



10 Reasons to Support the Arts

1. **Arts promote true prosperity.** The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, goodness, and beauty. The arts help us express our values, build bridges between cultures, and bring us together regardless of ethnicity, religion, or age. When times are tough, art is salve for the ache.
2. **Arts improve academic performance.** Students with an education rich in the arts have higher GPAs and standardized test scores, and lower drop-out rates—benefits reaped by students regardless of socio-economic status. Students with 4 years of arts or music in high school average 100 points higher on the verbal and math portions of their SATs than students with just one-half year of arts or music.
3. **Arts strengthen the economy.** The U.S. Bureau of Economic Analysis reports that the arts and culture sector is a \$699 billion industry, which represents 4.3 percent of the nation's GDP—a larger share of the economy than transportation and agriculture. The nonprofit arts industry alone generates \$135 billion in economic activity annually (spending by organizations and their audiences) that supports 4.1 million jobs and generates \$22.3 billion in government revenue.
4. **Arts are good for local merchants.** Attendees at nonprofit arts events spend \$24.60 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters. Attendees who live outside the county in which the arts event takes place spend twice as much as their local counterparts (\$39.96 vs. \$17.42)—valuable revenue for local businesses and the community.
5. **Arts drive tourism.** Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences. The U.S. Department of Commerce reports that the percentage of international travelers including museum visits on their trip has grown steadily since 2003 (18 to 28 percent). The share attending concerts and theater performances has grown from 14 to 18 percent since 2003.
6. **Arts are an export industry.** U.S. exports of arts goods (e.g., movies, paintings, jewelry) grew to \$75 billion in 2012, while imports were just \$27 billion—a \$47 billion arts trade surplus.
7. **Arts spark creativity and innovation.** The Conference Board reports that creativity is among the top 5 applied skills sought by business leaders—with 72 percent saying creativity is of high importance when hiring. The biggest creativity indicator? A college arts degree. Their *Ready to Innovate* report concludes, “The arts—music, creative writing, drawing, dance—provide skills sought by employers of the 3rd millennium.” Nobel laureates in the sciences are 17 times more likely to be actively engaged in the arts than average scientists.
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 crime and poverty rates. The arts are used by the U.S. Military to promote troop force and family readiness, resilience, retention and for the successful reintegration of veterans into family and community life.
9. **Arts improve healthcare.** Nearly one-half of the nation's healthcare institutions provide arts programming for patients, families, and even staff. 78 percent deliver these programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication.
10. **Arts mean business.** The Creative Industries are arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. A 2015 analysis of Dun & Bradstreet data counts 702,771 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.9 million people—representing 3.9 percent of all businesses and 1.9 percent of all employees.

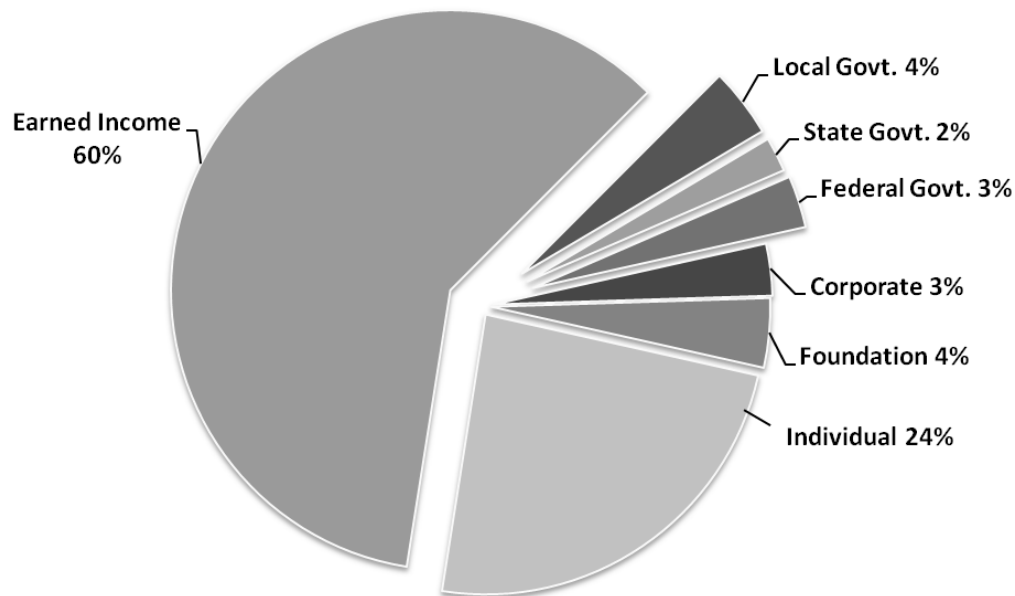


Arts Facts . . . Arts Organization Revenues

Revenue from earned income is the largest source of income for nonprofit arts organizations. The remainder must be raised through contributions and grants. Even small fluctuations in contributed revenue can mean deficits for many organizations.

Source of Revenue for Nonprofit Arts Organizations

[Estimated]



Support for the nonprofit arts is a mosaic of funding sources—a delicate 60-30-10 balance of earned revenue, private sector contributions, and government support. The chart above provides a snapshot of what the average revenue picture looks like for a nonprofit arts organization in the U.S.

1. Earned income represents a little over half of the total revenue of nonprofit arts organizations (e.g. ticket sales, sponsorships, and fundraising events).
2. Private sector contributions (individual, foundation, and corporate giving) are the next largest portion, accounting for about one-third of revenue. Individuals comprise the largest segment of private contributors.
3. Government funding (local, state, and federal) is the smallest of the three revenue categories. (Note: federal arts support includes not just the National Endowment for the Arts, but also the Kennedy Center, Smithsonian, Corporation for Public Broadcasting and other direct arts funding—a total of approximately \$1.9 billion annually for 2013.)

Source: Americans for the Arts, 2016.



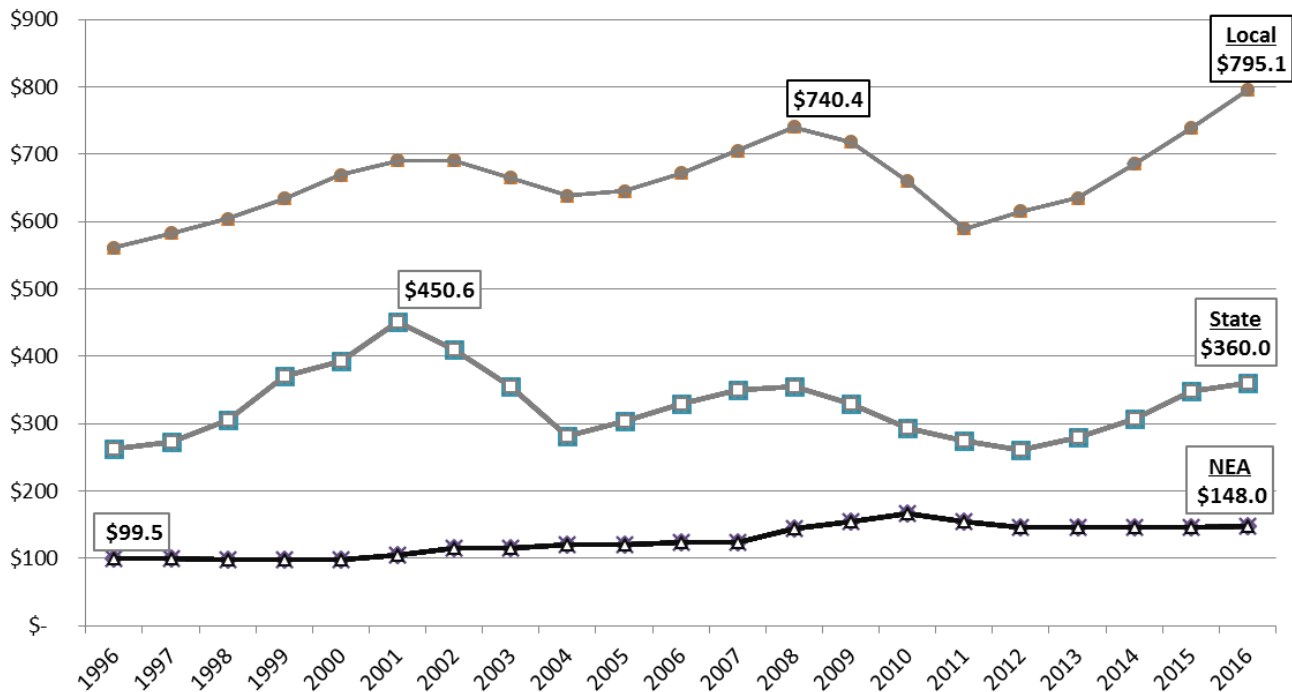
Arts Facts . . . Government Funding to Arts Agencies

Federal, state, and local government appropriations to their arts agencies all increased in 2016. NEA funding grew for the first time since 2010.

Government Funding to Arts Agencies

Federal, State, and Local: 1996 - 2016

[Millions of Dollars]



- **Local** government funding to their Local Arts Agencies increased for the 5th consecutive year in 2016 to \$795.1 million, up from \$738.1 in 2015 (+8 percent), increases that followed a four-year decline resulting from the Great Recession. This local estimate is conservative as it includes only the 1,127 respondents from the 2015 Local Arts Agency Census; there are an estimated 4,500 LAAs nationally. (\$795.1 million = \$2.50 per capita)
- **State** legislative arts appropriations grew for the 4th consecutive year, from \$348.6 million in 2015 to \$360.0 million in 2016 (+3.3 percent). State arts funding—which tracks closely with the economy—had record growth in the late 1990s, reaching a high of \$450.6 million in 2001, followed by a precipitous drop to \$281.0 million by 2004 (-38 percent). (\$360.0 million = \$1.12 per capita)
- **Federal** appropriations to the National Endowment for the Arts grew to \$148.0 million in 2016 after remaining flat at \$146.0 million since 2012. The 2016 level of funding remains lower than the 2010 appropriation level of \$167.5 million. (\$148.0 million = 46 cents per capita)

Note: These figures are limited to government funding directly to the NEA, state and local arts agencies. They do not represent the full breadth of government funding (e.g., legislative line items to cultural organizations, facilities, or arts funding by non-arts agencies).

Sources: Americans for the Arts, National Assembly of State Arts Agencies, NEA 2016.

