



# WHY THE ARTS MATTER IN IOWA



## 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.

**\$764 BILLION** Arts & Culture Sector

**\$763 BILLION** Construction

**\$208 BILLION** Education Services

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

## IOWA ARTS FACTS

### THE IOWA ARTS & CULTURE SECTOR REPRESENTS 2.1% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$3.8 billion** to Iowa's economy, representing 2.1% of the state's GDP — a larger share than some other industries in the state.

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

**\$3.8 BILLION** Arts & Culture Sector

**\$7.8 BILLION** Construction

**\$1.4 BILLION** Education Services

**BONUS:** In 2015, IA public cultural institutions generated \$784,898,457 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.

**673,656** & **3.48M** ARE INVOLVED IN THE  
BUSINESSES & JOBS CREATION OR DISTRIBUTION  
OF THE ARTS

In Iowa, **5,595** arts-related businesses employ **25,339** people.

- In Linn County, **479** Arts-Related Businesses employ **2,097** people.
- In Polk County, **1,127** Arts-Related Businesses employ **5,990** people.
- In Scott County, **348** Arts-Related Businesses employ **1,783** people.

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

**5,595** & **25,339** ARE INVOLVED IN THE  
BUSINESSES & JOBS CREATION OR DISTRIBUTION  
OF THE ARTS

**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** **DRIVER OF OUR NATIONAL,**  
BILLION STATE & LOCAL ECONOMY.

In 2015, Iowa's arts and culture sector created thousands of FTE jobs and generated millions of dollars in economic activity. Nonprofit arts groups helped cultivate that activity.

- In the Greater Des Moines Region specifically, nonprofit arts groups generated **\$71.9 million** in economic activity. Audiences of 3.3 million people added another **\$113.1 million** in related spending for a total of **\$185.0 million** for the city in 2015, and this generated **\$9.3 million** in local and state government revenues and **5,677 FTE jobs**.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, *Greater Des Moines* report, 2017.

**ART IS A** **\$3.8** **GDP DRIVER OF OUR**  
BILLION 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 Iowa—how much does state government budget to the Iowa Arts Council each year?

**A** The state allocated **\$1,192,188** to the Iowa Arts Council. In FY 2017, the Iowa Arts Council also received **\$618,100** in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 32 nonprofit arts organizations received direct grants from the NEA totaling **\$823,100**.

Source: NEA and NASAA.

Read: "Keeping Iowa Competitive Requires Strong Investment in the Arts," Tova Brandt, *Des Moines Register*, 2017.

GDP

JOBS

ECONOMICS

FUNDING



“Arts, history, and culture help us understand who we are as Iowans and what makes this state such an incredible place to live and work. Arts and culture are the foundation for the creative economy, which employs more than 25,000 Iowans in 5,000 arts-related businesses. Arts and culture inspire the workforce to think creatively and imagine new solutions to compete in our ever-changing global economy.”

—Governor Kim Reynolds, Dec. 14, 2018



## IOWA ARTS FACTS

### IN IOWA THE ARTS UNITE US AS HAWKEYES

Iowa Great Places Program supports the development of new and existing infrastructure intended to cultivate the unique and authentic qualities of neighborhoods, communities, and regions in Iowa.

#### THE IOWA COUNCIL ON THE ARTS—

Established in 1967, the Iowa Arts Council serves as Iowa’s state arts agency and works in collaboration with its federal agency partner, the National Endowment for the Arts, and regional arts partner, Arts Midwest. The Iowa Arts Council strives to create opportunities for the arts to flourish in Iowa by nurturing cultural leadership and investing in projects that provide access to arts experiences in communities and public spaces throughout Iowa.

> Learn more [here](#).

### IOWA ARTS COUNCIL

IOWA DEPARTMENT OF CULTURAL AFFAIRS

### MEET SOME IOWA ARTS ADVOCATES

- **Leon Kuehner** is the Executive Director of Iowa Alliance for Arts Education. > [More](#)
- **Tom Smull** is the president of the Iowa Cultural Coalition. > [More](#)
- **Jennifer Drinkwater** is an artist and assistant professor at Iowa State University. Her work focuses on the relationship between art and communities. > [More](#)

### ARTS IN IOWA

- “Art Marks the Spot” in *ia* magazine.
- “Art and Artists in Iowa” on Iowa Public Television.
- “Byways of Iowa Public Art Initiative” from the Byways of Iowa Foundation.
- “Libraries Host Arts Workshops for Older Iowans” at [iowaculture.gov](#).

### IOWA ARTS ORGANIZATIONS

ArtForce Iowa

[www.artforceiowa.org](http://www.artforceiowa.org)

Pottawattamie Arts, Culture and Entertainment (PACE)

[www.paceartsiowa.org](http://www.paceartsiowa.org)

Iowa Alliance for Arts Education

[iowaalliance4artsed.org](http://iowaalliance4artsed.org)

### THE ARTS ARE EVERYWHERE!

- Beginning in far Eastern Iowa in **Davenport**, visit Daytrotter Studio where over 7,000 live sessions with local and national bands have been recorded, comprising the world’s largest vault of live-music recordings.
- Head west on I-80 to **Iowa City**, the only UNESCO City of Literature in the United States, and home to the famous International Writers Program and the Iowa Writers’ Workshop.
- Drive north on Hwy-218 to **Mason City** and experience Meredith Wilson’s River City by taking a stroll down the recreated Main Street in Music Man Square.
- South on I-35, stop by Iowa’s largest mural painted on all sides of a 110-ft grain silo along the river in **Fort Dodge**.
- From one large public art piece to another, travel southwest to the small town of **Manning** and take your picture in front of the giant IOWA sculpture in Trestle Park.
- The journey ends to the south in **Malvern** where visitors can stay in the Art Church, an 1873 Presbyterian Church transformed by artist Zack Jones into an event space and Airbnb.

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

## IOWA ARTS NEED YOU!

### JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: [ArtsActionFund@artsusa.org](mailto:ArtsActionFund@artsusa.org)

VISIT US: [ArtsActionFund.org/join](http://ArtsActionFund.org/join)

CALL US: 202.371.2830 x2067

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To download this fact sheet, “Why the Arts Matter in Iowa,” with corresponding resource links visit [www.ArtsActionFund.org/IA](http://www.ArtsActionFund.org/IA).