

# WHY THE ARTS MATTER IN FLORIDA



## NATIONAL ARTS FACTS

**FOR-PROFIT & NON-PROFIT ARTS & CULTURE SECTORS REPRESENT**

**4.31%** Nation's GDP      **5.2 M** Jobs

**\$1.102 TRILLION** Arts & Culture

**\$1.09 T** Construction

**\$270.8 B** Agriculture & Forestry

The national arts and culture sector was a **\$1.102 trillion industry** in **2022** (4.31% of the nation's GDP), representing **5.2 million jobs** (3.28% of nation's workforce), and total compensation of **\$540.9 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts (2024). Data collected for 2022.

## FLORIDA ARTS FACTS

**FOR-PROFIT & NON-PROFIT ARTS & CULTURE SECTORS REPRESENT**

**3.15%** State's GDP      **268,712** Jobs

**\$45.3 BILLION** Arts & Culture

**\$77.5 B** Construction

**\$7.7 B** Agriculture & Forestry

The Florida arts and culture sector was a **\$45.3 billion industry** in **2022** (3.15% of the state's GDP), representing **268,712 jobs** (2.74% of Florida's workforce), and total compensation of **\$22.5 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts (2024). Data collected for 2022.

## ECONOMIC IMPACT OF NON-PROFIT ARTS & CULTURE INDUSTRY AND AUDIENCES

National

**\$151.7 B** Economic activity annually

**2.6 M** Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$29.1 billion** in total tax revenue to federal, state, and local governments.

**88.5%** of audiences agreed with the statement "This arts activity/venue is inspiring a sense of pride in this neighborhood or community"

**87%** of audiences agreed with the statement "My attendance is my way of ensuring that this activity/venue is preserved for future generations"

Source: Americans for the Arts (2023). Arts & Economic Prosperity 6.

## ECONOMIC IMPACT OF NON-PROFIT ARTS & CULTURE INDUSTRY AND AUDIENCES

Statewide

**\$5.8 B** Economic activity annually

**91,270** Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$ 1.2 billion** in total tax revenue to federal, state, and local governments.

**87.2%** of audiences agreed with the statement "This arts activity/venue is inspiring a sense of pride in this neighborhood or community"

**86.8%** of audiences agreed with the statement "My attendance is my way of ensuring that this activity/venue is preserved for future generations"

Source: Americans for the Arts (2023). Arts & Economic Prosperity 6. 2022 data collected for the State of Florida.

## FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation FY24      **\$207 Million**

Congress allocated **\$207 million** to the National Endowment for the Arts (NEA) in **FY24**. 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, 2024.

## PUBLIC FUNDING RECEIVED FOR FLORIDA ARTS & CULTURE SECTOR

State Appropriation FY24      **\$55,652,101**

NEA Grant FY24      **\$1,148,700**

81 Direct NEA Grants FY23      **\$3,102,200**

Source: NEA, NASAA, 2024

# 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.

**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: Earl Bosworth**



Learn more [here](#).

Join [here](#).

## 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](#)s.

Florida Association of Museums

[www.flamuseums.org](http://www.flamuseums.org)

Florida Alliance for Education Association

[www.faea.org](http://www.faea.org)

## THE ARTS ARE EVERYWHERE

- Starting in **Miramar Beach**, The 30A Songwriters Festival features nationally renown and new singer songwriters. 175 + artists perform over a 4 day weekend in 30+ venues located along the 30A resort corridor of Northwest Florida's Gulf Coast.
- Just a few miles east at **Grayton Beach**, you can dive in to North America's first underwater permanent sculpture exhibit, The Underwater Museum of Art, recently recognized by TIME Magazine as one of the top 100 "World's Greatest Places."
- Continue east to **Quincy**, where arts and culture are entwined with a small-town way of life. Visit theArtZone 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 NewWorld 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.

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