



# MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 253-2008

## LETTER TO COMMISSION

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: October 2, 2008

SUBJECT: Economic Impact of the Arts

This Letter to Commission is intended to provide you with the latest information on the economic impact of the arts in Miami-Dade County. The attached publication, "The Impact of the Arts in Miami-Dade County: Creating a New Global Center," is based on recent studies conducted by the nation's leading arts service organization, Americans for the Arts, based in Washington, D.C., and the Beacon Council, Miami-Dade's economic development agency, in partnership with the Miami-Dade County Department of Cultural Affairs. It provides compelling new evidence that nonprofit arts and culture is a significant industry in our area – one that generates an impressive \$922 million in local economic activity. This newly-released publication reports on the role of the arts in energizing our local economy, providing accessible entertainment experiences and enhancing the quality of education for our children.

Please let me know if you would like more information or additional copies of the publication.

RECEIVED  
2008 OCT -6 AM 9:25  
CITY CLERK'S OFFICE

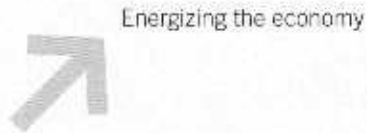
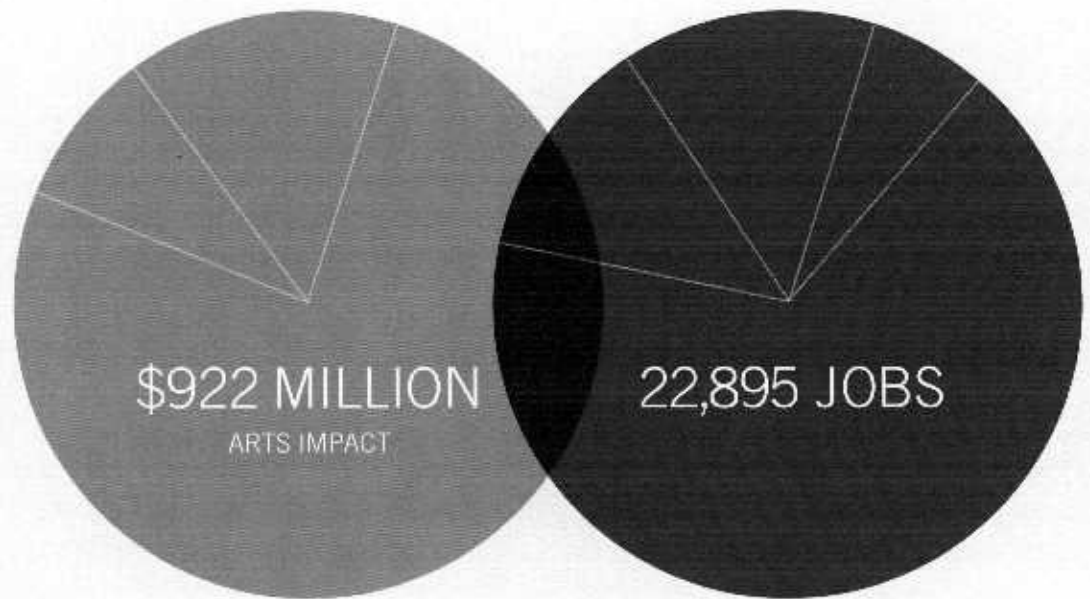
THE IMPACT OF THE ARTS IN MIAMI-DADE COUNTY:  
CREATING A NEW GLOBAL CENTER

# theArts

= ENERGIZING THE ECONOMY, ENTERTAINMENT AND EDUCATION



Miami-Dade County Department of Cultural Affairs



Energizing the economy

## INVESTING IN THE ARTS = STRENGTHENING OUR ECONOMY

**THE ARTS GENERATE NEARLY \$1 BILLION IN LOCAL ECONOMIC IMPACT.**

The economic impact of Miami-Dade County's arts and cultural industry is \$922 million every year (source: *Arts and Economic Prosperity* study).

