## GDP & JOBS

### Arts & Culture Sector’s Percentage of U.S. Economy (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

<table>
<thead>
<tr>
<th>Sector</th>
<th>GDP</th>
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</tr>
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<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$804 Bln</td>
<td>U.S. Bureau of Economic Analysis, 2016</td>
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<tr>
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**BONUS:** U.S. exports generate a $25 billion arts trade SURPLUS.

### Missouri Arts Facts

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**BONUS:** In 2016, MO arts and culture jobs generated $5.0 billion in total compensation.

### Number of Arts-Related Businesses and Jobs (Commercial & Nonprofit Arts Organizations Combined)

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<tr>
<td>Businesses</td>
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### Economic Impact of Nonprofit Arts Organizations & Their Audiences

- **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.

### Nonprofit Art is a Driver of Our National, State & Local Economy

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<th>Missouri Arts &amp; Culture Sector</th>
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### Why the Arts Matter in Missouri

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

**A** The state allocated $6,570,874 to the Missouri Arts Council in FY 2019-20, the Missouri Arts Council also received $737,200 in federal NEA funds, which the Council re-granted to hundreds of cultural organizations throughout the state. Another 54 nonprofit arts organizations received direct grants from the NEA totaling $2,395,300.

**Source:** NEAand NASA, 2020.

**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!

**Source:** Americans for the Arts Action Fund, 2020.

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**American for the Arts Action Fund**

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**WHY THE ARTS MATTER**

**IN MISSOURI**

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**NATIONAL ARTS FACTS**

**arts & culture sector’s percentage of U.S. economy**

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**MISSOURI ARTS FACTS**

**Missouri arts & culture sector represents 3.3% of state’s GDP & 93,828 jobs**

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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 $275 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.

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**Nonprofit Art is a Driver of our National, State & Local Economy**

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**Public Investment in Grants to Nonprofit Arts Organizations & Artists**

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**Source:** Americans for the Arts Action Fund, 2020.

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**Q** What about Missouri—how much does state government budget to the Missouri Arts Council each year?...
“The arts in Missouri are crucial to growing our state’s economy. They foster creativity and innovation within our communities and add to the cultural fabric that makes Missouri one of the best places to live and to do business.”
—Rob Dixon, Director Missouri Department of Economic Development

MISSOURI ARTS FACTS

IN THE SHOW ME STATE, THE ARTS UNITE US

Like a butterfly, Joplin has undergone a metamorphosis since 2011. Recovering from that year’s destructive tornado, the community collaborated to produce many beautiful murals throughout the town. See the murals at www.VisitJoplinMO.com.

THE MISSOURI ARTS COUNCIL—
Established as a state agency in 1965, the Missouri Arts Council is a division of the Department of Economic Development. The Missouri Arts Council supports the arts that strengthen the cultural, educational, and economic vitality of the state.
> Learn more here,

MEET SOME MISSOURI ARTS ADVOCATES

• Kyna Iman, advocate for Missouri Citizens for the Arts, loves the arts, duck hunting, biking, and the political process. “If you don’t take an interest in politics,” she says, “then politics may not take an interest in you.” > More
• Phil Dunlap is President of Missouri Citizens for the Arts, Director of Education and Community Engagement, at Jazz St. Louis, and a jazz pianist. > More
• Ben Martin, Executive Director for the Missouri Alliance for Arts Education, is passionate about involving students in the work of advocating for the arts through Show-Me Arts, Missouri’s student arts advocacy training program. > More
• Marie Nau Hunter, board member of Missouri Citizens for the Arts and former board member of the Missouri Arts Council may be heard on “Speaking-of-the-Arts” on KOPN Radio, Columbia. > More
• Meet Sharon Beshore, Chair of the Missouri Arts Council’s board and Joplin’s Citizen of the Year. > More

ART IN MISSOURI

• The Missouri Division of Tourism lists the best arts destinations throughout the state here.
• Missouri Life Magazine can direct you to a cultural festival for every season here.
• The Missouri Arts Council offers a directory of great performing artists here.

MISSOURI ART ORGANIZATIONS

Missouri Citizens for the Arts
www.mo4arts.org
Missouri Alliance for Arts Education
www.moaae.org
Missouri Association of Community Arts Agencies
www.macaa.net

THE ARTS ARE EVERYWHERE!

• Now in its 25th year, the St. Louis Art Fair is ranked in the top ten art fairs and festivals to visit by Art Fair Sourcebook. And the Festival of Nations is the region’s largest multicultural celebration featuring dance, music, arts and crafts, and an international bazaar with unique gifts from around the world.
• In Hannibal, the birthplace of Samuel Clemens, the literature of Mark Twain continues to inspire, engage, and entertain, and the man himself makes an appearance at least once a year at the Twain on Main Festival.
• If you value fact over fiction, you would enjoy going to Columbia for the True/False Film Festival, called “The most important documentary festival in America” by the Los Angeles Times.
• It’s been said that “while New Orleans was the birthplace of jazz, America’s music grew up in Kansas City.” Whether you hear it in the iconic Kauffman Center for the Performing Arts, or nightly at clubs across the City, it is the best place to get to know KC jazz.
• In Springfield, the Missouri State University and Springfield Arts Council partner to create ideaXfactory (which stands for Innovation, Design, Entrepreneurship, and Art). There you can take in site-specific art installations, non-traditional art projects, and contemporary art exhibitions.
• West Plains is a place where unspoiled natural beauty, hardscrabble ingenuity, and tenacity in the face of unforgiving land have defined generations. Traditional arts are central to the culture and embedded in daily life. The Old-Time Music and Ozark Heritage Festival shows how the people of West Plains celebrate their culture.
• In Cape Girardeau First Friday with the Arts gallery walks and annual Outdoor Sculpture Exhibit help further the revitalization of downtown.

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

MISSOURI 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 Missouri,” with corresponding resource links visit

2/23/2020