



WHY THE ARTS MATTER IN TEXAS



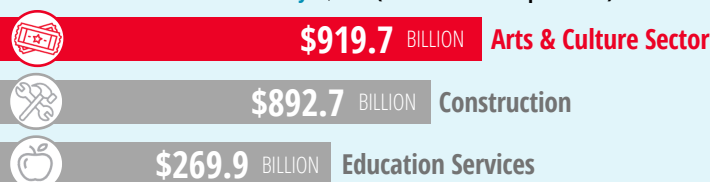
NATIONAL ARTS FACTS

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 & 5.2 MILLION JOBS

U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector was a **\$919.7 billion industry** in 2019, representing **4.3%** of the nation's GDP, **5.2 million jobs**, and total compensation of **\$466 billion**.

Source: U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)



BONUS: In 2019, U.S. exports generated a \$33 billion arts trade SURPLUS.

TEXAS ARTS FACTS

TEXAS ARTS & CULTURE SECTOR REPRESENTS 2.7% OF STATE'S GDP & 391,922 JOBS

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed **\$49.8 billion** to Texas' economy in 2019, representing **2.7%** of the state's GDP, **391,922 jobs**, and total compensation of **\$26.7 billion**.

Source: U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)



BONUS: In 2019, TX arts and culture was also larger than the Agriculture industry.

LOSS OF REVENUE AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally, COVID-19 has devastated creative economy businesses with a loss of **\$150 billion** in revenue. In addition, creative workers made up **52% of the unemployed population** (2.7 million people) through July 2020.

Source: Brookings, **Lost art: Measuring COVID-19's devastating impact on America's creative economy**, 2020.



In Texas, COVID-19 has devastated creative economy businesses with a loss of **\$7.3 billion** in revenue. In addition, creative workers made up **51% of the Texas unemployed population** (6,269 people) through July 2020.

Source: Brookings, **Lost art: Measuring COVID-19's devastating impact on America's creative economy**, 2020.



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.



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



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 allocated **\$167.5 million** to the NEA in FY 2021, which has been relatively level for the last several years. This amounts to just **51¢** per capita, yet the nonprofit arts industry generates over \$13 billion in federal tax revenue back to the U.S. Treasury. Imagine what nonprofit arts groups could generate with \$1 per capita.

Source: Americans for the Arts Action Fund, 2021.
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 In **FY 20-21**, the state allocated **\$10,214,538** to the Texas Commission on the Arts. The Commission also received **\$1,087,800** in federal NEA funds, which it re-granted to dozens of cultural organizations throughout the state. An additional **207** nonprofit arts organizations also received direct grants from the NEA totaling **\$6,278,000**.

Source: NEA and NASAA, 2021.
Read: "State of the Arts Report," Texas Cultural Trust, 2019.

GDP & JOBS

COVID-19 IMPACT

ECONOMICS

FUNDING



"The Texas Commission on the Arts' Cultural District program has seen steady growth since its inception, as municipal, arts, community and business leaders recognize the Districts' value. Not only do Cultural Districts add to the quality of life for residents, but they serve as a beacon for tourism, help revitalize communities, attract businesses, and generate significant economic impact. As we navigate through the pandemic, Cultural Districts have proven to be community anchors sparked and sustained by the arts."

— Ann S. Graham, Executive Director, Texans for the Arts



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

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.

Executive Director: Gary Gibbs

Chair: Dale Brock



> [Learn more here.](#)

ART IN TEXAS

- Culture Trip has an Insider's [Guide to the Best Contemporary Arts Galleries](#).
- Travel Texas can direct you to great cultural destinations [here](#).
- Travel Mag offers information on Texas cultural festivals [here](#).
- **Arts and Culture Texas** is a state-wide magazine focused on the contemporary visual and performing arts across Texas.

TEXAS ARTS PARTNERS

Texans for the Arts
Texas Cultural Trust
Texas Music Educators Association
Texas Folklife
Texas Association for Symphony Orchestras
Art Spark Texas
Texas Hotel & Lodging Association
Texas Dance Educators Association
Texas Educational Theatre Association
Texas Downtown Association
Texas Association of Museums
Humanities Texas

TEXANS FOR THE ARTS

is a highly effective, non-partisan statewide arts advocacy organization whose mission is to secure, protect and grow the public investment in the arts and to advocate for the development and implementation of public policy that supports a strong and vibrant arts and cultural industry.

Executive Director: Ann S. Graham

Chair: Cookie Ruiz



TEXANS FOR THE ARTS

> [Learn more here.](#)

> [Join here.](#)

THE ARTS ARE EVERYWHERE!

The Arts Across Texas— adapting to the challenges of creating and presenting during a pandemic.

- 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.
- As the 4th largest city in the US, **Houston** has seven TCA Cultural Districts which reflect the diversity of the city and beyond. From the Museum of Fine Arts, Houston, to Project Row Houses, from the annual Art Car Parade to free performances year-round at the Miller Outdoor

Theater in Herman Park, from Discovery Green, to the 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, Ruby City, 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, which 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 and education services, including programs in juvenile justice systems and lifelong learning for Braille readers, 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.
- **Texas Folklife** is a statewide non-profit organization dedicated to preserving and presenting the diverse cultures and living heritage of the Lone Star State. Texas Folklife responded to the impact of the pandemic by initiating an Artist Relief Fund and adapting treasured programs to online platforms. These programs include Exhibitions, Apprenticeships in the Folk & Traditional Arts, the Big Squeeze Youth Accordion Competition, Stories from Deep in the Heart, Stories for Creative Forces, and the annual Accordion Kings & Queens concert at Houston's Miller Outdoor Theatre.

TEXAS ARTS NEED YOU!

[To View the Top 10 Reasons to Support the Arts, Click Here.](#)

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

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To download this factsheet, "Why the Arts Matter in Texas," with corresponding resource links visit www.ArtsActionFund/StateFactsheets

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