Economic Impact of Cultural Tourism in Palm Beach County

FY 2017 Summary

June 1, 2018
Project Purpose and Leadership

• Cultural Tourism Development Fund & Cultural Council of Palm Beach County
  • Category B and C-II Grantee Organizations

• Evaluate economic impact and return on investment of Cultural Tourism Development Fund

• Inform future tourist marketing efforts
Methodology

- Standardized intercept survey
- Quotas set per organization
- 15,880 surveys analyzed
- Technical assistance provided
- Data analysis by AFTA

Collaborative Project:
- Surale Phillips (Decision Support Partners, Inc.)
- Americans for the Arts (AFTA)
Definitions

• Input-output analysis traces the ripple effect of spending and re-spending through the county

• Direct economic impact, indirect and induced impacts
  • Dollars in economy
  • Jobs
  • Household income
  • Government tax revenues
Definitions

• Residence:
  • Residents: Primary residence is in Palm Beach County
  • Non-Residents: Primary residence is outside of Palm Beach County

• Attendees and Cultural Tourists:
  • All survey respondents are attendees
  • Some survey respondents are cultural tourists
Cultural Tourists

• Primary Cultural Tourists
  • Reason for visit to PBC was event/destination where surveyed, or
  • Primary reason for visit was specifically to experience Palm Beach arts/culture, or
  • Arts and cultural opportunities in PBC were a “significant” factor in decision to visit
    • (non-culture related spending included)

• Secondary Cultural Tourists
  • Remaining non-residents
    • (non-culture related spending excluded)
# Participating Cat B Organizations

<table>
<thead>
<tr>
<th>Category</th>
<th>Organization</th>
<th>Valid Surveys Collected</th>
<th>Reported 2016-2017 Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAT B</td>
<td>Armory Art Center</td>
<td>589</td>
<td>31,723</td>
</tr>
<tr>
<td>CAT B</td>
<td>Boca Raton Historical Society</td>
<td>505</td>
<td>118,306</td>
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<tr>
<td>CAT B</td>
<td>Boca Raton Museum of Art</td>
<td>608</td>
<td>103,798</td>
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<tr>
<td>CAT B</td>
<td>FAU Foundation (Dorothy Schmidt College of Arts &amp; Letters)</td>
<td>605</td>
<td>51,489</td>
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<tr>
<td>CAT B</td>
<td>Henry Morrison Flagler Museum</td>
<td>587</td>
<td>83,424</td>
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<tr>
<td>CAT B</td>
<td>Raymond J. Kravis Center for the Performing Arts</td>
<td>601</td>
<td>477,673</td>
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<tr>
<td>CAT B</td>
<td>Loggerhead Marinelife Center</td>
<td>601</td>
<td>303,827</td>
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<tr>
<td>CAT B</td>
<td>Maltz Jupiter Theatre</td>
<td>796</td>
<td>79,064</td>
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<tr>
<td>CAT B</td>
<td>Miami City Ballet**</td>
<td>412</td>
<td>116,571</td>
</tr>
<tr>
<td>CAT B</td>
<td>The Morikami</td>
<td>628</td>
<td>198,626</td>
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<tr>
<td>CAT B</td>
<td>Norton Museum of Art</td>
<td>599</td>
<td>64,357</td>
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<tr>
<td>CAT B</td>
<td>Old School Square (formerly Delray Beach Center for the Arts)**</td>
<td>421</td>
<td>519,995</td>
</tr>
<tr>
<td>CAT B</td>
<td>Palm Beach Dramaworks</td>
<td>594</td>
<td>34,219</td>
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<tr>
<td>CAT B</td>
<td>Palm Beach Opera**</td>
<td>336</td>
<td>31,752</td>
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<tr>
<td>CAT B</td>
<td>Palm Beach Photographic Centre</td>
<td>495</td>
<td>69,736</td>
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<tr>
<td>CAT B</td>
<td>Palm Beach State College</td>
<td>1,422</td>
<td>42,271</td>
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<tr>
<td>CAT B</td>
<td>Society of the Four Arts*</td>
<td>556</td>
<td>139,920</td>
</tr>
<tr>
<td>CAT B</td>
<td>South Florida Science Center</td>
<td>578</td>
<td>348,309</td>
</tr>
<tr>
<td>CAT B</td>
<td>SunFest of Palm Beach County</td>
<td>602</td>
<td>167,349</td>
</tr>
<tr>
<td>CAT B</td>
<td>Zoological Society of the Palm Beaches</td>
<td>602</td>
<td>331,505</td>
</tr>
</tbody>
</table>

