## 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>$919.7B</td>
<td>5.2M jobs</td>
</tr>
<tr>
<td>Construction</td>
<td>$892.2B</td>
<td></td>
</tr>
<tr>
<td>Education Services</td>
<td>$269.9B</td>
<td></td>
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</tbody>
</table>

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

## Virginia Arts Facts

**Virginia Arts & Culture Sector Represents 3.2% of State's GDP & 125,856 Jobs**

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed **$17.9 billion** to Virginia’s economy in 2019, representing **3.2%** of the state’s GDP, **125,856 jobs**, and total compensation of **$9 billion**.

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

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<td>Construction</td>
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<td></td>
</tr>
<tr>
<td>Education Services</td>
<td>$5.4B</td>
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**BONUS:** In 2019, VA arts and culture was also larger than the Agriculture 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.


<table>
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<th>Lost Revenue</th>
<th>Unemployment</th>
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<td><strong>$150B</strong></td>
<td><strong>52%</strong></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.**

<table>
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<th>Description</th>
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<td><strong>$166.3B</strong></td>
<td>Driver of our national economy</td>
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<td><strong>$27.5B</strong></td>
<td>Driver of state &amp; local economy</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 **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**.

Source: Americans for the Arts Action Fund, 2021.

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

**A** In FY 20-21, the state allocated **$5,638,134** to the Virginia Commission on the Arts. The Virginia Commission on the Arts also received **$760,000** in federal NEA funds, which the Commission re-granted to hundreds of cultural organizations throughout the state. Another **65** nonprofit arts organizations received direct grants from the NEA totaling **$1,712,500**.

Source: NEA and NASA, 2021

Read: “**85 YEARS: As it celebrates anniversary, Barter Theatre continues to drive Abingdon’s tourism economy,**” Bristol Herald Courier, Joe Tennis, 2018.
IN THE COMMONWEALTH, THE ARTS UNITE US AS VIRGINIANS

Unveiled to the community just months before the tragic events in Charlottesville, a statue honoring Richmond’s own Maggie L. Walker continues to be a symbol of community gathering, community celebration and positive civic discovery and dialogue.

THE VIRGINIA COMMISSION FOR THE ARTS—Created in 1968, Virginia Commission for the Arts celebrates and champions artistic excellence and encourages growth in artistic creativity, quality and innovation. VCA invests in the arts in the Commonwealth by supporting and encouraging full participation in a creative culture that will benefit all Virginians.

Executive Director: Janet Starke
Chair: Abigail Gomez

> Learn more here.

ART IN VIRGINIA

> See who Movoto lists as the five best cities for the arts in Virginia.
> Read what Business Journal had to say about the impacts of philanthropy support for the arts on economic development and tourism.
> See Virginia Tourism’s 2015 report on Artisan impact in the state.
> Read more about thirteen Vibrant Cultural Districts in Virginia here.

VIRGINIA ART ORGANIZATIONS

Signature Theatre
Wolf Trap
Synetic Theater
MetroStage
VA Association of Museums
VA Arts Education Association
Urban Arias
Arlington Arts Center
Torpedo Factory
Reston Community Center
ARTfactory

VIRGINIANS FOR THE ARTS is a statewide non-profit organization dedicated to adequate funding for the arts and broad education of Virginia’s citizens about the importance of arts and culture to Virginia’s communities economically and from a quality-of-life perspective.

President: Beverly Hess

> Learn more here.
> Join here.

THE ARTS ARE EVERYWHERE!

From the Appalachian, Alleghany, Shenandoah and Blue Ridge Mountains down through the Piedmont and across to the Atlantic Eastern Shore, Virginia is for Lovers... of the Arts!!

- The Crooked Road, Virginia’s Heritage Music Trail, in Southwest Virginia is a 330-mile driving trail through the mountains of Southwest Virginia that connects nine Major Venues and over 60 Affiliated Venues and Festivals throughout nineteen counties, four cities, and over 50 towns. While in Abingdon, stop by The Barter Theatre, The State Theatre of Virginia and longest-running professional theatre in the nation.
- The Roanoke Valley has much to offer including the architectural gem, The Taubman Museum of Art. While there, check out a performance by the Roanoke Symphony. Head north toward the Alleghany Mountains to experience the world class Garth Newel Music Center in Warm Springs, or Southeast to the newly renovated Historic Academy Center of the Arts in Lynchburg.
- No visitor to Virginia should miss the Shenandoah Valley’s American Shakespeare Center’s Blackfriars Playhouse, the world’s only re-creation of Shakespeare’s indoor theater located in Staunton, VA a popular hotspot for arts and culture.
- Central Virginia is home to hundreds of arts organizations, festivals, the #1 Public Art School in the nation as well as the internationally known Richmond Folk Festival. While in Richmond, check out the Virginia Museum of Fine Arts, one of the top ten most comprehensive art museums in the US. Head north to Charlottesville, another thriving arts scene!
- Hampton Roads & The Eastern Shore of Virginia boast Museums galore, the world-class Virginia Arts Festival in Norfolk and a vibrant arts scene on the Eastern Shore, to name just a few.
- Don’t miss all the arts that Northern Virginia has to offer. Take in a musical at the Tony-Awarding Signature Theatre, catch your favorite vocal artist while enjoying a picnic under the stars at Wolf Trap, or see a jazz musician at the intimate Reston Community Center.
- Experience the unique theatrically of Pentagon City’s Synetic Theatre or the vocal prowess of Arlington’s Urban Arias. If the visual arts and crafts are your thing, drop in on an artist studio at Alexandria’s Torpedo Factory or visit the Arlington Arts Center for a contemporary art exhibit or workshop.

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

VIRGINIA 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 | Read more about thirteen Vibrant Cultural Districts in Virginia here.

VIRGINIA ARTS FACTS

IN THE COMMONWEALTH, THE ARTS UNITE US AS VIRGINIANS

American for the Arts

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

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