



An Economic Impact Analysis of the FSU Fine and Performing Arts Programs (FSU & Ringling Campuses) – Final Report

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Executive Summary

The Florida State University Center for Economic Forecasting and Analysis (CEFA) recently conducted an economic impact analysis to assess the economic contributions of the FSU Fine and Performing Arts program(s) at the FSU and Ringling Campuses.

Economic Impact Analysis Results

The total economic impacts of the FSU Fine and Performing Arts are shown in the following Figure and are estimated to be a total of 1,351 jobs, \$68.5 (or \$69) million in income or wages and about \$170.8 (or \$171) million in total economic output. Individually, the economic impacts attributed to the Tallahassee MSA are estimated to be a total of 798 jobs, about \$40.4 million in income or wages and nearly \$90 million in total economic output. The economic impacts associated with the Sarasota MSA are estimated to generate a total of 477 jobs, nearly \$26 million in income or wages, and about \$70 million in total economic output (sales/revenues/services). The data for non-resident student spending was only available for the Tallahassee MSA, which translated into 76 jobs, \$2.4 million in income and \$11 million in economic output.

FSU Fine Arts by the Numbers 2024



\$171 Million

Total Economic Output Impact



1,351

Jobs Created



\$69 Million

Total Income Impact

Introduction

The purpose of this research study directed by the Center for Economic Forecasting and Analysis (CEFA), is to perform an economic impact assessment of the Fine and Performing Arts on the economy in the Tallahassee and Sarasota Metropolitan Statistical Areas (MSA). This research study involves conducting an economic analysis of the programs and activities within the colleges of Fine Arts, Film, and Music. The economic research study is based on data collected by FSU CEFA through university-related (internal) and publicly available data. The research team also collects and presents additional pertinent demographic and statistical analyses. In short, this study aims to provide a greater understanding of the relationship between the colleges, the fine performing arts community in Tallahassee, and the surrounding market area(s).



In addition to the monetary value that the fine arts contribute to the Tallahassee and Sarasota area(s) in Florida, the fine and performing arts also provide added value to the society and culture of Tallahassee. In *The Economics of the American Theatre*, T. Moore argues that cultural activities raise the value of a region through prestige, tourism, and education.¹ Americans for the Arts, a non-profit that focuses on advancing the arts, asserts that the fine arts are an important method of connecting to the community, improving mental health, and educating the next generation.

¹ "The Economics of American Theatre" in *The Economics of the Arts* 1978

Literature Review

The following is a review of the literature concerning the economic impact of the Fine and Performing Arts Program on the Tallahassee and Sarasota MSA's. Topics covered include the cultural value of the arts, economic impacts generated from the arts sector, the valuation of different arts institutions across the country, and the economic impact of universities on their surrounding areas.

Global

The amount of global literature regarding the valuation of the arts is scant compared to literature that can be found in the United States. This disparity is likely due to the differing ways that Americans and non-Americans value public funding of the arts. Globally, cultural activities were traditionally seen as separate from market-driven activities, particularly during the 1970s and 1980s when the United Nations Educational, Scientific, and Cultural Organization (UNESCO) emphasized preserving autonomous cultural production free from commercial influence. However, countries such as Singapore began embracing the concept of "creative industries" in the 1990s, integrating arts and culture into economic strategies and emphasizing their potential for job creation, revenue generation, and innovation (Hornidge 2011). By the late 1990s, this approach influenced other nations and UNESCO itself, which formally integrated the socio-economic potential of cultural industries in 1998 – marking the beginning of a global trend toward blending cultural activities with economic strategies (Hornidge 2011). Funding for the arts is a divisive topic for many, with some individuals arguing that public funding is just “welfare for artists” (Jarvik, 1997). Due to this controversy, there is a great need in the U.S. to validate the money that goes to the arts. This validation is often done through economic impact analyses, as explored in the National portion of this review.

There is not much motivation abroad for studies like these, as public funding of the arts is less controversial. However, studies such as the 2015 Cultural Times report produced by Ernst & Young (Ernst & Young, 2015) for the International Confederation of Societies of Authors and Composers are still performed. This study aimed to better understand the quantitative and qualitative impacts that cultural and creative industries have on the world. This study calculates two significant metrics: the number of jobs created and revenue

generated. By aggregating data from around the world, Ernst & Young found that cultural and creative industries generated \$2.25 billion in revenues and supported 29.5 million jobs worldwide.

Another large consulting firm, McKinsey & Company, performed a study in 2023 that measured the impact of the arts sector in the United Kingdom (Deakin et al., 2023). The authors defined the arts sector to include visual arts, performing arts, screen arts, and literary arts. Within these four subsectors, a multitude of activities and arts have been included, from paintings to live performances to video games. At this study's conclusion, the McKinsey team found that the arts sector contributed a gross value to the economy of £49 billion in 2022. This study also supports the notion that the arts benefit not only the economy but also humanity. The authors cite numerous studies in which the arts have been shown to have positive impacts on conditions such as depression, dementia, and Parkinson's disease. Additionally, the arts have the potential to enrich the community they are in by encouraging "sociable behavior." This sociable behavior can even reduce criminal behavior, as cited by this study. These findings emphasize the positive impacts of the arts on people and communities. These positive impacts have led many individuals to push for subsidization of the arts in the United States.

National

In T. Moore's excerpt from *The Economics of the Arts*, he outlines the incentives for government subsidization of the arts (Blaug, 1976). Moore asserts that the arts add prestige to the city that attracts business, education, and innovation. In his words, "A more cultivated society benefits all members." However, these benefits are not always observable through market activity. Although the added prestige is not always quantifiable, that does not mean that positive spillover is not occurring. Economists have found ways of quantifying this spillover by measuring the economic impacts of the arts through different techniques. In Bruce A. Seaman's *Economic impact of the arts* (Seaman, 2003), he details two methods of estimation: hedonic pricing, travel cost method, and economic impact analysis. A hedonic model breaks down the value of a property into individual components that provide value. For a home, those components would be square footage, the number of bedrooms, and the

school district for which the house is zoned, among other things. Through the lens of the fine and performing arts and fine arts programs, the distance between a home and a cultural hub might significantly impact the property's price. This difference would be realized when comparing the sales prices of two houses that are virtually identical in terms of amenities, aside from their distance to the nearest fine and performing arts hub. The difference in home prices would indicate the premium people are willing to pay to be closer to a hub for the arts. There are some weaknesses to this method. Hedonic pricing models only capture the value of goods through property value. Therefore, benefits that may be received by people traveling to visit or consume the goods are not accounted for. The travel cost method derives the value of a non-market good by observing the costs incurred while traveling to said good. Often, surveys are used on location to determine the costs. In this case, for arts, this method would typically be applied at public exhibitions or performances. Lastly, Seaman talks about economic impact analysis methods. Economic impact models consider many factors, including consumer expenditures, employment generation, and business expenditures.

