



10 Reasons to Support the Arts in 2020

ArtsU Webinar
(The ZOOM Telecommuter Edition!)

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10 Reasons to Support the Arts in 2020

The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, goodness, and beauty. The arts bring us joy, help us express our values, and build bridges between cultures. The arts are also a fundamental component of a healthy community—strengthening them socially, educationally, and economically—benefits that persist even in difficult social and economic times.

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 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 regardless of socio-economic status. 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.
4. **Arts strengthen the economy.** The production of all arts and cultural goods in the U.S. (e.g., nonprofit, commercial, education) added \$877.8 billion to the economy in 2017, including a \$29.7 billion international trade surplus—a larger share of the nation’s economy (4.5%) than transportation, tourism, and agriculture (U.S. Bureau of Economic Analysis). 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.
5. **Arts drive tourism and revenue to local businesses.** Attendees at nonprofit arts events spend \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters—valuable commerce for local businesses. 34% of attendees live outside the county in which the arts event takes place; they average \$47.57 in event-related spending. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences.
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 in the arts than other scientists.
7. **Arts drive the creative industries.** The Creative Industries are arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. A 2017 analysis of Dun & Bradstreet data counts 673,656 businesses in the U.S. involved in the creation or distribution of the arts—4.01% of all businesses and 2.04% of all employees. (Get a free local Creative Industry report for your community [here](#).)
8. **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.
9. **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.
10. **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.



Making the Case for Arts Funding

ELECTED OFFICIALS

Economic impact, arts \$ community development, and arts education.

BUSINESS LEADERS

Economic impact, benefits to business, and arts & community development.

PRIVATE FUNDERS

Arts education, improving quality of life, and community livability.

INDIVIDUAL DONORS

Arts education, quality of life, and “arts for arts sake.”

