WHY THE ARTS MATTER IN PENNSYLVANIA

NATIONAL ARTS FACTS

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

**ARTS & CULTURE SECTOR REPRESENTS 4.5% OF NATION’S GDP & 5.1 MILLIONS 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>GDP &amp; JOBS</th>
<th>$878 BILLION</th>
<th>Arts &amp; Culture Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>$790.4 BILLION</td>
<td>Construction</td>
<td></td>
</tr>
<tr>
<td>$246 BILLION</td>
<td>Education Services</td>
<td></td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>BUSINESSES</th>
<th>673,656</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMPLOYEES</td>
<td>3.48M</td>
</tr>
</tbody>
</table>

**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 $275 billion in federal, state, and local government revenue.

- Spending by arts audiences generated $102.5 billion to local businesses.


<table>
<thead>
<tr>
<th>NONPROFIT ART IS A</th>
<th>$166.3 BILLION DRIVER OF OUR NATIONAL, STATE &amp; LOCAL ECONOMY</th>
</tr>
</thead>
</table>

**ECONOMICS**

In Pennsylvania 23,420 Arts-Related Businesses employ 156,712 people.

- In Allegheny County, 2,912 Arts-Related Businesses employ 22,558 people.
- In Montgomery County, 2,264 Arts-Related Businesses employ 14,329 people.
- In Philadelphia County, 2,951 Arts-Related Businesses employ 23,420 people.


<table>
<thead>
<tr>
<th>BUSINESSES</th>
<th>23,420</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMPLOYEES</td>
<td>156,712</td>
</tr>
</tbody>
</table>

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

In 2015, nonprofit arts organizations in the state generated $3.4 billion in economic activity annually that supported 100,114 jobs and generated $402.1 million in state and local government revenue.

- In the Lehigh Valley specifically, nonprofit arts groups generated $83.2 million in economic activity. Audiences of 3.6 million people added another $103.2 million in related spending for a total of $186.4 million for the region in 2015, and this generated $18.8 million in local and state government revenues.


**NONPROFIT ART IS A $3.4 BILLION DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.**

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

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

**A** In FY 2020, the state allocated $10,474,000 to the Pennsylvania Council on the Arts. The Pennsylvania Council on the Arts was allocated $332,500 in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 153 nonprofit arts organizations received direct grants from the NEA totaling $4,532,500.

Source: NEA and NASA, 2020


**FUNDING**

**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!


**PENNSYLVANIA ARTS FACTS**

**IN THE KEYSTONE STATE, THE ARTS UNITE US**

Creative Communities of Care is a partnership between the PA Council on the Arts and the PA Department of Military and Veterans Affairs to bring in-depth, collaborative, creative programming to veterans at all six homes for veterans in the commonwealth.

---

**THE PENNSYLVANIA COUNCIL ON THE ARTS (PCA)—**

In 1966, Governor William D. Scranton signed enabling legislation establishing the Pennsylvania Council on the Arts. The Mission of the Pennsylvania Council on the Arts (PCA) is to foster the excellence, diversity, and vitality of the arts in Pennsylvania and to broaden the availability and appreciation of those arts throughout the Commonwealth.

> Learn more [here](https://arts.council.state.pa.us/).

---

**THE ARTS ARE EVERYWHERE!**

- Starting in the Lehigh Valley, ArtsQuest’s Musikfest attracts approximately 1 million visitors to Bethlehem each year. Musikfest is the country’s largest free music festival.
- Head south to Chadds Ford and enjoy the art of the Wyeth family at the Brandywine River Museum. In addition to the Wyeth family’s work, the museum also houses a cross-section of American art with special focus on artists from the Brandywine Valley.
- Start a tour of Lancaster with a visit to the Ware Center, the city’s newest visual and performing arts center. It is located in the heart of the arts & historical district. Down the street is the Fulton Opera House, and located along Prince Street are arts galleries to appeal to everyone’s taste.
- Head up to State College to attend the Central Pennsylvania Festival of the Arts in July. The Festival assists the Nittany Valley Running Club in presenting the Sue Crowe Memorial Festival of the Arts Festival Races, and Schlow Centre Region Library in presenting Bookfest.
- Head west to Ridgway and attend the annual Chainsaw Carvers Rendezvous. Over 60 carvers from around the nation participate in this experience. The 2019 event is scheduled for the end of April.
- The City of Sharon sits unassumingly in the Shenango Valley of Mercer County, nestled against Pennsylvania’s border with Ohio. But this quiet city is home to a unique arts festival—Waterfire Sharon! The festival incorporates the contributions of dozens of local galleries and works of art lining downtown Sharon. The family-friendly event offers an opportunity to walk the main streets of the city traffic-free in the glow of the river’s stunning display of fire.

---

**MEET SOME PENNSYLVANIA ARTS ADVOCATES**

- Rock Lititz received the 2019 Governor’s Awards for the Arts - Creative Industries for the organization’s groundbreaking work in live entertainment. It is one of a kind production community (housing over 30 different companies associated with live entertainment on the 96 acre campus) that supports innovative creativity within the live event industry. > More
- Mary Brenholts of Pittsburgh received the 2019 Governor’s Awards for Arts Leadership & Service for her work in the field of arts education. Brenholts is director of Artists in Schools and Communities at the Pittsburgh Center for the Arts. She is a tireless arts advocates and she has become a regular at the PA Arts Advocacy Day held in Harrisburg each May. > More
- Jenny L. Hershour is Managing Director of Citizens for the Arts in Pennsylvania. > More
- Mitch Swain is CEO of the Greater PittsburghArts Council > More
- Maud Lyon is the President of the Greater Philadelphia Cultural Alliance > More

**ART IN PENNSYLVANIA**

- EverVisitPA can direct you to the best destinations for arts and culture in the state [here](https://evervisitpa.com/).
- BestThingsPA can direct you to the best venues of live theater and dance performances [here](https://bestthingspa.com/).
- ArtsFairCalendar offers a calendar of art shows and craft fairs in Pennsylvania [here](https://artsfaircalendar.com/).

**PENNSYLVANIA ART ORGANIZATIONS**

Citizens for the Arts in Pennsylvania [www.citizensfortheartsinpa.org](http://www.citizensfortheartsinpa.org/)
Pennsylvania Music Educators Association [https://pamea.net/](https://www.pamea.net/)
Pennsylvania Art Action Coalition [www.pennsylvaniaartactioncoalition.org](http://www.pennsylvaniaartactioncoalition.org/)
Philadelphia Cultural Alliance [www.philaarts.org](http://www.philaarts.org/)
Pennsylvania Music Educators Association [https://pamea.net/](https://www.pamea.net/)

---

**PENNSYLVANIA 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: Facebook “f” Logo CMYK / .eps / twitter | ArtsActionFund | #ArtsVote

---

“In lower-income neighborhoods, cultural resources are ‘significantly’ linked to better health, schooling, and security.”

—Penn Social Policy & Practice