



ARTS &
ECONOMIC PROSPERITY 6

The Economic & Social Impact of Nonprofit Arts & Culture Industry

Pinellas County!

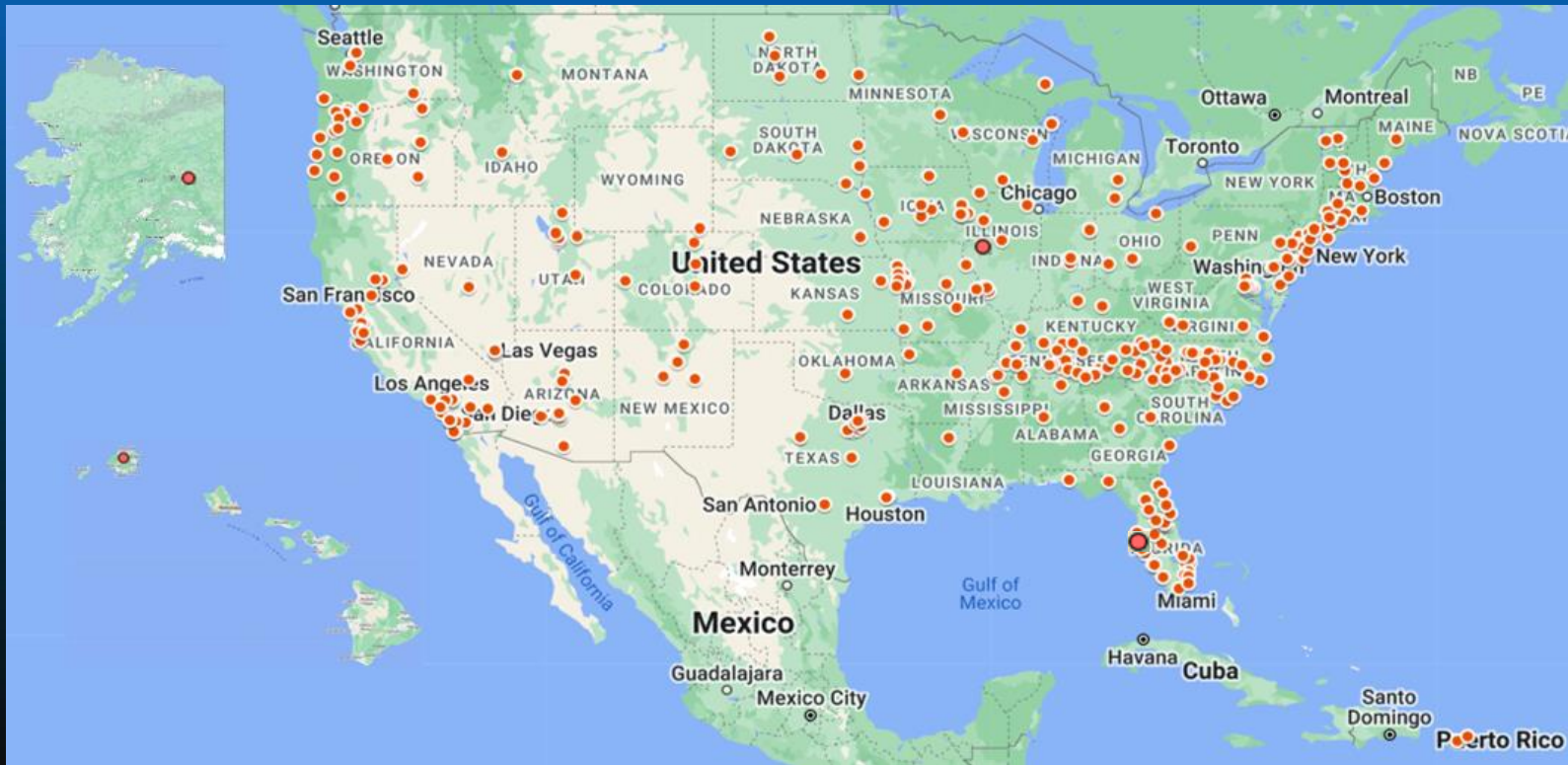
March 20, 2024

Randy Cohen
Americans for the Arts

@ArtsInfoGuy

Most Comprehensive Study Ever!

373 Study Regions in all 50 States and Puerto Rico.



\$294.7 Million in Spending (2022) Pinellas County

Organizations
\$126.8 Million



Audiences
\$167.9 Million



Jobs Supported

4,528



Government Revenue (Local, State, Federal)

\$58.9 Million

Attendees Spent \$35.62 Per Person, Per Event



Audiences: Local vs. Non-Local

Local
66%



Non-Local
34%

(Nonlocal = Outside the County)

Event-Related Spending Local vs. Non-Local



84% of nonlocal attendees said, "This arts event is the primary purpose for my trip."



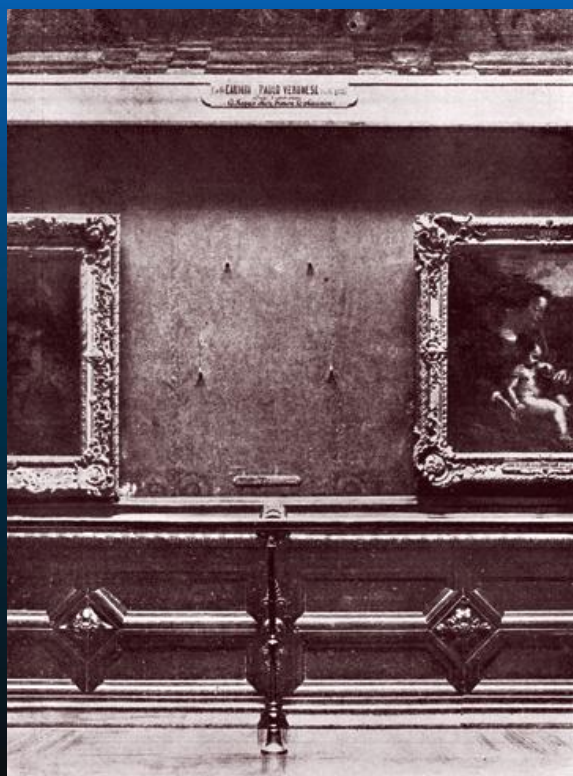
American's Perspectives on Arts & Tourism

79% “Arts attract travelers, are good for tourism.”

70% “Arts improve image and identity of my community.”

53% “I consider the destination's arts and culture experiences when deciding where to visit.”

Appreciating Arts & Culture





ARTS & CULTURE BUILDS

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