WHY THE ARTS MATTER IN IOWA

NATIONAL ARTS FACTS

ARMS & CULTURE FOR-PROFIT & NON-PROFIT SECTORS REPRESENT

4.4% Nation's GDP 4.85M Jobs

$1.016 TRILLION Arts & Culture

$945.3 B Construction

$378.4 B Utilities

The national arts and culture sector was a $1.016 trillion industry in 2021 (4.4% of the nation's GDP), representing 4.85 million jobs (3.2% of nation's workforce), and total compensation of $504.2 billion.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts, 2023 (2021 data collected during the pandemic)

IOWA ARTS FACTS

ARMS & CULTURE FOR-PROFIT & NON-PROFIT SECTORS REPRESENT

2.1% State's GDP 38,110 Jobs

$4.5 BILLION Arts & Culture

$8.9 B Construction

$3.9 B Utilities

The Iowa arts and culture sector was a $4.5 billion industry in 2021 (2.1% of the state's GDP), representing 39,391 jobs (2.5% of Iowa's workforce), and total compensation of $2.5 billion.

Source: U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2023 (2021 data collected during the pandemic)

ECONOMIC IMPACT OF NONPROFIT ARTS INDUSTRY ONLY & THEIR AUDIENCES

National

$166.3 B Economic activity annually

$27.5 B Federal, state, and local government revenue generated

Spending by arts audiences generated $102.5 billion to local businesses.

Source: Americans for the Arts, Arts & Economic Prosperity 5, 2017 (New data coming Oct 2023)

ECONOMIC IMPACT OF NONPROFIT ARTS INDUSTRY & THEIR AUDIENCES

Greater Des Moines Region

$71.9 M Economic activity annually

$9.3 M State and local government revenue

Audiences of 3.3 million people added another $113.1 million in related spending in 2015.

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

FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation FY23 $207 Million

SBA SVO Grants FY21-22 $13 Billion

Congress allocated $207 million to the National Endowment for the Arts (NEA) in FY23. This amounts to just 62 cents per capita. Ideally, Congress should index $1 per capita funding to the NEA.

Source: Americans for the Arts Action Fund, 2023.

View the Top 10 Reasons to Support the Arts HERE

PUBLIC FUNDING RECEIVED FOR IOWA ARTS & CULTURE GRANTS FY22

State Appropriation $1,017,1886

NEA Funded Grants $1,550,979

146 awards were made across 78 counties

ARPA Grants $885,734

189 Iowa artists and arts orgs benefited from additional federal investment made possible by a special appropriation from the NEA and the ARPA.

Arts & Culture Marketing Grants $1,000,000

118 orgs benefited from this program & funding allocated from State of Iowa CARES Act Coronavirus Relief Funds.

Source: NEA, SBA, NASAA, Iowa Arts Council 2023
IOWA IS A CREATIVE STATE

As home to one of the most arts-vibrant (Des Moines) and top smaller creative cities (Iowa City) in the country - along with art-filled main streets, cultural and entertainment districts, rural creative places and nationally-known arts attractions - Iowa abounds with the arts, culture and creativity.

THE IOWA ARTS COUNCIL—
Established in 1967, the Iowa Arts Council serves as Iowa's state arts agency. The Iowa Arts Council strives to create opportunities for the arts to flourish in Iowa by nurturing cultural leadership and investing in projects that provide access to arts experiences in communities and public spaces throughout Iowa.

Chair: Lesley Wright
Executive Director: David Schmitz
Director: Chris Kramer
Administrator: David Schmitz
Chair: Amber Danielson

IOWA ARTS HIGHLIGHTS

BE SURE TO CHECK OUT
- Art & Iowa: 15 Fine Art Museums to Explore
- Explore art along scenic Iowa routes on the Byways of Iowa Public Art Initiative from the Byways of Iowa Foundation.
- Stop by Iowa's largest mural painted on all sides of a 110-ft grain silo along the river in Fort Dodge.
- Watch short films by Iowa filmmakers on The Film Lounge on Iowa PBS.
- The Show Goes On: Iowa's Historic Theatres
- Find art centers, museums and public art on the Iowa Culture App.

Iowa Cultural Coalition
Chair: Lesley Wright
iowaculturalcoalition.com
Iowa Department of Cultural Affairs
iowaculture.gov
Iowa Alliance for Arts Education
iowaalliance4artsed.org
Bravo Greater Des Moines
bravogreaterdesmoines.org

THE ARTS ARE EVERYWHERE
- Clear Lake's iconic Surf Ballroom, a National Historic Landmark and staple in American rock n' roll history, is a must-stop for any visitor to North Iowa, along with neighboring community, Mason City, which inspired Broadway composer Meredith Wilson to write "The Music Man" and is also home to the last remaining Frank Lloyd Wright designed and built hotel in the world.
- Film and media has a major presence in Iowa. In addition to being a popular site for filming and filmmakers, Iowa boasts more than a dozen local independent film festivals, including the Julien Dubuque International Film Festival in Dubuque and the Snake Alley Film Festival in Burlington.
- Visit Iowa City, one of just two UNESCO Cities of Literature in the United States, and home to the famous International Writers Program and the Iowa Writers' Workshop.
- Stop by Iowa's largest mural painted on all sides of a 110-ft grain silo along the river in Fort Dodge.
- Visitors to Iowa's capital city, Des Moines - named one of the 40 most arts vibrant cities in the nation - will enjoy a visit to the John & Mary Pappajohn Sculpture Park; world-class museums, botanical gardens and a zoo; and Mainframe Studios, the nation's largest, affordable artist workspace center. Greater Des Moines is also home to Broadway performances, at Des Moines Performing Arts, and one the country's premier opera companies in nearby Indianola, while nearby Ames, home to Iowa State University and more museums and cultural attractions, is just north of the city.
- Northeast Iowa is well-known for culture and creativity. Start in Waterloo-Cedar Falls, home to college and nonprofit arts centers and galleries, and head north into the Driftless Region. Stop in Charles City, home to the Mooney Art Collection, along the way to Decorah, a college town home to many writers, artists and musicians.
- Arts, culture and heritage are around every turn in Southwest and West Central Iowa. The Hoff Family Art Center in Council Bluffs is a creative incubator for all of the fine and culinary arts. Travel to the small town of Manning to take your picture in front of the giant IOWA sculpture in Trestle Park and visit the Hausbarn Heritage Park. The popular Southwest Iowa Arts Tour takes visitors through many cities each fall, including Malvern, where visitors can stay overnight in a church transformed into an art studio; Clarinda, home to a growing collection of contemporary art amassed by visionary collectors Robert and Karen Duncan; and Woodbine, a rural hub for creatives and an Iowa Great Place.

2/3/2023