



10 Reasons to Support the Arts in 2021

ArtsU Webinar

March 24, 2021

Randy Cohen
Americans for the Arts

[@ArtsInfoGuy](#)



10 Reasons to Support the Arts In 2021

The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, empathy, and beauty. The arts also strengthen our communities socially, educationally, and economically—benefits that persist even during a pandemic that has been devastating to the arts. The following ten reasons show why an investment in artists and arts organizations is vital to the nation's post-pandemic healing and recovery.

1. **Arts unify communities.** 72% of Americans believe "the arts unify our communities regardless of age, race, and ethnicity" and 73% agree that the arts "helps me understand other cultures better"—a perspective observed across all demographic and economic categories.
2. **Arts improve individual well-being.** 81% of the population says the arts are a "positive experience in a troubled world," 69% of the population believe the arts "lift me up beyond everyday experiences," and 73% feel the arts give them "pure pleasure to experience and participate in."
3. **Arts strengthen the economy.** The nation's arts and culture sector—nonprofit, commercial, education—is an \$878 billion industry that supports 5.1 million jobs. That is 4.5% of the nation's economy—a larger share of GDP than powerhouse sectors such as agriculture, transportation, and tourism. The arts have a \$30 billion international trade surplus. The arts also accelerate economic recovery: a growth in arts employment has a positive and causal effect on overall employment.
4. **Arts drive tourism and revenue to local businesses.** The nonprofit arts industry alone generates \$166.3 billion in economic activity annually—spending by organizations and their audiences—which supports 4.6 million jobs and generates \$27.5 billion in government revenue. Arts attendees spend \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and lodging—vital income for local businesses. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic culture experiences.
5. **Arts improve academic performance.** Students engaged in arts learning have higher GPAs, standardized test scores, and college-going rates as well as lower drop-out rates. These academic benefits are reaped by students across all socio-economic strata. Yet, the Department of Education reports that access to arts education for students of color is significantly lower than for their white peers. 91% of Americans believe that arts are part of a well-rounded K-12 education.
6. **Arts spark creativity and innovation.** Creativity is among the top five applied skills sought by business leaders—per the Conference Board's *Ready to Innovate* report—with 72% saying creativity is of "high importance" when hiring. Research on creativity shows that Nobel laureates in the sciences are 17 times more likely to be actively engaged arts and arts maker than other scientists.
7. **Arts have social impact.** University of Pennsylvania researchers have demonstrated that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower poverty rates.
8. **Arts improve healthcare.** Nearly one-half of the nation's healthcare institutions provide arts programming for patients, families, and even staff. 78% deliver these programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication.
9. **Arts for the health and well-being of our military.** The arts heal the mental, physical, and moral injuries of war for military servicemembers and Veterans, who rank the creative arts therapies in the top four (out of 40) interventions and treatments. Across the military continuum, the arts promote resilience during pre-deployment, deployment, and the reintegration of military servicemembers, Veterans, their families, and caregivers into communities.
10. **Arts Strengthen Mental Health.** The arts are an effective resource in reducing depression and anxiety and increasing life satisfaction. Just 30 minutes of active arts activities daily can combat the ill effects of isolation and loneliness associated with COVID-19.

