ART SHINES HERE

Economic Impact of Arts and Culture in ST. Petersburg

September 23, 2010
The Survey

- Began in January. Arts Advisory Committee, Creative Clay, College of Business at USF St. Petersburg and the Bank of America said “Yes!”

- Interviewed initial stakeholders.

- Developed survey - sent first email in March.

- Survey e-mailed to nearly 100 organizations three times. Invitation to participate posted on City’s website, news media and these meetings.
Process

- Information received from 45 organizations.
- Several opened and did not proceed.
- The data set for the analysis consists of 32 non- and for-profit St, Petersburg creative organizations.
- The selection criterion was completeness of the survey.
Income by Source

Table 2: Income by Source in 2009

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admissions (non-profit) &amp; sales (profit)</td>
<td>11,675,781</td>
</tr>
<tr>
<td>Contracted Services</td>
<td>2,007,629</td>
</tr>
<tr>
<td>Other source of revenue</td>
<td>2,522,297</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>16,205,707</strong></td>
</tr>
<tr>
<td>Corporate &amp; foundation contributions</td>
<td>2,493,621</td>
</tr>
<tr>
<td>Private individual contributions</td>
<td>4,183,309</td>
</tr>
<tr>
<td>Federal grants</td>
<td>45,610</td>
</tr>
<tr>
<td>State grants</td>
<td>582,452</td>
</tr>
<tr>
<td>Local grants</td>
<td>2,016,359</td>
</tr>
<tr>
<td><strong>Gross Income</strong></td>
<td><strong>25,527,058</strong></td>
</tr>
</tbody>
</table>
Revenues: $25,527,058

- 63% Total Revenues
- 16% Private Contributions
- 10% Corporate/Foundations
- 10% Local Grants
# Admissions Data

## Data by Type of Organization for 2009

<table>
<thead>
<tr>
<th>Type of Organization</th>
<th>Total Visitors</th>
<th>Expenditures</th>
<th>Gross Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non profit (24 organizations)</td>
<td>1,047,154</td>
<td>14,390,167</td>
<td>18,022,730</td>
</tr>
<tr>
<td>Profit (8 organizations)</td>
<td>279,959</td>
<td>1,553,586</td>
<td>7,504,328</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,327,113</strong></td>
<td><strong>15,943,753</strong></td>
<td><strong>25,527,058</strong></td>
</tr>
</tbody>
</table>

## Data by Type of Activity for 2009

<table>
<thead>
<tr>
<th>Type of Organization</th>
<th>Number of Organizations</th>
<th>Total Visitors</th>
<th>Expenditures</th>
<th>Gross Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts</td>
<td>9</td>
<td>161,803</td>
<td>2,483,263</td>
<td>9,324,115</td>
</tr>
<tr>
<td>Center/Gallery</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Museums</td>
<td>6</td>
<td>278,071</td>
<td>5,756,538</td>
<td>5,317,842</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>17</td>
<td>887,239</td>
<td>7,703,952</td>
<td>10,885,101</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>32</strong></td>
<td><strong>1,327,113</strong></td>
<td><strong>15,943,753</strong></td>
<td><strong>25,527,058</strong></td>
</tr>
</tbody>
</table>
At least 25 percent are visitors from outside Saint Petersburg.

Non-local attendees spent an average of 137 percent more (lodging, meals, transportation) than resident attendees per person in 2008 at arts and culture events: $57.49 vs. $24.25.*

The typical attendee spends $27.79 per person, per event, in addition to the cost of admissions.*

*Florida Tax Watch Tourism Research Report
Direct Economic Impact

- Total direct expending from the 32 organizations was approximately $16 million.
- 76% on Salaries and wages
- 519 local jobs (265 F/T, 254 P/T)
Total Spending Impact

- $16 million direct spending produces a
- $7 million ripple effect in the Saint Petersburg economy equaling
- $23 million total economic impact in the city.
Performing Arts, Museums and related activities rank #5 among all industries when it comes to the impact on earnings of households living in the Pinellas County.

Each additional new job in the Performing Arts, Museums and related activities supports an additional 0.45 job in the Pinellas county economy.
Every $1 spent in the arts and culture business generates $1.775 of economic activity.

A $1 million new project in Performing Arts, Museums and related activities generates an additional $775,000 in our economy.

Every $1 million spent in Performing Arts, Museums and related activities generates 22.22 jobs.
Volunteer Support

- A survey of 26 St. Petersburg funded organizations in 2008 shows they
  - Engaged 439 volunteers
  - Donated 277,199 hours of time
  - $5,045,022 (Valued at $18.20 per hour)
  
Florida State value determined by the Independent Sector, Inc.
www.independentsector.org/volunteer_time.

- Volunteers are much more likely to donate to where they serve than non-volunteers.
Extrapolating the Survey

- Artists, designers, writers and other arts professionals comprise a 7,423 person creative workforce in 674 non- and for-profit arts businesses in St. Petersburg.

- Our survey of 32 participating organizations provides a telling snapshot into the economic impact of these businesses – imagine what the economic impact numbers would be if we could survey all 674.
Making the Argument for Support

- Arts education programs improve academic achievement, social skills, and critical thinking.
- After school arts programs provide alternatives to “downtime” for young people.
- Arts cross age, racial, cultural, social, educational, and economic barriers and enhance cultural appreciation and awareness. (International Relations)
- “Art, artists, and arts professionals work to change the communities they inhabit: they are placemakers and help create livable, sustainable, complete communities.” - Rocco Landesman, National Endowment for the Arts (600 Block)
Additional Benefits

- Meeting space provided at no cost.
- Art galleries donate product to non-profit fundraisers.
- Restaurants donate product.
- Museums serve as Community Centers
  (Social Education - Paris Project, Speak Up at FHM; Community events at Morean; Dining at MFA.)
Return on Investment

- The return on investment in the arts is measurable.
- The return on arts education, public art and civic pride is incalculable.
- The arts are a critical component of a thriving city.
- The arts contribute to our quality of life, attracting businesses, tourists and residents.
- The arts represent a significant role in the economic health of St. Petersburg.
Tell the Story - Elevator Speech

- Make the case that we are creative businesses worthy of support.
- Review mission, vision, values.
- Develop brand and key messages for key audiences
- **ART SHINES HERE** banner program.
- Every participant receives 5 banners that will be displayed on lamp posts showcasing St. Petersburg as an Arts & Cultural Destination
Conducted, compiled and analyzed by Dr. Maria Luisa Corton, Visiting Professor of Economics at the College of Business, USF St. Petersburg.

Produced by John Collins, Organizational Advancement Consulting, in collaboration with Dean Maling Ebrahimpour, USF St. Petersburg College of Business; Elizabeth Brinklow and the St. Petersburg Arts Advisory Committee; and Erin Hinton, Ann Shaler and Bill Goede, Bank of America.
Economic Impact of Arts and Culture in St. Petersburg

August, 2010

Conducted by the USF St. Petersburg College of Business,

in collaboration with the St. Petersburg Arts Advisory Committee,
Organizational Advancement Consulting, Arts in Action at Creative Clay,
with support from Bank of America.

Bank of America

arts in action, p.a.