Numerous economic impact analyses of the arts sector have been conducted across the United States. One study of interest in our review was conducted by Americans for the Arts in Eugene, (Oregon Arts Commission, 2023). Eugene, like Tallahassee, supports a large public university, and both cities have similar populations. The study collected data from audience members, non-profits, and businesses related to the arts. From this data, researchers were able to calculate the total economic impact of the arts sector on Eugene using IMPLAN, an input-output model. Ultimately, researchers found that the arts sector generated \$123 million. \$90.2 million was spent by arts and culture organizations, and the arts sector generated 2,714 jobs, providing \$102.6 million in personal income to residents of Eugene.

Similar to Eugene, Oregon, Americans for the Arts also conducted a study in Las Vegas, Nevada (Nevada Arts Council, 2023). Using similar methodology and software, the study found that the arts sector generated \$294 million in economic impacts. \$101.7 million was spent by arts and culture organizations, and the arts sector generated 4,111 jobs, providing \$180.3 million in personal income to the residents of Las Vegas.

Americans for the Arts conducted this same study on the national level, including 341 regions, 14,439 organizations, and 212,691 surveys (Americans for the Arts, 2017). This wide-reaching study found that nationally, the nonprofit arts industry generated \$166.3 billion in economic activity in 2015. \$63.8 billion was spent by arts and cultural organizations, and 4.6 million jobs were supported as a result. Extending beyond the nonprofit sector, the U.S. Bureau of Economic Analysis reports that arts and cultural production as a whole accounts for over \$1.1 trillion, or 4.3% of the U.S. economy ((U.S. Bureau of Economic Analysis, 2022).

Arts schools create spillovers that benefit the local market area's economy. In a 2021 study, Noonan et al. (Noonan et al., 2021) were able to explore these spillovers by observing higher education institutions' investment in arts infrastructure. In this study, they were able to compare arts investment across many different communities in the United States. The researchers wanted to see how the arts impact the job market and firm growth. Researchers used propensity score matching to model the relationship between art and firm growth. This allows for a better comparison across communities, matching communities with similar demographic characteristics. It allows for an apples-to-apples comparison. The models included panel data over 20 years. Controls for programs and other factors present schools were included to control for confounding factors in firm growth and job growth. After running their models, the researchers found a significant change in job growth in areas with higher arts spending, especially for highly specialized arts jobs with a 115% increase. There was an 18.5% increase in firm growth a year after a large arts investment was made the year prior. Investing in arts signals to firms that a creative labor force is available in the community, incentivizing firms to move and hire workers from there.

In Richard Florida's *The Rise of the Creative Class* (Florida, 2019), he posits that graduates in creative fields who choose to remain in the market area of their college are likely to boost regional productivity and attract firms and employers. This theory was further investigated in a study by Jonathan Rothwell (Rothwell, 2015) at the Brookings Institution. Compared to a high school graduate, Rothwell found that an individual with an associate degree will contribute \$81,000 more to their local economy in their lifetimes. Additionally, someone

with a bachelor's degree will contribute \$278,000 more to their local economy than someone with a high school degree. Given Rothwell's estimate that 42% of college graduates remain in the area of their college after graduation, the economic contribution of these graduates would be impactful on the community.

In addition to attracting recent graduates, creative metropolitan areas exhibit higher levels of entrepreneurship and regional growth, driven by the concentration of creative professionals. Stolarick and Lobo (2011) emphasize that regions with larger creative workforces experience increased business formation and economic dynamism. Guetzkow (2002) supports this perspective by identifying three primary economic impacts of the arts. First, arts events function as an "export industry," attracting tourists whose expenditures generate significant multiplier effects within local economies. Second, the presence of robust arts organizations enhances a region's image, making it more attractive to highly skilled, high-wage residents and businesses. This agglomeration effect strengthens the availability of creative talent, further incentivizing business relocations. Lastly, the arts bolster investment by fostering community confidence, which can lead to higher property values and increased lending activity. Together, these mechanisms highlight the role of creative professionals and arts organizations in fostering entrepreneurship and sustaining regional economic vitality.

State

Arts organizations are present throughout the state of Florida, and they significantly contribute to Florida's economy, as presented by Americans for the Arts in their recent Arts and Economic Prosperity Report (Florida Department of State, 2023). This report found that the fine arts generated approximately \$5.8 billion in Florida's economy. In addition, these arts organizations supported 91,270 jobs, leading to \$3.8 billion dollars in wages to citizens of Florida.

Similar to the statewide study that was performed by Americans for the Arts, a more localized study was conducted in Leon County to analyze the economic and social impact of the arts there (Florida Department of State, 2023). Leon County is home to the capital city of Tallahassee and two of Florida's major public universities: Florida State University and

Florida Agricultural and Mechanical University. Using IMPLAN, this study found that the arts generated approximately \$204 million in Leon County's economy. This equates to \$94 million in wages and 2,930 jobs supported by the arts.

Colleges create jobs in a market area and often undertake large capital projects. In a study done by FSU's Center for Economic Forecasting and Analysis and UF's Institute of Food and Agricultural Sciences (Harrington et al., 2021), researchers analyzed the different economic contributions of the Florida State University System, or Florida SUS. In the academic year of 2018-2019, the SUS had 346,604 students enrolled throughout all Florida universities. During this same time period, 83,864 people were employed by universities in the state. Using data on non-resident, student spending, operating expenditures, and sales and services; researchers derived the economic impact of the SUS using IMPLAN software. The study found that the State University System had a total economic impact of \$22.37 billion. To put this amount into perspective, \$22.37 billion was equivalent to 2.03 percent of Florida's Gross State Product.

In this context, universities play an increasingly dynamic role in fostering arts and cultural ecosystems. Ashley and Durham (2021) argue that the role of universities has expanded beyond traditional patronage to serve as economic and cultural anchors. They highlight a critical shift from providing physical spaces for performances and exhibitions to embracing contemporary functions, such as fostering arts entrepreneurship, developing interdisciplinary programs, and leveraging creative industries to drive regional growth.

In 2017, the Council on Culture and Arts (COCA) commissioned the FSU's Center for Economic Forecasting and Analysis (CEFA) to conduct an Economic Impact analysis of the arts sector in the Leon County Market area (Harrington et al., 2017). In this study, the arts sector included individual artists, for-profit arts, cultural, and heritage-related businesses in Tallahassee. To conduct the impact study, CEFA used survey responses provided by COCA as well as data provided by the National Establishment Time-Series (NETS) database of businesses, Enterprise Florida's online business Data Center, and the YourEconomy Time-Series (YTS) database. The survey responses were used to collect revenue and demographic data for arts organizations in Leon County. Using the aforementioned data, the authors of

this study were able to gain insight on employment, sales revenue, and business expenditures related to the arts sector in Tallahassee. CEFA was then able to calculate the total economic impact using IMPLAN's input output model. This model found that the arts sector in Leon County had a total industry output impact of \$526.2 million. The arts sector also supported \$205.6 million in wages, salaries, and benefits in Leon County. This equates to approximately 5,731 jobs that are supported by the arts sector in the Tallahassee Market Area.

