### Why the Arts Matter in Kentucky

#### 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
  - $804 billion arts & culture sector (4.3%)
  - $746 billion construction (4.0%)
  - $244 billion education services (1.1%)

**BONUS:** U.S. exports generate a $25 billion arts trade SURPLUS.

#### Kentucky Arts Facts

**Kentucky Arts & Culture Sector** represents 2.5% of state's GDP & 52,978 jobs

- **Arts & Culture Sector** represents $4.9 billion arts & culture sector (2.5%)
- **Construction** represents $8 billion (4.9%)
- **Education Services** represents $1.3 billion (3.9%)

**BONUS:** In 2016, KY arts and culture jobs generated $2.6 billion in total compensation.

#### 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

#### 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** 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)?
  - **A** Congress has proposed allocating $162.5 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.

- **Q** What about Kentucky—how much does state government budget to the Kentucky Arts Council each year?
  - **A** The state allocated $1,728,900 to the Kentucky Arts Council. In FY 2019-20, the Kentucky Arts Council received $754,800 in federal NEA funds, which the Council re-granted to dozens of cultural organizations through the state. Another 32 nonprofit arts organizations received direct grants from the NEA totaling $707,725.

**Source:** NEA and NASA, 2020.

THE KENTUCKY ARTS COUNCIL—
Established in 1965, the Kentucky Arts Council is the state arts agency and is responsible for developing and promoting support for the arts in Kentucky. Strategically placed in the Tourism, Arts and Heritage Cabinet, the Kentucky Arts Council is publicly funded by the Kentucky General Assembly and the National Endowment for the Arts. >Learn more here.

MEET SOME KENTUCKY ARTS ADVOCATES
• Chester and Ann Grundy, recipients of the 2016 Governor’s Award in the Arts Milner Award for outstanding philanthropic and other contributions to the arts. > More
• Heath and Molly Eric are a husband and wife singing/songwriting duo from Rumsey. They regularly tour around the state and southern United States, and also train visual and performing artists in successful arts marketing strategies. > More
• Bruce Fraley is mayor of Berea, home to Berea College Crafts, the Kentucky Artisan Center at Berea and a thriving local economy that is rooted in visual art and craft. > More

ARTS IN KENTUCKY
• The Mountain Association for Community Economic Development helps kick-start businesses in the arts in Appalachia.
• Food, art, and health intersect in Owensboro.
• Learn how Artists Become Farmers Market Vendors in Owsley and Ohio counties here.

KENTUCKY ARTS ORGANIZATIONS
Kentucky Arts Partnership grant recipients Kentucky Art Education Association www.kyarted.net
Kentucky Art Center www.kentuckycenter.org
Kentuckians for the Arts kfta.wildapricot.org

THE ARTS ARE EVERYWHERE!
• Since 1969, Appalshop in Whitesburg has been enacting cultural organizing and place-based media, arts and education to document the life, celebrate the culture, and voice the concerns of people living in Appalachia and rural America.
• Every July, at the Berea Festival of Learnshops, you can join outstanding professional artists and master craftspeople to experience practically any art form you can imagine.
• Named “Most Beautiful Small Town in America” by Rand McNally in 2012. Bardstown is a picturesque city is recognized worldwide for its array of cultural, artistic and historic features.

THE KENTUCKY ARTS FACTS
IN THE BLUEGRASS STATE, THE ARTS UNITE US AS KENTUCKIANS
The Kentucky Crafted Market featured the artists and crafts people from all across the state at the Alltech Arena at the Kentucky Horse Park. Kentucky Crafted is a project that promotes both Kentucky and its creative citizens.

KENTUCKY 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

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

To download this fact sheet, “Why the Arts Matter in Kentucky” with corresponding resource links visit www.ArtsActionFund.org/StateFactsheets.

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