Americans Value The Arts



90%

**90% agree arts
institutions are important
to quality of life**



86%

**86% agree arts institutions are
important to local businesses
and the economy**

Mayors Rank Arts as Vital to Economic Development

Top 10 Issues

By percent of speeches that significantly covers each topic.*



Economic
Development
75%



Infrastructure
63%



Housing
40%



Energy &
Environment
39%



Public
Safety
37%



Demographics
35%



Budgets &
Management
32%



Health &
Human Services
32%



Education
17%



Government
Data & Technology
8%

*Significant = 10 percent of speech devoted to topic

TOP 5

ECONOMIC DEVELOPMENT SUBTOPICS

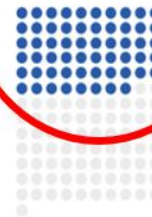
Downtown
Development

52%



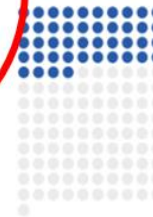
Arts and Culture

44%



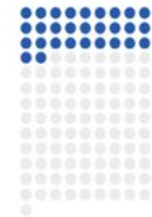
Community
Development

34%



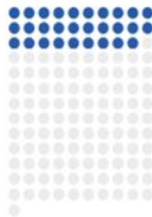
Jobs

24%



New Business
and Business
Expansion

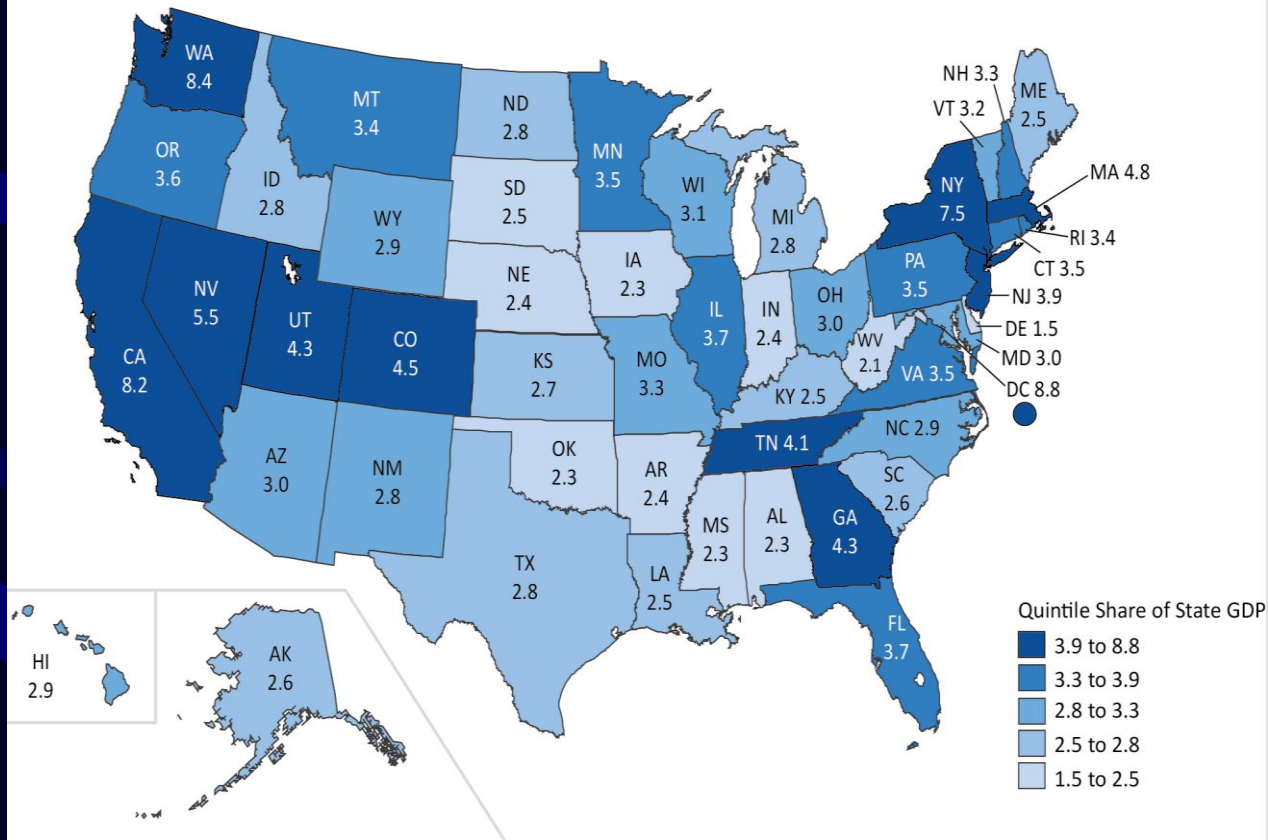
22%



Arts Contribution to Economy (2017)

\$878 Billion . . . 4.5 Percent of GDP

Arts and Cultural Value Added: Share of State GDP, 2017



- Accelerates economic recovery
- Diversifies economy
- Stimulates statewide job growth
- Not anchored down by slower-growth sectors

ARTS & ECONOMIC PROSPERITY 5

THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES



CREATING **JOBS**. GENERATING **COMMERCE**. DRIVING **TOURISM**.

