10 Reasons to Support the Arts in 2022

ArtsU Webinar
April 28, 2022
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Americans for the Arts
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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 4.5 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 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 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 health care.** 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 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

- 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

#AEP5
$166.3 Billion in Spending (2015)

Organizations
$63.8 Billion

Audiences
$102.5 Billion
Attendees Spent $31.47 Per Person, Per Event

- Meals & Snacks $16.82
- Local Transportation $3.09
- Souvenir/Gifts $4.49
- Lodging $4.48
- Childcare $0.38
- Clothing & Accessories $1.92
- Other $0.29
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: Choose one

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>
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<td>AUDIENCES:</td>
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www.AmericansForTheArts.org/EconomicImpact
Artists and Innovation
“Operation Fortitude”

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 creative person.

64% of Americans believe the arts make them a more creative person.
Ready to Innovate

Are educators and executives aligned on the creative readiness of the U.S. workforce?
Importance of Creativity
“2020 Workplace Learning Report”

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<th>Top 5 Soft Skills</th>
<th>Top 10 Hard Skills</th>
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<td>1. Creativity</td>
<td>1. Blockchain</td>
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<td>2. Persuasion</td>
<td>2. Cloud computing</td>
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<td>3. Collaboration</td>
<td>3. Analytical reasoning</td>
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<td>4. Adaptability</td>
<td>4. Artificial Intelligence</td>
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<td>5. Emotional intelligence</td>
<td>5. UX design</td>
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“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% 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 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.

@ArtsInfoGuy
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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