## 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 &amp; Jobs</th>
<th>Job &amp; Compensation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$19.6T</td>
<td>$1.6T</td>
</tr>
<tr>
<td>Construction</td>
<td>$1.9T</td>
<td>$1.9T</td>
</tr>
<tr>
<td>Education Services</td>
<td>$269.9B</td>
<td>$2.6T</td>
</tr>
<tr>
<td>Utilities</td>
<td>$1T</td>
<td>$1T</td>
</tr>
</tbody>
</table>

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

### 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.
  - Event-related spending was $25.26 per person, excluding the cost of admission.

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

### PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

- **Q:** How much does the Hawaii state government budget to the Hawaii State Foundation on Culture and the Arts each year?
- **A:** In FY 2021, the state allocated $6,530,067 to the Hawaii State Foundation on Culture and the Arts. The Council also received $727,600 in federal NEA funds. Another 33 nonprofit arts organizations received direct grants from the NEA totaling $950,900.

  **Source:** NEA and NASAA, 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

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## HAWAI’I ARTS FACTS

### ARTS & CULTURE SECTOR REPRESENTS 3.1% OF STATE’S GDP & 23,773 JOBS

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed $2.9 billion to Hawai’i’s economy in 2019, representing 3.1% of the state’s GDP, 23,773 jobs, and total compensation of $1.6 billion.

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

### ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

- **Hawai’i:**
  - In 2015, nonprofit arts organizations in Hawai’i generated $205.6 million in economic activity annually that supported 5,968 jobs and generated $23.2 million in state and local government revenue.
  - Nonprofit arts and culture events annually attracted 2,907,608 state residents and 249,404 non-resident attendees. Event-related spending was $25.26 per person, excluding the cost of admission. These audiences generated $79.7 million in economic activity, excluding the cost of admission.

  **Source:** Americans for the Arts, Arts & Economic Prosperity 5, Hawai’i report, 2017.

### PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

- **Q:** Why the Arts Matter in Hawai’i
  - In Hawai’i, COVID-19 has devastated creative economy businesses with a loss of $592 million in revenue. In addition, 59% of all creative workers in Hawai’i became unemployed (13,164 people) as of July 2020.


- **Q:** So how much is the federal government investing in the National Endowment for the Arts (NEA) in Hawai’i?
  - In FY 2020-21, the Hawaii State Foundation on Culture and the Arts received direct grants from the NEA totaling $950,900.

  **Source:** Americans for the Arts Action Fund, 2021

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**Source:** Americans for the Arts, Americans for the Arts, 2017

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

**Source:** Brookings, Lost art: Measuring COVID-19’s devastating impact on America’s creative economy, 2020

**Source:** Arts & Economic Prosperity 5, Hawai’i report, 2017

**Source:** Americans for the Arts Action Fund, 2021

**Source:** The Hill, 2015

**Source:** The Hill, 2015

**Source:** The Hill, 2015
“Art is as important as education because art is education”
—Masaru “Pundy” Yokouchi, First Chairman of the Hawai'i SFCA

HAWAI‘I ARTS FACTS

IN THE ALOHA STATE, THE ARTS UNITE US

Through the Art Bento program, the Hawai‘i State Art Museum is used as a learning laboratory for students in grades 2 through 6, along with their teachers and chaperones. A catalyst for inquiry-based learning, the program cultivates an appreciation of our diverse cultural heritages.

THE STATE FOUNDATION ON CULTURE AND THE ARTS (SFCA) was established by the Hawai‘i State Legislature in 1965. The mission of the SFCA is to promote, perpetuate, preserve, and encourage culture and the arts as central to the quality of life of the people of Hawai‘i.

Executive Director: Johnathan Johnson
Chair: Lloyd Unebasami

> Learn more here.

ART IN HAWAI‘I

- **NMG NETWORK** has channels and publications that feature stories, culture, music, the arts, film, and social justice issues that are important to Hawai‘i.
- **Go Hawai‘i** directs you to arts and cultural events on each island.
- **Honolulu Magazine** features articles about Hawai‘i and an ARTS calendar of events.
- **Hawai‘i Public Radio** maintains a Community Calendar of Cultural events.

HAWAI‘I ART ORGANIZATIONS

- Bernice Pauahi Bishop Museum
  - [www.bishopmuseum.org](http://www.bishopmuseum.org)
- Hawai‘i Arts Alliance
  - [www.hawaiiartsalliance.org](http://www.hawaiiartsalliance.org)
- Hawai‘i Museums Association
  - [www.hawaiimuseums.org](http://www.hawaiimuseums.org)
- Polani Palace
  - [www.iolanipalace.org](http://www.iolanipalace.org)
- State Foundation on Culture & the Arts
  - [www.sfca.hawaii.gov](http://www.sfca.hawaii.gov)

> Learn more here.
> Join here.

THE ARTS ARE EVERYWHERE!

There are hula competitions, festivals, and cultural celebrations to attend throughout the state of Hawai‘i.

- **Merrie Monarch Festival** is the “hula olympics” that begins Easter Sunday in Hilo, HI. Tickets must be purchased in advance
- **Queen Lili‘uokalani Keiki Hula Competition** is held annually in July on the island of O‘ahu.
- **The Mokihana Festival** on Kaua‘i occurs each September.
- **Ka Moloka‘i Makahiki** is the autumnal celebration on the island of Moloka‘i that begins each October. Email for the schedule of events: kamolokaimakahikiboard@gmail.com.
- **Hui No‘eau Visual Arts Center** in collaboration with East Maui Watershed Partnership (EMWP) hosts Mālama Wao Akua (Caring for the Realm of the Gods) – a juried art exhibition celebrating the native species of Maui Nui (Maui, Lana‘i, Moloka‘i, Kaho‘olawe) annually in September.
- **Ukulele & Slack Key Guitar Festival** hosted at Kahilu Theatre in Waimea, Hawai‘i island annually in November. Viewable on the Kahilu TV!
- **Hawai‘i International Film Festival** showcases feature and documentary films from the Hawaii, Asia and the Pacific. The festival occurs annually in person in November but now virtually too!
- **Hawaii Contemporary** is inspired by the unique histories of Hawai‘i, a gathering place for diverse peoples and ideas. The Hawai‘i Contemporary showcases the Hawai‘i Triennial every three years and to celebrate contemporary art and ideas, complemented by year-round public and education programs.

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

HAWAI‘I ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org
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CALL US: 202.371.2830
FOLLOW US: [Facebook](https://www.facebook.com/ArtsActionFund) | [Twitter](https://twitter.com/ArtsActionFund) | [Instagram](https://www.instagram.com/ArtsActionFund)

To download this factsheet, “Why the Arts Matter in Hawai‘i,” with corresponding resource links visit [www.ArtsActionFund/StateFactsheets](http://www.ArtsActionFund/StateFactsheets)

4/2/2021

Americans for the Arts ACTION Fund