WHY THE ARTS MATTER IN IDAHO

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%).

<table>
<thead>
<tr>
<th>GDP</th>
<th>Arts &amp; Culture Sector</th>
<th>$764 BILLION</th>
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<tbody>
<tr>
<td>Construction</td>
<td></td>
<td>$763 BILLION</td>
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<tr>
<td>Education Services</td>
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<td>$208 BILLION</td>
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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.
Source: Americans for the Arts, Creative Industries, 2017.

- **673,656 BUSINESSES** & **3.48M 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.

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

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

**IDAHO ARTS FACTS**

**THE IDAHO ARTS & CULTURE SECTOR REPRESENTS 2.6% OF STATE'S GDP**

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $1.9 billion to Idaho’s economy, representing 2.6% of the state’s GDP—a larger share than some other industries in the state.

<table>
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<tr>
<th>GDP</th>
<th>Arts &amp; Culture Sector</th>
<th>$1.9 BILLION</th>
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<tbody>
<tr>
<td>Construction</td>
<td></td>
<td>$3.7 BILLION</td>
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<tr>
<td>Education Services</td>
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<td>$0.05 BILLION</td>
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**BONUS:** In 2015, ID arts and culture jobs grew by 3.5% while the national average was 2.1%.

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

In Idaho, 2,921 Arts-Related Businesses employ 10,815 people.
- In Ada County, 1,046 Arts-Related Businesses employ 4,114 people.
- In Bonneville County, 215 Arts-Related Businesses employ 1,184 people.
- In Kootenai, 306 Arts-Related Businesses employ 950 people.

- **2,921 BUSINESSES** & **10,815 JOBS** ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS

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

In 2015, Arts and cultural production supported thousands of jobs and generated millions of dollars in state and local government revenue. Nonprofit arts groups cultivate that activity.

- In Wood River Valley specifically, nonprofit arts groups generated $15.5 million in economic activity. Audiences of 201,517 people added another $13.8 million for a total of $29.3 million in economic activity for the valley in 2015, and this generated $2.1 billion in local and state government revenues.

- **ART IS A $1.9 BILLION GDP DRIVER OF OUR STATE 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 $0.47 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.
IN THE GEM STATE, THE ARTS UNITE US

Youthreach brought performances by Ballet Idaho and Cleo Parker Robinson Dance Ensemble to 1,430 students from 13 Idaho schools. Each program included study guides, narratives, and audience participation and Q-and-A sessions with the artists.

THE IDAHO COMMISSION ON THE ARTS (ICA) was established by Governor Don Samuelson in 1967. The commission enables access to the arts, arts education, and Idahoans’ cultural and artistic heritage. ICA provides management services for Idaho’s not-for-profit arts organizations, helping to stabilize their operations so that they can reliably deliver their public programs in the arts. >Learn more here.

MEET SOME IDAHO ARTS ADVOCATES

• Mark Hoffland is Managing Director of the Idaho Shakespeare Festival. > More
• Laurel Sayer is President and CEO of Midas Gold Idaho. > More
• Michael Faison is Executive Director of the Idaho Commission on the Arts. > More
• Kristin Poole is Director of Sun Valley for the Arts and recipient of the 2018 Governor’s Award for the Arts for Excellence in Arts Administration. > More
• Carolyn White is Executive Director of Magic Valley Arts and a recipient of the Governor’s Award for the Arts for Excellence in Arts Administration. > More

ARTS IN IDAHO

• Best Things Idaho lists the best place for live theater here.
• Visit Idaho can direct you to the best music festivals here.
• Art-Collecting.com has a directory of art galleries and art museums to visit here.
• And go to Art Idaho for an interactive map on great state-wide cultural destinations here.

IDAHO ARTS ORGANIZATIONS

Idaho Falls Arts Council: www.idahofallsarts.org
Coeur d’Alene Arts and Culture Alliance: www.artsandculturecda.org

THE ARTS ARE EVERYWHERE!

• Starting in Idaho Falls, visit the Museum of Eastern Idaho, the Museum of Idaho, and the Artitorium, where kids can create their own art and music.
• Then head west to Hailey and for the Trailing of the Sheep Festival, which preserves the history of the families in Idaho sheep ranching and honors their contributions to the development of Idaho and the West.
• Continue west to Boise, where you can catch a performance of the Idaho Shakespeare Festival in the summer months, or the Boise Philharmonic, Opera Idaho, or Ballet Idaho during the other three seasons.
• Continue northwest to the town of Weiser, Idaho for the National Oldtime Fiddler’s Contest, an event that doubles the population of Washington County.
• Travel north to Moscow (home of the University of Idaho) for the Lionel Hampton Jazz Festival and the Pritchard Art Gallery.
• And finally, up in the northern panhandle of the state, you can attend the Festival at Sandpoint.

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

IDAHO ARTS NEED YOU!

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

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