



FACTS

Building Businesses

International studies show that the winners will be communities that offer an abundance of arts and culture opportunities.

Drives Tourism

Arts & culture is the #1 driver for in-state tourism, and the #2 driver for out-of-state tourists.

The State of the Florida Traveler, Special Edition 2015

Impacts the Economy

Florida's arts and culture not-for-profit industry generates over \$3.1 billion in local economic activity.

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, 2007

Engages Millions

Over 45.6 million Floridians and tourists participate annually in arts and culture activities.

2014-2015 Florida Division of Cultural Affairs data

Arts & Culture = JOBS

Florida is home to 54,994 arts-related businesses that employ 185,138 people.

Dun & Bradstreet data from Americans for the Arts' The Creative Industries in Florida, 2015 Reports

Return on Investment

A \$5 return for every \$1 invested by the state to local and state government treasuries.

State investment returns over \$446.5M

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A Quick Look at State Investments in DCA Grants

Year	State Budget	DCA Appropriations	% of Budget	Per Capita
2016	\$78,396,500,000	\$34,804,393	0.044%	\$1.72 20,209,604 population
2017	\$79,252,300,000 Governor's Proposed FY17 Budget	\$45,002,090 Request to fully fund 532 qualified DCA grants	0.057%	\$2.19 20,524,152 population

Leverages Partnerships

State investment is critical to help leverage other necessary public-private revenue sources.
Based on 2012-2013 grant data from Florida Department of State, Division of Cultural Affairs

Attracts Tourists

Cultural tourists stay longer and spend more money: \$57.49 vs. \$24.25.

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, 2007

Gross Domestic Product Workhorse

Arts & Culture contributed more the \$698B to the U.S. economy or 4.32% to the GDP, more than construction or transportation and warehousing.

U.S. Bureau of Economic Analysis

Thriving Workforce

4.7 million were employed in the production of arts and cultural goods, receiving \$334.9B in compensation.

U.S. Bureau of Economic Analysis

Ripple Economy

Arts and culture spending has a ripple effect on the overall economy. For example, for every 100 jobs created from new demand for the arts, 62 additional jobs are created.

U.S. Bureau of Economic Analysis

Academic Success

Participation in more than one fine arts credit is associated with higher proficiency rates at graduation. There is a greter difference between students enrolling in four or more credits of fine arts and those enrolling in few or no fine arts courses. This difference extends across socioeconomic factors, race categories and students with disabilities.

OVERALL ACADEMIC SUCCESS - HIGHER TEST SCORES & GPAs - REDUCED DROP OUT RATES

Florida Department of Education 2010-2011 cohort study of 197,932 12th grade seniors

Supports Full-Time Jobs

Florida's not-for-profit arts and culture organizations support over 88,326 full-time equivalent jobs.

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, 2007

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