**WHY THE ARTS MATTER IN HAWAI’I**

### NATIONAL ARTS FACTS

**ARTS SECTOR’S PERCENTAGE OF GROSS DOMESTIC PRODUCT (Commercial & Nonprofit Arts Organizations Combined)**

**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%).


**GDP**

- **$764 BILLION** Arts & Culture Sector
- **$763 BILLION** Construction
- **$208 BILLION** Education Services

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

### ECONOMICS

**ART IS A 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!

Source: Americans for the Arts Action Fund, 2019.


### HAWAI’I ARTS FACTS

**THE HAWAI’I ARTS & CULTURE SECTOR REPRESENTS 3.2% OF STATE’S GDP**

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $2.5 billion to Hawai’i’s economy, representing 3.2% of the state’s GDP—a larger share than some other industries in the state.


**GDP**

- **$2.5 BILLION** Arts & Culture Sector
- **$1.5 BILLION** Utilities
- **$0.8 BILLION** Education Services

**BONUS:** In 2015, HI arts and culture jobs generated $2.5 billion in compensation.

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

In Hawai’i, 2,788 Arts-Related Businesses employ 12,323 people.

- In Hawai’i County, 303 Arts-Related Businesses employ 1,108 people.
- In Honolulu County, 1,788 Arts-Related Businesses employ 9,002 people.
- In Maui County, 516 Arts-Related Businesses employ 1,530 people.


- **2,788 BUSINESSES**
- **12,323 JOBS** 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.

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- **$205.6 MILLION GDP DRIVER OF OUR STATE ECONOMY.**

In 2015, nonprofit arts organizations in Hawai’i generated $205.6 million in economic activity annually that supported 5,968 jobs and generated $79.7 million in state and local government revenue.

- Nonprofit arts and culture events annually attracted 2,907,608 state residents and 249,404 non-resident attendees. Event-related spending was $25.26 per person, excluding the cost of admission. These audiences generated $79.7 million in economic activity, excluding the cost of admission.


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

Q: What about Hawai’i—how much does state government budget to the Hawai’i State Foundation on Culture and the Arts each year?

A: The state allocated $5,731,735 to the Hawai’i State Foundation on Culture and the Arts. In FY 2017, Foundation also received $764,600 in federal NEA funds, which it re-granted to dozens of cultural organizations throughout the state.

Another 16 nonprofit arts organizations received direct grants from the NEA totaling $1,175,450.


- **$1,175,450 STATE & LOCAL ECONOMY.**

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- **$1,175,450 STATE & LOCAL ECONOMY.**
**HAWAII’I ARTS FACTS**

### IN THE ALOHA STATE, THE ARTS UNITE US

Art Bento uses the Hawai’i State Art Museum’s as a learning laboratory for students in grades 2 through 6, along with their teachers and chaperones. A catalyst for inquiry-based learning, the program cultivates an appreciation of our diverse cultural heritages.

**MEET SOME HAWAII’I ARTS ADVOCATES**

- **Terence Liu** is CEO of the Hawai’i Arts Alliance and formerly of the National Endowment for the Arts.  
  > More
- **Georja Skinner** is Chief Officer of the State of Hawai’i Department of Business, Economic Development & Tourism, Creative Industries Division.  
  > More
- **Jonathan Johnson** is the seventh executive director of the Hawai’i State Foundation on Culture & the Arts.  
  > More

**ART IN HAWAII**

- The Honolulu Star Advertiser’s Artweek Calendar provides information about arts events.
- Go Hawai’i can direct you to cultural events of each island [here](http://www.go-hawaii.com/)
- Honolulu Magazine’s Calendar includes a Theater & Arts category.
- Hawai’i Public Radio has a Community Calendar of great cultural events.

**THE HAWAII’I STATE FOUNDATION ON CULTURE AND THE ART (HSFCA)**

THE HAWAII’I STATE FOUNDATION ON CULTURE AND THE ART (HSFCA) was established by the Hawai’i State Legislature in 1965, in large part through the vision and effort of Hawai’i leaders such as architect and State Planning Coordinator Alfred Preis, HSFCA Founding Chairperson Masaru “Pundy” Yokouchi, State Senator Nadao Yoshinaga, and Governor John Burns. The mission of HSFCA is to promote, perpetuate, preserve, and encourage culture and the arts as central to the quality of life of the people of Hawai’i.  
> Learn more [here](http://www.sfca.hawaii.gov/).

**THE ARTS ARE EVERYWHERE!**

- The week-long **Mokihana Festival** on the island of Kaua’i is a celebration of Hawaiian culture, including music and dance, including Hawaiian immersion school students competing musically with songs in the Hawaiian language.
- Native Hawai’ians traditionally celebrate **Makahiki**, a four-month long season that began in mid-October and included athletic competitions, ceremonies dedicated to the deity Lono, celebrations of renewal and perpetuation of the life cycle with a prohibition on warfare. These cultural traditions and practices have continued with **Ka Makahiki** at Molokai, involving all of Molokai’s elementary schools, middle school and high school as well as many adults on the island. Joining in on the competition and festivities are schools from all over the state as well as members from the Coast Guard.
- The annual **Queen Lili'uokalani Keiki Hula Festival and Competition** on O'ahu honors Hawai’i’s last reigning monarch with song and dance in three days of competition for students under the age of 12.
- On Maui, the **Majama Wao Akua** annual art exhibit of native species in Maui County brings together local conservation organizations, native plant vendors, Maui artists and artisans. Artists are invited to explore Maui’s watersheds and use their creative talents to raise awareness about the importance of protecting native species.
- Hawai’i Island, also called the Big Island, is home to the **Waimea Ocean Film Festival**, an 8-day international film festival dedicated to bringing a greater understanding of the ocean environment and island culture. The **Ukulele & Slack Key Guitar Festival** includes an all-star lineup of musicians visiting schools and leading workshops and classes, reaching over a thousand students.
- Established as the premier international film event in the Pacific, the statewide annual **Hawai’i International Film Festival** showcases features and documentaries from Asia, the Pacific Islands and Hawaii.

**HAWAI’I ART ORGANIZATIONS**

ARTS FIRST Partners  
[www.sfca.hawaii.gov/education/education-resources/arts-first-partners](http://www.sfca.hawaii.gov/education/education-resources/arts-first-partners)  
Creative Industries Hawai’i Resources Page  
[www.cid.hawaii.gov/resources-page](http://www.cid.hawaii.gov/resources-page)  
Hawai’i Arts Alliance  
[www.hawaiiartsalliance.org](http://www.hawaiiartsalliance.org)  
Hawai’i Museums Association  
[www.hawaiimuseums.org](http://www.hawaiimuseums.org)

**JOIN THE ARTS ACTION FUND FOR FREE TODAY!**

**E-MAIL US:** ArtsActionFund@artsusa.org  
**VISIT US:** ArtsActionFund.org/join  
**CALL US:** 202.371.2830 x2067  
**FOLLOW US:** 🇺🇸 Arts Action Fund | 🌟 @ArtsActionFund | #ArtsVote

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“Art is as important as education because art is education”  
—Masaru “Pundy” Yokouchi, First Chairman of the Hawai’i SFCA