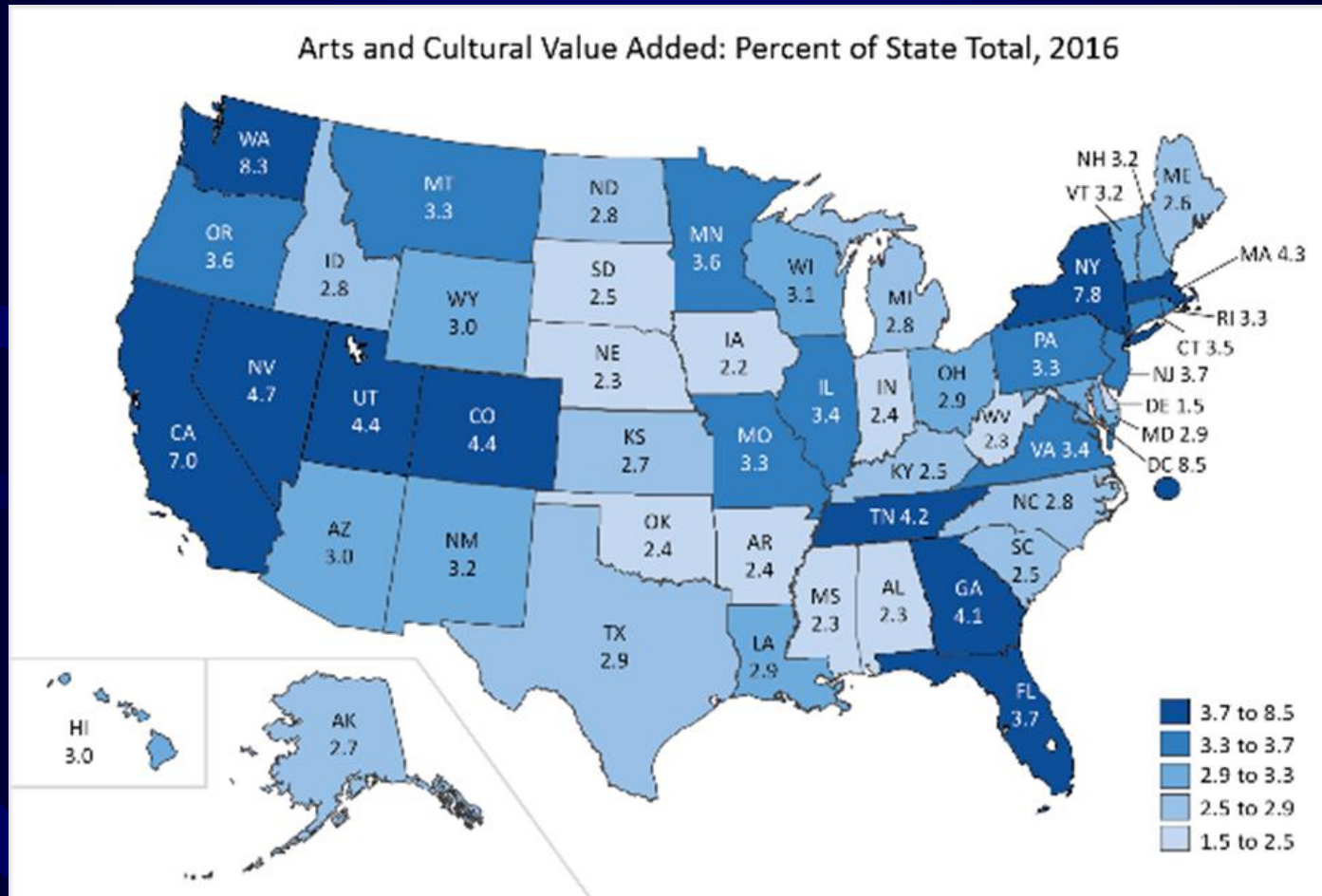
Stone-Aged Flute



The Shame Flute



Arts Contribution to Economy (2017) \$878 Billion . . . 4.5 Percent of GDP



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

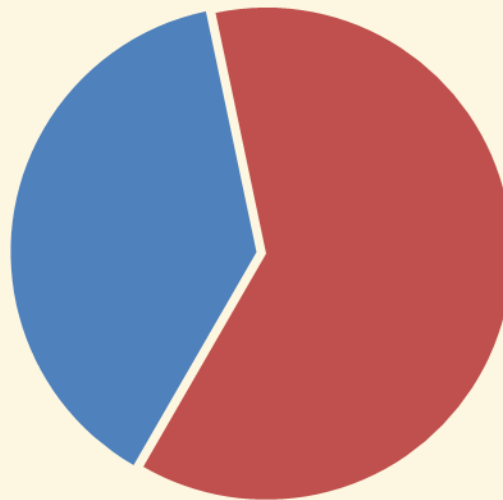
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#AEP5



\$166.3 Billion in Spending (2015)

**Organizations
\$63.8 Billion**



**Audiences
\$102.5 Billion**



Jobs Supported (FTE)