**BUSINESSES VALUE CULTURAL ACTIVITY FOR THEIR SUCCESS.**

More than 75% of local businesses consider having vibrant cultural activities as important or very important to their businesses (source: *Business and the Arts* report).

**EVERY \$1 OF COUNTY ARTS FUNDING LEVERAGES \$27 OF OTHER FUNDS.**

Each County grant dollar invested in our community's cultural non-profits yields \$27 in additional funding from other private and public sources (source: *Arts and Economic Prosperity* study).

**CULTURAL GROUPS PRODUCE \$5 IN TAX REVENUE FOR EVERY \$1 THE COUNTY INVESTS.**

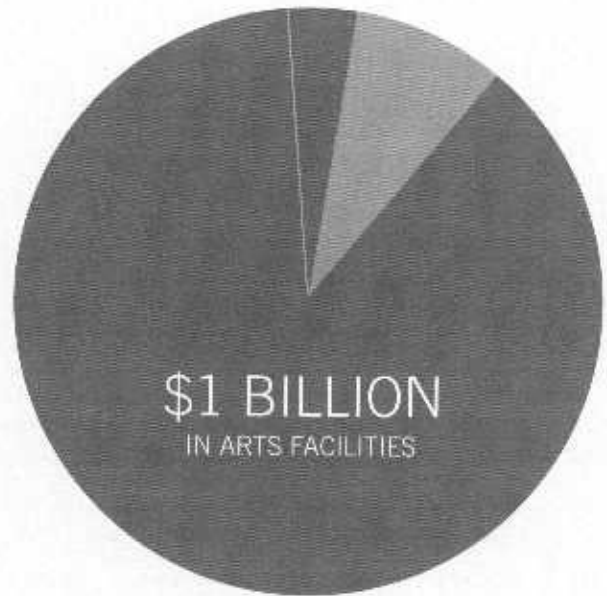
Cultural organizations in Miami-Dade generate \$103 million annually in local and state government tax revenue (source: *Arts and Economic Prosperity* study).

**THE ARTS EMPLOY MORE THAN 22,000 CULTURAL WORKERS.**

Miami-Dade-based, nonprofit cultural organizations employ 22,895 full-time cultural workers and generate \$648.7 million in household income to local residents (source: *Arts and Economic Prosperity* study).

**ARTS AUDIENCES SPEND MORE THAN A HALF A BILLION DOLLARS.**

Each year, non-profit arts organizations spend \$420.1 million and their audiences spend an additional \$501.9 million, pumping vital revenue into local restaurants, hotels, retail stores, parking garages, and other businesses (source: *Arts and Economic Prosperity* study).



Energizing entertainment



## THOUSANDS OF VIBRANT CULTURAL ACTIVITIES + NEW ARTS FACILITIES = INTERNATIONAL ACCLAIM

MIAMI-DADE IS BEING CELEBRATED WORLDWIDE BECAUSE OF ITS CULTURAL LIFE.

The New York Times says "With its hot young artists and a crush of new galleries to showcase them, Miami has matured from a fleeting, skin-deep showcase into an unlikely cultural oasis." The arts provide the most consistent and widespread good news about Miami-Dade County and the cultural scene here distinguishes Greater Miami as a sophisticated international center for tourism and business.

CORPORATE LEADERS RECOGNIZE THE VALUE OF THE ARTS FOR A COMPETITIVE EDGE.

Senior executives, who determine their businesses' community involvement 78% of the time, decide to support for the arts, signaling the importance of the arts as a strategic investment in building a more competitive business environment (source: *Business and the Arts* report).

THE COUNTY IS INVESTING \$1 BILLION IN ARTS FACILITIES.

Miami-Dade County is investing more than \$1 billion in building and improving county-wide neighborhood cultural facilities, including \$452 million approved by voters in Building Better Communities (GOB) capital funding. (source: Miami-Dade County 2007-2008 Business Plan, Adopted Budget and Five-Year Financial Outlook).

CULTURAL PIONEERS CREATE DISTINCTIVE NEIGHBORHOODS.

