## WHY THE ARTS MATTER IN ARIZONA

### NATIONAL ARTS FACTS

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

<table>
<thead>
<tr>
<th>Sector</th>
<th>GDP</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$919.7B</td>
<td>5.2M jobs</td>
</tr>
<tr>
<td>Construction</td>
<td>$892.7B</td>
<td></td>
</tr>
<tr>
<td>Education Services</td>
<td>$269.9B</td>
<td></td>
</tr>
</tbody>
</table>

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

### ARIZONA ARTS FACTS

#### ARIZONA ARTS & CULTURE SECTOR REPRESENTS 2.9% OF STATE’S GDP & 89,033 JOBS

<table>
<thead>
<tr>
<th>Sector</th>
<th>GDP</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$10.9B</td>
<td>2.4M jobs</td>
</tr>
<tr>
<td>Construction</td>
<td>$18.5B</td>
<td></td>
</tr>
<tr>
<td>Education Services</td>
<td>$4.2B</td>
<td></td>
</tr>
</tbody>
</table>

**BONUS:** In 2019, Arizona 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. [Source: Brookings, Lost art: Measuring COVID-19’s devastating impact on America’s creative economy, 2020.]

- In Arizona, COVID-19 has devastated creative economy businesses with a loss of $1.7 billion in revenue. In addition, 54% of all creative workers in Arizona became unemployed (46,948 people) as of July 2020. [Source: Brookings, Lost art: Measuring COVID-19’s devastating impact on America’s creative economy, 2020.]

#### 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.

**Source:** Americans for the Arts, Arts & Economic Prosperity 5, 2017.

- In 2015, the Arizona’s 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 Phoenix, for example, nonprofit arts groups generated $164.6 million in economic activity. Audiences of 6.8 million people added another $237.2 million for a total of $401.8 million in commerce for the city in 2015, and this generated $44.5 million in local and state government revenues. [Source: Americans for the Arts, Arts & Economic Prosperity 5, City of Phoenix report, 2017.]

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

**Nonprofit Art is a Driver of Just One of Our Local Economies.**

### 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 allocated $167.5 million to the NEA in FY 2021, which has been relatively level for the last several years. This amounts to just 51¢ 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.

**Q** How much does the AZ state government budget to the Arizona Commission on the Arts each year?

**A** In FY 20-21, The Arizona Commission on the Arts received $889,600 in federal NEA funds, which the Commission re-granted to dozens of cultural organizations throughout the state. Another 49 nonprofit organizations received direct grants from the NEA totaling $1,990,000.

IN THE GRAN CANYON STATE, THE ARTS UNITE US AS ARIZONIANS

The International Sonoran Desert Alliance presents traditional and contemporary Native American and Latino music and dance. With Pima County as a partner, the performing arts series builds community across longstanding divisions among the 3,500 Native American, Latino and Anglo-American residents of Ajo.

ART IN ARIZONA

- Arizona Key Travel Magazine lists arts destinations throughout the state [here](#).
- Visit Phoenix can direct you to the best venues of live theater and dance performances [here](#).
- Tucson Lifestyle offers a calendar of arts events in Tucson [here](#).

ARIZONA ART ORGANIZATIONS

Use the interactive table to identify other great arts organizations throughout the state. The Museum Association of Arizona [www.azmuseums.org](http://www.azmuseums.org)
Arizona Arts Education Association [www.azarted.org](http://www.azarted.org)

THE ARTS ARE EVERYWHERE!

- In Phoenix, the Heard Museum emphasizes the lives of indigenous people of the Southwest, but the museum collection and exhibitions cover the living cultures and arts of all contemporary Native peoples. Go to the east side of town to Scottsdale to visit Taliesin West, one of the world’s greatest architectural treasures designed by Frank Lloyd Wright.
- Just east of Phoenix is Mesa, where the international award-winning Mesa Arts Center is the largest comprehensive arts center in the Southwest with four theaters and stunning outdoor entertainment areas. Mesa Contemporary Arts Museum presents 15 exhibitions each year in five galleries, and The Store, an artist’s cooperative gallery, features art for purchase by Arizona artists.
- Then head south on Interstate 10 to Tucson, where the Meet Yourself Folklore Festival presents performances, exhibits, and demonstrations exploring a wide range of family, ethnic, regional, and occupational folklore communities in Southern Arizona and Northern Mexico. Visit the Tucson Museum of Art or catch a performance by the Tucson Symphony Orchestra. Santa Cruz Valley Open Studio Tour is a tour of local artists’ studios throughout lower Pima County.
- Or you can head north of Phoenix to go to Flagstaff. Don’t miss an opportunity to see Dark Sky Aerial, a local performance troupe that makes its stage in midair, in public spaces, on the sides of skyscrapers with daring performances that combine dance and acrobatics. Flagstaff is also home to the Flagstaff Shakespeare Festival and the Flagstaff Symphony Orchestra.
- Stop in Sedona and Wickenburg, where the Del E. Webb Center for the Performing Arts has theater and activities for people of all ages. Sedona has many fine arts galleries as well as the Tlaquepaque Arts & Crafts Village.
- Venture a bit further and you’ll find thriving artist communities in the former mining towns of Jerome (in northern Arizona) and Bisbee (in the southeast). Once near-ghost towns, both have successfully re-imagined themselves as destinations for creative minds in search of something a little different.

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