

## Background & Methodology

This is the first year that the Gary R. Libby Charitable Trust has worked with Volusia County Government to conduct a study of the economic impact of the nonprofit arts and cultural industry in Volusia County.

Most information was obtained from grant applications submitted by nonprofit cultural organizations who compete each year for funding from the Cultural Council of Volusia County. The report summarizes data from respondents, and thus it is recognized that the overall impact is much greater than reported here.

A conservative multiplier of 3.0 was used to determine the total spending impact of the arts in Volusia County. A multiplier is utilized in studies of this kind because it is recognized that the impact of an industry extends beyond its direct expenditures as the money is re-spent in the local community.

This survey is based on surveys done by the Cultural Council of Greater Jacksonville and the Florida Division of Cultural Affairs.

### ABOUT THE SPONSOR

The Libby Trust was created to support the growth and development of the arts in Volusia County through direct financial support of projects and programs.

### ABOUT VOLUSIA COUNTY

The Cultural Council of Volusia County was created June 1, 1989, by the Volusia County Council, to serve as a citizen advisory board on matters relating to cultural arts. Its scope was broadened in 1994 when the Council increased the board's responsibility to be the designated local arts agency for Volusia County. This designation is recognized by the State of Florida, Division of Cultural Affairs and the Florida Arts Council. The nine board members are appointed by the County Council for two year terms.

The data in this report was compiled from information provided to the Cultural Council of Volusia County including audited financial statements and balance sheets.

*Across America, cities that once struggled economically are reinventing and rebuilding themselves by investing in art and culture – a proven catalyst for growth and economic prosperity. By creating cultural hubs, nonprofit arts businesses help cities define themselves, draw tourists, and attract investment. Federal support for America's nonprofit cultural organizations must go on if we hope to continue enjoying the substantial benefits they bring.*

#### LOUISE M. SLAUGHTER

U.S. House of Representatives (NY)  
Co-Chair, Congressional Arts Caucus

## Study Participants

African American Museum  
Art League of Daytona Beach  
ArtHaus Foundation  
Atlantic Center for the Arts  
Black Heritage Festival & Museum  
Central Florida Cultural Endeavors  
Cinematique of Daytona Beach  
Daytona Beach Choral Society  
Daytona Beach Symphony Society  
DeBary Art League  
DeLand Fall Festival of the Arts  
DeLand Little Symphony  
Deland Naval Air Station Museum  
Deltona Arts & Historical Center  
Halifax Historical Museum  
IMAGES: A Fine Arts Festival  
Iranian American Society  
Little Theater of New Smyrna Beach  
Lively Arts Center  
Mary McLeod Bethune Performing Arts Center  
Museum of Arts and Sciences  
Museum of Florida Art  
Ormond Beach Historical Trust  
Ormond Memorial Museum  
Pioneer Settlement  
Sands Theater Center, Inc.  
Seaside Music Theater  
Sister Cities of Volusia County  
Southeast Museum of Photography at  
Daytona Beach Community College  
VSA Arts of Florida - Volusia  
West Volusia Historical Society

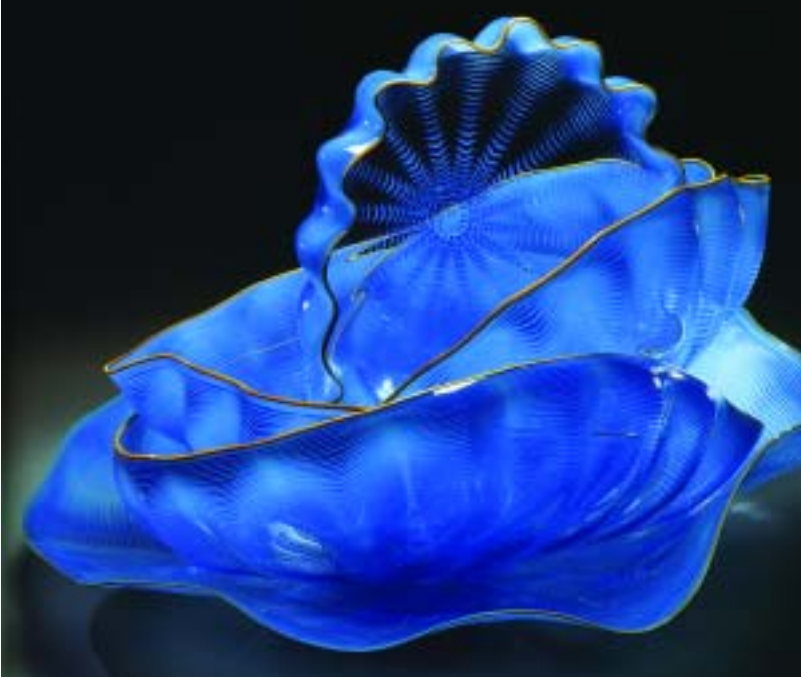


Brochure design by Fred W. O'Neill  
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## Arts & Economic

# Prosperity REPORT

### The Economic Impact of the Nonprofit Arts Community In Volusia County



## Arts & the Economy

Leading economic experts assert that developing a city's creative ethos helps produce more sustainable patterns of development. Researchers maintain that a vibrant cultural landscape can also enhance learning, lure travelers, uplift urban centers, and attract a professional workforce.