National Findings

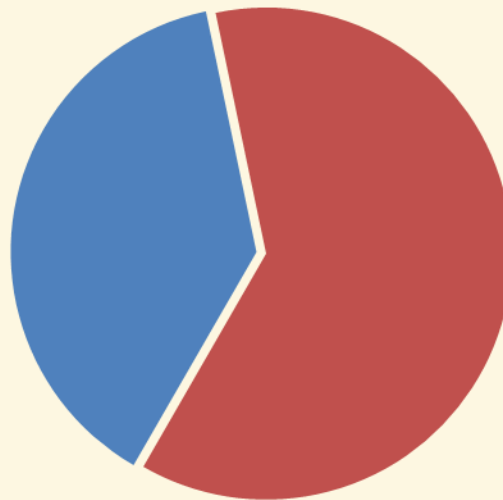
@ArtsInfoGuy

#AEP5



\$166.3 Billion in Spending (2015)

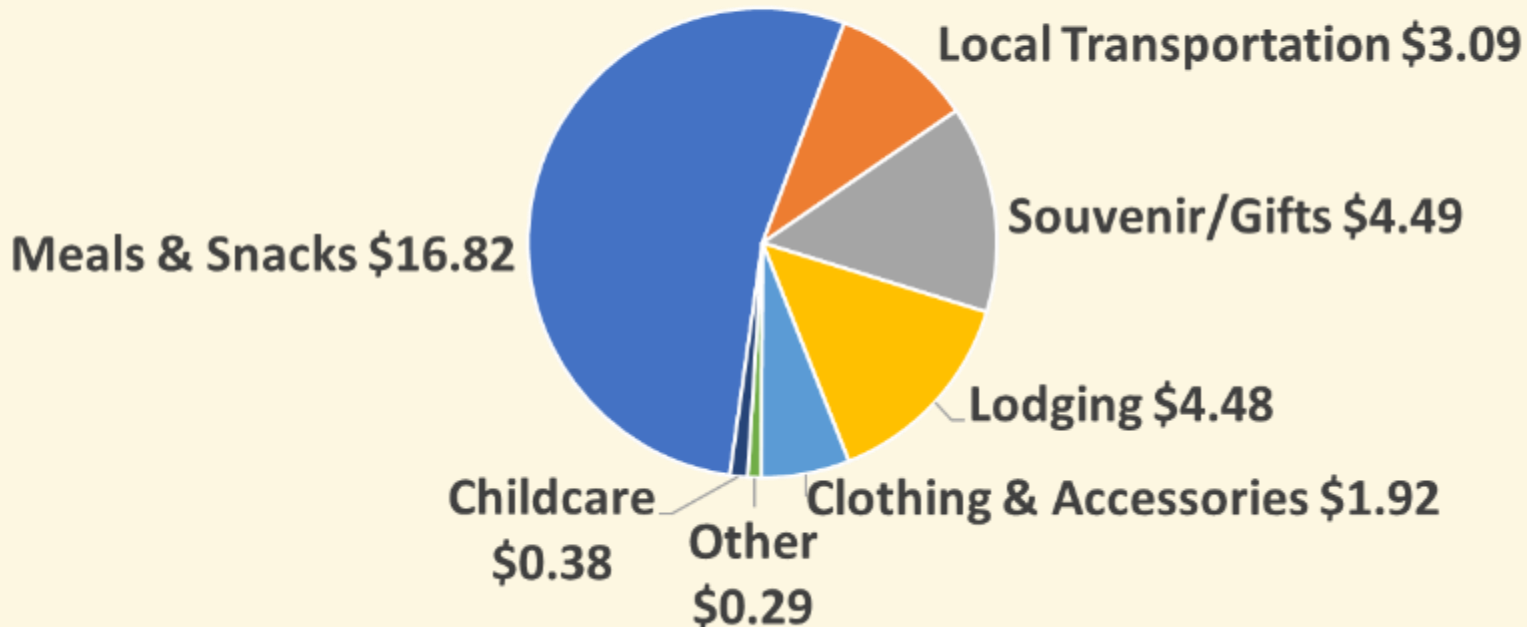
**Organizations
\$63.8 Billion**



**Audiences
\$102.5 Billion**

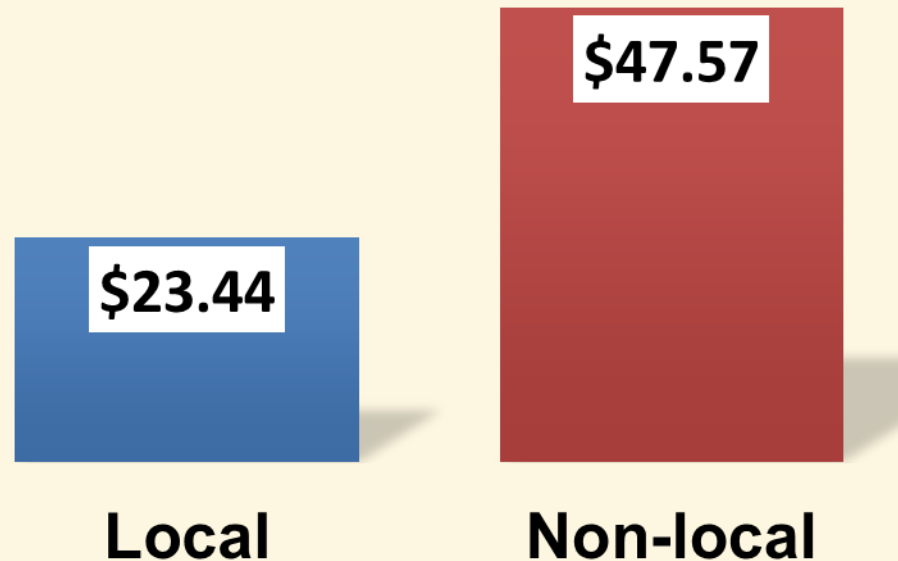


Attendees Spent \$31.47 Per Person, Per Event





Event-Related Spending *Local vs. Non-Local*



69 percent of non-local attendees said, "This arts event is the primary purpose for my trip."



Jobs Supported (FTE)

4.6 Million



Government Revenue (Federal, State, Local)

\$27.5 Billion



The AEP5 Calculator

INSTRUCTIONS

Provide the information below to calculate the economic impact of your organization (or a group of organizations).

