### GDP & JOBS

#### Arts & Culture Sector’s Percentage of U.S. Economy

<table>
<thead>
<tr>
<th>Sector</th>
<th>GDP 2017</th>
<th>Employees 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$878 bln</td>
<td>3.48 million</td>
</tr>
<tr>
<td>Construction</td>
<td>$790.4 bln</td>
<td></td>
</tr>
<tr>
<td>Education Services</td>
<td>$246 bln</td>
<td></td>
</tr>
</tbody>
</table>

**BONUS**: U.S. exports generate a $29.7 billion arts trade SURPLUS.

#### Number of Arts-Related Businesses and Jobs (Commercial & Nonprofit Arts Organizations Combined)

- **Nationally**: 673,656 businesses employ 3.48 million people who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.
  

- **Florida**: 58,162 Arts-Related Businesses employ 227,843 people.
  
  Source: *Florida Department of State Division of Cultural Affairs*, 2017.

#### Economic Impact of Nonprofit Arts Organizations & Their Audiences

- **Nationally**, the nonprofit arts industry alone generates $166.3 billion in economic activity annually that supports 4.6 million jobs and generates $27.5 billion in federal, state, and local government revenue.
  

- **Florida**: Nonprofit art organizations alone in the state generated $4.7 billion in economic activity annually that supported 132,366 jobs and generated $492.3 million in state and local government revenue.
  
  Source: Americans for the Arts, *Arts & Economic Prosperity 5*, Florida State and Hillsborough reports.

### ECONOMICS

#### Public Investment in Grants to Nonprofit Arts Organizations & Artists

**Q**: How much is the federal government investing in the National Endowment for the Arts (NEA)?

**A**: Congress has proposed allocating $162.25 million to the NEA in FY 2020, which has been relatively level for the last several years. This amounts to just 49¢ per capita, yet the nonprofit arts industry generates over $13 billion in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with $1 per capita!


**Q**: What about Florida—how much does state government budget to the Florida Department of State Division of Cultural Affairs each year?

**A**: In FY 2020, the state allocated $24.6 million to the Florida Department of State Division of Cultural Affairs. The Division also received $888.200 in federal NEA funds, which the Division re-granted to dozens of cultural organizations through the state. Another 97 nonprofit arts organizations received direct grants from the NEA totaling $1,978,530.

Source: *NEA* and *NASA*, 2020.

“Arts and culture are vital to the future of Florida. Count these as investments in community development, as investments in a quality workforce and an innovation economy. Arts and culture is the ingredient that not only enriches experiences but attracts others, some as visitors but many to stay.”  
—Tony Carvajal, Executive Vice President, Florida Chamber Foundation

FLORIDA ARTS FACTS

IN THE SUNSHINE STATE, THE ARTS UNITE US

The 352walls/Gainesville Urban Art Initiative is a curated, public art project that has created over 30 curated murals in Gainesville, Florida since 2015. In addition to vibrant public artwork and complimentary cell phone street tours, the program offers lectures, master classes and workshops by renowned urban muralists, street artists and experts in the field.

THE ARTS ARE EVERYWHERE!

- Arts and culture can be found all the way from the Panhandle to the Keys. Start in Pensacola, where the annual Foo Fow Fest encourages you to “vacation artfully” during 12 days of unique artistic shows and events including Naval air shows, ballets, operas, culinary events, songwriter showcases, concerts and many more unordinary and extraordinary cultural events in between.
- Continue east to Quincy, where arts and culture are entwined with a small-town way of life. Visit the ArtZone at Gadsden Arts Center and Museum to get creative at a drop-in art studio for visitors of all ages.
- Over in Jacksonville, Cathedral Arts Project unleashes the creative power of young people by partnering with 25 schools and educational sites to bring arts education to underserved school-aged children.
- Next, take yourself to Gainesville, home of the University of Florida Center for Arts in Medicine. The Center develops and effects interdisciplinary research studies and educational curricula on all levels and serves as a national model for the arts in medicine research, education and training.
- Heading South to Tampa, Straz Salutes is a program offering opportunities for veterans and their families to connect with the arts at the David A. Straz, Jr. Center for the Performing Arts.
- Follow the coast to Sarasota, where you can soar through the air while learning the flying trapeze at Circus Arts Conservatory. If you’re more comfortable on the ground, you can enjoy one of their many performances in a one-ring European-style big top, the unique arena facility or an intimate historic theater.
- Miami is one of the epicenters of the art world. Bring a blanket and a picnic to the New World Symphony’s WALLCAST® concert series to enjoy events shown on the 7,000-square-foot projection wall of the fabulous New World Center. The Pérez Art Museum highlight 7,000-square-foot projection wall of the fabulous New World Center. The Pérez Art Museum highlights Miami’s diverse community and pivotal geographic location at the crossroads of the Americas.

FLORIDA ARTS ORGANIZATIONS

Florida Association of Museums  
www.flamuseums.org

Florida Alliance for Education Association  
www.faea.org

Florida Cultural Alliance  
www.fica.net

To View the Top 10 Reasons to Support the Arts, Click Here.

FLORIDA ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

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