

Top 15 facts about the arts in Miami-Dade County

Based on Arts & Economic Prosperity 5,
a study completed in partnership with Americans for the Arts using 2015-2016 industry data

MISSION OF THE CULTURAL AFFAIRS COUNCIL

The Miami-Dade County Cultural Affairs Council, through the Department of Cultural Affairs, develops 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.

Our Business Plan sets three central goals as guideposts for our work:

- * **More Money:** *Securing more public and private resources to invest in and promote cultural development;*
- * **Better Facilities:** *Developing and operating better cultural facilities in neighborhoods throughout Miami-Dade; and*
- * **Connecting Audiences:** *Making cultural activities more accessible and affordable for our residents and visitors.*

1

THE ARTS GENERATE \$1.43 BILLION IN ECONOMIC IMPACT ANNUALLY.

The economic impact of Miami-Dade County's non-profit arts and cultural industry is \$1,430,512,813 every year. This figure does not include for-profit businesses and individual artists.

2

THE ARTS INDUSTRY GENERATES 40,944 FULL-TIME JOBS.

40,944 workers are employed full-time in Miami-Dade County, generating \$1.3 billion in household income to local residents. Arts organizations employ more than just artists...they also support jobs throughout the community, paying builders, plumbers, accountants, printers and others spanning many industries.

3

MORE THAN 16 MILLION PEOPLE ATTEND MIAMI-DADE CULTURAL EVENTS EACH YEAR.

Attendance at cultural events is 16,071,458, more than 27% (4.38 million) of whom are cultural tourists drawn from outside of Miami-Dade County. Event-related spending by non-resident attendees is 64% more per person, on average, than that of resident attendees (\$49.28 vs. \$30.10, including costs of lodging, meals, and transportation, etc.), directly benefitting local businesses.

4

ARTS AUDIENCES SPEND AN AVERAGE OF \$35 ADDITIONAL DOLLARS EACH TIME THEY ATTEND AN EVENT.

Arts attendees spend an additional average of \$35.34 per person, per event, excluding the cost of admission. Local businesses that cater to cultural audiences reap the rewards of this economic activity.

5

THE ARTS GENERATE MORE THAN \$156.8 MILLION FOR LOCAL AND STATE GOVERNMENT.

The non-profit arts in Miami-Dade generate \$60,648,000 annually in Local Government revenue. This includes revenue from local taxes (e.g., sales, lodging, real estate, personal property, and other local option taxes) as well as funds from license fees, utility fees, filing fees, and other similar sources. An additional \$96,213,000 is generated annually in revenues to the State Government.

6

EVERY \$1 OF COUNTY ARTS FUNDING LEVERAGES \$39 OF OTHER FUNDS.

Each dollar of County grant funding support invested by the Department of Cultural Affairs leverages an additional \$39 for our community's cultural non-profits from other private and public sources.

7**ARTS ORGANIZATIONS HAVE 2-TO-1 PURCHASING POWER.**

Miami-Dade County's non-profit arts organizations annually spend more than \$851 million and leverage another \$578 million in additional spending by arts audiences (excluding the cost of admission) - pumping vital revenue into local restaurants, hotels, retail stores, parking garages, and other local businesses.

8**MORE THAN 290,000 CHILDREN ARE REACHED BY CULTURAL PROGRAMS.**

With support from The Children's Trust, the Department of Cultural Affairs reaches more than 290,000 children each year who otherwise might not have access to arts experiences. Programs include scholarships to summer arts and science camps, cultural outreach programs to under-served neighborhoods, activities for kids both with and without disabilities, and the annual All Kids Included Family Festival.

9**ALMOST 28,000 PEOPLE DONATE TIME AND EXPERTISE AS CULTURAL VOLUNTEERS.**

27,979 arts volunteers annually donate nearly 1.97 million hours and invaluable skills to cultural organizations, with an estimated value of over \$46.4 million. This volunteer contribution is roughly equivalent to 947 full-time positions. *(Independent Sector estimates the average volunteer hour to be valued at \$23.56.)*

10**MIAMI-DADE COUNTY HAS A MORE THAN \$1 BILLION INVESTMENT IN ARTS FACILITIES.**

Miami-Dade County is investing more than \$1 billion county-wide in building and improving cultural facilities.

11**CULTURAL PIONEERS CONTINUE TO TRANSFORM NEIGHBORHOODS.**

The arts revitalize forgotten or neglected neighborhoods. Pioneering artists and cultural groups, key to the revitalization of South Beach and Lincoln Road, are stimulating the resurgence of other neighborhoods, such as Wynwood, Overtown, Hialeah, Little Havana, Little River, Homestead, North Miami and Shenandoah.

12**THE DEPARTMENT PROMOTES THE WORK OF MIAMI-DADE'S CULTURAL ORGANIZATIONS AND ARTISTS TO RESIDENTS AND VISITORS.**

The Department, together with the Greater Miami Convention and Visitors Bureau, produces a dynamic calendar of cultural events available online 24/7 (www.miamianbeaches.com/events), and printed quarterly with a distribution of 250,000 copies annually.

13**THE MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS IS A NATIONAL LEADER.**

The Department's has been nationally recognized by the Association of Fundraising Professionals as "Outstanding Grantmaker." The Department has won 21 National Association of County Awards for innovative cultural programs, and its Art in Public Places program (www.miamidadepublicart.org) is regularly honored by the national Public Art Network.

14**THE DEPARTMENT IS AN INNOVATOR IN BRINGING THE ARTS TO STUDENTS, FAMILIES, SENIOR CITIZENS AND PEOPLE WITH AND WITHOUT DISABILITIES.**

The Department makes the arts accessible through creative programs such as: Culture Shock Miami (www.cultureshockmiami.com) providing \$5 tickets to high school and college students; the bilingual Golden Tickets Arts Guide, offering free tickets to senior citizens; and Youth Arts in the Parks, providing Saturday arts programs in neighborhood parks enjoyed equally by kids with and without disabilities.

15**MIAMI IS BEING CELEBRATED AND DISTINGUISHED WORLD-WIDE BECAUSE OF ITS CULTURAL LIFE.**

"These latest numbers are quantitative evidence of what we see all around us: our arts organizations, artists, theaters, festivals and museums have made Miami-Dade County one of the world's most dynamic places to build a business, raise a family and come to visit," states Adolfo Henriques, Chairman of the Miami-Dade Cultural Affairs Council. "The vibrancy of our extraordinary cultural life is why we are considered to be an international hub for a creative workforce and the place to be for economic innovation and cultural diversity."