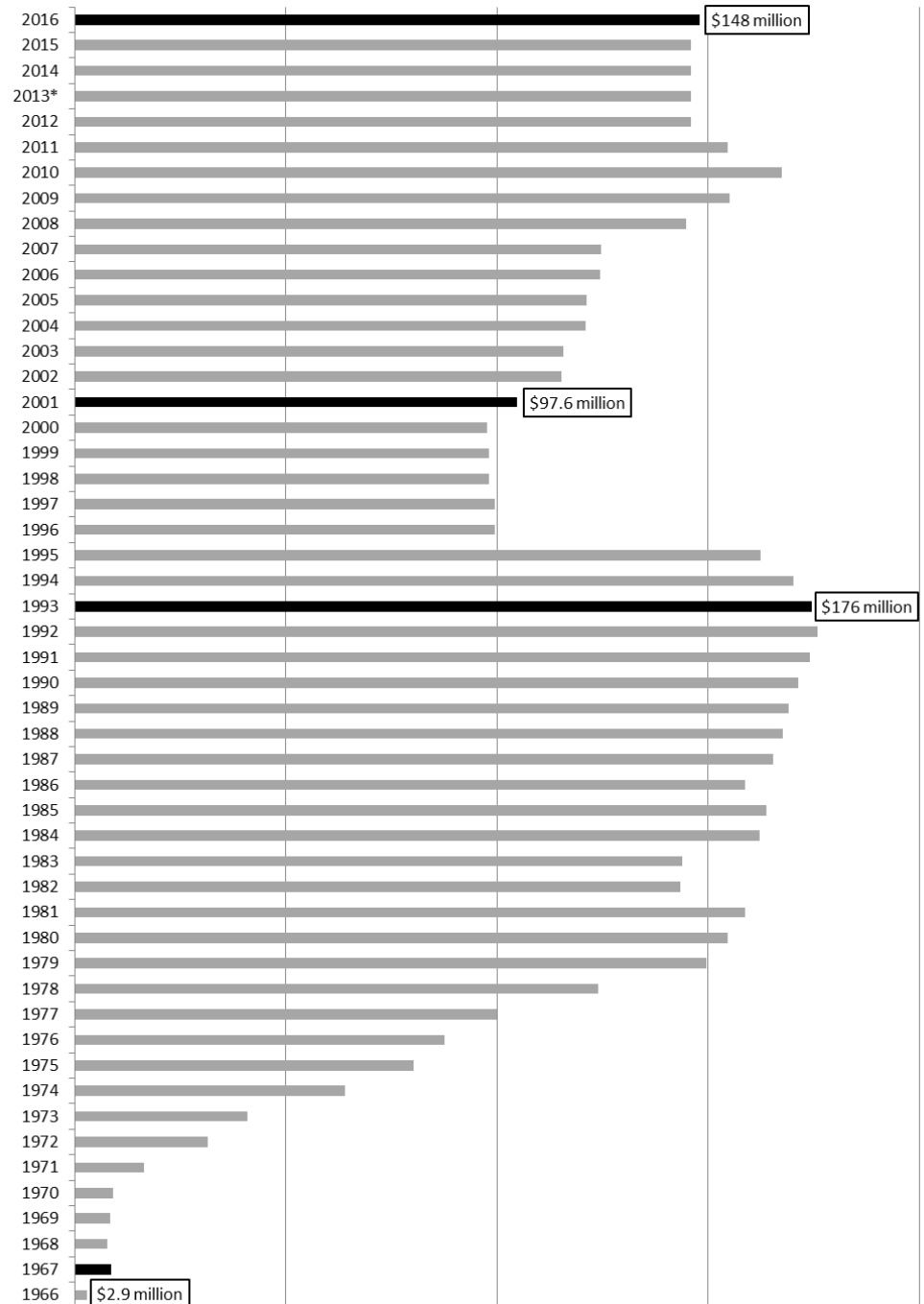


Arts Facts . . . National Endowment for the Arts

The NEA supports the creation, preservation, and presentation of the arts in America—a profound responsibility, yet funded by Congress at a rate of just 46 cents per capita.

Fiscal Year	Total Funds
2016	\$ 147,949,000
2015	\$ 146,021,000
2014	\$ 146,021,000
2013*	\$ 146,020,000
2012	\$ 146,020,992
2011	\$ 154,690,000
2010	\$ 167,500,000
2009	\$ 155,000,000
2008	\$ 144,706,800
2007	\$ 124,561,844
2006	\$ 124,406,353
2005	\$ 121,263,000
2004	\$ 120,971,000
2003	\$ 115,731,000
2002	\$ 115,220,000
2001	\$ 104,769,000
2000	\$ 97,627,600
1999	\$ 97,966,000
1998	\$ 98,000,000
1997	\$ 99,494,000
1996	\$ 99,470,000
1995	\$ 162,311,000
1994	\$ 170,228,000
1993	\$ 174,459,382
1992	\$ 175,954,680
1991	\$ 174,080,737
1990	\$ 171,255,000
1989	\$ 169,090,000
1988	\$ 167,731,000
1987	\$ 165,281,000
1986	\$ 158,822,040
1985	\$ 163,660,000
1984	\$ 162,223,000
1983	\$ 143,875,000
1982	\$ 143,456,000
1981	\$ 158,795,000
1980	\$ 154,610,000
1979	\$ 149,585,000
1978	\$ 123,850,000
1977	\$ 99,872,000
1976	\$ 87,455,000
1975	\$ 80,142,000
1974	\$ 64,025,000
1973	\$ 40,857,000
1972	\$ 31,480,000
1971	\$ 16,420,000
1970	\$ 9,055,000
1969	\$ 8,456,875
1968	\$ 7,774,291
1967	\$ 8,475,692
1966	\$ 2,898,308

NEA Appropriations History Fiscal Years 1966 to 2016



*In FY2013 this total was reduced to \$138.4 million through sequestration under the Balanced Budget and Emergency Deficit Control Act as amended by PL 112-240

Source: National Endowment for the Arts

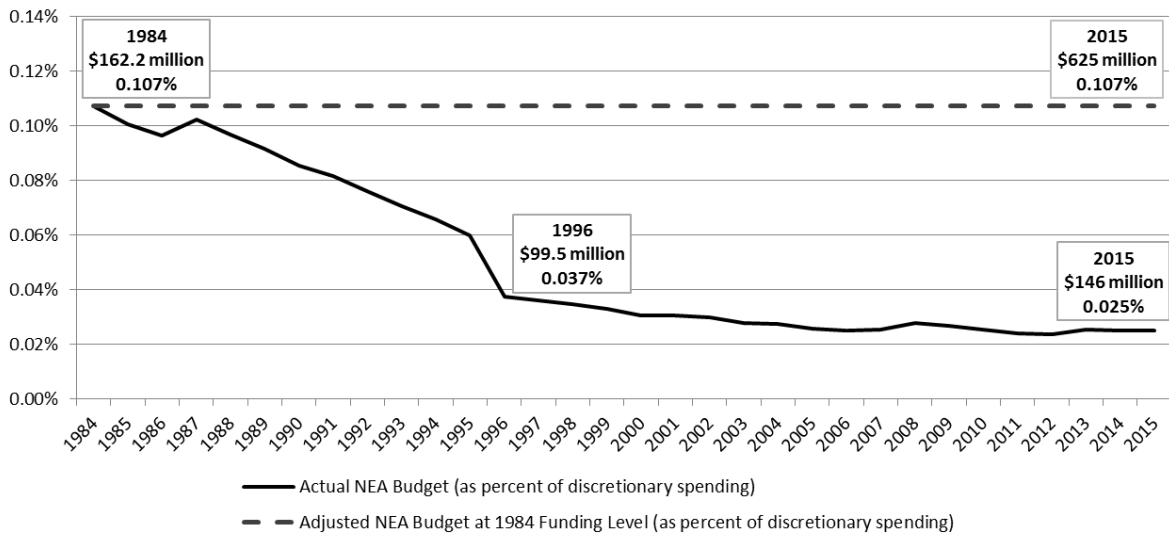


Arts Facts . . . NEA Funding Fails to Keep Pace

The NEA budget has been losing its share of federal discretionary spending and failing to keep pace with inflation. When adjusted for inflation, the NEA's 1992 budget is more than twice the actual 2016 budget.

If the NEA had simply maintained its 1984 percentage of non-defense discretionary spending (0.107 percent, or 11 cents per \$100 of spending), its 2015 budget would have been \$625 million instead of \$146 million.

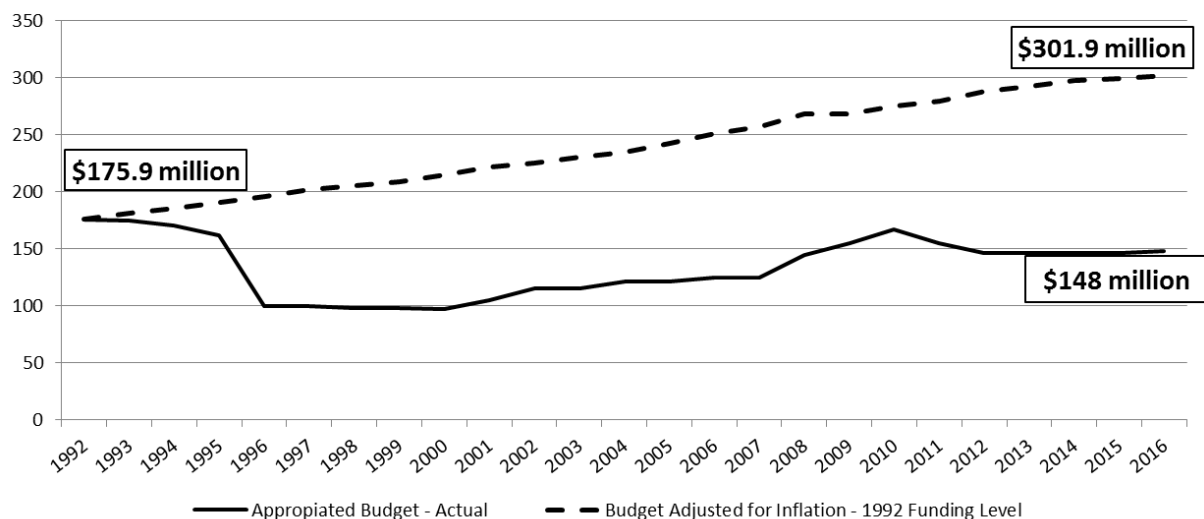
NEA Budget Loses Share of Non-Defense Discretionary Spending



If the NEA's 1992 budget remained constant and was only adjusted for inflation, it would be \$301.9 million in 2016, instead of \$148 million, a \$154 million difference.

NEA Funding Fails to Keep Pace with Inflation: 1992 - 2016

[Millions of Dollars]



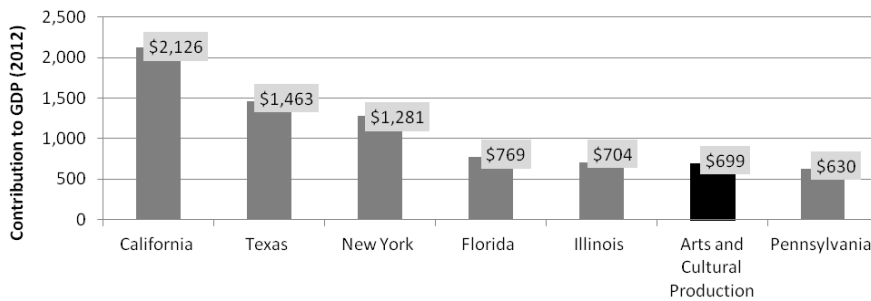
Source: NEA Office of Management & Budget; US Bureau of Labor Statistics. Analysis by Americans for the Arts, 2016.



Arts Facts... Arts & Culture = 4.3 Percent of GDP

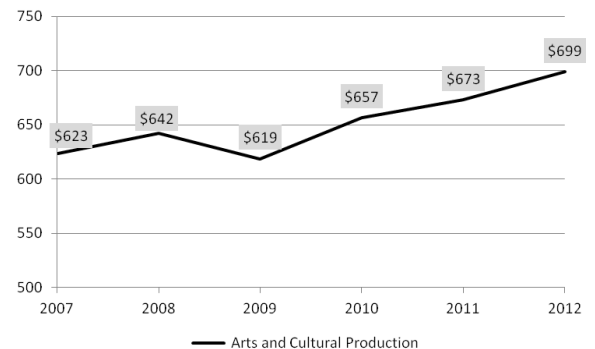
According to the U.S. Bureau of Economic Analysis, arts and cultural production contributed \$699 billion to the nation's economy in 2012. This represents 4.3 percent of the GDP—a share of the economy larger than transportation, tourism, or agriculture.

