



ARTS &
ECONOMIC PROSPERITY 6

The Economic & Social Impact of Nonprofit Arts & Culture Industry

Walton County!

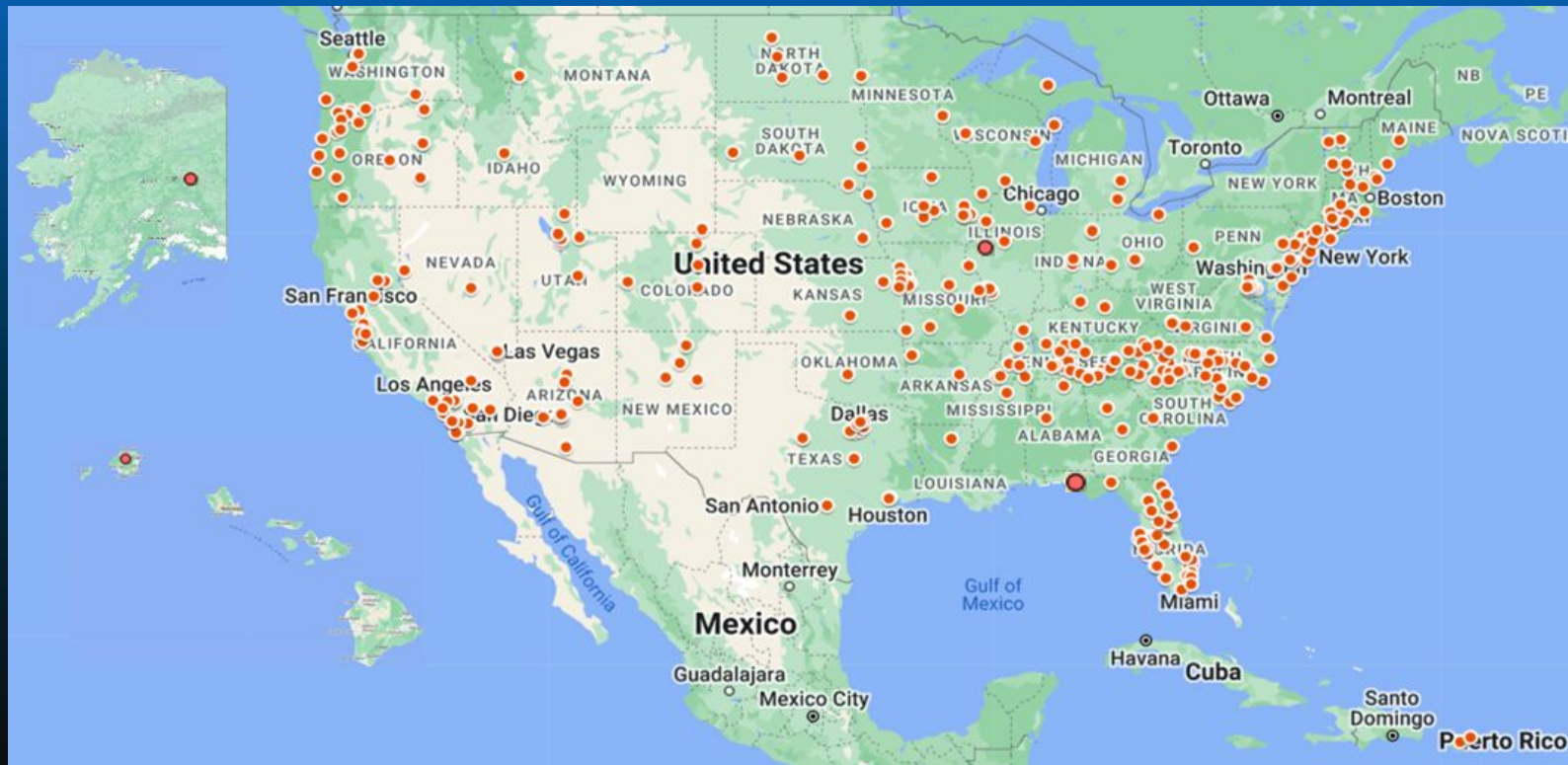
October 23, 2023

Randy Cohen
Americans for the Arts

@ArtsInfoGuy

Most Comprehensive Study Ever!

373 Study Regions in all 50 States and Puerto Rico.



\$57.3 Million in Spending (2022)





Jobs Supported

652



Personal Income to Residents

\$23.9 Million



Government Revenue (Local, State, Federal)

\$8.1 Million

Attendees Spent \$155.21 Per Person, Per Event



Audiences: Local vs. Non-Local



(Nonlocal = Outside the County)

Event-Related Spending Local vs. Non-Local

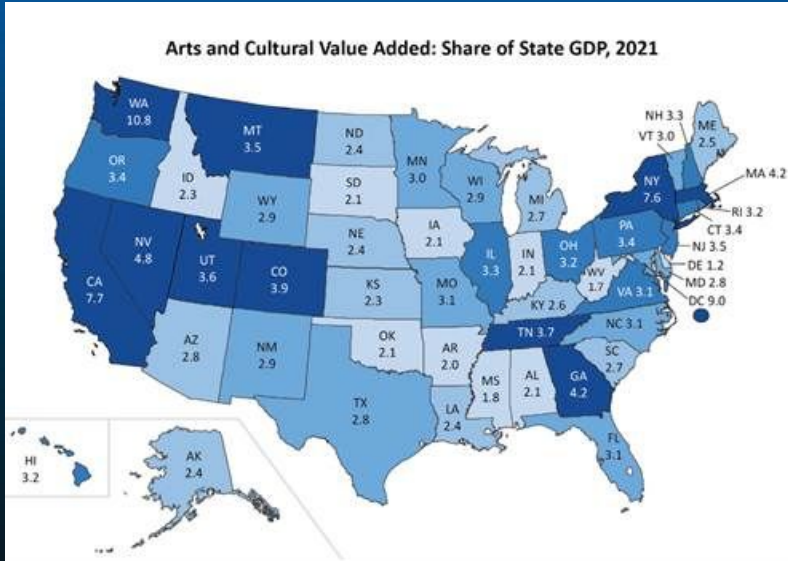


75% of nonlocal attendees said, "This arts event is the primary purpose for my trip."



Arts & Creative Economy in Florida

\$39.0 Billion—3.1% of GSP—244,510 Jobs



Accelerates economic recovery

Diversifies economy

Stimulates statewide job growth

U.S.: \$1.03 Trillion—4.4 Percent of GDP—4.9 Million Jobs (2021)

Source: U.S. Bureau of Economic Analysis





Arts Volunteerism

▣ **1,092 volunteers**

▣ **18,854 hours**

▣ **\$544,000 value**

(Value of 2022 volunteer hour in Florida = \$29.41)



Social Impact Responses by Attendees

"This venue or facility is an important **pillar for me within my community.**" **74%**

"I would **feel a great sense of loss** if this activity or venue were no longer available" **81%**

"This activity or venue is **inspiring a sense of pride** in this neighborhood or community" **84%**

"My attendance is my way of ensuring that this activity or venue is **preserved for future generations**" **82%**

AEP6 National Partners



Arts & Culture is Valued by the Public



86%

say arts and culture
is "important to
their community's
quality of life and
livability."



79%

believe arts and
culture is "important
to their community's
businesses,
economy, and
local jobs."





Arts Build Empathy & Understanding

72%

agree that the arts and culture provide shared experiences with people of different races, ethnicities, ages, beliefs, etc.

63%

say that the arts and culture helps them better understand other cultures in their community.

Thank You!

AEP6.AmericansForTheArts.org

rcohen@artsusa.org

@ArtsInfoGuy

