### NATIONAL ARTS FACTS

#### ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **$764 billion industry**, representing 4.2% of the nation’s GDP—a larger share of the economy than construction (4.1%) or education services (1.1%).


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**BONUS:** U.S. exports generate a $24.1 billion arts trade SURPLUS.

#### 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.


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**ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS**

#### 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.


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

#### 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 **$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**!


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### ALABAMA ARTS FACTS

#### THE ALABAMA ARTS & CULTURE SECTOR REPRESENTS 2.2% OF STATE’S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **$4.7 billion** to Alabama’s economy, representing 2.2% of the state’s GDP—a larger share than some other industries in the state.


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

In Alabama, **5,654 arts-related businesses** employ **29,879 people**.

- In Jefferson County, **1,236 arts-related businesses** employ **5,967 people**.
- In Madison County, **594 arts-related businesses** employ **3,658 people**.
- In Mobile County, **498 arts-related businesses** employ **2,812 people**.


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

In 2015, the Alabama arts and culture sector employed **thousands of FTE jobs** and generated **millions of dollars in economic activity**. Nonprofit arts groups helped cultivate that activity.

- In Madison County, nonprofit arts groups generated **$53.8 million** in economic activity. Audiences of 1.5 million people added another **$36.1 million** in related spending for a total of **$89.9 million** for the county in 2015. This generated **$6.6 million** in local and state government revenue and generated **3,073 FTE jobs**.


**ART IS A $4.7 BILLION DRIVER OF OUR STATE ECONOMY.**

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

**Q** What about Alabama—how much does state government budget to the Alabama State Council on the Arts each year?

**A** The state allocated **$4,734,495** to the Alabama State Council. In FY 2017, the Alabama State Council also received **$765,200** in federal NEA funds, which the Council re-granted to dozens of cultural organizations through the state. Another 10 nonprofit arts organizations received direct grants from the NEA totaling **$1,105,200**.


ALABAMA ARTS FACTS

IN THE YELLOWHAMMER STATE, THE ARTS UNITE US AS ALABAMANS

A collaboration of many nonprofit organizations, the Black Belt Arts initiative has provided arts education throughout the state! Alabama’s Poetry Out Loud Winner Raina Verser, of Huntsville placed second nationally in the Poetry Out Loud Ourselves Competition in Washington, DC.

THE ARTS ARE EVERYWHERE!

- Down in Mobile, you can take in the town’s ballet company, chamber music ensemble, symphony, or opera company.
- In Montgomery, the Alabama Shakespeare Festival performs at the State Theater, and Montgomery Ballet also performs under the umbrella of the festival. See art of Africa and works by Edward Hopper and Winslow Homer at the Montgomery Museum of Fine Arts.
- Head up to Birmingham, and you will find great arts programming, too. Children’s Theater provides shows for kids as well as a Imaginarium summer camp that enables kids to stage their own performance of a play. For grownups, there’s the Red Mountain Theater Company presenting the best of Broadway. There’s also the Museum of Art, Jazz in the Park, and the opera.
- Keep driving north to Huntsville and visit the Museum of Art and listen to a performance of the Huntsville Symphony.
- Muscle Shoals has the Swamper. The Muscle ShoalsRhythm Section, affectionately called The Swamper, was a local group of first-call studio musicians (initially working at FAME and then at Muscle Shoals Sound Studios), who were available for back-up. They have appeared on more than 500 recordings, including 75 gold and platinum hits.

ALABAMA ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org
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CALL US: 202.371.2830 x2067
FOLLOW US: Arts Action Fund | @ArtsActionFund | #ArtsVote

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

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

“There is clear evidence that the arts contribute significantly to education and play a key role in the development of twenty-first century skills like critical thinking, creativity, communication skills and collaboration skills, which are highly sought by all industries. Participation in the arts builds confidence, which positively impacts students and translates to other disciplines outside of the arts. Not all students will become professional artists, but the arts play a critical role in the development and success of every student.”

—Elliot Knight, Executive Director, Alabama State Council on the Arts