WHY THE ARTS MATTER IN WEST 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)

**$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.

**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**

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

**WEST VIRGINIA ARTS FACTS**

**WV ARTS & CULTURE SECTOR REPRESENTS 1.7% OF STATE’S GDP & 13,865 JOBS**

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed $1.3 billion to WV’s economy in 2020, representing 1.7% of the state’s GDP, 13,865 jobs, and total compensation of $818.7 million.

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

**$1.3 BILLION** Arts & Culture Sector

**$3.2 BILLION** Construction

**$0.3 BILLION** Agriculture

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

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

In 2015, West Virginia 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 Morgantown, for example, nonprofit arts groups generated $27.5 million in economic activity. Audiences of 3.0 million people added another $8.0 million in related spending for a total of $35.5 million for the city in 2015, and this generated $3.0 million in local and state government revenues and 1,538 FTE jobs.


**NONPROFIT ART IS A $1.5 BILLION DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.**

**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 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 million to the SBA for shuttered arts venues plus billions more for PPP and EIDL.

Source: Americans for the Arts Action Fund, 2022.

Q How much did West Virginia receive in public funding for the arts and culture?

A In FY21-22, the state allocated $927,315 to the West Virginia Department of Arts, History, and Culture. The Department also received $768,500 in federal NEA funds, which the Department re-granted to dozens of cultural organizations throughout the state. Another 8 nonprofit arts organizations received direct grants from the NEA totaling $655,000.

Source: NEA and NASAA, 2022.
"As Governor, I am honored to say that I stand rock-solid with our arts in West Virginia. Too often, people think of the arts as dispensable. Not me. The arts are our soul. They are our heritage. They tell the story of who we are. Not to mention that every dollar that we invest in the arts comes back to us many times over. As Governor, I was proud to create a standalone Department of Arts, Culture and History because I believe that the prouder we are of ourselves, the better things will be in West Virginia."
—Jim Justice

West Virginia boasts of the world’s top theater festivals. The Contemporary American Theater Festival generates $5.86 million in economic impact in Shepherdstown, Shepherd University and surrounding areas.

THE ARTS ARE EVERYWHERE!

- There is much to see in the Northern Panhandle of WV. In Wheeling, explore the many diverse arts venues of the Oglebay Institute and stop by West Virginia’s Independence Hall.
- Journey southeast to Huntington and examine the impressive collection of the Walter Gropius-designed Huntington Museum of Art. Visit Marshall University’s new Visual Arts Center. Take a short trip east to Charleston and explore The Clay Center for the Arts & Sciences. You may be lucky enough to catch a live show of the internationally broadcasted radio show, Mountain Stage at the Culture Center. The show “features performances from seasoned legends and emerging stars in genres ranging from folk, blues, and country, to indie rock, synth pop, world music, alternative, and beyond”.
- Further east is historic Lewisburg, which is home to the one of just four remaining Carnegie Halls still in use in the world. While there, take in an original theatre production at the Greenbrier Valley Theatre.
- Heading north visit the historic Pocahontas County Opera House in Marlinton then continue onto the art galleries of Thomas and stop in the famous Purple Fiddle for a meal and a live show from some of the best up and coming artists in the country. Further north is the city of Morgantown, home of West Virginia University and a thriving arts scene.
- Head to the Mountain State’s eastern panhandle and discover the vibrant arts communities of Charles Town and Shepherdstown. Another thriving arts town is Berkeley Springs where you can indulge in a bath of the same hot springs mineral waters used by George Washington.

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

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

4/2/2021