Data Methodology

Fine and Performing Arts Programs Statistics and Demographics

Table 1. Condensed Total Revenues of Fine and Performing Arts Programs

Condensed Total Fine and Performing Arts Revenues 2024		
Category	Percentage	Amount
Tuition and Fees	11%	\$ 11,991,181
Grants and Financial Aid	2%	\$ 2,552,990
Donations and Gifts	16%	\$ 17,500,290
Ticket and Event Revenue	6%	\$ 6,870,413
Auxiliary Enterprises	12%	\$ 12,954,890
State Appropriations	51%	\$ 55,463,554
Other Revenues	2%	\$ 2,216,729
Total Revenue	100%	\$ 109,550,047

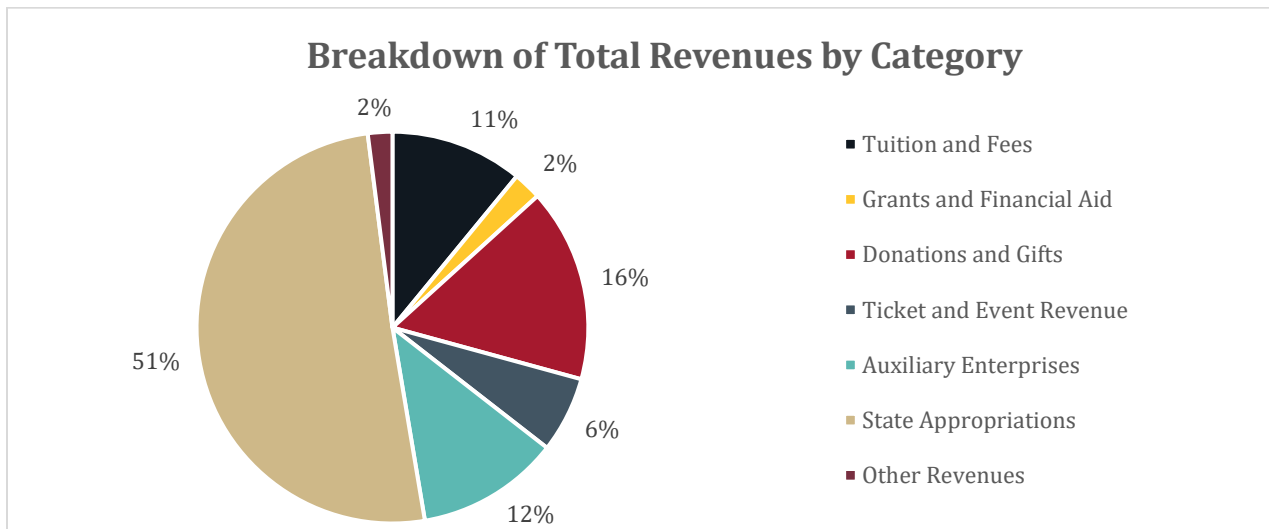


Figure 1. Total Revenues by Category, 2024

Table 1 summarizes the condensed total revenues for Fine Arts programs, categorized by funding sources. The percentages indicate the proportion of each revenue category relative to the total revenue of \$109,550,047. State appropriations accounted for the largest share at 51%, followed by donations and gifts (16%), and auxiliary enterprises (12%). Tuition and fees contributed 11%, while other revenues, grants, and ticket/event revenue made up smaller portions.

Figure 1 highlights the strong influence of state appropriations, which form more than half of the total revenues. Donations and auxiliary enterprises also play significant roles, collectively comprising 28%.

Table 2. Detailed Total Revenues of Fine Arts Programs

Detailed Fine and Performing Arts Revenues 2024	
Category	Amount
Sales and services of auxiliary enterprises	\$ 2,244,184
Sales and services of auxiliary enterprises (RL)	\$ 10,710,546
Non-resident tuition and fees	\$ 11,991,181
Federal and state student financial aid	\$ 1,375,247
Federal grants and contracts	\$ 587,640
State and local grants and contracts	\$ 36,130
Nongovernmental grants and contracts	\$ 555,973
Ringling Ticket Sales	\$ 6,072,647
Art of Performance-Historic Asolo Theater	\$ 531,577
Ringling Concessions	\$ 376,363
Gifts and donations: College of Music	\$ 2,305,019
Gifts and donations: College of Fine Arts	\$ 2,910,499
Gifts and donations: College of Motion Pictures	\$ 317,273
Gifts and donations: Opening Nights	\$ 734,826
Gifts and donations: The Ringling	\$ 10,578,449
Revenue for summer camps: College of Fine Arts	\$ 184,475
Revenue for summer camps: College of Music	\$ 629,407
Educational programming revenues (RL)	\$ 18,744
Venue rental revenues (RL)	\$ 951,827
Other operating / non-operating revenues	\$ 35,491
Investment income	\$ 627,503
State appropriations	\$ 55,463,554
Master Craftsman revenue	\$ 394,101
Museum of Fine Arts revenue	\$ 1,051,229

Table 2 breaks down the detailed revenue sources for Fine and Performing Arts programs, including categories such as ticket sales, auxiliary services, and federal and state financial aid. The Ringling Museum and ticket sales from various events generated significant revenue, with Ringling Museum ticket sales alone contributing \$6,072,647. Other notable sources include non-resident tuition and fees at \$11,991,181 and gifts and donations for the College of Music totaling \$2,305,019. This table demonstrates the diverse revenue streams that support the Fine and Performing Arts programs.

Table 3. Fine and Performing Arts Programs Operational Expenses

FSU Fine and Performing Arts Operational Expenses			
Category	Percentage	Tall. MSA Amount	Total Amount
Financial	2%	\$1,105,182	\$1,590,319
Capital Improvements	1%	\$727,623	\$1,598,171
Property	0%	\$191,456	\$2,176,342
Utilities	0%	\$282,894	\$3,115,659
Equipment	5%	\$2,754,825	\$3,200,485
Commodities and supplies	5%	\$2,916,212	\$4,734,553
Services	7%	\$4,051,561	\$6,897,147
Compensation	80%	\$47,366,564	\$58,837,459
Total		\$59,396,317	\$82,150,135

