

ARTS & ECONOMIC PROSPERITY 5

THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES



CREATING **JOBS**. GENERATING **COMMERCE**. DRIVING **TOURISM**.

Pinellas County!



Produced by St. Pete Arts Alliance and Creative Pinellas



The year-long study included nearly 800 exit surveys at Pinellas County arts venues, and also examining financial records of 47 non-profit arts & cultural organizations.



Most Comprehensive Study Ever!

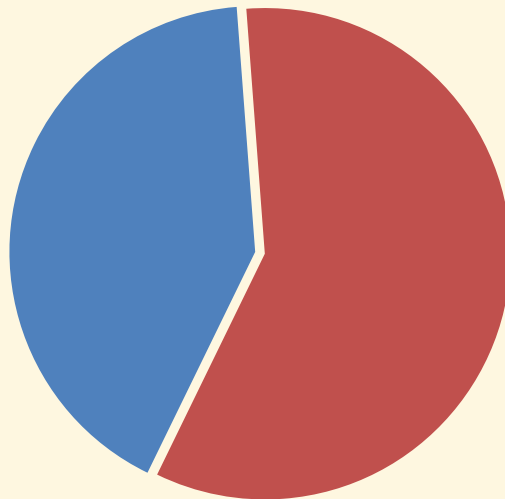
341 Study Regions in all 50 States—including Pinellas County!





\$241 Million in Spending (2015)

Organizations
\$100.2 Million



Audiences
\$140.8
Million



Jobs Supported (FTE)

7,211

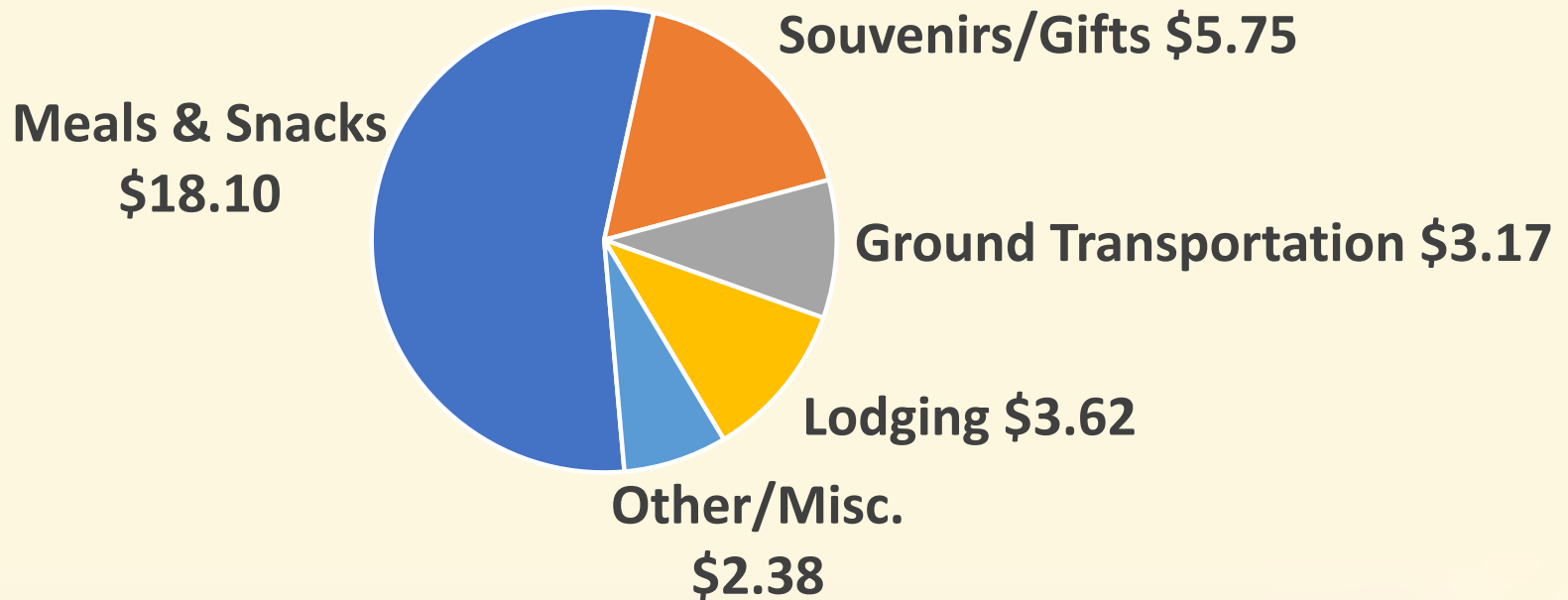


Government Revenue (Local & State)

