

## **A Few Quick Talking Points to Help Sustain State Arts Funding**

### **RETURN ON INVESTMENT**

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.

A return of 7:1 -- a very strong return on a modest investment.

### **IMPACT ON JOBS**

According to Dun & Bradstreet January 2008 data, there are over 40,081 arts-related businesses in Florida that employ over 168,468 people.

### **OVERALL ECONOMIC IMPACT AS AN INDUSTRY**

Florida's arts and cultural nonprofit industry is part of a national industry worth over \$166 billion: \$63.1 billion spent directly by our country's arts and cultural nonprofit arts and cultural organizations; \$103.1 billion spent by attendees on event-related expenditures. Average amount spent by attendees is \$27.79, plus admission.

*2005 Arts & Economic Prosperity Report*

### **TOURISM IMPACT**

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.

Florida's arts, cultural, and historical resources are certainly key components that attract and keep tourists in our state for a longer period of time. Non-local attendees spend twice as much as local attendees: \$40.19 vs. \$19.53. Florida's cultural tourists spend \$631 vs. \$457 (non-cultural tourist).

### **COMPETITIVE EDGE TO ATTRACT AND KEEP KEY BUSINESSES**

One criterion used by both Scripps Research and Burnham Institute for Medical Research on where to locate in Florida was how healthy the arts and cultural resources were in the areas they considered. They decided upon Palm Beach and Orange counties, both rich with quality and diverse arts and cultural resources.

### **FLORIDA'S INVESTMENT IN ITS CREATIVE ECONOMY DECLINING**

Florida's investment in its creative economy, which arts and cultural resources are integral, has declined by over 40% in the last twelve years and continues to decline. Florida is ranked 38 in per capita arts funding according to the National Assembly of State Arts Agencies.

### **STATE PARTNERSHIP IS CRITICAL TO SUSTAIN QUALITY AND ACCESS**

Fifty-one percent of Florida's arts and cultural nonprofit 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 quality programming and greater access for all.