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 believes 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 $57.5 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 socioeconomic 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 73% 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 artists 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 readjustment 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.

[www.AmericansForTheArts.org](http://www.AmericansForTheArts.org)
90% agree arts institutions are important to quality of life

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

Americans Value The Arts
Mayors Rank Arts as Vital to Economic Development

Top 10 Issues
By percent of speeches that significantly cover each topic.*

<table>
<thead>
<tr>
<th>Topic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Development</td>
<td>75%</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>63%</td>
</tr>
<tr>
<td>Housing</td>
<td>40%</td>
</tr>
<tr>
<td>Energy &amp; Environment</td>
<td>39%</td>
</tr>
<tr>
<td>Public Safety</td>
<td>37%</td>
</tr>
<tr>
<td>Demographics</td>
<td>35%</td>
</tr>
<tr>
<td>Budgets &amp; Management</td>
<td>32%</td>
</tr>
<tr>
<td>Health &amp; Human Services</td>
<td>32%</td>
</tr>
<tr>
<td>Education</td>
<td>17%</td>
</tr>
<tr>
<td>Government Data &amp; Technology</td>
<td>8%</td>
</tr>
</tbody>
</table>

TOP 5 ECONOMIC DEVELOPMENT SUBTOPICS

<table>
<thead>
<tr>
<th>Subtopic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown Development</td>
<td>52%</td>
</tr>
<tr>
<td>Community Development</td>
<td>34%</td>
</tr>
<tr>
<td>Jobs</td>
<td>24%</td>
</tr>
<tr>
<td>New Business and Business Expansion</td>
<td>22%</td>
</tr>
</tbody>
</table>

Arts and Culture: 44%

*Significance: 10 percent of speech devoted to topic.
Arts Contribution to Economy (2017)
$878 Billion . . . 4.5 Percent of GDP

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

Your State Data: www.NASAA-Arts.org
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
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

<table>
<thead>
<tr>
<th>ORGANIZATION(S):</th>
<th>TOTAL EXPENDITURES</th>
<th>FTE JOBS</th>
<th>HOUSEHOLD INCOME</th>
<th>LOCAL GOVERNMENT REVENUE</th>
<th>STATE GOVERNMENT REVENUE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

www.AmericansForTheArts.org/EconomicImpact
Are educators and executives aligned on the creative readiness of the U.S. workforce?
Our Jobs Require Creativity

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

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

@ArtsInfoGuy
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
Nearly two-thirds of Americans believe the arts make them a more 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.

91%
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