4.6 Million

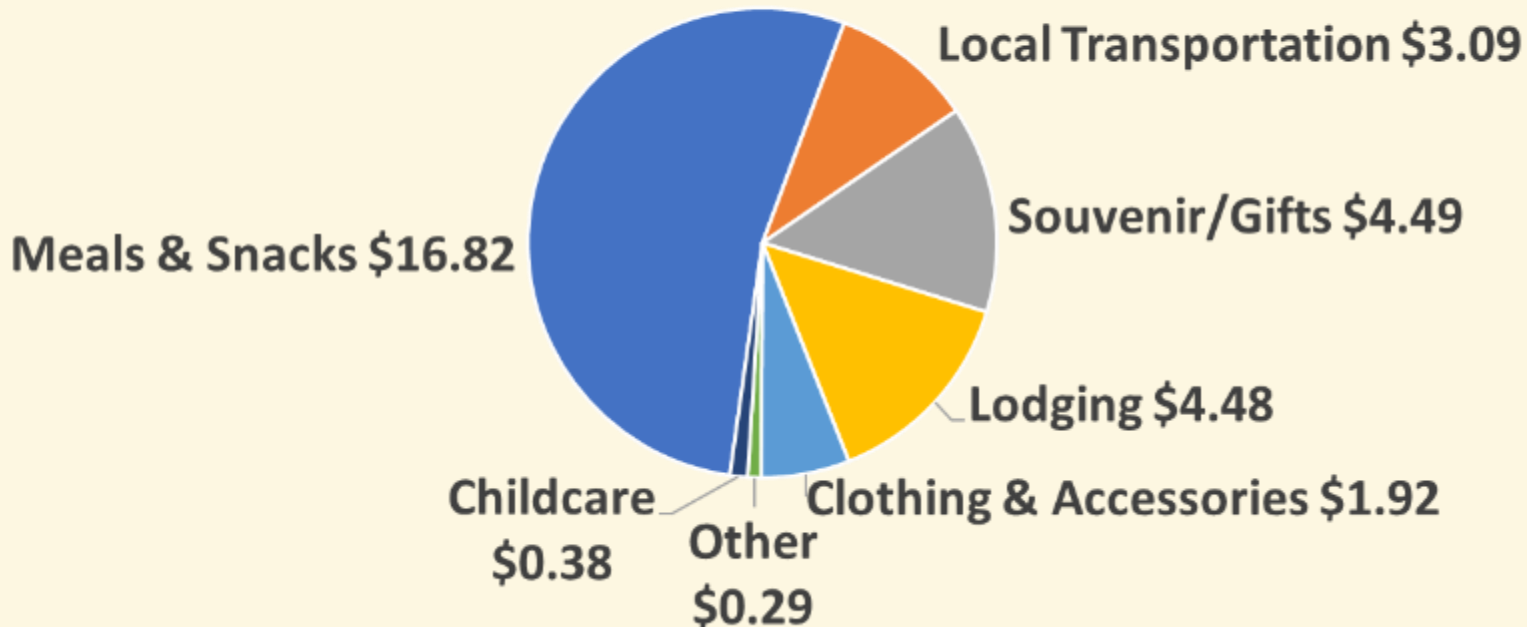


Government Revenue (Federal, State, Local)

\$27.5 Billion

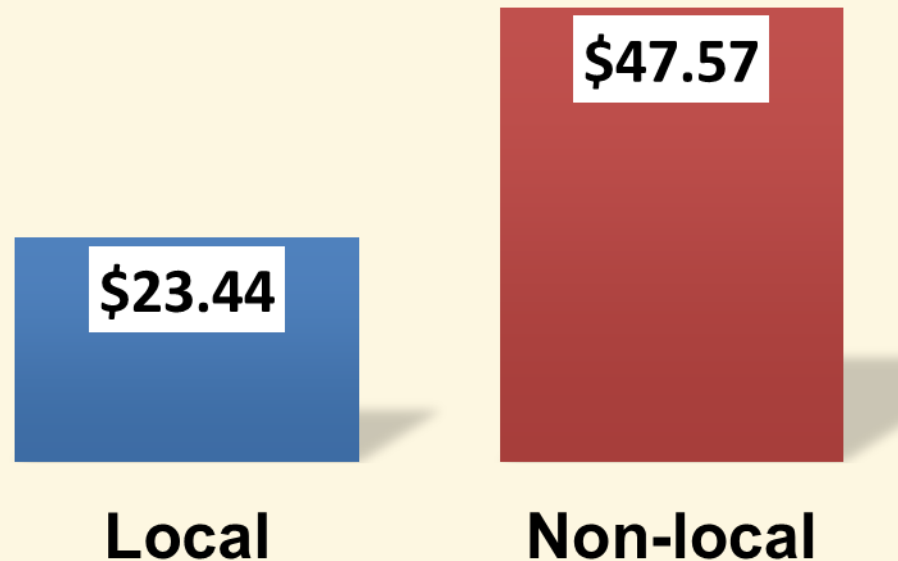


Attendees Spent \$31.47 Per Person, Per Event





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



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



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”

