

**Contact:**

Emma Kruch  
Communications Manager  
United Arts of Central Florida  
407.628.0333 x234  
[Emma@UnitedArts.cc](mailto:Emma@UnitedArts.cc)

**FOR IMMEDIATE RELEASE**

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**Central Florida's Nonprofit Arts and Culture Industry Generates \$264 Million**

New research released on June 8 by Americans for the Arts indicates that the nonprofit arts and culture industry generates \$264 million in annual economic activity in the seven-county Central Florida region. According to the *Arts & Economic Prosperity IV* (AEP-IV) national economic impact study, local arts and culture also supports 8,966 full-time-equivalent jobs, and generates \$36 million in local and state government revenues. The most comprehensive economic impact study of the nonprofit arts and culture industry ever conducted in the United States, AEP-IV was conducted by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts and arts education.

"The arts foster economic development and education, and bolster tourism," said Flora Maria Garcia, President & CEO of United Arts. "The arts also attract and retain high-level businesses and improve the quality of our lives—in short, support for the arts is a terrific investment in the betterment of our community, and this AEP-IV research backs that up."

The Central Florida Region includes nonprofit organizations and their audiences in the counties of Brevard, Lake, Orange, Osceola, Polk, Seminole, Volusia, and the cities of Orlando and Winter Park. For more information about this project, as well as breakout reports for select participating counties and cities, please visit <http://tinyurl.com/UAresearch>.

Nationally, the numbers are huge – the *Arts & Economic Prosperity IV* study reveals that the nonprofit arts industry produced \$135.2 billion in economic activity during 2010. This spending—\$61.1 billion by nonprofit arts and culture organizations plus an additional \$74.1 billion by their audiences—supported 4.1 million full-time-equivalent jobs and generated \$22.3 billion in federal, state, and local tax revenues.

"This study shines a much-needed light on the vital role the arts play in stimulating and sustaining economic development," says Robert L. Lynch, President and CEO of Americans for the Arts. "Contrary to popular belief, the arts are a bustling industry that supports a plethora of diverse jobs, generates significant revenues for local businesses and to federal, state and local governments and provides quality of life that positions communities to compete in our 21st century creative economy."

The *Arts & Economic Prosperity IV* study was conducted by Americans for the Arts and supported by The Ruth Lilly Fund of Americans for the Arts. Americans for the Arts' local, regional, and statewide project partners contributed both time and financial support to the study. The full text of the national statistical report is available at [AmericansForTheArts.org/EconomicImpact](http://AmericansForTheArts.org/EconomicImpact).

United Arts of Central Florida is a dynamic collaboration of businesses, governments and school districts, foundations, arts and cultural organizations, and artists and individuals. This partnership works to enhance the quality and variety of cultural experiences available throughout Lake, Orange, Osceola and Seminole counties. Since its inception in 1989, United Arts has invested more than \$121 million in local cultural organizations and

cultural education. United Arts strengthens the community by connecting you with creative opportunities and experiences. *The Arts Matter*<sup>™</sup> – for our children, for our economy, for our community. For more information please visit [UnitedArts.cc](http://UnitedArts.cc), or to perform an act of philanthropy by giving *for* the arts, visit [TheArtsMatter.com](http://TheArtsMatter.com).

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