



### **GREATER RETURN ON STATE 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. **On average, \$7 is returned to government for every \$1 appropriated.** *2005 Arts & Economic Prosperity Report*

### **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.** The number is probably greater since many of the state's smaller and mid-sized organizations do not register with Dun & Bradstreet.

### **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. *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 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**

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 cultural resources were in the areas they considered. They decided upon Palm Beach and Orange counties, both replete with quality and diverse arts and cultural resources.

### **STATE PARTNERSHIP IS CRITICAL**

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 the industry as a whole — jobs, programming, and greater access for residents and tourists.**

**Compiled by Florida Cultural Alliance**  
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