Rollins Museum of Art

The Rollins Museum of Art is the only teaching museum in the Orange County. With a diverse collection of more than 6000 works of art and an array of programming for learners of all ages, the museum prioritizes accessibility and inclusion, and provides free admission year-round.

Impact Points

Arts and cultural economic activity accounts for more than $760 billion each year.

Research from the U.S. Bureau of Economic Analysis shows that the arts drive 4.9% of the U.S. GDP, generating $736.6 billion in 2015.

20% increase in property values

A cultural organization in a community has been shown to increase nearby residential property values by up to 20%.

The arts support nearly 5 million jobs.

Arts and cultural employment nationwide increased 2.1% in 2015. The total number of arts and cultural jobs for the nation was 4.92 million.

Arts and cultural economic activity accounts for 4.9% of the total U.S. GDP.

Research from the U.S. Bureau of Economic Analysis shows that the arts drive 4.9% of the U.S. GDP, generating $736.6 billion in 2015.

53% of businesses say the arts are a good bet.

Of businesses that participated in a recent survey on business support for the arts, 53% said that business partnerships with the arts support creative thinking and problem solving.

The arts create economic growth where there is otherwise decline.

Art and community development results in greater tax revenues. In one time period, the downtown Phoenix creativity hub yielded a 105% increase in tax receipts, compared to a city-wide decline of 1.04%.


 EXAMPLES OF PRACTICE

ART LIVES HERE

Fort Myers

Art Lives Here is a campaign to provide more places to display artwork in southwest Florida by appropriating advertising space to be converted into public displays.

CREATING HEALTHY COMMUNITIES: ARTS + PUBLIC HEALTH IN AMERICA

Gainesville

Creating Healthy Communities: Arts + Public Health in America, a 3-year national initiative undertaken from 2018-2020, was designed to accelerate this innovation at the intersection of the arts and public health and to build healthy communities in
READING LIST

Monograph: Cultural Tourism: Bridging America Through Partnerships in Arts, Tourism and Economic Development

Glickman, Louise, Volume 1, Number 1
Publication Year: 1997
To build a long-lasting relationship, culture and tourism must join hands in collaboration, implementation and communication.

Strengthening Rural Economies through the Arts

NGA (National Governors Association) Center for Best Practices, Electronic Edition
Many states have created arts-based economic development strategies to support rural communities across the who are confronting economic development issues.

Arts, Tourism, & Cultural Diplomacy

Mandala, Laura Mandala, Laura
Publication Year: 2015
Excerpted from Arts & America: Arts, Culture, and the Future of America’s Communities. This essay looks at the changing face of tourism in America, as well as the role that... Show More ▮ the arts may play in positively impacting those changes over the
Show Less ▮

ORGANIZATIONS

AMERICAN ALLIANCE OF MUSEUMS

The American Alliance of Museums' mission is to champion museums and nurture excellence in partnership with our members and allies.

AMERICANS FOR THE ARTS

Washington, District of Columbia
Americans for the Arts is a nonprofit organization that advances the arts and arts education advocacy in America.

CULTURALHERITAGETOURISM.ORG

CulturalHeritageTourism.org provides a platform for cultural heritage and destination tourism
professionals to connect and share best practices.

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LEARN MORE
AMERICANSFORTHEARTS.ORG/SOCIAL IMPACT
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