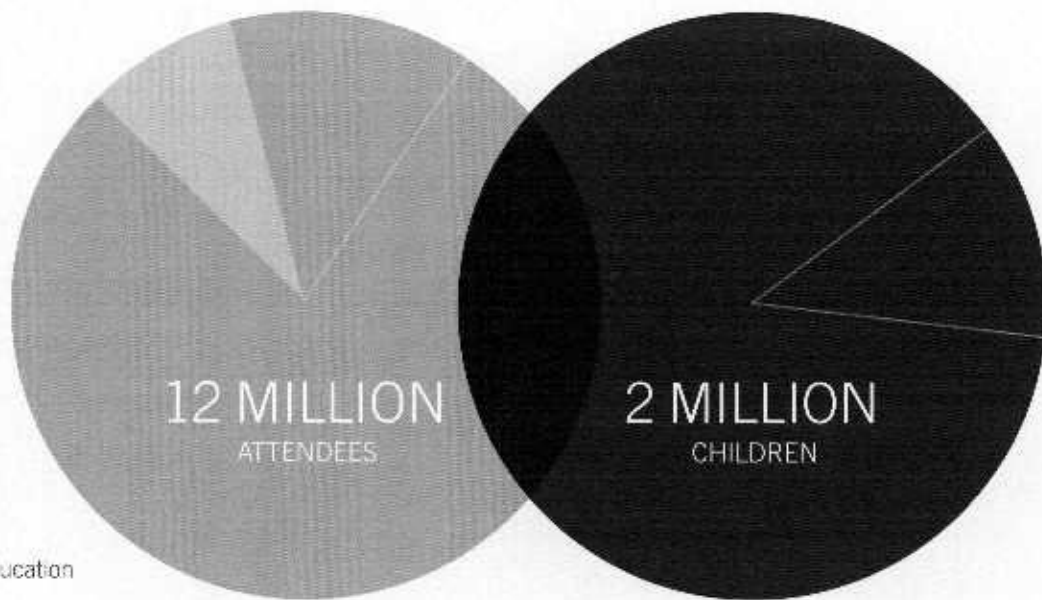
Enterprising artists and cultural groups were catalysts for and at the forefront of revitalizing and redeveloping neighborhoods including Lincoln Road and South Beach. Now they are helping to lead the resurgence of areas such as Wynwood, Little Havana, Overtown, Homestead, Hialeah and North Miami.

19,000 PEOPLE DONATE TIME AND SKILLS AS CULTURAL VOLUNTEERS.

More than 19,000 arts volunteers donate more than 648,000 hours to Miami-Dade's cultural organizations, with an estimated value of \$11.3 million annually (source: *Arts and Economic Prosperity* study).

BUSINESSES ENCOURAGE EMPLOYEE PARTICIPATION ON NON-PROFIT CULTURAL BOARDS.

Nearly 80% of respondents support the arts through employee participation on boards or as volunteers with cultural organizations in Miami-Dade. Business volunteers help create a more sustainable cultural life and their leadership contributes to Miami-Dade County's image as a sophisticated place for attracting businesses, a skilled workforce and tourists (source: *Business and the Arts* report).



## ARTS PROGRAMS FOR EVERYONE = A BETTER EDUCATION AND MORE OPPORTUNITIES IN LIFE.

**MORE THAN 12 MILLION PEOPLE ATTEND CULTURAL EVENTS EACH YEAR.**

12,700,184 people attend cultural events each year, including more than 3.2 million cultural tourists drawn to Miami-Dade County (source: *Arts and Economic Prosperity* study).

**CULTURAL ORGANIZATIONS SERVE MORE THAN 2 MILLION CHILDREN.**

More than 2 million children benefit each year from cultural programs funded by the Department of Cultural Affairs. National studies document that students who have regular interaction with the arts are higher achievers, perform better in school and continue their education longer (source: *Arts and Economic Prosperity* study).

**THE ARTS ARE MAKING KIDS' LIVES BETTER.**

More than 200,000 children had transformative arts experiences this year through new opportunities provided by the Department of Cultural Affairs, with support from The Children's Trust. Participation in the arts builds essential skills needed to succeed in the workplace and in life (source: Miami-Dade County Department of Cultural Affairs).

