WHY THE ARTS MATTER IN VIRGINIA

NATIONAL ARTS FACTS

ARTS & CULTURE SECTOR'S PERCENTAGE OF U.S. ECONOMY (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION’S GDP & 4.6 MILLION JOBS

U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector was a $876.7 billion industry in 2020, representing 4.2% of the nation’s GDP, 4.6 million jobs, and total compensation of $446 billion.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts, 2022 (2020 data collected during the pandemic)

<table>
<thead>
<tr>
<th>Industry</th>
<th>GDP</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture</td>
<td>$876.7B</td>
<td>4.6M</td>
</tr>
<tr>
<td>Transportation</td>
<td>$572B</td>
<td></td>
</tr>
<tr>
<td>Utilities</td>
<td>$341.7B</td>
<td></td>
</tr>
</tbody>
</table>

BONUS: In 2020, the arts & culture sector ranked 3rd among comparison sectors.

LOSS OF REVENUE AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Between 2019 and 2020, the U.S. arts economy shrank at nearly twice the rate of the economy as a whole. Arts and cultural production fell by 6.4% when adjusted for inflation, compared with a 3.4% decline overall.

Source: U.S. Bureau of Economic Analysis, 2022 (Data collected during the pandemic)

<table>
<thead>
<tr>
<th>GDP Lost</th>
<th>Jobs Lost</th>
</tr>
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<tbody>
<tr>
<td>$53.6B</td>
<td>600,000</td>
</tr>
</tbody>
</table>

Virginia arts and culture value added decreased by 9% between 2019 and 2020. In addition, arts & culture employment decreased by 12%, dropping from 125,505 to 109,962. Many creatives remain unemployed, and arts organizations understaffed.

Source: U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2022 (2020 data collected during the pandemic)

<table>
<thead>
<tr>
<th>GDP Lost</th>
<th>Jobs Lost</th>
</tr>
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<tbody>
<tr>
<td>$1.5B</td>
<td>15,543</td>
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</tbody>
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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.

Source: Americans for the Arts, Arts & Economic Prosperity 5, 2017 (Prior to COVID-19 pandemic)

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

$166.3 BILLION

Since 2015, Virginia’s arts and culture sector has consistently employed thousands of FTE jobs and generated millions of dollars in economic activity. Nonprofit arts groups helped cultivate that activity.

- In Richmond and the Tri-Cities Region nonprofit arts groups generated $211.7 million in economic activity. Audiences of 5.9 million people added another $148.4 million in related spending for a total of $360.1 million for the city in 2015, and this generated $31.6 million in local and state government revenues and 10,702 FTE jobs.


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

$16.8 BILLION

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

Q How much is the federal government investing in the National Endowment for the Arts (NEA)?

A Congress allocated $180 million to the NEA in FY22. This amounts to just $4 cents per capita. Ideally, Congress should index $1 per capita funding to the NEA. For COVID economic relief, Congress also allocated $75 million in CARES Act and $135 million in ARPA funding for distribution by the NEA. Additionally, Congress allocated $16 billion to the SBA for shuttered arts venues plus billions more for PPP and EIDL.

Source: Americans for the Arts Action Fund, 2022.
VIRGINIA ARTS FACTS

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’ mission is to invest in the arts in the Commonwealth by supporting, celebrating, and promoting artistic and cultural equity, in an innovative and creative environment to benefit all Virginians.

Executive Director: Janet Starke
Chair: Asa Jackson

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 ARTS ORGANIZATIONS

ARTfactory
Jefferson Center
Holston Mountain Artisans
MetroStage
VA Association of Museums
VA Arts Education Association
Second Street Gallery
Richmond Symphony
Rappahannock Art League
Latin Ballet of Virginia
Riddick Dance
Art 180

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.com/ArtsFund | twitter.com/ArtsActionFund | instagram.com/ArtsActionFund

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

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