NATIONAL ARTS FACTS

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

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<th>Arts &amp; Culture Sector</th>
<th>Construction</th>
<th>Education Services</th>
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<td>$804 BILLION</td>
<td>$746 BILLION</td>
<td>$244 BILLION</td>
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BONUS: U.S. exports generate a $25 billion arts trade SURPLUS.

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%).


In Arkansas, 3,349 Arts-Related Businesses employ 33,729 people.

- In Benton County, 336 Arts-Related Businesses employ 2,194 people.
- In Pulaski County, 893 Arts-Related Businesses employ 4,837 people.
- In Washington County, 337 Arts-Related Businesses employ 1,909 people.


ECONOMICS

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.

In 2015, arts and cultural production supported thousands of jobs and generated millions of dollars in state and local government revenue. Nonprofit arts groups cultivate that activity.

- In Northwest Arkansas, nonprofit arts groups generated $67.5 million in economic activity. Their audiences of 1.8 million people added another $63.7 million for a total of $131.2 million in commerce for the region in 2015, and this generated $14.3 million in local and state government revenues.


BUSINESSES

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.


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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 $162.25 million to the NEA in FY 2020, which has been relatively level for the last several years. This amounts to just 49c 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!


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

The state allocated $1,425,944 to the Arkansas Arts Council in FY 2020. In FY 2019-20, the Arkansas Arts Council also received $649,900 in federal NEA funds, which the Council re-granted to dozens of cultural organizations through the state. Another 19 nonprofit arts organizations received direct grants from the NEA totaling $485,000.


Q A
“Arkansas must differentiate itself from the pack, rethink its special advantages, and look for creative sources of growth and inventive niches that can resist competition, imitation and importation—in short, develop its creative economy. The future of Arkansas will rest heavily on its creative talents and assets, both through the image-producing industries they represent and the value they add to other sectors.
—Creativity in the Natural State: Growing Arkansas’ Creative Economy

ARKANSAS ARTS FACTS

IN THE NATURAL STATE, THE ARTS UNITE US AS ARKANSANS

Crystal Bridges is the world’s premier art museum dedicated to American art. Attracting hundreds of thousands of visitors each year, the extraordinary artworks, collected by Walmart heiress Alice Walton, is housed in an architectural wonder designed by Moshe Safdie.

THE ARKANSAS ARTS COUNCIL was established in 1966, and it became an agency of the Department of Arkansas Heritage in 1975. The Arkansas Arts Council advances and empowers the arts by providing services and funding for programming that encourages and assists literary, performing and visual artists in achieving standards of professional excellence. The Arkansas Arts Council also provides technical and financial assistance to Arkansas arts organizations and other providers of cultural and educational programs. This statewide programming and assistance ultimately provides cultural, educational and economic opportunities for the benefit of all Arkansans.

>Learn more here.

THE ARTS ARE EVERYWHERE!

• In Little Rock, the Arkansas Art Center offers art classes, art exhibitions, children’s theater, lectures, and tours. An extensive permanent collection features 20th-century and contemporary drawings.
• Arts events in Rogers range from Broadway-style productions at Arkansas Public Theatre to traveling exhibitions at Crystal Bridges Museum of American Art. Also take in exhibitions at Ed Cooley Gallery and shows by the local Trike Theatre, featuring talented local youths. In Bentonville, you will find the Museum of Native American History. Here you can see works of art divided between the five eras of Native American History.
• Hot Springs Music Festival takes place every summer in the Ouachita Mountains of West Central Arkansas. The festival brings together 20 concerts and 250 open rehearsals over a two-week period.

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>Learn more here.

ART IN ARKANSAS

• Arkansas the Natural State lists small arts towns with marvellous arts and craft work here.
• Find out about craft fairs in northwest Arkansas here.
• For the lowdown on arts festivals and county fairs, go to festivals4fun.org.

ARKANSAS ART ORGANIZATIONS

For a list of arts centers and nonprofit associations go to www.CouncilforArtsEducation.org/Arkansas

Arkansas Arts Council
www.arkansasarts.org

Arkansans for the Arts
www.arkansansforthearts.org

Arkansas Symphony Orchestra
www.arkansassymphony.org

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

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

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