**WHY THE ARTS MATTER IN LOUISIANA**

### NATIONAL ARTS FACTS

**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)

**$876.7 BILLION** Arts & Culture Sector

**$572 BILLION** Transportation

**$341.7 BILLION** Utilities

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

### GDP & JOBS

**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)

See Americans for the Arts regularly updated COVID-19 Impact on the Arts Research Update.

**$53.6B GDP LOST** & **600,000 JOBS LOST**

### LOUISIANA ARTS FACTS

**LOUISIANA ARTS & CULTURE SECTOR REPRESENTS 2.3% OF STATE’S GDP & 45,875 JOBS**

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed $5.5 billion to Louisiana’s economy in 2020, representing 2.3% of the state’s GDP, 45,875 jobs, and total compensation of $2.8 billion.

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

**$5.5 BILLION** Arts & Culture Sector

**$13.8 BILLION** Construction

**$2.7 BILLION** Mining

**BONUS:** In 2020, LA arts and culture was also larger than the Agriculture industry.

### 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)

**$166.3 BILLION** Driver of our national, state & local economy.

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

**Q** How much did Louisiana receive in public funding for the arts and culture?

In FY21-22, the state allocated $2,017,852 to the Louisiana Division of the Arts. It also received $822,500 in federal NEA funds and $809,800 through ARPA. Approximately 150 arts organizations and 500 individual artists were served by CARES, ARPA, and state appropriated COVID relief funds. It is serving 86 arts organizations through its GOS program with approximately 9,000 individual artists “directly involved.” Another 26 nonprofit arts organizations received direct grants from the NEA totaling $2,105,000.

Source: Louisiana Division of the Arts & NEA, 2022

**A**

**$876.7 BILLION** Arts & Culture Sector

**$572 BILLION** Transportation

**$341.7 BILLION** Utilities

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

**$53.6B GDP LOST** & **600,000 JOBS LOST**

**$1.1B GSP LOST** & **8,500 JOBS LOST**

**ECONOMICS**

**COVID-19 IMPACT**

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

Congress allocated $180 million to the NEA in FY22. This amounts to just 54 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
“In Louisiana, passion and fortitude are staple ingredients of our Cultural Gumbeaux. Steeped over generations, this bounty richly gives way to our art and music, our festivals and food, our history, rituals and traditions. We are rare, we are warm and are largely defined by our creatives who make it so…”
—Mary Lee, Chair of Louisiana State Arts Council

**LOUISIANA ARTS FACTS**

**IN THE BAYOU STATE, THE ARTS UNITE US**

With some 400 different festivals each year featuring local music, arts and culture, it’s easy to see why Louisiana is often called the Festival Capital of America.

**THE LOUISIANA DIVISION OF THE ARTS (LDOA)—** Established by the state legislature in 1977, the LDOA serves the citizens of Louisiana by acting as a catalyst to provide funding and support the advancement of the arts field while providing public access to Louisiana’s arts and culture.

**THE ARTS ARE EVERYWHERE!**

- A visit to Louisiana is not complete without a stop in the Big Easy for one of New Orleans’ many music and arts festivals such as the New Orleans Jazz and Heritage Festival, Essence Festival, or to hear the shouts of “STELLA!” at the Tennessee Williams Literary Festival.
- From Festivals Acadiens et Créoles, Zydeco Extravaganza to Festival International de Louisiane, in Lafayette, you can take in the local culture and cultures from around the world all en français (in French).
- Residents and visitors are crawling all over Monroe and West Monroe with the Downtown Gallery.

**CRAWL** featuring art galleries, live music, and award winning local culinary delights.

- Flow into the Capital City, Baton Rouge, and enjoy SEVEN world-class museums in walking distance, performances and exhibitions at the Shaw Center for the Arts and creative innovation at the Cary Saurage Community Arts Center.
- In Shreveport, Elvis may have left the building…but the King of Rock n’ Roll and hundreds of local and nationally touring performers like Kenny Wayne Shepherd reign at the Municipal Auditorium as part of the Shreveport Common Creative Placemaking community with Caddo Common Park and “Uncommon Arts Experiences” throughout the 9 block area…Downtown lights up with the “Bakowski Bridge” with LED LIGHT ART shows on the art programmed Texas Street Bridge.
- Shared Digital Infrastructure - LDOA launched Culturalyst across Louisiana, setting up a shared digital infrastructure for all 9 cultural communities in Louisiana. Providing both a universal discovery experience to consumers and cultural data to regional arts councils, Culturalyst makes it easy to find artists, arts organizations, and opportunities across the state and a growing network of cities nationally and internationally.

**LOUISIANA ART ORGANIZATIONS**

Louisiana Partnership of the Arts
https://lparts.org

Louisiana Crafts Guild
www.louisianacrafts.org

**LOUISIANA 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](#), Arts Action Fund | [Twitter](#), @ArtsActionFund | [Instagram](#), @ArtsActionFund

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