

# Top 15 facts about the arts in Miami-Dade County

Based on *Arts & Economic Prosperity IV*,  
a study completed in partnership with Americans for the Arts using 2010 industry data

## MISSION OF THE CULTURAL AFFAIRS COUNCIL

*The Miami-Dade County Cultural Affairs Council, through the Department of Cultural Affairs, develops cultural excellence, diversity and participation throughout Miami-Dade County by strategically creating and promoting opportunities for artists and cultural organizations, and our residents and visitors who are their audiences.*

*Our Business Plan sets three central goals as guideposts for our work:*

- \* **More Money:** *Securing more public and private resources to invest in and promote cultural development;*
- \* **Better Facilities:** *Developing better cultural facilities in neighborhoods throughout Miami-Dade; and*
- \* **Connecting Audiences:** *Making cultural activities more accessible for our residents and visitors.*

### 1 THE ARTS GENERATE ALMOST \$1.1 BILLION IN ECONOMIC IMPACT.

*The economic impact of Miami-Dade County's non-profit arts and cultural industry is \$1,076,183,558 every year. In 2016, a new study to update this figure is being launched.*

### 2 ARTS ORGANIZATIONS HAVE 2-TO-1 PURCHASING POWER.

*Miami-Dade County's non-profit arts organizations annually spend more than \$600 million and leverage another \$400 million in additional spending by arts audiences (excluding the cost of admission) - pumping vital revenue into local restaurants, hotels, retail stores, parking garages, and other local businesses.*

### 3 THE ARTS INDUSTRY GENERATES ALMOST 30,000 FULLTIME JOBS.

*29,792 cultural workers are employed fulltime in Miami-Dade County, generating \$935.3 million in household income to local residents.*

### 4 ARTS AUDIENCES SPEND AN AVERAGE OF \$30 ADDITIONAL DOLLARS EACH TIME THEY ATTEND AN EVENT.

*In Miami-Dade County, arts attendees spend an average of \$29.61 per person, per event as a direct result of their attendance at the event. Local businesses that cater to arts and culture audiences reap the rewards of this economic activity.*

### 5 EVERY \$1 OF COUNTY ARTS FUNDING LEVERAGES \$31 OF OTHER FUNDS.

*Each dollar of County grant funding support invested by the Department of Cultural Affairs leverages an additional \$31 for our community's cultural non-profits from other private and public sources.*

### 6 MORE THAN 13.5 MILLION PEOPLE ATTEND MIAMI-DADE CULTURAL EVENTS EACH YEAR.

*Attendance at cultural events is 13,583,609, more than 20% (2.7 million) of whom are cultural tourists drawn from outside of Miami-Dade County. Spending by non-resident attendees in conjunction with their attendance at cultural events is 86% more per person, on average, than that of local attendees (\$46.89 vs. \$25.21, including costs of lodging, meals, and transportation, etc.), directly benefitting area businesses.*

**7****MORE THAN 200,000 CHILDREN ARE REACHED BY CULTURAL PROGRAMS.**

*With support from The Children's Trust, the Department of Cultural Affairs reaches more than 200,000 children each year who otherwise might not have access to arts experiences. Programs include scholarships to summer arts and science camps, cultural outreach programs to under-served audiences, activities for kids both with and without disabilities, and the annual All Kids Included Family Festival.*

**8****MORE THAN 41,000 PEOPLE DONATE TIME AND EXPERTISE AS CULTURAL VOLUNTEERS.**

*41,642 arts volunteers annually donate nearly 1.250 million hours and invaluable skills to cultural organizations, with an estimated value of over \$26.6\* million. This volunteer contribution is roughly equivalent to 540 full-time positions. \*(Independent Sector estimates the average volunteer hour to be valued at \$21.36.)*

**9****CULTURAL PIONEERS CONTINUE TO TRANSFORM NEIGHBORHOODS.**

*The arts revitalize forgotten or neglected neighborhoods. Pioneering artists and cultural groups, instrumental in the revitalization of South Beach and Lincoln Road, are stimulating the resurgence of other neighborhoods, such as Wynwood, Overtown, Hialeah, Little Havana, Little River, Homestead, and North Miami.*

**10****MIAMI-DADE COUNTY HAS A \$1 BILLION INVESTMENT IN ARTS FACILITIES.**

*Miami-Dade County is investing more than \$1 billion county-wide in building and improving cultural facilities.*

**11****4 OUTSTANDING MIAMI-DADE COUNTY CULTURAL FACILITIES SERVE THE ARTS.**

*The Department operates 4 cultural centers, serving cultural organizations and artists and developing new audiences: African Heritage Cultural Arts Center and Joseph Caleb Auditorium, both in Liberty City; Miami-Dade County Auditorium in Little Havana; and South Miami-Dade Cultural Arts Center in Cutler Bay. Together, they serve more than 250,000 people annually.*

**12****THE DEPARTMENT PROMOTES THE WORK OF MIAMI-DADE'S CULTURAL ORGANIZATIONS AND ARTISTS TO RESIDENTS AND VISITORS.**

*The Department, together with the Greater Miami Convention and Visitors Bureau, produces a dynamic calendar of cultural events available online 24/7 ([www.miamianbeaches.com/events](http://www.miamianbeaches.com/events)), and printed quarterly with a distribution 250,000 copies annually.*

**13****THE MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS IS A NATIONAL LEADER.**

*The Department's has been nationally recognized by the Association of Fundraising Professionals as "Outstanding Grantmaker." The Department has won 18 National Association of County Awards for innovative cultural programs, and its Art in Public Places program ([www.miamidadepublicart.org](http://www.miamidadepublicart.org)) is regularly honored by the national Public Art Network.*

**14****THE DEPARTMENT IS AN INNOVATOR IN BRINGING THE ARTS TO STUDENTS, FAMILIES, SENIOR CITIZENS AND PEOPLE WITH AND WITHOUT DISABILITIES.**

*The Department makes the arts accessible through creative programs such as: Culture Shock Miami ([www.cultureshockmiami.org](http://www.cultureshockmiami.org)) providing \$5 tickets to high school and college students; the bilingual Golden Tickets Arts Guide, offering free tickets to senior citizens; and Youth Arts in the Parks, providing Saturday arts programs in neighborhood parks enjoyed equally by kids with and without disabilities.*

**15****MIAMI IS BEING CELEBRATED AND DISTINGUISHED WORLD-WIDE BECAUSE OF ITS CULTURAL LIFE.**

*"These facts and figures confirm what we all know to be true: the arts and cultural industry in Miami-Dade County is a major force in making this a world-class metropolis for business and a great place to raise our families," states Adolfo Henriques, Chairman of the Miami-Dade Cultural Affairs Council. "Our outstanding cultural community is putting us on the map as one of the newest and most culturally vibrant places in the world and as the 'go-to' destination for economic and cultural innovation and diversity."*