

WHY THE ARTS MATTER IN MISSISSIPPI



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.

MISSISSIPPI ARTS FACTS

THE MISSISSIPPI ARTS & CULTURE SECTOR REPRESENTS 2.3% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$2.6 billion** to Mississippi's economy, representing 2.3% of the state's GDP—a larger share than some other industries in the state.

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

\$2.6 BILLION Arts & Culture Sector

\$4.5 BILLION Construction

\$0.8 BILLION Education Services

BONUS: In 2015, MS arts and culture jobs generated \$1.2 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
BUSINESSES JOBS CREATION OR DISTRIBUTION
OF THE ARTS

In Mississippi, **2,740** Arts-Related Businesses employ **15,069 people**.

- In Harrison County, **226** Arts-Related Businesses employ **966 people**.
- In Hinds County, **370** Arts-Related Businesses employ **3,409 people**.
- In Jones County, **54** Arts-Related Businesses employ **1,127 people**.

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

2,740 & **15,069** 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 Mississippi 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, for example, nonprofit arts groups generated **\$2.7 million** in economic activity. Audiences of 223,150 people added another **\$8.3 million** in related spending for a total of **\$11.0 million** for the city in 2015, and this generated **\$1.1 million** in local and state government revenues and **336 FTE jobs**.

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

ART IS A \$2.6 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 Mississippi—how much does state government budget to the Mississippi Arts Commission each year?

A The state allocated **\$1,681,548** to the Mississippi Arts Commission. In FY 2017, the Mississippi Commission on the Arts also received **\$794,200** in federal NEA funds, which the Council re-granted to dozens of cultural organizations serving 99 House and 53 Senate Districts. Another 4 nonprofit arts organizations received direct grants from the NEA totaling **\$849,200**.

Source: NEA and NASAA, 2017.

Read: "Mississippi Delta Communities Work to Provide Arts Classes," Alexandra Watts, 2018.

GDP

JOBS

ECONOMICS

FUNDING



“The arts create jobs and produce tax revenue. A strong arts sector is an economic driver that stimulates business activity, attracts tourism revenue, and retains a high-quality work force. Quality arts instruction and arts integration in schools ensure a prepared, career-ready, creative, and thoughtful citizenry.”

—Mississippi Arts Commission



MISSISSIPPI ARTS FACTS

IN THE MAGNOLIA STATE, THE ARTS UNITE US

The Whole Schools Initiative (WSI) in Mississippi uses the arts as a vehicle to promote high-quality instruction. MAC works with teachers to develop strategies that incorporate arts across the curriculum to serve 15,750 students, 1,423 teachers and administrators, and 32 schools.

THE MISSISSIPPI ARTS COMMISSION—

The Mississippi Arts Commission (MAC) was established in 1968 by the Mississippi Legislature. MAC provides financial and technical assistance for arts programming to arts organizations and educational institutions throughout Mississippi. Funded annually by the Mississippi Legislature, the National Endowment for the Arts and private funds, MAC uses this support to carry forth its mission and continues to act as a core and essential function of government.

> Learn more [here](#).

MEET SOME MISSISSIPPI ARTS ADVOCATES

- **Betsy Bradley** is Executive Director of the Mississippi Museum of Art. > [More](#)
- **V. A. Patterson** won the 2018 Governor’s Arts in Community Award > [More](#)
- **Dr. Penny Wallin** is Executive Director of the Mississippi Alliance for Arts Education. > [More](#)
- **Malcolm White** is Executive Director of the Mississippi Arts Commission. > [More](#)

ART IN MISSISSIPPI

- Culturetrip.com lists 12 of the best arts destinations and festivals throughout the state [here](#).
- Visit Mississippi offers an itinerary featuring the state’s best musical destinations [here](#).
- The Mississippi Arts and Entertainment Experience opened in 2018 and offers visitors an interactive way to experience the state’s artistic legacy. Learn more [here](#).

MISSISSIPPI ART ORGANIZATIONS

Mississippi Alliance for Arts Education
www.msartsalliance.com

Mississippi Museum of Art
www.msmuseumart.org

Yoknapatawpha Arts Council
www.oxfordarts.com

THE ARTS ARE EVERYWHERE!

- Starting from Memphis, Tennessee, head south on Highway 61, the Blues Highway, to get a driving tour of the birthplace of the blues. Stop in **Tunica**, **Clarksdale**, and **Merigold** to see the many Mississippi Blues Trail markers highlighting the people and places integral to the genre.
- Stop in **Cleveland** to see the GRAMMY Museum Mississippi, the only museum of its kind outside of Los Angeles. Mississippi boasts more GRAMMY winners per capita of any other state.
- Head east to the literary hub of **Oxford** to see the charming and art-filled Courthouse Square.

Make sure to stop in Square Books to read up on Mississippi writers, then take a tour of author William Faulkner’s home Rowan Oak.

- Recently named one of the most artistic towns in America by Matador network, the capital city of **Jackson** offers visitors world-class museums as well as up-and-coming neighborhoods and co-ops with artistic flair.
- East of Jackson, **Meridian** is home to the new Mississippi Arts and Entertainment Experience, “the MAX” for short. This interactive museum introduces

visitors to the vast group of nationally known artists and entertainers who hail from the state.

- End your tour by heading south to **Ocean Springs** where you can take in the same sights and sounds that inspired Walter Anderson’s signature painting style. View his original work at the Walter Anderson Museum of Art. The Ohr-O’Keefe Museum and the Mary C. Cultural Center are worth a stop as well.

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

MISSISSIPPI 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 Mississippi” with corresponding resource links visit www.ArtsActionFund.org/MS.