



WHY THE ARTS MATTER IN ALABAMA



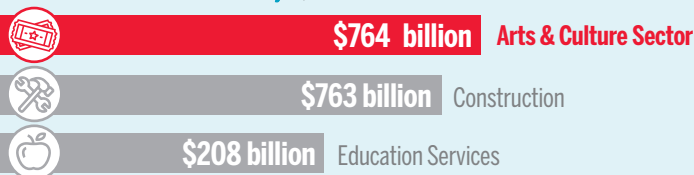
NATIONAL ARTS FACTS

ARTS SECTOR'S PERCENTAGE OF GROSS DOMESTIC PRODUCT (Commercial & Nonprofit Arts Organizations Combined)

ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$764 billion industry**, representing 4.2% of the nation's GDP—a larger share of the economy than construction (4.1%) or education services (1.1%).

Source: U.S. Bureau of Economic Analysis, 2015.



BONUS: U.S. exports generate a \$24.1 billion arts trade SURPLUS.

ALABAMA ARTS FACTS

THE ALABAMA ARTS & CULTURE SECTOR REPRESENTS 2.2% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$4.7 billion** to Alabama's economy, representing 2.2% of the state's GDP—a larger share than some other industries in the state.

Source: U.S. Bureau of Economic Analysis, 2015.



BONUS: Arts & Culture jobs in AL provided \$2.4 billion in total compensation.

NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally **673,656 businesses** employ **3.48 million people** who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Source: Americans for the Arts, *Creative Industries*, 2017.



In Alabama, **5,654 Arts-Related Businesses** employ **29,879 people**.

- In Jefferson County **1,236 Arts-Related Businesses** employ **5,967 people**.
- In Madison County **594 Arts-Related Businesses** employ **3,658 people**.
- In Mobile County **498 Arts-Related Businesses** employ **2,812 people**.

Source: Americans for the Arts, *Creative Industries, Alabama*, 2017.



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.



In 2015, the Alabama 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 Madison County, nonprofit arts groups generated **\$53.8 million** in economic activity. Audiences of 1.5 million people added another **\$36.1 million** in related spending for a total of **\$89.9 million** for the county in 2015. This generated **\$6.6 million** in local and state government revenue and generated **3,073 FTE jobs**.

Source: Americans for the Arts, *Arts & Economic Prosperity 5, City of Huntsville/Madison County report*, 2017.



PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

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

A Congress has proposed allocating **\$155 million to the NEA in FY 2019**, which has been relatively level for the last several years. This amounts to just **47¢** per capita, yet the nonprofit arts industry generates over \$13 billion in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with \$1 per capita!

Source: Americans for the Arts Action Fund, 2019.
Read: "Funding The Arts Is Good For the Nation," *The Hill*, 2015.

Q What about Alabama—how much does state government budget to the Alabama State Council on the Arts each year?

A The state allocated **\$4,734,495** to the Alabama State Council. In FY 2017, the Alabama State Council also received **\$765,200** in federal NEA funds, which the Council re-granted to dozens of cultural organizations through the state. Another 10 nonprofit arts organizations received direct grants from the NEA totaling **\$1,1015,200**.

Source: NEA and NASAA, 2017.
Read: "Federal cuts to arts programs would hurt Alabama culturally and economically," *AI Head*, 2017.

GDP

JOBS

ECONOMICS

FUNDING



"There is clear evidence that the arts contribute significantly to education and play a key role in the development of twenty-first century skills like critical thinking, creativity, communication skills and collaboration skills, which are highly sought by all industries. Participation in the arts builds confidence, which positively impacts students and translates to other disciplines outside of the arts. Not all students will become professional artists, but the arts play a critical role in the development and success of every student."

—Elliot Knight, Executive Director, Alabama State Council on the Arts



ALABAMA ARTS FACTS

IN THE YELLOWHAMMER STATE, THE ARTS UNITE US AS ALABAMANS

A collaboration of many nonprofit organizations, the Black Belt Arts initiative has provided arts education throughout the state! Alabama's Poetry Out Loud Winner Raina Verser, of Huntsville placed second nationally in the Poetry Out Loud Ourselves Competition in Washington, DC.

THE ALABAMA STATE COUNCIL ON THE ARTS

was created in 1966 by Governor George C. Wallace, stating that "The practice and enjoyment of the arts are of increasing importance to the general welfare of the people as a vital aspect of our culture and heritage and as valued means of expanding the scope of our educational programs." The Council continues to stimulate growth of the arts and its impact in Alabama by working with a wide range of arts organizations, individual artists, educational institutions, and communities.

>Learn more [here](#).

MEET SOME ALABAMA ARTS ADVOCATES

- **Joel Daves** is the Chair of the Council on the Alabama State Council on the Arts. Meet other Council members [here](#).
- **Melissa W. Hughey** is Chair of the Alabama Arts Alliance. > [More](#)
- **Donna Russell**, is executive director of the Alabama Arts Alliance > [More](#)

ART IN ALABAMA

- AL.com lists the arts organizations helping to define culture in Alabama [here](#).
- Learn more about Arts in Alabama [here](#).

ALABAMA ART ORGANIZATIONS

Alabama Shakespeare Festival
www.asf.net
 Alabama Symphony Orchestra
www.alabamasymphony.org
 Birmingham Museum of Art
www.artsbma.org

THE ARTS ARE EVERYWHERE!

- Down in **Mobile**, you can take in the town's ballet company, chamber music ensemble, symphony, or opera company.
- In **Montgomery**, the Alabama Shakespeare Festival performs at the State Theater, and Montgomery Ballet also performs under the umbrella of the festival. See art of Africa and works by Edward Hopper and Winslow Homer at the Montgomery Museum of Fine Arts.
- Head up to **Birmingham**, and you will find great arts programming, too. Children's Theater provides shows for kids as well as a Imaginarium summer camp that enables kids to stage their own

performance of a play. For grownups, there's the Red Mountain Theater Company presenting the best of Broadway. There's also the Museum of Art, Jazz in the Park, and the opera.

- Keep driving north to **Huntsville** and visit the Museum of Arts and listen to a performance of the Huntsville Symphony.
- **Muscle Shoals** has the Swampers. The Muscle Shoals Rhythm Section, affectionately called The Swampers, was a local group of first-call studio musicians (initially working at FAME and then at Muscle Shoals Sound Studios), who were available for back-up. They have appeared on more than 500 recordings, including 75 gold and platinum hits.

Visit FAME studios, the Alabama Music Hall of Fame and Frank Lloyd Wright's Rosenbaum house.

- Head on over to **Camden**, where you can visit [Black Belt Treasures Cultural Center](#), filled with art created by Alabama artists, and catch the ferry over to **Gee's Bend**, where you can meet the famous [Gee's Bend Quilters](#).

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

ALABAMA ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org

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To download this fact sheet, "Why the Arts Matter in Alabama," with corresponding resource links visit www.ArtsActionFund.org/AL.