



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

The Economic Impact of Spending by Nonprofit Arts and Culture Organizations and Their Audiences

AEP6 is the sixth economic impact study of the nonprofit arts and culture industry in the U.S. This study is conducted approximately every five years to gauge the economic impact (on employment, government revenue, and household income) of spending by nonprofit arts and culture organizations and the event-related spending by their audiences. Previous studies were published in 1994, 2002, **2007***, 2012, and **2017***. (Due to the unique nature of the realities of the global COVID-19 pandemic, the AEP6 study was postponed for 16 months.)

**COCA participated*

The AEP series demonstrates that an investment in the arts provides both cultural and economic benefits.

- **Nonprofit arts and culture organizations are businesses.** They employ people locally, purchase goods and services from within the community, are members of their Chambers of Commerce, and attract tourists to their regions.
- **The arts drive commerce to local businesses.** The arts, unlike most industries, leverage significant amounts of event-related spending by their audiences. In 2017, arts attendees spent \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and lodging—vital income for local businesses.
- **Arts travelers are ideal tourists.** They stay longer and spend more seeking out authentic cultural experiences. One-third of attendees travel from outside the county in which the activity takes place and spend an average of \$48 per person. (69% say they traveled specifically to attend the activity.)
- **Small investments. Big returns.** In 2017, the combined \$5 billion in direct arts funding by local, state, and federal governments yielded \$27.5 billion in government revenue.

FFI : <https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-6>

AEP6 EVENTS |

Thursday, October 12 @ 2:00-3:30 PM EST |

Online National Launch Release

Hosted by the legendary multi-award-winning actress, singer, dancer, and civil rights activist Rita Moreno.

Wednesday, October 25 @ 12 :00-1 :00 PM EST |

Arts, Culture & the Economy: AEP6 in Tallahassee/Leon County

Presented by the Council on Culture & Arts (COCA) with special guest Randy Cohen, Vice President of Research at Americans for the Arts to share the latest arts & culture impact results in Tallahassee and Leon County.

Wednesday, October 25 @ 5:30-7 :00 PM EST |

State of the Arts: AEP6 in Florida

Presented by the Council on Culture & Arts (COCA), the Division of Arts & Culture with special guest Randy Cohen, Vice President of Research at Americans for the Arts, to unveil the latest results for Florida, Tallahassee & Leon County.

Videos of all three presentations are available here: <https://www.tallahasseearts.org/about-coca/economic-development/>

The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in State of Florida

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$2,871,983,534	\$2,888,953,899	\$5,760,937,433

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	47,985	43,285	91,270
Personal Income Paid to Residents	\$2,364,979,820	\$1,430,639,123	\$3,795,618,943
Local Tax Revenue (city and county)	\$99,355,666	\$94,207,004	\$193,562,670
State Tax Revenue	\$88,091,166	\$88,291,329	\$176,382,495
Federal Tax Revenue	\$507,228,440	\$294,771,216	\$801,999,656

Event-Related Spending by Arts and Culture Audiences Totaled \$2.9 billion

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	55,969,253	7,704,527	63,673,780
Percentage of Total Attendance	87.9%	12.1%	100.0%
Average Per Person, Per Event Expenditure	\$38.86	\$89.16	\$44.92
Total Event-Related Expenditures²	\$1,601,234,028	\$1,287,719,871	\$2,888,953,899

Nonprofit Arts and Culture Audiences Spend an Average of \$44.92 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$15.93	\$24.95	\$17.02
Retail Shopping	\$5.67	\$9.20	\$6.10
Overnight Lodging (one night only)	\$4.55	\$31.67	\$7.83
Local Transportation	\$4.47	\$8.23	\$4.92
Clothing and Accessories	\$3.47	\$4.65	\$3.61
Groceries and Supplies	\$2.71	\$6.32	\$3.14
Childcare	\$0.67	\$0.79	\$0.68
Other/Miscellaneous	\$1.39	\$3.35	\$1.62
Overall Average Per Person, Per Event	\$38.86	\$89.16	\$44.92

Source: *Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the State of Florida*. For more information about this study or about other cultural initiatives in the State of Florida, contact the Florida Division of Arts and Culture.

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Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the State of Florida demonstrate an appreciation for how the arts and culture impact the development and well-being of the community and its residents.

Audiences Demonstrate Appreciation for the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
“This venue or facility is an important pillar for me within my community.”	82.5%
“I would feel a great sense of loss if this activity or venue were no longer available.”	87.3%
“This activity or venue is inspiring a sense of pride in this neighborhood or community.”	88.2%
“My attendance is my way of ensuring that this activity or venue is preserved for future generations”	86.8%

About This Study

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation’s nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **The Florida Division of Arts and Culture joined the study on behalf of the State of Florida.** For additional information including the national report, summaries for the 373 communities, an online calculator, and the methodology, visit www.AEP6.AmericansForTheArts.org.

Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. **In the State of Florida, 1,971 of the 5,496 total eligible nonprofit arts and culture organizations identified by the Florida Division of Arts and Culture provided the financial and attendance information required for the study analysis—an overall participation rate of 35.9%.** It is important to note that each study region’s results are based solely on the survey data collected. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings.

Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. **In the State of Florida, a total of 28,876 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture events and activities during the period from May 2022 through June 2023.**

Studying Economic Impact Using Input-Output Analysis

Americans for the Arts uses the IMPLAN platform to create customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. This analysis traces how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state. **To complete this analysis for the State of Florida, the researchers used the IMPLAN platform to build a customized input-output economic model based on the unique characteristics of the State of Florida.**

Research Notes:

- ¹ For the purpose of this study, local attendees live within the State of Florida; nonlocals live elsewhere.
- ² To calculate the total audience expenditures in the State of Florida, first the audience expenditure findings were calculated for each of the participating sub-regions that are located within the State of Florida. Next, the residency percentages and the average per person arts-related expenditure for residents and nonresidents were applied to any additional attendance data collected from organizations located within the State of Florida but outside the participating sub-regions. Finally, the results were added to the findings from the individual sub-regions. It is important to note that, as a result, the aggregate audience expenditures for the State of Florida do not equal the average per person event-related expenditure for locals multiplied by the total estimated attendance by locals plus the average per person event-related expenditure for nonlocals multiplied by the total estimated attendance by nonlocals.



The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Tallahassee/Leon County, FL

Direct Economic Activity	Total Expenditures		
Total Industry Expenditures (FY2022)	\$118,109,909	\$85,874,162	\$203,984,071

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	1,665	1,265	2,930
Personal Income Paid to Residents	\$57,046,455	\$37,419,627	\$94,466,082
Local Tax Revenue (city and county)	\$4,517,975	\$2,260,603	\$6,778,578
State Tax Revenue	\$5,324,302	\$2,708,257	\$8,032,559
Federal Tax Revenue	\$10,906,966	\$7,485,463	\$18,392,429

Event-Related Spending by Arts and Culture Audiences Totaled \$85.9 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	2,200,587	425,412	2,625,999
Percentage of Total Attendance	83.8%	16.2%	100.0%
Average Per Person, Per Event Expenditure	\$27.20	\$61.16	\$32.69
Total Event-Related Expenditures	\$59,855,965	\$26,018,197	\$85,874,162

Nonprofit Arts and Culture Audiences Spend an Average of \$32.69 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$10.29	\$16.81	\$11.34
Retail Shopping	\$5.28	\$8.07	\$5.73
Overnight Lodging (one night only)	\$0.45	\$14.01	\$2.64
Local Transportation	\$2.60	\$10.37	\$3.86
Clothing and Accessories	\$2.43	\$5.27	\$2.89
Groceries and Supplies	\$3.68	\$4.40	\$3.80
Childcare	\$0.95	\$0.45	\$0.87
Other/Miscellaneous	\$1.52	\$1.78	\$1.56
Overall Average Per Person, Per Event	\$27.20	\$61.16	\$32.69

Source: *Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in Leon County*. For more information about this study or about other cultural initiatives in Leon County, contact the Council on Culture & Arts.

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Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the Leon County demonstrate an appreciation for how the arts and culture impacts the development and well-being of the community and its residents.

Audiences Demonstrate Appreciation for the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
“This venue or facility is an important pillar for me within my community.”	80.2%
“I would feel a great sense of loss if this activity or venue were no longer available.”	82.4%
“This activity or venue is inspiring a sense of pride in this neighborhood or community.”	86.3%
“My attendance is my way of ensuring that this activity or venue is preserved for future generations”	83.9%

About This Study

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation’s nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **The Council on Culture & Arts joined the study on behalf of Leon County.** For additional information including the national report, summaries for the 373 communities, an online calculator, and a description of the project methodology, visit www.AEP6.AmericansForTheArts.org.

Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. **In Leon County, 98 of the 236 total eligible nonprofit arts and culture organizations identified by the Council on Culture & Arts provided the financial and attendance information required for the study analysis—an overall participation rate of 41.5%.** It is important to note that each study region’s results are based solely on the survey data collected. No estimates have been made to account for non-respondents. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings.

Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. **In Leon County, a total of 840 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events during the period from May 2022 through June 2023.**

Studying Economic Impact Using Input-Output Analysis

Americans for the Arts uses the IMPLAN platform to create the customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. This analysis traces how many times a dollar is spent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state. **To complete this analysis for Leon County, the researchers used the IMPLAN platform to build a customized input-output model based on the unique economic and industrial characteristics of Leon County.**

Research Notes:

¹ For the purpose of this study, local attendees live within Leon County; nonlocals live elsewhere.

