

**Proposed Statement from Florida Cultural Alliance to Associated Industries
of Florida's for Its Consideration to Include Statement in Its Economic
Stimulus Package for 2009 Legislative Session**

November 2008

- **Arts, Culture, and Historic Resources** – invest more funding directly in Florida's outstanding arts, culture, and historical resources as an innovative strategy to develop and promote our state's image nationally and internationally as an exciting and sophisticated destination that will help expand tourism and commerce; retain and attract businesses; revitalize cities and towns; diversify and build our innovative economy; and produce, recruit, and sustain a skilled, creative workforce.

Several substantiating facts (if additional facts are needed, let us know):

- 74.9% of Florida visitors participate in cultural activities...It is important to understand the factors making Florida an attractive destination and to retain and enhance those factors (Source: *Florida Tax Watch Tourism Research Report*);
- For every dollar government invests in the arts, \$7 is returned to local, state, and federal governments. On an annual basis, our country's arts and cultural nonprofit organizations contribute over \$29.6 billion in revenue to local, state, and federal governments (Source: *Arts & Economic Prosperity III Research Report*);
- Florida's arts and cultural industry's statewide economic impact has grown from \$1.7 billion in 1997 to over \$2.9 billion in 2001, making it one of Florida's fastest growing industries (Source: *The Economic Impact of the Florida Arts and Cultural Industry*, produced by Dr. William Stronge for the Florida Cultural Alliance);
- In January 2008, Florida had over 40,081 arts-related businesses that employ over 168,468 people (Source: Dun & Bradstreet);
- "World-class scientists demand the best in cultural, educational and recreational offerings when they're deciding where to do their research." Dr. Richard A. Lerner, Scripps Research Institute