



WHY THE ARTS MATTER IN ARIZONA



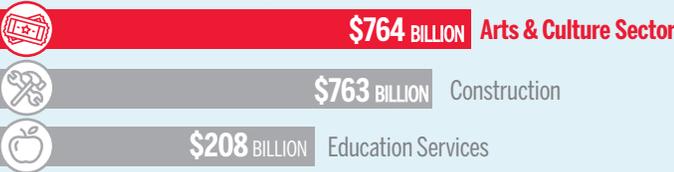
NATIONAL ARTS FACTS

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.

ARIZONA ARTS FACTS

THE ARIZONA ARTS & CULTURE SECTOR REPRESENTS 3.1% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$9 billion** to Arizona's economy, representing 3.1% of the state's GDP—a larger share than some other industries in the state.

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



BONUS: In 2015, AZ arts and culture jobs grew by 4.8% while the national average was 2.1%.

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 Arizona, **14,522 Arts-Related Businesses** employ **74,688 people**.

- In Maricopa County, **9,946 Arts-Related Businesses** employ **59,065 people**.
- In Pima County, **2,322 Arts-Related Businesses** employ **7,703 people**.
- In Yavapai County, **641 Arts-Related Businesses** employ **1,513 people**.

Source: Americans for the Arts, *Creative Industries, Arizona report*, 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, Arizona's 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 Phoenix, for example, nonprofit arts groups generated **\$164.6 million** in economic activity. Audiences of 6.8 million people added another \$237.2 million for a total of **\$401.8 million** in commerce for the city in 2015, and this generated **\$44.5 million** in local and state government revenues.

Source: Americans for the Arts, *Arts & Economic Prosperity 5, City of Phoenix 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 Arizona—how much does state government budget to the Arizona Commission on the Arts each year?

A The Arizona Commission on the Arts, an agency of the State of Arizona, administers state and federal funding for the arts. Currently the Arts Commission has two primary funding streams: (1) The Arts Trust Fund, which collects a portion of Arizona Corporation Commission filing fees, contributing, on average, **\$1.4 million** to the Arts Commission's budget, and (2) A State Partnership Grant from the National Endowment for the Arts, which contributes, on average, **\$800,000** annually.

Source: NEA and NASAA, 2017.
Read: *Arizona Arts Education Census Report*, Arizona Commission on the Arts, 2014.

GDP

JOBS

ECONOMICS

FUNDING

"The Arizona Commission on the Arts is a strategic leader in an industry-wide effort to stabilize and revitalize the arts and culture sector. We encourage innovation and entrepreneurial thinking, so the sector can help itself to thrive, while encouraging collaborations and partnerships which, synergistically, make the whole greater than the sums of its parts. When we unleash the artistic community in a process that enhances the industry and our economic standing, all Arizona citizens will reap the benefits."

—Mark Feldman, Chairman of the Arts Commission, appointed by Governor Brewer



ARIZONA ARTS FACTS

IN THE GRAND CANYON STATE, THE ARTS UNITE US AS ARIZONIANS

The International Sonoran Desert Alliance presents traditional and contemporary Native American and Latino music and dance. With Pima County as a partner, the performing arts series builds community across longstanding divisions among the 3,500 Native American, Latino and Anglo-American residents of Ajo.

THE ARIZONA COMMISSION ON THE ARTS—Governor Samuel P. Goddard established the Arizona Commission on the Arts and Humanities by executive order in 1966, and Governor Jack Williams signed a bill to make the commission a permanent state agency the following year. The Arts Commission became the official agency of the State of Arizona "to stimulate and encourage public interest in the cultural resources, through the study and presentation of the performing arts and fine arts, to ensure that their role in the life of our communities will continue to grow and will play an even more significant part in the welfare and educational experience of our citizens."

>Learn more [here](#).

MEET SOME ARIZONA ARTS ADVOCATES

- **Catherine "Rusty" Foley** is Executive Director of Arizona Citizens for the Arts. >[More](#)
- **Bernadette Mills** is the Executive Director of the West Valley Arts Council. >[More](#)
- **Colleen Jennings-Roggensack** is Executive Director of ASU Gammage and ASU Vice President for Cultural Affairs. >[More](#)

ART IN ARIZONA

- *Arizona Key Travel Magazine* lists arts destinations throughout the state [here](#).
- Visit Phoenix can direct you to the best venues of live theater and dance performances [here](#).
- Tucson Lifestyle offers a calendar of arts events in Tucson [here](#).

ARIZONA ART ORGANIZATIONS

Use the [interactive table](#) on to identify other great arts organizations throughout the state.

Arizona Citizens for the Arts sponsors the Arizona Arts Congress, the annual convening of Arizona arts advocates at the state capitol.

www.azcitizensforthearts.org

The Museum Association of Arizona

www.azmuseums.org

Arizona Arts Education Association

www.azarted.org

THE ARTS ARE EVERYWHERE!

- In **Phoenix**, the Heard Museum emphasizes the lives of indigenous people of the Southwest, but the museum collection and exhibitions cover the living cultures and arts of all contemporary Native peoples. Go to the east side of town to **Scottsdale** to visit Taliesin West, one of the world's greatest architectural treasures designed by Frank Lloyd Wright.
- Just east of Phoenix is **Mesa**, where the international award-winning Mesa Arts Center is the largest comprehensive arts center in the Southwest with four theaters and stunning outdoor entertainment areas. Mesa Contemporary Arts Museum presents 15 exhibitions each year in five galleries, and The Store, an artist's cooperative

gallery, features art for purchase by Arizona artists.

- Then head south on Interstate 10 to **Tucson**, where the Meet Yourself Folklife Festival presents performances, exhibits, and demonstrations exploring a wide range of family, ethnic, regional, and occupational folklife communities in Southern Arizona and Northern Mexico. Visit the Tucson Museum of Art or catch a performance by the Tucson Symphony Orchestra. Santa Cruz Valley Open Studio Tour is a tour of local artists' studios throughout lower **Pima County**.
- Or you can head north of Phoenix to go to **Flagstaff**. Don't miss an opportunity to see Dark Sky Aerial, a local performance troupe that makes its stage in midair, in public spaces, on the sides of skyscrapers with daring performances that combine dance and acrobatics.

Flagstaff is also home to the Flagstaff Shakespeare Festival and the Flagstaff Symphony Orchestra.

- Stop in **Sedona** and **Wickenburg**, where the Del E. Webb Center for the Performing Arts has theater and activities for people of all ages. **Sedona** has many fine arts galleries as well as the Tlaquepaque Arts & Crafts Village.
- Venture a bit further and you'll find thriving artist communities in the former mining towns of **Jerome** (in northern Arizona) and **Bisbee** (in the southeast). Once near-ghost towns, both have successfully re-imagined themselves as destinations for creative minds in search of something a little different.

To View the Top 10 Reasons to Support the Arts in Arizona, [Click Here](#).

ARIZONA 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 x2067

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