## Why the Arts Matter in Alabama

### National Arts Facts

<table>
<thead>
<tr>
<th>Arts &amp; Culture for-Profit &amp; Non-Profit Sectors Represent</th>
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<tbody>
<tr>
<td>4.4% Nation’s GDP</td>
<td>2.1% State’s GDP</td>
</tr>
<tr>
<td>$1.016 trillion</td>
<td>$5.4 billion</td>
</tr>
<tr>
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<td>$7.1 billion Utilities</td>
</tr>
<tr>
<td>$945.3 billion Construction</td>
<td>$2.8 billion Agriculture &amp; Forestry</td>
</tr>
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</table>

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

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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

| Economic activity annually | $166.3 billion |
| Federal, state, and local government revenue generated | $27.5 billion |

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

| Economic activity annually | $53.8 million |
| State and local government revenue generated | $6.6 million |

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

| 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

<table>
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<th>Grant Type</th>
<th>Amount</th>
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<tr>
<td>Council on the Arts Appropriation FY23</td>
<td>$7,919,777</td>
</tr>
<tr>
<td>NEA State Partnership FY23</td>
<td>$835,025</td>
</tr>
<tr>
<td>NEA Grants to AL artists &amp; organizations FY22-23</td>
<td>$1,009,933</td>
</tr>
<tr>
<td>South Arts</td>
<td>$1,000,000</td>
</tr>
<tr>
<td></td>
<td>$236,337</td>
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</table>

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

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 ARTS HIGHLIGHTS
IN THE YELLOWHAMMER STATE, THE ARTS UNITE US AS ALABAMIANS

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

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

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.

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

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