**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)

- **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.

- **$790.4 BILLION** Construction
- **$246 BILLION** Education Services

**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)?

**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 amount 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 Kentucky—how much does state government budget to the Kentucky Arts Council each year?

**A** In FY 2020, the state allocated $1,728,900 to the Kentucky Arts Council. The Kentucky Arts Council also 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. Read: “The Art of Economic Development,” Gary Daughters.

**BONUS:** U.S. exports generate a $29.7 billion arts trade SURPLUS.
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
- Chris Cathers is the Executive Director of the Kentucky Arts Council. >More
- Phil Shephard is the Executive Director of Kentuckians for the Arts. >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 craftspersons 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.
- Designated a UNESCO Creative City in November 2013, Paducah features a dynamic arts and entertainment scene with live performances, museums, galleries and a sparkling nightlife that enthralls visitors from around the globe.
- Nestled on a scenic bend of the Ohio River in western Kentucky, Owensboro is the culinary and cultural hub of western Kentucky, with a wide variety of wonderfully delicious, locally owned restaurants and a thriving arts community.
- A unique combination of history and Southern charm greets visitors in Danville. Experience world class music, theater and performance at the Norton Center for the Arts, host of the 2012 Vice Presidential Debate.

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

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

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