CREATING JOBS. GENERATING COMMERCE. DRIVING TOURISM.

Pinellas County!
Produced by St. Pete Arts Alliance and Creative Pinellas

The year-long study included nearly 800 exit surveys at Pinellas County arts venues, and also examining financial records of 47 non-profit arts & cultural organizations.
Most Comprehensive Study Ever!
341 Study Regions in all 50 States—including Pinellas County!
$241 Million in Spending (2015)

- Organizations: $100.2 Million
- Audiences: $140.8 Million
Jobs Supported (FTE)

7,211
Government Revenue
(Local & State)

$29.8 Million
Attendees Spent $33.02 Per Person, Per Event

- Meals & Snacks: $18.10
- Souvenirs/Gifts: $5.75
- Ground Transportation: $3.17
- Lodging: $3.62
- Other/Misc.: $2.38
Audiences: Local vs. Non-Local

- Local: 66%
- Non-Local: 34%
70 percent of non-local attendees said, “This arts event is the primary purpose for my trip.”
Arts Volunteerism

- 5,097 volunteers
- 238,389 hours
- $5.6 million value

(2015 volunteer hour = $23.56)
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
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
Creative Pinellas County
2,664 Arts-Related Business Employ 13,920 People

3.7% of all businesses
2.7% of all employees
All U.S. Arts Industries (2014)  
$730 Billion = 4.2\%$ of GDP

- Retail Trade: $5.8\%$
- Arts & Culture: $4.2\%$
- Construction: $3.9\%$
- Transportation: $2.9\%$
- Mining: $2.8\%$
- Travel & Tourism: $2.6\%$
- Utilities: $1.6\%$

Source: U.S. Bureau of Economic Analysis
Ready to Innovate

Are educators and executives aligned on the creative readiness of the U.S. workforce?
Thomas Südhof
2013 Nobel Prize for medicine:
“I owe it all to my bassoon teacher”

Drive for excellence...visual thinking...pattern recognition...problem solving...perseverance
Improved Academic Performance
Arts in Healthcare Benefits

- Reduced length of hospital stay
- Fewer medical visits
- Reduced use of pain and anxiety med’s
- Improved recovery time
- Reduced depression
You Make the Difference!

✓ Get your AEP5 numbers and tools at ArtsUSA.org/AEP5

✓ Remember the Golden Rule . . . Numbers + Story!

✓ #AEP5

✓ Join the ArtsActionFund.org TODAY. It’s free!

✓ Email your Members of Congress
Accomplish Your Goals With The Arts!

☑ Partner with your Local Arts Agency

☑ Support the arts—with funding and friendly policies

☑ Bring artists to the table—add them to your Advisory Commissions

☑ Tell your local-state-federal government leaders about the economic benefits of supporting the arts

☑ Join the ArtsActionFund.org. It’s free!
The Arts Mean Business!

Contacts

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