WHY THE ARTS MATTER IN VIRGINIA

NATIONAL ARTS FACTS

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

<table>
<thead>
<tr>
<th>Arts &amp; Culture Sector</th>
<th>Construction</th>
<th>Education Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>$804 BILLION</td>
<td>$746 BILLION</td>
<td>$244 BILLION</td>
</tr>
</tbody>
</table>

BONUS: U.S. exports generate a $25 billion arts trade SURPLUS.

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

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

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.

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.


PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

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 What about Virginia—how much does state government budget to the Virginia Commission on the Arts each year?

A The state allocated $3,837,138 to the Virginia Commission on the Arts. In FY 2019-20, the Virginia Commission on the Arts also received $716,800 in federal NEA funds, which the Commission re-granted to hundreds of cultural organizations throughout the state. Another 52 nonprofit arts organizations received direct grants from the NEA totaling $1,221,500.


VIRGINIA ARTS FACTS

ARTS & CULTURE SECTOR REPRESENTS 3.4% OF STATE’S GDP & 120,016 JOBS

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $16.9 billion to Virginia’s economy, representing 3.4% of the state’s GDP—a larger share than some other industries in the state.

BONUS: In 2016, VA arts and culture jobs generate $8 billion in total compensation.

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

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<th>BUSINESSES</th>
<th>EMPLOYEES</th>
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<td>16,887</td>
<td>76,432</td>
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In Virginia, 16,887 Arts-Related Businesses employ 76,432 people.

- In Fairfax County, 3,054 Arts-Related Businesses employ 14,012 people.
- In Richmond City, 761 Arts-Related Businesses employ 4,403 people.
- In Virginia Beach, 1,158 Arts-Related Businesses employ 4,773 people.


ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

In 2015, Virginia 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 Richmond and the Tri-Cities Region nonprofit arts groups generated $211.7 million in economic activity. Audiences of 5.9 million people added another $148.4 million in related spending for a total of $360.1 million for the city in 2015, and this generated $31.6 million in local and state government revenues and 10,702 FTE jobs.


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IN THE COMMONWEALTH, THE ARTS UNITE US AS VIRGINIANS

Unveiled to the community just months before the tragic events in Charlottesville, a statue honoring Richmond’s own Maggie L. Walker continues to be a symbol of community gathering, community celebration and positive civic discovery and dialogue.

THE VIRGINIA COMMISSION FOR THE ARTS—Created in 1968, Virginia Commission for the Arts celebrates and champions artistic excellence and encourages growth in artistic creativity, quality and innovation. VCA invests in the arts in the Commonwealth by supporting and encouraging full participation in a creative culture that will benefit all Virginians. The Commission is guided by 13 Commissioners. To ensure statewide representation, at least one Commissioner—and no more than two—is appointed from each Congressional district. > Learn more here.

MEET SOME VIRGINIA ARTS ADVOCATES

• Edward H. Harvey, of Somerset, is the former President of Virginians for the Arts. He asserts that the arts are entertaining and thought-provoking, but also serve as an economic driver. > More
• Janet Starke, Executive Director of the Virginia Commission for the Arts, believes that arts education can cultivate greater parental and caregiver engagement for the benefit of everyone involved. > More
• Linda Conti is President of the Virginia Art Education Association, whose mission is to promote, support and advance visual arts education in the Commonwealth of Virginia serves our students, the general public, and also each other as educators. > More

ART IN VIRGINIA

• See who Movoto lists as the five best cities for the arts in Virginia.
• Read what Business Journal had to say about the impacts of philanthropy support for the arts on economic development and tourism.
• See Virginia Tourism’s 2015 report on Artisan impact in the state.
• Read more about thirteen Vibrant Cultural Districts in Virginia here.

THE ARTS ARE EVERYWHERE!

From the Appalachian, Alleghany, Shenandoah and Blue Ridge Mountains down through the Piedmont and across to the Atlantic Eastern Shore, Virginia is for Lovers...of the Arts!!

• The Crooked Road, Virginia’s Heritage Music Trail, in Southwest Virginia is a 330-mile driving trail through the mountains of Southwest Virginia that connects nine Major Venues and over 60 Affiliated Venues and Festivals throughout nineteen counties, four cities, and over 50 towns. While in Abingdon, stop by The Barter Theatre, The State Theatre of Virginia and longest-running professional theatre in the nation.
• The Roanoke Valley has much to offer including the architectural gem, The Taubman Museum of Art, While there, check out a performance by the Roanoke Symphony. Head north toward the Alleghany Mountains to experience the world class Garth Newel Music Center in Warm Springs, or Southeast to the newly renovated Historic Academy Center of the Arts in Lynchburg.
• No visitor to Virginia should miss the Shenandoah Valley’s American Shakespeare Center’s Blackfriars Playhouse, the world’s only re-creation of Shakespeare’s indoor theater located in Staunton, VA a popular hotspot for arts and culture.
• Central Virginia is home to hundreds of arts organizations, festivals, the #1 Public Art School in the nation as well as the internationally known Richmond Folk Festival. While in Richmond, check out the Virginia Museum of Fine Arts, one of the top ten most comprehensive art museums in the US. Head north to Charlottesville, another thriving arts scene!

VIRGINIA ART ORGANIZATIONS

Virginians for the Arts: www.vaforarts.org
Virginia Association of Museums: www.vamuseums.org
Virginia Arts Education Association: www.vaea.org

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


JOIN THE ARTS ACTION FUND FOR FREE TODAY!

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