What We Believe
All the Arts, All the People
Who We Are

5,000
National, State, Local Art Support and Service Organizations

20
National Strategic Partners Private and Public Sector Decision Makers

1,000
Opinion Leaders Artists and Patrons Foundations and Business Military Governors and Mayors

300,000
Citizen Activists
What We Do

Strategic Action Clusters

- Policy Development
- Advocacy (Public, Private)
- Research
- National Arts Promotion
- Strategic Alliances
- Professional and Leadership Development
- Leaders Value Resources
What Impacts a Community?

- Civic engagement
- Community development
- Community history, tradition, and cohesion
- Community dialogue
- Community livability
- Religion/Faith
- Diversity, access, equity and inclusion
- Public safety
- Prisons and rehabilitation
- At-risk youth
- In-school Education
- Out-of-school Education
- Lifelong Education
- Political activation
- Immigration
- Cultural Diplomacy
- Tourism
- Innovation and technology
- Planning
- Transportation and infrastructure
- Agriculture & Food
- Business
- Economy
- Health and wellness
- Artists
- Creative workforce
- Housing
- Environment and sustainability
- AMERICANS for the ARTS
EVERY DAY THE ARTS
TRANSFORM AMERICA’S COMMUNITIES THROUGH

EDUCATION  COMMUNITY DEVELOPMENT  ECONOMIC IMPACT  HELPING AT-RISK YOUTH
HEALTH AND WELLNESS  CELEBRATING DIVERSITY  BUILDING A CREATIVE WORKFORCE
ENVIRONMENT  CRIME PREVENTION  TOURISM  RETURNING MILITARY AND VETERANS
NEIGHBORHOOD REVITALIZATION  POLITICAL ACTION  INFRASTRUCTURE  ACTIVISM  FAITH

Over the next three years, Americans for the Arts will engage thousands of stakeholders, citizens, partners, and decision-makers in communities large and small across the United States. Transforming America’s Communities through the Arts is our three-year, multi-faceted exploration of what the arts mean in today’s America and world. Our goal is to increase public understanding of the multiple values of the arts in America and to learn from and engage critical stakeholders on the role, the funding, and the sustainability of the arts at the local, state, and national levels for the 21st century.

We want your help in Transforming America’s Communities Through the Arts. www.AmericansForTheArts.org
Economic Impact of Nonprofit Arts & Culture Industry

• $135 Billion Annual Expenditures
• 4.1 Million Full-Time Equivalent Jobs
• $22.3 Billion Tax Revenue
Creative Industries: Nationally

- 702,771 businesses in the US involved in the creation or distribution of the arts
- Represent 4% of all businesses and 2% of all employees
- We can study these data by any political-geographical area in the US
Bureau of Economic Analysis

Arts and culture as a part of GDP:

$698 Billion

4.3%
Research
Sources of Revenue for Nonprofit Arts Organizations (Estimated)

- Earned Income: 60%
- Individual: 24%
- Foundation: 4%
- Corporate: 3%
- Federal Govt.: 3%
- State Govt.: 2%
- Local Govt.: 4%
Advocacy
TODAY IS ARTS ADVOCACY DAY:
The National Arts Action Summit

More than 550 state and community leaders from across the country are in our nation’s Capitol today discussing how the arts address important issues our communities face, from the economy and quality of life to workforce development and education for youth.

JOBS
The arts and culture sector supports 4.7 million workers.

ECONOMY
The arts collectively contribute $698 billion to the U.S. economy.

EDUCATION
Students who benefit from arts education have higher GPAs and standardized test scores and lower drop-out rates.

AMERICANS FOR THE ARTS is the LEADING NONPROFIT ORGANIZATION CONNECTING, EDUCATING, AND ACTIVATING OUR NATION’S ARTS & CULTURE SECTOR – FROM BOARD ROOMS TO CLASSROOMS AND EVERYWHERE IN BETWEEN.

Americans for the Arts thanks 200+ members of the Congressional Arts Caucus, the Senate Cultural Caucus and the Congressional STEAM Caucus for their support of the arts and arts education in America

The Arts – Building a Stronger America

www.AmericansForTheArts.org • Follow us at @AMERICANS-ARTS
What Decision Makers Care About

1. Business attraction/recruitment
2. Downtown/commercial redevelopment
3. Business retention
4. Infrastructure
5. Small business/entrepreneur support
6. Tourism/entertainment
7. Community/neighborhood development
8. Public safety
9. Environmental sustainability
10. Workforce/job training
Every year, America is host to 156 million domestic and international arts & culture travelers. They stay longer and spend more money than other travelers.

They are right in your backyard...

100,000 U.S. NONPROFIT ARTS DESTINATIONS
5,000 LOCAL ARTS AGENCY NETWORKS
50 STATE ARTS AGENCY HUBS

Americans for the Arts is the national organization tying it all together. Get Connected Today.

www.AmericansForTheArts.org
Nationally: Nonprofit Arts Attendees Spend $24.60 Per Person, Per Event
NATIONAL ARTS MARKETING
PROJECT CONFERENCE

ALL THE PLACES WE'LL GO! + NOVEMBER 7–10, 2014 + ATLANTA, GA
LAA Collaborations & Partnerships

- School districts (75 percent)
- Chamber of Commerce (68 percent)
- Libraries (67 percent)
- Parks and Recreation Depts. (66 percent)
- Convention/Tourism Bureaus (62 percent)
- Neighborhood Organizations (61 percent)
- Economic Development (46 percent)
- Social Services (30 percent)
- Faith-based orgs (25 percent)
- Law enforcement (15 percent)
- Housing agencies (11 percent)
Private Strategic Alliances
The best businesses supporting the arts in America know that investing in the arts pays big dividends. We honor them. Partnerships with the arts generate jobs, galvanize communities and bolster a creative and innovative work force.