

ARTS MEAN BUSINESS\$

“Every year more than 35 million Americans are employed within the arts.”

Written by Raphael Benavides

When our elected officials propose a budget, we get a window into their values, their understanding and their forecast for the future of the community they represent. And their budget is also a reflection on us, the voter, who cast our ballot for not only them but their vision. A budget is truly a profile of who *we* believe we are and what we can be, what our priorities are, and what we believe we should invest our resources in. Now more than ever we need to understand that the arts should have a high priority within our budget for many reasons. As we continue to rebuild our economy and create American jobs, investing in the future of the arts is the one of the best places to start.

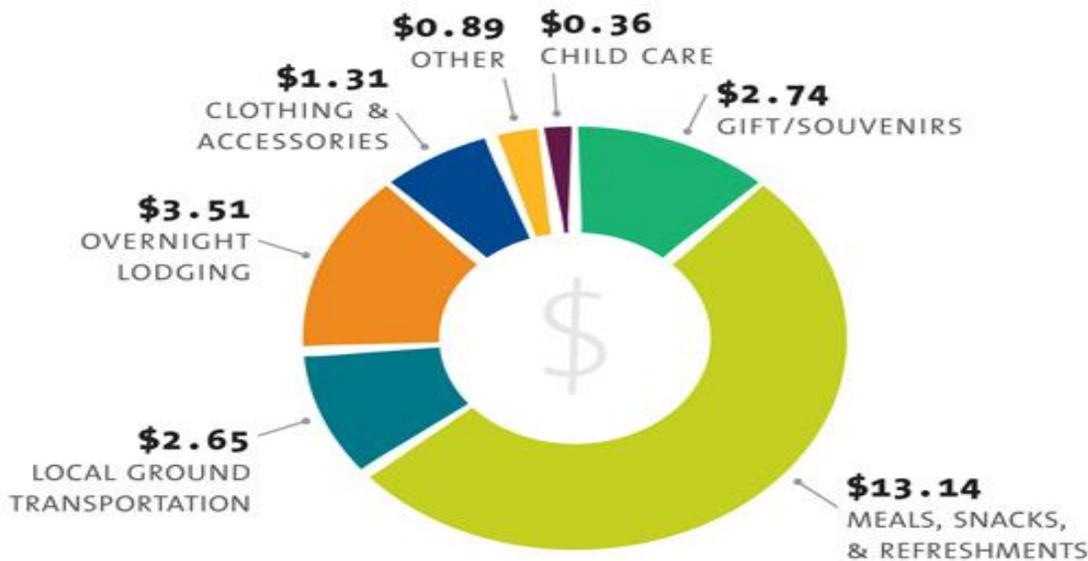
The Arts & Economic Prosperity Study IV¹ by the Americans for the Arts demonstrated that America's arts industry is not only resilient in times of economic uncertainty, but is also a key component to our nation's economic recovery and future prosperity. Business and elected leaders need not feel that a choice must be made between arts funding and economic prosperity. This study proves that they can choose both. Nationally as well as locally, *the arts mean business!*

AREA OF IMPACT	ORGANIZATIONS	AUDIENCES	TOTAL
TOTAL DIRECT EXPENDITURES	\$61.12 BIL +	\$74.08 BIL	= \$135.20 BIL
FULL-TIME EQUIVALENT JOBS	2.24 MIL +	1.89 MIL	= 4.13 MIL
RESIDENT HOUSEHOLD INCOME	\$47.53 BIL +	\$39.15 BIL	= \$86.68 BIL
LOCAL GOVERNMENT REVENUE	\$2.24 BIL +	\$3.83 BIL	= \$6.07 BIL
STATE GOVERNMENT REVENUE	\$2.75 BIL +	\$3.92 BIL	= \$6.67 BIL
FEDERAL INCOME TAX REVENUE	\$5.26 BIL +	\$4.33 BIL	= \$9.59 BIL

Every year more than 35 million Americans are employed within the arts. The arts are a larger employer than the legal profession, medical profession or the agricultural workforce. Over 900,000 US businesses are involved in this industry and the arts accounts for a significant number of cultural tourism that brings people from all over the world into our country. Art programs give back over 10 billion dollars a year - no other investment gives this kind of return. Attendance at arts events generates income for local businesses—restaurants, parking garages, hotels, retail stores. An average arts attendee spends \$24.60 per event according to

the study, not including the cost of admission. On the national level, these audiences provided \$74.1 billion of valuable revenue for local merchants and their communities. Previous economic and tourism research has shown that nonlocal attendees spend more than their local counterparts and this study reflects those findings. Data shows that nonlocal attendees spent twice as much as local attendees (\$39.96 vs. \$17.42), demonstrating that when a community attracts cultural tourists, it harnesses significant economic rewards.