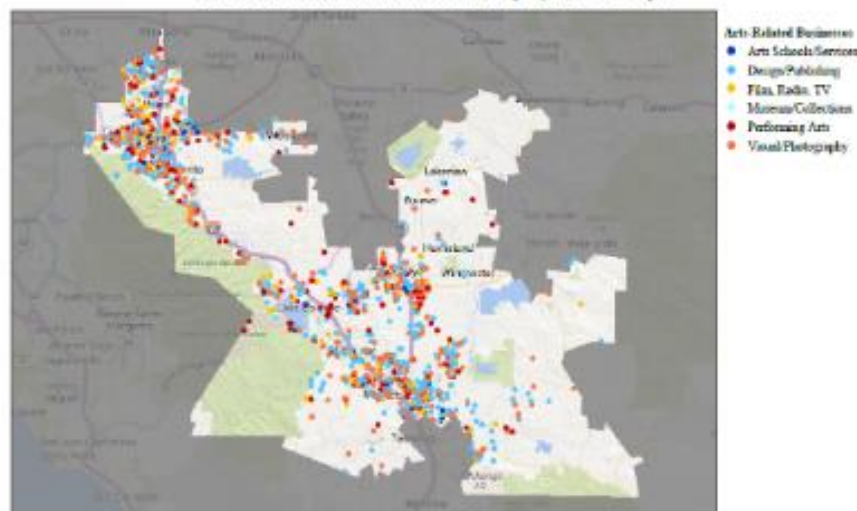


Creative Industries: Business & Employment in the Arts

The Creative Industries in California Congressional District 42 U.S. Representative Ken Calvert

This *Creative Industries: Business & Employment in the Arts* report provides a research-based approach to understanding the scope and economic importance of the arts in California Congressional District 42. The creative industries are composed of arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. Arts businesses and the creative people they employ stimulate innovation, strengthen America's competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy. In a global economy, the creative industries are durable and enduring local employers.

1,288 Arts-Related Businesses Employ 4,276 People



California Congressional District 42 is home to 1,288 arts-related businesses that employ 4,276 people. The creative industries account for 3.9 percent of the total number of businesses located in California Congressional District 42 and 1.6 percent of the people they employ. The map above plots the creative industries, with each dot representing a unique arts business establishment.