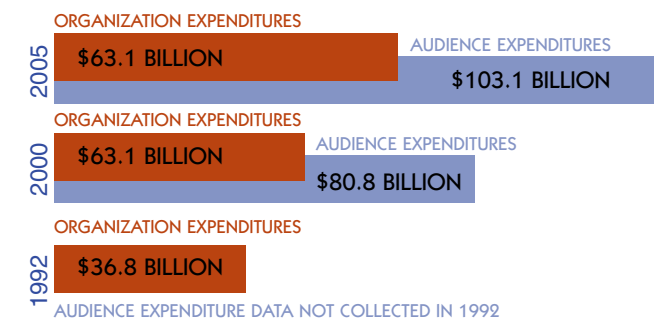
In Volusia County, citizens reap the benefits of a robust cultural environment. Home to nationally recognized museums, visits from world-class symphony orchestras, numerous community theaters and state-of-the-art performance venues, Volusia County possesses a dynamic arts infrastructure.

When its impact is fully realized, the cultural industry can generate a significant return on public investments, and at the same time inspire all levels of the human experience.

### The Arts: A Growth Industry

Between 2000 and 2005, the nonprofit arts and culture industry grew 24 percent nationally, from \$134 billion to \$166.2 billion. Spending by organizations grew to \$63.1 billion in 2005, up 19 percent from \$53.2 billion in 2000. Event related spending by their audiences boasts an even greater increase—from \$80.8 billion in 2000 to \$103.1 billion in 2005 (28 percent).

#### GROWTH OF THE NONPROFIT ARTS & CULTURE INDUSTRY



*Mayors understand the connection between the arts industry and city revenues. Besides providing thousands of jobs, the arts generate billions in government and business revenues and play an important role in the economic revitalization of our nation's cities.*

#### DOUGLAS H. PALMER

Mayor of Trenton, New Jersey  
President, The United States Conference of Mayors

# Study Results Summary

Volusia County's nonprofit arts and cultural organizations represent a multi-million dollar industry with several important economic indicators:

In 2006, organizations had **combined total operating expenses of 18.9 million, an increase of nearly 10% from the previous year.** The impact of this spending grows exponentially as the dollars are reinvested in our community over and over again.

This spending **impact totaled \$249.6 million** for the local economy in 2006. A conservative multiplier of 3.0 was used to determine the total spending impact of the arts in Volusia County. A multiplier is utilized in studies of this kind because it is recognized that the impact of an industry extends beyond its direct expenditures as the money is re-spent in the local community.

Of course these organizations didn't just spend money - they created jobs.

In fact, **453 full-time and part-time jobs** were supported by the groups reporting.

Perhaps most importantly, these organizations recorded **service to more than 1.8 million people**, over two times the population of Volusia County.

*These factors, when combined, tell a compelling story of how local cultural groups contribute to Volusia County's economic vitality.*



# Community Reinvestment

As both employers and consumers, arts organizations infuse the local economy with dollars from a clean, creative industry. Spending on salaries, marketing, artist fees, operating and more, amounted to an estimated \$18.9 million in 2006.

This year's report also measured the amount that organizations spent on educational outreach. Collectively these cultural groups invested more than \$2.5 million on educational programming for area youth.

Additionally, these organizations invested more than \$64 million in facilities and improvements, creating places for people to meet and enjoy the arts - and each other.

Personnel Expenses	\$6,075,435
Program Expenses	\$7,076,200
Other Expenses	\$1,704,015
Capital Expenditures	\$64,332,000
Advertising/Promotions	\$1,555,950
Education and Outreach Programs	\$2,452,100
<b>TOTAL</b>	<b>\$83,195,700</b>

# Creative Human Capital

In addition to spending, the arts benefit the community through the jobs they create. The arts and cultural industry is a labor intensive one, relying heavily on performers, artists, administrators, educators, stagehands, and lighting technicians - all members of Volusia County's creative workforce.

In 2006, organizations surveyed directly supported more than 1,000 jobs. Over \$6 million was invested in salaries, much of which was re-spent within the local economy by the artists and administrators who live here.