Population of your community:

Total Expenses: \$

Total Attendance:

→
 →
 →

TOTAL ECONOMIC IMPACT

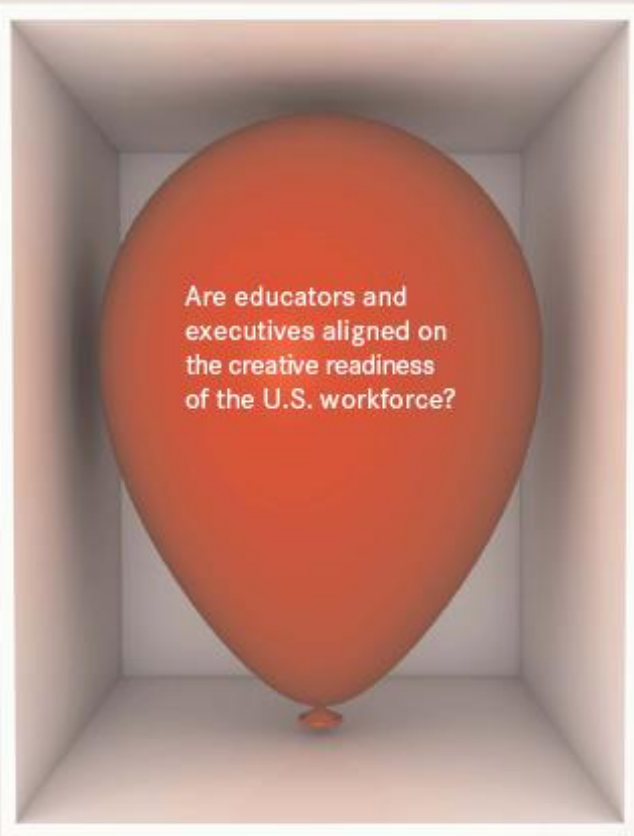
	TOTAL EXPENDITURES	FTE JOBS	HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE
ORGANIZATION(S):	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
AUDIENCES:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
TOTAL:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

www.AmericansForTheArts.org/EconomicImpact



Ready to Innovate

RESEARCH REPORT
R-1424-08-RR



Are educators and
executives aligned on
the creative readiness
of the U.S. workforce?