\$29.8 Million



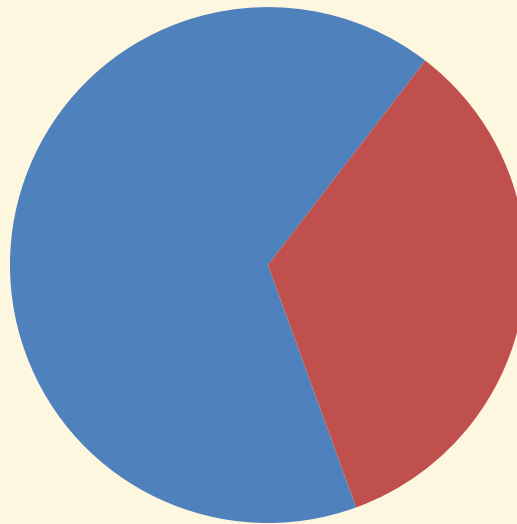
Attendees Spent \$33.02 Per Person, Per Event





Audiences: Local vs. Non-Local

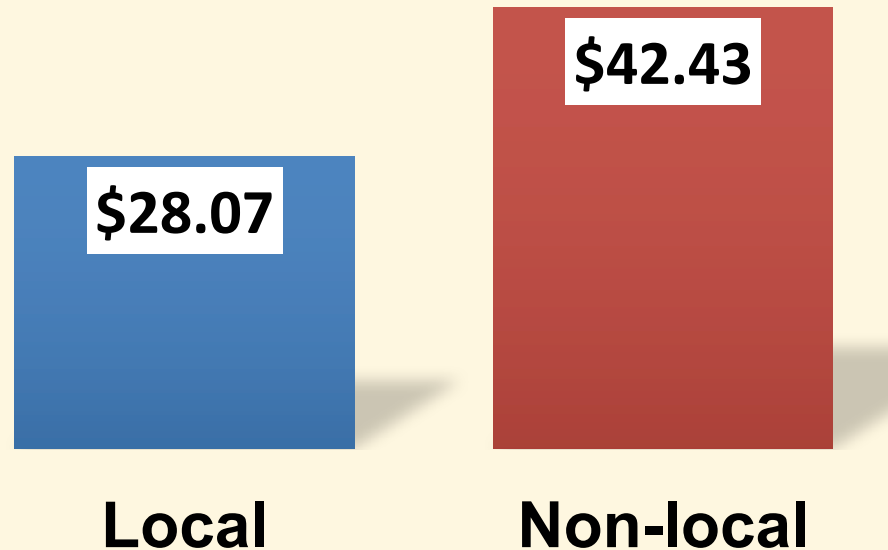
Local
66%



Non-Local
34%



Event-Related Spending *Local vs. Non-Local*



70 percent of non-local attendees said, “This arts event is the primary purpose for my trip.”



Arts Volunteerism

- **5,097 volunteers**
- **238,389 hours**
- **\$5.6 million value**

(2015 volunteer hour = \$23.56)



Americans Value The Arts

82%

of Americans believe
arts & culture are
important to local
businesses and the
economy

87%

of Americans believe arts
& culture are important
to quality of life

Source: Americans for the Arts
2016 survey of 3,020 adults
by Ipsos Public Affairs



Americans Value The Arts

63%

believe the arts "lift me up beyond everyday experiences"

73%

say the arts are a "positive experience in a troubled world"