What's more, nearly 5,000 volunteers donated nearly 125,000 hours to these organizations in 2006. Time donated is worth an average of \$18.04 per hour (an estimate provided by the Independent Sector in Giving and Volunteering in the United States, 2005), for an economic equivalent of more than \$2.25 million.

Full-time and Part-time Jobs	453
<b>PERSONNEL EXPENDITURES TOTAL</b>	<b>\$6 million</b>

Volunteer Hours	125,000
<b>VOLUNTEER HOURS EQUIVALENT TOTAL</b>	<b>\$2.25 million</b>

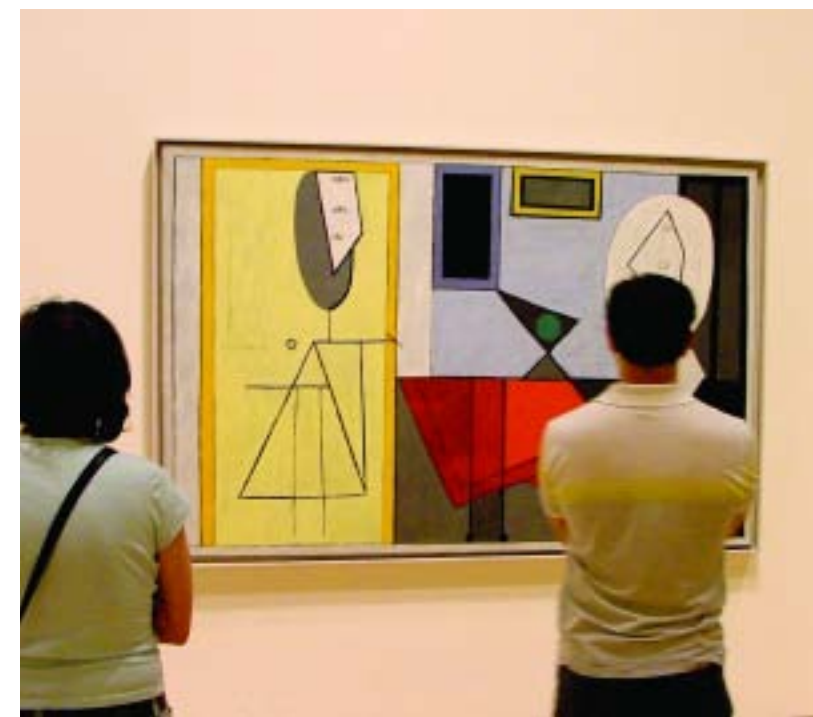
# Admissions

An interesting illustration of the importance of the arts can be seen in the number of admissions to arts events in 12 months. In 2006, the arts respondents recorded more than 417,000 admissions in Volusia County.

Full Price Admissions	280,384
Free Admissions	153,230
<b>TOTAL</b>	<b>433,614</b>

# Arts and Culture Enhance our Communities by Building Public Value

- Sharing cultural activities and events promotes cultural diversity and enhances the sense of community among diverse people
- Sharing cultural activities creates opportunities for developing community spirit
- Sharing arts and cultural experiences strengthens individuals, families and communities
- Arts activities are learning tools that teach about different cultures and ethnicities
- The arts provide positive cultural experiences
- Shared cultural activities increase awareness and understanding among diverse groups, including racial and ethnic minorities
- Shared cultural experiences help eliminate ignorance, prejudice and discrimination
- Festivals and cultural events promote family values by providing venues for families to enjoy together
- A culture-rich environment attracts new residents to a community
- Culture and the arts promote civic and ethnic pride
- Art can be a universal language to unite different views, heritages and backgrounds



# Did you Know:

## Even more Reasons to Support Arts and Cultural Development

Consider these points:

Cultural tourists spend nearly 45 percent more money than other tourists during their visits, take longer trips, and are more likely to shop and pursue other educational activities - all of which provide additional income to local residents. (Travel Industry Association of America)

People who participate in the arts also engage in positive civic and individual activities such as volunteering at significantly higher rates than non-arts participants. (*The Arts and Civic Engagement*, National Endowment for the Arts, 2006)

Diverse arts education programs - both in and out of school curricula - have proven to be valuable options for states seeking to develop advanced workforce skills. (*The Impact of Arts Education on Workforce Preparedness Report*, National Governors Association, 2001)

Arts districts not only attract visitors, both local and non-local, but also help to improve a city's image, increase commercial activity and stop physical decline while stabilizing property values. (*Journal of Arts Management, Law and Society*, 2001)

The productivity of and earnings in a region rise as the incidence of artists within its boundaries increases. The specialized skills of the artist enhance design, production and marketing of products and services in other sectors and generate income through direct exports of artistic work outside the region. (*The Artistic Dividend*, Humphrey Institute of Public Affairs, 2003)

**Taken altogether, art works for Volusia County!**