WHY THE ARTS MATTER IN KANSAS

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.


<table>
<thead>
<tr>
<th>Industry</th>
<th>GDP 2017</th>
<th>Arts &amp; Culture Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction</td>
<td>$790.4 B</td>
<td>$790.4 B</td>
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<tr>
<td>Education Services</td>
<td>$206 B</td>
<td>$206 B</td>
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**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.


**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 has proposed allocating $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!


**KANSAS ARTS FACTS**

KANSAS ARTS & CULTURE SECTOR REPRESENTS 2.7% OF STATE’S GDP & 46,316 JOBS

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $4.3 billion to the Kansas economy, representing 2.7% of the state’s GDP—a larger share than some other industries in the state.


<table>
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<tr>
<th>Industry</th>
<th>GDP 2017</th>
<th>Arts &amp; Culture Sector</th>
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<tbody>
<tr>
<td>Construction</td>
<td>$6 B</td>
<td>$6 B</td>
</tr>
<tr>
<td>Mining</td>
<td>$1 B</td>
<td>$1 B</td>
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**BONUS:** In 2017, KS arts and culture jobs generated $2.6 billion in compensation.

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

In Kansas, 4,489 Arts-Related Businesses employ 21,096 people.

- In Douglas County, 247 Arts-Related Businesses employ 1,308 people.
- In Johnson County, 1,624 Arts-Related Businesses employ 7,825 people.
- In Shawnee County, 228 Arts-Related Businesses employ 1,129 people.


- 4,489 BUSINESSES & 21,096 EMPLOYEES ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS

**ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES**

In 2015, the Kansas arts and culture sector employed thousands of FTE jobs and generated millions of dollars in economic activity. Nonprofit arts groups helped cultivate that activity.

- In Johnson County, for example, nonprofit arts groups generated $12.3 million in economic activity. Audiences of 494,405 people added another $10.4 million in related spending for a total of $22.8 million for the county in 2015, and this generated $2.0 million in local and state government revenues and $875 FTE jobs.


**PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS**

**Q** What about Kansas—how much does state government budget for the arts to the Kansas Department of Commerce each year?

The state allocated $500,000 to the Kansas Department of Commerce. In FY 2019-20, the Department also received $642,800 in federal NEA funds, which the Department re-granted to dozens of cultural organizations throughout the state. Another 12 nonprofit arts organizations received direct grants from the NEA totaling $230,000.


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KANSAS ARTS FACTS

IN THE SUNFLOWER STATE, THE ARTS UNITE US

The Strategic Investment and Arts Integration Programs recognize the important role individual artists and creative organizations play in building and sustaining cultural and economic vibrancy in Kansas.

MEET SOME KANSAS ARTS ADVOCATES

- Lawrence Art Center CEO Margaret Weisbord Morris serves on the AFTA Arts Education Network Council. > More
- Kansas Alliance for the Arts in Education founder Barbara Warady serves as the State Arts Advocacy Captain for Kansas. > More
- Artist Armando Minjarez is the Wichita Arts Council Award recipient for Individual Arts Advocate. > More

ARTS IN KANSAS

- Discover the 8 wonders of Kansas Art here.
- The Kansas department of tourism lists the best art galleries and museums here.
- Take a look at the KCAIC grant recipients and their wonderful projects here.

KANSAS ARTS ORGANIZATIONS

- Kansas Alliance for Arts in Education
  www.ksallianceforarts.org
- Kansas Thespians
  www.kansasthespians.com/advocacy
- Kansas Music Educators Association
  www.ksmea.org/advocacy

THE ARTS ARE EVERYWHERE!

- Visit The Nerman Museum of Contemporary Art to see why Johnson County Community College was named one of the top 10 campuses in America for art by Public Art Review.
- Proceed west to downtown Lawrence and visit one of several arts organizations, venues, studios and installations. Then go to the capital city to see the growing collection of the Topeka Mural Project, a public art partnership between the arts community and the local police department.
- During the summer, head towards Chase County to hear the Symphony in the Flint Hills, an annual celebration of classical music and ecological presentations set amongst the rolling hills of the prairie. Then go to Salina for the Smoky Hill River Festival to buy art from one of the largest and longest running arts festivals in region.
- Further west, visit the small town of Lucas, a rural community of 300 that was dubbed the Grassroots Art Capital of Kansas.
- Back down south, catch a screening at the Tallgrass Film Festival in Wichita, named by Moviemaker Magazine as one of 50 Film Festivals worth the entry fee, or stroll through the Ulrich Museum of Art outdoor sculpture collection at Wichita State University, the state’s second entry on the top 10 campuses in America for art by Public Art Review.
- Finally, celebrate the power of theatre and hear a staged reading of new works at the William Inge Theatre Festival in Independence, where past honorees have included Neil Simon, Arthur Miller, and August Wilson.

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

KANSAS 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: Arts Action Fund | @ArtsActionFund | #ArtsVote


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