



WHY THE ARTS MATTER IN PENNSYLVANIA



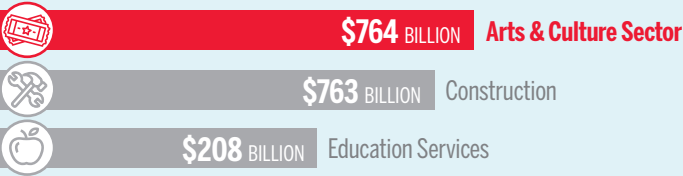
NATIONAL ARTS FACTS

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.



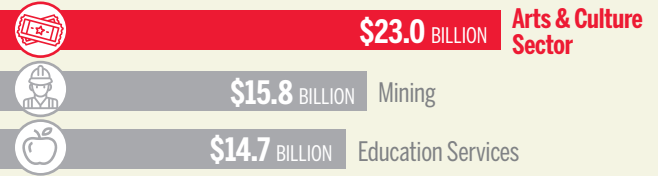
BONUS: U.S. exports generate a \$24.1 billion arts trade SURPLUS.

PENNSYLVANIA ARTS FACTS

THE PENNSYLVANIA ARTS & CULTURE SECTOR REPRESENTS 3.3% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$23.0 billion** to Pennsylvania's economy, representing 3.3% 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, PA arts and culture jobs generated \$11.1 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 Pennsylvania **23,420** Arts-Related Businesses employ **156,712 PEOPLE**

- In Allegheny County, **2,912** Arts-Related Businesses employ **22,558 people**.
- In Montgomery County, **2,264** Arts-Related Businesses employ **14,329 people**.
- In Philadelphia County, **2,951** Arts-Related Businesses employ **42,974 people**.

Source: Americans for the Arts, *Creative Industries*, *Pennsylvania* 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.



In 2015, nonprofit arts organizations in the state generated **\$3.4 billion in economic activity** annually that supported **100,114 jobs** and generated **\$402.1 million** in state and local government revenue.

- In the **Lehigh Valley** specifically, nonprofit arts groups generated **\$83.2 million** in economic activity. Audiences of 3.6 million people added another \$103.2 million in related spending for a total of **\$186.4 million** for the region in 2015, and this generated **\$18.8 million** in local and state government revenues.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, *Lehigh Valley* report, 2017.



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 Pennsylvania—how much does state government budget to the Pennsylvania Council on the Arts each year?

A The state allocated **\$9,590,000** to the Pennsylvania Council on the Arts. In FY 2017, the Pennsylvania Council on the Arts also received **\$993,499** in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 97 nonprofit arts organizations received direct grants from the NEA totaling **\$3,120,224**.

Source: NEA and NASAA, 2017

Read: "The Business of Art," Cara Aungs, *Pennsylvania Business Central*, 2018.

GDP

JOBS

ECONOMICS

FUNDING

“In lower-income neighborhoods, cultural resources are ‘significantly’ linked to better health, schooling, and security.”

—Penn Social Policy & Practice



PENNSYLVANIA ARTS FACTS

IN THE KEYSTONE STATE, THE ARTS UNITE US

Creative Communities of Care is a partnership between the PA Council on the Arts and the PA Department of Military and Veterans Affairs to bring in-depth, collaborative, creative programming to veterans at all six homes for veterans in the commonwealth.

THE PENNSYLVANIA COUNCIL ON THE ARTS (PCA)—In 1966, Governor William D. Scranton signed enabling legislation establishing the Pennsylvania Council on the Arts. The Mission of the Pennsylvania Council on the Arts (PCA) is to foster the excellence, diversity, and vitality of the arts in Pennsylvania and to broaden the availability and appreciation of those arts throughout the Commonwealth.

> Learn more [here](#).



MEET SOME PENNSYLVANIA ARTS ADVOCATES

- **Scribe Video Center** in Philadelphia received the Governor’s 2018 Arts Leadership & Service Award for its 35-year history of community-based film, video, audio, and new media programs. Founded by MacArthur “Genius Award” winner, **Louis Massiah**, Scribe is particularly known for developing electronic media to advance social change. > [More](#)
- **C.F. Martin & Co.** in Nazareth received the Governor’s 2018 Award for Advancing the Arts. Martin & Co. is a six-generation, family owned and world-renowned guitar maker. Martin guitars and Martin strings have been played by countless musicians, including Elvis Presley, Paul McCartney and Eric Clapton. > [More](#)
- **Jenny L. Hershour** is Managing Director of Citizens for the Arts in Pennsylvania. > [More](#)
- **Mitch Swain** is CEO of the Greater Pittsburgh Arts Council > [More](#)

- **Maud Lyon** is the President of the Greater Philadelphia Cultural Alliance > [More](#)

ART IN PENNSYLVANIA

- EverVisitPA can direct you to the best destinations for arts and culture in the state [here](#).
- BestThingsPA can direct you to the best venues of live theater and dance performances [here](#).
- ArtsFairCalendar offers a calendar of art shows and craft fairs in Pennsylvania [here](#).

PENNSYLVANIA ART ORGANIZATIONS

Citizens for the Arts in Pennsylvania www.citizensfortheartsinpa.org/
 PA Museums <https://pamuseums.org/>
 Pennsylvania Art Education Association <http://paeablog.org/>
 Pennsylvania Music Educators Association <https://www.pmea.net/>

THE ARTS ARE EVERYWHERE!

- Starting in the Lehigh Valley, ArtsQuest’s Musikfest attracts approximately 1 million visitors to **Bethlehem** each year. Musikfest is the country’s largest free music festival.
- Head south to **Chadds Ford** and enjoy the art of the Wyeth family at the Brandywine River Museum. In addition to the Wyeth family’s work, the museum also houses a cross-section of American art with special focus on artists from the Brandywine Valley.
- Start a tour of Lancaster with a visit to the Ware Center, the city’s newest visual and performing arts center. It is located in the heart of the arts & historical district. Down the street is

the Fulton Opera House, and located along **Prince Street** are arts galleries to appeal to everyone’s taste.

- Head up to **State College** to attend the Central Pennsylvania Festival of the Arts in July. The festival includes the Sidewalk Sale and Exhibition, performances on outdoor and indoor stages, a banner competition, Children & Youth Day, a juried gallery exhibition, and the Italian Street Painting Festival. The Festival assists the Nittany Valley Running Club in presenting the Sue Crowe Memorial Arts Festival Races, and Schlow Centre Region Library in presenting BookFest.
- Head west to **Ridgway** and attend the annual Chainsaw Carvers Rendezvous. Over 60 carvers from around the nation

participate in this experience. The 2019 event is scheduled for the end of April.

- The City of **Sharon** sits unassumingly in the Shenango Valley of **Mercer County**, nestled against Pennsylvania’s border with Ohio. But this quiet city is home to a unique arts festival—Waterfire Sharon! The festival incorporates the contributions of dozens of local galleries and works of art lining downtown Sharon. The family-friendly event offers an opportunity to walk the main streets of the city traffic-free and surrounded by art bathed in the glow of the river’s stunning display of fire.

To View the **Top 10 Reasons to Support the Arts in Pennsylvania**, [Click Here](#).

PENNSYLVANIA 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 Pennsylvania,” with corresponding resource link visit www.ArtsActionFund.org/PA.