Arts and Cultural Production Contribution to GDP Larger than 45 States [Billions of Dollars]

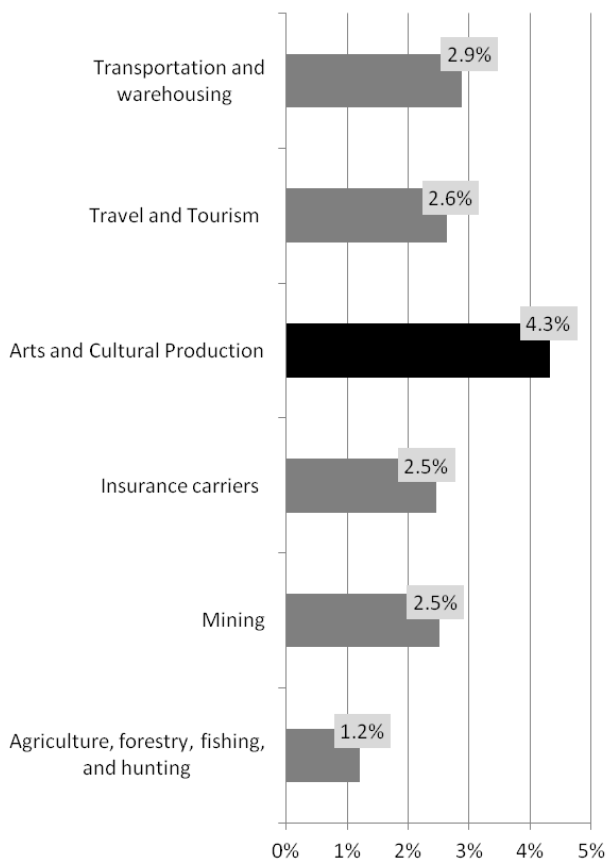


The six states with largest GDPs and the Arts and Cultural Production Satellite Account

Contribution to GDP by Arts and Cultural Production Industries [Billions of Dollars]



Percentage Contributed to GDP by Industry (2012)



That the U.S. Bureau of Economic Analysis has decided to measure [arts and cultural production](#) in the U.S. highlights the important role of the arts in building a healthy economy and ensuring our global competitiveness:

- Arts and Culture contributed \$698.7 billion to the U.S. Gross Domestic Product (GDP) in 2012, equivalent to 4.3 percent of the nation's economy.
- The arts and cultural sector supported 4.7 million jobs in 2012, with a total compensation of \$334.9 billion.
- Arts and Culture's 4.3 percent of GDP in 2012 represented a larger share of the economy than Travel and Tourism (2.6 percent), Agriculture (1.2 percent), and Transportation (2.9 percent), and is larger than 45 states' individual contributions to the GDP, including Pennsylvania (\$630 billion) and New Jersey (\$529 billion).
- From 2007 to 2012 the economy grew at a rate of 2.3 percent per year, while Independent Artists Writers and Performers' contribution to the economy grew almost twice as fast, at a rate of 4.4 percent.

Sources: U.S. Bureau of Economic Analysis. Gross Domestic Product (GDP) by Industry, Current-Dollar GDP by State, 2010-2013, Arts and Cultural Production, and Travel and Tourism Satellite Accounts. (Accessed January 23, 2015) Analysis by Americans for the Arts.

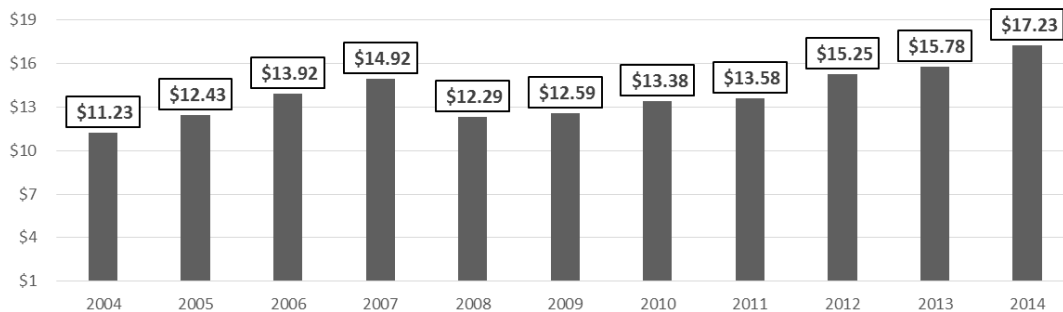


Arts Facts . . . Private Sector Philanthropy

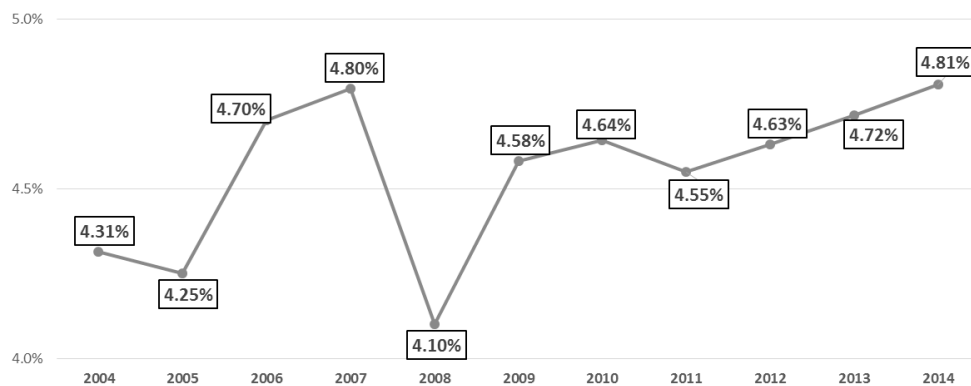
Giving to the arts by individuals, foundations, and corporations grew 9.2 percent (+7.4 percent when adjusted for inflation) to \$17.23 billion in 2014—representing 5.0 percent of all charitable giving.

Private Giving to Arts, Culture & Humanities: 2004-2014

[Billions of Current Dollars]



Private Giving to Arts, Culture & Humanities as Percent of Total Philanthropy (2004 - 2014)



- In 2014, **private sector giving to the arts, culture, and humanities (by individuals, foundations, and corporations) was \$17.23 billion, up 9.2 percent** from a revised \$15.78 billion in 2013 (+7.4 percent when adjusted for inflation). This makes 2014 the highest value ever, even when adjusted for inflation. According to the Giving USA report, “More arts, culture, and humanities organizations saw increases in charitable contributions in 2014 compared with 2013, with online giving showing particularly strong growth.”
- **The arts received a larger share of all charitable giving in 2014**— increasing from 4.7 percent in 2013 to 4.8 percent. Maintaining a strong share of overall philanthropy demonstrates relevance of the sector and has significant financial implications. If, for example, the arts had a 4.8 percent share in 2008 instead of 4.1 percent, they would have received \$14.4 billion instead of \$12.3 billion—a \$1.1 billion difference
- **Private contributions to all charities in 2014 were \$358.4 billion—up 7.1 percent** (+5.4 percent when adjusted for inflation)—with 72 percent coming from individuals. Changes in total giving correlate strongly with changes in GDP, the S&P 500, and disposable (“spendable”) personal income. The report notes, “Because stock market values are an indicator of financial and economic security, households and corporations are more likely to give when the stock market is up.”

Source: Giving USA: The Annual Report on Philanthropy for the year 2014 (2015). Chicago: Giving USA Foundation. Analysis by Americans for the Arts, 2015.



Arts Facts . . . Business Support to the Arts

With billions in arts funding, businesses play a key role in ensuring the health and vitality of the nation's arts sector. Business support for the arts is less driven by a charitable focus than it is targeted on how the arts impact the communities in which their employees live and work.

Business Support for the Arts Changes with the Economy

According to the *2013 BCA National Survey of Business Support for the Arts*, business giving to the arts (cash plus non-cash) was up 18 percent, following steep declines in 2006 and 2009. The new 2012 level returns arts giving to 2006 levels.

- The percentage of all businesses contributing to any philanthropic cause increased from 52 percent in 2009 to 64 percent in 2012.
- Similarly, the percentage of all businesses contributing to the arts increased from 28 percent in 2009 to 41 percent in 2012. The median contribution increased from \$750 to \$1000 (+33 percent), exceeding 2006 levels (*not adjusted for inflation*). Growth in median gift size was noted by both small and large businesses, with a small decrease by mid-sized businesses.
- In 2012, the "share" of all business philanthropy going to the arts increased from 15 to 19 percent, suggesting an increased prioritization of the arts by businesses.

Business Contributions to the Arts			
Year	2006	2009	2012
Percent change in total arts giving from previous period	-0.05	-0.14	0.18
Percent of all businesses contributing to any philanthropic cause	0.7	0.52	0.64
Percent of all businesses contributing to the arts in 3-year period (cash/non-cash)	0.43	0.28	0.41
Median contribution to the arts per business	\$800 (--)	\$750 (-7%)	\$1000 (+33%)
Percent the arts received of total philanthropic contributions	0.15	0.15	0.19
Source: Americans for the Arts' Business Committee for the Arts, 2013			

Reasons Businesses Support the Arts

Half of the business leaders surveyed indicated that benefits to employees and their families are Very Important in making funding decisions:

1. The arts improve the quality of life in the community (54 percent)
2. The arts help create a vibrant community and society (49 percent)
3. The arts improve academic performance for students (47 percent)
4. Arts organizations offer education initiatives that benefit the community (47 percent)

Profitability is the largest consideration in increasing support to the arts (72 percent). As in 2009, the next most important factors are arts education and programs for the disadvantaged (69 percent). As business leaders seek to attract and retain skilled and educated workers, they are paying more attention to community livability and vibrancy—a key area in which the arts make a contribution.

While the top reason that businesses did not give to the arts is financial (35 percent), nearly one-third list addressing social issues as Very Important (30 percent). Arts leaders need to continue communicating the important role of the arts in addressing social, educational, and economic development issues in their communities.

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Sponsorship

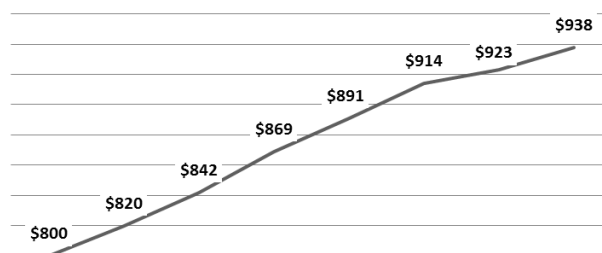
Following a major decline during the Great Recession, arts sponsorships have rebounded—\$938 million projected for 2015, up from \$800 million in 2008—according to IEG’s Sponsorship Report. In 2014 financial services and insurance companies were the two largest sponsorship categories for the arts.

Downward Pressure on Corporate Support to the Arts

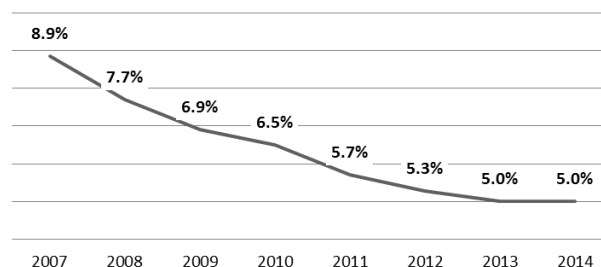
- According to Committee Encouraging Corporate Philanthropy and the Conference Board, the “share” of corporate philanthropy directed to the arts by large corporations dropped from 8.8 percent in 2007 to 5 percent in 2013, and remained stable in 2014.
- While only 5 percent of corporate giving went toward Culture and Arts, 83 percent of companies supported these industries in 2013, indicating a small average donation amount.

Sponsorship Spending on the Arts

[Millions of Dollars]



Culture & Arts Declining Market Share of Large Corporate Support



The Importance of the Arts in Building the 21st Century Workforce

The Conference Board’s research report, *Ready to Innovate*, touts the importance of arts education in building the 21st century workforce. Innovation is the key to the nation’s economic prosperity and global competitiveness. Arts participation—in school or in the workplace—strengthens our “creativity muscles,” which builds our creativity—the fuel that drives innovation. The report, aimed at business leaders, concludes, “The arts—music, creative writing, drawing, dance—provide skills sought by employers of the third millennium.”