Trusted
Insights for
Business
Worldwide

Our Jobs Require Creativity



55%

55% of Americans believe
that their jobs require them
to be creative



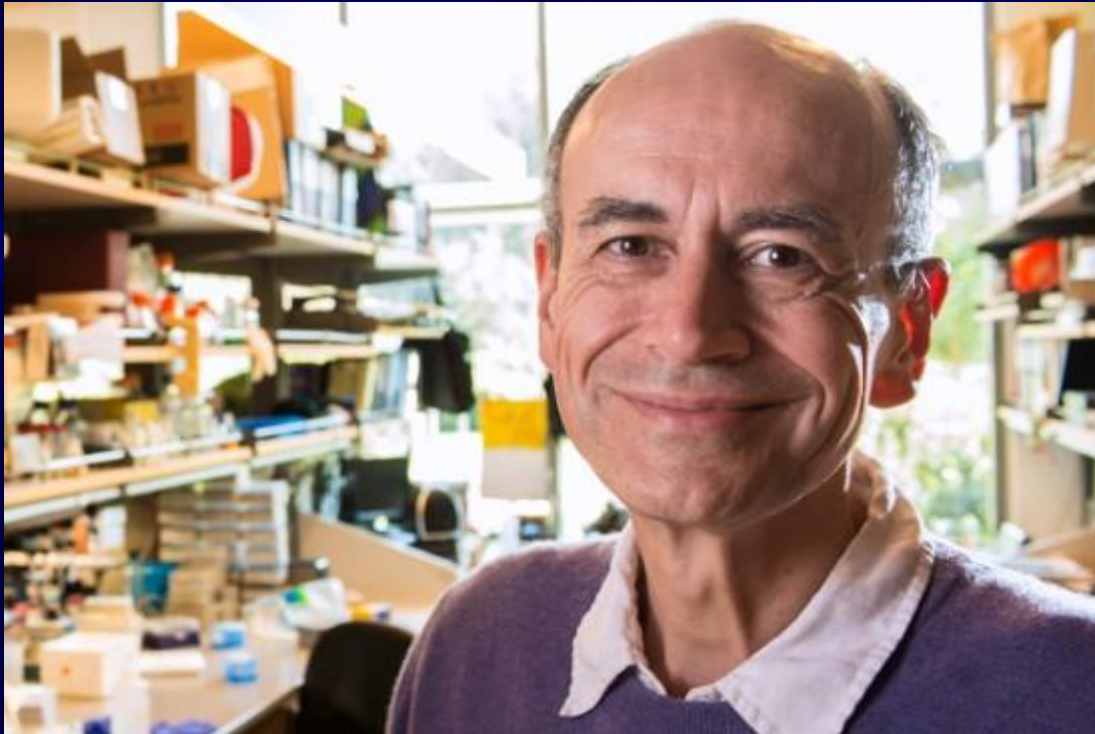
60%

60% of Americans believe the
more creative they are at their
job, the more successful they
will be in the work place

Thomas Südhof

2013 Nobel Prize for medicine:

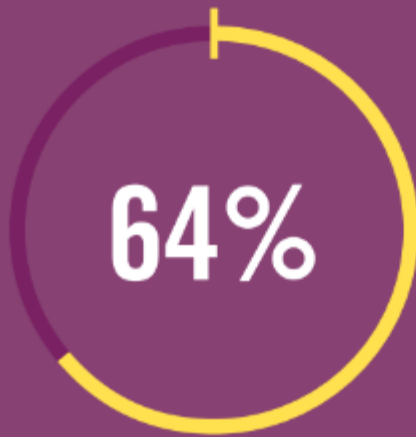
“I owe it all to my bassoon teacher”



Drive for excellence...visual thinking...pattern
recognition...problem solving...perseverance

The Arts Make Us Feel Creative!

