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 4.5% of Nation’s GDP & 5.1 Million Jobs**
  - The U.S. Bureau of Economic Analysis reports that nationally, the arts and culture sector is a $878 billion industry, representing 4.5% of the nation’s GDP—a larger share of the economy than construction or education services.

- **$878 Billion** Arts & Culture Sector
- **$790.4 Billion** Construction
- **$246 Billion** Education Services

**BONUS:** U.S. exports generate a $29.7 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 $27.5 billion in federal, state, and local government revenue.
  - Spending by arts audiences generated $102.5 billion to local businesses.

- **$166.3 Billion** Nonprofit Art is a Driver of Our National, State & Local Economy

**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)?
  - 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!
  - Read: “Funding The Arts is Good For the Nation,” The Hill, 2015.

**FUNDING**

- **A** What about California—how much does state government budget to the California Arts Council each year?
  - In FY 2020, the state allocated $3,583,000 to the California Arts Council. The 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 ARTS FACTS

IN THE GOLDEN STATE, THE ARTS UNITE US

In California, the arts foster real solutions that are deeply needed in society today.

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.

MEET SOME CALIFORNIA ARTS ADVOCATES

- Victoria Hamilton of San Diego is President of California Arts Advocates and Californians for the Arts. > More
- Rick Stein is Executive Director of Arts Orange County and past president of 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

ART IN CALIFORNIA

- The Association of California Symphony Orchestras has a calendar of performances here.
- Visit California has a complete itinerary of the ultimate music festivals here.
- See California has a calendar of other fine arts and cultural festivals here.

CALIFORNIA ART ORGANIZATIONS

Directory of Local Arts Councils
Directory of Statewide and Regional Arts Service Organizations
Californians for the Arts
www.californiansforthearts.org
Create CA: California Statewide Arts Education Coalition: www.createca.net

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 guitarra ranchera 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 NEED YOU!

E-MAIL US: ArtsActionFund@artsusa.org
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