**CULTURE SHOCK MIAMI REACHES THOUSANDS OF STUDENTS.**

Through [cultureshockmiami.com](http://cultureshockmiami.com), the Department's program, high school and college students, ages 13–22, can experience a wide variety of world-class cultural events for only \$5 a ticket.

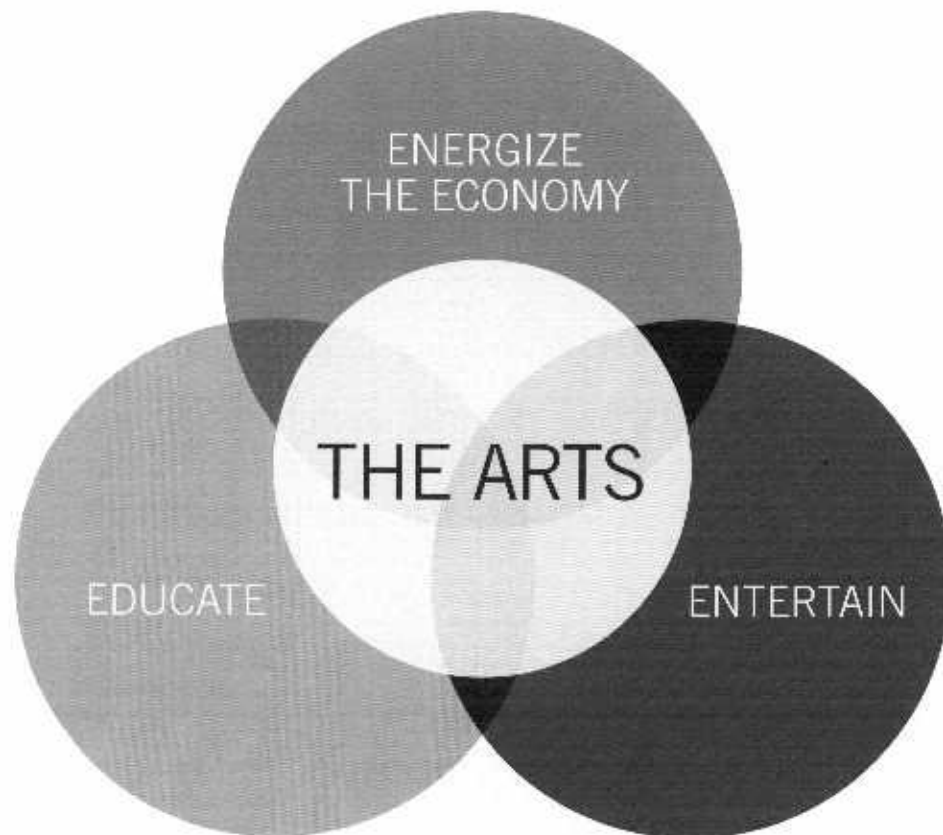
**THOUSANDS OF SENIOR CITIZENS ENJOY FREE ACCESS TO CULTURAL EVENTS.**

The Department's Golden Ticket Arts Guide program provides senior citizens access to free arts activities each year, including theater performances, music concerts and museum exhibits.

We offer special thanks to the hundreds of participating arts and cultural organizations that completed the *Arts and Economic Prosperity* study organizational surveys and assisted in conducting audience surveys at their events. All participating organizations are acknowledged in the full report.

For more information about the Americans for the Arts' *Arts and Economic Prosperity* study or The Beacon Council's *Business and the Arts* report, contact the Miami-Dade County Department of Cultural Affairs at 305-375-4634 or visit [miamidadearts.org](http://miamidadearts.org) to download a copy of either full report. For more information about the national economic impact study, *Arts and Economic Prosperity III*, visit [americansforthearts.org/economicimpact](http://americansforthearts.org/economicimpact).

