

## INVESTMENTS IN THE ARTS = RETURNS FOR OUR ECONOMY

- ☑ **THE ARTS GENERATE ALMOST \$1.1 BILLION IN LOCAL ECONOMIC IMPACT.** Based on *Arts & Economic Prosperity IV*, a study recently completed by the Miami-Dade County Department of Cultural Affairs in partnership with Americans for the Arts, the economic impact of Miami-Dade County's non-profit arts and cultural industry is \$1,076,183,558 million every year. This represents a 17% increase over findings from the last study completed in 2006.
- ☑ **ARTS ORGANIZATIONS SPEND MORE THAN A HALF A BILLION DOLLARS ANNUALLY.** Non-profit arts organizations in Miami-Dade County, which spend \$674 million annually, leverage a remarkable \$402.2 million in additional spending by arts audiences (excluding the cost of admission) - spending that pumps vital revenue into local restaurants, hotels, retail stores, parking garages, and other local businesses.
- ☑ **THE ARTS INDUSTRY EMPLOYS ALMOST 30,000 FULLTIME CULTURAL WORKERS.** Based on reported revenues and expenditures of 462 Miami-Dade-based, nonprofit cultural organizations, the Arts and Economic Prosperity IV Study documents that 29,792 cultural workers are employed fulltime, generating \$935.3 million in household income to local residents.
- ☑ **ARTS AUDIENCES SPEND AN AVERAGE OF \$30 ADDITIONAL DOLLARS EACH TIME THEY ATTEND AN EVENT.** In Miami-Dade County, arts attendees spend an average of \$29.61 per person, per event as a direct result of their attendance at the event. Local businesses that cater to arts and culture audiences reap the rewards of this economic activity.
- ☑ **EVERY \$1 OF COUNTY ARTS FUNDING LEVERAGES \$31 OF OTHER FUNDS.** Each dollar of County grant funding support invested by the Department of Cultural Affairs leverages an additional \$31 for our community's cultural non-profits from other private and public sources.
- ☑ **CULTURAL ORGANIZATIONS PRODUCE \$8 IN TAX REVENUE FOR EVERY \$1 THE COUNTY INVESTS.** Cultural organizations in Miami-Dade generate \$105 million annually in local and state government tax revenue.
- ☑ **MORE THAN 13.5 MILLION PEOPLE ATTEND MIAMI-DADE CULTURAL EVENTS EACH YEAR.** Total attendance of 13,583,609 was reported in FY 2011, including more than 2.7 million (>20%) cultural tourists drawn to Miami-Dade County. Spending by non-resident attendees in conjunction with their attendance at cultural events is 86% more per person, on average, than that of local attendees (\$46.89 vs. \$25.21, including costs of lodging, meals, and transportation), supporting and providing significant economic rewards to area businesses.
- ☑ **41,642 PEOPLE DONATE TIME AND SKILLS AS CULTURAL VOLUNTEERS.** Miami-Dade's cultural organizations benefitted from the contributed skills of 41,642 arts volunteers, who donated a total of 1,249,302 hours to cultural organizations, with an estimated value of over \$26.6\* million. This volunteer contribution is roughly equivalent to 540 full-time positions.  
*\*(Independent Sector estimates the dollar value of the average 2010 volunteer hour to be \$21.36.)*

- ☑ **CULTURAL PIONEERS CONTINUE TO TRANSFORM NEIGHBORHOODS.** The arts continue to be effective catalysts for revitalizing forgotten or neglected neighborhoods. Pioneer artists and cultural groups, at the forefront of the revitalization of Lincoln Road and South Beach, are helping to stimulate the resurgence of other area neighborhoods including Wynwood, Little Havana, Overtown, Homestead, Hialeah and North Miami.
- ☑ **THE COUNTY IS INVESTING \$1 BILLION IN ARTS FACILITIES.** Miami-Dade County is investing more than \$1 billion county-wide in building and improving cultural facilities.
- ☑ **MIAMI'S WORLDWIDE IMAGE AND REPUTATION ARE BEING CELEBRATED BECAUSE OF ITS CULTURAL LIFE.** "This landmark study confirms what we all know to be true: the arts and cultural industry in Miami-Dade County is a major force in making this a world-class metropolis for business and a great place to raise our families," states Adolfo Henriques, Chairman of the Miami-Dade Cultural Affairs Council. "Our outstanding cultural community is putting us on the map as one of the newest and most culturally vibrant places in the world and as the 'go-to' destination for economic and cultural innovation and diversity."

*The Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council develop cultural excellence, diversity and participation throughout Miami-Dade County by strategically creating and promoting opportunities for artists and cultural organizations, and our residents and visitors who are their audiences. The Department directs the Art in Public Places program and serves its board, the Art in Public Places Trust, commissioning, curating, maintaining and promoting the County's art collection. The Department also manages, programs and operates the South Miami-Dade Cultural Arts Center, a campus of state-of-the-art cultural facilities in Cutler Bay, as well as Miami-Dade County Auditorium, the Joseph Caleb Auditorium and African Heritage Cultural Arts Center, all dedicated to presenting and supporting excellence in the arts for the entire community. Through staff, board and programmatic resources, the Department, the Council and the Trust promote, coordinate and support Miami-Dade County's more than 1,000 not-for-profit cultural organizations as well as thousands of resident artists through grants, technical assistance, public information and interactive community planning. The Department receives funding through the Miami-Dade County Mayor and Board of County Commissioners, the Children's Trust, the National Endowment for the Arts and the State of Florida through the Florida Department of State, Division of Cultural Affairs and the Florida Arts Council, and the John S. and James L. Knight Foundation. Other support and services are provided by TicketWeb for the Culture Shock Miami program, the Greater Miami Convention and Visitors Bureau, the South Florida Cultural Consortium and the Tourist Development Council.*

*Arts & Economic Prosperity IV is Americans for the Arts' fourth study of the nonprofit arts and culture industry's impact on the economy. The most comprehensive study of its kind ever conducted, it features customized findings on 182 study regions representing all 50 states and the District of Columbia as well as estimates of economic impact nationally. Despite the economic headwinds that our country faced in 2010, the results are impressive. Nationally, the industry generated \$135.2 billion of economic activity - \$61.1 billion by the nation's nonprofit arts and culture organizations in addition to \$74.1 billion in event-related expenditures by their audiences. This economic activity supports 4.1 million full-time jobs. The arts industry also generates \$22.3 billion in revenue to local, state, and federal governments every year - a yield well beyond their collective \$4 billion in arts allocations. Arts & Economic Prosperity IV demonstrates that America's arts industry is not only resilient in times of economic uncertainty, but is also a key component to our nation's economic recovery and future prosperity. Nationally as well as locally, the arts mean business.*