

# Economic Impact Nonprofit Arts & Culture Industry Central Florida Region



The Central Florida Region includes: Counties **Brevard, Lake, Polk, Orange\*, Osceola\*, Seminole\*, Volusia\*** Cities **City of Orlando\*, City of Winter Park\***  
\*Breakout reports available.

# \$264 MILLION DOLLARS

Total **DOLLARS** generated  
by arts and cultural organizations and  
their audiences in direct economic activity

# 8,966

Number of (FTE) **JOBS** supported  
by the arts and culture industry

# \$36 MILLION

Culture-related **REVENUE**  
generated for state and local governments

“The arts foster economic development, education and tourism, as well as attract and retain high-level businesses. Support for the arts is a terrific investment in the betterment of our community.”



Flora Maria Garcia  
President & CEO  
United Arts of Central Florida

Arts & Economic Prosperity IV demonstrates that the nonprofit arts and culture industry is an economic driver in communities—a growth industry that supports jobs, generates government revenue, and is a cornerstone of tourism.

THE **Arts** MATTER

[www.TheArtsMatter.com](http://www.TheArtsMatter.com)

For our children — for our economy — for our community

#### National study results:

- **\$135.2 billion economic activity**
- **4.1 million full-time jobs**
- **\$22.3 billion revenue to federal, state and local government**

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For more information about the study:

- [AmericansForTheArts.org/EconomicImpact](http://AmericansForTheArts.org/EconomicImpact)
- <http://tinyurl.com/UAresearch>



Source: Americans for the Arts' Arts & Economic Prosperity IV:  
The Economic Impact of Nonprofit Arts and Culture Organizations  
Their Audiences in the Central Florida Region. (2010)

**United Arts**  
OF CENTRAL FLORIDA

# Arts & Culture Industry Economic Impact Orange County, FL



# \$181 MILLION

Total **DOLLARS** generated  
by arts and cultural organizations and  
their audiences in direct economic activity

# 6,703

Number of (FTE) **JOBS** supported  
by the arts and culture industry

# \$15.8 MILLION

Culture-related **REVENUE**  
produced for state and local governments

“The arts enrich Orange County by highlighting the diversity that we take pride in. Investing in our public arts programs enhances our quality of life.”



Orange County Mayor  
Teresa Jacobs

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