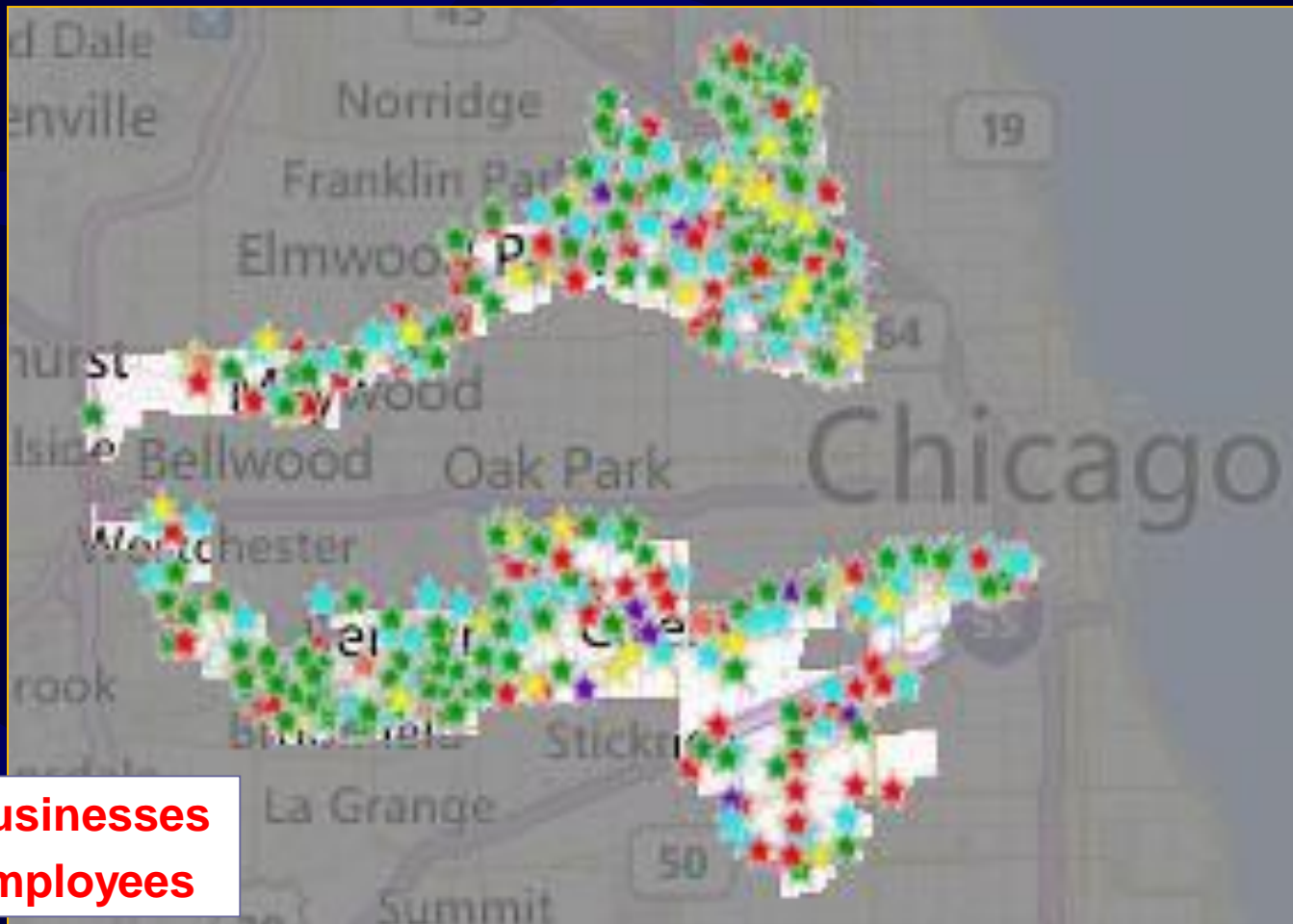
Nationally, 673,656 businesses are involved in the creation or distribution of the arts, and they employ 3.48 million people. This represents 4.0 percent of all U.S. businesses and 2.0 percent of all U.S. employees—demonstrating statistically that the arts are a formidable business presence and broadly distributed across our communities. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the United States. These data are current as of April 2017.

Americans for the Arts thanks The Andrew W. Mellon Foundation and the Doris Duke Charitable Foundation for their generous support of our work to produce the *Creative Industries: Business & Employment in the Arts* reports.

Creative Industries in IL-4

(a.k.a. The Zombie District . . . Ahhh!)

