**Why the Arts Matter in West Virginia**

### 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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<thead>
<tr>
<th>GDP &amp; Jobs</th>
<th>Value ($)</th>
<th>Source</th>
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<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$878 billion</td>
<td></td>
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<tr>
<td>Construction</td>
<td>$790.4 billion</td>
<td></td>
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<tr>
<td>Education Services</td>
<td>$246 billion</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.

- **In West Virginia, 1,647 Arts-Related Businesses employ 8,924 people.**
  - In Cabell County, 125 Arts-Related Businesses employ 2,182 people.
  - In Kanawha County, 247 Arts-Related Businesses employ 1,561 people.
  - In Monongalia County, 125 Arts-Related Businesses employ 524 people.  

<table>
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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.  

- **In West Virginia, in 2015, West 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 Morgantown, for example, nonprofit arts groups generated $27.5 million in economic activity. Audiences of 3.0 million people added another $8.0 million in related spending for a total of $35.5 million for the city in 2015, and this generated $3.0 million in local and state government revenues and 1,538 FTE jobs.  

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

- **Nonprofit Art is a $166.3 billion Driver of our National Economy.**

**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 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!!

  Read: “Funding The Arts is Good For the Nation,” The Hill, 2015.

**Q** What about West Virginia—how much does state government budget to the West Virginia Department of Arts, History, and Culture each year?

**A** In FY 2020, the state allocated $379,806 to the West Virginia Department of Arts, History, and Culture. The Department also received $706,100 in federal NEA funds, which the Department re-granted to dozens of cultural organizations throughout the state. Another 11 nonprofit arts organizations received direct grants from the NEA totaling $260,000.

**WEST VIRGINIA ARTS FACTS**

**MOUNAINEERS ARE ALWAYS FREE TO CREATE A DIVERSE CULTURE THROUGH THE ARTS**

WV boasts of the world’s top theater festivals. The Contemporary American Theater Festival generates $5.86 million in economic impact in Shepherdstown, Shepherd University and surrounding areas.

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**THE STATE ARTS AGENCY OF THE WEST VIRGINIA DEPARTMENT OF THE ARTS, CULTURE, AND HISTORY**—Established in 1967, the State Arts Agency of the West Virginia Department of Arts, Culture, and History provides grants and services to artists, arts organizations, schools and municipal and county agencies under the direction of the West Virginia Commission on the Arts. The WVCA is the governor-appointed citizen advisory group for all competitive arts grant funds and consists of 15 members. > Learn more here.

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**MEET SOME WEST VIRGINIA ARTS ADVOCATES**

- Randall Reid-Smith is Curator of West Virginia Department of Arts, Culture & History. Perhaps his most important contribution is his involvement in the VH1’s Save the Music Foundation. Middle school students in all 55 counties have received band instruments. WV is the only state to implement the program state-wide. > More
- Steve Williams is the Mayor of Huntington, West Virginia. Under his tenure Huntington has won the $3 million “America’s Best Communities Challenge,” a 2018 City Livability Award from the US Conference of Mayors. > More
- Cathy Justice is the First Lady of the State of West Virginia. A supporter of Arts in Our Communities Conference and Poetry Out Loud, she has also promoted the Save the Music Foundation across the state. > More
- Landau Eugene Murphy, Jr. was the winner of the sixth season of America’s Got Talent. He regularly performs benefit concerts for non-profit organizations and is active with the youth of West Virginia. > More

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**THE ARTS ARE EVERYWHERE!**

- There is much to see in the Northern Panhandle of WV. In Wheeling, explore the many diverse arts venues of the Oglebay Institute and stop by West Virginia’s Independence Hall.
- Journey southeast to Huntington and examine the impressive collection of the Walter Gropius-designed Huntington Museum of Art. Visit Marshall University’s new Visual Arts Center. Take a short trip east to Charleston and explore The Clay Center for the Arts & Sciences. You may be lucky enough to catch a live show of the internationally broadcasted radio show, Mountain Stage at the Culture Center. The show “features performances from seasoned legends and emerging stars in genres ranging from folk, blues, and country; to indie rock, synth pop, world music, alternative, and beyond”.
- Further east is historic Lewisburg, which is home to the one of just four remaining Carnegie Halls still in use in the world. While there, take in an original theatre production at the Greenbrier Valley Theatre.
- Heading north visit the historic Pocahontas County Opera House in Marlinton then continue onto the art galleries of Thomas and stop in the famous Purple Fiddle for a meal and a live show from some of the best up and coming artists in the country. Further north is the city of Morgantown, home of West Virginia University and a thriving arts scene.
- Head to the Mountain State’s eastern panhandle and discover the vibrant arts communities of Charles Town and Shepherdstown. Another thriving arts town is Berkeley Springs where you can indulge in a bath of the same hot springs mineral waters used by George Washington.

**WEST VIRGINIA ARTS NEED YOU!**

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“West Virginia is seeing an economic turnaround, and the time is right for the state to see a new economic development movement towards a creative economy. Arts education, creative placemaking, accessibility and inclusion, and arts advocacy are all part of the effort, and we invite you to be a part of it.”
—Lance Schrader, M.A.J., Director of the West Virginia State Arts Agency, West Virginia Department of Arts, Culture and History