

## 4 REASONS TO SUPPORT ARTS AND CULTURE IN VOLUSIA COUNTY

In 2022, as part of its 34-year-old cultural grant program, the County of Volusia provided \$611,789 in grants to 32 qualified non-profit arts, culture and history organizations. This represented just .038% of the County's 2002 budget or approximately \$2 per household.

### 1. Return on Investment

- Combined 2022 expenditures of all grantees - \$13,000,000 - resulted in:
  - 490 FTE jobs
  - Nearly \$11 million in household income
  - \$583,223 in local government revenue
- Audiences spent an additional \$21,702,508 when attending performances/exhibits generating over a million dollars in local government revenue.
- **Total government revenue = 2.6 times what the County originally invested.** <sup>1</sup>

### 2. Community Impact

- Almost **50,000 Volusia County K-12 students** interacted with the grantees in 2022
- More than **500,000 people** attended 2600 performances, museum exhibits, and educational programs put on by the grantees – **726 of those events were free to the public.**

### 3. Economic Development

- **Volusia's arts, culture and history are important tourist attractions** in a County with a \$5.7 billion tourism industry (*Mid-Florida Marketing and Research*)
- **Cultural tourists spend on average 60% more and stay longer.** Most are affluent baby boomers, but Millennials are a growth market with 73% wanting to engage in arts and culture.
- **Culture assets are a vital tool for economic development** serving as highlights in recruitment efforts when companies consider relocation or expansion to Volusia County.

### 4. Quality of Life

- County support of this sector provides a **much-desired recreation resource for the County's citizens** at a fraction of the cost to the government if it had to provide these resources on its own.
- **Arts and cultural activities promote wellness in the general and special needs populations.**

Without this small amount of government support, the County's citizens may lose free and low-cost access to these important recreation and social activities if organizations must lay off staff or reduce hours. Extensive relationships with Volusia County students and special populations may be curtailed. Cultural tourists may find fewer enticements to visit and businesses less reasons to relocate.

<sup>1</sup> – Arts and Economic Prosperity Calculator 5, *Americans for the Arts*, <https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-5/use/arts-economic-prosperity-5-calculator>