

# SHARE SOME FACTS About Arts & Culture Industry



## Has Substantial Return on Investment to Government Treasuries

In FY 2015, \$492,341,000 was returned to state and local government treasuries by Florida's not-for-profit arts and culture industry: [a \\$9 return for every \\$1 invested by the state.\\*](#)

## Creates and Supports JOBS

Florida is home to 58,162 arts-related businesses that employ 227,843 people.

2017 Dun & Bradstreet data used in Americans for the Arts' [The Creative Industries in Florida Reports](#)

## Positively Impacts the Economy & Communities

Florida's arts and culture not-for-profit industry generates over \$4.7 billion in direct economic activity.\* Florida residents are especially likely to agree that the arts have a social impact and improve the quality and livability of their community (76 percent vs. 71 percent nationally).\*\*

## Attracts & Builds Businesses

International studies show that the winners will be communities that offer an abundance of arts and culture opportunities.

## Drives Tourism

A recent statewide tourism study ranks "Cultural Interest —wants to engage a destination's arts and culture assets" as one of the top drivers for out-of-state and in-state tourists.

[The State of the Florida Traveler, Special Edition 2015](#) AND Florida's arts and culture tourists stay longer and spend more money: \$56.80 (non-resident attendee to cultural event) vs. \$29.37 (resident attendee)\*

## Engages and Connects Millions of People

Over 69.9 million Floridians and tourists participate annually in arts and culture activities.\*

## Private & Public Funding Partnerships Are Critical to Sustainability & Access

Florida's arts and culture nonprofit organizations' sustainability is dependent upon diverse funding partnerships: admissions, fees, memberships; corporate and foundation support; individual contributions; and local, state, and federal government matching grants. [More details](#)

## Contributes To A Thriving Workforce

In 2015, Florida ranked 5th among all states in U.S. Bureau of Economic Analysis Arts & Cultural Satellite (ACPSA) value added, and 4th among all states in ACPSA value added growth. Since 2014, ACPSA value added has grown 11.12 percent in Florida, compared with an increase of 4.65 percent for the U.S.

U.S. Bureau of Economic Development Arts and Cultural Production Satellite Account [\(ACPSA\) 2015 Florida Report](#)

## Prepares Students for Success

Programs incorporating the arts have proven to be educational, developmentally rich, and cost-effective ways to provide students with the skills they need to be productive participants in today's economy. National Governors Association Issue Brief [The Impact of Arts Education on Workforce Preparation](#)

\* [The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the State of Florida, Americans for the Arts' Arts & Economic Prosperity 5 Study, FY 2015](#) — [access to ALL Florida AEP 5 study summaries](#).

\*\* [Floridians Speak Out About The Arts in 2018](#) — PowerPoint of An In-Depth Look at Perceptions and Attitudes About the Arts