



Return on State Investment Is Substantial

Florida's not-for-profit arts and culture industry "delivers more than \$446.5 million in local and state government revenue." The return on investment in 2008 was \$5 to every \$1 invested.*

Sustains and Creates Jobs

As of January 2009 according to Dun & Bradstreet, Florida is home to 48,585 arts-related businesses that employ 176,880 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. *

Builds 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 culture organizations and \$1.7 billion in event-related spending by their audiences. This industry also supports 88,326 full-time equivalent jobs, generates \$2.1 billion in household income to local residents, and delivers \$446.5 million in local and state government revenue. According to the Florida Chamber and Associated Industries of Florida, our arts and culture resources are vital to build a strong and diverse economy.*

Expands Tourism

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. Non-local attendees spent an average of 137 percent more (lodging, meals, transportation) than resident attendees per person in 2008 at Florida arts and culture events: \$57.49 vs. \$24.25. The typical attendee spends \$27.79 per person, per event, in addition to the cost of admissions. These arts and culture events (over 32,000 in 2008) get people out of their homes (over 30 million in 2008) and spending money throughout the communities where these arts and culture activities occur — they are stimulating Florida's economy in positive and meaningful ways.*

Gives 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 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. 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."

Develops 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 critical to sustain the industry as a whole — jobs, programming, arts education, and greater access for residents and tourists.

Arts & Culture Are Part of the Solution; however, Florida's National Ranking Drops from # 2 to # 49 and Florida Now Only Invests 14¢ Per Floridian

Florida's investment in its arts and cultural resources has substantially declined over the years. In 1994, Florida was ranked #2 nationally in per capita state appropriations for arts and culture. In 2010, Florida is ranked #49 and invests only 14¢ per Floridian — the national per capita state appropriations stands at 96¢, down from \$1.07 in 2009. According to the National Assembly of State Arts Agencies, Florida received the second highest percentage cut in state arts appropriations for FY 2009-2010 in the country (65.1%). The Division of Cultural Affairs has gone from funding over 600 grant applications annually throughout 57 Florida counties to funding slightly over 100 in only 26 counties in Fiscal Year 2009-2010. **We must rebuild Florida's investment in this critically and vitally important industry to our State's economic and qualitative well being.**

For additional information,

please contact Sherron Long, president, Florida Cultural Alliance:

E-mail: info@flca.net Telephone: 561-848-6231

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, 2009