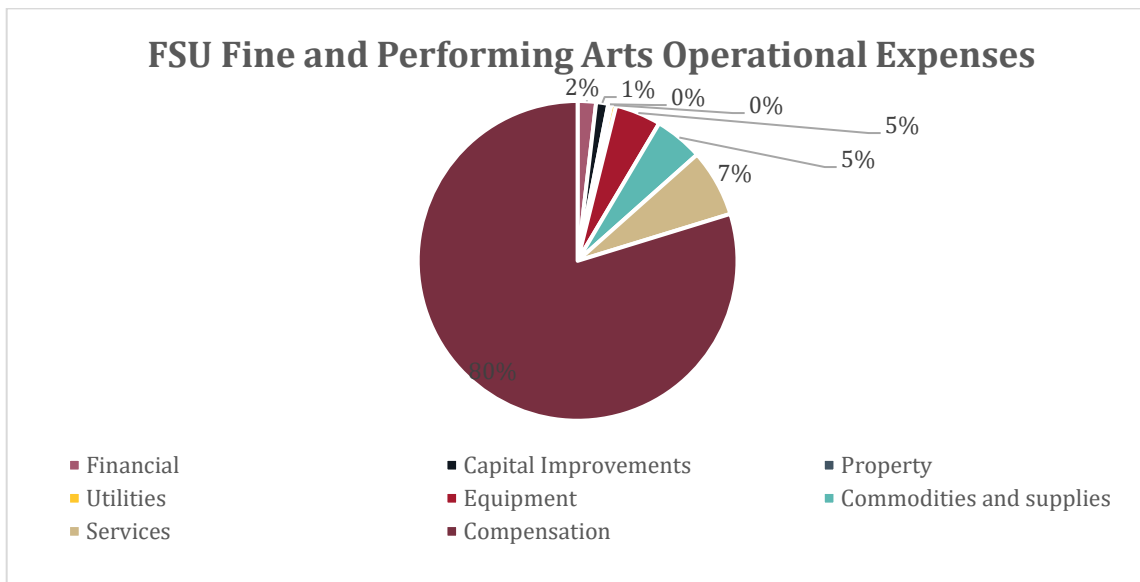


Figure 2. Operational Expenses by Category

Table 3 provides a detailed summary of FSU’s Fine and Performing Arts operational expenses, totaling \$59,396,317. Compensation accounted for the majority of expenses at 80%, followed by services (7%) and commodities and supplies (5%). Smaller portions were allocated to equipment, utilities, and capital improvements. This table emphasizes the program’s investment in personnel and operational services.

Table 4. Operational Expenses of Ringling Museum

Ringling Operational Expenses	
Category	Amount
Financial	\$485,137
Capital Improvements	\$870,548
Property	\$1,984,886
Utilities	\$2,832,765
Equipment	\$445,660
Commodities and supplies	\$1,818,341
Services	\$2,845,586
Compensation	\$11,470,895
Total	\$ 22,753,818

Table 5. Total Ticket and Concession Revenues from Fine Arts Programs

Ticket and Concession Revenue	
Revenue Source	Amount
Ringling Museum Ticket Sales	\$ 6,072,647
Ringling Museum Concessions	\$ 376,363
Historic Asolo Theater Tickets	\$ 531,577
FSU Fine Arts Tickets	\$ 2,244,184
Total	\$ 9,224,771

