



Cultural Arts



PRESENTED BY:

**MARILYN OLIVA
ANDREW MARTINEAU
CAROLYN MICHAELS**



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

Economic Impact Beyond \$\$



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.”

TABLE 4: Event-Related Spending by Arts and Culture Event Attendees Totaled \$265.7 million in Broward County (excluding the cost of event admission)

	Residents	Nonresidents	All Broward County Event Attendees
Total Attendance	4,676,804	3,358,941	8,035,745
Percent of Attendees	58.2%	41.8%	100%
Average Dollars Spent Per Attendee	\$25.91	\$43.04	\$33.08
Total Event-Related Expenditures	\$121,175,992	\$144,568,821	\$265,744,813

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 correlated¹
- 36% of skilled workers say theatre, plays and music concerts are important when it comes to what they look for in a city or community²
- 65 % of businesses and skilled workers agree that a thriving arts and culture scene is a driving factor when considering relocation²

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