



WHY THE ARTS MATTER IN LOUISIANA



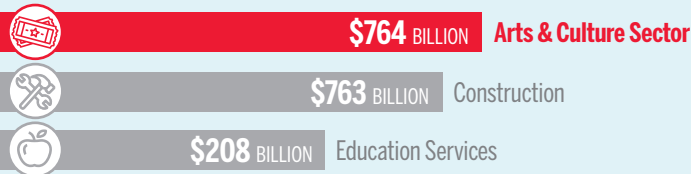
NATIONAL ARTS FACTS

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.



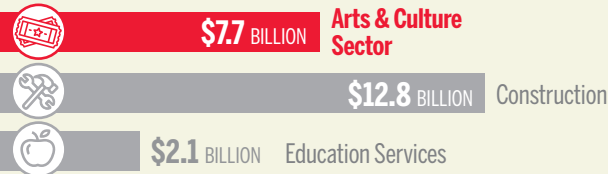
BONUS: U.S. exports generate a \$24.1 billion arts trade SURPLUS.

LOUISIANA ARTS FACTS

THE LOUISIANA 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 **\$7.7 billion** to Louisiana's 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.



BONUS: In 2015, LA arts and culture jobs generated \$3.0 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.



In Louisiana, **7,871 Arts-Related Businesses** employ **41,109 people**.

- In East Baton Rouge Parish, **1,108 Arts-Related Businesses** employ **5,419 people**.
- In Jefferson Parish, **915 Arts-Related Businesses** employ **8,955 people**.
- In Orleans Parish, **1,282 Arts-Related Businesses** employ **12,094 people**.

Source: Americans for the Arts, *Creative Industries, Louisiana* 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, the Louisiana 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 Lafayette specifically, nonprofit arts groups generated **\$6.4 million** in economic activity. Audiences of 328,950 people added another **\$10.6 million** in related spending for a total of **\$17.0 million** for the city in 2015, and this generated **\$1.5 million** in local and state government revenues and **580 FTE jobs**.

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

ART IS A **\$7.7 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 Louisiana—how much does state government budget to the Louisiana Division of the Arts each year?

A The state allocated **\$1,792,117** to the Louisiana Division of the Arts. In FY 2017, the Louisiana Commission on the Arts also received **\$743,100** in federal NEA funds which the Commission re-granted to dozens of cultural organizations throughout the state. Another 29 nonprofit arts organizations received direct grants from the NEA totaling **\$1,614,100**.

Source: NEA and NASAA, 2017.

Read: "How Much Do Film, Arts Industries Contribute to Louisiana's Economy," Sam Karlin, *The Advocate*, 2018.

GDP

JOBS

ECONOMICS

FUNDING

“We are *Uniquely Louisiana*, where our art is our culture and our culture is our art.”

—Mary Lee, Chairman
Louisiana State Arts Council



LOUISIANA ARTS FACTS

IN THE BAYOU STATE, THE ARTS UNITE US

With some 400 different festivals each year featuring local music, arts and culture, it's easy to see why Louisiana is often called the Festival Capital of America.

THE LOUISIANA DIVISION OF THE ARTS

(LDOA)—The LDOA was established by the state legislature in 1977. A program of the Office of Cultural Development, the LDOA serves the citizens of Louisiana by acting as a catalyst to provide funding and support the advancement of the arts field while providing public access to Louisiana's arts and culture. The Division also provides service and support to the arts and culture field in the areas of Arts-in-Education, State and Regional partnerships, Folklife, Individual Artists' Services, Accessibility, and Organizational Support Services.

> Learn more [here](#).

MEET SOME LOUISIANA ARTS ADVOCATES

- **Virginia Berthelot** is the President of the Louisiana Art Education Association and a board member of the Louisiana State Arts Council. > [More](#)
- **Jacque Rodrigue** is Executive Director of the [George Rodrigue Foundation of the Arts](#), Founder of [Louisiana A+ Schools](#), and a recipient of the Lt. Governor's Louisiana Culture Awards – Arts Education Award. > [More](#)
- **Gene Meneray** is a board member of the Louisiana State Arts Council, Executive Director of the [Louisiana Crafts Guild](#), and is a co-founder of The Ella Project, which provides legal assistance to LA artists and arts organization. > [More](#)
- **Carol Babelle** is the founder of [Ashé Cultural Arts Center](#), a nonprofit organization that creates and supports programs, activities and creative works emphasizing the contributions of people of African Descent. She is a published poet, writer and a

presenter and advocate for the primal role of culture in establishing a quality life in urban environments, especially New Orleans. > [More](#)

ART IN LOUISIANA

- See a comprehensive list of state fine craft artists [here](#) and an awesome roster of musical events [here](#).
- Louisiana Travel can point you toward the ten must-see cultural festivals [here](#) and interesting art galleries and destinations [here](#).
- Movoto lists the five best cities in Louisiana for the arts [here](#).

LOUISIANA ART ORGANIZATIONS

Louisiana Citizens for Culture
www.louisianaculture.org
Arts Council of Greater Baton Rouge
www.artsbr.org
Louisiana Crafts Guild
www.louisianacrafts.org

THE ARTS ARE EVERYWHERE!

- A visit to Louisiana is not complete without a stop in the Big Easy for one of **New Orleans'** many music and arts festivals such as the [New Orleans Jazz and Heritage Festival](#), [Essence Festival](#), or to hear the shouts of “STELLA!” at the [Tennessee Williams Literary Festival](#).
- From [Festivals Acadiens et Créoles](#), [Zydeco Extravaganza](#) to [Festival International de Louisiane](#), in **Lafayette**, you can take in the local culture and cultures from around the world all *en français* (in French).
- Residents and visitors are crawling all over **Monroe** and **West Monroe** with the [Downtown Gallery Crawl](#) featuring art galleries, live music, and award winning local culinary delights.
- STEAM up the Mississippi to our state capitol city of **Baton Rouge**, where fine art and science come together at the [Louisiana Arts and Science Museum](#).
- In **Shreveport**, Elvis hasn't left the building. Meet the King of Rock 'n' Roll at the [Shreveport Municipal Auditorium](#), where the world was introduced to Elvis Presley through the [Louisiana Hayride](#).
- In **Arnaudville**, the world is talking about [Arnaudville and NUNU Arts and Culture Collective](#). The rural community has gone from neglected historic buildings to a community-wide revitalization effort and has become a hub of international cultural placemaking and a destination for travelers.

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

LOUISIANA 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 Louisiana” with corresponding resource links visit www.ArtsActionFund.org/LA.