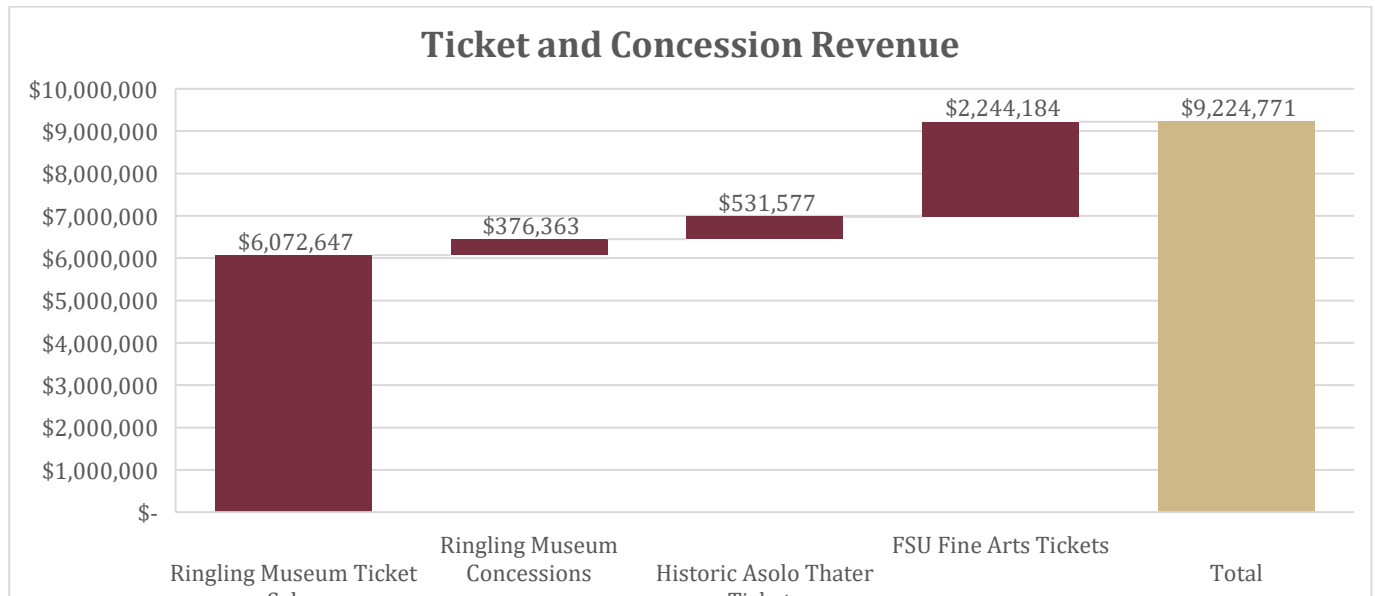


Figure 4. Ticket and Concession Revenue by Source

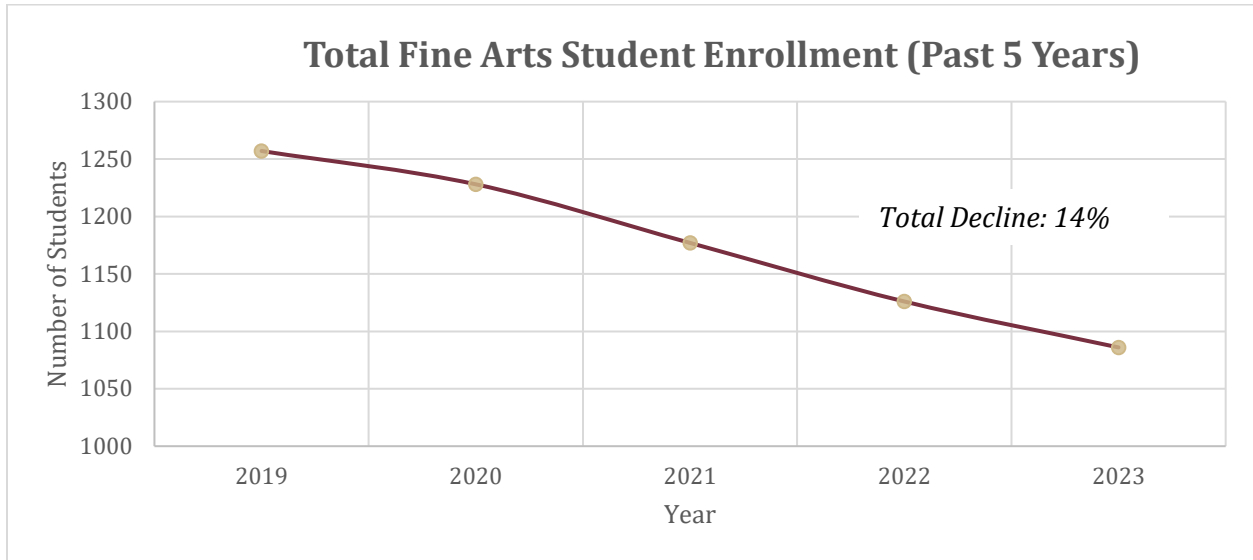


Figure 5. Fine and Performing Arts Enrollment From 2019 to 2023

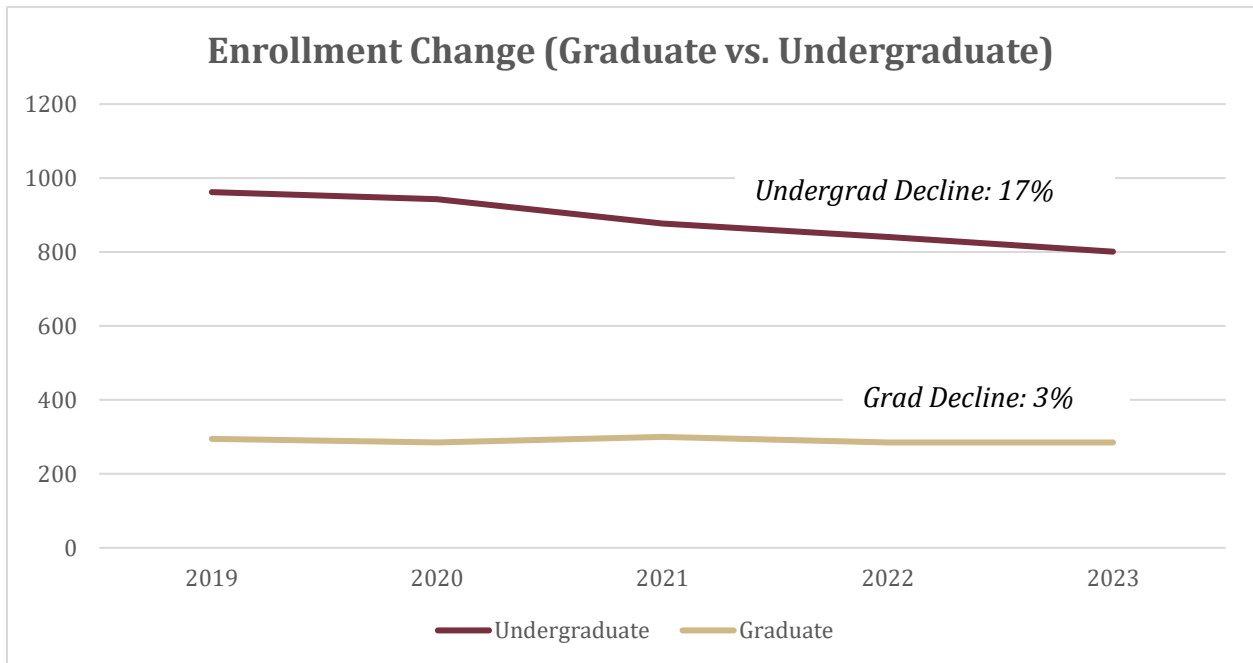


Figure 6. Change in Enrollment in Undergraduate programs Compared to Graduate Programs

Figure 5 displays the total Fine Arts student enrollment from 2019 to 2023, with a noticeable decline of 14% over the five years. Undergraduate enrollment decreased by 17%, while graduate enrollment declined by 3%. The line chart emphasizes these trends, providing insights into the shifting demand for Fine and Performing Arts programs over

time. **Figure 6** further displays that most of that decline takes place in undergraduate enrollment.

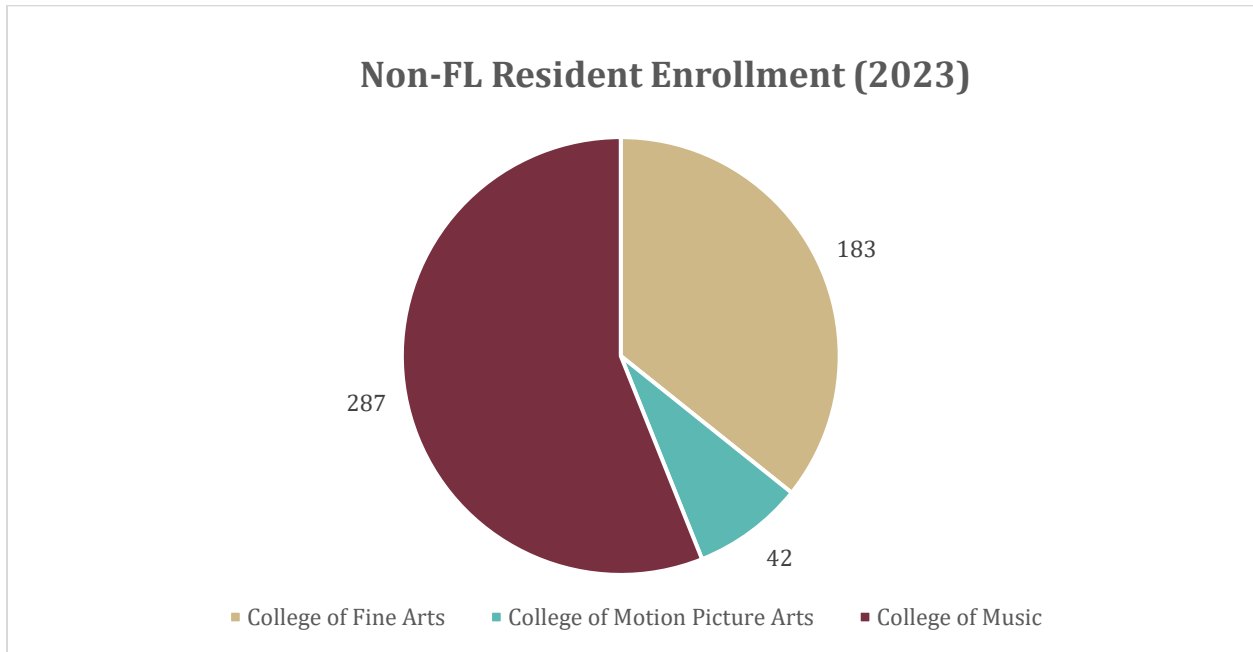


Figure 7. Nonresident Enrollment by College

Figure 7 shows the enrollment of non-Florida resident students by college, with the College of Fine Arts enrolling the highest number at 183. The College of Motion Picture Arts and College of Music followed, with 42 and 287 students, respectively. The College of Fine Arts dominates in nonresident enrollment.

