### Why the Arts Matter in Florida

#### National Arts Facts

<table>
<thead>
<tr>
<th>Arts &amp; Culture for-Profit &amp; Non-Profit Sectors Represent</th>
<th>National GDP</th>
<th>National Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.4%</td>
<td>$1.016 Trillion</td>
<td>4.85M Jobs</td>
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#### Florida Arts Facts

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<th>Arts &amp; Culture for-Profit &amp; Non-Profit Sectors Represent</th>
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<td>3.1%</td>
<td>$39 Billion</td>
<td>244,510 Jobs</td>
</tr>
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</table>

## Arts & Culture Industry Only & Their Audiences

#### Economic Impact of Non-Profit Arts Industry Only & Their Audiences - National

- **Economic activity annually**: $166.3 B
- **Federal, state, and local government revenue generated**: $27.5 B

Spending by arts audiences generated $102.5 billion to local businesses.

Source: Americans for the Arts, Arts & Economic Prosperity 5, 2017 (New data coming Oct 2023)

#### Economic Impact of Non-Profit Arts Industry Only & Their Audiences - Statewide

- **Economic activity annually**: $4.7 B
- **State and local government revenue generated**: $492.3 M

In Hillsborough County, for example, nonprofit arts groups generated $175.2 million in economic activity.

Source: Americans for the Arts, Arts & Economic Prosperity 5, Florida State and Hillsborough reports.

### Federal Funding for the National Endowment for the Arts

- **Federal Appropriation FY23**: $207 Million
- **SBA SVO Grants FY21-22**: $13 Billion

Congress allocated $207 million to the National Endowment for the Arts (NEA) in FY23. This amounts to just 62 cents per capita. Ideally, Congress should index $1 per capita funding to the NEA.

Source: Americans for the Arts Action Fund, 2023.

### Public Funding Received for Florida Arts & Culture Sector

- **State Appropriation FY23**: $83,581,650
- **NEA Grant FY23**: $1,008,720
- **NEA Direct Grants FY22-23**: $6,174,055

Source: NEA, SBA, NASAA, 2023
FLORIDA ARTS HIGHLIGHTS
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.

BE SURE TO CHECK OUT

- Ten art experts pick their favorite cultural destinations in Florida here.
- Discover the top museums and cultural attractions in Central Florida here.
- Visit Florida has a calendar of cultural festivals here.
- Check out the Best of Miami 2019: Best Art and Artists.
- Find out what’s happening in every part of the state with this list of artscalendar.

Florida Association of Museums
www.flamuseums.org

Florida Alliance for Education Association
www.faea.org

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 Foo 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 highlights Miami’s diverse community and pivotal geographic location at the crossroads of the Americas.

Florida Cultural Alliance
is a not-for-profit organization created in 1983 to develop an informed and engaged statewide non-partisan advocacy network among arts and culture organizations, individuals, artists, businesses and local, state, and federal policymakers and staff.

President & CEO: Jennifer Jones
Chair: Michael Spring

Learn more here. Join here.