



10 Reasons to Support the Arts in 2022

ArtsU Webinar

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Top 10 Reasons to Support the Arts In 2022

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 10 reasons show why an investment in artists, creative workers, 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 \$876.7 billion industry that supports 4.6 million jobs (2020). That is 4.2% of the nation's economy—a larger share of GDP than powerhouse sectors such as agriculture, transportation, and utilities. The arts boast a \$33 billion international trade surplus (2019). The arts 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 as an 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.

Stone-Aged Flute



The Shame Flute



Americans Value The Arts



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



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

Q: *What is the best way to advocate for the arts?*



A: *“Tell every one of your Senators about the economic benefits of the arts!”*

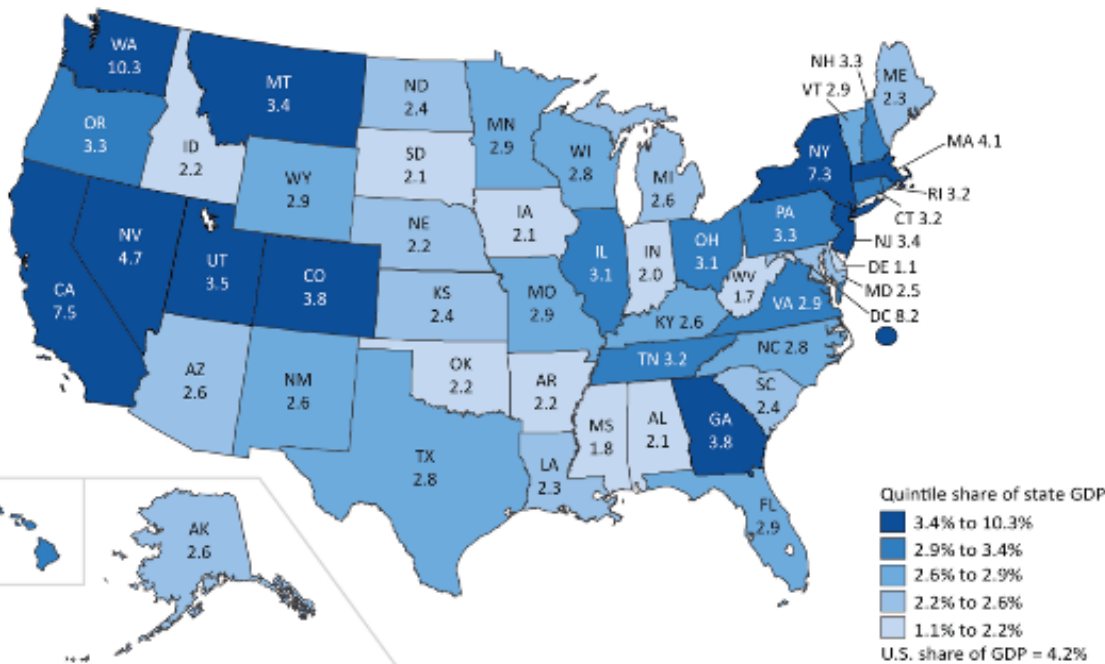
Former U.S. Senator Tom Udall (D-NM),
Co-chair, Senate Cultural Caucus

**Congressional Arts Leadership
Awardee (2015)**

Arts Contribution to the Nation's Economy

\$867.7 Billion—4.2 Percent of GDP—4.6 Million Jobs

Arts and Cultural Value Added: Share of State GDP, 2020



- Accelerates economic recovery
- Diversifies economy
- Stimulates statewide job growth

Your State Data: www.NASAA-Arts.org

Source: U.S. Bureau of Economic Analysis

ARTS & ECONOMIC PROSPERITY 5

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



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

National Findings

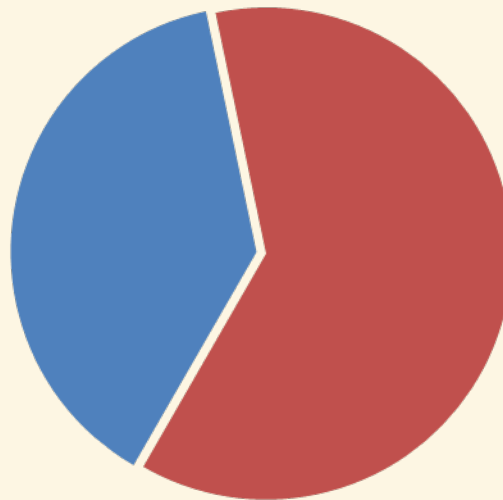
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#AEP5



