WHY THE ARTS MATTER IN ARKANSAS

NATIONAL ARTS FACTS

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

**ARTS & CULTURE SECTOR REPRESENTS 4.3% OF NATION’S GDP & 5.2 MILLION JOBS**

U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector was a $919.7 billion industry in 2019, representing 4.3% of the nation’s GDP, 5.2 million jobs, and total compensation of $466 billion.

Source: U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)

**$919.7 BILLION** Arts & Culture Sector

**$892.7 BILLION** Construction

**$269.9 BILLION** Education Services

**BONUS:** In 2019, U.S. exports generated a $33 billion arts trade SURPLUS.

ARKANSAS ARTS FACTS

**ARKANSAS ARTS & CULTURE SECTOR REPRESENTS 2.5% OF STATE’S GDP & 33,701 JOBS**

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed $3.3 billion to Arkansas’ economy in 2019, representing 2.5% of the state’s GDP, 33,701 jobs, and total compensation of $1.7 billion.

Source: U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)

**$3.3 BILLION** Arts & Culture Sector

**$5.1 BILLION** Construction

**$860 MILLION** Education Services

**BONUS:** In 2019, AR arts and culture was also larger than the Agriculture industry.

LOSS OF REVENUE AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally, COVID-19 has devastated creative economy businesses with a loss of $150 billion in revenue. In addition, 52% of all creative workers became unemployed (2.7 million people) as of July 2020.


**$150B** LOST REVENUE & **52%** OF UNEMPLOYMENT

In Arkansas, COVID-19 has devastated creative economy businesses with a loss of $452 million in revenue. In addition, 44% of all creative workers in Arkansas became unemployed (14,737 people) as of July 2020.


**$452M** LOST REVENUE & **44%** OF UNEMPLOYMENT

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 $166.3 BILLION DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.**

In 2015, Arkansas’ arts and cultural production supported thousands of jobs and generated millions of dollars in state and local government revenue. Nonprofit arts groups helped cultivate that activity.

- In Northwest Arkansas, nonprofit arts groups generated $67 million in economic activity. Audiences of 1.8 million people added another $63.7 million for a total of $131.2 million in commerce for the region in 2015, and this generated $14.3 million in local and state government revenues.


**NONPROFIT ART IS A $2.9 BILLION DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.**

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

**Q** How much does the AR state government budget to the Arkansas Arts Council on the Arts each year?

**A** In FY 20-21, the state allocated $1,501,853 to the Arkansas Arts Council. The Arkansas Arts Council also received $689,400 in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 19 nonprofit arts organizations received direct grants from the NEA totaling $610,000.

Source: NEA and NASA, 2021


**Q** So how much is the federal government investing in the National Endowment for the Arts (NEA)?

**A** Congress allocated $167.5 million to the NEA in FY 2021, which has been relatively level for the last several years. This amounts to just $51c per capita, yet the nonprofit arts industry generates over $13 billion in federal tax revenue back to the U.S. Treasury. Imagine what nonprofit arts groups could generate with $1 per capita.

Source: Americans for the Arts Action Fund, 2021

Read: ”Funding The Arts is Good for the Nation,” The Hill, 2015.
“Arkansas must differentiate itself from the pack, rethink its special advantages, and look for creative sources of growth and inventive niches that can resist competition, imitation and importation—in short, develop its creative economy. The future of Arkansas will rest heavily on its creative talents and assets, both through the image-producing industries they represent and the value they add to other sectors.

—Creativity in the Natural State: Growing Arkansas’ Creative Economy

ARKANSAS ARTS FACTS

IN THE NATURAL STATE, THE ARTS UNITE US AS ARKANSANS

Crystal Bridges is the world’s premier art museum dedicated to American art. Attracting hundreds of thousands of visitors each year, the extraordinary artworks, collected by Walmart heiress Alice Walton, is housed in an architectural wonder designed by Moshe Safdie.

THE ARKANSAS ARTS COUNCIL Established in 1966, the Arkansas Arts Council advances and empowers the arts by providing services and funding for programming that encourages and assists artists in achieving standards of professional excellence. The Arkansas Arts Council also provides technical and financial assistance to Arkansas arts organizations and other providers of cultural and educational programs.

Secretary of Arkansas Department of Parks, Heritage and Tourism: Stacy Hurst

ART IN ARKANSAS

- Arkansas the Natural State lists small arts towns with marvelous arts and craft work here.
- Find out about craft fairs in northwest Arkansas here.
- For the lowdown on arts festivals and county fairs, go to festivals4fun.org.

ARKANSAS ART ORGANIZATIONS

For a list of arts centers and nonprofit associations go to www.CouncilforArtsEducation.org/Arkansas
www.arkansassymphony.org

ARKANSANS FOR THE ARTS’ purpose is to serve the people of Arkansas as an independent statewide organization providing leadership focused on the promotion and advancement of the creative economy, on transforming policy in arts education, and uniting the state into one voice with a call to action by policy makers to increase investment in the arts.

Executive Director: Erin Holliday
Chair: Sandy Royce Martin

THE ARTS ARE EVERYWHERE!

- In Little Rock, the Arkansas Art Center offers art classes, art exhibitions, children’s theater, lectures, and tours. An extensive permanent collection features 20th-century and contemporary drawings.
- Arts events in Rogers range from Broadway-style productions at Arkansas Public Theatre to traveling exhibitions at Crystal Bridges Museum of American Art. Also take in exhibitions at Ed Cooley Gallery and shows by the local Trike Theatre, featuring talented local youths. In Bentonville, you will find the Museum of Native American History. Here you can see works of art divided between the five eras of Native American History.
- Hot Springs Music Festival takes place every summer in the Ouachita Mountains of West Central Arkansas. The festival brings together 20 concerts and 250 open rehearsals over a two-week period. Hot Springs National Park is an artistic haven, with over 30 fine art galleries, hundreds of resident artists and home to a celebrated annual documentary film festival.
- If you’re in Eureka Springs in mid-June, you can catch the Eureka Springs Blues Weekend.
- In Fort Smith, catch a festival that’s been called “The Best Little Bluesfest in America.”
- In Fayetteville, visit the Walton Art Center, which hosts many touring companies of Broadway shows. The Fayetteville Underground in the Historic Downtown Square has a new gallery and adjoining studio spaces.
- El Dorado’s Murphy Arts District hosts its annual three day Musicfest in October.
- The King Biscuit Blues Festival attracts hundreds of thousands of people from all over the world to the banks of the Mississippi River in Helena.

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

ARKANSAS 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
FOLLOW US: Facebook Arts Action Fund | @ArtsActionFund | @ArtsActionFund

To download this factsheet, “Why the Arts Matter in Arkansas,” with corresponding resource links visit www.ArtsActionFund/StateFactsheets

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