



**The Return on Investment Is Substantial — \$5 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.\*

**Public/Private Partnerships Preserve and Create Jobs —  
Over 88,326 Full-Time Arts & Culture 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.\*

**Arts & Culture Industry 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.\*

**Arts & Culture Resources Expand 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.\*

**Arts & Culture Give Florida the Competitive Edge to Attract and Keep 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."

**Arts & Culture Develop 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 (over \$560 million in FY 2006-2007) critical to sustain the industry as a whole — jobs, programming, arts education, and greater access for more residents and tourists.

**Florida Now Invests Only 5¢ Per Floridian In Its Arts & Culture Industry.  
State Support Of Arts & Culture Programs Did Reach Over 29.6 million  
Residents And Visitors Five Years Ago — Now, Just 2.4 million.**

Florida's investment in its arts and culture resources continues to decline substantially each year — over 95% in just five years. In 1994, Florida was ranked #2 nationally in per capita state appropriations for arts and culture; it now invests only 5¢ 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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[www.FLCA.net](http://www.FLCA.net)**

\*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