



Economic Impact of Arts & Culture

Collier County, FL

January 29th, 2024

Study conducted by
United Arts Collier and Americans for the Arts

What is AEP6?

Arts & Economic Prosperity Plan

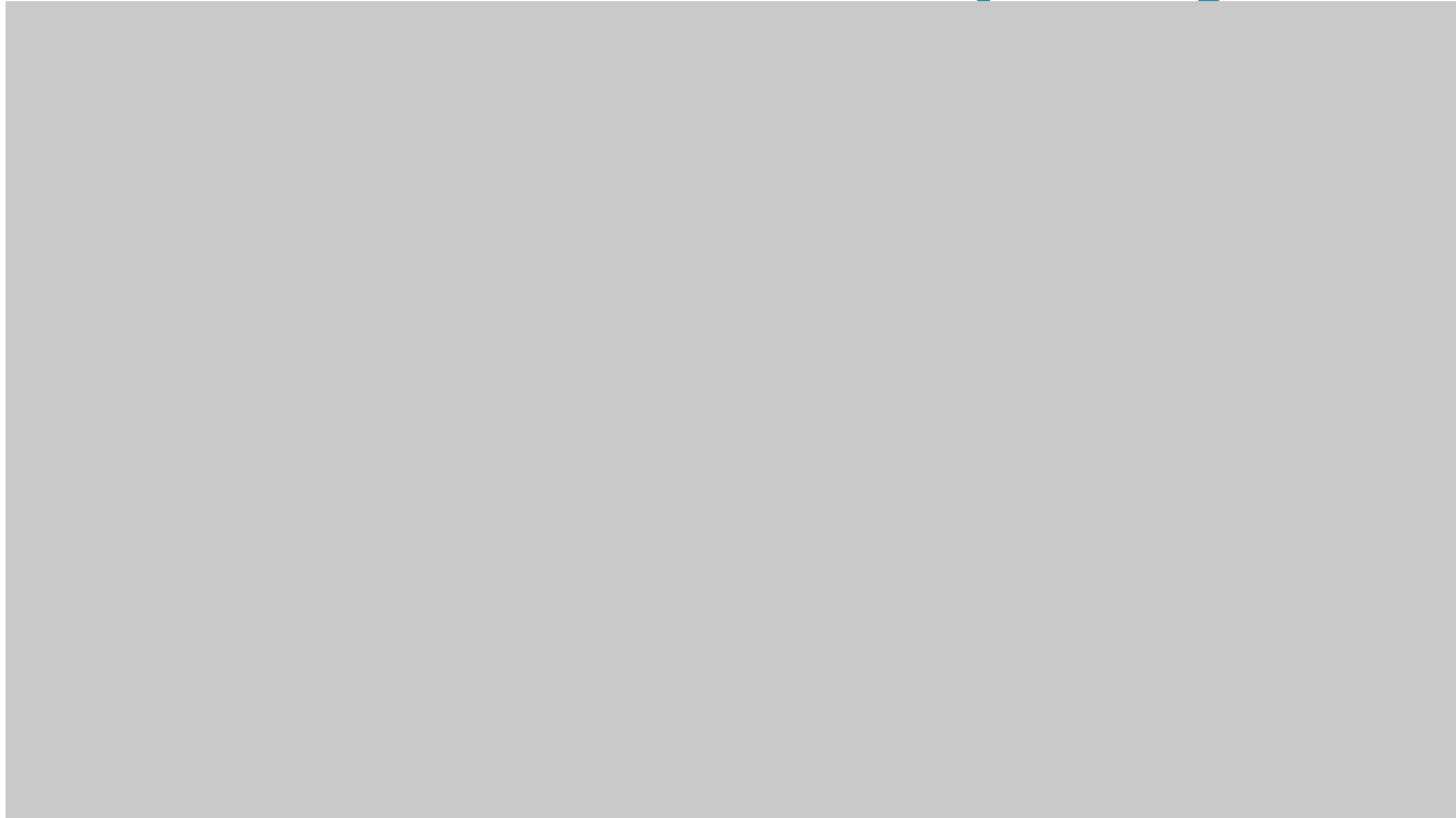
AEP6 is the 6th economic impact study of the nonprofit arts and culture industry in the U.S. sharing results from 2022 activity

Previous studies were published in 1994, 2002, 2007, 2012, and 2017



What is AEP6?

