

# ARTS AND ECONOMIC PROSPERITY 5

## *Building a Healthier Ocala Through the Arts*



**WITH GUEST PRESENTATION BY :**

**RANDY COHEN**

---

### **PARTICIPATING SPONSORS**

- Appleton Museum of Art
- City of Ocala
- College of Central Florida
- Fine Arts for Ocala
- Marion Cultural Alliance
- Ocala Film Foundation
- Ocala/Marion County CEP
- Ocala Municipal Arts Council
- Ocala Civic Theater



Find your place





# ARTS AND ECONOMIC PROSPERITY 5



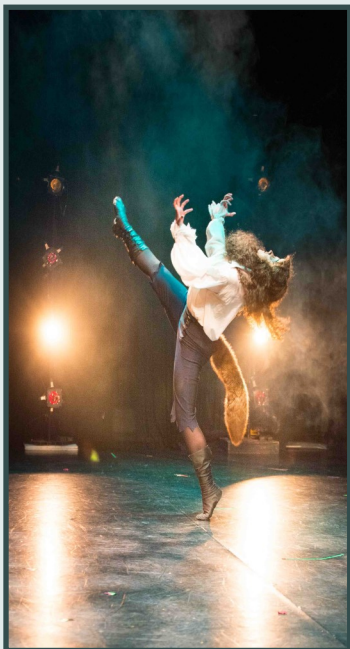
## RANDY COHEN

VICE PRESIDENT OF RESEARCH AND POLICY  
AMERICANS FOR THE ARTS

*"A vibrant arts and culture industry help local businesses thrive."*

# THE ARTS MEAN BUSINESS IN OCALA!

*The nonprofit arts and culture sector is a \$56 million industry in Ocala, supporting 1,422 full-time jobs and generates \$6.1 million in local and state government revenue.*



Impact of Nonprofit Arts and Culture Industry	
ROI	\$29 million
Local Gov't. Revenue	\$2.4 million
State Gov't. Revenue	\$3.7 million

**FOR EVERY \$1 OF INVESTMENT THERE IS A \$3 RETURN**

Average Event-Related Spending Per Person	
Meals/Refreshments	\$17.27
Souvenirs/Gifts	\$7.35
Ground Transportation	\$3.43
Overnight Lodging	\$5.09
Other/Misc.	\$3.37

**AVERAGE EVENT RELATED EXPENSES \$36.51/ PER PERSON (NOT INCLUDING ADMISSION)**

## CONTACT US!

### CITY OF OCALA, CULTURAL ARTS OFFICE

352-629-8447 | [ARTINFO@OCALAFL.ORG](mailto:ARTINFO@OCALAFL.ORG) | [WWW.OCALAFL.ORG/ARTWALK](http://WWW.OCALAFL.ORG/ARTWALK)  
[FACEBOOK.COM/ARTWALKOCALA](https://FACEBOOK.COM/ARTWALKOCALA) | [INSTAGRAM.COM/AT\\_WALK\\_OCALA](https://INSTAGRAM.COM/AT_WALK_OCALA)