WHY THE ARTS MATTER IN MONTANA

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>Source</th>
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<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$919.7B</td>
<td>U.S. Bureau of Economic Analysis, 2019</td>
</tr>
<tr>
<td>Construction</td>
<td>$892.7B</td>
<td></td>
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<tr>
<td>Education Services</td>
<td>$269.9B</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>
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<tr>
<th>Loss of Revenue</th>
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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.**

<table>
<thead>
<tr>
<th>Economic Impact</th>
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<td>$166.3B</td>
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**MONTANA ARTS FACTS**

- **MONTANA ARTS & CULTURE SECTOR REPRESENTS 3.4% OF STATE’S GDP & 15,811 JOBS**
  - U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed **$1.8 billion** to Montana’s economy in 2019, representing **3.4%** of the state’s GDP, **15,811 jobs**, and total compensation of **$939 million**.
  - Source: U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)

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

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

- In 2015, the Montana 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 Missoula, for example, nonprofit arts groups generated **$20.4 million** in economic activity. Audiences of 1.3 million people added another **$33.6 million** in related spending for a total of **$54.4 million** for the city in 2015, and this generated **$4.4 million** in local and state government revenues and **1,913 FTE jobs**.

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

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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 **$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 Montana—how much does state government budget to the Montana Arts Council each year?

**A** In FY 20-21, the state allocated **$528,036** to the Montana Arts Council and authorized. The Montana Arts Council also received **$853,000** in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another **29 nonprofit arts organizations received direct grants from the NEA totaling $830,000.**

THE MONTANA ARTS COUNCIL has developed the creative potential of all Montanans, advances education, spurred economic vibrancy, and revitalized communities through involvement in the arts since 1967. Montana is known far and wide as “The Land of Creativity,” where the arts are essential to the creativity, imagination, and entrepreneurship that make Big Sky Country the very best place on Earth to live, learn, work, and play.

Executive Director: Tatiana Gant
Chair: Cynthia Andrus

> Learn more here.

IN THE BIG SKY COUNTRY, THE ARTS UNITE US

Engaging fourth graders, the Missoula Writing Collaborative strengthens connections to Montana history, geography, and culture through creative writing.

THE ARTS ARE EVERYWHERE!

- Start in Montana’s biggest city, Billings, and catch an outdoor performance of Backyard Theater or a show at Billings Studio Theater, the Alberta Bair Theater, or the Sacrifice Cliff Theater Company. For music, there’s the Billings Symphony Orchestra and the Yellowstone Chamber Players. The city is home to many museums and galleries of art and Western heritage.

- Head west to Bozeman for the Emerson Center for Arts and Culture, with its art gallery, films, and art classes and workshops for adults and children. In addition to dozens of art galleries, Bozeman has a museum for every interest: the American Computer Museum, the Gallatin Historical Society’s Pioneer Museum, and the Museum of the Rockies with its awesome dinosaur skeletons.

- In Butte, the Montana Folk Festival features performances and demonstrations by over 200 of the nation’s finest musicians, dancers, and craftspeople.

- Drive north on route 90 to Missoula, home to the Rocky Mountain Ballet Theater (producer of the wonderful Ballet Beyond Borders festival), the Montana Museum of Arts and Culture, the Montana Book Festival, the International Wildlife Film Festival, the Wilma Theater, many galleries, and museums devoted to Western history.

- Further north is Pablo and the Flathead Indian Reservation, where the People’s Center preserves the rich cultural heritage of the Salish, Pend d’Oreille, and Kootenai tribes.

- Great Falls has the Great Falls Symphony, the Community Concert Association, the Paris Gibson Square Museum of Art, the Cascade County and the Historical Society High Plains Heritage Center.

- Here are more events that exhibit Montana’s cultural vibrancy include the Red Ants Pants Festival in White Sulphur Springs, Blackfoot Pathways: Sculpture in the Wild in Lincoln, and Crow Fair in Big Horn County.

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

MONTANA ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org
VISIT US: ArtsActionFund.org/join
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FOLLOW US: Facebook Arts Action Fund | Twitter @ArtsActionFund | Instagram @ArtsActionFund

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