Arts & Economic Prosperity Plan



THE MOST COMPREHENSIVE NATIONAL STUDY FOR NON-PROFITS

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- A map of the United States with numerous red dots scattered across various states, representing the locations of the 373 participating communities. The dots are concentrated in the Northeast, Midwest, and South, with fewer dots in the West and Mountain regions. Major cities like New York, Chicago, Los Angeles, and Houston are labeled.
- 16,399 nonprofit arts and culture organizations
 - 373 participating communities
 - Populations ranging 4,000–4.7 million
 - 224,677 attendees

What does AEP6 show us?

**Nonprofit arts and
culture organizations are
good for our economy**



Total Economic Impacts of the Entire Nonprofit Arts and Culture Industry Nationally in 2022			
	Organizations	Audiences	Industry Totals
Direct Expenditures	\$73,286,552,000	\$78,388,967,000	\$151,675,522,000
Jobs Supported	1,564,000	1,010,000	2,574,000
Household Income Paid	\$65,369,105,000	\$35,640,920,000	\$101,010,025,000
Local Government Revenue	\$2,215,043,000	\$2,163,658,000	\$4,378,701,000
State Government Revenue	\$3,006,951,000	\$2,479,839,000	\$5,486,790,000
Federal Tax Revenue	\$13,114,037,000	\$6,127,238,000	\$19,241,276,000
Total Tax Revenue	\$18,336,032,000	\$10,770,735,000	\$29,106,767,000

What does AEP6 show us?



- Nonprofit arts and culture organizations mean business
 - \$151.7 billion generated in economic activity
 - 2.6 million jobs supported
 - \$101 billion provided in personal income to residents
- The arts drive commerce to local businesses
 - \$78.4 billion in event-related expenditures by their audiences
- Small investments. Big returns.
 - \$29.1 billion in tax revenue generated to local, state, and federal governments



Total Collier County Surveys Collected

Organizations surveys

20

Audience surveys

797

Participating Organizations in Collier County

Art League of Marco Island

Artis–Naples

Collier Community Foundation

Conservancy of Southwest Florida

Golisano Children's Museum Of Naples

Greater Naples Chamber of Commerce

Gulfshore Playhouse

Holocaust Museum & Cohen Education Center

Marco Island Center for the Arts

Naples Art Association

Naples Botanical Garden

Naples Community Orchestra

Naples Concert Band

Naples Porcelain Artists

Naples Zoo

Seraphic Fire (Collier programming)

