WHY THE ARTS MATTER IN VERMONT

**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)

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<thead>
<tr>
<th>Industry</th>
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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.


**$150B** LOST REVENUE & **52%** OF UNEMPLOYMENT

**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 $166.3 BILLION DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.**

**VERMONT ARTS FACTS**

**VERMONT ARTS & CULTURE SECTOR REPRESENTS 3.3% OF STATE’S GDP & 11,379 JOBS**

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed $1.1 billion to Vermont’s economy in 2019, representing 3.3% of the state’s GDP, 11,379 jobs, and total compensation of $467 million.

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

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

**$216M** LOST REVENUE & **75%** OF UNEMPLOYMENT

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

In 2019, VT arts and culture was also larger than the Agriculture industry. In 2015, nonprofit arts organizations in the state generated $122.9 million in economic activity annually that supported 4,268 jobs and generated $9.8 million in state and local government revenue.

- In the Greater Burlington Area, nonprofit arts groups generated $59.1 million in economic activity. Audiences of 1.1 million people added another $36.0 million in related spending for a total of $95.2 million for the city in 2015, and this generated $9.1 million in local and state government revenues.

Source: Americans for the Arts, Arts & Economic Prosperity 5, VT and Greater Burlington Area reports.

**NONPROFIT ART IS A $122.9 MILLION DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.**

**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 Vermont—how much does state government budget to the Vermont Council on the Arts each year?

**A** In FY 20-21, the state allocated $718,589 to the Vermont Council on the Arts. The Vermont Council on the Arts also received $765,300 in federal NEA funds, the Council re-granted to dozens of cultural organizations through the state. Another 30 nonprofit arts organizations received direct grants from the NEA totaling $757,500.

Source: NEA and NASAA, 2021.
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- In Middlebury, the college campus offers the Museum of Art and Mahaney Center for the Arts. Town Hall Theater offers theater, opera, films, and a gallery. It is also host to the August Middlebury New Filmmakers Festival.

VERMONT 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 |  @ArtsActionFund

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IN THE GREEN MOUNTAIN STATE, THE ARTS UNITE US

In the small town of Bethel, an innovative project brought together the local government, businesses, and members of the community to revitalize the neglected downtown through pop-up art galleries, live music events, and a 200-foot long trout-themed mural created and installed with the help of more than 150 community members.

ART IN VERMONT

- The Vermont Arts Calendar lists arts events, concerts, classes around the state here.
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