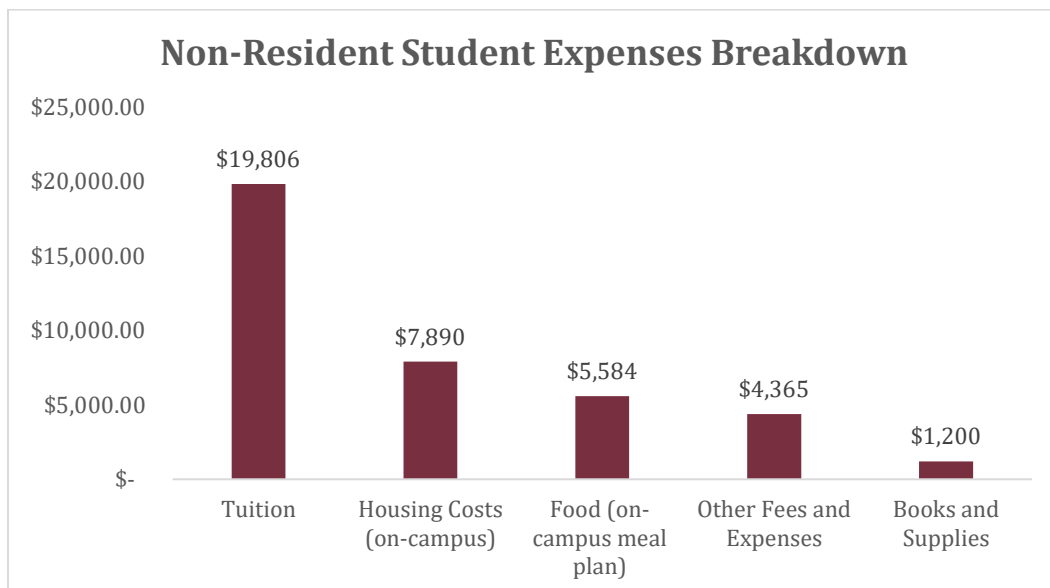


Figure 8. Nonresident Expenses by Category \$2024

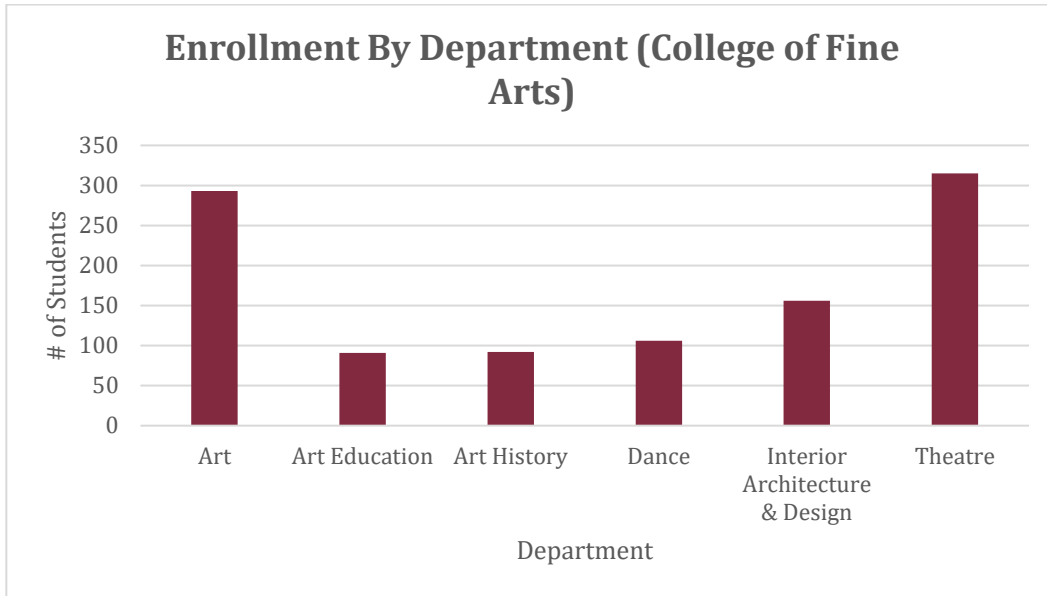


Figure 9. College of Fine and Performing Arts Enrollment by Department

Figure 9 shows enrollment by department within the College of Fine Arts. Theatre has the highest enrollment at 315 students, followed by Art with 293. Other departments, such as Interior Architecture & Design and Art Education, have lower enrollment.

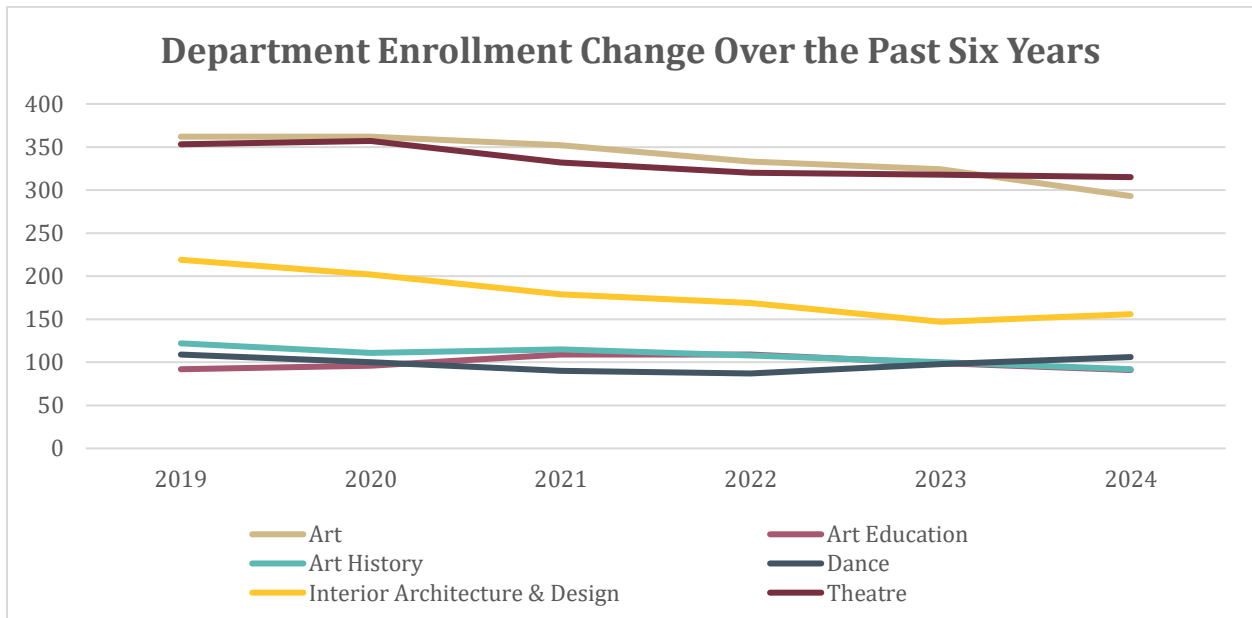


Figure 10. Enrollment Changes by Department From 2019 to 2024

Figure 10 tracks enrollment changes across six Fine and Performing Arts departments from 2019 to 2024. Theatre, Art, and Interior Architecture & Design exhibit gradual declines, while other departments remain relatively stable.

