GDP & JOBS

ARTS & CULTURE SECTOR REPRESENTS 4.3% OF NATION’S GDP & 5 MILLION JOBS

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a $804 billion industry, representing 4.3% of the nation’s GDP—a larger share of the economy than construction (4%) or education services (1.1%).


<table>
<thead>
<tr>
<th>Industry</th>
<th>GDP (Billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$804</td>
</tr>
<tr>
<td>Construction</td>
<td>$746</td>
</tr>
<tr>
<td>Education Services</td>
<td>$244</td>
</tr>
</tbody>
</table>

**BONUS:** U.S. exports generate a $2 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>State</th>
<th>Businesses</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wyoming</td>
<td>1,008</td>
<td>4,396</td>
</tr>
</tbody>
</table>

ECONOMICS

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.


<table>
<thead>
<tr>
<th>Industry</th>
<th>GDP (Billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nonprofit Art</td>
<td>$166.3</td>
</tr>
<tr>
<td>Construction</td>
<td>$32.5</td>
</tr>
<tr>
<td>Education Services</td>
<td>$18.7</td>
</tr>
</tbody>
</table>

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 FY2020, which has been relatively level for the last several years. This amounts to just 49c 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!


<table>
<thead>
<tr>
<th>Source</th>
<th>Funding Amount (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEA</td>
<td>$162.25</td>
</tr>
</tbody>
</table>

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

A The state allocated $1,038,975 to the Wyoming Arts Council each year in FY2020.

THE WYOMING ARTS COUNCIL—
The Wyoming Arts Council (WAC) is a state-funded arts group which provides grants to art and cultural projects within the state. Established in 1982, the Wyoming Arts Council provides leadership and invests resources to sustain, promote, and cultivate excellence in the arts. WAC envisions a Wyoming where the arts are integrated into the economy, education, and everyday life of its citizens.

MEET SOME WYOMING ARTS ADVOCATES
- Wendy Bredehoft of Laramie is President of the Wyoming Arts Alliance, a 2019 recipient of the Governor’s Arts Awards, and a winner of a 2020 Wyoming Arts Council Visual Arts Fellowship.
- Michael Lange is the Executive Director of Wyoming Arts Council.
- Susan Stubson is Board Chair of the Wyoming Cultural Trust Fund, a Casper Attorney and music scholar.
- Babs Case is the Artistic and Executive Director of Dancers’ Workshop in Jackson, WY and a Governor’s Arts Award recipient.
- Erin Taylor is a Wyoming arts advocate providing advocacy services for the Wyoming Arts Alliance.

ART IN WYOMING
- Wyoming ArtsCapes is the quarterly magazine of the Wyoming Arts Council. Find it here.
- Wyoming Public Media’s Community Calendar is a great resource for community and cultural events. Find it here.
- Wyoming Humanities offers podcast and blog stories on a variety of cultural topics. Find those stories here.

WYOMING ART ORGANIZATIONS
- Wyoming Arts Alliance
  - www.wyomingarts.org
- Colorado-Wyoming Association of Museums
  - www.cwam-us.org
- Wyoming Music Educators Association
  - www.wyomea.org
- Wyoming Art Education Association
  - www.facebook.com/WYAEA

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Wyoming Arts Council
Wyoming ArtsCapes
Wyoming Public Media’s Community Calendar
Wyoming Humanities
Wyoming Arts Alliance
Colorado-Wyoming Association of Museums
Wyoming Music Educators Association
Wyoming Art Education Association

The 2019 Wyoming Arts Summit celebrated the 150th Anniversary of Wyoming Women’s Suffrage and Equity in the Arts. Wyoming was the first state in the nation to give women the right to vote and the 2019 Summit recognized creative women from across the state.

THE ARTS ARE EVERYWHERE!
- Cheyenne is home to the world’s largest outdoor rodeo and greatest western cultural event, Cheyenne Frontier Days. The CFD Western Art Show presents creative representations of this western way of life.
- Travel north to Casper to see ART 321 and the burgeoning art scene in the Old Yellowstone District. A great example of what happens when creative people put their shoulder into arts-based community development.
- Sheridan’s art leaders have created a vibrant public arts environment, including events, exhibits and street sculptures. It’s worth a special trip to see the 59 public art pieces on display during 2019.
- The Buffalo Bill Center of the West in Cody is an astonishing collection of western art and memorabilia. Celebrating one of the world’s best showman, it also houses the Whitney Collection that includes original paintings from Frederic Remington, Charles Russell and others.
- Jackson Hole is one of Wyoming’s true cultural destinations, offering the National Museum of Wildlife Art, the Grand Teton Music Festival, more than two dozen art galleries, and a year-round, world-class concert schedule.
- Circle back to Laramie and you’ll find a true grassroots effort to amplify arts in a community. With dozens of public murals, the American Heritage Center, and an active arts programming environment at the University of Wyoming, Laramie is on the rise.

WYOMING ARTS NEED YOU!

Without a doubt, the arts help people, communities and Wyoming thrive. Study after study proves the positive effect of the arts. From economic development in communities to cognitive development in kids, the arts play a key role.

—Wyoming Arts Council


3/3/2020