### 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.


<table>
<thead>
<tr>
<th>Sector</th>
<th>GDP ($B)</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$878</td>
<td>U.S. Bureau of Economic Analysis, 2017</td>
</tr>
<tr>
<td>Construction</td>
<td>$790.4</td>
<td></td>
</tr>
<tr>
<td>Education Services</td>
<td>$246</td>
<td></td>
</tr>
</tbody>
</table>

**Bonus:** U.S. exports generate a $29.7 billion arts trade surplus.

### Montana Arts Facts

**Montana Arts & Culture Sector Represents 3.4% of State’s GDP & 15,666 Jobs**

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $1.6 billion to Montana’s economy, representing 3.4% of the state’s GDP—a larger share than some other industries in the state.


<table>
<thead>
<tr>
<th>Sector</th>
<th>GDP ($B)</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$1.6</td>
<td>U.S. Bureau of Economic Analysis, 2017</td>
</tr>
<tr>
<td>Construction</td>
<td>$2.7</td>
<td></td>
</tr>
<tr>
<td>Education Services</td>
<td>$0.26</td>
<td></td>
</tr>
</tbody>
</table>

**Bonus:** In 2017, MT arts and culture jobs generated $883 million 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. 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.

<table>
<thead>
<tr>
<th>Business Type</th>
<th>Number</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
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<td>Arts-Related Businesses</td>
<td>673,656</td>
<td>3.48M</td>
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</table>

### 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

**Nonprofit Art is a $166.3 billion driver of our national, state & local economy**

In 2015, the Montana 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 Missoula, for example, nonprofit arts groups generated $33.6 million in economic activity. Audiences of 1.3 million people added another $33.6 million in related spending for a total of $54.4 million for the city in 2015, and this generated $4.4 million in local and state government revenues and 1,913 FTE jobs.


### Funding

**Q & A: So how much is the federal government investing in the National Endowment for the Arts (NEA)?**

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 & A: What about Montana—how much does state government budget to the Montana Arts Council each year?**

In FY 2020, the state allocated $252,305 to the Montana Arts Council and authorized $482,784 through the Montana Cultural Trust. The Montana Arts Council also received $308,700 in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 54 nonprofit arts organizations received direct grants from the NEA totaling $2,323,800.

MONTANA ARTS FACTS

IN THE BIG SKY COUNTRY, THE ARTS UNITE US

Engaging fourth graders, the Missoula Writing Collaborative strengthens connections to Montana history, geography, and culture through creative writing.

MEET SOME MONTANA ARTS ADVOCATES

- Tatiana Gant is Executive Director of the Montana Arts Council.  
  > More
- Cyndy Andrus was re-elected Mayor of Bozeman and is Chairman of the Montana Arts Council. > More
- Cortni Harant is the President of the Montana Art Education Association. > More
- Rick Bass is one of our nation’s best fiction writers and the recipient of the Governor’s Arts Award. > More
- Mandy Smoker Broadus and Melissa Kwasny are the current Montana Poets Laureates. > More
- Jackie Parsons, multiple award winner from Native Peoples Fund is a former Montana Arts Council chair and the 2018 Montana Governor’s Arts Awards honoree. > More

ART IN MONTANA

- Visit Montana has an overview of the best arts destinations throughout the state here.
- Lively Times offers a calendar of arts events in Montana here.
- Find out about all the state’s great art galleries, live performances, Indian Nations’ events, and museums here.

MONTANA ART ORGANIZATIONS

Montana Performing Arts Consortium
www.mtperformingarts.rock
Montana Museums Association
www.montanamuseums.org
Montana Art Gallery Directors Association
www.magdamt.wordpress.com

THE ARTS ARE EVERYWHERE!

- Start in Montana’s biggest city, Billings, and catch an outdoor performance of Backyard Theater or a show at Billings Studio Theater, the Alberta Bair Theater, or the Sacrifice Cliff Theater Company. For music, there’s the Billings Symphony Orchestra and the Yellowstone Chamber Players. The city is home to many museums and galleries of art and Western heritage.
- Head west to Bozeman for the Emerson Center for Arts and Culture, with its art gallery, films, and art classes and workshops for adults and children. In addition to dozens of art galleries, Bozeman has a museum for every interest: the American Computer, Museum, the Gallatin Historical Society’s Pioneer Museum, and the Museum of the Rockies with its awesome dinosaur skeletons.
- In Butte, the Montana Folk Festival features performances and demonstrations by over 200 of the nation’s finest musicians, dancers, and craftspeople.
- Drive north on route 90 to Missoula, home to the Rocky Mountain Ballet Theater (producer of the wonderful Ballet Beyond Borders festival), the Montana Museum of Arts and Culture, the Montana Book Festival, the International Wildlife Film Festival, the Wilma Theater, many galleries, and museums devoted to Western history.
- Further north is Pablo and the Flathead Indian Reservation, where the People’s Center preserves the rich cultural heritage of the Salish, Pend d’Oreille, and Kootenai tribes.
- Great Falls has the Great Falls Symphony, the Community Concert Association, the Paris Gibson Square Museum of Art, the Cascade County and the Historical Society High Plains Heritage Center.
- Here are more events that exhibit Montana’s cultural vibrancy include the Red Ants Pants Festival in White Sulphur Springs, Blackfoot Pathways: Sculpture in the Wild in Lincoln, and Crow Fair in Big Horn County.

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

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org
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CALL US: 202.371.2830 x2067
FOLLOW US: Arts Action Fund | @ArtsActionFund | #ArtsVote

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

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