### 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 Driver of Our National, State, & Local Economy](image1)

**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.

![Businesses & Jobs](image2)

#### 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 $275 billion in federal, state, and local government revenue.

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


![Economic Impact](image3)

### TEXAS ARTS FACTS

#### THE TEXAS 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 $42.7 billion to Texas’s economy, representing 2.6% of the state’s GDP—a larger share of the state’s economy than Education Services ($9.6 billion).


![GDP Driver of Our State Economy](image4)

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

In Texas, 53,136 Arts-Related Businesses employ 219,145 people.

- In Bexar County, 3,540 Arts-Related Businesses employ 14,721 people.
- In Dallas County, 7,686 Arts-Related Businesses employ 43,607 people.
- In Travis County, 4,788 Arts-Related Businesses employ 20,679 people.


![Businesses & Jobs](image5)

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

In 2015, nonprofit arts organizations in the state generated $5.5 billion in economic activity that supported nearly 800,000 jobs and generated $343.7 million in state and local government revenue.

- In the Greater Houston Region specifically, nonprofit arts groups generated $579.4 million in economic activity. Audiences of 36.3 million people added another $538.0 million in related spending for a total of $3.2 billion for the city in 2015, and this generated $119.3 million in local and state government revenues.


![Economic Impact](image6)

### FUNDING

#### 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 Texas—how much does state government budget to the Texas Commission on the Arts each year?

The state allocated $8,359,646 to the Texas Commission on the Arts. In FY 2017, the Commission also received $1,155,120 in federal NEA funds, which it re-granted to dozens of cultural organizations throughout the state. An additional 118 nonprofit arts organizations also received direct grants from the NEA totaling $4,448,120.


The Texas Touring Arts Program serves the nation's largest rural population with outstanding Texas-based companies and artists in their own communities.

IN THE LONESTAR STATE, THE ARTS UNITE US
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THE TEXAS COMMISSION ON THE ARTS—
The Texas Commission on the Arts was established by the Texas Legislature in 1965 to advance the state economically and culturally by investing in a creative Texas. By providing resources to enhance economic development, arts education, cultural tourism and artist sustainability initiatives, the Texas Commission on the Arts supports a diverse and innovative arts community statewide.

> Learn more here.

MEET SOME TEXAS ARTS ADVOCATES
• Mayor of Dallas Mike Rawlins received the 2018 National Award for Local Arts Leadership in Washington, D.C. > More
• Ann S. Graham is Executive Director of Texans for the Arts > More
• Heidi Marquez Smith is Executive Director of the Texas Cultural Trust. > More
• Robert Floyd is Executive Director of Texas Music Educators Association > More
• Mel Basham is President of the Texas Art Education Association > More

ART IN TEXAS
• Culture Trip has an Insider’s Guide to the Best Contemporary Arts Galleries. and Texas Monthly recommends the “Best of Texas Museums” here.
• Travel Texas can direct you to great cultural destinations here.
• Travel Mag offers information on Texas cultural festivals here.

TEXAS ART ORGANIZATIONS
Texans for the Arts
www.texansforthearts.com
Texas Cultural Trust
txculturaltrust.org
Texas Music Educators Association
www.tmea.org

THE ARTS ARE EVERYWHERE!
• In 2018, Abilene became the official “Storybook Capitol of America.” It is home to the National Center for Children’s Illustrated Literature, the largest collection of Storybook Sculptures in the U.S., and the annual Children’s Art & Literacy Festival! The town’s Cultural District is a dynamic example of how the arts spark urban revitalization through restoring historic buildings, enhancing businesses, promoting cultural tourism and increasing civic pride. And don’t miss The Grace Museum in the restored railroad hotel and their Center for Contemporary Arts!
• With the second highest number of theatre seats in a concentrated downtown area in the U.S., Houston’s arts and culture scene is booming. From the Museum of Fine Arts, Houston, to Project Row Houses, from the annual Art Car Parade to free performances year-round at the Miller Outdoor Theater in Herman Park, from Discovery Green, to the newly rediscovered underground “Cistern”—art appears everywhere!
• Drawing from its rich Spanish and Mexican heritage, San Antonio draws visitors from around the world by showcasing historic, contemporary and educational work through its Luminaria Festival, the King William Historic District, Blue Star Contemporary Art, the San Antonio Museum of Art, artpace, SAY Si, The Guadalupe Arts Center, the McNay Art Museum, three TCA Cultural Districts, and many more notable organizations, not to mention the rich history of the San Antonio Missions and the Alamo.
• It won’t be on your tourist map, but life changing creative work is being done at Texas’ Fort Hood through “Creative Forces”, the NEA Military Healing Arts Network, serves the special needs of military patients and veterans with traumatic brain injury and psychological health conditions, as well as their families and caregivers.
• Austin Classical Guitar is the leading nonprofit arts organization dedicated to classical guitar in the U.S. It presents close to 100 concerts annually, promotes life long learning through extensive classes, reaches over 4,000 students in 60 schools every week! AGC Education’s success in Austin’s schools serves as a model for other communities around the world aiming to inspire all of the people it serves with musical experiences of deep personal significance.

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

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