# CREATING A NEW GLOBAL CENTER



## MAKING MIAMI-DADE A CAPITAL OF CREATIVITY

The arts are a powerful industry in Miami-Dade County with more than 1,000 non-profit cultural organizations. Recently completed studies, *Arts and Economic Prosperity*, conducted by the Miami-Dade County Department of Cultural Affairs in partnership with Americans for the Arts, the nation's leading arts service organization based in Washington, D.C., the cities of Miami and Miami Beach, and *Business and the Arts*, conducted by The Beacon Council, Miami-Dade's economic development agency, demonstrate that

### THE ARTS IN MIAMI-DADE COUNTY:

- generate an impressive \$922 million in local economic impact;
- attract international attention with thousands of world-class cultural events;
- are valued by more than 75% of local businesses as a key to their success; and
- provide accessible educational programming for hundreds of thousands of children and families.

The arts serve as an energetic engine of economic activity and provide a large inventory of high quality cultural experiences for Miami-Dade residents and visitors. The arts industry is making Miami-Dade County a capitol of creativity and giving our community the competitive edge for attracting business and tourism in the global marketplace.

Visit [miamidadearts.org](http://miamidadearts.org) for more information about the exciting array of arts events and opportunities.

Miami-Dade County

Carlos Alvarez  
Mayor

Board of County Commissioners

Bruno A. Barreiro  
Chairman

Barbara J. Jordan  
Vice-Chairwoman

Barbara J. Jordan  
District 1

Dorrin D. Rolle  
District 2

Audrey M. Edmonson  
District 3

Sally A. Heyman  
District 4

Bruno A. Barreiro  
District 5

Rebeca Sosa  
District 6

Carlos A. Gimenez  
District 7

Katy Sorenson  
District 8

Dennis C. Moss  
District 9

Senator Javier D. Souto  
District 10

Joe A. Martinez  
District 11

Jose "Pepé" Diaz  
District 12

Natacha Seijas  
District 13

Harvey Rubin  
Clerk, Circuit and County Courts

George M. Burgess  
County Manager

Alex Muñoz  
Assistant County Manager

R.A. Cuevas, Jr.  
County Attorney



Cultural Affairs Council

Jorge Pérez, Chairman

Alejandro J. Aguirre

Steven J. Alexander

Xavier Cortada

Hector D. Fortun

Adolfo Henriques

Alexandria Holloway, Ph.D.

Robert J. Jensen

Janá Sigars-Malina, Esq.

Rosa Sagrañes

Ofelia Tabares-Fernández, Ph.D.

Monty Trainer

Dwayne A. Wynn

Martin Zilber, Esq.

Miami-Dade County  
Department of Cultural Affairs

Michael Spring  
Director

Deborah J. Margol  
Deputy Director

111 NW 1st Street, Suite 625

Miami, FL 33128

Tel: 305-375-4634

Fax: 305-375-3068

(TDD: 1-800-955-8770)

[culture@miamidade.gov](mailto:culture@miamidade.gov)

[miamidadearts.org](http://miamidadearts.org)

[miamidade.gov](http://miamidade.gov)

Published June 2008

Design: Inkbyte Design

It is the policy of Miami-Dade County to comply with all of the requirements of the Americans with Disabilities Act. This publication is available via the internet at [miamidadearts.org](http://miamidadearts.org) and on audio cassette upon request.

**Available in large print upon request.**

Para asistencia en español, llame a nuestra oficina, 305-375-4634. Gracias.

Pou plis enfòmasyon sil vou ple rele biwo nou nan numewo, 305-375-4634. Mèsi.

Pour informations supplémentaires, contactez notre bureau au numéro, 305-375-4634. Merci.

The Department receives funding through the Miami-Dade County Mayor and Board of County Commissioners, The Children's Trust, the National Endowment for the Arts, the State of Florida through the Florida Department of State, Division of Cultural Affairs and the Florida Arts Council, and the John S. and James L. Knight Foundation. Office support and services are provided by Ticketmaster for the CultureStock Miami program, the Miami-Dade County Communications Department, the Greater Miami Convention and Visitors Bureau, Americans for the Arts, The Beacon Council, the South Florida Cultural Consortium and the Tourist Development Council.