\$166.3 Billion in Spending (2015)

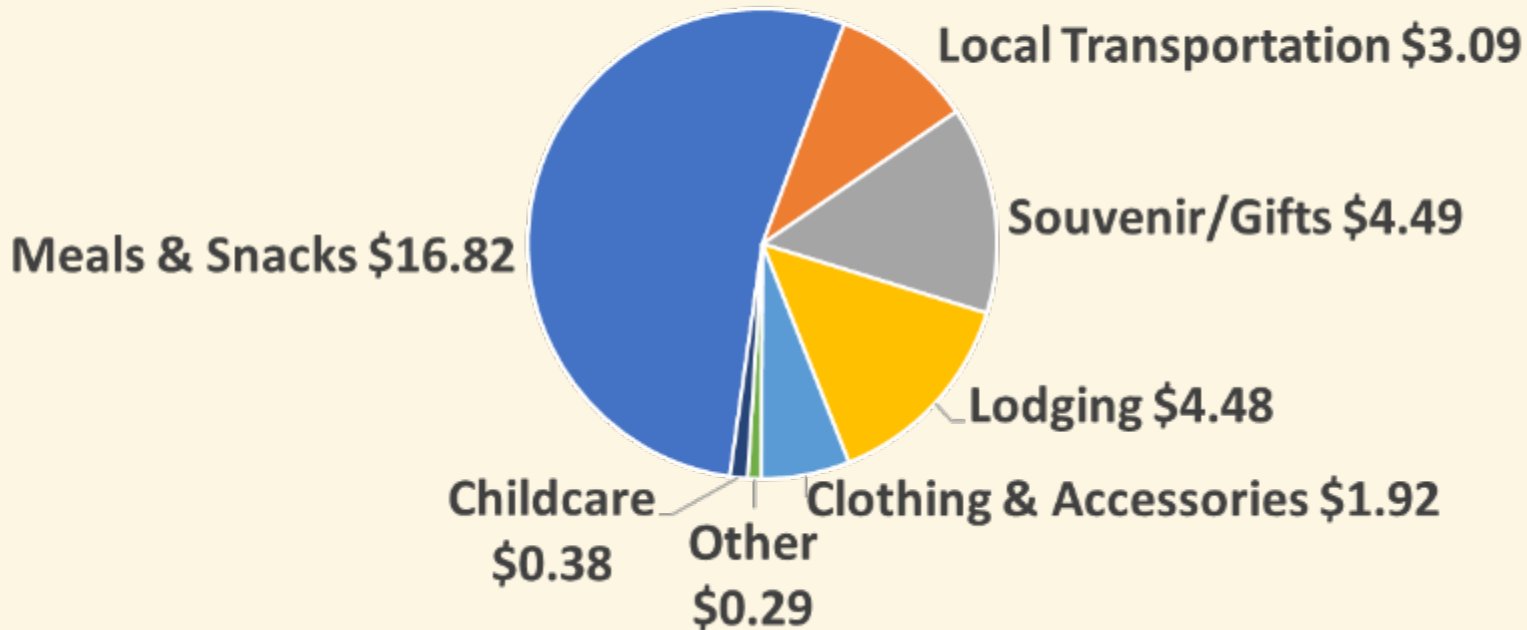
**Organizations
\$63.8 Billion**



**Audiences
\$102.5 Billion**

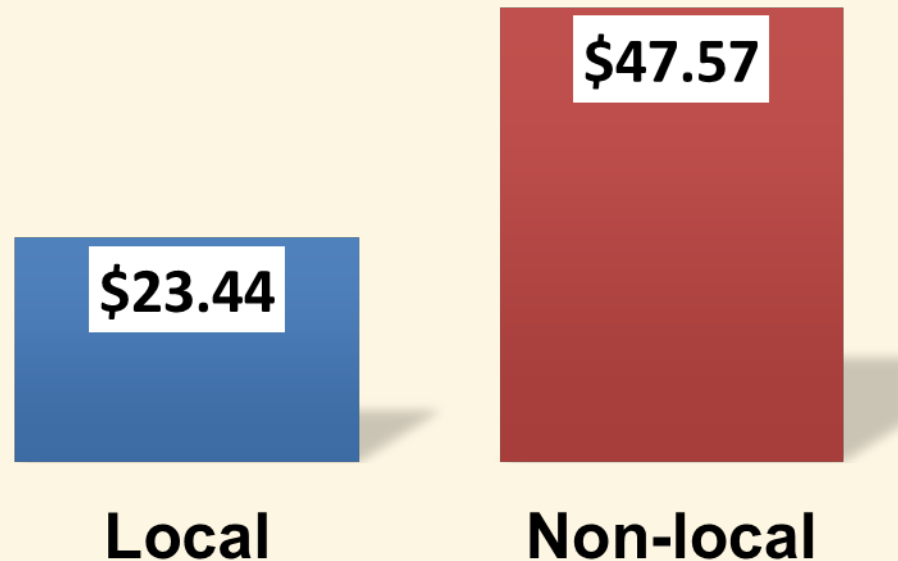


Attendees Spent \$31.47 Per Person, Per Event





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

Artists and Innovation



“Operation Fortitude”



117TH CONGRESS
1ST SESSION

H. R. 707

IN THE SENATE OF THE UNITED STATES

MAY 19, 2021

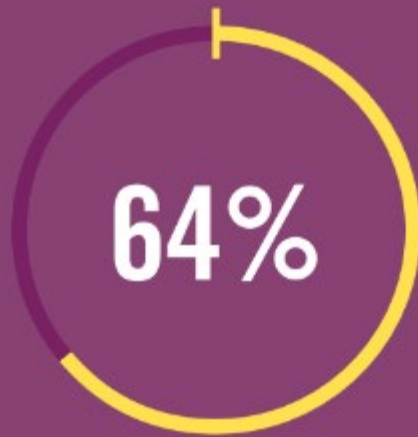
Received; read twice and referred to the Committee on Banking, Housing, and Urban Affairs

