

# PRESS RELEASE

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## Arts and Culture Boost Central Florida Economy by Almost \$400 Million

**ORLANDO – JUNE 17, 2017** – Nonprofit arts and culture organizations annually generate **\$399.9 million in direct economic activity** in Central Florida, according to a nationwide economic-impact study released today by United Arts of Central Florida and Americans for the Arts.

The study, **Arts & Economic Prosperity 5 (AEP5)**, also shows that our area’s nonprofit arts and culture industry supports the equivalent of **13,764 full-time jobs** and produces **\$39.9 million in local and state government revenues**.

“These figures dispel the myth that arts and culture are a luxury,” United Arts President & CEO **Flora Maria Garcia** says. “Public and private support of an industry that generates hundreds of millions of dollars in annual economic activity makes financial sense. Arts & Economic Prosperity 5 confirms that ‘art works.’”

Conducted by Americans for the Arts, **AEP5 is the most comprehensive economic-impact study of the nonprofit arts and culture industry** ever conducted in the United States. Study results for Central Florida are based on financial data gathered from nonprofit arts and culture groups, and from the people who attend those groups’ plays, concerts, exhibits and other events. Data was collected by United Arts and other agencies covering the seven-county Central Florida region of **Brevard, Lake, Orange, Osceola, Polk, Seminole and Volusia counties**.

Results show that **Central Florida nonprofit arts and culture groups spent \$202.3 million** in 2015 – paying employees, purchasing supplies, contracting for services and acquiring assets within the community. Those dollars supported 7,374 full-time-equivalent jobs, and generated \$185.5 million in household income for local residents and \$16.1 million in local and state government revenue.

Additionally, the industry leveraged **\$197.6 million in event-related spending by audiences**, with attendance to nonprofit arts and culture events totaling **6.79 million** audience members in 2015. When attending a cultural event, people often dine in local restaurants, pay for parking, buy gifts and souvenirs, and pay babysitters. Out-of-town attendees frequently stay overnight in local hotels. Audience spending in Central Florida translates to 6,390 full-time-equivalent jobs, \$122 million in local household income and \$23.8 million in local and state government revenue.

The arts mean business on a national level too -- **\$166.3 billion in economic activity nationwide**, supporting 4.6 million jobs and generating \$27.5 billion in government revenue

Grants and Research Specialist **Trudy Wild** spearheaded United Arts’ participation in the Arts & Economic Prosperity study, which is conducted every five years. Wild says, “Nonprofit arts and culture organizations of all sizes add breadth and depth to our community, enhancing both quality of life and, clearly, the economy as well.”

**About United Arts of Central Florida**

United Arts is a collaboration of individuals, businesses, governments and school districts, foundations, arts and cultural organizations, and artists. Its mission is to enrich communities by investing in arts, science and history. United Arts serves residents and visitors in Lake, Orange, Osceola and Seminole counties through more than 70 local arts, science and history organizations. It raises and distributes funds for these cultural groups and provides management, administrative and advisory services. Since 1989, United Arts has invested more than \$141 million in Central Florida's arts and culture.

For more information, visit <http://www.UnitedArts.cc> or call 407.628.0333. Please email [FloraMaria@UnitedArts.cc](mailto:FloraMaria@UnitedArts.cc) for comments or inquiries. You can follow United Arts of Central Florida on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

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