WHY THE ARTS MATTER IN MISSISSIPPI

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>Industry</th>
<th>GDP 2019</th>
<th>Jobs 2019</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>2.6 million</td>
</tr>
<tr>
<td>Education Services</td>
<td>$269.9 billion</td>
<td>1.6 million</td>
</tr>
</tbody>
</table>

**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 Loss</th>
<th>Unemployment Rate</th>
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<td>$150 billion</td>
<td>52%</td>
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**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.**

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<th>Art Industry</th>
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<td>$166.3 billion</td>
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**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 **$1 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**.


**MS ARTS & CULTURE SECTOR REPRESENTS 2.2% OF STATE’S GDP & 24,697 JOBS**

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed **$2.5 billion** to MS’ economy in 2019, representing **2.2%** of the state’s GDP, **24,697 jobs**, and total compensation of **$1.2 billion**.

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

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<tr>
<td>Construction</td>
<td>$4.4 billion</td>
<td>13,960</td>
</tr>
<tr>
<td>Education Services</td>
<td>$0.9 billion</td>
<td>12,876</td>
</tr>
</tbody>
</table>

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

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

In Mississippi, COVID-19 has devastated creative economy businesses with a loss of **$434 million** in revenue. In addition, **58% of all creative workers in Mississippi became unemployed** (15,064 people) as of July 2020.


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

In 2015, the Mississippi 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 Lafayette for example, nonprofit arts groups generated **$2.7 million** in economic activity. Audiences of 223,150 people added another **$8.3 million** in related spending for a total of **$11.0 million** for the city in 2015, and this generated **$1.1 million** in local and state government revenues and **336 FTE jobs**.


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

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

**A** In FY 20-21, the state allocated **$1,507,834** to the Mississippi Arts Commission. The Mississippi Commission on the Arts also received **$846,600** in federal NEA funds, which the Commission re-granted to dozens of cultural organizations. Another 13 nonprofit arts organizations received direct grants from the NEA totaling **$425,000**.

Source: NEA and NASAA, 2021. Read: “Mississippi Delta Communities Work to Provide Arts Classes,” Alexandra Watts, 2018
MISSISSIPPI ARTS FACTS

IN THE MAGNOLIA STATE, THE ARTS UNITE US

The Whole Schools Initiative (WSI) in Mississippi uses the arts as a vehicle to promote high-quality instruction. MAC works with teachers to develop strategies that incorporate arts across the curriculum to serve 15,750 students, 1,423 teachers and administrators, and 32 schools.

THE MISSISSIPPI ARTS COMMISSION was established in 1968 by the Mississippi Legislature. MAC provides financial and technical assistance for arts programming to arts organizations and educational institutions throughout Mississippi.

Executive Director: Sarah Story
Chair: Carol Puckett

ART IN MISSISSIPPI

- Culturetrip.com lists 12 of the best arts destinations and festivals throughout the state here.
- Visit Mississippi offers an itinerary featuring the state’s best musical destinations here.
- The Mississippi Arts and Entertainment Experience opened in 2018 and offers visitors an interactive way to experience the state’s artistic legacy. Learn more here.

MISSISSIPPI ART ORGANIZATIONS

Mississippi Museum of Art
www.msmuseumart.org
Yoknapatawpha Arts Council
www.oxfordarts.com

> Learn more here.

THE ARTS ARE EVERYWHERE!

- Starting from Memphis, Tennessee, head south on Highway 61, the Blues Highway, to get a driving tour of the birthplace of the blues. Stop in Tunica, Clarksdale, and Merigold to see the many Mississippi Blues Trail markers highlighting the people and places integral to the genre.
- Stop in Cleveland to see the GRAMMY Museum Mississippi, the only museum of its kind outside of Los Angeles. Mississippi boasts more GRAMMY winners per capita of any other state.
- Head east to the literary hub of Oxford to see the charming and art-filled Courthouse Square. Make sure to stop in Square Books to read up on Mississippi writers, then take a tour of author William Faulkner’s home Rowan Oak.
- Recently named one of the most artistic towns in America by Matador network, the capital city of Jackson offers visitors world-class museums as well as up-and-coming neighborhoods and co-ops with artistic flair.
- East of Jackson, Meridian is home to the new Mississippi Arts and Entertainment Experience, “the MAX” for short. This interactive museum introduces visitors to the vast group of nationally known artists and entertainers who hail from the state.
- End your tour by heading south to Ocean Springs where you can take in the same sights and sounds that inspired Walter Anderson’s signature painting style. View his original work at the Walter Anderson Museum of Art. The Ohr-O’Keefe Museum and the Mary C. Cultural Center are worth a stop as well.

MISSISSIPPI ALLIANCE FOR ARTS EDUCATION

The mission of the Mississippi Alliance for Arts Education is to advocate for high quality, comprehensive and sequential arts education for all Mississippi students.

President: Judy Duncan

> Learn more here.

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

MISSISSIPPI 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 | @ArtsActionFund | Instagram

Americans for the Arts Action Fund

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

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