

# The ARTS Mean Business in Polk County.

# \$46,589,847

## ECONOMIC IMPACT OF THE CULTURAL ARTS IN POLK COUNTY

Impact numbers are based on one fiscal year (2015 – 2016) study conducted by Americans for the Arts for Polk County



# 1,469

## JOBS

IN THE NON PROFIT ARTS  
20% ABOVE THE NATIONAL AVERAGE!

# \$46.5 Million

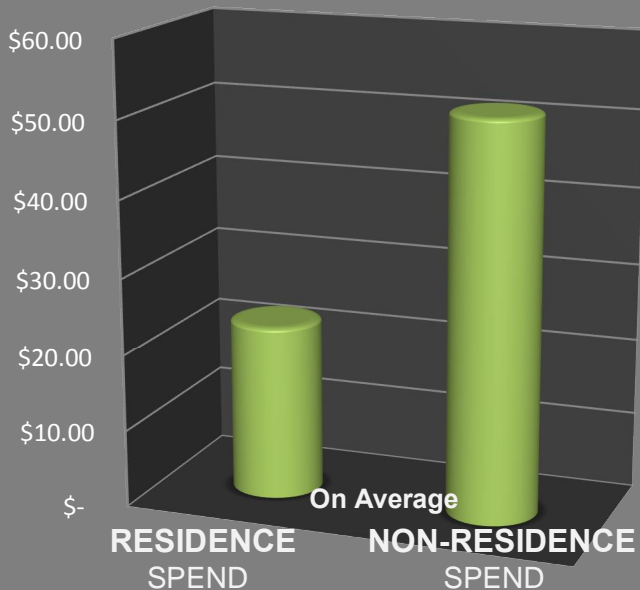
## DIRECT EXPENDITURES

SM(ART) BUSINESS

# 930,670

## TOTAL CULTURAL ATTENDEES

### CULTURAL TOURISM



# \$22.83

# \$51.56

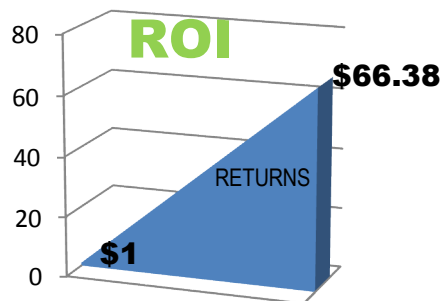
Per-person Per Event  
(Not including cost of admission)

# \$2.5

## MILLION

### Tax Windfall

The revenue generated to Polk County Government by non-profit arts organizations



Per \$1 invested in Arts, Culture & Heritage by the County returns \$66.38 of economic impact\*

*The Arts & Economic Prosperity 5 Study was conducted by Americans for the Arts in collaboration and partnership with the Polk Arts Alliance and the Cultural Arts Council of Polk County in 2016.*

*\*Percentage returns are based on 2015-2016 Arts, Culture and Heritage organizations funding average of \$700,000 grant dollars awarded by Polk County Tourist Development Council.*

## The Economic Impact of Non-Profit Cultural Arts Organizations and their Audiences in Polk County, FL (Fiscal Year 2015 -2016)

<b>Direct Economic Activity</b>	<b>Arts and Cultural Organizations</b>	+	<b>Arts and Cultural Audiences</b>	=	<b>Total Industry Expenditures</b>
Total Industry Expenditures	\$15,790,432		\$30,799,415		\$46,589,847

### Economic Impact of Spending by Arts and Cultural Organizations and Their Audiences

<b>Total Economic Impact of Expenditures</b>	<b>Economic Impact of Organizations</b>	+	<b>Economic Impact of Audiences</b>	=	<b>Total Economic Impact</b>
Full-Time Equivalent (FTE) Jobs Supported	611		858		1,469
Household Income Paid to Residents	\$12,875,000		\$19,470,000		\$32,345,000
Revenue Generated to <u>Local</u> Government	\$897,000		\$1,672,000		\$2,569,000
Revenue Generated to <u>State</u> Government	\$1,238,000		\$2,465,000		\$3,703,000

### Event-Related Spending by Arts and Cultural Audiences Totaled \$30.8 million (excluding the cost of admission)

<b>Attendance to Arts and Culture Events</b>	<b>Resident<sup>1</sup> Attendees</b>	+	<b>Nonresident<sup>1</sup> Attendees</b>	=	<b>All Cultural Audiences</b>
Total Attendance to Arts and Culture Events	599,357		331,322		930,679
Percentage of Total Attendance	64.4%		35.6%		100.0%
Average Event-Related Spending Per Person	\$22.83		\$51.66		\$33.09
<b>Total Event-Related Expenditures</b>	<b>\$13,683,320</b>		<b>\$17,116,095</b>		<b>\$30,799,415</b>

### Nonprofit Arts and Cultural Event Attendees Spend an Average of \$33.09 Per Person (excluding the cost of admission)

<b>Category of Event-Related Expenditure</b>	<b>Resident<sup>1</sup> Attendees</b>	<b>Nonresident<sup>1</sup> Attendees</b>	<b>All Cultural Audiences</b>
Meals and Refreshments	\$12.67	\$18.88	\$14.88
Souvenirs and Gifts	\$5.09	\$11.50	\$7.37
Ground Transportation	\$1.96	\$6.85	\$3.70
Overnight Lodging (one night only)	\$0.08	\$11.78	\$4.24
Other/Miscellaneous	\$3.03	\$2.65	\$2.89
<b>Average Event-Related Spending Per Person</b>	<b>\$22.83</b>	<b>\$51.66</b>	<b>\$33.09</b>

To complete this customized analysis for Polk County, the Polk Arts Alliance joined the study as one of the 250 partners.

Source: Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in Polk County. For more information about this study or about other cultural initiatives in Polk County, visit the Polk Arts Alliance's web site at

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

**About This Study** - Americans for the Arts partnered with 250 local, regional, and statewide organizations that represent the 341 study regions (30 partners included multiple study regions as part of their participation). **The Polk Arts Alliance joined the study to represent the Polk County Cultural Arts Community over a one year period January 2016 to January 2017 using 2015 fiscal year information.**