912 Arts-Related Business Employ 2,901 People



4.7% of all businesses
1.7% of all employees



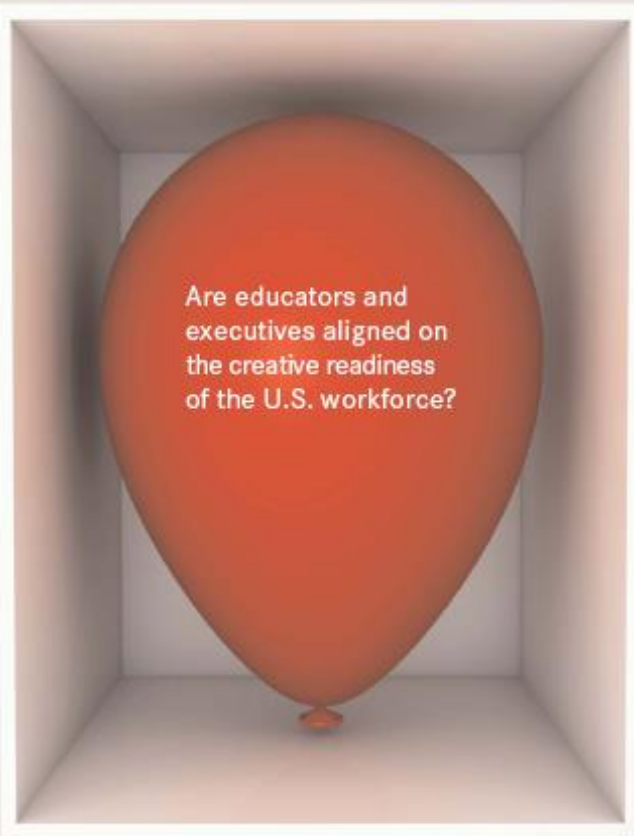
How Many Arts Businesses in YOUR COMMUNITY?

www.AmericansForTheArts.org/CreativeIndustries



Ready to Innovate

RESEARCH REPORT
R-1424-08-RR



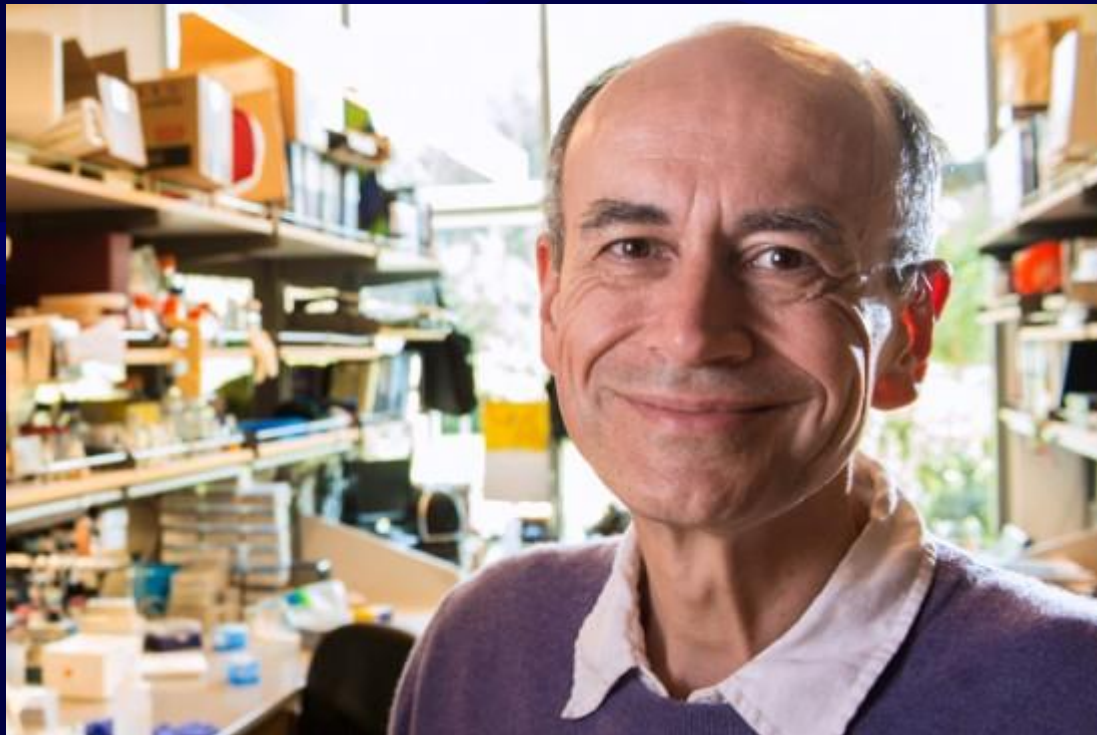
Are educators and
executives aligned on
the creative readiness
of the U.S. workforce?

