



Laurie Baskin
Director of Research, Policy & Collective Action

Gulfshore Playhouse
September 24, 2019 | Naples, FL

Economic Impact of the Arts

The National Picture

From Americans for the Arts' Report,
"Arts and Economic Prosperity 5" (2015)

- Nonprofit arts and culture industry generated \$166.3 billion of economic activity (2015)
 - \$63.8 billion in spending by arts and cultural organizations
 - \$102.5 billion in event-related expenditures by their audiences.



Jobs and Government Revenue

This activity supported:

- 4.6 million jobs
- \$27.5 billion in revenue to local, state, and federal governments (a yield well beyond their collective \$5 billion in arts allocations).



The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in Collier County, FL (Fiscal Year 2015) From Arts & Economic Prosperity, A Project of Americans for the

Direct Economic Activity	Arts Organizations	Arts Audiences	Total Industry Expenditures
Total Industry Expenditures	\$62,973,722	\$44,713,126	\$107,686,848
Economic Impact of Spending			
Total Economic Impact	Economic Impact of Organizations	Economic Impact of Audiences	Total Economic Impact
Full time jobs	2,011	912	2,923
Household Income	\$40,879,000	\$16,520,000	\$57,399,000
Revenue Generated to Local Govt	\$2,305,000	\$1,255,000	\$3,560,000
Revenue Generated to State Govt	\$4,528,000	\$2,665,000	\$7,193,000



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Event-Related Spending			
Attendance at Arts Events	Resident Attendees	Non-resident Attendees	All Audiences
Total Attendance	847,141	537,077	1,384,218
Percentage of attendance	61.2%	38.8%	100%
Average event-related spending per person	\$27.39	\$40.04	\$32.30
Total Event-Related Expenditures	\$23,203,192	\$21,509,934	\$44,713,126



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Nonprofit Arts Event Attendees Average Expenditures

Category of Expenditure	Resident Attendees	Non-resident Attendees	All Audiences
Meals	\$18.04	\$20.57	\$19.02
Souvenirs and Gifts	\$3.22	\$5.93	\$4.27
Ground Transportation	\$2.14	\$3.17	\$2.54
Lodging	\$0.62	\$6.91	\$3.06
Other	\$3.37	\$3.47	\$3.41
Average Event-related spending per person	\$27.39	\$40.05	\$32.30



From Theatre Communication Group's *Theatre Facts 2018* (soon to be published!)
Estimated 2018 Universe of U.S. Professional Not-For-Profit Theatres:
1,855 Theatres

Estimated Finances

Total Expenses	\$2,660,000,000
Total Income	\$2,810,000,000
Earned Income	\$1,450,000,000
as % of Total Income	52%
Contributed Income	\$1,360,000,000
as % of Total Income	48%

Estimated Productivity

Attendance	39,000,000
Subscribers	1,000,000
Performances	170,000
Productions	21,000

Estimated Workforce

Total Paid Personnel	160,000
Artistic	105,000
Administrative	21,000
Production/Technical	34,000

From Theatre Communication Group's *Theatre Facts 2018* (soon to be published!)
The Importance of Contributed Income

Snapshot of Contributed Income for 177 Profiled Theatres in FY18

Collectively, the 177 Profiled Theatres:

- Financed a total of 49.7% of total expenses with unrestricted contributed income, which amounted to a collective \$595 million;
- Attracted \$74.7 million in capital campaign support or 13% of all contributed funds;
- Received \$249 million in gifts from trustees and other individuals or 42% of all contributed dollars;
- Raised \$54 million from 3,026 corporations;
- Attracted \$121 million from 3,189 foundation grants;
- Received \$24.6 million in contributed support of education programs.

Gulfshore Playhouse



Gulfshore Playhouse is a Powerful Economic Engine in the Naples Community

The Theatre has an annual operating budget of \$4.2 million

Employs 42 staff members and hires more than 100 professional guest artists each year

Serves over 12,000 children annually

Welcomes nearly 30,000 patrons annually

Gulfshore Playhouse



Gulfshore Playhouse's new, state-of-the-art, Tony Award-winning professional theatre and education center will be a solid investment in its community.

6 Reasons to Support the Arts:

The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, goodness, and beauty. The arts bring us joy, help us express our values, and build bridges between cultures. The arts are also a fundamental component of a healthy community—strengthening them socially, educationally, and economically—benefits that persist even in difficult social and economic times.

- Arts improve individual well-being;
- Arts unify communities;
- Arts improve academic performance;
- Arts strengthen the economy;
- Arts drive tourism and revenue to local business;
- Arts spark creativity and innovation.



“In my own philanthropy and business endeavors, I have seen the critical role that the arts play in stimulating creativity and in developing vital communities....the arts have a crucial impact on our economy and are an important catalyst for learning, discovery, and achievement in our country.”

–Paul G. Allen, Co-Founder, Microsoft

Thank You.

www.tcg.org

Laurie Baskin: lbaskin@tcg.org