64%

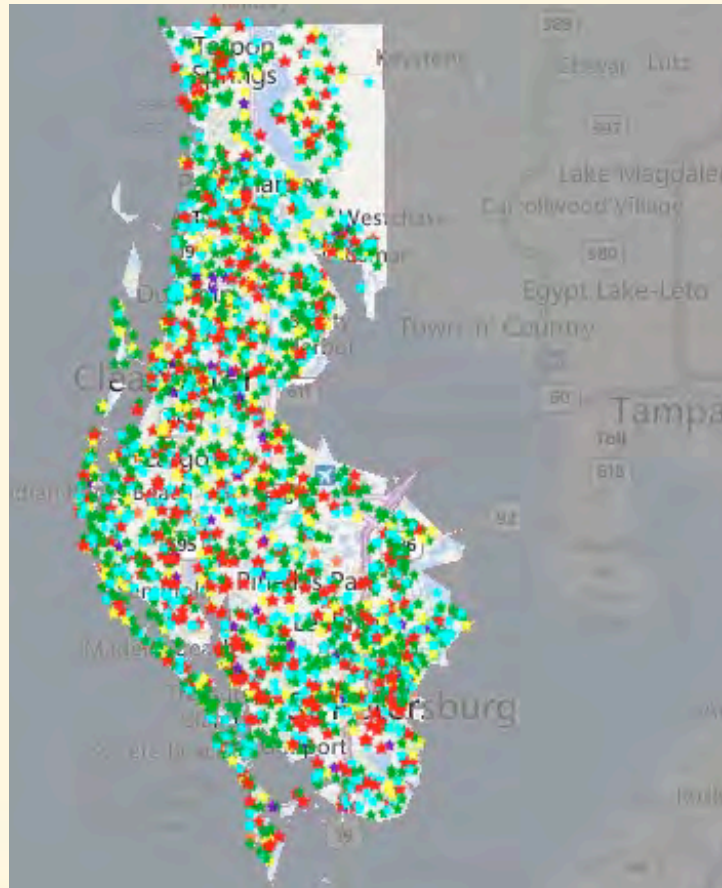
feel "pure pleasure to experience and participate in [the arts]"

Source: Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs



Creative Pinellas County

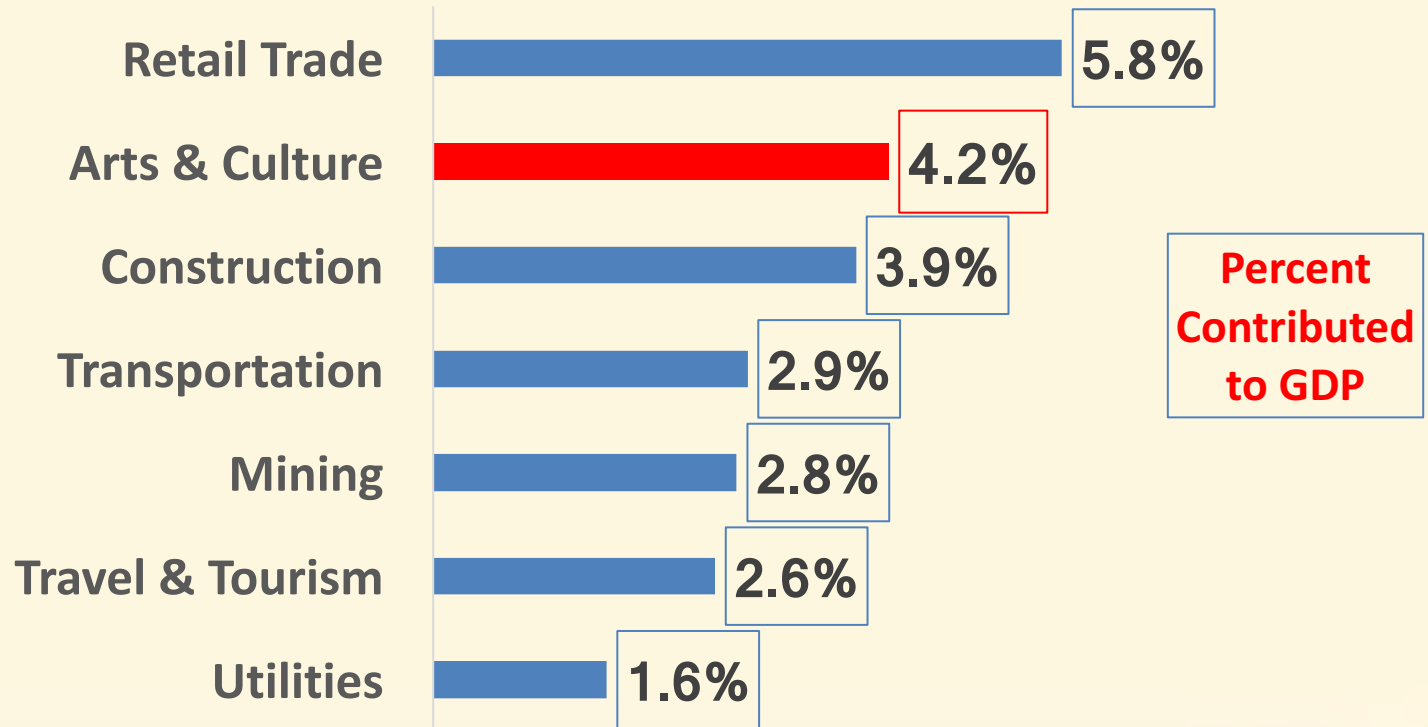
2,664 Arts-Related Business Employ 13,920 People