Businesses are using the arts to inspire employees, stimulate innovation, and foster creative collaborations

The pARTnership Movement, a campaign by Americans for the Arts, demonstrates how partnerships with the arts can help businesses enhance the critical thinking and creative skills of their workforce while improving employee engagement, recruitment and retention.

- By visiting www.pARTnershipMovement.org, businesses and arts organizations alike can access information about the benefits of working together, examples of successful arts and business partnerships, and resources to create partnerships in their communities.



Sources: Americans for the Arts, 2013 BCA National Survey of Business Support for the Arts, IEG Sponsorship Report, 2015 and CECF, in association with The Conference Board. *Giving in Numbers: 2015 Edition*.

**Arts Facts . . . Economic Impact of the Arts**

When public and private leaders fund the arts, they not only enhance our quality of life, but also invest in our economic well-being.

Economic Impact of the Nonprofit Arts Industry

Total Economic Activity	\$135.2 Billion
Total Direct Spending by Nonprofit Arts Organizations	\$61.1 Billion
Total Direct Spending by Nonprofit Arts Audiences	\$74.1 Billion
Total Full-Time Equivalent Jobs Supported	4.1 Million
Total Government Revenue Generated	\$22.3 Billion
Federal Income Tax Revenue	\$9.6 Billion
State Government Revenue	\$6.7 Billion
Local Government Revenue	\$6.1 Billion
Total Household Income Generated	\$86.7 Billion

- Arts organizations are responsible businesses, employers, and consumers. Spending by nonprofit arts and culture organizations—just a fraction of the total arts and entertainment industry—was an estimated \$61.1 billion in 2010, and leveraged an additional \$74.1 billion in event-related spending by arts audiences. This \$135.2 billion in economic activity supported 4.1 million FTE jobs and generated \$22.3 billion in total government revenue.
- Spending by arts audiences pumps vital revenue into the local economy. When patrons attend an arts event, they may pay for parking, eat dinner at a restaurant, shop in local retail stores, and have dessert on the way home. Based on the 151,802 audience surveys conducted for this study, the typical arts attendee spends \$24.60 per person, per event, beyond the cost of admission. And, nonlocal attendees spend more than twice as much as their local counterparts (\$39.96 vs. \$17.42).
- From large urban cities to small rural towns, *Arts & Economic Prosperity IV* demonstrates that the arts are an industry—one that supports jobs, generates government revenue, and is a cornerstone of tourism. 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!
- Visit www.AmericansForTheArts.org/aep for more information on our *Arts & Economic Prosperity IV* study.

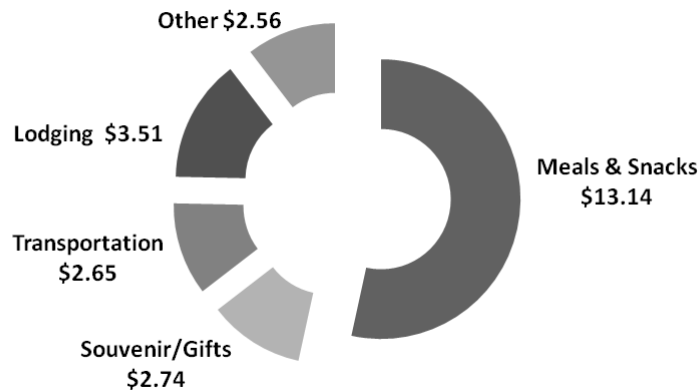
Source: *Arts & Economic Prosperity IV™*, Americans for the Arts. 2012.



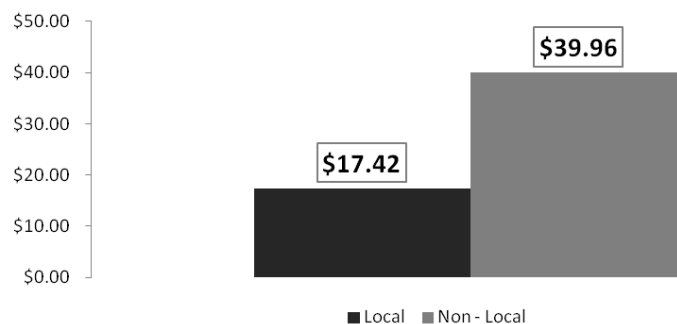
Arts Facts . . . Spending by Arts Audiences

The nonprofit arts, unlike most industries, leverage significant amounts of event-related spending by their audiences. Attendance at arts events generates related commerce for hotels, restaurants, parking garages, and more.

Nonprofit Arts Attendees Spend an Average of \$24.60 Per Person (Not including admission costs)



Non-Local Arts Audiences Spend More Than Twice as Much as Local Audiences



- When governments reduce their support for the arts, they are not cutting frills. Rather, they are undercutting an industry that is a cornerstone of tourism, economic development, and the revitalization of many communities. When governments increase their support for the arts, they are generating tax revenues, supporting local jobs, and fueling a creativity-based economy.
- Data collected from 151,802 attendees at a range of arts events revealed that nonprofit arts and culture audiences generated \$24.60 per person, per event, beyond the cost of admission.
- Arts attendees who live outside the county in which the arts event takes place spend more than twice as much as their local counterparts (\$39.96 vs. \$17.42). Communities that attract cultural tourists stand to harness significant economic rewards. These non-residents make up 32 percent of attendees at arts events. Fifty-nine percent of nonlocal attendees report that the primary reason for their trip is "specifically to attend this arts/culture event."
- Visit www.AmericansForTheArts.org/aep for more information on our *Arts & Economic Prosperity IV* study.

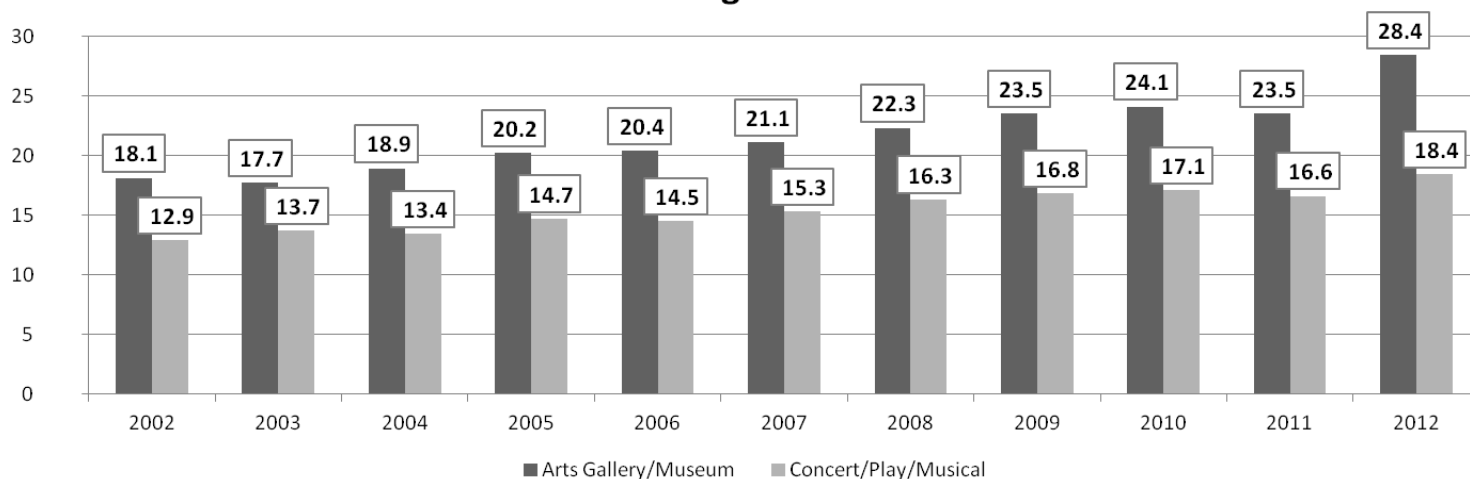
Source: *Arts & Economic Prosperity IV™*, Americans for the Arts. 2012.



Arts Facts . . . Cultural Tourism

Cultural travelers—both domestic and international—are ideal tourists. They spend more and stay longer.

Percentage of Foreign Visitors Participating in Arts & Culture While Visiting the U.S.



U.S. cultural destinations help grow the U.S. economy by attracting foreign visitor spending. Over the past decade, there has been steady growth in the percentage of tourists who fly to the U.S. and attend arts activities as a part of their visit, according to International Trade Commission in the Department of Commerce. Arts destinations help grow the economy by attracting foreign visitor spending—effectively making the arts an export industry.

Cultural travelers to the United States out-stay, out-travel, and out-spend other types of international tourists. A 2005 report by the U.S. Department of Commerce states that the international cultural tourist visitor's length of stay was just over 3 nights longer than the general international visitor's. A 2003 U.S. Department of Commerce report reveals that within this extended stay, cultural travelers "reported a greater number of states and destinations visited than general visitors." In 2003, these statistics represented 5.6 million travelers, or one in three international tourists.

Cultural tourism is the most frequently used marketing strategy by national tourism organizations. Marketing of cultural destinations and events accounts for the largest portion of all marketing expenditures (26 percent) by tourism organizations, according to the U.S. Travel Association.

More than two-thirds (68 percent) of American adult travelers say they included a cultural, arts, heritage, or historic activity or event while on a trip of 50 miles or more, one-way, in 2012. This equates to **116** million cultural travelers. Of this group, 28 percent (**32.5** million travelers) added extra time to their trip because of a cultural, arts, heritage, or historic activity or event. Of those who extended their trip, 40 percent did so by one or more nights.

America's arts industries have a growing national audience. U.S. exports of arts goods (e.g., movies, paintings, jewelry) increased from \$64 to \$75 billion between 2010 and 2012, up 17 percent. With U.S. imports at just \$25 billion, the arts achieved a \$48 billion trade surplus in 2012.

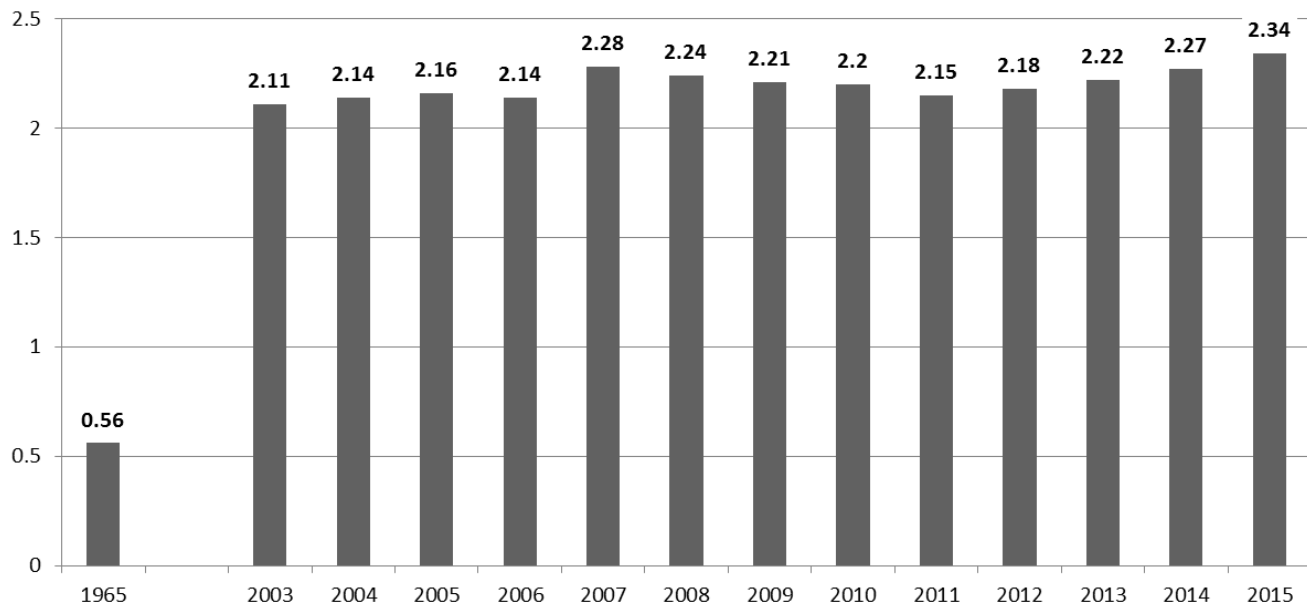
Sources: Mandala Research, 2013; U.S. Travel Association; U.S. Department of Commerce, 2012.