The Naples Players

The Studio Players

TheatreZone

United Arts Collier

Collier County Results

- Population: 384,902

Arts and Culture Industry

Economic Activity Generated

\$147,121,291

Total Spending by
Arts and Culture Organizations

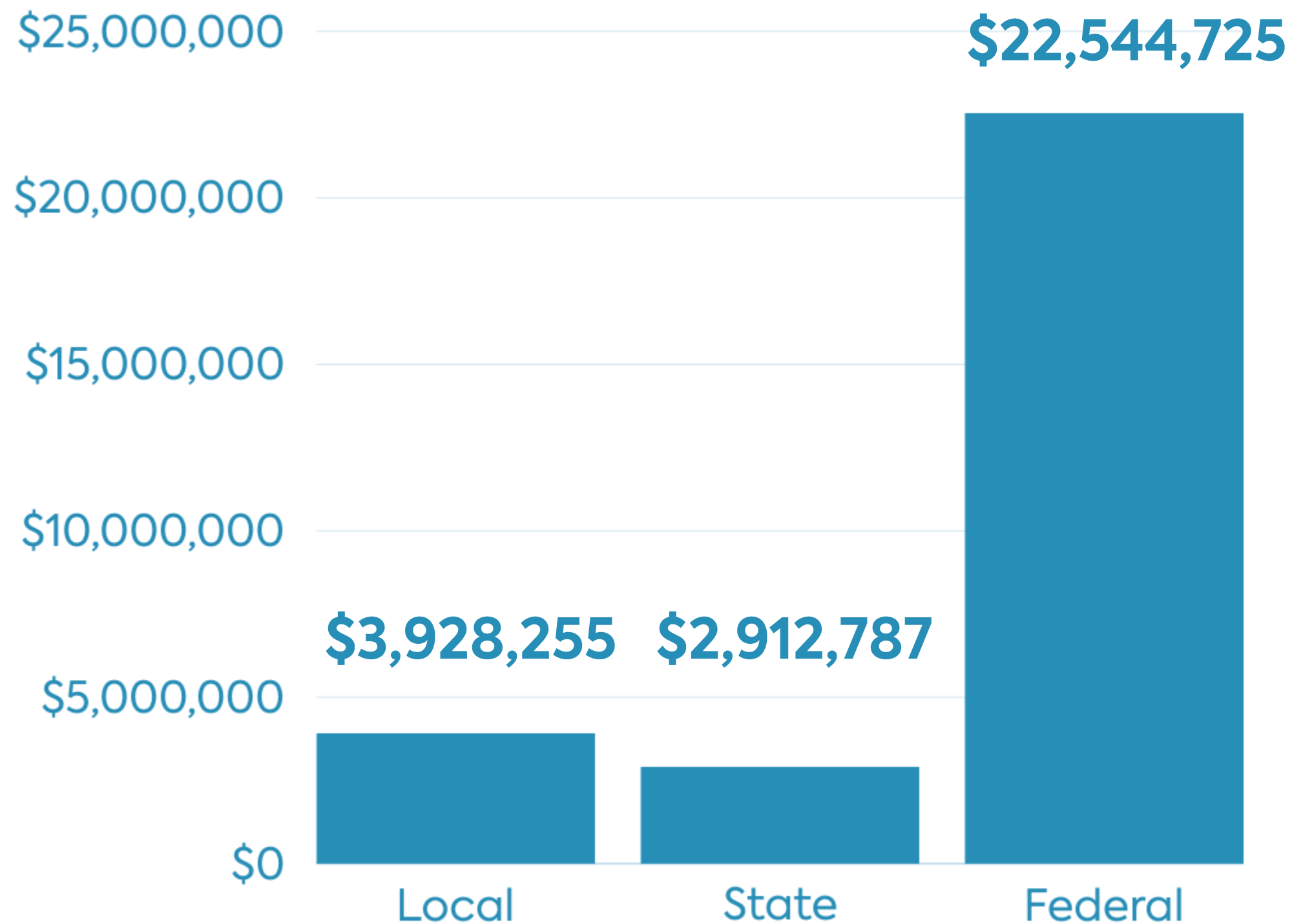
\$102,087,059

Total Spending by Arts Audiences

\$45,034,232

Government Tax Revenue

\$29.4 Million Total



Collier County Results

A group of people, mostly women, are in a gym or dance studio. They are all facing away from the camera, with their arms raised in the air. They are wearing athletic wear like leggings and sports bras. The room has large windows in the background and a wooden floor.

**Personal Income to
Residents**

\$106.8 million

Jobs supported

1,948

Volunteers

1,526 donating 46,770 hours

\$1.4 million value

In-Kind Contributions

\$472,570

Total Economic Impacts of the Entire Nonprofit Arts and Culture Industry in Collier County During Fiscal Year 2022			
	Organizations	Audiences	Industry Totals
Direct Expenditures	\$102,087,059	\$45,034,232	\$147,121,291
Jobs Supported	1,461	487	1,948
Household Income Paid	\$87,187,030	\$19,660,728	\$106,847,758
Local Government Revenue	\$2,582,410	\$1,345,845	\$3,928,255
State Government Revenue	\$1,933,945	\$978,842	\$2,912,787
Federal Tax Revenue	\$18,707,144	\$3,837,581	\$22,544,725
Total Tax Revenue	\$23,223,499	\$6,162,268	\$29,385,767