3.7% of all businesses
2.7% of all employees




All U.S. Arts Industries (2014) \$730 Billion = 4.2 Percent of GDP



Source: U.S. Bureau of Economic Analysis

Ready to Innovate

RESEARCH REPORT
R-1424-06-RR

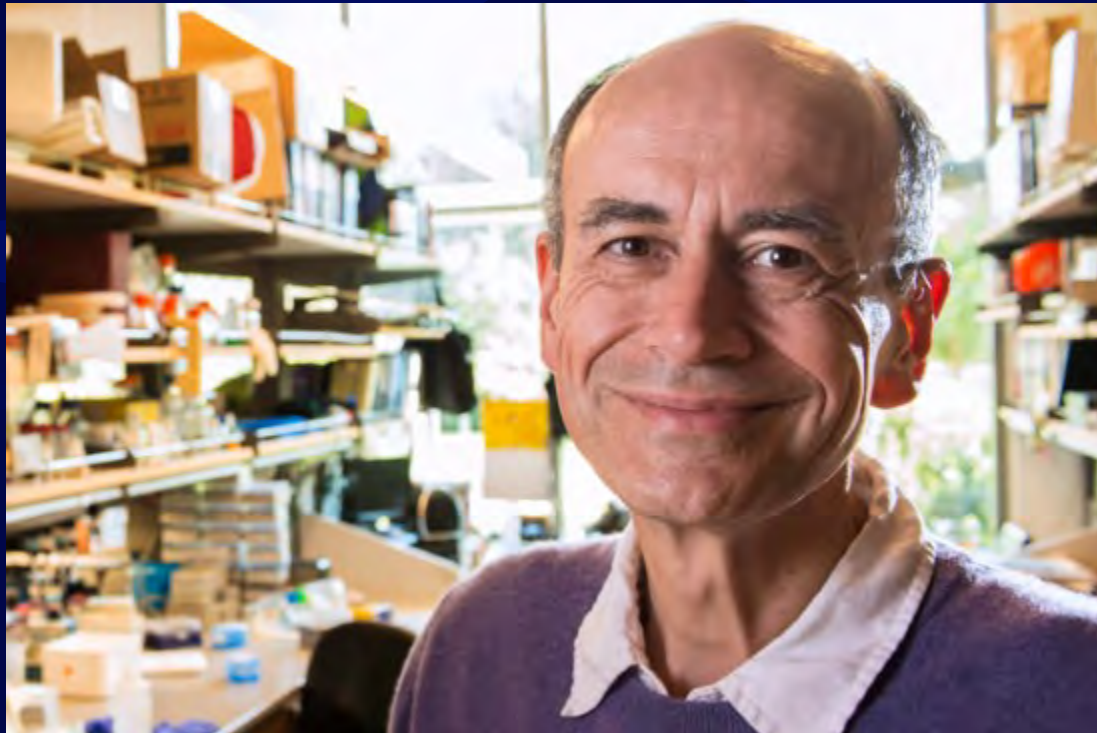


Are educators and
executives aligned on
the creative readiness
of the U.S. workforce?

Trusted
Insights for
Business
Worldwide

Thomas Südhof

2013 Nobel Prize for medicine: “I owe it all to my bassoon teacher”



Drive for excellence...visual thinking...pattern
recognition...problem solving...perseverance

Improved Academic Performance



Arts in Healthcare Benefits

- Reduced length of hospital stay
- Fewer medical visits
- Reduced use of pain and anxiety med's
- Improved recovery time
- Reduced depression





You Make the Difference!

- ✓ Get your AEP5 numbers and tools at ArtsUSA.org/AEP5
- ✓ Remember the Golden Rule . . . Numbers + Story!
- ✓ **#AEP5**
- ✓ Join the ArtsActionFund.org TODAY. *It's free!*
- ✓ Email your Members of Congress

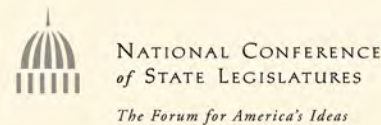


Accomplish Your Goals With The Arts!

- ✓ Partner with your Local Arts Agency
- ✓ Support the arts—with funding and friendly policies
- ✓ Bring artists to the table—add them to your Advisory Commissions
- ✓ Tell your local-state-federal government leaders about the economic benefits of to support the arts
- ✓ Join the [ArtsActionFund.org](https://www.ArtsActionFund.org). *It's free!*



AEP5 National Partners





The Arts Mean Business!

Contacts

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