Arts Facts . . . Artist Employment

Artists comprise 1.5 percent of the U.S. workforce (2.34 million), according to the U.S. Bureau of Labor Statistics. While the unemployment rate for artists continues to drop, down to 4.3 percent in 2015, it remains higher than that of all professional workers (2.6 percent).

Artists in U.S. Workforce: 2003-2015 [millions]



- The U.S. Bureau of Labor Statistics (BLS) reports that there were 2.34 million artists in the U.S. workforce in 2015—representing 1.5 percent of all workers 16 and older. This share of the workforce represents a slight increase from 2014 (when it was 1.47 percent).
- In 2015, the unemployment rate for artists fell to 4.3 percent (down from 9.2 percent in 2010 and 6.6 percent in 2014). The unemployment rate for artists' remains higher than that of "Professionals" (2.6 percent), but slightly lower than the rate for the total workforce (4.7 percent).
- This analysis of the artist labor force is composed of just 11 occupational categories: architects; art directors, fine artists and animators; designers; actors; producers and directors; dancers and choreographers; musicians and singers; announcers; writers and authors; photographers; and other artists and entertainers. While these categories do not capture all artists in the workforce, this methodology has been used by the federal government for over 50 years, which makes it a valuable artist employment trend.
- As this is an analysis solely of *artist* employment, it should be noted that many arts-related jobs are not included in these data, such as arts administrators, curators, technical staff, and fundraisers.

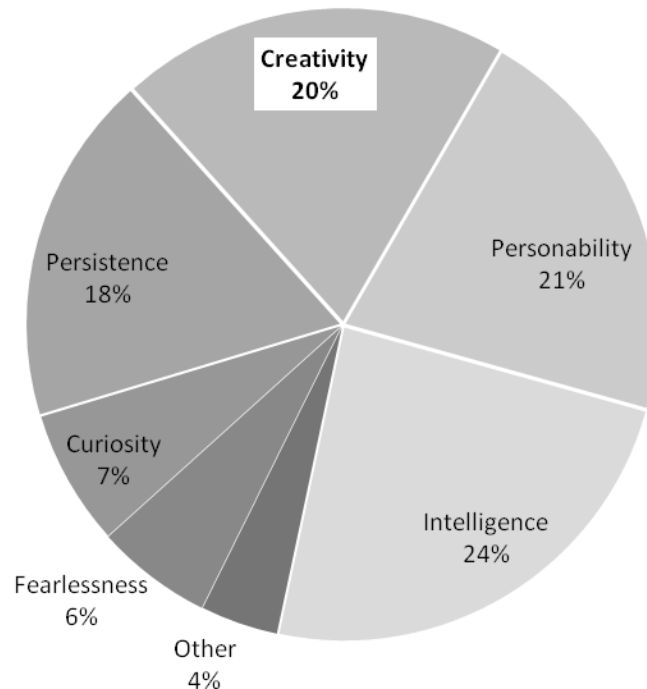
Source: National Endowment for the Arts, Office of Research & Analysis and the Bureau of Labor Statistics, 2016.



Arts Facts . . . Preparing Students for the Workplace

Schools and employers rank a *degree in the arts* among the most significant indicator of a job candidate's creativity and innovation skills.

Creativity is one of the top three personality traits most important to **career success**, according to **U.S. employers**



- Teaching creativity develops critical thinking skills, engages students, and fosters innovation.
- In a survey of college educated, full-time employees, ages 25+, 85 percent agreed that creative thinking is critical for problem solving in their career. 71 say creative thinking should be taught as a course, like math and science. And, while 78 percent stated that creativity is very important to their career, only 57 percent thought so when they were in college.
- 72 percent of employers say creativity is of primary concern when they're hiring, yet 85 percent of these employers can't find the creative applicants they seek.
- Employers (56 percent) and superintendents (79 percent) agree that a college degree in the arts is the most significant indicator of creativity in a prospective job candidate.
- 97 percent of superintendents surveyed agreed that music develops creativity, yet only 17 percent of their schools require music courses for graduation.

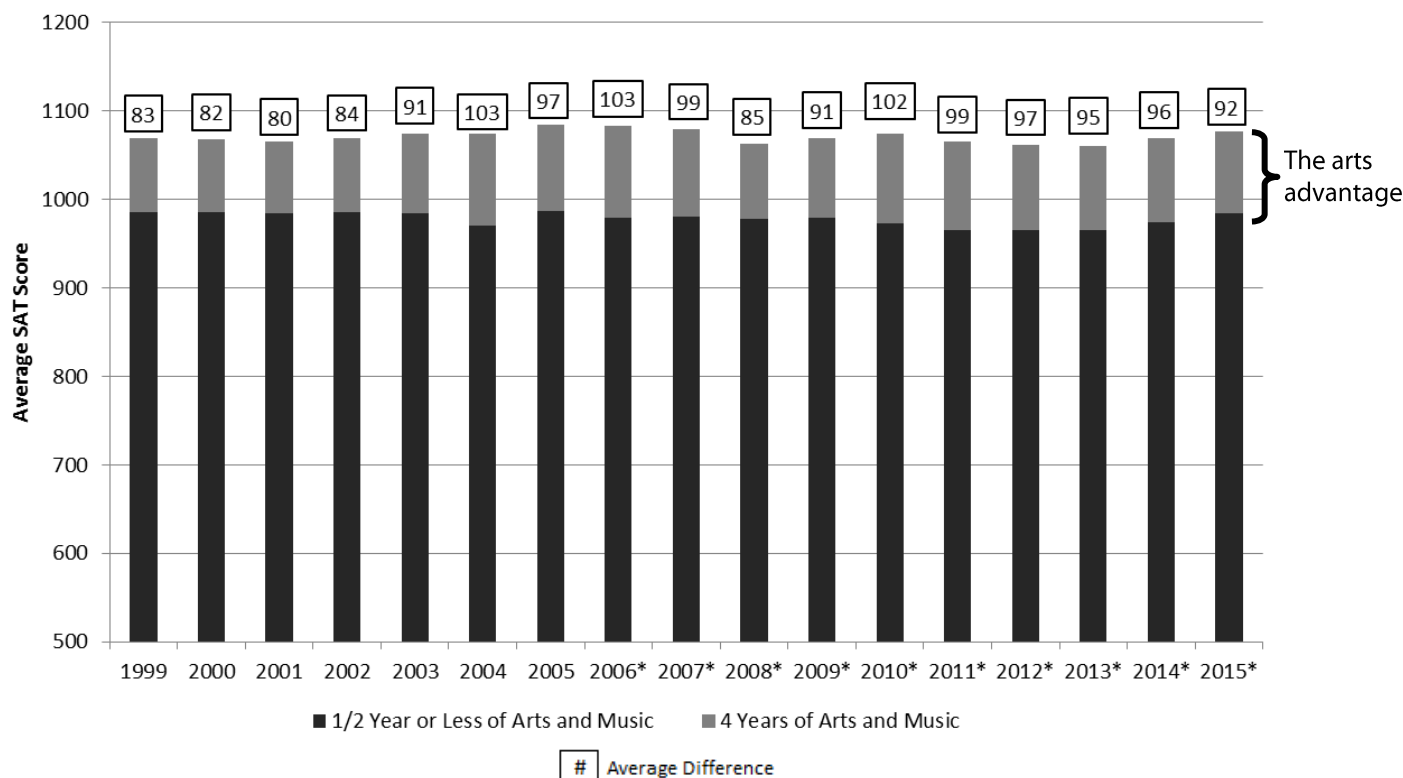
Sources: Adobe Systems Inc. and *Ready to Innovate*, a collaboration between The Conference Board, Americans for the Arts, and the American Association of School Administrators.



Arts Facts . . . SAT Scores and the Arts

Students with four years of high school arts and music classes have higher SAT scores than students with one-half year or less.

Arts Students Outperform Non Arts Students on SATs



- Data from The College Board show that in 2015, students who took four years of arts and music classes while in high school (only 18 percent of test-takers) scored an average of 92 points higher on their SATs than students who took only one-half year or less (16 percent of test takers). Scores of 1077 vs. 985, respectively.
- The College Board's report, *Arts at the Core: Recommendations for advancing the state of arts education in the 21st Century*, by the National Task Force on the Arts Education, recommends that education stakeholders consider arts requirements for high school core curricula, high school graduation requirements, and college and university admission requirements in the arts (that include arts courses in GPA calculations).
- Students with four years of art and music classes averaged 526 on the *Writing* portion of the test—56 points higher than students with one-half year or less of arts and music classes, who averaged 470 points.

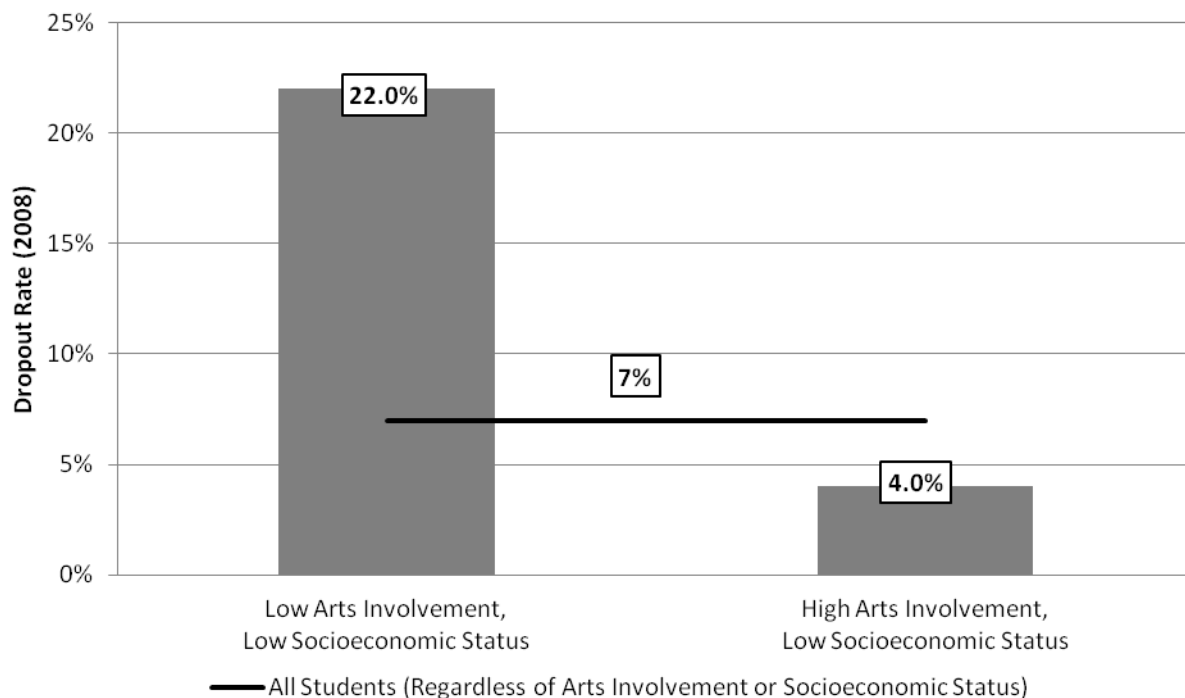
*These scores reflect the *Critical Reading* and *Mathematics* portions of the SAT only, partial data for 2015 cohort. The *Writing* section of the test is excluded from this analysis for year-to-year comparison purposes. Source: The College Board, 2014. *2015 College-Bound Seniors: Total Group Profile Report*. Analysis by Americans for the Arts, 2016.