ATTENDEES
AVERAGE SPEND

\$34.29
per person,
per event

70

~~8%~~ Local
attendees

30

~~9%~~ Non-local
attendee

AUDIENCES

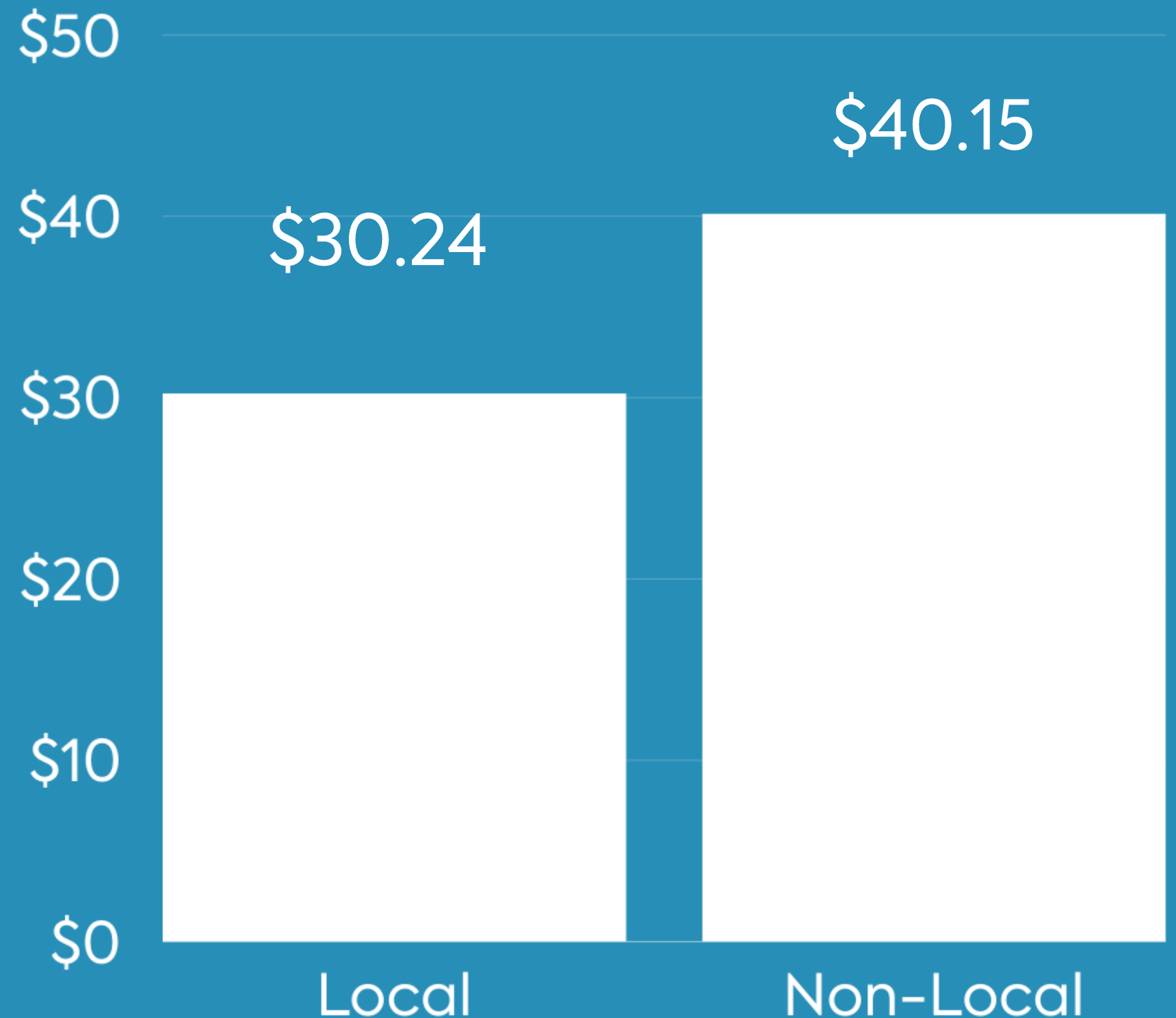
Various individuals were asked to fill out these surveys regardless of age, ethnicity, gender, etc.

Event-Related Spending

\$45,034,232 Total

45.1% of nonlocal attendees said:

“This arts event is the primary purpose for my trip.”



Average cost spent for lodging



\$169.00 per
person



UNITED ARTS COLLIER



AMERICANS
for the **ARTS**



ARTS AND CULTURE BUILD SOCIAL IMPACT

“This venue or facility is an
important pillar for me within my community.” **84.1%**

“I would feel a great sense of loss
if this activity or venue were no longer available” **86.7%**

“This activity or venue is inspiring a sense of pride in this
neighborhood or community” **88.1%**



ARTS AND CULTURE BUILD EMPATHY AND UNDERSTANDING

72%

of people agree that the arts and culture provide shared experiences with people of different races, ethnicities, beliefs, etc.

