



WHY THE ARTS MATTER IN WEST 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.

WEST VIRGINIA ARTS FACTS

THE WEST VIRGINIA ARTS & CULTURE SECTOR REPRESENTS 2.0% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$1.5 billion** to West Virginia's economy, representing 2.0% of the state's GDP—a larger share than some other industries in the state.

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

\$1.50 BILLION Arts & Culture Sector

\$0.34 BILLION Education Services

\$0.32 BILLION Agriculture & Forestry

BONUS: In 2015, WV arts and culture jobs generated \$865.1 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.

673,656 & **3.48M** ARE INVOLVED IN THE
BUSINESSES & JOBS CREATION OR DISTRIBUTION
OF THE ARTS

In West Virginia, **1,647 Arts-Related Businesses** employ **8,924 people**.

- In Cabell County, **125 Arts-Related Businesses** employ **2,182 people**.
- In Kanawha County, **247 Arts-Related Businesses** employ **1,561 people**.
- In Monongia Count, **125 Arts-Related Businesses** employ **524 people**.

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

1,647 & **8,924** 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** DRIVER OF OUR NATIONAL,
BILLION STATE & LOCAL ECONOMY.

In 2015, West 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 Morgantown, for example, nonprofit arts groups generated **\$27.5 million** in economic activity. Audiences of 3.0 million people added another **\$8.0 million** in related spending for a total of **\$35.5 million** for the city in 2015, and this generated **\$3.0 million** in local and state government revenues and **1,538 FTE jobs**.

Source: Americans for the arts, *Arts & Economic Prosperity 5*, *Morgantown report*, 2017.

ART IS A **\$1.5** GDP DRIVER OF OUR
BILLION 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 West Virginia—how much does state government budget to the West Virginia Department of Arts, History, and Culture each year?

A The state allocated **\$864,500** to the West Virginia Department of Arts, History, and Culture. In FY 2017, the Department also received **\$652,900** in federal NEA funds, which the Department re-granted to dozens of cultural organizations throughout the state. Another 32 nonprofit arts organizations received direct grants from the NEA totaling **\$847,900**.

Source: NEA and NASAA, 2017.

Read: "The Mount Hope Phoenix Mural and Economic Impacts of Public Art," Active Southern West Virginia.

GDP

JOBS

ECONOMICS

FUNDING

“West Virginia is seeing an economic turnaround, and the time is right for the state to see a new economic development movement towards a creative economy. Arts education, creative placemaking, accessibility and inclusion, and arts advocacy are all part of the effort, and we invite you to be a part of it.”

—Lance Schrader, M.A.J., Director of the West Virginia State Arts Agency,
West Virginia Department of Arts, Culture and History



WEST VIRGINIA ARTS FACTS

MOUNAINEERS ARE ALWAYS FREE TO CREATE A DIVERSE CULTURE THROUGH THE ARTS

WV boasts of the world's top theater festivals. The Contemporary American Theater Festival generates \$5.86 million in economic impact in Shepherdstown, Shepherd University and surrounding areas.

THE STATE ARTS AGENCY OF THE WEST VIRGINIA DEPARTMENT OF THE ARTS, CULTURE, AND HISTORY—Established in 1967, the State Arts Agency of the West Virginia Department of Arts, Culture, and History provides grants and services to artists, arts organizations, schools and municipal and county agencies under the direction of the West Virginia Commission on the Arts. The WVCA is the governor-appointed citizen advisory group for all competitive arts grant funds and consists of 15 members.

> Learn more [here](#).



MEET SOME WEST VIRGINIA ARTS ADVOCATES

- **Randall Reid-Smith** is Curator of West Virginia Department of Arts, Culture & History. Perhaps his most important contribution is his involvement in the VH1's *Save the Music Foundation*. Middle school students in all 55 counties have received band instruments. WV is the only state to implement the program state-wide. > [More](#)
- **Steve Williams** is the Mayor of Huntington, West Virginia. Under his tenure Huntington has won the \$3 million “America’s Best Communities Challenge,” A 2018 City Livability Award from the US Conference of Mayors. > [More](#)
- **Cathy Justice** is the First Lady of the State of West Virginia. A supporter of Arts in Our Communities Conference and Poetry Out Loud, she has also promoted the Save the Music Foundation across the state. > [More](#)

- **Landau Eugene Murphy, Jr.** was the winner of the sixth season of *America’s Got Talent*. He regularly performs benefit concerts for non-profit organizations and is active with the youth of West Virginia. > [More](#)

ART IN WEST VIRGINIA

- **Mountain Stage** is West Virginia’s ambassador to the world.
- West Virginia Tourism Office provides a 3-day itinerary for an arts and culture tour of the state [here](#).
- Tamarack Foundation for the Arts promotes artists in the Mountain State [here](#).

WEST VIRGINIA ART ORGANIZATIONS

Allied Artists of West Virginia alliedartistswv.org
West Virginia Association of Museums wvmuseums.org
West Virginia Arts Groups councilforarteducation.org/welcome

THE ARTS ARE EVERYWHERE!

- There is much to see in the Northern Panhandle of WV. In **Wheeling**, explore the many diverse arts venues of the Oglebay Institute and stop by West Virginia’s Independence Hall.
- Journey southeast to **Huntington** and examine the impressive collection of the Walter Gropius-designed Huntington Museum of Art. Visit Marshall University’s new Visual Arts Center. Take a short trip east to **Charleston** and explore The Clay Center for the Arts & Sciences. You may be lucky enough to catch a live show of the internationally broadcasted radio show, **Mountain Stage** at the Culture

Center. The show “features performances from seasoned legends and emerging stars in genres ranging from folk, blues, and country; to indie rock, synth pop, world music, alternative, and beyond”.

- Further east is historic **Lewisburg**, which is home to the one of just four remaining Carnegie Halls still in use in the world. While there, take in an original theatre production at the Greenbrier Valley Theatre.
- Heading north visit the historic Pocahontas County Opera House in **Marlinton** then continue onto the art galleries of **Thomas** and stop in the famous Purple Fiddle

for a meal and a live show from some of the best up and coming artists in the country. Further north is the city of **Morgantown**, home of West Virginia University and a thriving arts scene.

- Head to the Mountain State’s eastern panhandle and discover the vibrant arts communities of **Charles Town** and **Shepherdstown**. Another thriving arts town is **Berkeley Springs** where you can indulge in a bath of the same hot springs mineral waters used by George Washington.

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

WEST VIRGINIA 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 West Virginia,” with corresponding resource links visit www.ArtsActionFund.org/WV.