

WHY THE ARTS MATTER IN ALABAMA



NATIONAL ARTS FACTS

ARTS & 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)

ALABAMA ARTS FACTS

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

2.1% State's GDP **43,981** Jobs

\$5.4 BILLION Arts & Culture

\$7.1 B Utilities

\$2.8 B Agriculture & Forestry

The Alabama arts and culture sector was a **\$5.4 billion industry** in **2021** (2.1% of the state's GDP), representing **43,981 jobs** (2.1% of Alabama's workforce), and total compensation of **\$2.8 billion**.

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

ECONOMIC IMPACT OF NON-PROFIT 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 NON-PROFIT ARTS INDUSTRY ONLY & THEIR AUDIENCES

For example in Madison County and Birmingham, AL combined

\$53.8 M Economic activity annually

\$6.6 M State and local government revenue generated

Audiences of 1.5 million people added another **\$36.1 million** in related spending for the county in 2015.

Source: Americans for the Arts, [Arts & Economic Prosperity 5, City of Huntsville/Madison County report, 2017](#) (New data coming Oct 2023)

FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation FY23 **\$207 Million**

SBA SVOG 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](#).

PUBLIC FUNDING RECEIVED FOR ALABAMA ARTS & CULTURE SECTOR

Council on the Arts Appropriation FY23 **\$7,919,777**

NEA State Partnership FY23 **\$835,025**

NEA Grants to AL artists & organizations FY22-23 **\$1,009,933**

projects, fellowships, & research
\$1,000,000

in ARPA funding, \$814,100 to the Council and redistributed
\$236,337

South Arts

195 orgs and **26** individual artists received these grants and thousands more involved in other activities.

Source: [NEA](#), [SBA](#), [NASAA](#), and [Alabama State Council on the Arts, 2023](#)

View the Top 10 Reasons to Support the Arts [HERE](#)

ALABAMA ARTS HIGHLIGHTS

IN THE YELLOWHAMMER STATE, THE ARTS UNITE US AS ALABAMIANS



The arts in Alabama is marked by collaborations that bring together groups throughout rural, suburban, and urban parts of the state and partnerships with schools, teaching artists, and communities state-wide.

ALABAMA STATE COUNCIL ON THE ARTS enhances the quality of life and economic vitality for all Alabamians by providing support for the state's diverse and rich artistic resources. Arts programs, assisted by Council grants, have a track record of enhancing community development, education, cultural tourism, and overall quality of life in all regions of the state.

Executive Director: Dr. Elliot Knight
Chair: Dr. Henry Panion III



Learn more [here](#).

BE SURE TO CHECK OUT

Learn more about Arts in Alabama [here](#).

[artlook@Alabama](#)
[Celebration of Alabama Arts](#)
[Alabama Folklife Association](#)
[Alabama Visual Arts Network](#)
[Black Belt Community Foundation](#)
[Design Alabama](#)
[Alabama Dance Council](#)
[Alabama Writers' Forum](#)
[Eastern Shore Art Center](#)
[Kentuck Art Center & Festival](#)
[Mobile Opera](#)
[Arts Huntsville](#)
[Sloss Furnaces](#)
[King's Canvas](#)

ALABAMA ARTS ALLIANCE

Created in 1983, the mission of the Alabama Arts Alliance is to increase public awareness of and engagement in the arts through education and advocacy.

Executive Director: Donna Russell
Chair: Melissa Hughey



Learn more [here](#).
Join [here](#).

THE ARTS ARE EVERYWHERE

North Alabama

- **Huntsville** is a booming city for technological arts experiences, including [Lowe Mill](#), the [Orion Amphitheater](#), [Merrimack Hall Performing Arts Center](#), and [Huntsville Community Drumline](#).
- **Florence** and The Shoals have the Swampers, a group of studio musicians that have been associated with more than 500 recordings, including 74 gold and platinum hits. Visit [Muscle Shoals Sound Studio](#) and the [Alabama Music Hall of Fame](#) to learn more about this group. Florence is also home to [Kennedy Douglass Art Center](#) and [Shoals Symphony Orchestra](#).

Central Alabama

- Head down to **Birmingham** for art experiences at [Birmingham Museum of Art](#), [Red Mountain Theatre](#), [Nathifa Dance Company](#), [Opera Birmingham](#), [Sidewalk Film Center and Cinema](#), and [Alabama Symphony Orchestra](#).

Central Alabama (continued)

- The state's capital, **Montgomery**, is home to many organizations that blend the importance of the Civil Rights Movement with the beauty of art, such as the [Equal Justice Initiative](#) and Troy University's [Rosa Parks Museum](#). While in town, drive over to Blount Cultural Park to visit [Alabama Shakespeare Festival](#) and [Montgomery Museum of Fine Arts](#).
- **Tuscaloosa** offers a variety of collegiate and community arts orgs, such as The University of Alabama's [Paul R. Jones Museum](#), [Theatre Tuscaloosa](#), and [Alabama Blues Project](#).
- In **Shelby County**, visit [Klein Arts & Culture](#) in Harpersville to engage in activities that raise consciousness about race through dance, music, poetry, visual arts, and education, or check out the latest exhibit at the [Shelby County Arts Council's](#) EBSCO Fine Art Gallery.

South Alabama

- In **Camden**, you can spend some time at [Black Belt Treasures Cultural Arts Center](#), then catch the ferry over to Gee's Bend, where you can meet the famous [Gee's Bend Quilters](#).
- **Dothan**, located in the heart of the Wiregrass, offers gems such as [Wiregrass Museum of Art](#) and [Southeast Alabama Community Theatre](#).
- Enjoy the sun and gulf waters in **Mobile**, while finding some time to visit [Mobile Museum of Art](#), [Alabama Contemporary Art Center](#), [Mobile Ballet](#), and [Mobile Symphony](#).

As of 4/11/2023



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