WHY THE ARTS MATTER IN KANSAS

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)

<table>
<thead>
<tr>
<th>Sector</th>
<th>GDP</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$919.7 BILLION</td>
<td>5.2 MILLION</td>
</tr>
<tr>
<td>Construction</td>
<td>$892.7 BILLION</td>
<td></td>
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<tr>
<td>Education Services</td>
<td>$269.9 BILLION</td>
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**BONUS:** In 2019, U.S. exports generated a $33 billion arts trade SURPLUS.

**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.


<table>
<thead>
<tr>
<th>Revenue Lost</th>
<th>Unemployment Rate</th>
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<tbody>
<tr>
<td>$150B</td>
<td>52%</td>
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</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.


**NONPROFIT ART IS A DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.**

**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.


**KANSAS ARTS FACTS**

**KANSAS ARTS & CULTURE SECTOR REPRESENTS 2.7% OF STATE’S GDP & 45,663 JOBS**

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed $4.6 billion to Kansas’ economy in 2019, representing 2.7% of the state’s GDP, 45,663 jobs, and total compensation of $2.7 billion.

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

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<td>Arts &amp; Culture Sector</td>
<td>$4.6 BILLION</td>
<td>45,663</td>
</tr>
<tr>
<td>Construction</td>
<td>$6.9 BILLION</td>
<td></td>
</tr>
<tr>
<td>Education Services</td>
<td>$1.1 BILLION</td>
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</table>

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

**LOSS OF REVENUE AND JOBS**

In Kansas, COVID-19 has devastated creative economy businesses with a loss of $574 million in revenue. In addition, 42% of all creative workers in Kansas became unemployed (19,332 people) as of July 2020.


<table>
<thead>
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<td>$574M</td>
<td>42%</td>
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**ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES**

In 2015, the Kansas 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 Johnson County, for example, nonprofit arts groups generated $12.3 million in economic activity. Audiences of 494,405 people added another $10.4 million in related spending for a total of $22.8 million for the county in 2015, and this generated $2.0 million in local and state government revenues and 875 FTE jobs.


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

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

**Q** How much does Kansas state government budget for the arts to the Kansas Department of Commerce each year?

**A** In FY 20-21, the state allocated $500,000 to the Kansas Department of Commerce. The Department also received $682,200 in federal NEA funds, which the Department re-granted to dozens of cultural organizations throughout the state. Another 19 nonprofit arts organizations received direct grants from the NEA totaling $460,045.

THE KANSAS CREATIVE ARTS INDUSTRIES COMMISSION (KCAIC) was established in 2012 as the official state arts agency. The Commission promotes and expands the role the arts play in economic and community development by supporting innovative programming, organizational sustainability, and professional development of the state’s cultural and artistic resources.

Director: Peter Jasso

> Learn more here.

IN THE SUNFLOWER STATE, THE ARTS UNITE US

The Strategic Investment and Arts Integration Programs recognize the important role individual artists and creative organizations play in building and sustaining cultural and economic vibrancy in Kansas.

ART IN KANSAS

- Discover the 8 wonders of Kansas Art here.
- The Kansas department of tourism lists the best art galleries and museums here.
- Take a look at the KCAIC grant recipients and their wonderful projects here.

KANSAS ART ORGANIZATIONS

Kansas Thespians
www.kansasthespians.com/advocacy
Kansas Music Educators Association
www.ksmea.org/advocacy

KANSAS ALLIANCE FOR ARTS IN EDUCATION

The mission of the Kansas Alliance for the Arts in Education is to ensure that the arts are an integral part of quality pre K-12 education to promote students’ personal development and academic performance.

President: Molly Nevius
Executive Director: Ken Adams

> Learn more here.
> Join here.

THE ARTS ARE EVERYWHERE!

- Visit The Nerman Museum of Contemporary Art to see why Johnson County Community College was named one of the top 10 campuses in America for art by Public Art Review.
- Proceed west to downtown Lawrence and visit one of several arts organizations, venues, studios and instillations. Then go to the capital city to see the growing collection of the Topeka Mural Project, a public art partnership between the arts community and the local police department.
- During the summer, head towards Chase County to hear the Symphony in the Flint Hills, an annual celebration of classical music and ecological presentations set amongst the rolling hills of the prairie. Then go to Salina for the Smoky Hill River Festival to buy art from one of the largest and longest running arts festivals in region.
- Further west, visit the small town of Lucas, a rural community of 300 that was dubbed the Grassroots Art Capital of Kansas.
- Back down south, catch a screening at the Tallgrass Film Festival in Wichita, named by Moviemaker Magazine as one of 50 Film Festivals worth the entry fee, or stroll through the Ulrich Museum of Art outdoor sculpture collection at Wichita State University, the state’s second entry on the top 10 campuses in America or art by Public Art Review.
- Finally, celebrate the power of theatre and hear a staged reading of new works at the William Inge Theatre Festival in Independence, where past honorees have included Neil Simon, Arthur Miller, and August Wilson.

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

KANSAS 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 | Instagram ArtsActionFund

“...in an economic environment where increasing numbers of people can choose a place to live before looking for a job, it is as important to attract and retain talent as it is to attract and retain businesses. Public funding allows for innovation in applying arts and cultural resources towards ever changing social and economic challenges that demand creative solutions. This investment affirms our belief that any issue our communities face is more effectively and efficiently addressed when the arts are at the table.”
—Larry Meeker, Chair, KCAIC