WHY THE ARTS MATTER IN IOWA

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.


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

IOWA ARTS FACTS

IOWA ARTS & CULTURE SECTOR REPRESENTS 2.2% OF STATE’S GDP & 42,373 JOBS

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $4.0 billion to Iowa’s economy, representing 2.2% of the state’s GDP—a larger share than some other industries in the state.


$4.0 BILLION Arts & Culture Sector
$7.9 BILLION Construction
$1.8 BILLION Education Services

BONUS: In 2016, IA cultural groups generated $2.2 billion in compensation.

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

In Iowa, 5,595 arts-related businesses employ 25,339 people.

• In Linn County, 479 Arts-Related Businesses employ 2,097 people.
• In Polk County, 1,127 Arts-Related Businesses employ 5,990 people.
• In Scott County, 348 Arts-Related Businesses employ 1,783 people.


5,595 BUSINESSES
25,339 EMPLOYEES

ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS

ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

In 2015, Iowa’s arts and culture sector created thousands of FTE jobs and generated millions of dollars in economic activity. Nonprofit arts groups helped cultivate that activity.

• In the Greater Des Moines Region specifically, nonprofit arts groups generated $71.9 million in economic activity. Audiences of 3.3 million people added another $113.1 million in related spending for a total of $185.0 million for the city in 2015, and this generated $93.3 million in local and state government revenues and 5,677 FTE jobs.


NONPROFIT ART IS A $185 MILLION DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.

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 allocated $162.25 million to the NEA in FY2020, 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.

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

The state allocated $1,467,188 in FY2020 to the Iowa Arts Council. In FY2019-20, the Iowa Arts Council also received $683,800 in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 9 nonprofit arts organizations received direct grants from the NEA totaling $75,430 so far this year.

Read: “Keeping Iowa Competitive Requires Strong Investment in the Arts,” Iowa City Register, 2017.

As of 2/23/2020
THE IOWA ARTS COUNCIL—
Established in 1967, the Iowa Arts Council serves as Iowa’s state arts agency and works in collaboration with its federal agency partner, the National Endowment for the Arts, and regional arts partner, Arts Midwest. The Iowa Arts Council strives to create opportunities for the arts to flourish in Iowa by nurturing cultural leadership and investing in projects that provide access to arts experiences in communities and public spaces throughout Iowa. 
> Learn more here.

IOWA ARTS FACTS
IN IOWA, THE ARTS UNITE US AS HAWKEYES
Iowa Great Places Program supports the development of new and existing infrastructure intended to cultivate the unique and authentic qualities of neighborhoods, communities, and regions in Iowa.

THE ARTS ARE EVERYWHERE!

• Beginning in far Eastern Iowa in Davenport, visit Daytrotter Studio where over 7,000 live sessions with local and national bands have been recorded, comprising the world’s largest vault of live-music recordings.

• Head west on I-80 to Iowa City, one of just two UNESCO Cities of Literature in the United States, and home to the famous International Writers Program and the Iowa Writers’ Workshop.

• Drive north on Hwy-218 to Mason City and experience Meredith Willson’s River City by taking a stroll down the recreated Main Street in Music Man Square.

• South on Highway 169, stop by Iowa’s largest mural painted on all sides of a 110-ft grain silo along the river in Fort Dodge.

• The Clarinda Carnegie Art Museum offers Southwest Iowa a unique opportunity to see and learn about some of the world’s most significant and exciting visual art.

• From one large public art piece to another, travel southwest to the small town of Manning and take your picture in front of the giant IOWA sculpture in Trestle Park.

• The journey ends to the south in Malvern where visitors can stay in the Art Church, an 1873 Presbyterian Church transformed by artist Zack Jones into an event space and Airbnb.

Join the Arts Action Fund for Free Today!

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