63%

of people say that the arts and culture helps them better understand other cultures in their community.



ARTS AND CULTURE BUILD LIVABLE COMMUNITIES

79%

believe arts and culture is
“important to their
community’s businesses,
economy, and local jobs.”

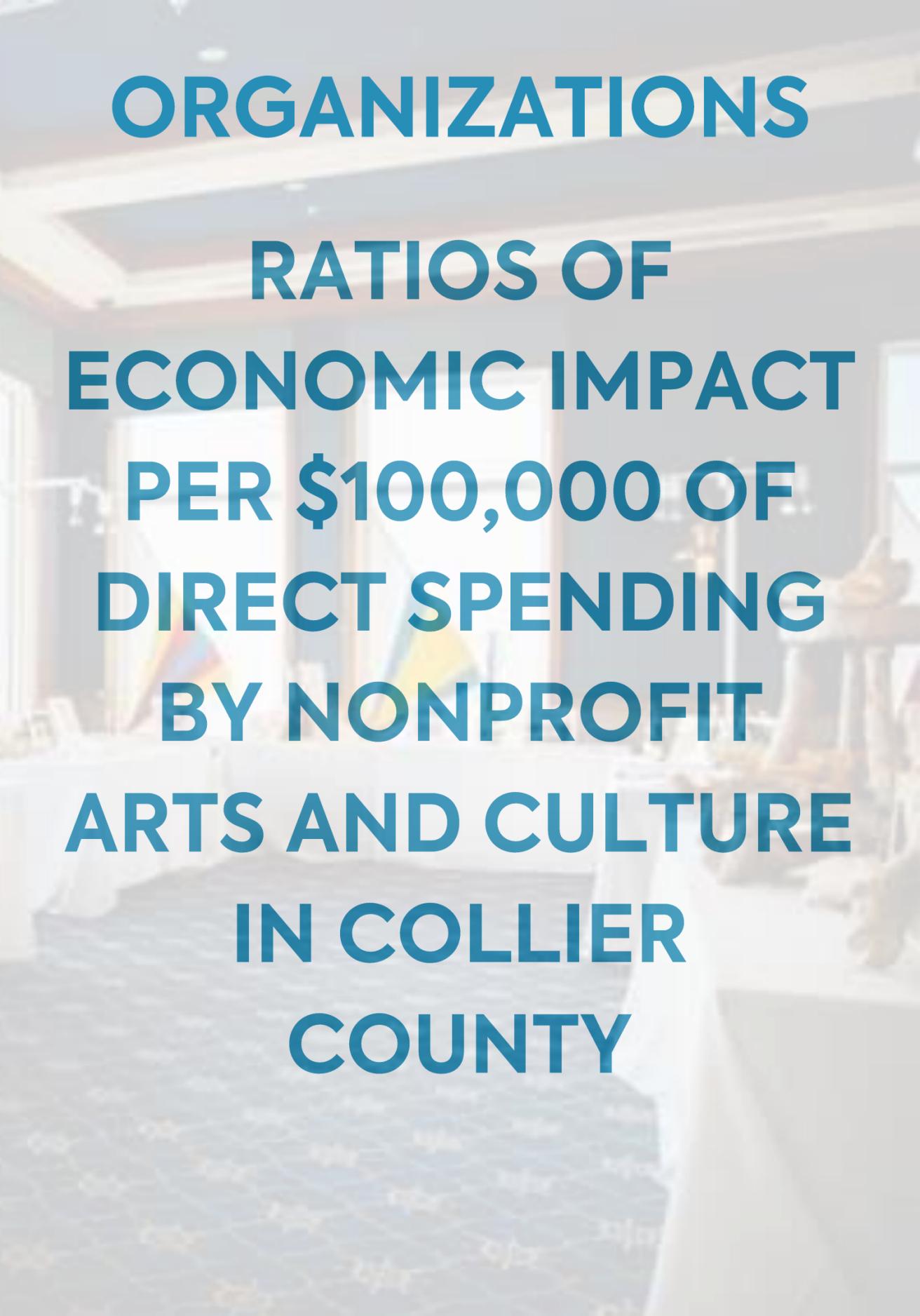
86%

of people say arts and
culture is “important to
their community’s quality
of life and livability.”

