



WHY THE ARTS MATTER IN ARKANSAS



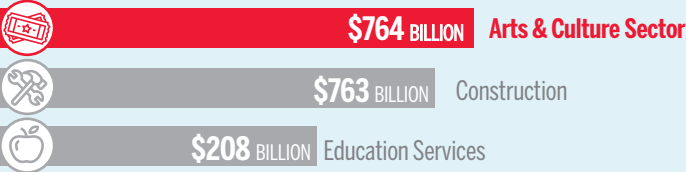
NATIONAL ARTS FACTS

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.



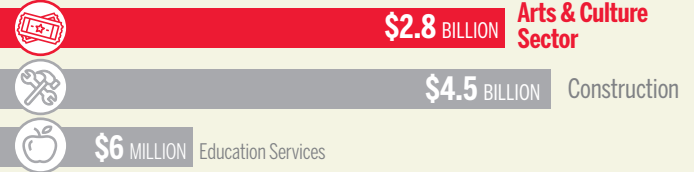
BONUS: U.S. exports generate a \$24.1 billion arts trade SURPLUS.

ARKANSAS ARTS FACTS

THE ARKANSAS ARTS & CULTURE SECTOR REPRESENTS 2.3% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$2.8 billion** to Arkansas's economy, representing 2.3% of the state's GDP—a larger share than some other industries in the state.

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



BONUS: For 2015, arts and culture jobs were the state's fourth largest employment sector.

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 Arkansas, **3,349** Arts-Related Businesses employ **18,103** people.

- In Benton County, **336** Arts-Related Businesses employ **2,194** people.
- In Pulaski County, **893** Arts-Related Businesses employ **4,837** people.
- In Washington County, **337** Arts-Related Businesses employ **1,909** people.

Source: Americans for the Arts, *Creative Industries, Arkansas 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, Arts and cultural production supported thousands of jobs and generated millions of dollars in state and local government revenue. Nonprofit arts groups cultivate that activity.

- In Northwest Arkansas, nonprofit arts groups generated **\$67.5 million** in economic activity. Their audiences of 1.8 million people added another \$63.7 million for a total of **\$131.2 million** in commerce for the region in 2015, and this generated **\$14.3 million** in local and state government revenues.

Source: Americans for the Arts, *Arts & Economic Prosperity 5, Northwest AR Region 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 Arkansas—how much does state government budget to the Arkansas Arts Council on the Arts each year?

A The state allocated **\$1,045,871** to the Arkansas Arts Council in FY 2018. In FY 2017, the Arkansas Arts Council also received **\$637,900** in federal NEA funds, which the Council re-granted to dozens of cultural organizations through the state. Another 8 nonprofit arts organizations received direct grants from the NEA totaling **\$917,400**.

Source: NEA and NASAA, 2017.
Read: "Arkansas A+ Puts Art in Academics," Leslie Newell Peacock, *Arkansas Arts Education Census Update*, 2014.

GDP

JOBS

ECONOMICS

FUNDING

“Arkansas must differentiate itself from the pack, rethink its special advantages, and look for creative sources of growth and inventive niches that can resist competition, imitation and importation—in short, develop its creative economy. The future of Arkansas will rest heavily on its creative talents and assets, both through the image-producing industries they represent and the value they add to other sectors.
—Creativity in the Natural State: Growing Arkansas’ Creative Economy



ARKANSAS ARTS FACTS

IN THE NATURAL STATE, THE ARTS UNITE US AS ARKANSANS

Crystal Bridges is the world’s premier art museum dedicated to American art. Attracting hundreds of thousands of visitors each year, the extraordinary artworks, collected by Walmart heiress Alice Walton, is housed in an architectural wonder designed by Moshe Safdie.

THE ARKANSAS ARTS COUNCIL was established in 1966, and it became an agency of the Department of Arkansas Heritage in 1975. The Arkansas Arts Council advances and empowers the arts by providing services and funding for programming that encourages and assists literary, performing and visual artists in achieving standards of professional excellence. The Arkansas Arts Council also provides technical and financial assistance to Arkansas arts organizations and other providers of cultural and educational programs. This statewide programming and assistance ultimately provides cultural, educational and economic opportunities for the benefit of all Arkansans.

>Learn more [here](#).

MEET SOME ARKANSAS ARTS ADVOCATES

- **Dorothy Morris** of Hot Springs sponsored the 2017 Day of Giving at her home. The Thea Foundation recognized her in 2018 for her charitable giving to arts organizations. > [More](#)
- **Windgate Foundation** leaders **John E. Brown, III, Patricia Forgy** and **Robyn Horn** funded the new Fine Arts Building for UA Little Rock, UA Fayetteville, and UA Pulaski. > [More](#)
- Arkansas State **Senator Joyce Elliott**, an outstanding advocate for Arkansas arts education, was recognized in 2017 for her Public Leadership in the Arts from Americans for the Arts in December 2017. > [More](#)
- **Peggy Kjelgaard** of Eureka Springs received the 2018 Governor’s Arts Award for Community Development. > [More](#)
- Alma school superintendent **David Woolly** received the governor’s Arts Award for Arts in Education. > [More](#)

ART IN ARKANSAS

- Arkansas the Natural State lists small arts towns with marvelous arts and craft work [here](#).
- Find out about craft fairs in northwest Arkansas [here](#).
- For the lowdown on arts festivals and county fairs, go to [festivals4fun.org](#).

ARKANSAS ART ORGANIZATIONS

For a list of arts centers and nonprofit associations go to [www.CouncilforArtsEducation.org/Arkansas](#)
Arkansas Arts Council
[www.arkansasarts.org](#)
Arkansans for the Arts
[www.arkansansforthearts.org](#)
Arkansas Symphony Orchestra
[www.arkansassymphony.org](#)

THE ARTS ARE EVERYWHERE!

- In **Little Rock**, the Arkansas Art Center offers art classes, art exhibitions, children’s theater, lectures, and tours. An extensive permanent collection features 20th-century and contemporary drawings.
- Arts events in **Rogers** range from Broadway-style productions at Arkansas Public Theatre to traveling exhibitions at Crystal Bridges Museum of American Art. Also take in exhibitions at Ed Cooley Gallery and shows by the local Trike Theatre, featuring talented local youths. In **Bentonville**, you will find the [Museum of Native American History](#). Here you can see works of art divided between the five eras of Native American History.
- **Hot Springs Music Festival** takes place every summer in the Ouachita Mountains of West Central Arkansas. The festival brings together 20 concerts and 250 open rehearsals over a two-week period.

Hot Springs National Park is an artistic haven, with over 30 fine art galleries, hundreds of resident artists and home to a celebrated annual documentary film festival.

- If you’re in **Eureka Springs** in mid-June, you can catch the Eureka Springs Blues Weekend.
- In **Fort Smith**, catch a festival that’s been called “The Best Little Bluesfest in America.”
- In **Fayetteville**, visit the [Walton Art Center](#), which hosts many touring companies of Broadway shows. The Fayetteville Underground in the Historic Downtown Square has a new gallery and adjoining studio spaces.
- **El Dorado’s** Murphy Arts District hosts its annual three-day [Musicfest](#) in October.

- **The King Biscuit Blues Festival** attracts hundreds of thousands of people from all over the world to the banks of the Mississippi River in **Helena**.

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

ARKANSAS ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

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CALL US: 202.371.2830 x2067

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To download this fact sheet, “Why the Arts Matter in Arkansas,” with corresponding resource links visit www.ArtsActionFund.org/AR.