



WHY THE ARTS MATTER IN MONTANA



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.

MONTANA ARTS FACTS

THE MONTANA 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 **\$1.4 billion** to Montana'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.

\$1.4 BILLION Arts & Culture Sector

\$2.7 BILLION Construction

\$0.2 BILLION Education Services

BONUS: In 2015, MT arts and culture jobs generated \$777.1 million 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 Montana, **2,508 Arts-Related Businesses** employ **8,995 people**.

- In Gallatin County, **485 Arts-Related Businesses** employ **1,855 people**.
- In Missoula County, **324 Arts-Related Businesses** employ **1,445 people**.
- In Yellowstone County, **396 Arts-Related Businesses** employ **1,485 people**.

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

2,508 & **8,995** 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 Montana 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 Missoula, for example, nonprofit arts groups generated **\$20.4 million** in economic activity. Audiences of 1.3 million people added another **\$33.6 million** in related spending for a total of **\$54.4 million** for the city in 2015, and this generated **\$4.4 million** in local and state government revenues and **1,913 FTE jobs**.

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

ART IS A \$3.0 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 Montana—how much does state government budget to the Montana Arts Council each year?

A The state allocated **\$536,991** to the Montana Arts Council. In FY 2017, the Montana Arts Council also received **\$779,700** 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 **\$1,084,700**.

Source: NEA and NASAA, 2017.

Read: "Arts Equal Big Business," Tom Bensen, *Montana Business Quarterly*, 2018.

GDP

JOBS

ECONOMICS

FUNDING

“Close to one-third of the tax revenue stimulated by arts organization and audience expenditures stays in Montana and is used by local and state government agencies.”

—“The Role of Non-Profit Arts Organizations in Montana’s Economy” by ArtsMarket Inc.



MONTANA ARTS FACTS

IN THE BIG SKY COUNTRY, THE ARTS UNITE US

Engaging fourth graders, the Missoula Writing Collaborative strengthens connections to Montana history, geography, and culture through creative writing.

THE MONTANA ARTS COUNCIL—

Montana is known far and wide as “The Land of Creativity,” where the arts are essential to the creativity, imagination, and entrepreneurship that make Big Sky Country the very best place on Earth to live, learn, work, and play. Established in 1967, the Montana Arts Council develops the creative potential of all Montanans, advances education, spurs economic vibrancy, and revitalizes communities through involvement in the arts.

> Learn more [here](#).

MEET SOME MONTANA ARTS ADVOCATES

- **Tatiana Gant** is Executive Director of the Montana Arts Council. > [More](#)
- **Cynthia Andrus** is Mayor of Bozeman and Chairman of the Montana Arts Council. > [More](#)
- **Cortina Harant** is the President of the Montana Art Education Association. > [More](#)
- **Rick Bass** is one of our nation’s best fiction writers and the recipient of the Governor’s Arts Award. > [More](#)

ART IN MONTANA

- Visit Montana has an overview of the best arts destinations throughout the state [here](#).
- *Lively Times* offers a calendar of arts events in Montana [here](#).
- Find out about all the state’s great art galleries, live performances, Indian Nations’ events, and museums [here](#).

MONTANA ART ORGANIZATIONS

Montana Performing Arts Consortium
www.mtperformingarts.org

Montana Museums Association
www.montanamuseums.org

Montana Art Education Association
www.maeamt.org

THE ARTS ARE EVERYWHERE!

- Start in Montana’s biggest city, **Billings**, and catch an outdoor performance of Backyard Theater or a show at Billings Studio Theater, the Alberta Bair Theater, or the Sacrifice Cliff Theater Company. For music, there’s the Billings Symphony Orchestra and the Yellowstone Chamber Players. The city is home to many museums and galleries of art and Western heritage.
- Head east to **Bozeman** for the Emerson Center for Arts and Culture, with its art gallery, films, and art classes and workshops for adults and children. In addition to dozens of art galleries, Bozeman has a museum for every interest: the American Computer

Museum, the Gallatin Historical Society’s Pioneer Museum, and the Museum of the Rockies with its awesome dinosaur skeletons.

- In **Butte**, the Covellite International Film Festival shows 100 films every June, and the Orphan Girl Children’s Theater produces plays and musicals for both grownups and kids.
- Drive north on route 90 to **Missoula**, home to the Rocky Mountain Ballet Theater (producer of the wonderful Ballet Beyond Borders festival), the Montana Museum of Arts and Culture, the Montana Book Festival, the International Wildlife Film Festival,

the Wilma Theater, many galleries, and museums devoted to Western history.

- Further north is **Pablo** and the Flathead Indian Reservation, where the People’s Center preserves the rich cultural heritage of the Salish, Pend d’Oreille, and Kootenai tribes.
- **Great Falls** has the Great Falls Symphony, the Community Concert Association, the Paris Gibson Square Museum of Art, the Cascade County and the Historical Society High Plains Heritage Center.

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

MONTANA 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 Montana,” with corresponding resource links visit www.ArtsActionFund.org/MT.