WHY THE ARTS MATTER IN VERMONT

**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 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.


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<tr>
<th>$878 BILLION</th>
<th>Arts &amp; Culture Sector</th>
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<tr>
<td>$790.4 BILLION</td>
<td>Construction</td>
</tr>
<tr>
<td>$206 BILLION</td>
<td>Education Services</td>
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**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.

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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.


| 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 amount is 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!


**VERMONT ARTS FACTS**

**VERMONT ARTS & CULTURE SECTOR REPRESENTS 3.2% OF STATE’S GDP & 10,799 JOBS**

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $1 billion to Vermont’s economy, representing 3.2% of the state’s GDP—a larger share of the state’s economy than some other industries in the state.


<table>
<thead>
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<th>$1 BILLION</th>
<th>Arts &amp; Culture Sector</th>
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<tr>
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<td>Education Services</td>
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**BONUS:** In 2017, VT arts and culture jobs generated $572 million in total compensation.

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

In Vermont, 2,021 Arts-Related Businesses employ 6,874 people.  
- In Chittenden County, 632 Arts-Related Businesses employ 2,646 people.  
- In Washington County, 234 Arts-Related Businesses employ 679 people.  
- In Windham County, 178 Arts-Related Businesses employ 411 people.


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

In 2015, nonprofit arts organizations in the state generated $122.9 million in economic activity annually that supported 4,268 jobs and generated $9.8 million in state and local government revenue.

- In the Greater Burlington Area, nonprofit arts groups generated $59.1 million in economic activity. Audiences of 1.1 million people added another $36.0 million in related spending for a total of $95.2 million for the city in 2015, and this generated $9.1 million in local and state government revenues.

Source: Americans for the Arts, Arts & Economic Prosperity 5, VT and Greater Burlington Area reports.

| NONPROFIT ART IS A DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES |
| $122.9 MILLION |

**PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS**

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

**A** The state allocated $723,589 to the Vermont Council on the Arts. In FY 2019-20, the Vermont Council on the Arts also received $724,300 in federal NEA funds. The Council re-granted to dozens of cultural organizations through the state. Another 21 nonprofit arts organizations received direct grants from the NEA totaling $387,000.

IN THE GREEN MOUNTAIN STATE, THE ARTS UNITE US

In the small town of Bethel, an innovative project brought together the local government, businesses, and members of the community to revitalize the neglected downtown through pop-up art galleries, live music events, and a 200-foot long trout-themed mural created and installed with the help of more than 150 community members.

THE VERMONT ARTS COUNCIL—
The Vermont Arts Council envisions a Vermont where all people have access to the arts and creativity in their lives, education, and communities. Engagement with the arts transforms individuals, connects us more deeply to each other, energizes the economy, and sustains the vibrant cultural landscape that makes Vermont a great place to live. Since 1965, the Council has been the state’s primary provider of funding, advocacy, and information for the arts in Vermont.

> Learn more here.

MEET SOME VERMONT ARTS ADVOCATES

- **Karen Mittelman** is the executive director of the Vermont Arts Council. > More
- **John Killacky**, former executive director of the Flynn Center for Performing Arts and recently elected Vermont State Representative, has worked as an advocate to expand access to the arts for people with disabilities. > More
- **Allison Coyne Carroll**, director of Middlebury College’s Performing Arts Series, advocates for the arts at the state and federal level, specifically issues relating to cultural diplomacy, immigration, and taxation for artists from abroad. > More
- **Cornelia Carey** is executive director of CERF+, which provides emergency relief assistance for artists working in craft disciplines and emergency preparedness and mitigation resources for all artists. > More

ART IN VERMONT

- **The Vermont Arts Calendar** lists arts events, concerts, classes around the state here.
- **Creative Ground** provides a comprehensive list of Vermont artists, arts organizations, and venues here.
- **The Vermont Vacation Guide** suggests arts experiences for every season, like this arts and skiing article here.
- **The Vermont Arts Council** website has resources to help residents and visitors alike experience the arts here.

VERMONT ART ORGANIZATIONS

Vermont Folk Life Center: www.vermontfolklifecenter.org
VSA Vermont: www.vsavt.org
Vermont Creative Network: www.vermontcreativenetwork.org

THE ARTS ARE EVERYWHERE!

- To fully experience the **Northeast Kingdom** start with Dog Mountain, home of the Stephen Huneck Gallery and 150 acres of dog-friendly grounds. Or, head to Bread and Puppet, one of the nation’s oldest self-supporting theater companies and a 140-year old hay barn that has been transformed into a museum with an exquisite collection.
- **Burlington**, Vermont’s “Queen City,” is both the largest city in the state and a hub of arts activities. On the Church Street pedestrian mall, visit Burlington City Arts and Frog Hollow, home to more than 200 Vermont artists and artisans. Or venture to the South End Arts District for a meandering collection of galleries and artist studios—and the site of the South End Art Hop each September.
- In the picturesque **Mad River Valley**, The Bundy Modern is positioned on a natural plateau with incredible views of the mountainside—the perfect backdrop for its showing of contemporary art. During August the entire valley celebrates the Vermont Festival of the Arts, with music, art exhibitions, and family-friendly events.
- In **Middlebury**, the college campus offers the Museum of Art and Mahaney Center for the Arts. Town Hall Theater offers theater, opera, films, and a gallery. It is also host to the August Middlebury New Filmmakers Festival.
- In **Brattleboro**, see a world-class jazz ensemble at the Vermont Jazz Center or a performance at the New England Center for Circus Arts. The Brattleboro Museum & Art Center offers contemporary art exhibits throughout the year and the historic Latchis Theater is the go-to place for a wide array of performing arts.

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

VERMONT 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


DRAFT as of 3/20/2020