10 REASONS TO SUPPORT THE ARTS

ARTS DRIVE TOURISM AND REVENUE TO LOCAL BUSINESSES

Attended nonprofit events spent $31.47 per person, on average, beyond the cost of admission on items such as meals, parking, and transportation—even more for local businesses. 34 PERCENT of attendees live outside the county in which the art 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.

ARTS STRENGTHEN THE ECONOMY

Arts and cultural goods in the U.S. added $564 billion to the economy in 2010, and included a $51 billion international trade surplus. The arts represented a larger share of the nation’s economy (4.2 PERCENT OF GDP; 6 percent of transportation, tourism, and agriculture industries’ gross domestic product). The nonprofit arts industry alone generates $166.3 BILLION in economic activity annually (3 percent of all nonprofit economic activity). The nonprofit arts industry generates 4.6 MILLION ARTS-JOB related jobs and generates $27.5 BILLION in government revenue.

ARTS IMPROVE ACADEMIC PERFORMANCE

Students engaged in arts learning have higher GPA, standardized test scores, and lower drop-out rates. These academic benefits are reaped by students regardless of socioeconomic status. Yet, the Department of Education reports that access to arts education for students of color is significantly lower than for their white peers. 88 PERCENT of Americans believe that arts are part of a well-rounded K-12 education.

ARTS UNIFY COMMUNITIES

67 PERCENT of Americans believe “the arts unify our communities regardless of age, race, and ethnicity” and 62 PERCENT agree that the arts “help me understand other cultures better” —a perspective observed across all demographic and economic categories.

ARTS IMPROVE INDIVIDUAL WELL-BEING

63 PERCENT of the population believe the arts “lift me up beyond everyday experiences,” and 73 PERCENT say the arts are a “positive experience in a troubled world.”

ARTS SPARK CREATIVITY AND INNOVATION

Creativity is among the TOP 5 APPLIED SKILLS sought by business leaders, per the Conference Board’s Ready to Amend report—72 PERCENT saying creativity is of high importance in 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.

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’s data found 673,656 BUSINESSES in the U.S. involved in the creation or distribution of the arts—4.0 PERCENT of all businesses and 2.0 PERCENT of all employees.

ARTS HAVE SOCIAL IMPACT

University of Pennsylvania researchers have demonstrated a HIGH CONCENTRATION OF THE ARTS in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower poverty rates.

ARTS FOR THE HEALTH AND WELL-BEING OF OUR MILITARY

The arts heal the mental, physical, and moral injuries of war for military service members and Veterans, who rate the creative arts therapies in the TOP 4 (OUT OF 40) interventions and treatments. Across the military continuum, the arts promote resilience during pre-deployment, deployment, and the reintegration of military service members, Veterans, their families, and caregivers into communities.

ARTS IMPROVE HEALTHCARE

Nearly ONE-HALF of the nation’s healthcare institutions provide arts programming for patients, families, and staff. 78 PERCENT deliver those programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication.