WHY THE ARTS MATTER IN MONTANA

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%).


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

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

ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

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

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

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

In Montana, 2,508 Arts-Related Businesses employ 8,995 people.

• In Gallatin County, 485 Arts-Related Businesses employ 1,855 people.
• In Missoula County, 324 Arts-Related Businesses employ 1,445 people.
• In Yellowstone County, 396 Arts-Related Businesses employ 1,485 people.


2,508 BUSINESSES & 8,995 JOBS ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS

ART IS A $3.0 BILLION GDP DRIVER OF OUR STATE ECONOMY.

MONTANA ARTS FACTS

THE MONTANA ARTS & CULTURE SECTOR REPRESENTS 2.9% OF STATE’S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $1.4 billion to Montana’s economy, representing 2.9% of the state’s GDP—a larger share than some other industries in the state.


$1.4 BILLION Arts & Culture Sector
$2.7 BILLION Construction

BONUS: In 2015, MT arts and culture jobs generated $777.1 million in total compensation.

ECONOMICS

In 2015, the Montana 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 Missoula, for example, nonprofit arts groups generated $20.4 million in economic activity. Audiences of 1.3 million people added another $33.6 million in related spending for a total of $54.4 million for the city in 2015, and this generated $4.4 million in local and state government revenues and 1,913 FTE jobs.


PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

So how much is the federal government investing in the National Endowment for the Arts (NEA)?

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.

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

The state allocated $536,991 to the Montana Arts Council. In FY 2017, the Montana Arts Council also received $779,700 in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 32 nonprofit arts organizations received direct grants from the NEA totaling $1,084,700.


QA


IN THE BIG SKY COUNTRY, THE ARTS UNITE US
Engaging fourth graders, the Missoula Writing Collaborative strengthens connections to Montana history, geography, and culture through creative writing.

THE MONTANA ARTS COUNCIL—Montana is known far and wide as “The Land of Creativity,” where the arts are essential to the creativity, imagination, and entrepreneurship that make Big Sky Country the very best place on Earth to live, learn, work, and play. Established in 1967, the Montana Arts Council develops the creative potential of all Montanans, advances education, spurs economic vibrancy, and revitalizes communities through involvement in the arts.
> Learn more here.

MEET SOME MONTANA ARTS ADVOCATES
• Tatiana Gant is Executive Director of the Montana Arts Council. > More
• Cynthia Andrus is Mayor of Bozeman and Chairman of the Montana Arts Council. > More
• Cortina Harant is the President of the Montana Art Education Association. > More
• Rick Bass is one of our nation’s best fiction writers and the recipient of the Governor’s Arts Award. > More

ART IN MONTANA
• Visit Montana has an overview of the best arts destinations throughout the state here.
• Lively Times offers a calendar of arts events in Montana here.
• Find out about all the state’s great art galleries, live performances, Indian Nations’ events, and museums here.

MONTANA ART ORGANIZATIONS
• Montana Performing Arts Consortium
  www.mtperformingarts.org
• Montana Museums Association
  www.montanamuseums.org
• Montana Art Education Association
  www.maeamt.org

THE ARTS ARE EVERYWHERE!
• Start in Montana’s biggest city, Billings, and catch an outdoor performance of Backyard Theater or a show at Billings Studio Theater, the Alberta Bair Theater, or the Sacrifice Cliff Theater Company. For music, there’s the Billings Symphony Orchestra and the Yellowstone Chamber Players. The city is home to many museums and galleries of art and Western heritage.
• Head east to Bozeman for the Emerson Center for Arts and Culture, with its art gallery, films, and art classes and workshops for adults and children. In addition to dozens of art galleries, Bozeman has a museum for every interest: the American Computer Museum, the Gallatin Historical Society’s Pioneer Museum, and the Museum of the Rockies with its awesome dinosaur skeletons.
• In Butte, the Covellite International Film Festival shows 100 films every June, and the Orphan Girl Children’s Theater produces plays and musicals for both grownups and kids.
• Drive north on route 90 to Missoula, home to the Rocky Mountain Ballet Theater (producer of the wonderful Ballet Beyond Borders festival), the Montana Museum of Arts and Culture, the Montana Book Festival, the International Wildlife Film Festival, the Wilma Theater, many galleries, and museums devoted to Western history.
• Further north is Pablo and the Flathead Indian Reservation, where the People’s Center preserves the rich cultural heritage of the Salish, Pend d’Oreille, and Kootenai tribes.
• Great Falls has the Great Falls Symphony, the Community Concert Association, the Paris Gibson Square Museum of Art, the Cascade County Historical Society High Plains Heritage Center.

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

MONTANA ARTS FACTS

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JOIN THE ARTS ACTION FUND FOR FREE TODAY!
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To download this fact sheet, “Why the Arts Matter in Montana,” with corresponding resource links visit www.ArtsActionFund.org/MT.

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