



WHY THE ARTS MATTER IN CALIFORNIA



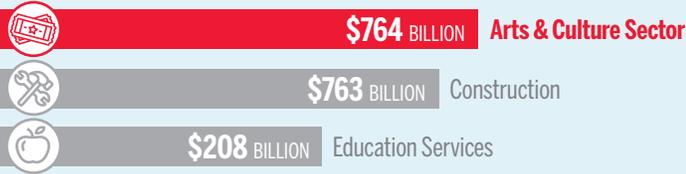
NATIONAL ARTS FACTS

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.

CALIFORNIA ARTS FACTS

THE CALIFORNIA ARTS & CULTURE SECTOR REPRESENTS 7.1% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$174.6 billion** to California's economy, representing 7.1% 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, CA arts and culture jobs grew by 4.2% 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 California, **103,191 Arts-Related Businesses** employ **545,627 people**.

- In Los Angeles County, **37,759 Arts-Related Businesses** employ **266,874 people**.
- In Orange County, **9,630 Arts-Related Businesses** employ **41,042 people**.
- In San Diego County, **9,333 Arts-Related Businesses** employ **40,322 people**.

Source: Americans for the Arts, *Creative Industries, California* 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 a 2015 study of fifteen cities and counties of CA, nonprofit arts and cultural production generated **\$4.5 billion in economic activity**, **132,705 jobs**, and **\$431.5 million** in state and local government revenue.

- In **San Francisco**, for example, nonprofit arts groups generated **\$780.6 million** in economic activity. Their audiences of 15.6 million people added another **\$667.7 million** for a total of **\$1.4 billion** in business for the city and county, and this generated **\$131.1 million** in local and state government revenues.

Source: Americans for the Arts, *Arts & Economic Prosperity 5, San Francisco* 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 California—how much does state government budget to the California Arts Council each year?

A The California Arts Council will invest **\$21,300,000** in local arts grants in 2018-19. In FY 2017, California Arts Council also received **\$1,142,700** in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 330 nonprofit arts organizations received direct grants from the NEA totaling **\$9,671,950**.

Source: NEA and NASAA, 2017.

Read: "LA Region's 'Creative Economy' Produced 457,000 Jobs in 2016, Driven by Hollywood Rebound," David Ng, *LA Times*, 2018.

GDP

JOBS

ECONOMICS

FUNDING



“We don’t take for granted the privilege of being the state arts agency here in California, where creativity sits at the heart of our identity. Where we have bipartisan support for and understanding of the position of arts and culture within our communities—as a health and wellness asset, a problem-solving resources, and bridge builders. Where the arts and our artists are readily incorporated into our government’s strategy to cope with our modern problems, as part of, and not supplemental to, our collective future.”

—Anne Bown-Crawford, Director of the California Arts Council



CALIFORNIA ARTS FACTS

IN THE GOLDEN STATE, THE ARTS UNITE US

In California, the arts foster real solutions that are deeply needed in society today.

THE CALIFORNIA COUNCIL ON THE ARTS

—The mission of the California Arts Council, a state agency, is to advance California through the arts and creativity. The Council is committed to building public will and resources for the arts; fostering accessible arts initiatives that reflect contributions from all of California’s diverse populations; serving as a thought leader and champion for the arts; and providing effective and relevant programs and services. Since its founding in 1976, the Arts Council has awarded more than 32,000 grants with a total investment of approximately \$400 million.

> Learn more [here](#).

MEET SOME CALIFORNIA ARTS ADVOCATES

- **Victoria Hamilton** of San Diego is President of California Arts Advocates and Californians for the Arts. > [More](#)
- **Senator Ben Allen** of Santa Monica represents the state’s 26th Senate District and serves as Chair of the Joint Committee on the Arts. > [More](#)
- **Joe Landon** is Executive Director of the California Alliance for Arts Education. > [More](#)
- **Marie Acosta** is Executive Director of the Latino Center of Arts and Culture. > [More](#)

ARTS IN CALIFORNIA

- The Association of California Symphony Orchestras has a calendar of performances [here](#).
- Visit California has a complete itinerary of the ultimate music festivals [here](#).
- See California has a calendar of other fine arts and cultural festivals [here](#).

CALIFORNIA ARTS ORGANIZATIONS

County Arts Councils
 Statewide and Regional Arts Service Organizations
 Californians for the Arts
www.californiansforthearts.org
 Create CA: California Statewide Arts Education Coalition:
www.createca.net

THE ARTS ARE EVERYWHERE!

- From the north to the south, California is rich in arts and cultural programming and leads as the economic capitol of creativity. California is the State of the Arts.
- California is innovative in its use of the arts to solve social issues. For example, as of June 2017, Arts in Corrections, a partnership between the **California Department of Corrections** and Rehabilitation (CDCR) and the California Arts Council provides arts programming in all 35 state adult correctional institutions. In **Los Angeles**, the Actors’ Gang under the leadership of Artistic Director Tim Robbins, has provided theater arts programming with an emphasis on Commedia dell’Arte techniques for more than a decade. Their Prison Project team provides highly physical, emotional, ensemble-based theater workshops.
- Based in Fresno, with service statewide, The Alliance for California **Traditional Arts** provides arts programming focused on the underserved field of traditional arts, rooted in cultural heritage and community-based practice. Expressions such as Native American beadwork, storytelling, songwriting, African drumming, and American folk guitar and guitarra ranchera are intended as familiar and culturally relevant art forms for participants.
- Public funding from the California Arts Council for **Arts and Veteran’s programs** reached close to \$500,000 in grants for 2017-18 with 34 cultural institutions providing participatory arts programs and artist mentors for California Veterans.
- **California Cultural Districts** highlight the cultural legacy of our state’s most valuable resource—its diversity. From larger, urban areas to uncharted rural locations, each district helps grow and sustain authentic arts and culture opportunities, increase the visibility of local artists, and promote socio-economic and ethnic diversity through culture and creative expression. 14 districts serve as California’s inaugural state-designated Cultural Districts, highlighting some of the thriving cultural diversity and unique artistic identities within local communities across California.

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

CALIFORNIA ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

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