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MIAMI-DADE COUNTY'S ARTS AND CULTURAL SECTOR GENERATES ALMOST \$1.1 BILLION IN ECONOMIC ACTIVITY

Americans for the Arts' nationwide study "Arts and Economic Prosperity IV" reports that this activity supports almost 30,000 jobs in Miami-Dade County.

MIAMI, June 21, 2012 – The most comprehensive economic impact study of the nonprofit arts and culture industry ever conducted in the United States, Arts & Economic Prosperity IV was announced by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts and arts education. Miami-Dade County's Department of Cultural Affairs participated in tandem with 181 other communities and regions across the country representing all 50 states, focusing on two areas: (1) the economic impact of spending by cultural organizations, and (2) the impact of event-related spending by these organizations' audiences.

Miami-Dade County's nonprofit arts and cultural organizations represent a significant business industry in Miami-Dade County--one that generates almost \$1.1 billion in local economic activity, an almost 17% increase over the last study released five years ago. This spending--\$673.95 million by nonprofit arts and cultural organizations and an additional \$402.2 million in event-related spending by their audiences--supports 29,792 full-time equivalent jobs. Attendance at cultural events also shows an increasing trend, demonstrating that Miami-Dade's audiences are growing, representing over 13.5 million cultural attendees annually as compared to 12.7 million 5 years ago when the last study was conducted. These results put Miami-Dade County among the top tier of comparable metropolitan areas and demonstrate how the arts are effective catalysts for strengthening the economy and making Miami-Dade County more competitive nationally for business, tourism and the arts.

"This landmark study confirms 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."

The rapid rise of Miami-Dade County's arts and cultural industry is a national success story. Today, there are more entertainment and educational opportunities for families and children than ever. Our vibrant cultural life is a direct contributor to our resurgence as a center for international tourism and commerce. Culture helps us understand and celebrate the community's remarkable diversity and history. Investments in our arts and culture industry continue to enhance the quality of life for Miami-Dade County's residents and visitors, strengthen the local economy and play a strategic role in developing, attracting and retaining

creative people, and nurturing creative industries. The full text of the local Miami-Dade County study is available at www.miamidadearts.org.

Nationally, 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 Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council develop 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. The Department directs the Art in Public Places program and serves its board, the Art in Public Places Trust, commissioning, curating, maintaining and promoting the County’s art collection. The Department also manages, programs and operates the South Miami-Dade Cultural Arts Center, a campus of state-of-the-art cultural facilities in Cutler Bay, as well as Miami-Dade County Auditorium, the Joseph Caleb Auditorium and African Heritage Cultural Arts Center, all dedicated to presenting and supporting excellence in the arts for the entire community. Through staff, board and programmatic resources, the Department, the Council and the Trust promote, coordinate and support Miami-Dade County’s more than 1,000 not-for-profit cultural organizations as well as thousands of resident artists through grants, technical assistance, public information and interactive community planning. The Department receives funding through the Miami-Dade County Mayor and Board of County Commissioners, the Children’s Trust, the National Endowment for the Arts and the State of Florida through the Florida Department of State, Division of Cultural Affairs and the Florida Arts Council, and the John S. and James L. Knight Foundation. Other support and services are provided by TicketWeb for the Culture Shock Miami program, the Greater Miami Convention and Visitors Bureau, the South Florida Cultural Consortium and the Tourist Development Council.

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 www.AmericansForTheArts.org/EconomicImpact.

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To view the Full Report:

http://www.miamidadearts.org/ImpactStudy/2012/2012_FLImpactStudy.pdf

To view the Summary:

http://www.miamidadearts.org/ImpactStudy/2012/2012_FLImpactStudySummary.pdf