AN ACT

To award a Congressional Gold Medal to the 23d Headquarters, Special Troops and the 3133d Signal Service Company, in recognition of their unique and highly distinguished service as a “Ghost Army” that conducted deception operations in Europe during World War II.

The Arts Make Us Feel Creative!

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



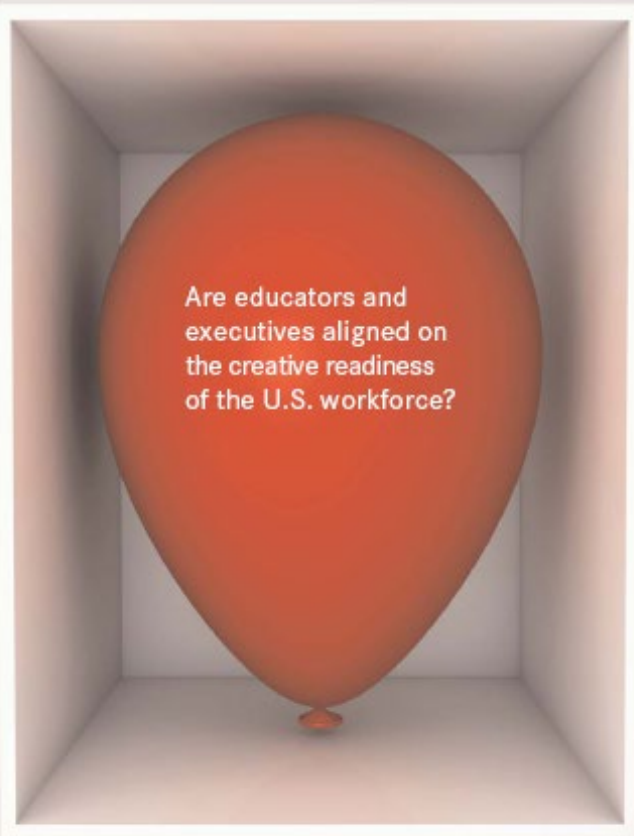
**64% of Americans believe
the arts make them a more
creative person**