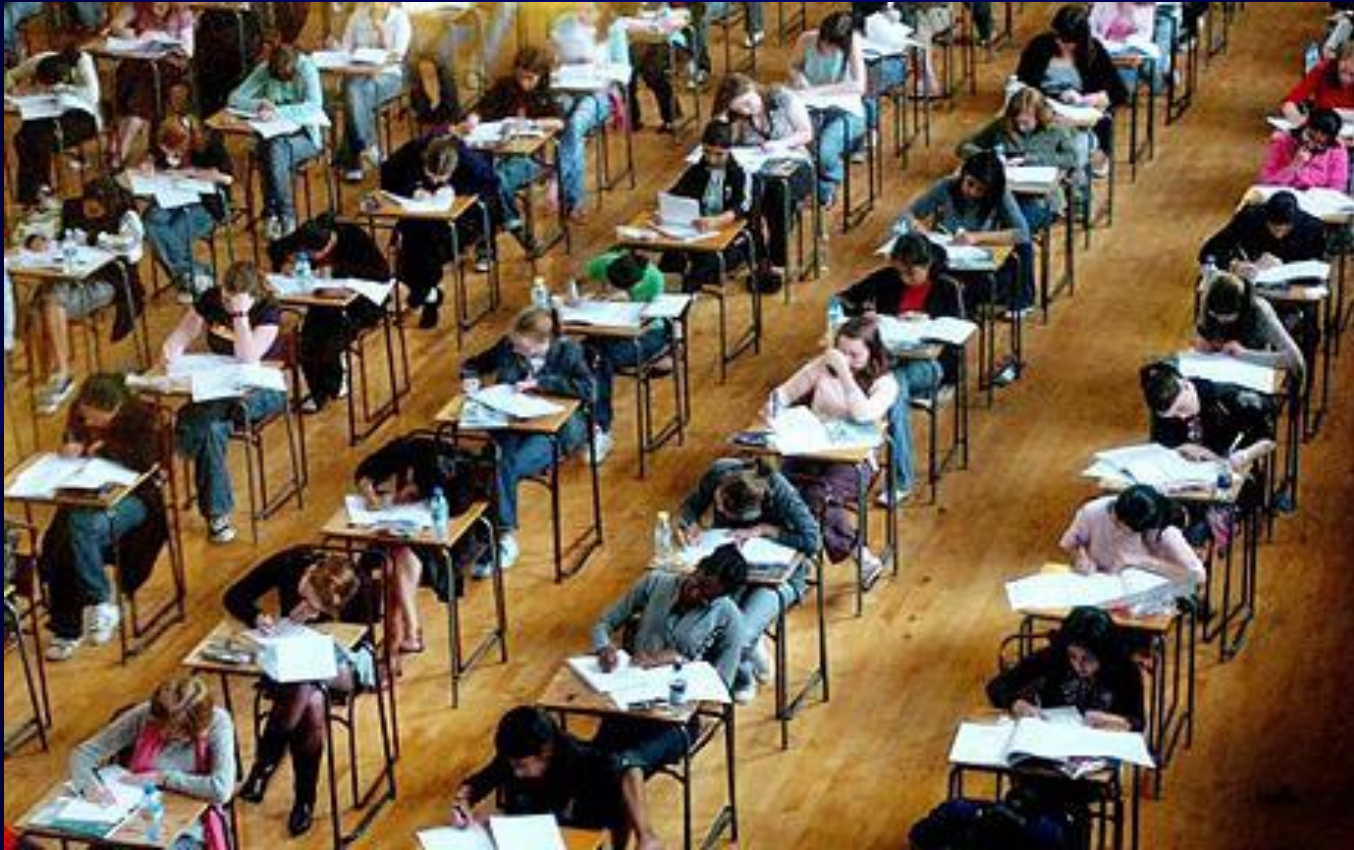
Nearly two-thirds of Americans believe the arts make them a more a creative person.



**64% of Americans believe
the arts make them a more
creative person**



Improved Academic Performance



Americans Believe the Arts are Part of a Well-Rounded Education for K-12 Students

Nearly every American believes the arts are part of a well-rounded K-12 education.



Arts in Healthcare Benefits

- Reduced length of hospital stay
- Fewer medical visits
- Reduced use of pain and anxiety med's
- Improved recovery time
- Reduced depression
- Strengthens mental health



The Arts Unify Communities



72% OF
AMERICANS
BELIEVE THE
ARTS UNIFY US
REGARDLESS
OF AGE, RACE
OR ETHNICITY.

Claiming Your Impact

1. What is the message?
2. Who gets the message?
3. Who delivers the message?

Golden Rule: No story without a number, and no number without a story!



Thank You!

www.AmericansForTheArts.org

rcohen@artsusa.org

@ArtsInfoGuy