Arts Facts...Improved Academic Performance

Students who participate in the arts, both in school and after school, demonstrate improved academic performance and lower dropout rates.

High School Dropout Rate: Low Income Students with High Levels of Arts Involvement are More Likely to Graduate



- Longitudinal data of 25,000 students demonstrate that involvement in the arts is linked to higher academic performance, increased standardized test scores, more community service, and lower dropout rates (see chart above). These cognitive and developmental benefits are reaped by students regardless of their socioeconomic status.
- The report, *Critical Links*, contains 62 academic research studies that, taken together, demonstrate that arts education helps close the achievement gap, improves academic skills essential for reading and language development, and advances students' motivation to learn.
- Research conducted between 1987 and 1998 on young people working in the arts for at least three hours on three days of each week throughout at least one full year, demonstrated the following:
 - ✓ 4 times more likely to have been recognized for academic achievement
 - ✓ Being elected to class office within their schools more than 3 times as often
 - ✓ 4 times more likely to participate in a math and science fair
 - ✓ 3 times more likely to win an award for school attendance
 - ✓ 4 times more likely to win an award for writing an essay or poem

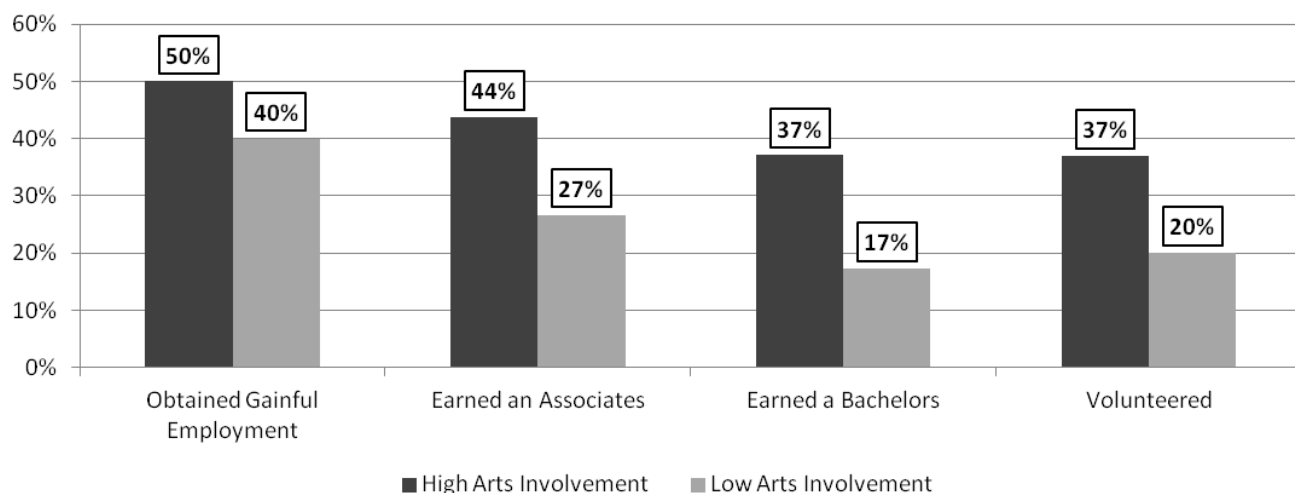
Sources: NEA Office of Research & Analysis (Catterall 2012); Arts Education Partnership (Deasy 2002); Americans for the Arts (Heath 1998).



Arts Facts...Advantages of Arts Learning Continues over Time

Low-income students who are highly engaged in the arts are more than twice as likely as their peers with low arts involvement to earn a Bachelor's degree.

High Arts Involvement Among Disadvantaged Students Is Related to Finding a Better Job, Earning Degrees and Volunteering



In the late 1990s, UCLA education researcher, James Catterall, analyzed data from the National Educational Longitudinal Survey, a study of 25,000 secondary school students, over four years. He found significant connections between high involvements in arts learning and general academic success.

In 2009, Catterall analyzed ten additional years of data for the exact same cohort of students, now aged 26. The results strongly connect arts learning with continued success in academics and in life.

- The study found significant advantages for “arts engaged low-socioeconomic status [low-SES] students” in college-going and types of employment, as well as strong advantages in volunteerism and voting.
- Employment for the arts students included better jobs with higher pay, more responsibility, more promotion opportunity, and more employee satisfaction.
- Dr. Catterall concludes that the benefits to arts-engaged disadvantaged students are measurable and unparalleled. He states: “In the annals of education research, it is hard to find average performance or outcome statistics reported for low-SES students that exceed such measures for the entire population.”

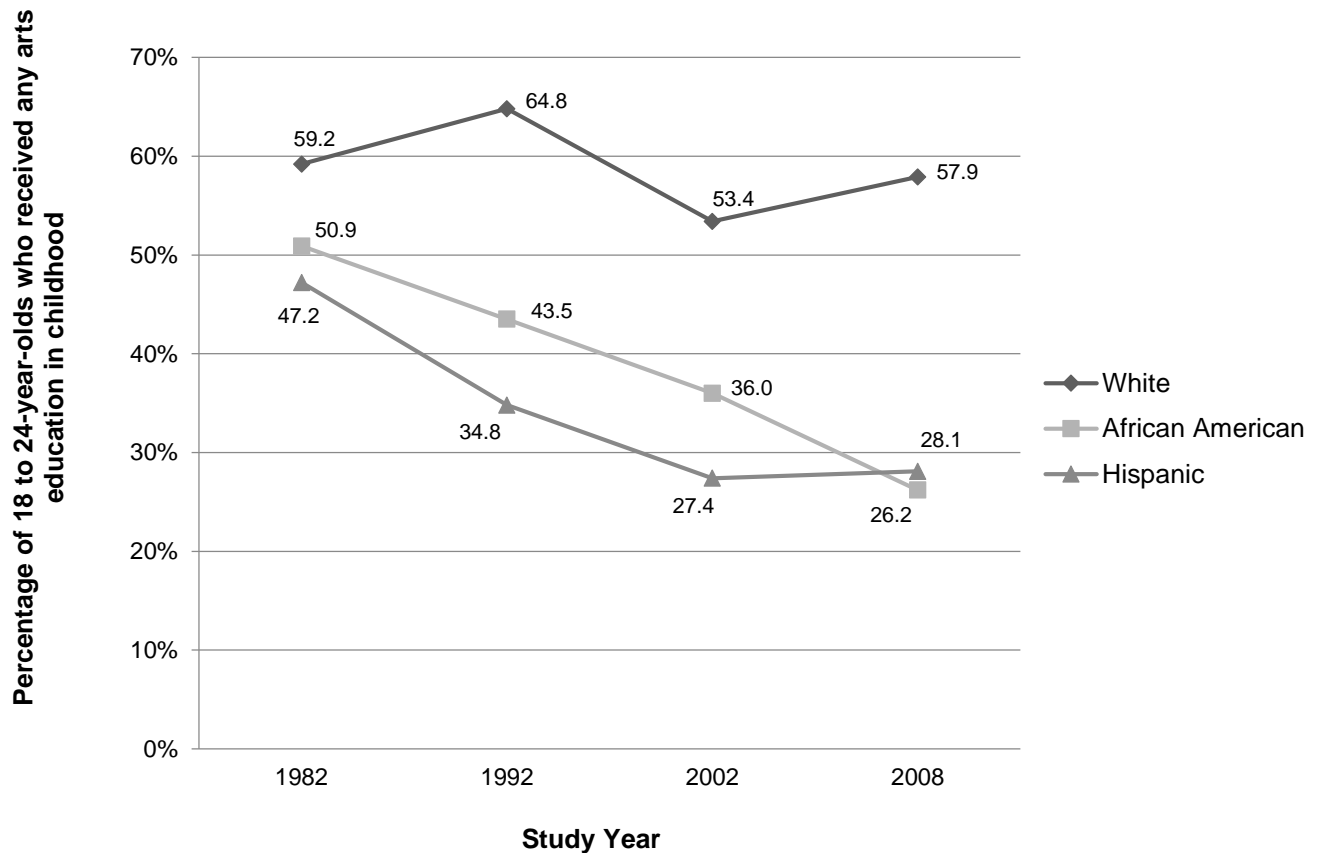
Source: Catterall, James S. (2009). *Doing Well and Doing Good by Doing Art: The Effects of Education in the Visual and Performing Arts on the Achievements and Values of Young Adults*.



Arts Facts...Access to Arts Education is Not Equitable

In 2008, African-American and Hispanic students had less than half of the **access** to arts education than their White peers.

Decline of Arts Education in Underserved Populations



- Access to arts education for Blacks and Hispanics is significantly lower than for their White peers, and has been steadily declining for three decades.
- Findings by UCLA researcher James Catterall indicate that low socio-economic-status students who are engaged in arts learning have increases in high school academic performance, college-going rates, college grades, and holding jobs with a future.
- Despite these findings, the decline of arts education is most drastic in underserved populations, where students who could benefit the most from arts education are getting it the least.

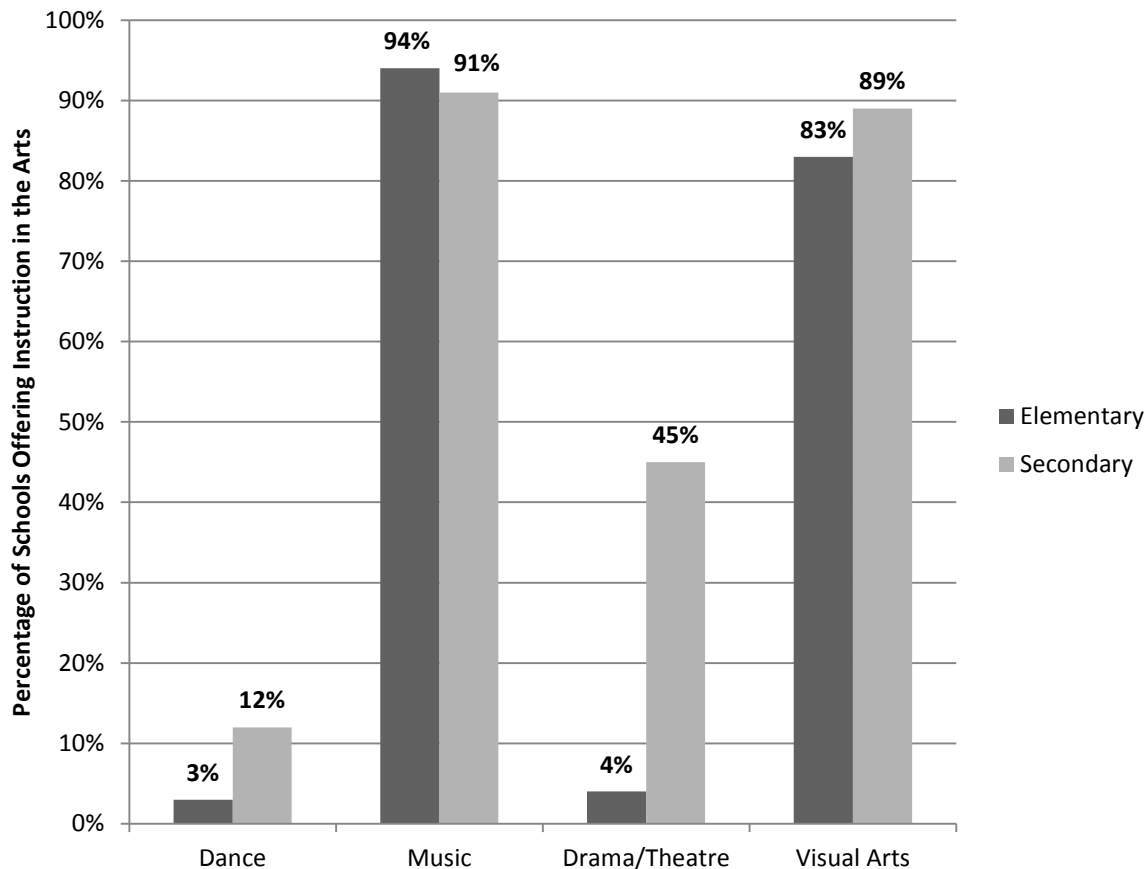
Source: NEA Office of Research & Analysis, NORC at the University of Chicago (Rabkin & Hedberg, 2011).