Ready to Innovate

RESEARCH REPORT
R-1424-06-RR



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

Trusted
Insights for
Business
Worldwide

Importance of Creativity

“2020 Workplace Learning Report”

Top 5 Soft Skills

1. Creativity	same
2. Persuasion	same
3. Collaboration	same
4. Adaptability	same
5. Emotional intelligence	new

Top 10 Hard Skills

1. Blockchain	new
2. Cloud computing	-1
3. Analytical reasoning	same
4. Artificial Intelligence	-1
5. UX design	same
6. Business analysis	+10
7. Affiliate marketing	new
8. Sales	same
9. Scientific computing	+3
10. Video production	-3

LinkedIn Learning

“Soft skills are the essential interpersonal skills that make or break our ability to get things done. We think of them as foundational and every professional should be working to build them.”

Our Jobs Require Creativity



55%

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



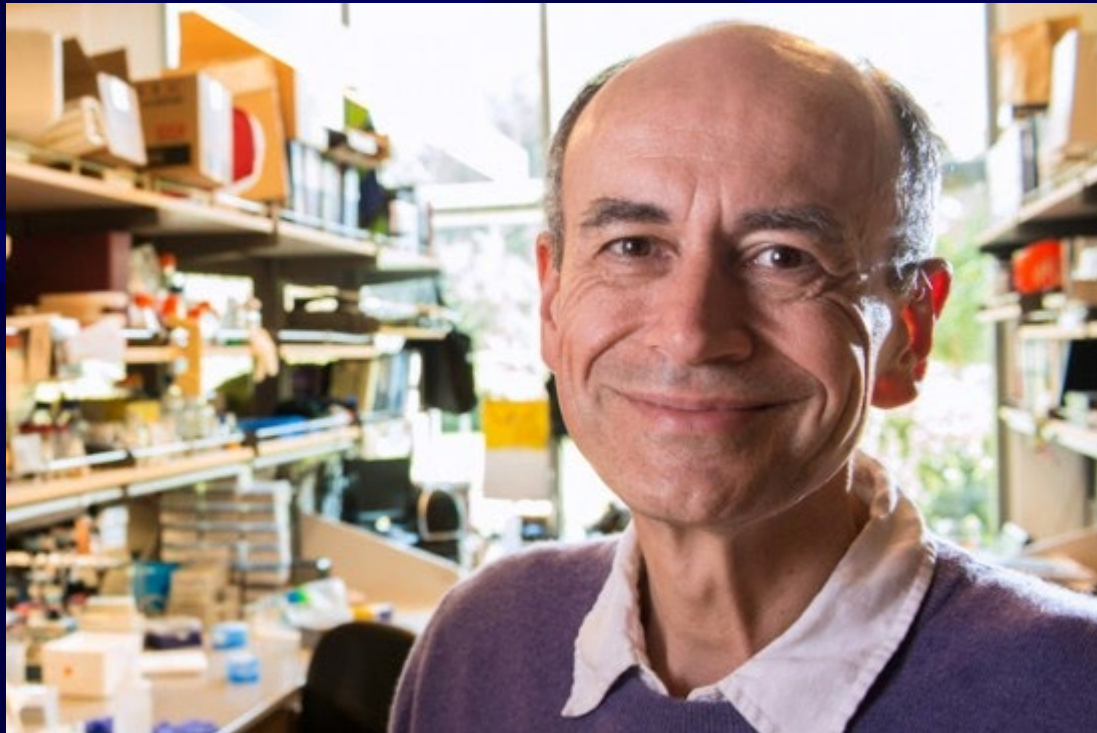
60%

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

Thomas Südhof

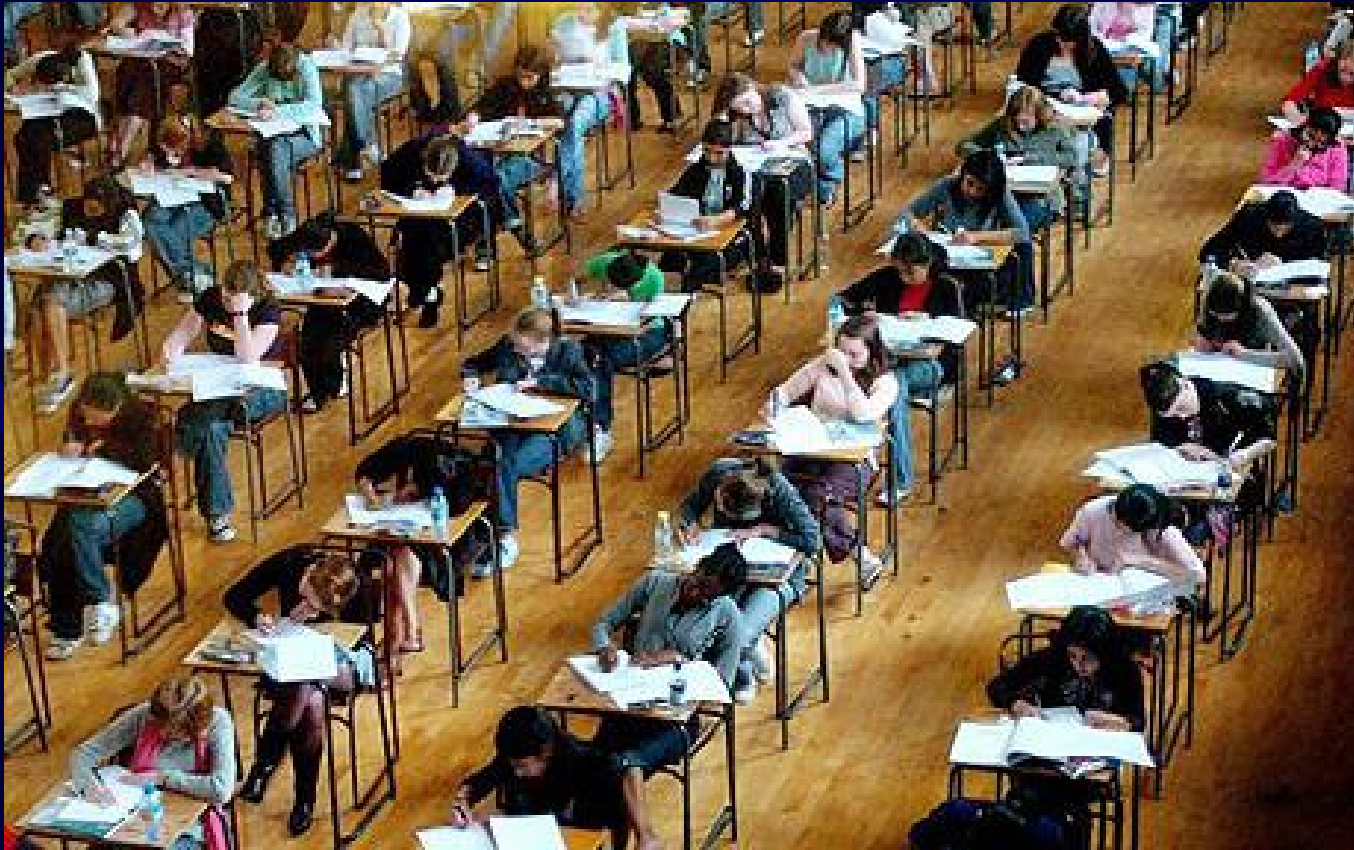
2013 Nobel Prize for medicine:

“I owe it all to my bassoon teacher”



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

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.





AMERICANS
for the
ARTS

Arts Help Us Heal Physically and Mentally

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



The Arts Unify Communities



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



A Call for Action

**“Everyone in my community has
equal access to the arts.”**

(Just 50 percent of the public agrees)

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!

Appreciating The Arts





Thank You!

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