

Speaking Points

- The Arts and Culture industry is worthy of support in both prosperous and difficult economic times.
- Investing in this industry strengthens the economy and fuels economic revitalization by supporting local jobs, stimulating consumer spending, and generating revenue to local and state governments. In FY 01-02, the arts and culture industry generated an estimated **\$177 million in economic activity**, directly and indirectly **supporting 5,800 jobs**.
- Public investment in the arts attracts private and public investment. In FY 01-02, the industry leveraged an additional **\$25.2 million in contributed income** from other public and private resources.
- The arts and culture industry is interdependent, an ecosystem of small, medium and large organizations depending on each other and feeding a significant network of local small businesses.
- With sustained investment, the arts and culture can continue to enhance the quality of life in San Jose, strengthen the local economy and play a strategic role in nurturing, growing and sustaining Silicon Valley's creative industries.
- Exposure to arts and culture activities are important for the development of our core essential skills as human beings. Recent studies show exposure to the arts builds an individual's analytical, team-building, self-esteem and confidence levels.