WHY THE ARTS MATTER IN CALIFORNIA

NATIONAL ARTS FACTS

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

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%).


$804 BILLION Arts & Culture Sector
$746 BILLION Construction
$244 BILLION Education Services

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.

673,656 BUSINESSES & 3.48M EMPLOYEES ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS

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.


PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

FUNDING

Q
So how much is the federal government investing in the National Endowment for the Arts (NEA)?

A
Congress allocated $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!


CA ARTS FACTS

CALIFORNIA ARTS SECTOR REPRESENTS 7.0% OF STATE’S GDP & 738,284 JOBS

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $185.5 billion to California’s economy, representing 7.0% of the state’s GDP—a larger share than some other industries in the state.


$174.6 BILLION Arts & Culture Sector
$93.3 BILLION Construction
$24.4 BILLION Education Services

BONUS: In 2016, CA arts and culture jobs grew by 4.2% while the national average was 2.1%.

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

In California, 103,191 Arts-Related Businesses employ 545,627 people.

• In Los Angeles County, 37,759 Arts-Related Businesses employ 266,874 people.
• In Orange County, 9,630 Arts-Related Businesses employ 41,042 people.
• In San Diego County, 9,333 Arts-Related Businesses employ 40,322 people.


103,191 BUSINESSES & 545,627 EMPLOYEES ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS

ECONOMICS

CALIFORNIA ARTS & CULTURE SECTOR REPRESENTS 7.4% OF STATE’S GDP & $667.7 MILLION IN ECONOMIC ACTIVITY

In a 2015 study of fifteen cities and counties of CA, nonprofit arts and cultural organizations generated $4.5 billion in economic activity, 132,705 jobs, and $431.5 million in state and local government revenue.

• In San Francisco, for example, nonprofit arts groups generated $780.6 million in economic activity. Their audiences of 15.6 million people added another $667.7 million for a total of $1.4 billion in business for the city and county, and this generated $131.1 million in local and state government revenues.


Nonprofit Art is a $166.3 BILLION DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY

Nonprofit Art is a $4.5 BILLION DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.

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

A
The state allocated $53,583,000 to the California Arts Council. In FY 2019-20, California Arts Council also received $1,167,300 in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 466 nonprofit arts organizations received direct grants from the NEA totaling $11,062,000.

California is innovative in its use of the arts to solve social issues. From the north to the south, California is rich in arts and creativity. The Council is committed to building public will and resources for the arts; fostering accessible arts initiatives that reflect contributions from all of California’s diverse populations; serving as a thought leader and champion for the arts; and providing effective and relevant programs and services. Since its founding in 1976, the Arts Council has awarded more than 32,000 grants with a total investment of approximately $400 million. 

MEET SOME CALIFORNIA ARTS ADVOCATES

- Victoria Hamilton of San Diego is President of California Arts Advocates and Californians for the Arts. > More
- Senator Ben Allen of Santa Monica represents the state’s 26th Senate District and serves as Chair of the Joint Committee on the Arts. > More
- Joe Landon is Executive Director of the California Alliance for Arts Education. > More
- Marie Acosta is Executive Director of the Latino Center of Arts and Culture. > More

THE CALIFORNIA COUNCIL ON THE ARTS—The mission of the California Arts Council, a state agency, is to advance California through the arts and creativity. The Council is committed to building public will and resources for the arts; fostering accessible arts initiatives that reflect contributions from all of California’s diverse populations; serving as a thought leader and champion for the arts; and providing effective and relevant programs and services. Since its founding in 1976, the Arts Council has awarded more than 32,000 grants with a total investment of approximately $400 million. > Learn more here.

THE ARTS ARE EVERYWHERE!

- From the north to the south, California is rich in arts and cultural programming and leads as the economic capital of creativity. California is the State of the Arts.
- California is innovative in its use of the arts to solve social issues. For example, as of June 2017, Arts in Corrections, a partnership between the California Department of Corrections and Rehabilitation (CDCR) and the California Arts Council provides arts programming in all 35 state adult correctional institutions. In Los Angeles, the Actors’ Gang under the leadership of Artistic Director Tim Robbins, has provided theater arts programming with an emphasis on Commedia dell’Arte techniques for more than a decade.
- Based in Fresno, with service statewide, The Alliance for California Traditional Arts provides arts programming focused on the underserved field of traditional arts, rooted in cultural heritage and community-based practice. Expressions such as Native American beadwork, storytelling, songwriting, African drumming, and American folk guitar and guitarras rancheras are intended as familiar and culturally relevant art forms for participants.
- Public funding from the California Arts Council for Arts and Veteran’s programs reached close to $500,000 in grants for 2017-18 with 34 cultural institutions providing participatory arts programs and artist mentors for California Veterans.
- California Cultural Districts highlight the cultural legacy of our state’s most valuable resource—its diversity. From larger, urban areas to uncharted rural locations, each district helps grow and sustain authentic arts and culture opportunities, increase the visibility of local artists, and promote socio-economic and ethnic diversity through culture and creative expression. 14 districts serve as California’s inaugural state-designated Cultural Districts, highlighting some of the thriving cultural diversity and unique artistic identities within local communities across California.

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

CALIFORNIA ARTS ORGANIZATIONS

County Arts Councils
Statewide and Regional Arts Service Organizations
Californians for the Arts
www.californiansforthearts.org
Create Ca: California Statewide Arts Education Coalition: www.createca.net

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