- Did not participate in FY 2015
- ** Reduced quotas
## Participating Cat C-II Organizations

<table>
<thead>
<tr>
<th>Category</th>
<th>Organization</th>
<th>Valid Surveys Collected</th>
<th>Reported 2016-2017 Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAT C-II</td>
<td>Boca Ballet Theatre Company</td>
<td>580</td>
<td>31,078</td>
</tr>
<tr>
<td>CAT C-II</td>
<td>Boca Raton Philharmonic Symphonia</td>
<td>105</td>
<td>14,488</td>
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<tr>
<td>CAT C-II</td>
<td>Center for Creative Education</td>
<td>115</td>
<td>9,790</td>
</tr>
<tr>
<td>CAT C-II</td>
<td>Center for the Arts at Mizner Park</td>
<td>215</td>
<td>12,536</td>
</tr>
<tr>
<td>CAT C-II</td>
<td>Expanding and Preserving our Cultural Heritage (Spady Museum)</td>
<td>108</td>
<td>7,398</td>
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<tr>
<td>CAT C-II</td>
<td>Historical Society of Palm Beach County</td>
<td>215</td>
<td>81,703</td>
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<tr>
<td>CAT C-II</td>
<td>Lake Worth Playhouse</td>
<td>437</td>
<td>27,713</td>
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<tr>
<td>CAT C-II</td>
<td>Lighthouse ArtCenter</td>
<td>104</td>
<td>18,470</td>
</tr>
<tr>
<td>CAT C-II</td>
<td>Loxahatchee River Historical Society (Jupiter Inlet Lighthouse &amp; N</td>
<td>684</td>
<td>71,705</td>
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<tr>
<td>CAT C-II</td>
<td>Mandel Jewish Community Center of the Greater Palm Beaches</td>
<td>109</td>
<td>86,554</td>
</tr>
<tr>
<td>CAT C-II</td>
<td>Palm Beach Poetry Festival</td>
<td>127</td>
<td>5,535</td>
</tr>
<tr>
<td>CAT C-II</td>
<td>Palm Beach Symphony</td>
<td>95</td>
<td>17,114</td>
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<tr>
<td>CAT C-II</td>
<td>Street Painting Festival</td>
<td>603</td>
<td>100,000</td>
</tr>
<tr>
<td>CAT C-II</td>
<td>Young Singers of the Palm Beaches</td>
<td>246</td>
<td>27,226</td>
</tr>
</tbody>
</table>

| CAT B & CAT C-II Totals | 15,880 | 3,825,224 |
3,825,224 Arts/Cultural Attendees

- Residents: 66.1%
- Non-residents: 33.9%
Resident Attendees

- Residents: 81.5%
- Full-time: 18.5%

Full-time
Part-time
Non-Resident Attendees

- Primary cultural tourists: 50.7%
- Secondary cultural tourists: 49.3%

Legend:
- Purple: Primary cultural tourists
- Light purple: Secondary cultural tourists
Aggregate Culture-Related Spending by Grantee Organizations and their Audiences

$584 Million
# Detailed Culture-Related Spending by Grantee Organizations and their Audiences

