



WHY THE ARTS MATTER IN TEXAS



NATIONAL ARTS FACTS

ARTS & CULTURE SECTOR'S PERCENTAGE OF U.S ECONOMY (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

ARTS & CULTURE SECTOR REPRESENTS 4.3% OF NATION'S GDP & 5 MILLION JOBS

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$804 billion industry**, representing 4.3% of the nation's GDP—a larger share of the economy than construction (4%) or education services (1.1%).

Source: U.S. Bureau of Economic Analysis, 2016.

\$804 BILLION Arts & Culture Sector

\$746 BILLION Construction

\$244 BILLION Education Services

BONUS: U.S. exports generate a \$25 billion arts trade SURPLUS.

TEXAS ARTS FACTS

TEXAS ARTS & CULTURE SECTOR REPRESENTS 2.9% OF STATE'S GDP & 366,882 JOBS

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$45 billion** to Texas's economy, representing 2.9% of the state's GDP—a larger share of the state's economy than Education Services.

Source: U.S. Bureau of Economic Analysis, 2016.

\$45 BILLION Arts & Culture Sector

\$85 BILLION Construction

\$12 BILLION Education Services

BONUS: In 2016, TX arts and culture compensation grew by 4%.

GDP & JOBS

NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally **673,656 businesses** employ **3.48 million people** who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Source: Americans for the Arts, *Creative Industries*, 2017.

673,656 BUSINESSES & **3.48M** EMPLOYEES ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS

In Texas, **53,136 Arts-Related Businesses** employ **219,145 people**.

- In Bexar County, **3,540 Arts-Related Businesses** employ **14,721 people**.
- In Dallas County, **7,686 Arts-Related Businesses** employ **43,607 people**.
- In Travis County, **4,788 Arts-Related Businesses** employ **20,679 people**.

Source: Americans for the Arts, *Creative Industries, Texas* report, 2017.

53,136 BUSINESSES & **219,145** EMPLOYEES ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS

BUSINESSES

ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

Nationally, the nonprofit arts industry alone generates **\$166.3 billion in economic activity** annually that supports **4.6 million jobs** and generates **\$27.5 billion** in federal, state, and local government revenue.

- Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, 2017.

NONPROFIT ART IS A \$166.3 BILLION DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.

In 2015, nonprofit arts organizations in the state generated **\$5.5 billion in economic activity** that supported **nearly 800,000 jobs** and generated **\$343.7 million** in state and local government revenue.

- In the **Greater Houston Region** specifically, nonprofit arts groups generated **\$579.4 million** in economic activity. Audiences of 36.3 million people added another **\$538.0 million** in related spending for a total of **\$1.1 billion** for the city in 2015, and this generated **\$119.3 million** in local and state government revenues.

Source: Americans for the Arts, *Arts & Economic Prosperity 5, Greater Houston Region* report, 2017.

NONPROFIT ART IS A \$5.5 BILLION DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.

ECONOMICS

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

Q So how much is the federal government investing in the National Endowment for the Arts (NEA)?

A Congress has proposed allocating **\$162.25 million** to the NEA in FY 2020, which has been relatively level for the last several years. This amounts to just **49¢** per capita, yet the nonprofit arts industry generates over \$13 billion in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with \$1 per capita!

Source: Americans for the Arts Action Fund, 2020.
Read: "Funding The Arts Is Good For The Nation," *The Hill*, 2015.

Q What about Texas—how much does state government budget to the Texas Commission on the Arts each year?

A The state allocated **\$15,164,538** to the Texas Commission on the Arts. In FY 2019-20, the Commission also received **\$1,027,500** in federal NEA funds, which it re-granted to dozens of cultural organizations throughout the state. An additional 166 nonprofit arts organizations also received direct grants from the NEA totaling \$3,764,500.

Source: NEA and NASAA, 2020.
Read: "State of the Arts Report," Texas Cultural Trust, 2017.

