# Why the Arts Matter in Iowa

## National Arts Facts

**Arts & Culture Sector's Percentage of U.S. Economy (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)**

<table>
<thead>
<tr>
<th>Industry</th>
<th>2019 GDP (Billions)</th>
<th>Percentage of U.S. GDP</th>
<th>Jobs (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$919.7</td>
<td>4.3%</td>
<td>5.2 million</td>
</tr>
<tr>
<td>Construction</td>
<td>$892.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education Services</td>
<td>$269.9</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

## Iowa Arts Facts

**Iowa Arts & Culture Sector Represents 2.3% of State's GDP & 43,233 Jobs**

<table>
<thead>
<tr>
<th>Industry</th>
<th>2019 GDP (Billions)</th>
<th>Percentage of State's GDP</th>
<th>Jobs (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$4.5</td>
<td>2.3%</td>
<td>43,233</td>
</tr>
<tr>
<td>Construction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education Services</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

## Loss of Revenue and Jobs

**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.
- In Iowa, COVID-19 has devastated creative economy businesses with a loss of $672 million in revenue. In addition, 48% of all creative workers in Iowa became unemployed (20,567 people) as of July 2020.

<table>
<thead>
<tr>
<th>State</th>
<th>Lost Revenue</th>
<th>Unemployment</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>$150B</td>
<td>52%</td>
</tr>
<tr>
<td>Iowa</td>
<td>$672M</td>
<td>48%</td>
</tr>
</tbody>
</table>

## 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.
- In 2015, Iowa's arts and culture sector created thousands of FTE jobs and generated millions of dollars in economic activity. Nonprofit arts groups helped cultivate that activity.
  - In the Greater Des Moines Region specifically, nonprofit arts groups generated $71.9 million in economic activity. Audiences of 3.3 million people added another $113.1 million in related spending for a total of $185.0 million for the city in 2015, and this generated $9.3 million in local and state government revenues and 5,677 FTE jobs.

<table>
<thead>
<tr>
<th>Nonprofit Art</th>
<th>Driver of National, State &amp; Local Economy</th>
</tr>
</thead>
<tbody>
<tr>
<td>$166.3B</td>
<td></td>
</tr>
<tr>
<td>Nonprofit Art</td>
<td>Driver of Just One of Our Local Economies</td>
</tr>
<tr>
<td>$185M</td>
<td></td>
</tr>
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</table>

## 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.

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

**A** In FY 20-21, the state allocated $2,823,436 to the Iowa Arts Council. The Iowa Arts Council also received $620,503 in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 15 nonprofit arts organizations received direct grants from the NEA totaling $687,937 so far this year.

**Source:** [Americans for the Arts Action Fund, 2021](https://www.americansforthearts.org/), Read: “Funding The Arts is Good for the Nation,” The Hill, 2015.

**Source:** [NEA and NASAA, 2021](https://www.nea.gov/), Read: “Keeping Iowa Competitive Requires Strong Investment in the Arts,” Towa Brandt, Des Moines Register, 2017.
“Our state’s Iowa Great Places and Cultural and Entertainment District programs are the backbone of our state’s overall community building and tourism strategy. It’s these programs that challenge local leaders to build on the unique character that makes Iowa’s communities like no other places in the world.”
—Governor Kim Reynolds

IOWA ARTS FACTS

IN IOWA, THE ARTS UNITE US AS HAWKEYES
Iowa Great Places recognizes communities that value their cultural assets to cultivate the unique and authentic qualities of neighborhoods, communities and regions in Iowa. Learn more at iowaculture.gov.

THE IOWA ARTS COUNCIL—Established in 1967, the Iowa Arts Council serves as Iowa’s state arts agency. The Iowa Arts Council strives to create opportunities for the arts to flourish in Iowa by nurturing cultural leadership and investing in projects that provide access to arts experiences in communities and public spaces throughout Iowa.

Director: Chris Kramer
Administrator: David Schmitz
Chair: Jaron Rosien

IOWA ARTS COUNCIL
IOWA DEPARTMENT OF CULTURAL AFFAIRS

> Learn more here.

ART IN IOWA
- Celebrate the centennial of Iowa’s parks through the arts with 20 Artists, 20 Parks at iowaculture.gov
- Explore art along scenic Iowa routes on the Byways of Iowa Public Art Initiative from the Byways of Iowa Foundation.
- Watch short films by Iowa filmmakers on The Film Lounge on Iowa PBS.
- Find art centers, museums and public art on the Iowa Culture App.

IOWA ARTS & CULTURE ORGANIZATIONS
Iowa Cultural Coalition
Chair: Trish Bergren
iowaculturalcoalition.com
Iowa Department of Cultural Affairs
iowaculture.gov
Iowa Alliance for Arts Education
iowaaillance4artsed.org
Bravo Greater Des Moines
bravogreaterdesmoines.org

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

THE ARTS ARE EVERYWHERE!
- Clear Lake’s iconic Surf Ballroom, a National Historic Landmark and staple in American rock ‘n’ roll history, is a must-stop for any visitor to North Iowa, along with neighboring community, Mason City, which inspired Broadway composer Meredith Wilson to write “The Music Man” and is also home to the last remaining Frank Lloyd Wright designed and built hotel in the world.
- Film and media has a major presence in Iowa. In addition to being a popular site for filming and filmmakers, Iowa boasts more than a dozen local independent film festivals, including the Julien Dubuque International Film Festival in Dubuque and the Snake Alley Film Festival in Burlington.
- The Clarinda Carnegie Art Museum, in Southwest Iowa, provides experiences with world-class visual art close to home, thanks to visionary collectors Robert and Karen Duncan who helped transform this historic Carnegie Library into a thriving contemporary art center and community attraction.
- From one large public art piece to another, travel southwest to the small town of Manning and take your picture in front of the giant IOWA sculpture in Trestle Park.
- In Malvern visitors can stay in the Art Church, an 1873 Presbyterian Church transformed by artist Zack Jones into an event space and Airbnb.

IOWA ALLIANCE FOR ARTS EDUCATION
The primary mission of the IAAE is to increase awareness, recognition and support of policies, practices, and partnerships that ensure and advance quality arts education for all Iowans. The Iowa Alliance for Arts Education was founded in 1988.

Executive Director: Leon Kuehner
Chair: David Law

> Learn more here.
> Join here.

IOWA 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: @ArtsActionFund

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