



WHY THE ARTS MATTER IN HAWAI'I



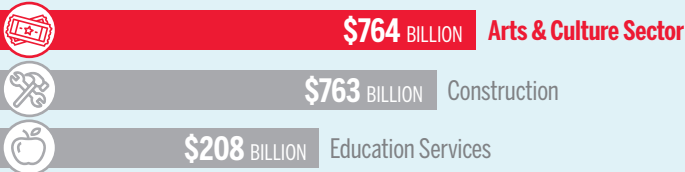
NATIONAL ARTS FACTS

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.



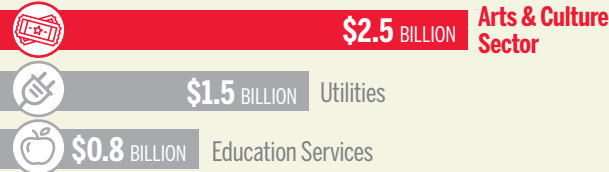
BONUS: U.S. exports generate a \$24.1 billion arts trade SURPLUS.

HAWAI'I ARTS FACTS

THE HAWAI'I ARTS & CULTURE SECTOR REPRESENTS 3.2% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$2.5 billion** to Hawai'i's economy, representing 3.2% of the state's GDP—a larger share than some other industries in the state.

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



BONUS: In 2015, HI arts and culture jobs generated \$2.5 billion in 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 Hawai'i, **2,788** Arts-Related Businesses employ **12,323** people.

- In Hawai'i County, **303** Arts-Related Businesses employ **1,108** people.
- In Honolulu County, **1,788** Arts-Related Businesses employ **9,002** people.
- In Maui County, **516** Arts-Related Businesses employ **1,530** people.

Source: Americans for the Arts, *Creative Industries*, Hawai'i 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.

ART IS A \$166.3 BILLION DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.

In 2015, nonprofit arts organizations in Hawai'i generated **\$205.6 million in economic activity** annually that supported **5,968 jobs** and generated **\$23.2 million** in state and local government revenue.

- Nonprofit arts and culture events annually attracted 2,907,608 state residents and 249,404 non-resident attendees. Event-related spending was \$25.26 per person, excluding the cost of admission. These audiences generated **\$79.7 million** in economic activity, excluding the cost of admission.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, Hawai'i report, 2017.

ART IS A \$205.6 MILLION GDP DRIVER OF OUR STATE ECONOMY.

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 Hawai'i—how much does state government budget to the Hawai'i State Foundation on Culture and the Arts each year?

A The state allocated **\$5,731,735** to the Hawai'i State Foundation on Culture and Arts. In FY 2017, Foundation also received **\$674,600** in federal NEA funds, which it re-granted to dozens of cultural organizations throughout the state.. Another 16 nonprofit arts organizations received direct grants from the NEA totaling **\$1,175,450**.

Source: NEA and NASAA, 2017.

Read: "Art is Education," State Foundation on Culture and Arts, 2017.

GDP

JOBS

ECONOMICS

FUNDING

“Art is as important as education because art is education”

—Masaru “Pundy” Yokouchi, First Chairman of the Hawai‘i SFCA



HAWAI‘I ARTS FACTS

IN THE ALOHA STATE, THE ARTS UNITE US

Art Bento uses the Hawai‘i State Art Museum’s as a learning laboratory for students in grades 2 through 6, along with their teachers and chaperones. A catalyst for inquiry-based learning, the program cultivates an appreciation of our diverse cultural heritages.

THE HAWAI‘I STATE FOUNDATION ON CULTURE AND THE ART (HSFCA) was established by the Hawai‘i State Legislature in 1965, in large part through the vision and effort of Hawai‘i leaders such as architect and State Planning Coordinator Alfred Preis, HSFCA Founding Chairperson Masaru “Pundy” Yokouchi, State Senator Nadao Yoshinaga, and Governor John Burns. The mission of HSFCA is to promote, perpetuate, preserve, and encourage culture and the arts as central to the quality of life of the people of Hawai‘i.

> Learn more [here](#).

MEET SOME HAWAI‘I ARTS ADVOCATES

- **Terence Liu** is CEO of the Hawai‘i Arts Alliance and formerly of the National Endowment for the Arts. > [More](#)
- **Georja Skinner** is Chief Officer of the State of Hawai‘i Department of Business, Economic Development & Tourism, Creative Industries Division. > [More](#)
- **Jonathan Johnson** is the seventh executive director of the Hawai‘i State Foundation on Culture & the Arts. > [More](#)

ART IN HAWAII

- The Honolulu Star Advertiser’s [Artweek Calendar](#) provides information about arts events.

- Go Hawai‘i can direct you to cultural events of each island [here](#).
- Honolulu Magazine’s [Calendar](#) includes a Theater & Arts category.
- Hawai‘i Public Radio has a [Community Calendar of great cultural events](#).

HAWAI‘I ART ORGANIZATIONS

ARTS FIRST Partners

www.sfca.hawaii.gov/education/education-resources/arts-first-partners

Creative Industries Hawai‘i Resources Page

www.cid.hawaii.gov/resources-page

Hawai‘i Arts Alliance

www.hawaiiartsalliance.org

Hawai‘i Museums Association

www.hawaiimuseums.org

THE ARTS ARE EVERYWHERE!

- The week-long **Mokihana Festival** on the island of Kaua‘i is a celebration of Hawaiian culture, including music and dance, including Hawaiian immersion school students competing musically with songs in the Hawaiian language.
- Native Hawai‘ians traditionally celebrated Makahiki, a four-month long season that began in mid-October and included athletic competitions, ceremonies dedicated to the deity Lono, celebrations of renewal and perpetuation of the life cycle with a prohibition on warfare. These cultural traditions and practices have continued with **Ka Moloka‘i Makahiki**, involving all of Molokai’s elementary schools, middle school and high school as well as many adults on the island. Joining in on the competition and festivities are

schools from all over the state as well as members from the Coast Guard.

- The annual **Queen Lili‘uokalani Keiki Hula Festival and Competition** on O‘ahu honors Hawai‘i’s last reigning monarch with song and dance in three days of competition for students under the age of 12.
- On Maui, the **Mālama Wao Akua** annual art exhibit of native species in Maui County brings together local conservation organizations, native plant vendors, Maui artists and artisans. Artists are invited to explore Maui’s watersheds and use their creative talents to raise awareness about the importance of protecting native species.

- Hawai‘i Island, also called the Big Island, is home to the **Waimea Ocean Film Festival**, an 8-day international film festival dedicated to bringing a greater understanding of the ocean environment and island culture. The **Ukulele & Slack Key Guitar Festival** includes an all-star lineup of musicians visiting schools and leading workshops and classes, reaching over a thousand students.
- Established as the premier international film event in the Pacific, the statewide annual **Hawai‘i International Film Festival** showcases features and documentaries from Asia, the Pacific Islands and Hawaii.

To View the Top 10 Reasons to Support the Arts in Hawai‘i, Click Here.

HAWAI‘I ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

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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 Hawai‘i,” with corresponding resource links visit www.ArtsActionFund.org/HI.