Trusted
Insights for
Business
Worldwide

Thomas Südhof

2013 Nobel Prize for medicine:

“I owe it all to my bassoon teacher”



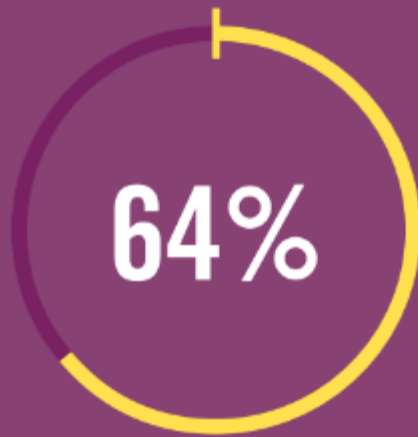
Drive for excellence...visual thinking...pattern
recognition...problem solving...perseverance

Half of Americans Are Hands-On Arts Makers



The Arts Make Us Feel Creative!

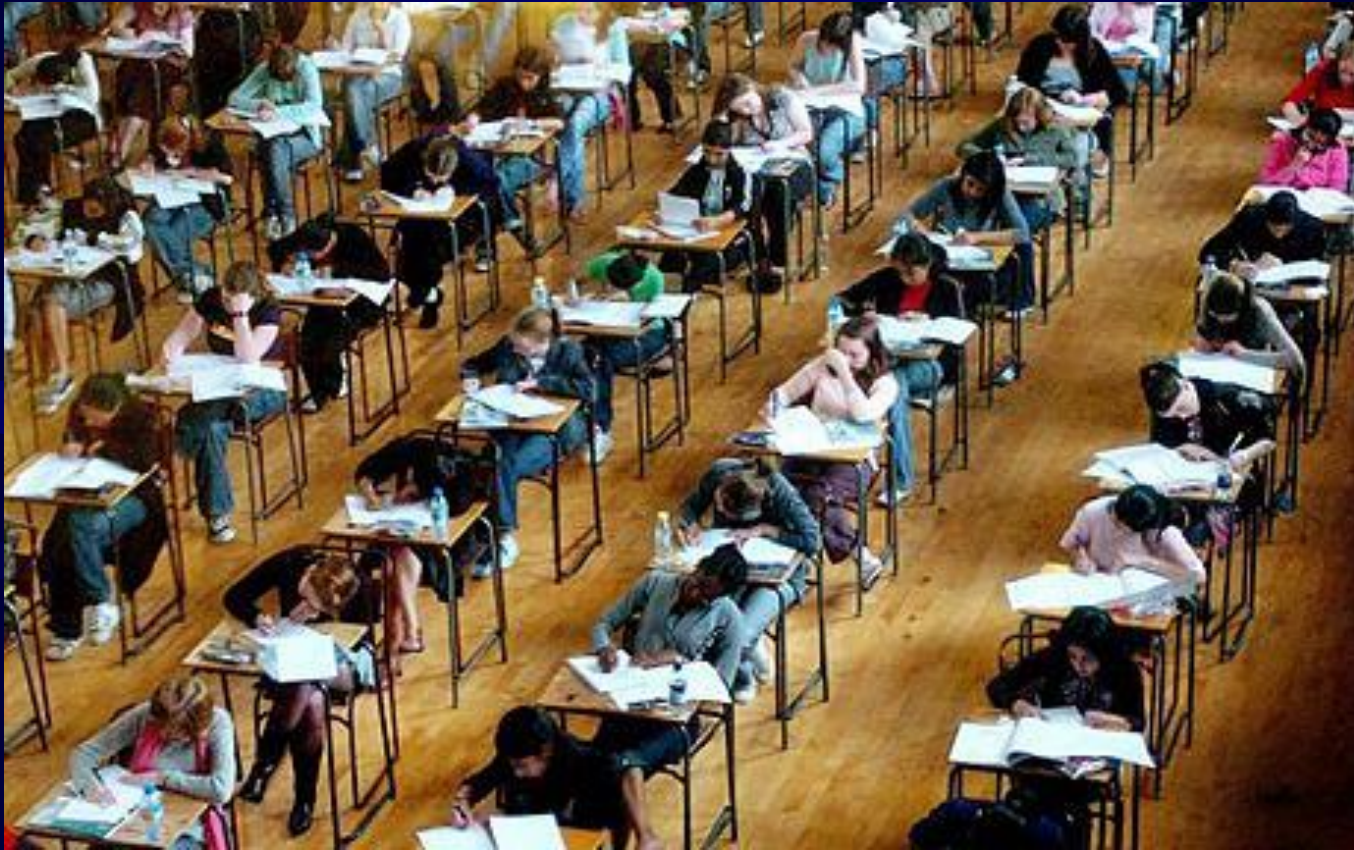
Nearly two-thirds of Americans believe the arts make them a more a creative person.



