WHY THE ARTS MATTER IN KENTUCKY

NATIONAL ARTS FACTS

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

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>$764 BILLION</th>
<th>Arts &amp; Culture Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction</td>
<td>$763 BILLION</td>
<td></td>
</tr>
<tr>
<td>Education Services</td>
<td>$208 BILLION</td>
<td></td>
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</tbody>
</table>

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

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

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 |

KENTUCKY ARTS FACTS

THE KENTUCKY ARTS & CULTURE SECTOR REPRESENTS 2.4% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $4.7 billion to Kentucky’s economy, representing 2.4% of the state’s GDP—a larger share than some other industries in the state.


<table>
<thead>
<tr>
<th>$4.7 BILLION</th>
<th>Arts &amp; Culture Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction</td>
<td>$8.3 BILLION</td>
</tr>
<tr>
<td>Education Services</td>
<td>$2.8 BILLION</td>
</tr>
</tbody>
</table>

BONUS: In 2015, KY arts and culture jobs generated $2.6 billion in total compensation.

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

In Kentucky, 5,991 Arts-Related Businesses employ 29,625 people.

- In Fayette County, 818 Arts-Related Businesses employ 4,191 people.
- In Jefferson County, 1,618 Arts-Related Businesses employ 12,813 people.
- In Warren County, 641 Arts-Related Businesses employ 1,513 people.


| 5,991 BUSINESSES & 29,625 JOBS | ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS |

ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

In 2015, the Kentucky 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 Louisville specifically, nonprofit arts groups generated $224.6 million in economic activity. Audiences of 9.3 million people added another $237.9 million in related spending for a total of $462.5 million for the city in 2015, and this generated $42.9 million in local and state government revenues and 17,529 FTE jobs.


| ART IS A $4.7 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 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.


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

A The state allocated $2,628,100 to the Kentucky Arts Council in FY 2017, the Kentucky Arts Council received $731,900 in federal NEA funds, which the Council re-granted to dozens of cultural organizations through the state. Another 22 nonprofit arts organizations received direct grants from the NEA totalling $1,216,900.


IN THE BLUEGRASS STATE, THE ARTS UNITE US AS KENTUCKIANS

The Kentucky Crafted Market featured the artists and crafts people from all across the state at the Lexington Convention Center. Kentucky Crafted is a project that promotes both Kentucky and its creative citizens.

THE KENTUCKY ARTS COUNCIL—Established in 1965, the Kentucky Arts Council is the state arts agency and is responsible for developing and promoting support for the arts in Kentucky. Strategically placed in the Tourism, Arts and Heritage Cabinet, the Kentucky Arts Council is publicly funded by the Kentucky General Assembly and the National Endowment for the Arts. >Learn more here.

THE ARTS ARE EVERYWHERE!

- Since 1969, Appalshop in Whitesburg has been enacting cultural organizing and place-based media, arts and education to document the life, celebrate the culture, and voice the concerns of people living in Appalachia and rural America.
- Every July, at the Berea Festival of Learnshops, you can join outstanding professional artists and master craftspeople to experience practically any art form you can imagine.
- Named “Most Beautiful Small Town in America” by Rand McNally in 2012, Bardstown is a picturesque city is recognized worldwide for its array of cultural, artistic and historic features.
- Designated a UNESCO Creative City in November 2013, Paducah features a dynamic arts and entertainment scene with live performances, museums, galleries and a sparkling nightlife that enthralles visitors from around the globe.
- Nestled on a scenic bend of the Ohio River in western Kentucky, Owensboro is the culinary and cultural hub of western Kentucky, with a wide variety of wonderfully delicious, locally owned restaurants and a thriving arts community.
- A unique combination of history and Southern charm greets visitors in Danville. Experience world class music, theater and performance at the Norton Center for the Arts, host of the 2012 Vice Presidential Debate.

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

KENTUCKY ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

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