



Charlotte Pelton & Associates, Inc.
PLANNING ■ MARKETING ■ RESOURCE DEVELOPMENT

**Cultural Industry Assessment Report on
Cultural Institutions in Palm Beach County¹
March 2018**

EXECUTIVE SUMMARY

ECONOMIC IMPACT

Palm Beach County's 'cultural sector,' comprised of 200+ arts, sciences, environmental, and cultural heritage organizations, serves as a cornerstone of tourism, attracting audiences, spurring business development, supporting jobs, and generating government revenue. **This sector has an economic impact in excess of \$633 million a year, providing more than 14,000 FTE jobs.**

Most organizations' facilities are bursting at the seams, with more than **5.4 million people attending cultural arts and sciences exhibits, events and experiences, and filling more than 300,000 hotel rooms each year**, creating additional jobs in related industries. Unequivocally, the greatest need is for renovated and expanded facilities, along with financial support to sustain them. These needs must be addressed to ensure that Palm Beach County retains its excellent quality of life and remains competitive.

During the most recent needs assessment, twenty-eight projects were identified that encompass more than \$450 million in needed capital investment, and more than 500,000 square feet of expanded space. Projects spanning the county address repairs and renovations needed due to age and changes in technology and design, and facilities expansion to accommodate an ever-growing audience that exceeds **5.4 million people each year, two thirds who are residents of Palm Beach County.**

Already pressed to raise significant private philanthropic support to balance operating budgets, cultural leaders believe that consideration should be given to local tax based support to help fund a portion of these major capital investments. Public sector leadership and advocacy for the arts and sciences is key to a vibrant community and acknowledges the great value this sector brings to all who live here, or come to visit.

¹ Funded by the Cultural Council of Palm Beach County

Future Projected Economic Outcomes and Impacts²

- More than \$450 million in construction related spending in the coming decade
- More than 500,000 square feet in added space to serve ever increasing audiences
- Associated construction related employment
- Projected permanent increase of 2,500 FTE jobs
- Additional 55,000 hotel rooms filled annually by increased numbers of cultural tourists
- Increased economic benefit to local businesses, through increased spending by the cultural sector and their audiences
- Projected increase in economic impact of more than \$100 million (\$750 million total impact annually)

EDUCATION IMPACT

The cultural sector also plays a vital educational role for students in pre-K through high school and beyond, including college age through adult seniors.

Almost 4,000 children participate in cultural programs each school day in Palm Beach County, 80% of which are free or grant-subsidized by participating cultural agencies.

These organizations' education staff provide greatly enhanced educational resources, working along side teachers to provide invaluable educational programming in school, after school, and at cultural institutions, across all standard educational subjects and all cultural disciplines.

Cultural facilities provide unique classroom spaces where children learn math and science, along with dance and music. They learn history and heritage, along with biology and technology. They learn to express themselves creatively, becoming better-equipped citizens as they expand their views and understanding of the world.

Future Projected Educational Outcomes and Impacts:

- Greatly enhanced cultural facilities with up-to-date technology, and expanded exhibits, classrooms, and educational resources, to better prepare students for the world in which they live
- Ability to serve increased numbers of students of all ages

Conclusion.

The 2018 Cultural Industry Assessment shows clearly that the sector is poised for unprecedented growth. Optimism abounds; but tempered by the need for significant financial support from all possible sources, there is a strong desire for serious consideration to be given for funding from public sources to assist in these projects.

A strong plan is the foundation for prudent growth, and requires collaboration and support from all parties—cultural leaders, educational leaders, elected officials, businesses, and philanthropic leaders—to be successful. Palm Beach County has seen strong leadership in this area in the past, and cultural leaders are asking them to champion the cause again.

² Projections of jobs, hotel room nights, and increased economic impact based upon estimated increase of 1 million visitors per year after expansions are completed.

Summary of projects with approximate square footage being added

Cultural Organization	Added Square Footage
American Wind Symphony Orchestra	8,500
Ann Norton Sculpture Gardens	5,000
Armory Art Center	9,000
Benzaiten Center for Creative Arts, Inc.	10,000
Bob Carter's Actor's Workshop & Repertory Co.	1,600
Boca Raton Children's Museum	5,500
Boca Raton Museum of Art	0
Cultural Center at Old Boynton Beach High School	28,500
Delray Beach Playhouse	10,000
Gumbo Limbo Nature Center, Inc.	20,000
Historic Jenkins House Artists Showcase of the Arts	0
Historical Society of Palm Beach County	0
Jupiter Inlet Lighthouse & Museum	55,000
Lighthouse ArtCenter	15,000
Loggerhead Marinelife Center	34,672
Maltz Jupiter Theatre	30,000
Morikami Museum and Japanese Gardens	35,000
Mounts Botanical Garden	TBD
Norton Museum of Art	0
Old School Square	20,000
Palm Beach Dramaworks	25,000
Palm Beach Symphony	27,500
Palm Beach Zoo & Conservation Society	43,560
South County Arts Complex	TBD
South Florida Science Center and Aquarium	54,000
Spady Cultural Heritage Museum	2,500
The Kravis Center for Performing Arts	66,000
	506,332