Cultural Arts

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Cultural Arts Council Mission

WORK TO STRENGTHEN PARTNERSHIPS BETWEEN THE ARTS AND BUSINESSES.

BUSINESS SUPPORT FOR THE ARTS IS DRIVEN LESS BY A CHARITABLE FOCUS AND MORE BY A FOCUS ON HOW THE ARTS ECONOMICALLY IMPACT THE COMMUNITIES IN WHICH THEIR EMPLOYEES LIVE AND WORK.

TO THIS END IT IS A BENEFIT TO BUSINESSES TO HELP DRIVE SUCCESS AND FORM A THRIVING ARTS COMMUNITY.
Cultural Arts Impact

HOW DO THE ARTS IMPACT A COMMUNITY?
“The arts inspire us, sooth us, provoke us, involve us, and connect us. But they also create jobs and contribute to the economy."

— ROBERT L. LYNCH PRESIDENT AND CEO AMERICANS FOR THE ARTS
Broward Economic Impact

• The nonprofit arts and culture sector is a $414.2 million industry in Broward County
  - Supports 11,078 full-time equivalent jobs
  - Generates $40.1 million in government revenue
• Nonprofit arts and cultural organizations spent $148.5 million for local goods and services and to attract tourists.
  - Leveraged $265.7 million in additional spending by cultural audiences—spending that pumps vital revenue into local businesses.

Source: Arts and Economic Prosperity® – 2016 Broward County Report
Volunteerism and In-Kind Contributions

- **8,659 volunteers donated a total of 347,011 hours** to Broward County’s nonprofit arts and cultural organizations.
  - Estimated aggregate value of **$8,175,579**
- **The 103 participating nonprofit arts and cultural organizations in Broward County** reported:
  - Receiving **in-kind contributions** with value of **$6,033,307**

Source: Arts and Economic Prosperity® – 2016 Broward County Report
Arts Drive Cultural Tourists

Arts travelers stay longer and spend more for authentic cultural experiences.

- Nonresident attendees spend 66% more per person than local attendees ($43.04 vs. $25.91).
- 63.0% indicate that the primary purpose of their visit to Broward County was “specifically to attend this arts/cultural event.”

Source: Arts and Economic Prosperity® – 2016 Broward County Report
Arts and Talent Attraction

- A region’s level of artsiness or CVI (Creative Vitality Index) and the rate at which it attracts millennials are correlated\(^1\).
- 36% of skilled workers say theatre, plays and music concerts are important when it comes to what they look for in a city or community\(^2\).
- 65% of businesses and skilled workers agree that a thriving arts and culture scene is a driving factor when considering relocation\(^2\).

Source 1 2017 Creative Vitality Suite Analysis
Source 2 2016 Business for the Art Ontario Arts Council
More Benefits of the Arts

- **Arts strengthen the economy.** The U.S. Bureau of Economic Analysis reports that the arts and culture sector represents 3.25 percent of the nation’s GDP—larger than tourism and agriculture.

- **Arts are an export industry.** U.S. exports of arts goods (e.g., movies, paintings, jewelry) grew to $72 billion in 2011, while imports were just $25 billion—a $47 billion arts trade surplus.

- **Arts improve academic performance.** Students with an education rich in the arts have higher GPA’s and standardized test scores, and lower drop-out rates.

- **Arts have social impact.** University of Pennsylvania researchers have demonstrated that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower poverty rates.

- **Arts improve healthcare.** Nearly 50% of the nation’s healthcare institutions provide arts programming for patients, families, and staff.
Local Examples

- **WYNWOOD** - Blighted area of Miami turned into a high rent, trendy, tourist destination facilitated completely by the arts and its supporters.

- **FAT VILLAGE** – A small geographic warehouse district created to represent the epicenter for Arts in Fort Lauderdale and the catalyst for the development of Flagler Village – the city’s burgeoning downtown urban residential area.

- **MASS DISTRICT** – Music and Arts South Of Sunrise – the new developing arts community that book ends the Flagler Arts District and has a plethora of independent craft, food, drink, fashion and entertainment.

- **DOWNTOWN POMPANO** – The city’s new Creative Arts District includes Bailey Contemporary Arts (BACA) which houses a dozen art studios and exhibition space, Odd Breeds Brewing, Entertainment Plaza, a Coffee Shop and a nearby Performing Arts Center.

- **SAILBOAT BEND ARTIST LOFTS** – Complex home to 37 affordable live/work units for artists and their families, plus a spectacular three-story community room where artist hold meetings, exhibitions, lectures and other events.

- **HISTORIC WESTSIDE SCHOOL** - One of Fort Lauderdale’s four original historic buildings that now houses a myriad of arts related classes in the west side of downtown.
“The success of my family’s business depends on finding and cultivating a creative and innovative workforce. I have witnessed firsthand the power of the arts in building these business skills. When we participate personally in the arts, we strengthen our ‘creativity muscles,’ which makes us not just a better ceramicist or chorus member, but a more creative worker—better able to identify challenges and innovative business solutions.”

— CHRISTOPHER FORBES, VICE CHAIRMAN, FORBES, INC