FUNDING



“As Texas struggles with ways to keep kids in school, improve test scores and increase graduation rates and college readiness, there is one simple solution right in front of us: increase access to arts education. I hope this survey will be a signal to Texas policymakers in Austin to give arts education a second look and find ways to increase access for all Texas students.”

—Judy Robison, former Chair of the Texas Cultural Trust Board



TEXAS ARTS FACTS

IN THE LONESTAR STATE, THE ARTS UNITE US

The Texas Touring Arts Program serves the nation's largest rural population with outstanding Texas-based companies and artists in their own communities.

THE TEXAS COMMISSION ON THE ARTS—

The Texas Commission on the Arts was established by the Texas Legislature in 1965 to advance the state economically and culturally by investing in a creative Texas. By providing resources to enhance economic development, arts education, cultural tourism, and artist sustainability initiatives, the Texas Commission on the Arts supports a diverse and innovative arts community statewide.

> Learn more [here](#).

MEET SOME TEXAS ARTS ADVOCATES

- **Mayor of Dallas Mike Rawlins** received the 2018 National Award for Local Arts Leadership in Washington, D.C. > [More](#)
- **Ann S. Graham** is Executive Director of Texans for the Arts. > [More](#)
- **Heidi Marquez Smith** is Executive Director of the Texas Cultural Trust. > [More](#)
- **Robert Floyd** is Executive Director of Texas Music Educators Association. > [More](#)
- **Mel Basham** is President of the Texas Art Education Association. > [More](#)

ART IN TEXAS

- Culture Trip has an Insider's [Guide to the Best Contemporary Arts Galleries](#), and *Texas Monthly* recommends the “Best of Texas Museums” [here](#).
- Travel Texas can direct you to great cultural destinations [here](#).
- Travel Mag offers information on Texas cultural festivals [here](#).

TEXAS ART ORGANIZATIONS

Texans for the Arts
www.texansforthearts.com
 Texas Cultural Trust
txculturaltrust.org
 Texas Music Educators Association
www.tmea.org

THE ARTS ARE EVERYWHERE!

- In 2018, **Abilene** became the official “Storybook Capitol of America.” It is home to the National Center for Children’s Illustrated Literature, the largest collection of Storybook Sculptures in the U.S., and the annual Children’s Art & Literacy Festival! The town’s Cultural District is a dynamic example of how the arts spark urban revitalization through restoring historic buildings, enhancing businesses, promoting cultural tourism, and increasing civic pride.
- With the second highest number of theatre seats in a concentrated downtown area in the U.S., **Houston’s** arts and culture scene is booming. From the Museum of Fine Arts, Houston, to Project Row Houses, from the annual ArtCar Parade to free performances year-round at the Miller Outdoor Theater in Herman Park, from Discovery

Green, to the newly rediscovered underground “Cistern”—art appears everywhere!

- Drawing from its rich Spanish and Mexican heritage, **San Antonio** draws visitors from around the world by showcasing historic, contemporary and educational work through its Luminaria Festival, the King William Historic District, Blue Star Contemporary Art, the San Antonio Museum of Art, artpace, SAY Si, The Guadalupe Arts Center, the McNay Art Museum, three TCA Cultural Districts, and many more.
- It won’t be on your tourist map, but life changing creative work is being done at **Texas’ Fort Hood** through “Creative Forces”, the NEA Military Healing Arts Network, serves the special needs of military patients

and veterans with traumatic brain injury and psychological health conditions, as well as their families and caregivers.

- **Austin Classical Guitar** is the leading nonprofit arts organization dedicated to classical guitar in the U.S. With international reach through its extensive guitar curriculum, including a version in Braille, ACG serves as a model for other communities around the world aiming to inspire all of the people it serves with musical experiences of deep personal significance.

To View the Top 10 Reasons to Support the Arts, Click Here.

TEXAS ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

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To download this fact sheet, “Why the Arts Matter in Texas,” with corresponding resource links visit www.ArtsActionFund.org/StateFactsheets.