



# WHY THE ARTS MATTER IN CONNECTICUT



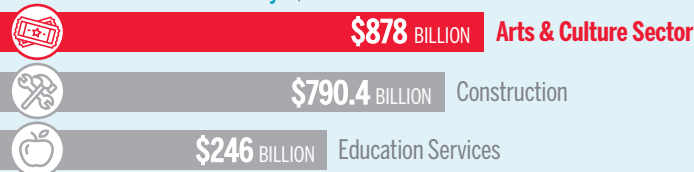
## NATIONAL ARTS FACTS

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.

Source: U.S. Bureau of Economic Analysis, 2017.



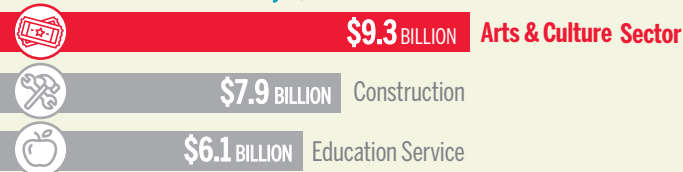
**BONUS:** U.S. exports generate a \$29.7 billion arts trade SURPLUS.

## CONNECTICUT ARTS FACTS

### CT ARTS & CULTURE SECTOR REPRESENTS 3.5% OF STATE'S GDP & 58,932 JOBS

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$9.3 billion** to Connecticut's economy, representing 3.5% of the state's GDP—a larger share than some other industries in the state.

Source: U.S. Bureau of Economic Analysis, 2017.



**BONUS:** In 2017, CT arts and culture jobs produced \$4.8 billion in compensation.

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

In Connecticut, **10,403 Arts-Related Businesses** employ **39,419 people**.

- In Fairfield County, **4,040 Arts-Related Businesses** employ **15,359 people**.
- In Hartford County, **2,089 Arts-Related Businesses** employ **8,714 people**.
- In New Haven County, **2,048 Arts-Related Businesses** employ **7,152 people**.

Source: Americans for the Arts, *Creative Industries*, *Connecticut* report, 2017.

**10,403** BUSINESSES & **39,419** 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.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, 2017.

NONPROFIT ART IS A **\$166.3 BILLION** DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.

In 2015, the Connecticut arts and culture generated **\$797.2 million** in economic activity annually that supported **23,114 jobs** and generated **\$72.3 million** in state and local government revenue.

- In Fairfield County specifically, nonprofit arts groups generated **\$148.6 million** in economic activity. Audiences of 2.5 million people added another **\$86.6 million** for a total of **\$235.2 million** in economic activity for the county in 2015, and this generated **\$20.3 million** in local and state government revenues.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, *Connecticut* report, 2017.

NONPROFIT ART IS A **\$797.2 MILLION** DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.

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!

Source: Americans for the Arts Action Fund, 2020.

Read: "Funding The Arts Is Good For The Nation," *The Hill*, 2015.

**Q** What about Connecticut—how much does state government budget to the Connecticut State Office of the Arts each year?

**A** In FY 2020, the state allocated **\$5,499,552** to the Connecticut Office of the Arts. The Connecticut Office of the Arts also received **\$737,400** in federal NEA funds, which the Office re-granted to hundreds of cultural organizations through the state. Another 31 nonprofit arts organizations received direct grants from the NEA totaling \$739,500.

Source: NEA and NASAA, 2020.

Read Stephan Singer on how "Arts and Culture Are Key Contributors to CT's Economy."

GDP & JOBS

BUSINESSES

ECONOMICS

FUNDING



“Vision: Inspire. Empower. Educate. Transform. The arts are a human right. The Connecticut Office of the Arts envisions a world where the arts, in all forms, are embedded in everyday life.”

—Connecticut Office of the Arts



## CONNECTICUT ARTS FACTS

### IN THE CONSTITUTION STATE, THE ARTS UNITE US

Artspace's City Wide Open Studios unites more than 350 artists from across Connecticut who open their doors and exhibit their work throughout the month of October each year.