<table>
<thead>
<tr>
<th>Category of Expenditure</th>
<th>Category B</th>
<th>Category C–II</th>
<th>GRAND TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event-Related Spending by Full-Time Palm Beach County Residents</td>
<td>$118,404,644</td>
<td>$9,986,457</td>
<td>$128,391,101</td>
</tr>
<tr>
<td>Event-Related Spending by Part-Time Palm Beach County Residents</td>
<td>$46,806,753</td>
<td>$5,400,701</td>
<td>$52,207,454</td>
</tr>
<tr>
<td>Event-Related Spending by Primary Cultural Tourists</td>
<td>$72,221,435</td>
<td>$11,572,769</td>
<td>$83,794,204</td>
</tr>
<tr>
<td>Event-Related Spending by Secondary Cultural Tourists</td>
<td>$60,948,638</td>
<td>$10,179,416</td>
<td>$71,128,054</td>
</tr>
<tr>
<td><strong>Total Event-Related Spending by Attendees</strong></td>
<td><strong>$298,381,470</strong></td>
<td><strong>$37,139,343</strong></td>
<td><strong>$335,520,813</strong></td>
</tr>
<tr>
<td>Additional Non-Event-Related Expenditures by Primary Cultural Tourists</td>
<td>$129,193,319</td>
<td>$8,093,658</td>
<td>$137,286,977</td>
</tr>
<tr>
<td><strong>Total Culture-Attributable Audience Spending in Palm Beach County</strong></td>
<td><strong>$427,574,789</strong></td>
<td><strong>$45,233,001</strong></td>
<td><strong>$472,807,790</strong></td>
</tr>
<tr>
<td>Operating Expenditures of the Organizations (excluding admissions)</td>
<td>$89,177,451</td>
<td>$22,063,390</td>
<td>$111,240,841</td>
</tr>
<tr>
<td><strong>TOTAL ECONOMIC ACTIVITY GENERATED BY GRANTEES AND ATTENDEES</strong></td>
<td><strong>$516,752,240</strong></td>
<td><strong>$67,296,391</strong></td>
<td><strong>$584,048,631</strong></td>
</tr>
</tbody>
</table>
Spending by Primary Cultural Tourists

Direct event-related spending: $83.8 M
Additional trip spending: $137 M

Overnighter average: $3,196
Daytripper average: $375
Event-Related Spending: $335.5M

Residents: $181 million
Non-residents: $155 million
34 Grantee Organizational Spending

$111.2 Million
Other Economic Impacts

- 13,204 FTE jobs
- $271.7 M household income
- $25 M local govt. revenue
- $29.1 M state govt. revenue
Retaining Revenues in County

-$204.5\text{ Million}

- If this cultural activity were not available, would you have traveled to someplace other than Palm Beach County in order to attend a similar cultural activity?
If staying overnight in Palm Beach County, how many nights and rooms spent in paid lodging?
Lodging: Primary Cultural Tourists

268,293 room nights
6% of total occupied room nights
$58,855,681 in lodging revenue
Stayed an average of 6.7 nights in paid lodging
Is this your first visit to this cultural organization?
Frequency of Visits to Palm Beach County

Visited PBC 3+ times

- 65.4% Primary cultural tourists
- 48.7% Secondary cultural tourists
First-Time County Visitors

First-time Visitors to PBC

- Primary cultural tourists: 19.4%
- Secondary cultural tourists: 30.9%
Reason for Visitor Trip to Palm Beach County

- Attend event or PBC culture: 44.0%
- Vacation: 25.2%
- Visit family/friends: 19.5%
Availability of Cultural Opportunities

- **34.6%** Significant factor
- **33.6%** Contributing factor
- **31.8%** Not a factor

To what degree were Palm Beach County’s arts and cultural opportunities a factor in the decision to make this trip?
Satisfaction with Cultural Activity

Using the scale below, rate your satisfaction with this cultural activity or facility?
5 (very satisfied), 4, 3 (neutral), 2, 1 (very dissatisfied) – or don’t know/not applicable
How did you find out about cultural opportunities like this one in Palm Beach County?
Non-Resident Decision Making

When did you make your decision to visit this cultural activity?

- 38.0% Before arriving in PBC
- 62.0% After arriving in PBC

*Note: The percentages indicate the proportion of non-residents who made their decision to visit the cultural activity before or after arriving in PBC.*
Average Event-Related Spending

Average event-related spending by when decision was made to visit cultural activity.
How did you travel to Palm Beach County for this trip?
Other Activities

Additional arts/culture visits:

Primary cultural tourists: .76
Secondary cultural tourists: 1.47

In addition to this cultural activity, how many other arts or cultural destinations have you attended (or plan to attend) in Palm Beach County during this trip?
Future Visits to PBC

Do you anticipate visiting Palm Beach County again in the future?

- Primary cultural tourists: 90.0%
- Secondary cultural tourists: 83.6%