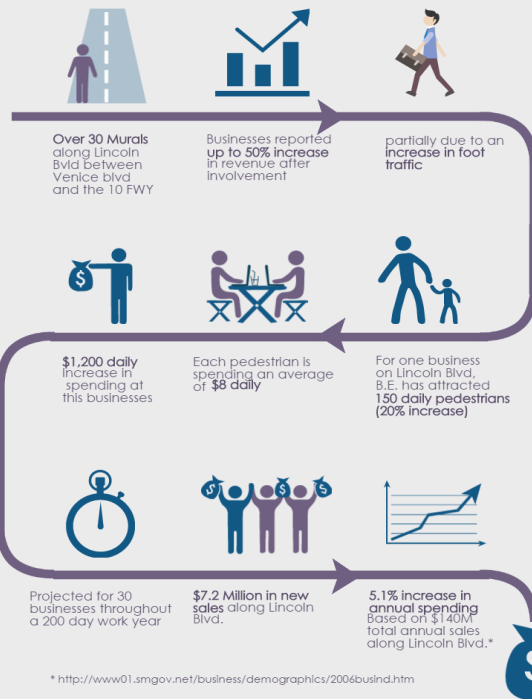
Annual Revenue \$100K | Mural Added \$1,000

New Annual Revenue: \$120K | Revenue Increase: 20% or \$20K

1,900% ROI

BEAUTIFY EARTH

economic impact analysis



* <http://www.w01.smgov.net/business/demographics/2006busind.htm>

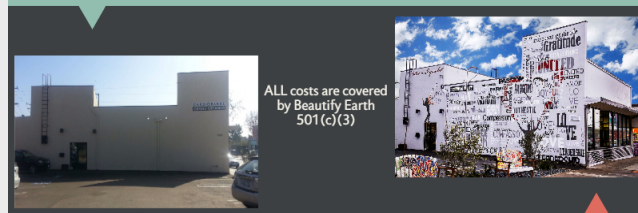
IMPACT ANALYSIS

REPORT

2012-2014

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

Before and After



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

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

Decreases

Cost of Repainting



Increases



Cultural Value brings smiles to passerby



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).