ARTS & ECONOMIC PROSPERITY 5
THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES

Alliance for the Arts

Lee County, Florida
CREATING JOBS. GENERATING COMMERCE. DRIVING TOURISM.

@ArtInLee #AEP5
Most Comprehensive Study Ever!
341 Study Regions in all 50 States
Americans Value The Arts

63% believe the arts “lift me up beyond everyday experiences”

73% say the arts are a “positive experience in a troubled world”

64% feel “pure pleasure to experience and participate in [the arts]”

Source: Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs
# National Numbers
Economic Impact of Nonprofit Arts & Culture Industry

$166.3 Billion Annual Economic Activity (2015)

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Full-Time Equivalent Jobs</td>
<td>4.6 Million</td>
</tr>
<tr>
<td>Resident Household Income</td>
<td>$96.07 Billion</td>
</tr>
<tr>
<td>Total Government Revenue</td>
<td>$27.54 Billion</td>
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</tbody>
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*** In 2010, $135.2 Billion Annual Economic Activity
Let’s Look Locally – Lee County
Economic Impact of Nonprofit Arts & Culture Industry

$140.1 Million Annual Economic Activity (2015)

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<tbody>
<tr>
<td>Full-Time Equivalent Jobs</td>
<td>3875</td>
</tr>
<tr>
<td>Resident Household Income</td>
<td>$89.3 Million</td>
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<tr>
<td>Local Government Revenue</td>
<td>$7.6 Million</td>
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<tr>
<td>State Government Revenue</td>
<td>$11.2 Million</td>
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</tbody>
</table>

*** In 2010, $68.3 Million Annual Economic Activity
$140.1 Million of Annual Economic Activity

- Event-related spending $106.1 million
- Organizational Spending $34 million

*In 2010, $68.3 Million Annual Economic Activity (23.1 Million in Organization Expenses, 45.1 Million in Event Spending)*
In Lee County, the arts support 3,875 full-time equivalent jobs.

*** In 2010, 2,038 FTEs
$18.8 MILLION
IN LOCAL & STATE GOVERNMENT REVENUE

*** In 2010, 9.4 in Local & State Revenues
Attendees Spent
$31.53 Per Person, Per Event

- Meals & Snacks: $17.96
- Transportation: $2.19
- Souvenir/Gifts: $5.81
- Lodging: $2.50
- Clothing & Accessories: $2.82
- Other: $.25

*** In 2010, $23.23 per person, per event
Audiences: Local vs. Non-Local

- Local: 75.7%
- Non-Local: 24.3%
Event-Related Spending

Local vs. Non-Local

Local: $26.46
Non-local: $47.31
City of Fort Myers Pop out Study
Economic Impact of Nonprofit Arts & Culture Industry

$49.7 Million Annual Economic Activity (2015)

<table>
<thead>
<tr>
<th>category</th>
<th>amount</th>
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<tbody>
<tr>
<td>Full-Time Equivalent Jobs</td>
<td>1389</td>
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<tr>
<td>Resident Household Income</td>
<td>$32 Million</td>
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<tr>
<td>Local Government Revenue</td>
<td>$2.7 Million</td>
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<tr>
<td>State Government Revenue</td>
<td>$4 Million</td>
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</table>
Americans Value The Arts

82% of Americans believe arts & culture are important to local businesses and the economy

87% of Americans believe arts & culture are important to quality of life

Source: Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs
THANK YOU TO OUR PARTICIPATING ARTS PARTNERS!

Arts in Healthcare Program, Music For Minors Foundation, Southwest Florida Pastel Society and Weavers of Char-Lee
LOCAL FUNDING PROVIDED BY

ALLIANCE FOR THE ARTS

SOUTHWEST FLORIDA COMMUNITY FOUNDATION

CITY OF FORT MYERS

CULTURE BUILDS FLORIDA

THE BEACHES OF FORT MYERS AND SANIBEL

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The Arts Mean Business!

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