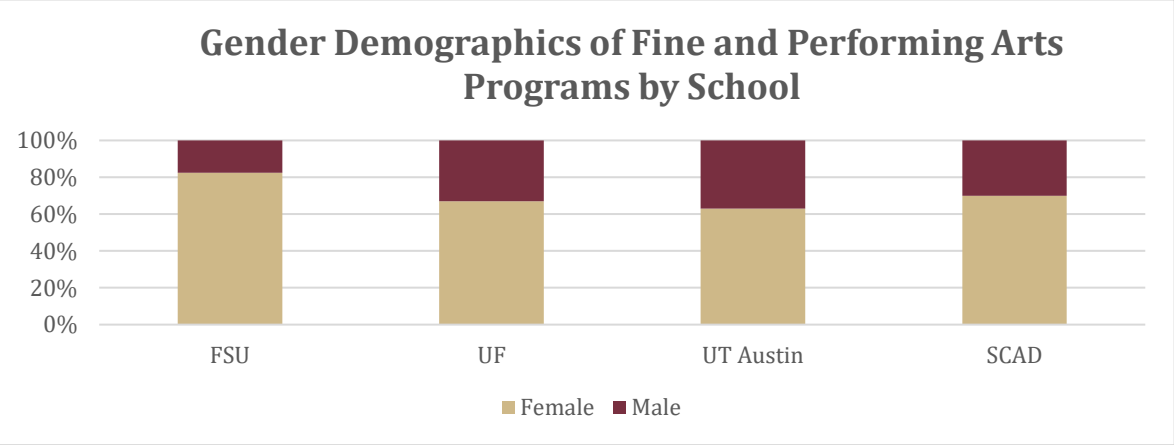


Figure 11. Comparison of Gender Demographics across Institutions

Figure 11 illustrates gender demographics for Fine Arts programs at FSU and comparable institutions (UF, UT Austin, and SCAD). FSU and SCAD show a higher proportion of female students (83% and 70%, respectively), while UF and UT Austin have more balanced distributions.

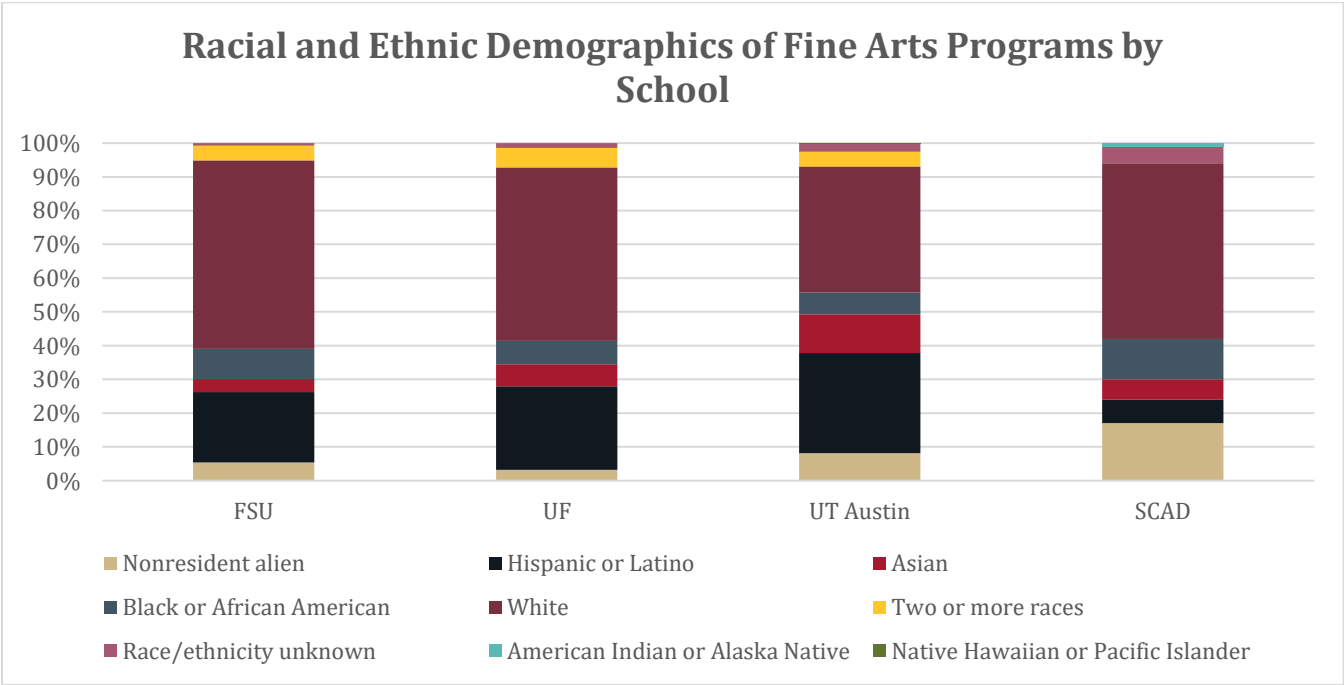


Figure 12. Comparison of Racial and Ethnic Demographics across Institutions

Figure 12 compares ethnicity demographics in Fine Arts programs at FSU, UF, UT Austin, and SCAD. White students make up the largest group across all institutions, while Hispanic/Latino students have notable representation at UT Austin and UF. SCAD exhibits the highest percentage of nonresident alien students.

Economic Data and Methodology

During the Fall of 2024, the FSU CEFA research team collected data from the FSU Provost Office² relating to expenditures, revenue and employment associated with the FSU Fine and Performing Arts Program(s) in 2024\$. The data was provided on data spreadsheets provided by FSU Finance and Administration and Budget Office staff, in addition to personal communication with various fine and performing arts program staff, including summer camps and events staff, among others. After the final data was collected, the FSU CEFA research team compiled the data into the following input data categories:

- Employment
- Revenues
- Expenditures

Economic Model and Analysis

The next step in this research study was to conduct the economic impact analysis. FSU CEFA used a well-established analytical tool known as the Impact Analysis for Planning, or IMPLAN^{®3} model. IMPLAN is a widely accepted integrated input-output model that is used extensively by state and local government agencies to measure proposed legislative and other program and policy economic impacts across the private and public sectors. There are several advantages to using IMPLAN:

- It is calibrated to local conditions using a relatively large amount of local county level and state of Florida specific data;
- It is based on a strong theoretical foundation, and;
- It uses a well-researched and accepted applied economics impact assessment methodology supported by many years of use across all regions of the U.S.