Arts & Economic Prosperity Plan

“Investment in the nonprofit arts and culture industry builds the communities where people want to live and work. It is where entrepreneurs and creative economy businesses are launched and where nighttime economies flourish. When we prioritize diverse cultural expressions and traditions, it nurtures social connections, promotes community pride and identity, and boosts tourism by providing the authentic experiences that draw visitors to the community. If visitors have a positive experience, it may become a place to work—and ultimately one in which to live. Creating livable communities is economic development.”





**ORGANIZATIONS
RATIOS OF
ECONOMIC IMPACT
PER \$100,000 OF
DIRECT SPENDING
BY NONPROFIT
ARTS AND CULTURE
IN COLLIER
COUNTY**

Employment	1.43
Resident Household Income	\$85,405
Local Government Revenue	\$2,530
State Government Revenue	\$1,895
Federal Tax Revenue	\$18,325



**AUDIENCES
RATIOS OF
ECONOMIC IMPACT
PER \$100,000 OF
DIRECT SPENDING
BY NONPROFIT
ARTS AND CULTURE
IN COLLIER
COUNTY**

Employment	1.08
Resident Household Income	\$43,657
Local Government Revenue	\$2,988
State Government Revenue	\$2,174
Federal Tax Revenue	\$8,521



ADDITIONAL RESOURCES

[AEP6 CALCULATOR](#)

[Detailed Data Tables](#)

[UNITEDARTSCOLLIER.ORG](#)



You make the difference!

- Learn more! Visit AEP6.AmericansForTheArts.org and use the online tools and resources to drive advocacy in your local community.
- Attend the arts! Try something new and learn about your community.
- Advocate! Tell your government leaders about the economic benefits of the arts and why the arts matter to you and our community.



"AEP6 reminds us that vibrant arts and cultural assets exist in every corner of the country. The data paints a vivid picture of how the arts enhance our community prosperity and our residents' quality of life. By supporting and investing in the arts, counties play an important role in strengthening our communities today and for generations to come. We appreciate our partnership with Americans for the Arts, especially as we continue to demonstrate the value of our artistic and cultural endeavors."

— HON. MARY JO MCGUIRE,

President, National Association of Counties Commissioner, Ramsey County, MN

"Mayors understand the connection between the arts industry and city revenues. Arts activity creates thousands of direct and indirect jobs and generates billions in government and business revenues. The arts also make our cities destinations for tourists, help attract and retain businesses, and play an important role in the economic revitalization of cities and the vibrancy of our neighborhoods."

— RENO MAYOR HILLARY SCHIEVE,

President, The United States Conference of Mayors

"City planners know the tremendous power of art and creativity in the built environment. For the planning profession, artists and culture bearers are key allies in our work: they help us shape resilient, livable, and equitable places. This is why the Arts & Planning Division of the American Planning Association advances a network across the fields of planning and the arts. And this is why we value the AEP6 and its data-driven, place-based approach. We know it will have a strong impact for our members and our shared work."

— ANNIS SENGUPTA,

Chair, The Arts & Planning Division of the American Planning Association

"Arts and cultural organizations play an essential role in their local communities, and they hold an equally important place within the broader nonprofit community. Americans for the Arts has done it again, with compelling new data about the power of arts and culture to create jobs, generate tax revenue, and build vibrant communities. This report is a call to action for policymakers and a powerful tool for nonprofit advocates across the sector."

— DR. AKILAH WATKINS

President and CEO, Independent Sector

"As the world's largest and most reliable resource for destination organizations, arts and culture organizations make up the beautiful tapestry of what makes destinations come alive. Advocacy, especially at the local level, and data from the AEP6 research partners empower destinations to not just showcase their beauty but to measure the impact of creativity, fostering a vibrant, sustainable future for all to explore and cherish."

— SOPHIA HYDER HOCK,

Chief Diversity Officer, Destinations International

"The AEP6 report findings confirm again the economic value of arts and culture. Arts and culture continue to put millions of people to work in big cities and small towns across the United States, including many members of DPE's affiliate unions. The AEP6 report also finds that arts and cultural productions are economic drivers for local economies by spurring consumer spending at restaurants, hotels, and other local businesses. Simply put, investment in arts and culture continues to deliver a positive economic return for American communities."

— JENNIFER DORNING,

President, Department for Professional Employees, AFL-CIO

AEP6 National Partners



THANK YOU!

