



WHY THE ARTS MATTER IN OKLAHOMA



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.

OKLAHOMA ARTS FACTS

THE OKLAHOMA ARTS & CULTURE SECTOR REPRESENTS 2.2% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$4.3 billion** to Oklahoma's economy, representing 2.2% of the state's GDP—a larger share than some other industries in the state.

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

\$4.3 BILLION Arts & Culture Sector

\$3.1 BILLION Agriculture & Forestry

\$0.9 BILLION Education Services

BONUS: In 2015, OK arts and culture jobs generated \$2.2 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 Oklahoma, **5,406 Arts-Related Businesses** employ **39,911 people**.

- In Cleveland County, **394 Arts-Related Businesses** employ **1,573 people**.
- In Oklahoma County, **1,519 Arts-Related Businesses** employ **22,666 people**.
- In Tulsa County, **1,580 Arts-Related Businesses** employ **8,489 people**.

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

5,406 & **39,911** 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, nonprofit arts organizations in the state generated **\$872.8 million in economic activity** annually that supported **29,165 jobs** and generated **\$84.5 million** in state and local government revenue.

- In the **Greater Oklahoma City Region**, nonprofit arts groups generated **\$220.5 million** in economic activity. Audiences of 8.5 million people added another **\$382.3 million** in related spending for a total of **\$602.7 million** for the city in 2015, and this generated **\$61.7 million** in local and state government revenues.

Source: Americans for the Arts, *Arts & Economic Prosperity 5, OK* and Greater *Oklahoma City Region* reports, 2017.

ART IS A **\$872.8 MILLION** 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 Oklahoma—how much does state government budget to the Oklahoma Arts Council each year?

A The state allocated **\$2,937,793** to the Oklahoma Arts Council. In FY 2017, the Oklahoma Arts Council also received **\$724,500** in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 12 nonprofit arts organizations received direct grants from the NEA totaling **\$1,014,500**.

Source: NEA and NASAA, 2017.

Read: "A Public-Private Partnership That's Good for Education, the Economy, and Oklahoma's Future," Brenda Granger, Oklahoma Policy Institute, 2017.

GDP

JOBS

ECONOMICS

FUNDING

While the Oklahoma Arts Council's budget is less than 1/10th of 1 percent of the state government's budget, the Council's grants have a powerful multiplying effect, generating \$13 in private matching dollars for every \$1 granted.



OKLAHOMA ARTS FACTS

IN THE SOONER STATE, THE ARTS UNITE US

The annual Oklahoma Arts Conference convenes hundreds of individuals involved in the state's arts and cultural industry for two-plus days of sessions, panels, networking and events.

THE OKLAHOMA ARTS COUNCIL—

The Oklahoma Arts Council advances Oklahoma's thriving arts industry, which in turn improves education, enhances the quality of life, and boosts economic development. Prior to 1965 public funding for the arts in Oklahoma was virtually non-existent. Realizing the importance of giving all Americans, in rural and urban areas, access to arts and culture, the state established what would become the arts council in 1965.

> Learn more [here](#).



MEET SOME OKLAHOMA ARTS ADVOCATES

- Chairman of NBC Oklahoma Bank **Ken Fergeson**, is the current chairman of the Mid-America Arts Alliance Board, past chairman of the national organization, Americans for the Arts, and serves on the boards of various arts associations. > [More](#)
- **David Holt**, Mayor of Oklahoma City and a former state senator, has championed the arts throughout his career at both a municipal and state level. > [More](#)
- **Erinn Gavaghan** leads the Norman Arts Council. > [More](#)

ART IN OKLAHOMA

- Find arts & cultural activities for the whole family [here](#).
- TravelOK.com can direct you to the best venues of live theater and dance performances [here](#).
- KOSU radio offers a calendar of community arts events in Oklahoma [here](#).

OKLAHOMA ART ORGANIZATIONS

Oklahomans for the Arts
[ok4arts.org](#)
Oklahoma Museums Association
[okmuseums.org](#)
Oklahoma Visual Arts Coalition
[ovac-ok.org](#)

THE ARTS ARE EVERYWHERE!

- Experience a who's who of today's brightest stars in classical, jazz and folk music, as well as theater, classical ballet, folk dance and more at the Armstrong Auditorium in **Edmond**.
- The Philbrook Museum of Art, housed in an Italian style villa in **Tulsa**, has numerous exhibits from European, American, Asian, Native American and African artists and is surrounded by acres of lush gardens. Take the whole family to the Gathering Place, a public park located alongside Riverside Drive. Spanning over 100 acres, Gathering Place offers guests a one-of-a-kind playground, gardens, trails, boat rentals, restaurants, outdoor concerts, events and so much more!
- Located on Route 66 and nestled in the northeast corner of Oklahoma in **Miami**, the Coleman Theatre is a beacon for tourists from around the world.
- Experience four blissful days of music, storytelling, children's activities and poetry readings at the Woody Guthrie Folk Festival in **Okemah**.
- Held each fall, the Beavers Bend Folk Festival & Craft Show showcases turn-of-the-century arts and crafts.
- The National Cowboy & Western Heritage Museum the Museum, located in **Oklahoma City**, collects, preserves, and exhibits an internationally renowned collection of Western art and artifacts.
- **Lawton** is home to the Arts for All Festival the second weekend of May.

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

OKLAHOMA 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 Oklahoma," with corresponding resource links visit www.ArtsActionFund.org/OK.