**NATIONAL ARTS FACTS**

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

<table>
<thead>
<tr>
<th>GDP &amp; JOBS</th>
<th>Arts &amp; Culture Sector</th>
<th>Construction</th>
<th>Education Services</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$878</strong> billion</td>
<td><strong>$790.4</strong> billion</td>
<td><strong>$206</strong> billion</td>
<td></td>
</tr>
</tbody>
</table>

**BONUS:** U.S. exports generate a $29.7 billion arts trade SURPLUS.

**ECONOMICS**

**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.


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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>NONPROFIT ART</th>
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<td><strong>$166.3</strong> billion</td>
<td>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 & 47,319 JOBS**

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **$4.8** 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><strong>$4.8</strong> billion</td>
<td><strong>$7.3</strong> billion</td>
<td><strong>$1.3</strong> billion</td>
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**BONUS:** In 2017, arts & culture jobs in AL provided **$2.5** billion in total compensation.

**ECONOMICS**

**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.


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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

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 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.

>Learn more here.

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. Hughley 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!

- 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.
- In Montgomery, the Alabama Shakespeare Festival performs 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.
- 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.
- Muscle Shoals has the Swampers. The Muscle ShoalsRhythm 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.

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 BendQuilters.

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

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 “f” Logo CMYK / .eps Facebook “f” Logo CMYK / .eps

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

3/20/2020

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