



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." In 2008, \$250 million was returned to Florida's state treasury and \$200 million to local governments.*

Over 88,326 Full-Time JOBS Throughout Florida

According to Dun & Bradstreet as of January 2011, Florida is home to 52,869 arts-related businesses that employ 184,708 people. These arts-centric businesses are vital to help build and sustain economic diversity and vibrancy. In 2008, Florida's not-for-profit arts and culture organizations supported over 88,326 full-time equivalent jobs that generated \$2.1 billion in household income to local residents.*

Builds A Diverse and Innovative State Economy

In 2008, Florida's arts and culture not-for-profit industry generated over \$3.1 billion in local economic activity: \$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 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. In 2008, of the 58-million attendees (84% residents) and visitors (16%) at Florida arts and culture events, the non-local attendees spent an average of 137 percent more (lodging, meals, transportation, souvenirs, etc.) than resident attendees per person: \$57.49 vs. \$24.25. These arts and culture events stimulate Florida's economy in positive and meaningful ways.*

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

Approximately 51% 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.

Requests Restoration of State Investment for Greater Impact

Florida's investment in its arts and culture resources is now 92% less than it was six years ago. In FY 2007, Florida invested \$34.4 million in statewide arts, arts education, and culture grants; it now invests \$3.1 million, which represents only 13¢ per Floridian. We must rebuild and restore Florida's investment in this critically important creative industry that is vital to the state's economic and qualitative well being.

**For additional information,
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* 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, 2011