



WHY THE ARTS MATTER IN FLORIDA



NATIONAL ARTS FACTS

ARTS SECTOR'S PERCENTAGE OF GROSS DOMESTIC PRODUCT (Commercial & Nonprofit Arts Organizations Combined)

ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$764 billion industry**, representing 4.2% of the nation's GDP—a larger share of the economy than construction (4.1%) or education services (1.1%).

Source: U.S. Bureau of Economic Analysis, 2015.



BONUS: U.S. exports generate a \$24.1 billion arts trade SURPLUS.

FLORIDA ARTS FACTS

THE FLORIDA ARTS & CULTURE SECTOR REPRESENTS 3.6% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$33.4 billion** to Florida's economy, representing 3.6% of the state's GDP—a larger share than some other industries in the state.

Source: U.S. Bureau of Economic Analysis, 2015.



BONUS: In 2015, FL arts and culture jobs grew by 3.5% while the national average was 2.1%.

NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally **673,656 businesses** employ **3.48 million people** who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Source: Americans for the Arts, *Creative Industries*, 2017.



In Florida, **58,162 Arts-Related Businesses** employ **227,843 people**.

- In Broward County, **6,906 Arts-Related Businesses** employ **31,733 people**.
- In Miami-Dade County, **9,201 Arts-Related Businesses** employ **36,413 people**.
- In Palm Beach County, **5,576 Arts-Related Businesses** employ **17,684 people**.

Source: Americans for the Arts, *Creative Industries, Florida* report, 2017.



ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

Nationally, the nonprofit arts industry alone generates **\$166.3 billion in economic activity** annually that supports **4.6 million jobs** and generates **\$27.5 billion** in federal, state, and local government revenue.

- Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, 2017.



In 2015, nonprofit arts organizations in the state generated **\$4.7 billion in economic activity** annually that supported **132,366 jobs** and generated **\$492.3 million** in state and local government revenue.

- In **Hillsborough County**, for example, nonprofit arts groups generated **\$175.2 million** in economic activity. Audiences of 4.8 million people added another **\$258 million** in related spending for a total of **\$433.2 million** in economic activity for the county, and this generated **\$51.9 million** in local and state government revenues.

Source: Americans for the Arts, *Arts & Economic Prosperity 5, Florida State* and *Hillsborough* reports.



PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

Q So how much is the federal government investing in the National Endowment for the Arts (NEA)?

A Congress has proposed allocating **\$155 million to the NEA in FY 2019**, which has been relatively level for the last several years. This amounts to just **47¢ per capita**, yet the nonprofit arts industry generates over **\$13 billion** in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with **\$1 per capita!**

Source: Americans for the Arts Action Fund, 2019.

Read: "Funding The Arts Is Good For The Nation," *The Hill*, 2015.

Q What about Florida—how much does state government budget to The Florida Department of State Division of Cultural Affairs each year?

A The state allocated **\$43.7 million** to the Florida Department of State Division of Cultural Affairs. In FY 2017, the Division received **\$953,560** in federal NEA funds, which the Division re-granted to dozens of cultural organizations through the state. Another **70 nonprofit arts organizations** received direct grants from the NEA totaling **\$2,381,560**.

Source: NEA and NASAA, 2017.

Read: *Culture Builds Florida*, Florida Department of State Division of Cultural Affairs, 2017.

GDP

JOBS

ECONOMICS

FUNDING



“Arts and culture are vital to the future of Florida. Count these as investments in community development, as investments in a quality workforce and an innovation economy. Arts and culture is the ingredient that not only enriches experiences but attracts others, some as visitors but many to stay.”

—Tony Carvajal, Executive Vice President, Florida Chamber Foundation

FLORIDA ARTS FACTS

IN THE SUNSHINE STATE, THE ARTS UNITE US

In Delray Beach, the Cultural Loop and History Trail is a 1.3-mile rectangular route that led participants to sites representing the community’s rich and diverse cultural heritage. Partnerships among groups rooted in the African American, Haitian, Anglo, and Latino communities were important to the event’s success.

THE FLORIDA DIVISION OF CULTURAL AFFAIRS is Florida’s state arts agency, established in 1969. The Division promotes arts and culture as essential to quality of life for all Floridians. Arts and culture contribute to a vibrant and creative Florida. These diverse resources include arts in education, local arts agency, state service organization, theater, dance, folk arts, literature, media arts, museum, multidisciplinary, music, presenter, and visual arts programs and projects.

>Learn more [here](#).

MEET SOME FLORIDA ARTS ADVOCATES

- **Malinda J. Horton** is Executive Director of the Florida Association of Museums. > [More](#)
- **Michael Spring**, Chair, and **Sherron Long**, President, are leaders of the Florida Cultural Alliance. > [More](#)
- **The Florida Council on Arts & Culture** is the state’s advisory council. > [More](#)
- **Florida’s Local Arts Agencies** provide services, support, and programs for arts organizations, artists, and their local communities. > [More](#)

ARTS IN FLORIDA

- Ten art experts pick their favorite cultural destinations in Florida [here](#).

- Discover the top ten museums and cultural attraction of Central Florida [here](#).
- Visit Florida has a calendar of cultural festivals [here](#).
- Check out the Best of Miami 2018: [Art, Artists, Museums, and More](#)
- Find out what’s happening in every part of the state with this list of [arts calendars](#).

FLORIDA ARTS ORGANIZATIONS

Florida Association of Museums

www.flamuseums.org

Florida Art Education Association

www.faea.org

Florida Cultural Alliance

www.flca.net

THE ARTS ARE EVERYWHERE!

- Arts and culture can be found all the way from the Panhandle to the Keys. Start in **Pensacola**, where the annual Foo Foo Fest encourages you to “vacation artfully” during 12 days of unique artistic shows and events including Naval air shows, ballets, operas, culinary events, songwriter showcases, concerts and many more unordinary and extraordinary cultural events in between.
- Continue east to **Quincy**, where arts and culture are entwined with a small-town way of life. Visit the ArtZone at Gadsden Arts Center and Museum to get creative at a drop-in art studio for visitors of all ages.
- Over in **Jacksonville**, Cathedral Arts Project unleashes the creative power of young people by partnering with 25 schools and educational sites to bring arts education to underserved school-aged children.
- Next, take yourself to **Gainesville**, home of the University of Florida Center for Arts in Medicine. The Center develops and effects interdisciplinary research studies and educational curricula on all levels and serves as a national model for the arts in medicine research, education and training.
- Heading South to **Tampa**, Straz Salutes is a program offering opportunities for veterans and their families to connect with the arts at the David A. Straz, Jr. Center for the Performing Arts
- Follow the coast to **Sarasota**, where you can soar through the air while learning the flying trapeze at Circus Arts Conservatory. If you’re more comfortable on the ground, you can enjoy one of their many performances in a one-ring European-style big top, the unique arena facility or an intimate historic theater.
- **Miami** is one of the epicenters of the art world. Bring a blanket and a picnic to the New World Symphony’s WALLCAST® concert series to enjoy events shown on the 7,000-square-foot projection wall of the fabulous New World Center. The Pérez Art Museum highlightd Miami’s diverse community and pivotal geographic location at the crossroads of the Americas.

To View the Top 10 Reasons to Support the Arts in Florida, [Click Here](#).

FLORIDA ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org

VISIT US: ArtsActionFund.org/join

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To download this fact sheet, “Why the Arts Matter in Florida,” with corresponding resource links visit www.ArtsActionFund.org/FL.