

INVESTMENT IN VOLUSIA COUNTY'S ARTS, CULTURE AND HISTORY HAS GREAT RETURNS

Each year since 1989, the County of Volusia has offered a small grant program through its Parks, Recreation and Culture Department for its non-profit arts, culture and historical organizations. This small investment has brought bountiful dividends both in economic returns and community impact. As the County has grown, so have its cultural assets, bringing in new jobs, new residents and increased tourism.

- In 2022 the County granted \$611,758 to 32 non-profits with annual budgets ranging from \$10,000 to \$3,600,000. This represented .038% of the County's 2022 budget or approximately \$2 per household.
- **No small organization received more than 17% of its budget through the grant and no large organization received more than \$75,000 in last year's grant cycle.**
- There is an extensive application process and each organization must appear to defend its grant application in front of the Cultural Council of Volusia. This County advisory board makes a recommendation to the County Council on the awardees and the grant amounts.
- Unlike the ECHO grants, which support land purchase and brick-and-mortar improvements, **these grants are designed to strengthen the organization's operational capacity.**
- These 32 organizations spent more than \$13 million last year in Volusia County. That spending alone 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 local government revenue = 2.6 times the County's original investment.¹
- Almost **50,000 Volusia County K-12 students** interacted with the grantees in 2022 through field trips, in-school programs and classes - receiving exposure to art, history, music, design, science, and more.
- 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.**
- In addition, the arts and cultural organizations also participated in **80 large free events** throughout the County serving 173,000 people and partnered with 42 non-arts organizations including the National Park Service, Girls on the Run, Main Street DeLand, the New Smyrna Beach Chamber of Commerce, Halifax Health, the Veterans' Association, the Daytona Beach Rotary, and Pace Center for Girls.
- **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) According to the American Bus Association:
"Cultural tourists spend more and stay longer: Average spend is 60 percent more at approximately \$1,319 per trip, as compared to \$820 for the traditional, domestic leisure traveler. Cultural tourists take 3.6 trips vs. 3.4 trips annually. . . 41% of cultural tourists are affluent and well-educated baby boomers. . . Millennials are a growth market for heritage tourism, as 73% want to engage in a destination's arts and cultural assets . . . Most people don't leave their home saying, 'I'm going to be a cultural tourist today,' but their motivations, actions, and activities are impacted by the availability of cultural assets."
- Culture assets are a vital tool for economic development as we seek businesses to relocate in Volusia County. Corporations with higher paying jobs look closely at the quality of life in any area, knowing that the workers they want can demand not only good schools and outdoor recreation, but available arts and culture for themselves and their families.
"The fine and performing arts are key highlights in our marketing and recruitment efforts with companies considering a relocation or expansion to Volusia County. A comprehensive review of what Volusia County has to offer . . . includes cultural and recreational opportunities for themselves, their employees, and their families. Quality of life is an important aspect in the site selection process when multiple communities are being evaluated." – Keith Norden, President & CEO, Team Volusia

- 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 culture activities promote wellness in the general and special needs populations.** *“Engaging with art helps reduce stress, improve focus, process emotions, improve communication skills, and imagine a more hopeful future . . . These benefits don’t just come from making art, they also occur by experiencing art.”* - American Congress of Rehabilitation Medicine.

¹ – 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>