

Tampa's arts and cultural institutions strengthen our local economy by bringing innovative and creative industries to our city.

Pam Iorio, Mayor, City of Tampa

The best job markets are those where bright, well-educated young professionals want to live and there is a vibrant, eclectic arts scene and other smart, creative people.

*Deanne Roberts, President,
Roberts Communications*

As workers choose where they want to live, museums, concert venues, and cultural fairs are part of their decision. The most creative and innovative workers are looking for diversity and excitement.

*Mike Meidel, Director Pinellas County
Economic Development*

There is no other beach destination in Florida that offers award-winning beaches with such a variety of museums, art galleries, performing arts centers and cultural events as Pinellas County.

*Carol Ketterhagen, Executive Director
Clearwater Area Convention & Visitors
Bureau*

My family and I were attracted to Tampa because of the vibrant cultural scene. We go to the theater more in Tampa than we did in Washington, D.C.

*Alan Ciamporcerro, President
Southeast Region, Verizon*

Tampa's ability to compete successfully to attract high wage paying businesses and the workforce needed to support these companies requires a commitment that the arts flourish in our community.

*Mark Huey, Economic Development
Administrator, City of Tampa*

A strong cultural presence fosters employee innovation, enhancing business and marketing opportunities, while creating a rich social fabric when interwoven with sports & community activities.

*Sam Ellison, Chair, Greater Tampa Chamber of
Commerce*

Our business recruitment and retention efforts are enhanced by the presence of fine theaters, galleries, music and other cultural institutions in our community.

*Don Shea, President & CEO, St. Petersburg
Downtown Partnership*

The Study

Approximately 150 questionnaires were sent to cultural institutions in Pinellas and Hillsborough County and 86 valid responses were received for a response rate of 61 percent.

PricewaterhouseCoopers tabulated the responses and provided the economic impact estimates.



Mission of the Tampa Bay Business Committee for the Arts

The mission of the Tampa Bay Business Committee for the Arts, Inc. (TBBCA) is to motivate, educate, develop and recognize the business community's participation in the arts. This is achieved through business-arts partnerships, volunteerism, in-kind donations, and leadership development

Formed as a not-for-profit organization in 1989, the TBBCA is the only Florida affiliate of the national Business Committee for the Arts, founded by David Rockefeller in 1967 and headquartered in New York.

PricewaterhouseCoopers LLP

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For further information, contact the
Tampa Bay Business Committee for the Arts



P.O. Box 559
Tampa, Florida
33601-0559

Phone: (813) 221-ARTS (2787)
Fax: (813) 221-1679
www.tbca.org

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Cultural Institutions as Economic Engines

Arts & Culture Add
\$521.3 Million to the
Tampa Bay Economy

Presented by:
Tampa Bay Business Committee for the Arts

Special Thanks to:
PricewaterhouseCoopers LLP
For its generosity in donating its time and
expertise to this analysis and conclusion

Culture & the Economy

In 2004, 5.6 million people attended plays, musical performances, museum exhibits and other cultural institutions in Tampa Bay. As related activities, they also went to restaurants, hired babysitters, parked their cars and stayed in hotels. The result was an economic impact in Tampa Bay of \$521.3 million.

Tourism is a major pillar of our economy. Statistics from the Travel Industry Association of America show that travelers who visit cultural sites stay longer and spend more money than those who don't, some staying as long as two or three additional nights, spending \$175 more per person when they do.

Cultural institutions are a significant part of economic revitalization, as witnessed by the recent renaissance in downtown St. Petersburg and as is occurring presently in downtown Tampa. A strong cultural presence plays a role in the process of business attraction and retention and serves to make the bay area an attractive place to live.

This publication provides data that demonstrate the economic significance of cultural institutions in Pinellas and Hillsborough County.

State & National Data

The total impact of cultural expenditures on Florida's economy was \$9.3 billion, creating 103,713 full-time jobs and incomes of \$2.6 billion. Nationally the arts generated 4.9 million full-time jobs bringing over \$134 billion into the economy.

Study Results

Direct spending - \$270.3 million

Total Income - \$ 202.7 million

Jobs - 7,800

Total Sales - \$521.3 million

Participating organizations paid a total of \$3.1 million in taxes and collected an additional \$1.3 million on behalf of federal, state and local governments.

Attendance

In 2004, Tampa Bay cultural organizations reported 5.6 million visits. Approximately 36% of the attendees were free admissions. Of the free admissions, approximately 41% were used by children and 59% by adults.

Changes since the Last Study

Consistent with 1999 study results, the economic impact of arts and culture on the Tampa Bay community continues to be substantial, and it has significantly increased.

Comparison of 1999 and 2004 Study Results

Impact	(* in millions)		
	1999	2004	increase
Direct Spending *	\$208.3	\$270.3	29.7%
Income *	\$146.7	\$202.7	38.2%
Jobs	7,000	7,800	11.4%
Sales *	\$402.2	\$521.3	29.6%

Income Distribution

Approximately 54% of the total income of the cultural organizations was earned income, while 46% represented various types of contributions.

Of the contributed income, 29% came from government grants, 26% from individuals, 8% from businesses, 6% from foundations, 4% from endowments, and the remaining from other sources.

Study Participants

Participants were widely dispersed across eleven organizational categories.

The top five categories included:

Museums	24%
Music Organizations	19%
Multidisciplinary groups	13%
Theaters	9%
Special Events/Festivals	9%

Approximately 42% of the participants have annual operating incomes of at least \$500,000.

Tampa Bay Leaders Speak Out

The Salvador Dali Museum, the Florida Orchestra and three performing arts centers attract large numbers of foreign visitors to Tampa Bay.

*Tom James, President & CEO,
Raymond James Financial*

Tourism is a vital part of the economy in Hillsborough County and the cultural events, programs and exhibits expand and enrich the visitors' experience.

*Steve Hayes, Executive Vice President
Tampa Bay Convention & Visitors Bureau*

St Petersburg is proud to be known for its artistic offerings as we have seen a strong linkage between our successful business community and the arts.

*Russ Sloan, President/CEO,
St. Petersburg Area Chamber of Commerce*

Arts and culture are critical to Clearwater's livability and prosperity. They provide an enormous return on investment in generating economic vitality, community development and quality of life.

*Frank Hibbard,
Mayor, City of Clearwater*

The cultural component of a community helps to define its value and attracts and retains residents.

*Lou Buccino,
Director of External Affairs, Citigroup*

The impact of the cultural community on the redevelopment of downtown Tampa is tremendous and brings new structures, increased numbers of people and greater patronage of businesses.

*Christine Burdick, President
Tampa Downtown Partnership*

Just as economic impact studies are quoted when promoting events such as the Super Bowl or the NCAA tournament, this study is important because it draws attention to the economic impact that the arts have on an ongoing basis.

*James A. Fernandez,
Assistant Vice President, Merrill Lynch*

Arts & Culture Keep Adding Up!

In a single year, the economic impact of the cultural institutions in the Tampa Bay area was \$521.3 million.

Local art and cultural organizations hosted 5.6 million attendees.

It's hard to image St. Petersburg as the vital, growing and exciting place that it is without our cultural institutions and artists. They bring a vibrant downtown, economic growth, and tourism.

*Rick Baker,
Mayor, City of St. Petersburg*