

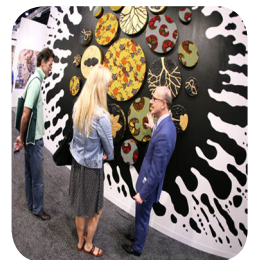
# Arts and Culture Facts



compiled by the Florida Division of Cultural Affairs - February 2010

## Strengthening the Economy

Arts and culture organizations create \$5 in revenue for the public sector for every \$1 that federal, state, and local governments invest in arts and culture.<sup>1</sup> ● \$196.7M in revenue was generated to state government by arts and culture in 2008.<sup>2</sup> ● \$249.7M was generated to local government by arts and culture in the same year.<sup>3</sup> ● 88,326 FTE jobs in Florida were supported by the arts and culture in 2008.<sup>4</sup>



## Tourism

57.8M people attended arts and cultural events in Florida in 2008.<sup>5</sup> ● 74.9% of visitors to Florida participate in cultural activities.<sup>6</sup> ● Cultural visitors spend an average of \$57.49 on event-related expenses, more than twice as much as local attendees.<sup>7</sup> ● Florida's cultural tourists spend more than tourists not attending cultural events (\$631 to \$457).<sup>8</sup>

## Learning and Wellness

In high-poverty and urban settings where schools developed arts integrated curricula, there has been improvement in reading and mathematics.<sup>9</sup> ● At-risk youth participating in the arts increased ability to communicate effectively, improved ability to work on tasks from start to finish, improved attitudes towards school, and decreased frequency of delinquent behavior and court referrals.<sup>10</sup> ● In a study of community-based cultural programs, persons age 65 and older who participated in a weekly participatory art program experienced better overall health, fewer falls and less hip damage, fewer doctors' visits, diminished use of medications, diminished vision problems, and increased involvement in activities.<sup>11</sup>



Sources: <sup>1-5, 7</sup>: Americans for the Arts, "Arts and Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the State of Florida," <sup>6</sup>: Florida TaxWatch <sup>8</sup>: Florida TaxWatch, <sup>9-10</sup>: John D. and Catherine T. MacArthur Foundation, <sup>11</sup>: the Arts Education Partnership, and the President's Committee on the Arts and Humanities, National Endowment for the Arts Creativity and Aging Study, 2006.

Image credits (top to bottom): SunFest, Art Basel Miami, Pier Aquarium, Shands Arts in Medicine

# Arts and culture mean business for Florida!

In January 2009, the Florida Chamber identified quality of life as a key component to Florida's economic recovery. The Chamber specifically cited arts & culture as a way to attract business and improve quality of life for Floridians.



“Arts and culture are vital to the future of Florida. Count these as investments in community development, as investments in a quality workforce and an innovation economy. Arts and culture is the ingredient that not only enriches experiences but attracts others, some as visitors but many to stay.”

—Tony Carvajal  
Executive Vice President  
Florida Chamber Foundation



“The statistics don't lie. With nearly 75 percent of visitors to the Sunshine State participating in cultural activities and spending twice as much as local attendees while they visit, it is clear that if we want Florida to remain a premiere tourist destination, we must continue to invest in the arts.”

—George LeMieux, February 2009

In January 2009, Florida was highlighted in the National Governor's Association Center for Best Practices report “Using Arts and Culture to Stimulate State Economic Development.”



“Communities rich in art and culture no doubt attract other economic investments and are fun places to live. But art and culture accomplish so much more – they are an expression of what it means to be fully human, they bind us together as fellow travelers, lift our spirits, and allow us to realize our creative potential.”

—Sherry Magill, Ph.D.  
President  
Jessie Ball du Pont Fund

Photo credits (top to bottom) : Former State Senator Bill Posey with Brooke Deratany Goldfarb, image from Space Coast Ballet 2006; Florida Arts on Tour Artist Clarita Filgueiras; “White Mangrove Island,” pastel on wood by Patricia Cummings, Dept. of State Art Collection; Northwest Florida Ballet Academie.