GDP & JOBS

ARTS & CULTURE SECTOR REPRESENTS 4.3% OF NATION'S GDP & 5 MILLION JOBS

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a $804 billion industry, representing 4.3% of the nation’s GDP—a larger share of the economy than construction (4%) or education services (1.1%).


<table>
<thead>
<tr>
<th>GDP &amp; JOBS</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$804 billion</td>
</tr>
<tr>
<td>Construction</td>
<td>$763 billion</td>
</tr>
<tr>
<td>Education Services</td>
<td>$244 billion</td>
</tr>
</tbody>
</table>

**BONUS:** U.S. exports generate a $25 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.

<table>
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<th>BUSINESSES</th>
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**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.


<table>
<thead>
<tr>
<th>ECONOMICS</th>
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<td>Nonprofit ART is a $166.3 billion driver of our national, state &amp; local economy.</td>
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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 $162.25 million to the NEA in FY 2020, which has been relatively level for the last several years. This amounts to just 49¢ 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!


**Q** What about Alabama—how much does state government budget to the Alabama State Council on the Arts each year?

**A** The state allocated $5,828,528 to the Alabama State Council in FY 2019-20. The Alabama State Council also received $776,100 in federal NEA funds, which the Council re-granted to dozens of cultural organizations through the state. Another 21 nonprofit arts organizations received grants $400,000.


ALABAMA ARTS FACTS

**ALABAMA ARTS & CULTURE SECTOR REPRESENTS 2.3% OF STATE'S GDP & 46,732 JOBS**

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $4.6 billion to Alabama’s economy, representing 2.3% of the state’s GDP—a larger share than some other industries in the state.


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<td>Arts &amp; Culture Sector</td>
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<tr>
<td>Construction</td>
<td>$7.1 billion</td>
</tr>
<tr>
<td>Education Services</td>
<td>$1.3 billion</td>
</tr>
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</table>

**BONUS:** In 2016, arts & culture jobs in AL provided $2.4 billion in total compensation.

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

In Alabama, 5,654 Arts-Related Businesses employ 29,879 people.

- In Jefferson County 1,236 Arts-Related Businesses employ 5,967 people.
- In Madison County 594 Arts-Related Businesses employ 3,658 people.
- In Mobile County 498 Arts-Related Businesses employ 2,812 people.


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

In 2015, the Alabama 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 Madison County, nonprofit arts groups generated $53.8 million in economic activity. Audiences of 1.5 million people added another $36.1 million in related spending for a total of $89.9 million for the county in 2015. This generated $6.6 million in local and state government revenue and generated 3,073 FTE jobs.

Source: Americans for the Arts, Arts & Economic Prosperity 5, City of Huntsville/Madison County report, 2017.

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<td>Nonprofit ART is a $4.7 billion driver of just one of our local economies.</td>
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**Q** Why the Arts Matter in Alabama

**A** In Alabama, the creative industries (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined) generate $166.3 billion in economic activity, contributing 6.4 million jobs to the state economy, representing 2.3% of the state’s GDP—a larger share than some other industries in the state. This amounts to just 49¢ per capita. Imagine what the nonprofit arts industry could generate with $1 per capita!
THE ALABAMA STATE COUNCIL ON THE ARTS was created in 1966 by Governor George C. Wallace, stating that “The practice and enjoyment of the arts are of increasing importance to the general welfare of the people as a vital aspect of our culture and heritage and as valued means of expanding the scope of our educational programs.” The Council continues to stimulate growth of the arts and its impact in Alabama by working with a wide range of arts organizations, individual artists, educational institutions, and communities.

MEET SOME ALABAMA ARTS ADVOCATES
- Joel Davis is the Chair of the Council on the Alabama State Council on the Arts. Meet other Council members here.
- Melissa W. Hughey is Chair of the Alabama Arts Alliance. > More
- Donna Russell, is executive director of the Alabama Arts Alliance > More

ART IN ALABAMA
- AL.com lists the arts organizations helping to define culture in Alabama here.
- Learn more about Arts in Alabama here.

ALABAMA ART ORGANIZATIONS
Alabama Shakespeare Festival
www.asf.net
Alabama Symphony Orchestra
www.alabamasymphony.org
Birmingham Museum of Art
www.artsbma.org

THE ARTS ARE EVERYWHERE!
- Down in Mobile, you can take in the town’s ballet company, chamber music ensemble, symphony, or opera company.
- In Montgomery, the Alabama Shakespeare Festival performs at the State Theater, and Montgomery Ballet also performs under the umbrella of the festival. See art of Africa and works by Edward Hopper and Winslow Homer at the Montgomery Museum of Fine Arts.
- Head up to Birmingham, and you will find great arts programming, too. Children’s Theater provides shows for kids as well as a Imaginarium summer camp that enables kids to stage their own performance of a play. For grownups, there’s the Red Mountain Theater Company presenting the best of Broadway. There’s also the Museum of Art, Jazz in the Park, and the opera.
- Keep driving north to Huntsville and visit the Museum of Arts and listen to a performance of the Huntsville Symphony.
- Muscle Shoals has the Swampers. The Muscle Shoals Rhythm Section, affectionately called The Swampers, was a local group of first-call studio musicians (initially working at FAME and then at Muscle Shoals Sound Studios), who were available for back-up. They have appeared on more than 450 recordings, including 75 gold and platinum hits.
- Visit FAME studios, the Alabama Music Hall of Fame and Frank Lloyd Wright’s Rosenbaum house.
- Head on over to Camden, where you can visit Black Belt Treasures Cultural Center, filled with art created by Alabama artists, and catch the ferry over to Gee’s Bend, where you can meet the famous Gee’s Bend Quilters.

ALABAMA 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: Facebook ArtsActionFund | Twitter @ArtsActionFund | #ArtsVote

ALABAMA ARTS FACTS
IN THE YELLOWHAMMER STATE, THE ARTS UNITE US AS ALABAMANS
A collaboration of many nonprofit organizations, the Black Belt Arts initiative has provided arts education throughout the state! Alabama’s Poetry Out Loud Winner Raina Verser, of Huntsville placed second nationally in the Poetry Out Loud Ourselves Competition in Washington, DC.