WHY THE ARTS MATTER IN MISSOURI

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></td>
<td>Construction</td>
<td>$763 billion</td>
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<td></td>
<td>Education Services</td>
<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.

MISSOURI ARTS FACTS

THE MISSOURI ARTS & CULTURE SECTOR REPRESENTS 3.5% OF STATE’S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $11.1 billion to Missouri’s economy, representing 3.5% of the state’s GDP—a larger share than several other industries in the state.


<table>
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<th>GDP</th>
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<tr>
<td></td>
<td>Construction</td>
<td>$10.5 billion</td>
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<tr>
<td></td>
<td>Education Services</td>
<td>$3.4 billion</td>
</tr>
</tbody>
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BONUS: In 2015, MO arts and culture jobs generated $5.0 billion in total compensation.

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

In Missouri, 10,221 Arts-Related Businesses employ 64,481 people.

- In Jackson County, 1,688 Arts-Related Businesses employ 10,994 people.
- In St. Louis County, 2,503 Arts-Related Businesses employ 18,061 people.
- In St. Louis City, 799 Arts-Related Businesses employ 7,419 people.


10,221 BUSINESSES & 64,481 JOBS ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS

ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

In 2015, nonprofit arts organizations in the state generated $3.4 billion in economic activity annually that supported 31,925 jobs and generated $89.6 million in state and local government revenue.

- Spending by arts audiences generated $363.7 million in economic activity. Audiences of 11.8 million people added another $277.2 million in related spending for a total of $590.9 million for the area in 2015, and this generated $57.7 million in local and state government revenues.


ART IS A $1 BILLION 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 47c 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 Missouri—how much does state government budget to the Missouri Arts Council each year?

A The state allocated $4,656,000 to the Missouri Arts Council. In FY 2017, the Missouri Arts Council also received $720,500 in federal NEA funds, which the Council re-granted to hundreds of cultural organizations throughout the state. Another 45 nonprofit arts organizations received direct grants from the NEA totaling $3,070,675.


“The arts in Missouri are crucial to growing our state’s economy. They foster creativity and innovation within our communities and add to the cultural fabric that makes Missouri one of the best places to live and to do business.”
—Rob Dixon, Director Missouri Department of Economic Development

**MISSOURI ARTS FACTS**

**IN THE SHOW ME STATE, THE ARTS UNITE US**

Like a butterfly, Joplin has undergone a metamorphosis since 2011. Recovering from that year’s destructive tornado, the community collaborated to produce many beautiful murals throughout the town. See the murals at [www.VisitJoplinMO.com](http://www.VisitJoplinMO.com).

**THE MISSOURI ARTS COUNCIL—**
Established as a state agency in 1965, the Missouri Arts Council is a division of the Department of Economic Development. The Missouri Arts Council supports the arts that strengthen the cultural, educational, and economic vitality of the state.

- Meet some Missouri arts advocates
- Meet some Missouri arts advocates

**MEET SOME MISSOURI ARTS ADVOCATES**

- **Kyna Iman**, advocate for Missouri Citizens for the Arts, loves the arts, duck hunting, biking, and the political process. “If you don’t take an interest in politics,” she says, “then politics may not take an interest in you.”
- **Phil Dunlap** is President of Missouri Citizens for the Arts, Director of Education and Community Engagement, at Jazz St. Louis, and a jazz pianist.
- **Ben Martin**, Executive Director for the Missouri Alliance for Arts Education, is passionate about involving students in the work of advocating for the arts through Show-Me Arts, Missouri’s student arts advocacy training program.
- **Marie Nau Hunter**, board member of Missouri Citizens for the Arts and former board member of the Missouri Arts Council may be heard on “Speaking-of-the–Arts” on KOPN Radio, Columbia.
- **Sharon Beshore**, Chair of the Missouri Arts Council’s board and Joplin’s Citizen of the Year.

**ART IN MISSOURI**

- The Missouri Division of Tourism lists the best arts destinations throughout the state.
- Missouri Life Magazine can direct you to a cultural festival for every season.
- The Missouri Arts Council offers a directory of great performing artists.

**MISSOURI ART ORGANIZATIONS**

- Missouri Citizens for the Arts
  [www.mo4arts.org](http://www.mo4arts.org)
- Missouri Alliance for Arts Education
  [www.moaae.org](http://www.moaae.org)
- Missouri Association of Community Arts Agencies
  [www.macaa.net](http://www.macaa.net)

**MISSOURI 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: @ArtsActionFund | #ArtsVote

**THE ARTS ARE EVERYWHERE!**

- Now in its 25th year, the St. Louis Art Fair is ranked in the top ten art fairs and festivals to visit by Art Fair Sourcebook. And the Festival of Nations is the region’s largest multicultural celebration featuring dance, music, arts and crafts, and an international bazaar with unique gifts from around the world.
- In Hannibal, the birthplace of Samuel Clemens, the literature of Mark Twain continues to inspire, engage, and entertain, and the man himself makes an appearance at least once a year at the Twain on Main Festival.
- If you value fact over fiction, you would enjoy going to Columbia for the True/False Film Festival, called “The most important documentary festival in America” by the Los Angeles Times.
- It’s been said that “while New Orleans was the birthplace of jazz, America’s music grew up in Kansas City.” Whether you hear it in the iconic Kauffman Center for the Performing Arts, or nightly at clubs across the City, it is the best place to get to know KC jazz.
- In Springfield, the Missouri State University and Springfield Arts Council partner to create ideaXFactory (which stands for Innovation, Design, Entrepreneurship, and Art). There you can take in site-specific art installations, non-traditional art projects, and contemporary art exhibitions.
- In Cape Girardeau First Friday with the Arts gallery walks and annual Outdoor Sculpture Exhibit help further the revitalization of downtown.

- Meet Sharon Beshore, Chair of the Missouri Arts Council’s board and Joplin’s Citizen of the Year.

**MISSOURI ARTS FACTS**

**Americans for the Arts Action Fund**


2019