

ARTS & CULTURE *work for* PALM BEACH COUNTY



JOBS



TOURISM



**ECONOMIC
IMPACT**



**QUALITY
OF LIFE**



Arts. Sciences. History. Community.

SOCIAL IMPACT *of the* ARTS

87% Americans said that arts and culture is “**important to their community’s quality of life and livability**”

79% believe arts and culture is “**important to their community’s businesses, economy, and local jobs**”

73% said the arts are a “**positive experience in a troubled world**”

72% Americans believe “**the arts provide shared experiences with people of different races, ethnicities, ages, beliefs, and identities (gender, political, national origin)**”

70% agree arts and culture “**improve the image and identity of their community**”

65% Americans included an arts event on their last vacation

63% say arts and culture “**helps them better understand other cultures in their communities**”

49% (52% Millennial/54% Gen X) say they would strongly consider whether a community is rich in the arts when deciding to move for a job

43% say they strongly consider whether a destination is rich in the arts when planning a vacation

2nd year in a row that LinkedIn cited creativity as the #1 soft skill needed in business

“ Investment in the nonprofit arts and culture industry builds the communities where people want to live and work. It is where entrepreneurs and creative economy businesses are launched and where nighttime economies flourish. When we prioritize diverse cultural expressions and traditions, it nurtures social connections, promotes community pride and identity, and boosts tourism by providing authentic experiences that draw visitors to the community. If visitors have a positive experience, it may become a place to work – and ultimately one in which to live. Creating livable communities is economic development. ”

Randy Cohen, Vice President of Research
Americans for the Arts

The CULTURAL SECTOR *in* PALM BEACH COUNTY

MORE THAN

\$335.3

MILLION

IN ANNUAL
ECONOMIC
IMPACT

\$57.2

MILLION

TAX REVENUE
(FEDERAL, STATE,
AND LOCAL)



4,360
JOBS

4
MILLION
ATTENDEES
ANNUALLY

IMPACT SNAPSHOT *of* THREE CITIES *in* PALM BEACH COUNTY

JUPITER

\$26.4M

ECONOMIC IMPACT

319

JOBS

WEST PALM BEACH

\$214.4M

ECONOMIC IMPACT

2,522

JOBS

BOCA RATON

\$25.7M

ECONOMIC IMPACT

644

JOBS

The CULTURAL SECTOR *in* FLORIDA

\$5.7
BILLION
IN ANNUAL
ECONOMIC
IMPACT

\$1.1
BILLION
TAX REVENUE
(FEDERAL, STATE,
AND LOCAL)



91,270
JOBS

63
MILLION
ATTENDEES
ANNUALLY

TRAVEL SECTOR IMPACT

from VISIT FLORIDA

137.4
MILLION
VISITORS TO
FLORIDA (2022)

\$122.9
BILLION
ECONOMIC
IMPACT

45%
OF AMERICANS
INTERESTED IN VISITING
IN THE NEXT 2 YEARS

from THE PALM BEACHES

9.2
MILLION
VISITORS TO PALM
BEACH COUNTY (2022)

\$10
BILLION
ECONOMIC
IMPACT

\$6.9
BILLION
IN TOURISM
SPENDING

The CULTURAL SECTOR *in* THE U.S.

\$151.7
BILLION
IN ANNUAL
ECONOMIC
IMPACT

\$29.1
BILLION
TAX REVENUE
(FEDERAL, STATE,
AND LOCAL)

2.6
MILLION
JOBS



ABOUT ARTS & ECONOMIC PROSPERITY (AEP6)

The data in this piece comes from an economic and social impact study of the nation's nonprofit art and culture industry commissioned every five years by Americans for the Arts.

In 2022, 224,677 audience surveys were collected from 16,399 nonprofit arts and cultural organizations in 50 states and Puerto Rico:

- Typical attendee spends **\$38.46** per person, per event, in addition to the cost of admission
- **30%** of attendees traveled from outside the county to go to a cultural event
- Non-residents spent twice as much as local counterparts (**\$60.57 vs. \$29.77**) and **77%** said they the event was their primary reason for traveling
- **89%** agreed the activity or venue they were attending was “a source of neighborhood pride for the community”
- **86%** felt it is important that future generations also be able to have that cultural experience

DID YOU KNOW?

PALM BEACH COUNTY IS
FLORIDA'S CULTURAL CAPITAL®



The Cultural Council for Palm Beach County is the only organization solely dedicated to supporting arts and culture in The Palm Beaches, Florida's Cultural Capital®. In its sustaining effort to foster growth of the cultural sector, the Council provides support services to cultural organizations and creative professionals, administers over \$7 million annually in public and private grant programs, advocates for cultural funding, enhances local arts education, and promotes cultural tourism.

For a curated list of sources and more facts and figures about the creative economy, please visit:

palmbeachculture.com/advocacy

In partnership with:



601 Lake Avenue, Lake Worth Beach, FL 33460
(561) 471-2901 • palmbeachculture.com