

# WHY THE ARTS MATTER IN VIRGINIA



## 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.

## VIRGINIA ARTS FACTS

### THE VIRGINIA 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 **\$16.8 billion** to Virginia'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.

**\$16.8 BILLION** Arts & Culture Sector

**\$20.2 BILLION** Construction

**\$4.0 BILLION** Education Services

**BONUS:** In 2015, VA arts and culture jobs generate \$8.0 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 Virginia, **16,887 Arts-Related Businesses** employ **76,432 people**.

- In Fairfax County, **3,054 Arts-Related Businesses** employ **14,012 people**.
- In Richmond County, **761 Arts-Related Businesses** employ **4,403 people**.
- In Virginia Beach, **1,158 Arts-Related Businesses** employ **4,773 people**.

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

**16,887** & **76,432** 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, Virginia 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 Richmond and the Tri-Cities Region nonprofit arts groups generated **\$211.7 million** in economic activity. Audiences of 5.9 million people added another **\$148.4 million** in related spending for a total of **\$360.1 million** for the city in 2015, and this generated **\$31.6 million** in local and state government revenues and **10,702 FTE jobs**.

Source: Americans for the arts, *Arts & Economic Prosperity V, Richmond and Tri-Cities Region report*, 2017.

ART IS A **\$16.8 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 Virginia—how much does state government budget to the Virginia Commission on the Arts each year?

**A** The state allocated **\$3,579,764** to the Virginia Commission on the Arts. In FY 2017, the Virginia Commission on the Arts also received **\$701,500** in federal NEA funds, which the Commission re-granted to hundreds of cultural organizations throughout the state. Another 39 nonprofit arts organizations received direct grants from the NEA totaling **\$1,735,500**.

Source: NEA and NASAA, 2017.

Read: "85 YEARS: As it celebrates anniversary, Barter Theatre continues to drive Abingdon's tourism economy," *Bristol Herald Courier*, Joe Tennis, 2018.

GDP

JOBS

ECONOMICS

FUNDING



“Not only do the arts enhance our community’s quality of life, they generate millions in revenue for local businesses and government, and as the arts and culture organizations in Fairfax County grow, other industries in the county benefit from this growth.”

—Linda S. Sullivan, president and CEO of the ARTSFAIRFAX



## VIRGINIA ARTS FACTS

### IN THE COMMONWEALTH, THE ARTS UNITE US AS VIRGINIANS

Unveiled to the community just months before the tragic events in Charlottesville, a statue honoring Richmond’s own **Maggie L. Walker** continues to be a symbol of community gathering, community celebration and positive civic discovery and dialogue.

**THE VIRGINIA COMMISSION FOR THE ARTS**—Created in 1968, Virginia Commission for the Arts celebrates and champions artistic excellence and encourages growth in artistic creativity, quality and innovation. VCA invests in the arts in the Commonwealth by supporting and encouraging full participation in a creative culture that will benefit all Virginians. The Commission is guided by 13 Commissioners. To ensure statewide representation, at least one Commissioner—and no more than two—is appointed from each Congressional district.

> Learn more [here](#).

### MEET SOME VIRGINIA ARTS ADVOCATES

- **Edward H. Harvey**, of Somerset, is the President of Virginians for the Arts. He asserts that the arts are entertaining and thought-provoking, but also serve as an economic driver. > [More](#)
- **Janet Starke**, Executive Director of the Virginia Commission for the Arts, believes that arts education can cultivate greater parental and caregiver engagement for the benefit of everyone involved. > [More](#)
- **Linda Conti** is President of the Virginia Art Education Association, whose mission is to promote, support and advance visual arts education in the Commonwealth of Virginia serves our students, the general public, and also each other as educators. > [More](#)

### ART IN VIRGINIA

- See who [Movoto](#) lists as the five best cities for the arts in Virginia.
- Read what [Business Journal](#) had to say about the impacts of philanthropy support for the arts on economic development and tourism.
- See Virginia Tourism’s 2015 [report](#) on Artisan impact in the state.
- Read more about thirteen Vibrant Cultural Districts in Virginia [here](#).

### VIRGINIA ART ORGANIZATIONS

Virginians for the Arts [www.vaforarts.org](http://www.vaforarts.org)

Virginia Association of Museums [www.vamuseums.org](http://www.vamuseums.org)

Virginia Arts Education Association [www.vaea.org](http://www.vaea.org)

### THE ARTS ARE EVERYWHERE!

From the Appalachian, Alleghany, Shenandoah and Blue Ridge Mountains down through the Piedmont and across to the Atlantic Eastern Shore, **Virginia is for Lovers...of the Arts!!**

- **The Crooked Road, Virginia’s Heritage Music Trail**, in Southwest Virginia is a 330-mile driving trail through the mountains of Southwest Virginia that connects nine Major Venues and over 60 Affiliated Venues and Festivals throughout nineteen counties, four cities, and over 50 towns. While in Abingdon, stop by [The Barter Theatre](#), [The State Theatre of Virginia](#) and longest-running professional theatre in the nation.
- **The Roanoke Valley** has much to offer including the architectural gem, [The Taubman Museum of Art](#). While there, check out a performance by the [Roanoke Symphony](#).

Head north toward the Alleghany Mountains to experience the world class [Garth Newel Music Center](#) in Warm Springs, or Southeast to the newly renovated [Historic Academy Center of the Arts](#) in Lynchburg.

- No visitor to Virginia should miss the **Shenandoah Valley’s American Shakespeare Center’s Blackfriars Playhouse**, the world’s only re-creation of Shakespeare’s indoor theater located in [Staunton, VA](#) a popular hotspot for arts and culture.
- **Central Virginia** is home to [hundreds of arts organizations, festivals, the #1 Public Art School in the nation](#) as well as the internationally known [Richmond Folk Festival](#). While in Richmond, check out the [Virginia Museum of Fine Arts](#), one of the **top ten** most comprehensive art museums in the US. Head north to [Charlottesville](#), another thriving arts scene!

• On the National Register of Historic Places, [The Workhouse Arts Center](#) is a regionally and nationally recognized innovative collaboration of visual and performing arts, education, community engagement, historical perspective, and personal enrichment housed in a former correctional facility. We even have a [National Park for the Performing Arts at Wolf Trap](#).

• **Hampton Roads & The Eastern Shore of Virginia** boast [Museums galore](#), the world-class [Virginia Arts Festival](#) in Norfolk and a [vibrant arts scene on the Eastern Shore](#), to name just a few.

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

## VIRGINIA 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

FOLLOW US: [f](#) Arts Action Fund | [t](#) @ArtsActionFund | #ArtsVote



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