



# ARTS & CULTURE

Build Florida's Future

The arts & culture are essential to **QUALITY OF LIFE** in Florida and **PROVIDE ANSWERS TO CHALLENGES** in strengthening the economy, learning and wellness, leadership, and design and development.

## THE ECONOMY

In January 2009, Florida was highlighted in the National Governor's Association Center for Best Practices report *Using Arts and Culture to Stimulate State Economic Development*.<sup>1</sup>

For every \$1 that federal, state, and local governments invest in the arts, arts organizations create \$8 in revenue for the public sector.<sup>2</sup>

In January 2009, the Florida Chamber identified quality of life as a key component to Florida's economic recovery. The Chamber specifically cited arts & culture as a way to attract business and improve quality of life for Floridians.<sup>3</sup>

As of January 2008, Florida is home to 40,081 arts-related businesses that employ 168,468 people.<sup>4</sup>

Florida's cultural industry is part of a national industry with over \$166 billion; \$63.1 billion spent directly by cultural organizations and \$103.1 billion spent by attendees on event-related expenditures.<sup>5</sup>

The average amount spent by cultural event attendees is \$27.70 plus admission.<sup>6</sup>

Cultural resources have been considered by Scripps Research and the Burnham Institute for Medical Research in reports on where to locate new businesses in Florida.<sup>7</sup>

## TOURISM

The direct spending of cultural tourists in Florida is \$4.5 billion annually. This amounts to \$9.3 billion in total economic impact annually.<sup>8</sup>

74.9% of visitors to Florida participate in cultural activities.<sup>9</sup>

Cultural tourists spend twice as much as local attendees in non-event related expenses (\$40.19 to \$19.53). Florida's cultural tourists spend more than tourists not attending cultural events (\$631 to \$457).<sup>10</sup>

## EDUCATION

In high-poverty and urban settings where schools developed arts integrated curricula, there has been improvement in reading and mathematics.<sup>11</sup>

At-risk youth participating in the arts increased ability to communicate effectively, improved ability to work on tasks from start to finish, improved attitudes towards school, and decreased frequency of delinquent behavior and court referrals.<sup>12</sup>

Young people who consistently participate in comprehensive, sequential, and rigorous arts programs are:<sup>13</sup>

- 4 times more likely to be recognized for academic achievement;
- 3 times more likely to be elected to class office within their schools;
- 4 times more likely to participate in a math or science fair;
- 3 times more likely to win an award for school attendance; and
- 4 times more likely to win an award for writing an essay or poem.

Charles W. Duval Elementary School in Alachua County went from an F to an A school in one year after implementing the "Whole School Initiative," a learning system which encourages learning by and through the arts. The Davenport School of the Arts in Polk County went from a D to an A school over a three-year period after increasing the number of hours of arts instruction for their students.<sup>14</sup>

[WWW.FLORIDA-ARTS.ORG](http://WWW.FLORIDA-ARTS.ORG)