



SPAA REPRESENTS PINELLAS COUNTY IN AMERICANS FOR THE ARTS STUDY

The St. Petersburg Arts Alliance will represent Pinellas County in the Americans for the Arts' National Study of Economic Impact of Spending by Nonprofit Arts and Culture Organizations and Their Audiences

The arts mean business. That is the message as the St. Petersburg Arts Alliance announces the *Arts & Economic Prosperity*[®] 5 study for Pinellas County. Americans for the Arts, the nation's nonprofit organization advancing the arts and arts education is conducting the study nationwide. It will be the fifth study over the past 20 years to measure the impact of arts spending on local jobs, income paid to local residents, and revenue generated to local and state governments.

As one of nearly 300 study partners across all 50 states plus the District of Columbia, the Arts Alliance will collect detailed financial data about our county's nonprofit arts and culture organizations including theater and dance companies, museums, festivals, and arts education organizations.

"Many people don't think of nonprofit arts organizations as businesses," said John Collins, Executive Director of the Arts Alliance, "however this study will make clear that the arts are a formidable industry in our community—employing people locally, purchasing goods and services from local merchants, and helping to drive tourism and

economic development.”

“This study is a major year-long commitment for us, however we believe it is essential to have Pinellas County represented. We will partner with all our Pinellas Arts colleagues to collect surveys from attendees at arts events using a short, anonymous questionnaire that asks how much money they spent on items such as meals, parking and transportation, and retail shopping specifically as a result of attending the event.” Surveys will be collected throughout 2016, with results released in June of 2017.

“As we did with the *Arts Shine Here* economic development report for St. Petersburg, I expect this study will demonstrate that when we support the arts in Pinellas, we are making an investment in an industry, one that supports jobs and generates government revenue, and is a cornerstone of tourism.”

Previous studies have shown that the average attendee spends \$24.60 per person, per event, beyond the cost of admission. Those studies have also shown that, on average, 32 percent of arts attendees travel from outside the county in which the arts event took place, and that those cultural tourists typically spend nearly \$40 per person—generating important revenue for local businesses and demonstrating how the arts drive revenue for other businesses in the community.

“Our *Arts & Economic Prosperity* series demonstrates that the arts are an economic and employment powerhouse both locally and across the nation,” said Robert L. Lynch, president and CEO of Americans for the Arts. “Leaders who care about community and economic vitality can feel good about choosing to invest in the arts. Nationally as well as locally, the arts mean business.”

The St. Petersburg Arts Alliance will raise funds to conduct the Pinellas County study. The Ruth Lilly Fund of Americans supports Americans for the Arts’ to conduct the largest and the most comprehensive economic impact study of the nonprofit arts industry ever conducted. Currently nearly 300 regions are participating, including 13 statewide partners, 100 cities or towns, 113 counties, 46 multi-city or multi-county regions, and nine cultural districts. For a full list of the *Arts & Economic Prosperity 5* study partners, visit

www.AmericansForTheArts.org/AEP5Partners.

The St. Petersburg Arts Alliance strives to be the community voice, the umbrella organization for the arts — facilitating artists, arts organizations and creative businesses to work collaboratively; empowering the growth of the arts community, and driving arts-related economic development. Visit www.stpeteartsalliance.org

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