



# WHY THE ARTS MATTER IN VERMONT



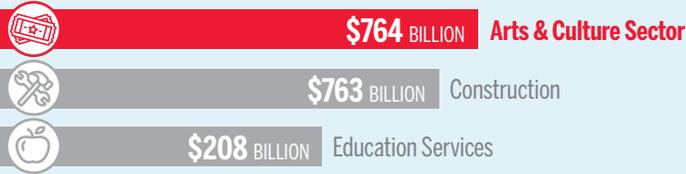
## NATIONAL ARTS FACTS

### 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.



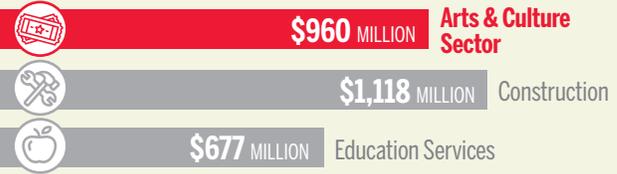
**BONUS:** U.S. exports generate a \$24.1 billion arts trade SURPLUS.

## VERMONT ARTS FACTS

#### THE VERMONT ARTS & CULTURE SECTOR REPRESENTS 3.2% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$960 million** to Vermont's economy, representing 3.2% of the state's GDP—a larger share of the state's economy than some other industries in the state.

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



**BONUS:** In 2015, VT arts and culture jobs generated \$577.4 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.



In Vermont, **2,021 Arts-Related Businesses** employ **6,874 people**.

- In Chittenden County, **632 Arts-Related Businesses** employ **2,646 people**.
- In Washington County, **234 Arts-Related Businesses** employ **679 people**.
- In Windham County, **178 Arts-Related Businesses** employ **411 people**.

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

ART IS A **\$166.3 BILLION** DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.

In 2015, nonprofit arts organizations in the state generated **\$122.9 million in economic activity** annually that supported **4,268 jobs** and generated **\$9.8 million** in state and local government revenue.

- In the **Greater Burlington Area**, nonprofit arts groups generated **\$59.1 million** in economic activity. Audiences of 1.1 million people added another **\$36.0 million** in related spending for a total of **\$95.2 million** for the city in 2015, and this generated **\$9.1 million** in local and state government revenues.

Source: Americans for the Arts, *Arts & Economic Prosperity 5, VT* and *Greater Burlington Area* reports.

ART IS A **\$122.9 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 Vermont—how much does state government budget to the Vermont Council on the Arts each year?

**A** The state allocated **\$675,306** to the Vermont Council on the Arts. In FY 2017, the Vermont Council on the Arts also received **\$708,900** in federal NEA which the Council re-granted to dozens of cultural organizations through the state. Another 16 nonprofit arts organizations received direct grants from the NEA totaling **\$1,468,660**.

Source: NEA and NASAA, 2017.

GDP

JOBS

ECONOMICS

FUNDING

“It’s easy to focus on the economic impact, but ultimately it’s about people, it’s about building community, it’s about transforming lives. We in the creative economy are going to be much more powerful together than we are individually.”

—Karen Mittelman, Executive Director, Vermont Arts Council



## VERMONT ARTS FACTS

### IN THE GREEN MOUNTAIN STATE, THE ARTS UNITE US

In the small town of Bethel, a revitalization project brought together the local government, businesses, and members of the community to revitalize the neglected downtown through pop-up art galleries, live music events, and a 200-foot long trout-themed mural created and installed with the help of more than 150 community members.

#### THE VERMONT ARTS COUNCIL—

The Vermont Arts Council envisions a Vermont where all people have access to the arts and creativity in their lives, education, and communities. Engagement with the arts transforms individuals, connects us more deeply to each other, energizes the economy, and sustains the vibrant cultural landscape that makes Vermont a great place to live. Since 1965, the Council has been the state’s primary provider of funding, advocacy, and information for the arts in Vermont.

> Learn more [here](#).

#### MEET SOME VERMONT ARTS ADVOCATES

- **Karen Mittelman** is the executive director of the Vermont Arts Council. > [More](#)
- **John Killackey**, former executive director of the Flynn Center for Performing Arts and recently elected Vermont State Representative, has worked as an advocate to expand access to the arts for people with disabilities. > [More](#)
- **Allison Coyne Carroll**, director of Middlebury College’s Performing Arts Series, advocates for the arts at the state and federal level, specifically issues relating to cultural diplomacy, immigration, and taxation for artists from abroad. > [More](#)
- **Cornelia Carey** is executive director of CERF+, which provides emergency relief assistance for artists working in craft disciplines and emergency preparedness and mitigation resources for all artists. > [More](#)

#### ART IN VERMONT

- **The Vermont Arts Calendar** lists arts events, concerts, classes around the state [here](#).
- **Creative Ground** provides a comprehensive list of Vermont artists, arts organizations, and venues [here](#).
- **The Vermont Vacation Guide** suggests arts experiences for every season, like this arts and skiing article [here](#).
- **The Vermont Arts Council** website has resources to help residents and visitors alike experience the arts [here](#).

#### VERMONT ART ORGANIZATIONS

Vermont Folklife Center:

[www.vermontfolklifecenter.org](http://www.vermontfolklifecenter.org)

VSA Vermont:

[www.vsavt.org](http://www.vsavt.org)

Vermont Creative Network:

[www.vermontcreativenetwork.org](http://www.vermontcreativenetwork.org)

### THE ARTS ARE EVERYWHERE!

- To fully experience the **Northeast Kingdom** start with Dog Mountain, home of the Stephen Huneck Gallery and 150 acres of dog-friendly grounds. Or, head to Bread and Puppet, one of the nation’s oldest self-supporting theater companies and a 140-year old hay barn that has been transformed into a museum with an exquisite collection.
- **Burlington**, Vermont’s “Queen City,” is both the largest city in the state and a hub of arts activities. On the Church Street pedestrian mall, visit Burlington City Arts and Frog Hollow, home to more than 200 Vermont artists and artisans. Or venture to the South End Arts District for a

meandering collection of galleries and artist studios—and the site of the South End Art Hop each September.

- In the picturesque **Mad River Valley**, The Bundy Modern is positioned on a natural plateau with incredible views of the mountainside—the perfect backdrop for its showing of contemporary art. During August the entire valley celebrates the Vermont Festival of the Arts, with music, art exhibitions, and family-friendly events.
- In **Middlebury**, the college campus offers the Museum of Art and Mahaney Center for the Arts. Town Hall Theater offers theater, opera, films, and a gallery. It is also host to the August Middlebury New Filmmakers Festival.

- In **Brattleboro**, see a world-class jazz ensemble at the Vermont Jazz Center or a performance at the New England Center for Circus Arts. The Brattleboro Museum & Art Center offers contemporary art exhibits throughout the year and the historic Latchis Theater is the go-to place for a wide array of performing arts.
- A first stop in the **Bennington** area is The Bennington Museum, featuring the largest collection of paintings by American folk artist Grandma Moses.

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

## VERMONT ARTS NEED YOU!

### JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: [ArtsActionFund@artsusa.org](mailto:ArtsActionFund@artsusa.org)

VISIT US: [ArtsActionFund.org/join](http://ArtsActionFund.org/join)

CALL US: 202.371.2830 x2067

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To download this fact sheet, “Why the Arts Matter in Vermont,” with corresponding resource links visit [www.ArtsActionFund.org/VT](http://www.ArtsActionFund.org/VT).