AVERAGE PER PERSON AUDIENCE EXPENDITURES: \$24.60

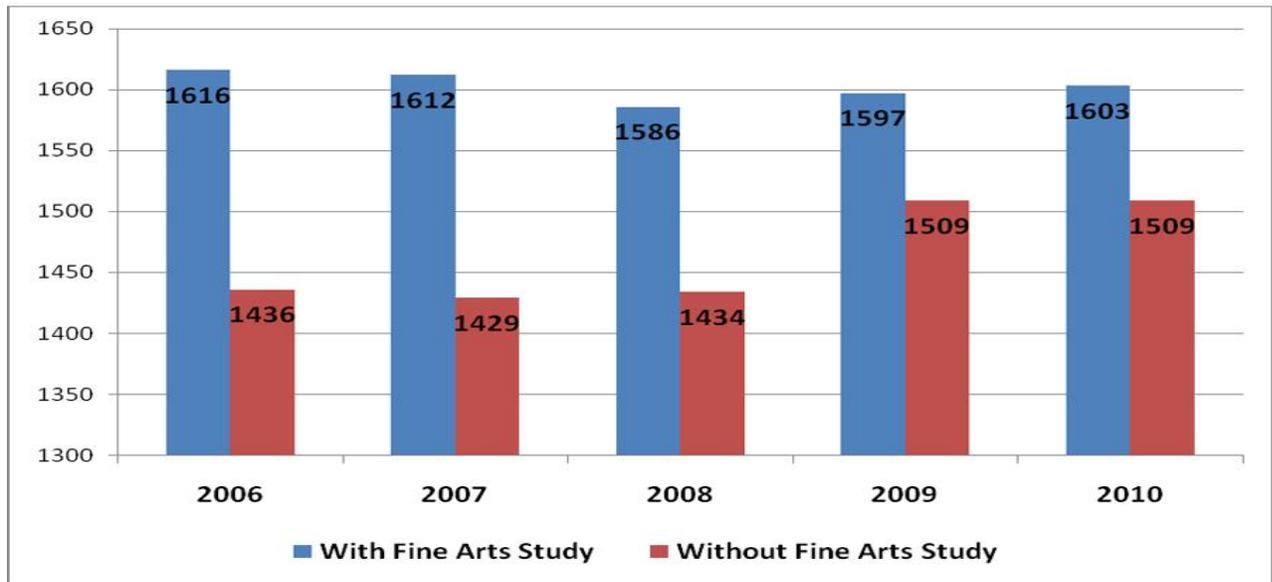


Nonprofit arts and culture organizations are employers, producers, consumers, and key promoters of their cities and regions; but perhaps most importantly, they are valuable contributors to the business community. Federal funding for the arts contributes to the nation’s economic success. Each year the non-profits art industry generates 135.2 billion dollars in economic activity and provides 4.1 million fulltime jobs. In 2010, nonprofit arts and culture organizations pumped an estimated \$61.1 billion into the economy.

Funding and support of the arts is not only a down payment on economic success within the business community but, through the funding of art education, it is also a down payment on empowering our youth through creative expression. Innovation is widely seen as a key to success in our 21st century economy and there is growing evidence that arts education really engenders that type creative critical thinking. Artists, like scientists, are encouraged to expand on existing ideas, think big, they take risks – and while they are often painted as opposing disciplines, there are a lot of parallels between the arts and sciences.

A study² by the National Assembly of State Art Agencies (NASAA) have shown that high school students who enroll in music classes scored an average of 102 points higher on their SATs than their non-music peers. The skills learned through exposure to the arts are treated as not being integral to a well rounded education but without it our students don’t get the chance to be exposed to a wide variety of ideas and chances to grow. The arts should remain a central component of every student’s education. It also provides our children with emotional, social and intellectual outlets that translate well in a job market which is increasingly using creative thinking and problem solving. And yet, last year our elected officials unfortunately decided to cut the budget for the National Endowment for the Arts by 50% - down to 75 million dollars. Several arts advocacy agencies understand the value of the arts and fought to overturn this short-sighted decision. The benefits that the arts imbue for students are obvious and we should be putting more money into this sector, not removing it.

National SAT Results Comparing Students in Fine Arts Courses Versus Those with No Fine Arts Courses



2011 Texas Music Educators Association

And as anyone who creates or appreciates arts can tell you, developing your art builds a sense of confidence - it also inspire us, challenges us, educates us, informs us, and stretches us. The arts lift us up. How flat the world would be without the arts, and if we would just open our eyes to the numbers we would know that investing in the arts not only beneficial to personal development but is also profitable and a good for business as well.

¹[The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences](#)

²[2005 College-Bound Seniors: Total Group Profile Report,](#)