

WHY THE ARTS MATTER IN KENTUCKY



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.

KENTUCKY ARTS FACTS

THE KENTUCKY ARTS & CULTURE SECTOR REPRESENTS 2.4% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$4.7 billion** to Kentucky's economy, representing 2.4% of the state's GDP—a larger share than some other industries in the state.

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

\$4.7 BILLION Arts & Culture Sector

\$8.3 BILLION Construction

\$2.8 BILLION Education Services

BONUS: In 2015, KY arts and culture jobs generated \$2.6 billion in total 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 CREATION OR DISTRIBUTION OF THE ARTS
BUSINESSES JOBS

In Kentucky, **5,991 Arts-Related Businesses** employ **29,625 people**.

- In Fayette County, **818 Arts-Related Businesses** employ **4,191 people**.
- In Jefferson County, **1,618 Arts-Related Businesses** employ **12,813 people**.
- In Warren County, **641 Arts-Related Businesses** employ **1,513 people**.

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

5,991 & **29,625** ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS
BUSINESSES JOBS

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 Kentucky 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 Louisville specifically, nonprofit arts groups generated **\$224.6 million** in economic activity. Audiences of 9.3 million people added another **\$237.9 million** in related spending for a total of **\$462.5 million** for the city in 2015, and this generated **\$42.9 million** in local and state government revenues and **17,529 FTE jobs**.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, *City of Louisville* report, 2017.

ART IS A \$4.7 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 Kentucky—how much does state government budget to the Kentucky Arts Council each year?

A The state allocated **\$2,628,100** to the Kentucky Arts Council. In FY 2017, the Kentucky Arts Council received **\$731,900** in federal NEA funds, which the Council re-granted to dozens of cultural organizations through the state. Another 22 nonprofit arts organizations received direct grants from the NEA totalling **\$1,216,900**.

Source: NEA and NASAA, 2017.

Read: "The Art of Economic Development," Gary Daughters.

GDP

JOBS

ECONOMICS

FUNDING

“Creative places attract skilled workers and tourists. Kentucky, through its support of the arts and other creative enterprises, understands this.”

—Kentucky Economic Development Guide 2017



KENTUCKY ARTS FACTS

IN THE BLUEGRASS STATE, THE ARTS UNITE US AS KENTUCKIANS

The Kentucky Crafted Market featured the artists and crafts people from all across the state at the Lexington Convention Center. Kentucky Crafted is a project that promotes both Kentucky and its creative citizens.

THE KENTUCKY ARTS COUNCIL—

Established in 1965, the Kentucky Arts Council is the state arts agency and is responsible for developing and promoting support for the arts in Kentucky. Strategically placed in the Tourism, Arts and Heritage Cabinet, the Kentucky Arts Council is publicly funded by the Kentucky General Assembly and the National Endowment for the Arts.

>Learn more [here](#).

MEET SOME KENTUCKY ARTS ADVOCATES

- **Chester and Ann Grundy**, recipients of the 2016 Governor’s Award in the Arts Milner Award for outstanding philanthropic and other contributions to the arts. > [More](#)
- **Heath and Molly Eric** are a husband and wife singing/songwriting duo from Rumsey. They regularly tour around the state and southern United States, and also train visual and performing artists in successful arts marketing strategies. > [More](#)
- **Steve Connelly** is mayor of Berea, home to Berea College Crafts, the Kentucky Artisan Center at Berea and a thriving local economy that is rooted in visual art and craft. > [More](#)

ARTS IN KENTUCKY

- The Mountain Association for Community Economic Development helps [kick-start businesses in the arts in Appalachia](#).
- [Food, art, and health](#) intersect in Owensboro.
- Learn how Artists Become Farmers Market Vendors in Owsley and Ohio counties [here](#).

KENTUCKY ARTS ORGANIZATIONS

Kentucky Arts Partnership [grant recipients](#)
Kentucky Art Education Association
[www.kyarted.net](#)
Kentucky Art Center
[www.kentuckycenter.org](#)

THE ARTS ARE EVERYWHERE!

- Since 1969, Appalshop in **Whitesburg** has been enacting cultural organizing and place-based media, arts and education to document the life, celebrate the culture, and voice the concerns of people living in Appalachia and rural America.
- Every July, at the **Berea** Festival of Learnshops, you can join outstanding professional artists and master craftspeople to experience practically any art form you can imagine.
- Named “Most Beautiful Small Town in America” by Rand McNally in 2012, **Bardstown** is a picturesque city is recognized worldwide for its array of cultural, artistic and historic features.
- Designated a UNESCO Creative City in November 2013, **Paducah** features a dynamic arts and entertainment scene with live performances, museums, galleries and a sparkling nightlife that enralls visitors from around the globe.
- Nestled on a scenic bend of the Ohio River in western Kentucky, **Owensboro** is the culinary and cultural hub of western Kentucky, with a wide variety of wonderfully delicious, locally owned restaurants and a thriving arts community.
- A unique combination of history and Southern charm greets visitors in **Danville**. Experience world class music, theater and performance at the Norton Center for the Arts, host of the 2012 Vice Presidential Debate.

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

KENTUCKY 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

FOLLOW US: [f](#) Arts Action Fund | [t](#) @ArtsActionFund | #ArtsVote



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