



WHY THE ARTS MATTER IN KANSAS

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.

KANSAS ARTS FACTS

THE KANSAS ARTS & CULTURE SECTOR REPRESENTS 2.9% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$4.2 billion** to the Kansas economy, representing 2.9% of the state's GDP—a larger share than some other industries in the state.

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

\$4.2 BILLION Arts & Culture Sector

\$6.1 BILLION Construction

\$1.5 BILLION Mining

BONUS: In 2015, KS 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.

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

In Kansas, **4,489 Arts-Related Businesses** employ **21,096 people**.

- In Douglas County, **247 Arts-Related Businesses** employ **1,308 people**.
- In Johnson County, **1,624 Arts-Related Businesses** employ **7,825 people**.
- In Shawnee County, **228 Arts-Related Businesses** employ **1,129 people**.

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

4,489 & **21,096** 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 BILLION DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.

In 2015, the Kansas 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 Johnson County, for example, nonprofit arts groups generated **\$12.3 million** in economic activity. Audiences of 494,405 people added another **\$10.4 million** in related spending for a total of **\$22.8 million** for the county in 2015, and this generated **\$2.0 million** in local and state government revenues and **875 FTE jobs**.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, Johnson County report, 2017.

ART IS A \$4.2 BILLION 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 Kansas—how much does state government budget for the arts to the Kansas Department of Commerce each year?

A The state allocated **\$188,604** to the Kansas Department of Commerce. In FY 2017, the Department also received **\$629,800** in federal NEA funds, which the Department re-granted to dozens of cultural organizations throughout the state. Another 12 nonprofit arts organizations received direct grants from the NEA totaling **\$1,039,800**.

Source: NEA and NASAA, 2017.

Read: "The Arts in Kansas Depend on Federal Aid," *New York Times*, 2017.

by nineteen leaders of Kansas arts organizations.

GDP

JOBS

ECONOMICS

FUNDING



"In an economic environment where increasing numbers of people can choose a place to live before looking for a job, it is as important to attract and retain talent as it is to attract and retain businesses. Public funding allows for innovation in applying arts and cultural resources towards ever changing social and economic challenges that demand creative solutions. This investment affirms our belief that any issue our communities face is more effectively and efficiently addressed when the arts are at the table."

—Larry Meeker, Chair, KCAIC



KANSAS ARTS FACTS

IN THE SUNFLOWER STATE, THE ARTS UNITE US

The Strategic Investment and Arts Integration Programs recognize the important role individual artists and creative organizations play in building and sustaining cultural and economic vibrancy in Kansas.

THE KANSAS CREATIVE ARTS INDUSTRIES COMMISSION (KCAIC) — established in 2012 as the official state arts agency — is a division of the Department of Commerce. The Commission promotes and expands the role the arts play in economic and community development by supporting innovative programming, organizational sustainability, and professional development of the state's cultural and artistic resources.

>Learn more [here](#).

MEET SOME KANSAS ARTS ADVOCATES

- Lawrence Art Center CEO **Margaret Weisbord Morris** serves on the AFTA Arts Education Network Council. > [More](#)
- Kansas Alliance for the Arts in Education founder **Barbara Warady** serves as the State Arts Advocacy Captain for Kansas. > [More](#)
- Artist **Armando Minjarez** is the Wichita Arts Council Award recipient for Individual Arts Advocate. > [More](#)

ARTS IN KANSAS

- Discover the 8 wonders of Kansas Art [here](#).
- The Kansas department of tourism lists the best art galleries and museums [here](#).
- Take a look at the KCAIC grant recipients and their wonderful projects [here](#).

KANSAS ARTS ORGANIZATIONS

Kansas Alliance for Arts in Education
www.ksallianceforarts.org
 Kansas Thespians
www.kansasthespians.com/advocacy
 Kansas Music Educators Association
www.ksmea.org/advocacy

THE ARTS ARE EVERYWHERE!

- Visit [The Nerman Museum of Contemporary Art](#) to see why **Johnson County** Community College was named one of the top 10 campuses in America for art by Public Art Review.
- Proceed west to downtown **Lawrence** and visit one of several arts organizations, venues, studios and instillations. Then go to the capital city to see the growing collection of the [Topeka Mural Project](#), a public art partnership between the arts community and the local police department.
- During the summer, head towards Chase County to hear the [Symphony in the Flint Hills](#), an annual celebration of classical music and ecological presentations set amongst the rolling hills of the prairie. Then go to **Salina** for the [Smoky Hill River Festival](#) to buy art from one of the largest and longest running arts festivals in region.
- Further west, visit the small town of **Lucas**, a rural community of 300 that was dubbed the [Grassroots Art Capital](#) of Kansas.
- Back down south, catch a screening at the [Tallgrass Film Festival](#) in **Wichita**, named by *Moviemaker Magazine* as one of 50 Film Festivals worth the entry fee, or stroll through the [Ulrich Museum of Art](#) outdoor sculpture collection at Wichita State University, the state's second entry on the top 10 campuses in America for art by Public Art Review
- Finally, celebrate the power of theatre and hear a staged reading of new works at the [William Inge Theatre Festival](#) in **Independence**, where past honorees have included Neil Simon, Arthur Miller, and August Wilson.

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

KANSAS 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 Kansas," with corresponding resource links visit www.ArtsActionFund.org/KS.