**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 4.5% 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 4.3% of the nation’s GDP—a larger share of the economy than construction or education services.

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

- **$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**
  
  - 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

### Iowa Arts Facts

**Iowa Arts & Culture Sector Represents 2.3% of State’s GDP & 42,820 Jobs**

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $4.2 billion to Iowa’s economy, representing 2.3% of the state’s GDP—a larger share than some other industries in the state.

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

- **$4.2 Billion** Arts & Culture Sector
  - **$7.3 Billion** Construction
  - **$1.8 Billion** Education Services

  **Bonus:** In 2017, IA cultural groups generated $2.3 billion in compensation.

**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.

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

**Economics**

- **5,595 Businesses** & **25,339 Employees** Are Involved in the Creation or Distribution of the Arts

  **Source:** Americans for the Arts, Arts & Economic Prosperity 5, Greater Des Moines report, 2017.

- **In Iowa, 5,595 arts-related businesses employ 25,339 people.**
  
  - In Linn County, 1,127 Arts-Related Businesses employ 5,990 people.
  - In Scott County, 348 Arts-Related Businesses employ 1,783 people.

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

- **5,595 Businesses** & **25,339 Employees** Are Involved in the Creation or Distribution of the Arts

**Public Investment in Grants to Nonprofit Arts Organizations & Artists**

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

**A** In FY 2020, the state allocated $1,467,188 in FY 2020 to the Iowa Arts Council. 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.

**Source:** NEA and NASA, 2020

Read: “Keeping Iowa Competitive Requires Strong Investment in the Arts,” Iowa Arts Council.

**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!

**Source:** Americans for the Arts Action Fund, 2020

Read: “Funding The Arts is Good For the Nation,” The Hill, 2015.
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.

MEET SOME IOWA ARTS ADVOCATES
• Leon Kuehner is Executive Director of the Iowa Alliance for Arts Education. > More
• Miss Iowa Emily Tinsman uses her platform to advocate for arts education. > More
• Tom Smull is the President of the Iowa Cultural Coalition. > More
• Jordan Weber is an Iowa Artist Fellow and activist who uses the arts to empower inner city communities through youth education and self-resilience programs. > More
• Jennifer Drinkwater is an Iowa Artist Fellow and assistant professor at Iowa State University. Her work focuses on the relationship between art and communities. > More

ART IN IOWA
• Celebrate the centennial of Iowa’s parks through the arts with 20 Artists, 20 Parks at iowaculture.gov
• Explore art along scenic Iowa routes on the Byways of Iowa Public Art Initiative from the Byways of Iowa Foundation.
• Watch short films by Iowa filmmakers on The Film Lounge on Iowa PBS.
• Find art centers, museums and public art on the Iowa Culture App.

IOWA ART ORGANIZATIONS
Iowa Cultural Coalition
www.iowaculturalcoalition.com
Iowa Alliance for Art Education
iowaalliance4artsed.org
Produce Iowa
produceiowa.com

THE ARTS ARE EVERYWHERE!
• Beginning in far Eastern Iowa in Davenport, visit the Figge Art Museum who partners with Living Proof Exhibit to provide virtual tours to cancer patients receiving chemo treatments.
• 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.
• 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 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.
• 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.

IOWA ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!
E-MAIL US: ArtsActionFund@artsusa.org
VISIT US: ArtsActionFund.org/join
CALL US: 202.371.2830 x2067
FOLLOW US: Facebook Arts Action Fund | @ArtsActionFund | #ArtsVote


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

IOWA ARTS FACTS
IN IOWA, THE ARTS UNITE US AS HAWKEYES
Iowa Great Places recognizes communities that value their cultural assets to cultivate the unique and authentic qualities of neighborhoods, communities and regions in Iowa. > More

VOICES FROM IOWA
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