**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



The Arts Unify Communities



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

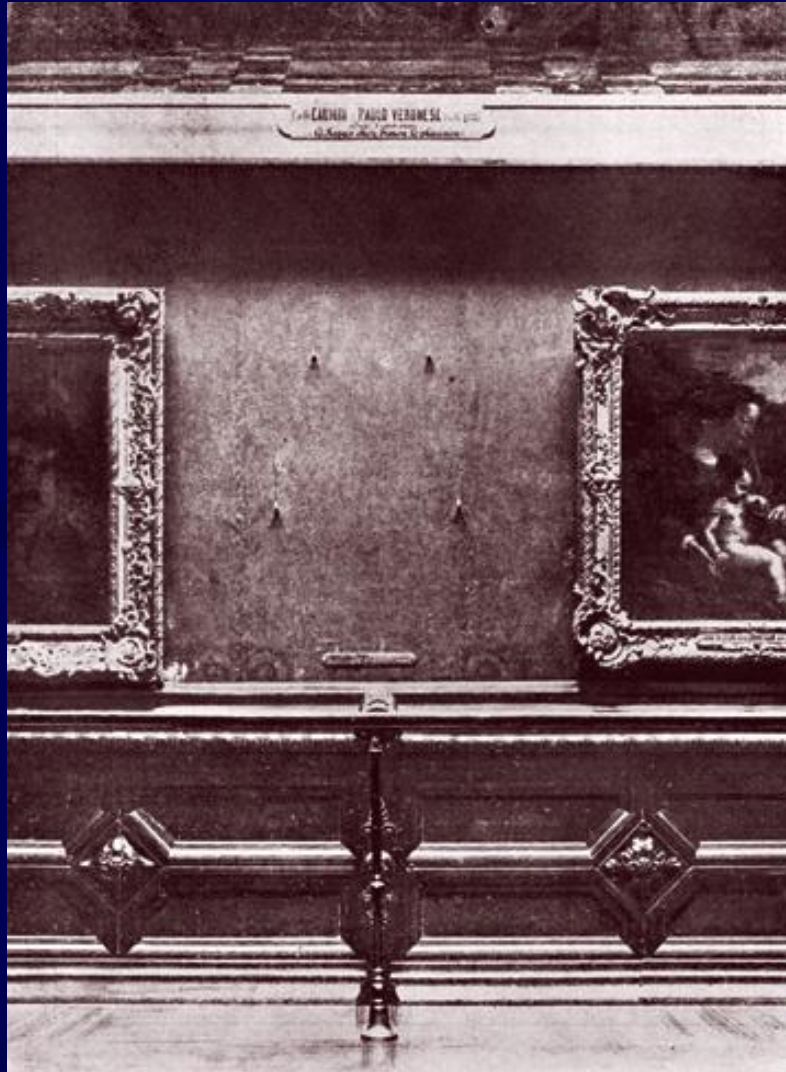


A Call for Action

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

(Just 50 percent of the public agrees)

Appreciating The Arts



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!

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