Arts Facts...Only 3 percent of Elementary Schools Offer Dance

In spring 2012, the U.S. Department of Education released its decennial study on the status of arts education, and the results were bleak, with only 3 percent of elementary schools offering dance and only 4 percent offering theatre.

Uneven Arts Education Opportunities Nationwide



- This report provides selected national data on the status of arts education in public elementary and secondary schools.
- This report represents virtually no change from results a decade ago, the last time the National Center for Education Statistics (NCES) conducted a similar survey.
- Schools with a higher concentration of students in poverty were less likely to offer arts education. U.S. Education Secretary Arne Duncan has called this gap “an equity issue and a civil rights issue.”
- While the report shows that music and visual arts are widely available in schools, elementary school music instruction is not provided at all for roughly 1.3 million students (6 percent).

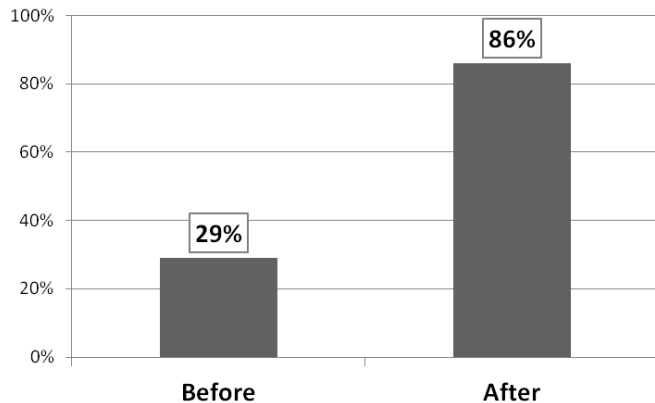
Source: Arts Education in Public Elementary and Secondary Schools: 1999-2000 and 2009-10 (NCES 2012-014). U.S. Department of Education.



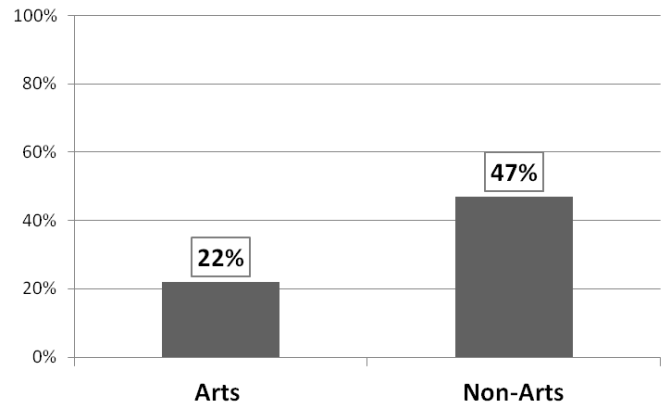
Arts Facts . . . Arts Programs for At-Risk Youth

Studies by the U.S. Department of Justice researchers demonstrate increased pro-social behavior among youth involved with arts programs.

**Youth Demonstrating Effective Communication Skills:
Pre- vs. Post-YouthARTS Program**



**Delinquent Behavior Deterred
Arts Participants Half as Likely to Have
New Court Referrals Than Non-Arts Youth**



The YouthARTS Development Project demonstrated the efficacy of arts programs for at-risk youth in three cities (Atlanta, Portland, and San Antonio). The project was a partnership between Americans for the Arts, the U.S. Department of Justice, and National Endowment for the Arts. Findings from the controlled research study include the following:

Skills

- Increased ability to express anger appropriately, to communicate effectively with adults and peers and to work cooperatively with others.
- Increased ability to work on tasks from start to finish, which is vital for both academic and vocational success.

Attitudes and Behavior

- Decreased frequency of delinquent behavior than their non-participating peers.
- More likely to show improvement in their attitudes toward school, self-esteem and self-efficacy than are non-participating youth.

Court Involvement

- Fewer new court referrals during the program period compared with non-participating youth.
- New offenses committed during the program period tended to be less severe than those committed prior to the program.

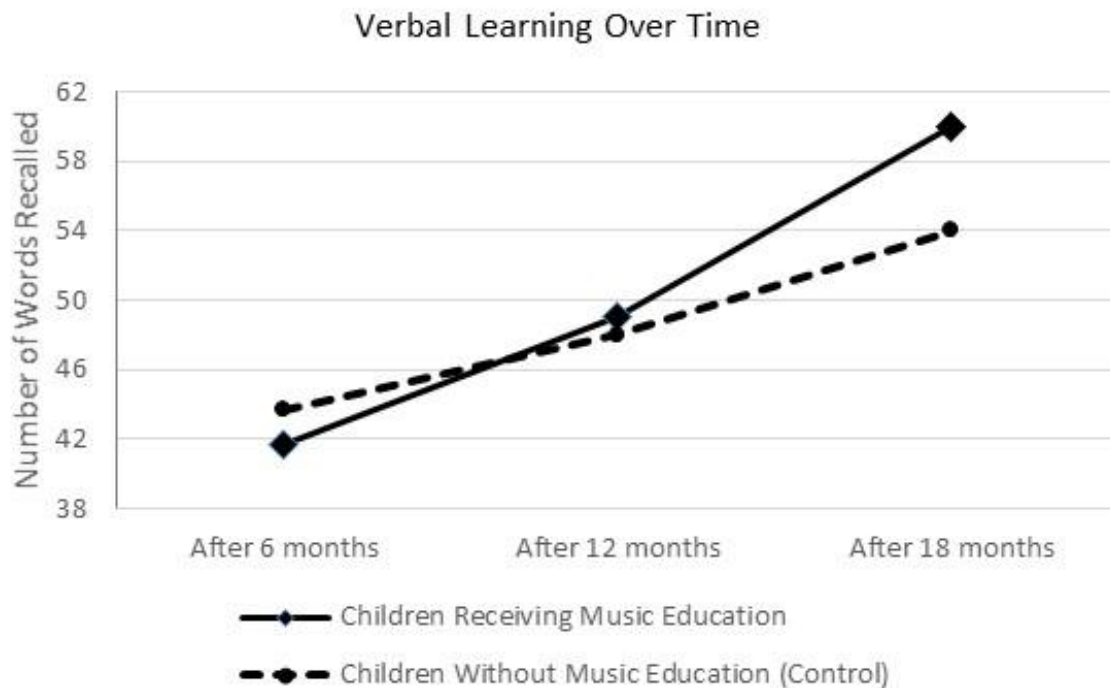
Source: Americans for the Arts, 2000.



Arts Facts . . . Early Childhood Arts Education improves cognitive development

Music training increases brain and cognitive development in three- to five-year-old underprivileged children.

Early Childhood Arts Education Improves Vocabulary, Communication, and Memory in Young Children



- An 18-month study of German elementary school students found that 40 minutes of instrumental music education each week resulted in improved abilities in Verbal Learning, Verbal Delayed Recall, and Verbal Recognition in experimental and control groups.
- After only four weeks of daily training in rhythm, pitch, melody, voice, and basic musical concepts, 90 percent of Canadian four- to six-year olds demonstrated “a rapid transfer of cognitive benefits” in vocabulary and verbal communication, enhancing their ability to understand words and explain their meaning.
- With regular training in the motor and listening skills needed to play an instrument, young students benefit from improved attention and memory. A Harvard study shows particularly significant improvements in students with dyslexia.

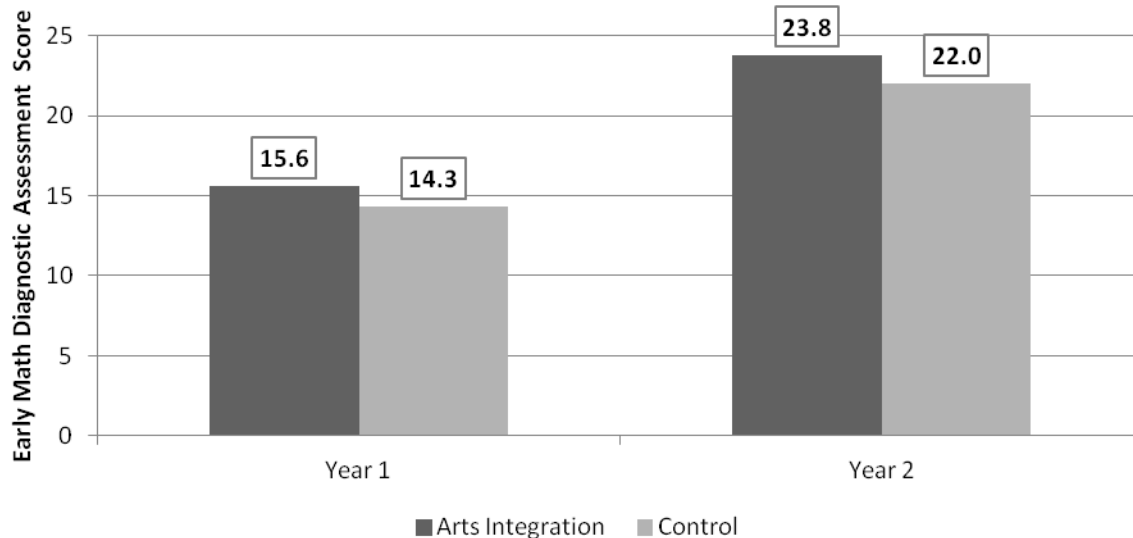
Sources: Dana Consortium Report on Arts & Cognition, 2008; US National Library of Medicine at NIH; *Psychological Science Journal*; American Institute of Physics



Arts Facts . . . Arts Integration

Infusing math instruction with performing arts strategies in early childhood education programs has a significant effect on students' math achievement.

Using the Performing Arts to Teach Math has a Significant Positive Effect on Prekindergarten and Kindergarden Students' Achievement



A 4-year evaluation on a USDE-funded program that trains teachers to integrate standards-based performing arts and math curriculums demonstrated improved academic performance by their students.

