WHY THE ARTS MATTER IN ALABAMA

NATIONAL ARTS FACTS

ARTS & CULTURE SECTOR’S PERCENTAGE OF U.S. ECONOMY (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

- Arts & Culture Sector: $804 billion, 4.3% of nation’s GDP
- Construction: $763 billion
- Education Services: $244 billion

BONUS: U.S. exports generate a $25 billion arts trade SURPLUS.

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.


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.

Source: Americans for the Arts, Creative Industries, 2017.

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.

To download this fact sheet, “Why the Arts Matter in Alabama,” with corresponding resource links visit [www.ArtsActionFund.org/FactSheets](http://www.ArtsActionFund.org/FactSheets)

**ALABAMA ARTS FACTS**

**IN THE YELLOWHAMMER STATE, THE ARTS UNITE US AS ALABAMIANS**

Work in the arts in Alabama are marked by collaborations like the Black Belt Arts initiative bringing together groups throughout the rural central part of the state, and the Artistic Literacy Consortium working with schools, teaching artists, and communities state-wide.

**THE ARTS ARE EVERYWHERE!**

- Fast-growing **Huntsville** is bringing together new industry, and new arts experiences. Lowe Mill is a piece of historic industry that is now the largest privately owned arts facility in the South. With 152 studios for 200 artists and makers, it’s a must-see.
- **Montgomery** is the Alabama Shakespeare Festival performing at the State Theater in the picturesque Blount Cultural Park. Also located in the park is the Montgomery Museum of Fine Arts, where you can see works in the collection of 4,000 objects. Highlights include American works from the 18th through 21st century, glass, quilts, and masks from African people groups.
- **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 500 recordings, including 75 gold and platinum hits.
- Head up to **Birmingham**, and you will find great arts programming, too. Children’s Theater provides 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.
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**MEET SOME ALABAMA ARTS ADVOCATES**

- **Jim Harrison** 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](http://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](http://www.asf.net)
Alabama Symphony Orchestra
[www.alabamasymphony.org](http://www.alabamasymphony.org)
Birmingham Museum of Art
[www.artsbma.org](http://www.artsbma.org)

**ALABAMA ARTS NEED YOU!**

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“There is clear evidence that the arts contribute significantly to education and play a key role in the development of twenty-first century skills like critical thinking, creativity, communication skills and collaboration skills, which are highly sought by all industries. Participation in the arts builds confidence, which positively impacts students and translates to other disciplines outside of the arts. Not all students will become professional artists, but the arts play a critical role in the development and success of every student.”

—Elliot Knight, Executive Director, Alabama State Council on the Arts