**WHY THE ARTS MATTER IN LOUISIANA**

**NATIONAL ARTS FACTS**

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

**$878 BILLION**  Arts & Culture Sector

**$790.4 BILLION**  Construction

**$206 BILLION**  Education Services

**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.


**NONPROFIT ART IS A DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.**

**$166.3 BILLION**

**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 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!


**LOUISIANA ARTS FACTS**

**LOUISIANA ARTS & CULTURE SECTOR REPRESENTS 2.5% OF STATE’S GDP & 52,749 JOBS**

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $5.9 billion to Louisiana’s economy, representing 2.5% of the state’s GDP—a larger share than other industries in the state. Source: U.S. Bureau of Economic Analysis, 2017.

**$59 BILLION**  Arts & Culture Sector

**$12.9 BILLION**  Construction

**$2.6 BILLION**  Education Services

**BONUS:** In 2017, LA arts and culture jobs generated $2.8 billion in total compensation.

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

In Louisiana, 7,871 Arts-Related Businesses employ 41,109 people.

- In East Baton Rouge Parish, 1,108 Arts-Related Businesses employ 5,419 people.
- In Jefferson Parish, 915 Arts-Related Businesses employ 8,956 people.
- In Orleans Parish, 1,282 Arts-Related Businesses employ 12,094 people.


**7,871 BUSINESSES** & **41,109 EMPLOYEES**

**ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS**

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

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

- Spending by arts audiences generated $102.5 million to local businesses.
- In Lafayette specifically, nonprofit arts groups generated $6.4 million in economic activity. Audiences of 328,950 people added another $10.6 million in related spending for a total of $170 million for the city in 2015, and this generated $1.5 million in local and state government revenues and 580 FTE jobs.


**NONPROFIT ART IS A JUST ONE OF OUR LOCAL STATE ECONOMIES.**

**$7.7 BILLION**

**What about Louisiana—how much does state government budget to the Louisiana Division of the Arts each year?**

The state allocated $2,069,865 to the Louisiana Division of the Arts in FY 2019-20. The Louisiana Division of the Arts also received $752,600 in federal NEA funds which the Division re-granted to dozens of cultural organizations throughout the state. Another 49 nonprofit arts organizations received direct grants from the NEA totaling $1,520,000.


IN THE BAYOU STATE, THE ARTS UNITE US

With some 400 different festivals each year featuring local music, arts and culture, it’s easy to see why Louisiana is often called the Festival Capital of America.

THE LOUISIANA DIVISION OF THE ARTS (LDOA)—The LDOA was established by the state legislature in 1977. A program of the Office of Cultural Development, the LDOA serves the citizens of Louisiana by acting as a catalyst to provide funding and support the advancement of the arts field while providing public access to Louisiana’s arts and culture. The Division also provides service and support to the arts and culture field in the areas of Arts-in-Education, State and Regional partnerships, Folklife, Individual Artists’ Services, Accessibility, and Organizational Support Services. > Learn more here.

MEET SOME LOUISIANA ARTS ADVOCATES

• **Virginia Berthelot** is the President of the Louisiana Art Education Association and a board member of the Louisiana State Arts Council. > More
• **Jacque Rodrigue** is Executive Director of the George Rodrigue Foundation of the Arts, Founder of Louisiana A+ Schools, and a recipient of the Lt. Governor’s Louisiana Culture Awards – Arts Education Award. > More
• **Gene Meneray** is a board member of the Louisiana State Arts Council, Executive Director of the Louisiana Crafts Guild, and is a co-founder of The Ella Project, which provides legal assistance to LA artists and arts organization. > More
• **Carol Babelle** is the founder of Ashé Cultural Arts Center, a nonprofit organization that creates and supports programs, activities and creative works emphasizing the contributions of people of African Descent. She is a published poet, writer and a presenter and advocate for the primal role of culture in establishing a quality life in urban environments, especially New Orleans. > More

ART IN LOUISIANA

• See a comprehensive list of state fine craft artists here and an awesome roster of musical events here.
• Louisiana Travel can point you toward the ten must-see cultural festivals here and interesting art galleries and destinations here.
• Movoto lists the five best cities in Louisiana for the arts here.

LOUISIANA ART ORGANIZATIONS

Louisiana Partnership of the Arts https://lparts.org
Louisiana Crafts Guild www.louisianacrafts.org

THE ARTS ARE EVERYWHERE!

• A visit to Louisiana is not complete without a stop in the Big Easy for one of New Orleans’ many music and arts festivals such as the New Orleans Jazz and Heritage Festival, Essence Festival, or to hear the shouts of “STELLA!” at the Tennessee Williams Literary Festival.
• From Festivals Acadiens et Créoles, Zydeco Extravaganza to Festival International de Louisiane, in Lafayette, you can take in the local culture and cultures from around the world all en français (in French).
• Residents and visitors are crawling all over Monroe and West Monroe with the Downtown Gallery Crawl featuring art galleries, live music, and award winning local culinary delights.
• STEAM up the Mississippi to our state capitol city of Baton Rouge, where fine art and science come together at the Louisiana Arts and Science Museum.
• In Shreveport, Elvis hasn’t left the building. Meet the King of Rock ‘n Roll at the Shreveport Municipal Auditorium, where the world was introduced to Elvis Presley through the Louisiana Hayride.
• In Arnaudville, the world is talking about Arnaudville and NUNU Arts and Culture Collective. The rural community has gone from neglected historic buildings to a community-wide revitalization effort and has become a hub of international cultural placemaking and a destination for travelers.

LOUISIANA 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.

Americans for the Arts ACTION FUND

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