

# Arts & Culture - part of the solution

## Substantial Returns to Government Treasuries — \$5 Returned For Each State \$1 Invested

Florida's not-for-profit arts and culture industry "delivers more than \$446.5 million in local and state government revenue — \$250 million returned to Florida's state treasury and \$200 million to local governments.\*

## Supports Over 88,326 Full-Time JOBS Throughout Florida

According to Dun & Bradstreet as of [January 2014](#), Florida is home to 57,453 arts-related businesses that employ 212,779 people. These arts-centric businesses are vital to help build and sustain economic diversity and vibrancy. Florida's not-for-profit arts and culture organizations support over 88,326 full-time equivalent jobs that generate over \$2.1 billion in household income to local residents.\*

## Builds A Diverse and Innovative State Economy

Florida's arts and culture not-for-profit industry generates over \$3.1 billion in local economic activity: last reported amounts are \$1.4 billion spent by the not-for-profit arts and cultural organizations and \$1.7 billion in event-related spending by their audiences. According to such non-arts organizations like the Florida Chamber and Associated Industries of Florida, our arts and culture resources are vital to build a strong, diverse, and innovative economy.\*

## Expands Tourism Throughout Florida

According to *Florida Tax Watch Tourism Research Report*, 74.9% of visitors to Florida participate in cultural activities. The report goes on to say we need to understand the factors that make Florida an attractive destination and retain and enhance those factors. [Research](#) demonstrates that of the 58-million attendees (84% residents) and visitors (16%) at Florida arts and culture events, the non-local attendees spend an average of 137 percent more (lodging, meals, transportation, souvenirs, etc.) than resident attendees per person: \$57.49 vs. \$24.25.\*

## Gives Florida the Competitive Edge to Attract and Retain Key Businesses

Part of the criteria used by both Scripps Research and Burnham Institute for Medical Research on where to locate in Florida was how healthy the arts and culture resources were in the areas they considered. They decided upon Palm Beach and Orange counties, both replete with quality and diverse arts and culture resources. Cities are competing to attract new, promising businesses; and "international studies show that the winners will be communities that offer an abundance of arts and culture opportunities."

## Develops Strong and Effective Private-Public Partnerships

Over 50% of Florida's arts and culture not-for-profit organizations' [annual operating budgets](#) must be raised through individual contributions; fund-raising events; corporate and foundation support; and local, state, and federal governmental grants. State support is critical to help leverage other revenue sources critical to sustain this creative industry — jobs, programming, arts education, and greater access for more residents and tourists.

## State Investment Is Vital to Leverage Millions In Support

Florida restored its critical investment in its arts and culture resources in 2014 by providing appropriations that fully funded all qualified grants from the Florida Department of State Division of Cultural Affairs. Florida is now ranked #6 in per capita funding from the National Assembly of State Arts Agencies. Let's continue to work together through public and private partnerships to build a Florida rich in cultural diversity and quality that gives our state a competitive edge to attract tourists and businesses. These qualified Florida arts and cultural organizations use these state grants to leverage raising millions in matching dollars necessary to sustain and advance this creative industry. Florida's arts and culture industry impacts the economy, education, tourism, community development, and quality of life for residents of and visitors to Florida.

**For additional information,  
please contact the Florida Cultural Alliance:**  
**E-mail: [info@flca.net](mailto:info@flca.net) Telephone: 561-848-6231 [www.FLCA.net](http://www.FLCA.net)**

\* The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the State of Florida, Americans for the Arts' Arts & Economic [Prosperity III Study](#) and Americans for the Arts' The Creative Industries in Florida, 2014