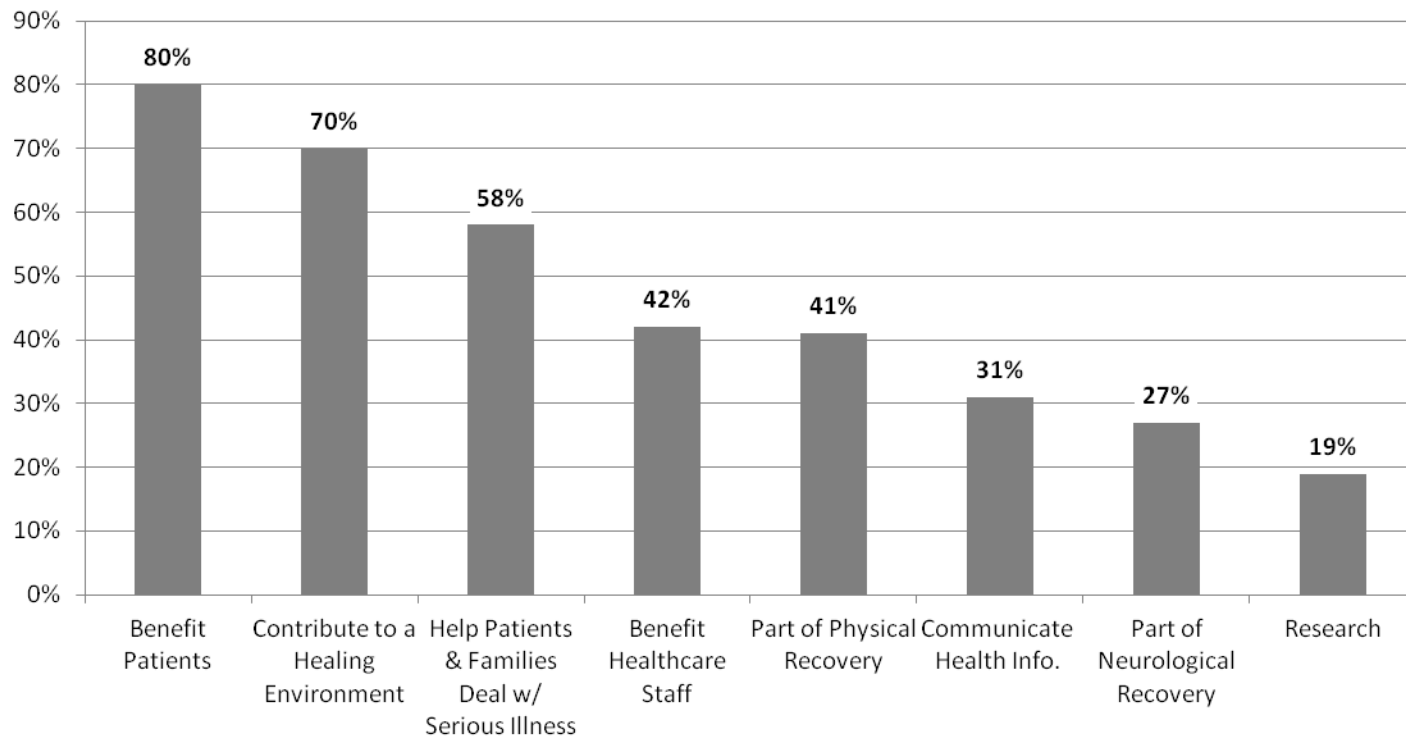
1. For English as Second Language students, the report states, "Teachers commented that the use of music, movement, and dramatizing concepts was beneficial for all students, but in particular students who were shy, who had never been to school, or who were speaking another language."
2. Students in the classrooms taught by participating teachers performed better on the Early Math Diagnostic Assessment compared to those on the control group. According to the American Institutes for Research: "Wolf Trap professional development program had a statistically significant positive impact on students' mathematics achievement in both the first and the second year of implementation."
3. Teachers who participated in the professional development program were able to apply the strategies independently in their classrooms

Source: American Institutes for Research "Evaluation of Professional Development in the Use of Arts-Integrated Activities with Mathematics Content: Findings from the Evaluation of the Wolf Trap Arts in Education Model Development and Dissemination Grant" 2014.

Arts Facts . . . Arts and Healthcare

Nearly half of the nation's healthcare institutions provide arts programming for patients, families, and staff. 80 percent provide these programs because they benefit patients and create a healing environment.

Why Healthcare Institutions Invest in the Arts

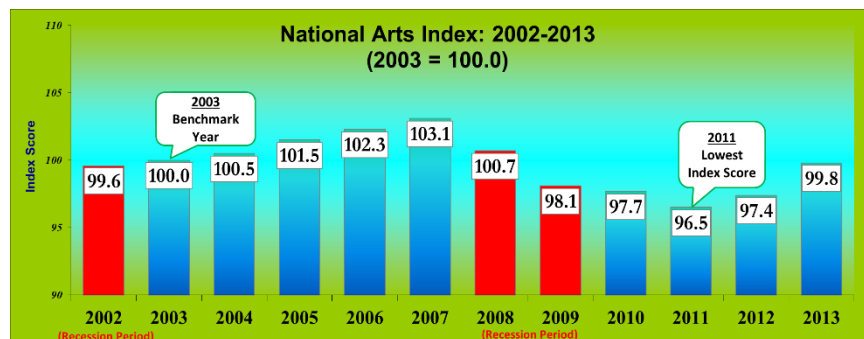


- In a 2007 national survey about arts programs in healthcare institutions, 45 percent of the 1,807 responding organizations reported having arts programs. Healthcare institutions present arts programming for many reasons, but chief among them are that they aid in the mental and emotional recovery of patients (80 percent) as well as their physical recovery (41 percent).
- Arts programs in healthcare institutions serve multiple audiences: 80 percent are designed to serve patients directly, 58 percent include the patient's family, and 42 percent serve staff as a means to deal with the stress of working in the healthcare environment. The most prevalent type of arts programming was the permanent display of visual art, followed by performances in public spaces and bedside activities.
- Arts programs are largely funded by the hospital itself from its general operating fund. Programs engage many diverse art forms and are often conducted in partnership with local performing and visual arts organizations, or their local arts agency. These programs serve diverse populations—Hispanic/Latino, Black/African American, and White populations were represented in nearly equal proportions, ranging from 18-19 percent.
- In addition to humanizing the hospital environment, there is a growing body of research that demonstrates the economic benefits of arts in healthcare programs, including shorter hospital stays, less depression, less medication, and fewer doctor visits.

Source: Americans for the Arts, 2008. Survey conducted by The Joint Commission, Americans for the Arts, and Society for the Arts in Healthcare.

Arts Facts . . . 2016 National Arts Index

Americans for the Arts 2016 Index report scores the health and vitality of the arts in the U.S. from 2002 to 2013. The arts continued their post-recession recovery, which began in 2012, effectively matching its pre-recession level from 2003.



The 2016 National Arts Index by Americans for the Arts provides a picture of the impact of the Great Recession on the arts—before, during, and after. The impact on the arts was swift and measurable. The 4-year drop from 2007-2011 nearly doubled the 5-year gains made between 2002-2007 (-6.6 vs. +3.5 percentage points, respectively).

The arts are an economic force in the United States (2015). 95,000 nonprofit arts organizations and 600,000 more arts businesses, 2.3 million artists active in the workforce, 766,000 self-employed artists, and \$151 billion in consumer spending.

Arts nonprofits continue to be challenged financially. The percentage of nonprofit arts organizations operating at a deficit has ranged from 36 percent in 2007 (during a strong economy) to 45 percent in 2009 (the deepest part of the recession). In 2013, a time of improved economic health, 42 percent of arts nonprofits still failed to generate positive net income.

Audiences change how they engage in the arts. In 2013, 31 percent of the adult population attended a live performing arts event, slightly less than 2010, but well below the 40 percent of 2003. Art museum attendance also declined, with 12.9 percent of the population attending at least once (down from 15.5 percent in 2003). Attendance at live popular music concerts is growing (23 percent in 2003 to 25 percent in 2013).

Technology is changing the arts delivery models. Since 2003, nearly half of the nation's CD and record stores have disappeared. Online music downloads, however, have surpassed 1 billion units annually. In 2013, digital formats comprised 37 percent of total music sales with streaming providers like Pandora and Spotify representing an additional 27 percent of revenues.

Student demand for arts and music remains high. Between 1998 and 2009, the percentage of college-bound seniors with four years of arts or music grew from 15 percent to over 20 percent. Since 2009, however, this share has slipped to 18 percent. The number of college arts degrees conferred annually rose steadily from 75,000 to 139,000 between 1997 and 2013—promising news for business leaders looking for an educated and creative workforce.

Arts organizations foster creativity and entrepreneurship: Arts organizations are homes to new ideas and innovative leaders. Between 2002 and 2013, audiences were treated to more than 11,500 new works—over 150 new operas, 1,446 orchestral works, 3,054 plays, and almost 6,500 movies.

Predicting the health of the arts sector: Between 1999 and 2013, two economic forces were bellwethers for the arts over the long term: (1) total private giving to all charities, and (2) the total number of workers in all occupations. Statistically, this combination of factors explained a remarkable 72 percent of changes in the Index value. People who are working, and those who are more confident of their job prospects, have more discretionary income to engage in the arts both personally as consumers and donors. Thus, the recent increases in employment and charitable giving are promising signs for the arts.

About the National Arts Index: The Index is composed of 81 national-level research indicators—the latest available data produced by the federal government and private research organizations—and covers the 12-year span 2002-2013. The Index is set to a base score of 100 in 2003; every point difference is a one percent change from that year.

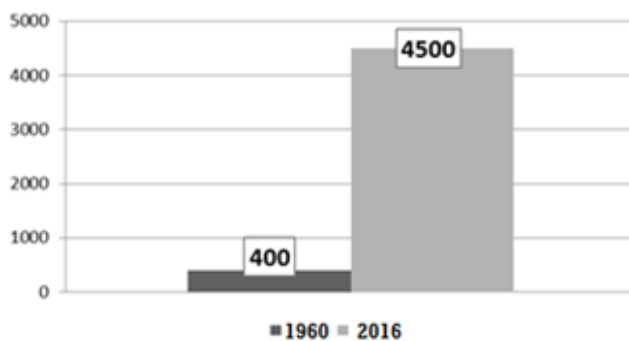
Source: National Arts Index 2016, Americans for the Arts, 2016. Visit www.ArtsIndexUSA.org to learn more.



Arts Facts . . . Local Arts Agencies

Local arts agencies work to ensure a vital presence for the arts in communities across the country. They provide programs, services and grants to sustain their local arts industries and endeavor to make the arts accessible to every member of their community.

Estimated Growth in Number of Local Arts Agencies: 1960 to 2016



Local Arts Agency Programs

Cultural Programming	78%
Services to Artists and Organizations	90%
Arts Education	89%
Grantmaking	53%
Facility Management	59%
Cultural Planning	28%

A local arts agency (LAA) promotes, supports, and advances the arts at the local level and seeks to integrate the arts into the daily fabric of community living. There are 4,500 LAAs in the U.S.: 71 percent are private nonprofit organizations, 29 percent are government agencies. LAA budgets range from all-volunteer to \$156 million. Each LAA in America is unique to the community that it serves and each adapts as its community changes. No two are exactly alike. What they all share is the goal of enabling diverse forms of arts and culture to thrive, ensuring their broad accessibility to the public, and building healthier communities through the arts.

Local government arts funding to their LAAs grew for the 5th consecutive year in 2016 to \$795.1 million, up from \$738.1 in 2015 (+8 percent), increases that followed a four-year decline resulting from the Great Recession. This local estimate is conservative as it includes only the 1,127 respondents from the 2015 Local Arts Agency Census. Total budgets of these 1,127 LAAs were approximately \$1.3 billion in 2015.

- **Funding Innovations:** While not all local government arts dollars flow through their budgets, LAAs are instrumental in leveraging public and private sector support for artists and arts organizations. The establishment of local option taxes—designated tax revenue streams used to fund the arts—provide long-term arts funding benefits. Examples include St. Louis' property tax (\$70 million per year), San Francisco's hotel tax (\$30 million per year), Denver's sales tax (\$45 million per year), and Cuyahoga County's cigarette tax (\$15 million).
- **Partnerships:** 92 percent of LAAs maintain at least one collaboration or partnership with public or community agencies such as a school district, Parks & Recreation Department, Social Services, Economic Development Agency, or a Chamber of Commerce. 76 percent have three or more ongoing collaborations.
- **Cultural Planning:** LAAs typically lead community cultural planning efforts—a community-inclusive process of assessing local cultural needs and mapping a plan of implementation. In communities with a cultural plan, both LAA budgets and local government arts funding grow at a faster rate than in communities without a cultural plan. LAAs also contribute to local strategic plans on issues such as tourism, economic development, and urban planning. They are instrumental in guiding public art efforts.
- **Arts Education:** 89 percent of LAAs implement arts education programs and activities, including providing artists in the schools, teacher training, and arts education advocacy.