**THE CONNECTICUT OFFICE OF THE ARTS (COA)** - founded in 1965, COA is a State Arts Agency within the Department of Economic and Community Development. The state arts office directly serves arts organizations, artists, schools, and communities across the state through a range of programs and services, including grant support and professional development opportunities. The COA is funded by the State of Connecticut and the National Endowment for the Arts (NEA). **Elizabeth Shapiro** is the Director of Arts, Preservation and Museums.

>Learn more [here](#).

### MEET SOME CONNECTICUT ARTS ADVOCATES

- **Former Lt. Governor Nancy Wyman** is the recipient of AFTA's 2018 Public Leadership in the Arts Award for State Arts Leadership. > [More](#)
- **Lisa Scails** is Executive Director of the Cultural Alliance of Western Connecticut. > [More](#)
- Connecticut Arts Alliance President **Amy Wynn** extolls the value of the arts sector. > [More](#)
- New Haven **Mayor Toni Harp** and **Representative Toni Walker** were recognized as arts leaders in New Haven and Connecticut. > [More](#)
- **Fritz Jellinghaus** is the Chair of the Connecticut Arts Council. > [More](#)
- **LeAnne Hinkle** is the President of the Connecticut Art Education Association. > [More](#)

### ART IN CONNECTICUT

- Connecticut Office of Tourism can direct you the great stages of the state [here](#).
- Follow the Connecticut Art Trail [here](#).
- Connecticut Critics Circle provides performance review [here](#).

### CONNECTICUT ART ORGANIZATIONS

- Connecticut Arts Alliance (CAA) [www.ctartsalliance.org](http://www.ctartsalliance.org)
- CT Cultural Heritage Arts Program (CCHAP) [www.chs.org/connecticut-cultural-heritage-arts-program](http://www.chs.org/connecticut-cultural-heritage-arts-program)
- Connecticut Art Education (CAEA) [www.ctarteducation.net](http://www.ctarteducation.net)

### THE ARTS ARE EVERYWHERE!

- Grab lunch at Franklin Street Works in **Stamford** and challenge your mind with socially driven contemporary art, then take in a producing theater production at Curtain Call.
- Follow the coast to **New Haven** where a myriad of arts experiences await. From the renowned Yale Center for British Art to the International Festival of Arts & Ideas, a 15-day annual festival that brings thousands together each summer for performances and dialogue with great artists and thinkers from across the world.
- Take a leisurely drive north along the Connecticut River to **East Haddam** to take in a musical at the Tony award winning Goodspeed.

- While in **Hartford** be sure to visit the Wadsworth Atheneum, the oldest continuously-operating public art museum in the United States where you will also find the Amistad Center for Art & Culture.
- Take in dinner and a show at the Infinity Music Hall & Bistro in **Norfolk** and while meandering through the Litchfield Hills be sure to swing by Five Points in **Torrington** and learn about their Launchpad program that supports recent art graduates of local universities.
- Don't forget Connecticut's quite corner, known for its antique shops, but also filled with hidden gems such as the Performing Arts of Northeast

Connecticut in **Pomfret Center** and the Silver Circle Gallery in **Putnam**.

- Then travel south to **New London** for a mural walk experience in the heart of downtown where you can visit the Hygienic Art Galleries and many other eclectic shops and restaurants.

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

## CONNECTICUT ARTS NEED YOU!

### JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: [ArtsActionFund@artsusa.org](mailto:ArtsActionFund@artsusa.org)

VISIT US: [ArtsActionFund.org/join](http://ArtsActionFund.org/join)

CALL US: 202.371.2830 x2067

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To download this fact sheet, “WhytheArts Matter in Connecticut,” with corresponding resource links visit [www.ArtsActionFund.org/StateFactsheets](http://www.ArtsActionFund.org/StateFactsheets).

DRAFT as of 3/27/2020