**WHY THE ARTS MATTER IN MISSISSIPPI**

### NATIONAL ARTS FACTS

**ARTS & CULTURE SECTOR’S PERCENTAGE OF U.S. ECONOMY** (Arts, University Arts, Commercial & Nonprofit Arts Organizations Combined)

<table>
<thead>
<tr>
<th>Sector</th>
<th>GDP &amp; Jobs</th>
<th>Percentage of GDP</th>
<th>Number of Jobs</th>
</tr>
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<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$878 Billion</td>
<td>4.5%</td>
<td>5.1 Million</td>
</tr>
<tr>
<td>Construction</td>
<td>$790.4 Billion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education Services</td>
<td>$246 Billion</td>
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</tbody>
</table>

**BONUS:** U.S. exports generate a $29.7 billion arts trade SURPLUS.

### MISSISSIPPI ARTS FACTS

**MS ARTS & CULTURE SECTOR REPRESENTS 2.3% OF STATE’S GDP & 25,767 JOBS**

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $2.5 billion to Mississippi’s economy, representing 2.3% of the state’s GDP—a larger share than some other industries in the state.


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**BONUS:** In 2017, MS arts and culture jobs generated $1.2 billion in total compensation.

### 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.

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**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.

**NONPROFIT ART IS A $166.3 BILLION DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.**

In Mississippi, 2,740 Arts-Related Businesses employ 15,069 people.

- In Harrison County, 226 Arts-Related Businesses employ 966 people.
- In Hinds County, 370 Arts-Related Businesses employ 3,409 people.
- In Jones County, 54 Arts-Related Businesses employ 1,127 people.


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**ECONOMICS**

In 2015, the Mississippi 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 Lafayette for example, nonprofit arts groups generated $2.7 million in economic activity. Audiences of 223,150 people added another $8.3 million in related spending for a total of $11.0 million for the city in 2015, and this generated $1.1 million in local and state government revenues and 336 FTE jobs.

Source: Americans for the Arts, _Arts & Economic Prosperity 5_, Lafayette County report, 2017.

**NONPROFIT ART IS A $2.6 BILLION DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.**

### 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!


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

**A** In FY 2020, the state allocated $1,719,421 to the Mississippi Arts Commission. The Mississippi Commission on the Arts also received $302,500 in federal NEA funds, which the Commission re-granted to dozens of cultural organizations serving 99 House and 53 Senate Districts. Another 8 nonprofit arts organizations received direct grants from the NEA totaling $130,000.


THE MISSISSIPPI ARTS COMMISSION—
The Mississippi Arts Commission (MAC) was established in 1968 by the Mississippi Legislature. MAC provides financial and technical assistance for arts programming to arts organizations and educational institutions throughout Mississippi. Funded annually by the Mississippi Legislature, the National Endowment for the Arts and private funds, MAC uses this support to carry forth its mission and continues to act as a core and essential function of government. > Learn more here.

MEET SOME MISSISSIPPI ARTS ADVOCATES
• Betsy Bradley is Executive Director of the Mississippi Museum of Art. > More
• V. A. Patterson the 2018 Governor’s Arts in Community Award > More
• Dr. Penny Wallin is Executive Director of the Mississippi Alliance for Arts Education. > More
• Malcolm White is Executive Director of the Mississippi Arts Commission. > More

THE ARTS ARE EVERYWHERE!

• Starting from Memphis, Tennessee, head south on Highway 61, the Blues Highway, to get a driving tour of the birthplace of the blues. Stop in Tunica, Clarksdale, and Merigold to see the many Mississippi Blues Trail markers highlighting the people and places integral to the genre.
• Stop in Cleveland to see the GRAMMY Museum Mississippi, the only museum of its kind outside of Los Angeles. Mississippi boasts more GRAMMY winners per capita of any other state.
• Head east to the literary hub of Oxford to see the charming and art-filled Courthouse Square.

Make sure to stop in Square Books to read up on Mississippi writers, then take a tour of author William Faulkner’s home Rowan Oak.
• Recently named one of the most artistic towns in America by Matador network, the capital city of Jackson offers visitors world-class museums as well as up-and-coming neighborhoods and co-ops with artistic flair.
• East of Jackson, Meridian is home to the new Mississippi Arts and Entertainment Experience, “the MAX” for short. This interactive museum introduces visitors to the vast group of nationally known artists and entertainers who hail from the state.
• End your tour by heading south to Ocean Springs where you can take in the same sights and sounds that inspired Walter Anderson’s signature painting style. View his original work at the Walter Anderson Museum of Art. The Ohr-O’Keefe Museum and the Mary C. Cultural Center are worth a stop as well.

MISSISSIPPI ART ORGANIZATIONS
Mississippi Alliance for Arts Education
www.msartsalliance.com
Mississippi Museum of Art
www.msmuseumart.org
Yoknapatawpha Arts Council
www.oxfordarts.com

MISSISSIPPI ARTS Facts

IN THE MAGNOLIA STATE, THE ARTS UNITE US
The Whole Schools Initiative (WSI) in Mississippi uses the arts as a vehicle to promote high-quality instruction. MAC works with teachers to develop strategies that incorporate arts across the curriculum to serve 15,750 students, 1,423 teachers and administrators, and 32 schools.

ART IN MISSISSIPPI
• Culturetrip.com lists 12 of the best arts destinations and festivals throughout the state here.
• Visit Mississippi offers an itinerary featuring the state’s best musical destinations here.
• The Mississippi Arts and Entertainment Experience opened in 2018 and offers visitors an interactive way to experience the state’s artistic legacy. Learn more here.

MISSISSIPPI ARTS NEED YOU!

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

DRAFT as of 3/27/2020