² Data Collection Effort was managed by Dr. Laurel Hardin, FSU Strategic Initiatives Program Director

³ IMPLAN is a regional economic analysis software application that is designed to estimate the impact or ripple effect (specifically backward linkages) of a given economic activity within a specific geographic area through the implementation of its Input-Output model. [Economic Impact Analysis for Planning | IMPLAN](#)

The economic impact model used for this analysis was specifically developed for the counties of Florida, and includes 544 sectors, 25 institutional sectors, and most recent dataset⁴ – year 2023 data. IMPLAN’s principal advantage is that it may be used to estimate direct, indirect, and induced economic impacts for any static (point-in-time) economic stimulus. IMPLAN uses an economic multiplier approach to estimating impacts. Consistent with standard practice, the direct impacts, as well as the indirect and induced impacts, are calculated for the areas where the FSU Fine and Performing Arts are active.⁵ This study evaluates the FSU Fine and Performing Arts broader economic impacts, measured in terms of economic output, local jobs, and income. Calculations are provided for one category of impact: a) Permanent impacts associated with the ongoing operation of the activities of the program. The total economic impact of the FSU Fine and Performing Arts Programs are the summation of the ongoing annual (permanent) operations of the FSU Fine and Performing Arts Programs in the Tallahassee and Sarasota MSA’s.⁶ These Fine and Performing Arts-related economic activities will generate the following:

- Direct Impacts: Relate to: the ongoing business activity associated with the Fine and Performing Arts programs.
- Indirect Impacts: Will result when agencies/firms directly impacted by the program in turn purchase materials, supplies from, or provide services to, other firms.
- Induced Impacts. Relate to the consumption and spending of employees that are part of the program that are directly or indirectly affected by the programs. These would include all of the goods and services normally associated with household consumption (i.e., housing, retail purchases, local services, etc.).

⁶ Commercial operations were defined as being limited to one time sales or services.

Economic Impact Results

The total economic impacts of the FSU Fine and Performing Arts are shown in Table 6 and are estimated to be a total of 1,351 jobs, \$68.5 (or \$69) million in income or wages and about \$170.8 (or \$171) million in total economic output. Individually, the economic impacts attributed to the Tallahassee MSA are estimated to be a total of 798 jobs, about \$40.4 million in income or wages and nearly \$90 million in total economic output. The economic impacts associated with the Sarasota MSA are estimated to generate a total of 477 jobs, nearly \$26 million in income or wages, and about \$70 million in total economic output (sales/revenues/services). The data for non-resident student spending was only available for the Tallahassee MSA, which translated into 76 jobs, \$2.4 million in income and \$100 million in economic output.

Table 6. Economic Impact Analysis Results for the Fine & Performing Arts Program(s) in 2024\$

Economic Measure	Economic Output (Sales/Revenue)	Employment	Income
Tallahassee MSA	\$89,823,174	798	\$40,417,255
Sarasota MSA	\$69,953,040	477	\$25,646,129
Non-Resident Student Sp. (Tall MSA)	\$11,005,388	76	\$2,409,929
Grand Total	\$170,781,602	1,351	\$68,473,313

Table 7. Employment Impact Results for Fine & Performing Arts Program(s) in 2024\$

Employment	Direct	Indirect	Induced	Total
Tallahassee MSA	601	63	134	798
Sarasota MSA	333	64	80	477
Non-Resident Student Sp. (Tall MSA)	58	10	8	76
Grand Total	934	127	214	1,351

Table 8: Economic Output Results for Fine & Performing Arts Program(s) in 2024\$

Output	Direct	Indirect	Induced	Total
Tallahassee MSA	\$55,382,341	\$11,508,530	\$22,932,303	\$89,823,174
Sarasota MSA	\$42,366,808	\$13,655,490	\$13,930,742	\$69,953,040
Non-Resident Student Sp (Tall MSA)	\$7,783,298	\$1,839,161	\$1,382,929	\$11,005,388
Grand Total	\$ 105,532,447	\$27,003,181	\$8,245,974	\$70,781,602

Table 9: Income Impact Results for Fine & Performing Arts Program(s) in 2024\$

Income	Direct	Indirect	Induced	Total
Tallahassee MSA	\$30,583,530	\$3,019,847	\$6,813,878	\$40,417,255
Sarasota MSA	\$18,041,224	\$3,354,518	\$4,250,387	\$25,646,129
Non-Resident Student Sp (Tall MSA)	\$1,356,639	\$642,378	\$410,912	\$2,409,929
Grand Total	\$ 49,981,393	\$ 7,016,743	\$11,475,177	\$68,473,313

Table 10: Summary of Economic Impacts for Fine & Performing Arts Program(s) in 2024\$

Economic Impacts Total	Direct	Indirect	Induced	Total
Output	\$105,532,447	\$27,003,181	\$38,245,974	\$170,781,602
Jobs	992	137	222	1,371
Income	\$49,981,393	\$7,016,743	\$11,475,177	\$68,473,313

Table 11. Federal, State, and Local Tax Impacts for Fine & Performing Arts Program(s) in 2024\$

Fine & Performing Arts	Tallahassee MSA	Sarasota MSA	Non-Resident Student Sp. (Tall. MSA)	Total
State & Local Taxes	\$160,238	\$768,458	\$955,624	\$1,884,320
Federal Taxes	\$731,025	\$1,434,015	\$766,723	\$2,931,763
Grand Total	\$891,263	\$2,202,473	\$1,722,347	\$4,816,083

Conclusions

The FSU Fine and Performing Arts Programs play a substantive role as an economic engine for the state. The economic impacts are estimated to be a total of 1,351 jobs, \$68.5 (or \$69) million in income or wages and about \$170.8 (or \$171) million in total economic output, in the Tallahassee and Sarasota MSA's.

The impact goes beyond immediate numbers. In addition to the monetary value that the fine arts contribute to the Tallahassee and Sarasota area(s) in Florida, the fine and performing arts also provide added value to the society and culture of the Tallahassee and Sarasota areas. Moreover, programs like FSU's Fine and Performing Arts can demonstrably improve the quality of life for people. As outlined in the literature review, the fine arts play a critical role in fostering community engagement, promoting mental health, and supporting education. The national arts advocacy organization, Americans for the Arts, highlights that fine and performing arts programs play a critical role in fostering connections among individuals within a community, thus strengthening social cohesion and contributing to a higher quality of life. Additionally, the program strengthens the region's cultural identity and appeal. Research by Moore and Guetzkow highlights how arts institutions contribute to regional prestige, fostering an environment that supports both economic and social development. These contributions extend to enhancing property values, driving tourism, and retaining creative professionals who enrich the community's cultural and economic vitality.

In conclusion, the FSU Fine and Performing Arts Program isn't solely about social good – it's also a catalyst for economic growth. Not only will Florida's economy benefit directly from the FSU Fine and Performing Arts operations and employment revenues, but surrounding businesses can expect a boom as well. At the current rate, the development and growth of the FSU Fine and Performing Arts will continue to create a web of opportunity, generating jobs and prosperity for the state.

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