

WHY THE ARTS MATTER IN TEXAS



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.

TEXAS ARTS FACTS

THE TEXAS ARTS & CULTURE SECTOR REPRESENTS 2.6% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$42.7 billion** to Texas's economy, representing 2.6% of the state's GDP—a larger share of the state's economy than Education Services (\$9.6 billion).

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

\$42.7 BILLION Arts & Culture Sector

\$86.9 BILLION Construction

\$9.6 BILLION Education Services

BONUS: In 2015, TX arts and culture jobs grew by 2.4% while the national average was 2.1%.

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 Texas, **53,136 Arts-Related Businesses** employ **219,145 people**.

- In Bexar County, **3,540 Arts-Related Businesses** employ **14,721 people**.
- In Dallas County, **7,686 Arts-Related Businesses** employ **43,607 people**.
- In Travis County, **4,788 Arts-Related Businesses** employ **20,679 people**.

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

53,136 & **219,145** 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 **\$5.5 billion in economic activity** that supported **nearly 800,000 jobs** and generated **\$343.7 million** in state and local government revenue.

- In the **Greater Houston Region** specifically, nonprofit arts groups generated **\$579.4 million** in economic activity. Audiences of 36.3 million people added another **\$538.0 million** in related spending for a total of **\$3.2 billion** for the city in 2015, and this generated **\$119.3 million** in local and state government revenues.

Source: Americans for the Arts, *Arts & Economic Prosperity 5, Greater Houston Region* report, 2017.

ART IS A \$5.5 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 Texas—how much does state government budget to the Texas Commission on the Arts each year?

A The state allocated **\$8,359,646** to the Texas Commission on the Arts. In FY 2017, the Commission also received **\$1,155,120** in federal NEA funds, which it re-granted to dozens of cultural organizations throughout the state. An additional 118 nonprofit arts organizations also received direct grants from the NEA totaling **\$4,448,120**.

Source: NEA and NASAA, 2017.

Read: "State of the Arts Report," Texas Cultural Trust, 2017.

GDP

JOBS

ECONOMICS

FUNDING



“As Texas struggles with ways to keep kids in school, improve test scores and increase graduation rates and college readiness, there is one simple solution right in front of us: increase access to arts education. I hope this survey will be a signal to Texas policymakers in Austin to give arts education a second look and find ways to increase access for all Texas students.”

—Judy Robison, former Chair of the Texas Cultural Trust Board



TEXAS ARTS FACTS

IN THE LONESTAR STATE, THE ARTS UNITE US

The Texas Touring Arts Program serves the nation's largest rural population with outstanding Texas-based companies and artists in their own communities.

THE TEXAS COMMISSION ON THE ARTS—

The Texas Commission on the Arts was established by the Texas Legislature in 1965 to advance the state economically and culturally by investing in a creative Texas. By providing resources to enhance economic development, arts education, cultural tourism and artist sustainability initiatives, the Texas Commission on the Arts supports a diverse and innovative arts community statewide.

> Learn more [here](#).

MEET SOME TEXAS ARTS ADVOCATES

- **Mayor of Dallas Mike Rawlins** received the 2018 National Award for Local Arts Leadership in Washington, D.C > [More](#)
- **Ann S. Graham** is Executive Director of Texans for the Arts > [More](#)
- **Heidi Marquez Smith** is Executive Director of the Texas Cultural Trust. > [More](#)
- **Robert Floyd** is Executive Director of Texas Music Educators Association > [More](#)
- **Mel Basham** is President of the Texas Art Education Association > [More](#)

ART IN TEXAS

- Culture Trip has an Insider's [Guide to the Best Contemporary Arts Galleries](#), and *Texas Monthly* recommends the “Best of Texas Museums” [here](#).
- Travel Texas can direct you to great cultural destinations [here](#).
- Travel Mag offers information on Texas cultural festivals [here](#).

TEXAS ART ORGANIZATIONS

Texans for the Arts
www.texansforthearts.com
 Texas Cultural Trust
txculturaltrust.org
 Texas Music Educators Association
www.tmea.org

THE ARTS ARE EVERYWHERE!

- In 2018, **Abilene** became the official “Storybook Capitol of America.” It is home to the National Center for Children’s Illustrated Literature, the largest collection of Storybook Sculptures in the U.S., and the annual Children’s Art & Literacy Festival! The town’s Cultural District is a dynamic example of how the arts spark urban revitalization through restoring historic buildings, enhancing businesses, promoting cultural tourism and increasing civic pride. And don’t miss The Grace Museum in the restored railroad hotel and their Center for Contemporary Arts!
- With the second highest number of theatre seats in a concentrated downtown area in the U.S., **Houston’s** arts and culture scene is booming. From the Museum of Fine Arts, Houston, to Project Row Houses, from the annual Art

Car Parade to free performances year-round at the Miller Outdoor Theater in Herman Park, from Discovery Green, to the newly rediscovered underground “Cistern”—art appears everywhere!

- Drawing from its rich Spanish and Mexican heritage, **San Antonio** draws visitors from around the world by showcasing historic, contemporary and educational work through its Luminaria Festival, the King William Historic District, Blue Star Contemporary Art, the San Antonio Museum of Art, artpace, SAY Si, The Guadalupe Arts Center, the McNay Art Museum, three TCA Cultural Districts, and many more notable organizations, not to mention the rich history of the San Antonio Missions and the Alamo.

- It won’t be on your tourist map, but life changing creative work is being done at **Texas’ Fort Hood** through “Creative Forces”, the NEA Military Healing Arts Network, serves the special needs of military patients and veterans with traumatic brain injury and psychological health conditions, as well as their families and caregivers.
- **Austin Classical Guitar** is the leading nonprofit arts organization dedicated to classical guitar in the U.S. It presents close to 100 concerts annually, promotes life long learning through extensive classes, reaches over 4,000 students in 60 schools every week! ACG Education’s success in Austin’s schools serves as a model for other communities around the world aiming to inspire all of the people it serves with musical experiences of deep personal significance.

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

TEXAS ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

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CALL US: 202.371.2830 x2067

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To download this fact sheet, “Why the Arts Matter in Texas,” with corresponding resource links visit www.ArtsActionFund.org/TX.