



# WHY THE ARTS MATTER IN MISSOURI



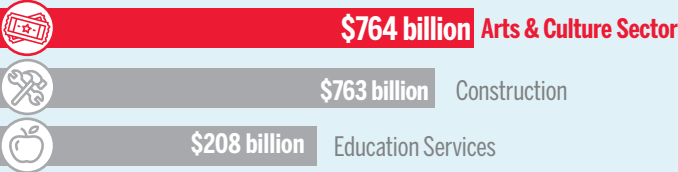
## NATIONAL ARTS FACTS

### ARTS SECTOR'S PERCENTAGE OF GROSS DOMESTIC PRODUCT (Commercial & Nonprofit Arts Organizations Combined)

#### ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$764 billion industry**, representing 4.2% of the nation's GDP—a larger share of the economy than construction (4.1%) or education services (1.1%).

Source: U.S. Bureau of Economic Analysis, 2015.



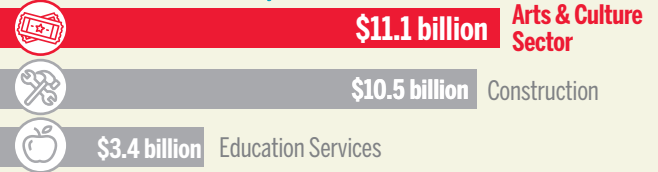
**BONUS:** U.S. exports generate a \$24.1 billion arts trade SURPLUS.

## MISSOURI ARTS FACTS

#### THE MISSOURI ARTS & CULTURE SECTOR REPRESENTS 3.5% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$11.1 billion** to Missouri's economy, representing 3.5% of the state's GDP—a larger share than several other industries in the state.

Source: U.S. Bureau of Economic Analysis, 2015.



**BONUS:** In 2015, MO arts and culture jobs generated \$5.0 billion in total compensation.

### NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally **673,656 businesses** employ **3.48 million people** who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Source: Americans for the Arts, *Creative Industries*, 2017.



In Missouri, **10,221 Arts-Related Businesses** employ **64,481 people**.

- In Jackson County, **1,688 Arts-Related Businesses** employ **10,094 people**.
- In St. Louis County, **2,503 Arts-Related Businesses** employ **18,061 people**.
- In St. Louis City, **799 Arts-Related Businesses** employ **7,419 people**.

Source: Americans for the Arts, *Creative Industries*, *Missouri report*, 2017.



### ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

Nationally, the nonprofit arts industry alone generates **\$166.3 billion in economic activity** annually that supports **4.6 million jobs** and generates **\$27.5 billion** in federal, state, and local government revenue.

- Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, 2017.



In 2015, nonprofit arts organizations in the state generated **\$1.0 billion in economic activity** annually that supported **31,925 jobs** and generated **\$89.6 million** in state and local government revenue.

- In the **Greater St. Louis Area** specifically, nonprofit arts groups generated **\$363.7 million** in economic activity. Audiences of 11.8 million people added another **\$227.2 million** in related spending for a total of **\$590.9 million** for the area in 2015, and this generated **\$57.7 million** in local and state government revenues.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, *Missouri report*, 2017.



### PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

**Q** So how much is the federal government investing in the National Endowment for the Arts (NEA)?

**A** Congress has proposed allocating **\$155 million to the NEA in FY 2019**, which has been relatively level for the last several years. This amounts to just **47¢** per capita, yet the nonprofit arts industry generates over \$13 billion in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with \$1 per capita!

Source: Americans for the Arts Action Fund, 2019.  
Read: "Funding The Arts Is Good For the Nation," *The Hill*, 2015.

**Q** What about Missouri—how much does state government budget to the Missouri Arts Council each year?

**A** The state allocated **\$4,656,000** to the Missouri Arts Council. In FY 2017, the Missouri Arts Council also received **\$720,500** in federal NEA funds, which the Council re-granted to hundreds of cultural organizations throughout the state. Another 45 nonprofit arts organizations received direct grants from the NEA totaling **\$3,070,675**.

Source: NEA and NASAA, 2017.  
Read: "Arts Do Their Share—And Then Some," Marie Nau Hunter, *Columbia Daily Tribune*, 2015.

GDP

JOBS

ECONOMICS

FUNDING

