## WHY THE ARTS MATTER IN IOWA

### NATIONAL ARTS FACTS

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

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

<table>
<thead>
<tr>
<th>GDP &amp; JOBS</th>
<th>$804 BILLION</th>
<th>Arts &amp; Culture Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>$746 BILLION</td>
<td>Construction</td>
<td></td>
</tr>
<tr>
<td>$244 BILLION</td>
<td>Education Services</td>
<td></td>
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</tbody>
</table>

### GDP & 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 (4.0%) or education services (1.1%).


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

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

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.

<table>
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<th>BUSINESSES</th>
<th>673,656</th>
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**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.


**PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS**

**FUNDING**

#### Q: What about Iowa—how much does state government budget to the Iowa Arts Council each year?

The state allocated $1,017,188 in FY 2020 to the Iowa Arts Council, plus $300.00 for the film office and $770,493 for other cultural grants. In FY 2019, the Iowa Arts Council also received $649,230 in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 5 nonprofit arts organizations received direct grants from the NEA totaling $60,000, so far this year.

Source: NEA and NASAA. Read: *Keeping Iowa Competitive Requires Strong Investment in the Arts,* Tova Brandt, Des Moines Register, 2017.

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

Congress allocated $155 million to the NEA in FY 2019, which has been relatively level for the last several years. This amounts to just 47¢ 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!


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

### IOWA ARTS FACTS

**IOWA ARTS & CULTURE SECTOR REPRESENTS 2.2% OF STATE’S GDP & 42,373 JOBS**

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $4.0 billion to Iowa’s economy, representing 2.2% of the state’s GDP—a larger share than some other industries in the state.


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### GDP & JOBS

**STATE & LOCAL ECONOMY DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.**

In Iowa, 5,595 arts-related businesses employ 25,339 people.

- In Linn County, 479 Arts-Related Businesses employ 2,097 people.
- In Polk County, 1,127 Arts-Related Businesses employ 5,990 people.
- In Scott County, 348 Arts-Related Businesses employ 1,783 people.


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**ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES**

In 2015, Iowa’s arts and culture sector created thousands of FTE jobs and generated millions of dollars in economic activity. Nonprofit arts groups helped cultivate that activity.

- In the Greater Des Moines Region specifically, nonprofit arts groups generated $71.9 million in economic activity. Audiences of 3.3 million people added another $113.1 million in related spending for a total of $185.0 million for the city in 2015, and this generated $9.3 million in local and state government revenues and 5,677 FTE jobs.


In Iowa, 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.


**NONPROFIT ART IS A $185 MILLION DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.**

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**NATIONAL ARTS FACTS**
THE IOWA ARTS COUNCIL—
Established in 1967, the Iowa Arts Council serves as Iowa’s state arts agency and works in collaboration with its federal agency partner, the National Endowment for the Arts, and regional arts partner, Arts Midwest. The Iowa Arts Council strives to create opportunities for the arts to flourish in Iowa by nurturing cultural leadership and investing in projects that provide access to arts experiences in communities and public spaces throughout Iowa.
> Learn more here.

IOWA ARTS FACTS
IN IOWA, THE ARTS UNITE US AS HAWKEYES
Iowa Great Places Program supports the development of new and existing infrastructure intended to cultivate the unique and authentic qualities of neighborhoods, communities, and regions in Iowa.

THE ARTS ARE EVERYWHERE!
• Beginning in far Eastern Iowa in Davenport, visit Daytrotter Studio where over 7,000 live sessions with local and national bands have been recorded, comprising the world’s largest vault of live-music recordings.
• Head west on I-80 to Iowa City, one of just two UNESCO Cities of Literature in the United States, and home to the famous International Writers Program and the Iowa Writers’ Workshop.
• Drive north on Hwy-218 to Mason City and experience Meredith Wilson’s River City by taking a stroll down the recreated Main Street in Music Man Square.
• South on Highway 169, stop by Iowa’s largest mural painted on all sides of a 110-ft grain silo along the river in Fort Dodge.
• The Clarinda Carnegie Art Museum offers Southwest Iowa a unique opportunity to see and learn about some of the world’s most significant and exciting visual art.
• From one large public art piece to another, travel southwest to the small town of Manning and take your picture in front of the giant IOWA sculpture in Trestle Park.
• The journey ends to the south in Malvern where visitors can stay in the Art Church, an 1873 Presbyterian Church transformed by artist Zack Jones into an event space and Airbnb.

IOWA ARTS NEED YOU!

MEET SOME IOWA ARTS ADVOCATES
• Leon Kuehner is the Executive Director of Iowa Alliance for Arts Education. > More
• Tom Smull is the president of the Iowa Cultural Coalition. >More
• Jennifer Drinkwater is an artist and assistant professor at Iowa State University. Her work focuses on the relationship between art and communities. > More

ART IN IOWA
• “Art Marks the Spot” in ia magazine.
• “Art and Artists in Iowa” on Iowa Public Television.
• “Byways of Iowa Public Art Initiative” from the Byways of Iowa Foundation.
• “Libraries Host Arts Workshops for Older Iowans” at iowaculture.gov.

IOWA ART ORGANIZATIONS
ArtForce Iowa
www.artforceiowa.org
Pottawattamie Arts, Culture and Entertainment (PACE)
www.paceartsiowa.org
Iowa Alliance for Arts Education
iowaalliance4artsed.org

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

As of 8/5/2019