

**2015 CONGRESSIONAL ARTS HANDBOOK**  
FACTS & FIGURES AT YOUR FINGERTIPS



## 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 3<sup>rd</sup> 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.

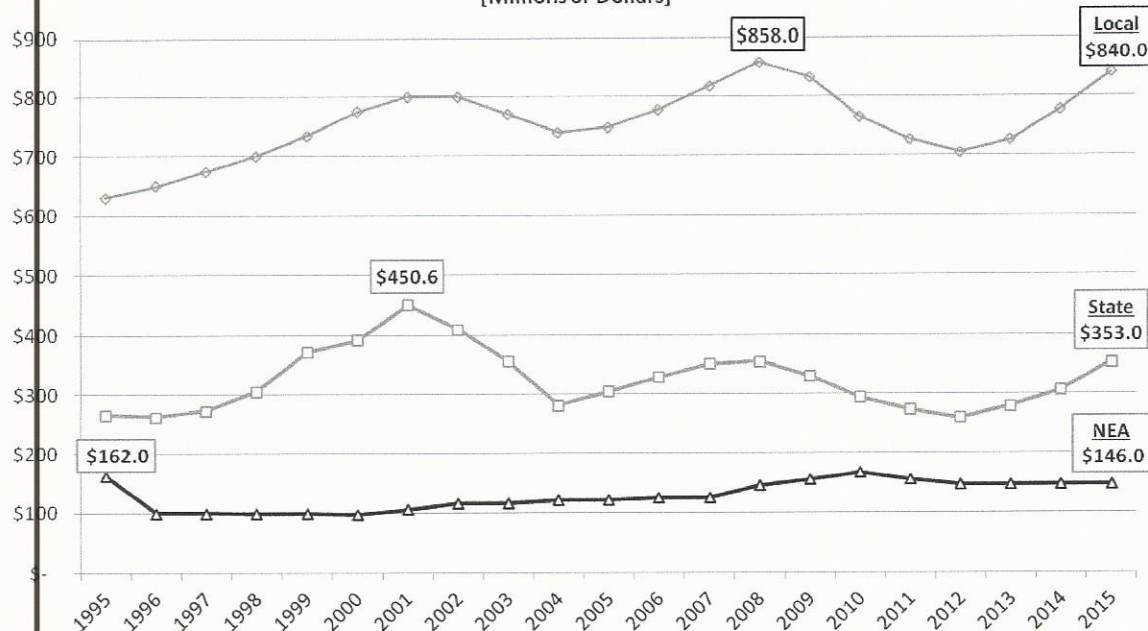


### Arts Facts ... Government Arts Funding

After four years of decline, local and state government arts funding show solid increases in 2015, the third consecutive year of growth. NEA funding remains flat at the \$146.0 million appropriation level.

## Twenty Years of Government Support for the Arts Federal, State and Local 1995 - 2015

[Millions of Dollars]



- Local** government arts funding increased for the third consecutive year following a four-year decline resulting from the Great Recession. The estimate for 2015 is an 8 percent increase to \$840 million. 2008 was a high-water mark for local government arts funding, reaching \$858 million before a recession-driven decline. The local number is very conservative, as the 60 largest U.S. cities (by population) alone received \$478 million from their local governments.\*  
 (\$840 million = \$2.61 per capita)
- State** legislative arts appropriations will grow significantly this year—rising from \$306.5 million in 2014 to \$353.0 million in 2015 (a 15.2 percent increase). State arts funding, which tracks closely with the economy, had record growth in the late 1990s—reaching a high of \$451 million in 2001. That was followed by a precipitous drop to \$281 million by 2004 (38 percent decrease). \*\*  
 (\$353.0 million = \$1.09 per capita)
- Federal** appropriations to the National Endowment for the Arts have remained stable at \$146 million since 2012, when there was a 6 percent decrease from \$155 million in 2011. The NEA's 2013 budget was \$138 million after sequestration, but appropriations have remained at the \$146 million level.  
 (\$146 million = 45 cents per capita)

\*Estimated; \*\*Includes line item appropriations; \*\*\* In FY 2013, 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.

Sources: NEA, National Assembly of State Arts Agencies, Americans for the Arts 2015.



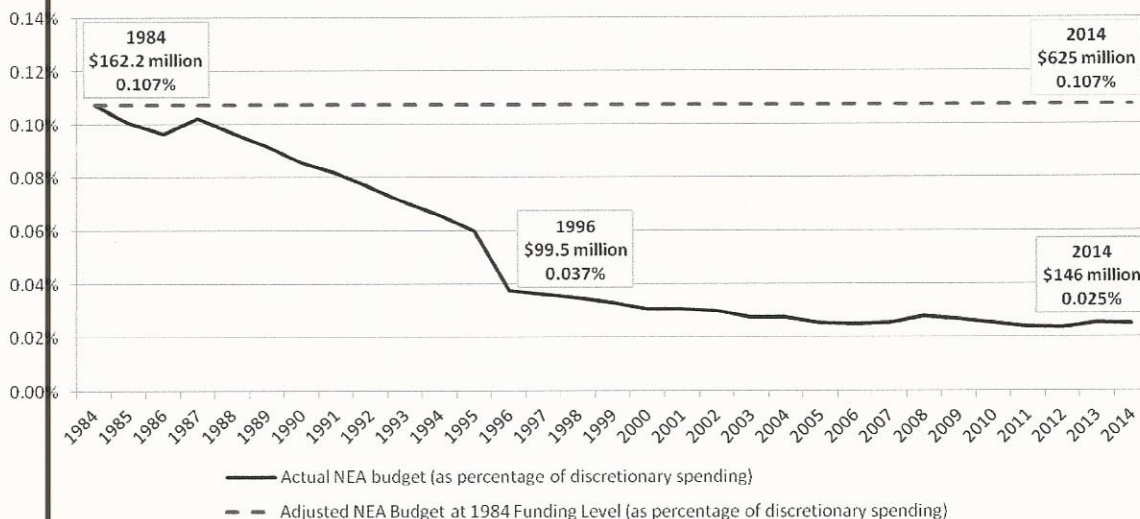


### Arts Facts . . . NEA Funding Fails to Keep Pace

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 2015 budget is less than half what it was in 1992.

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 2014 budget would have been \$625 million instead of \$146 million.

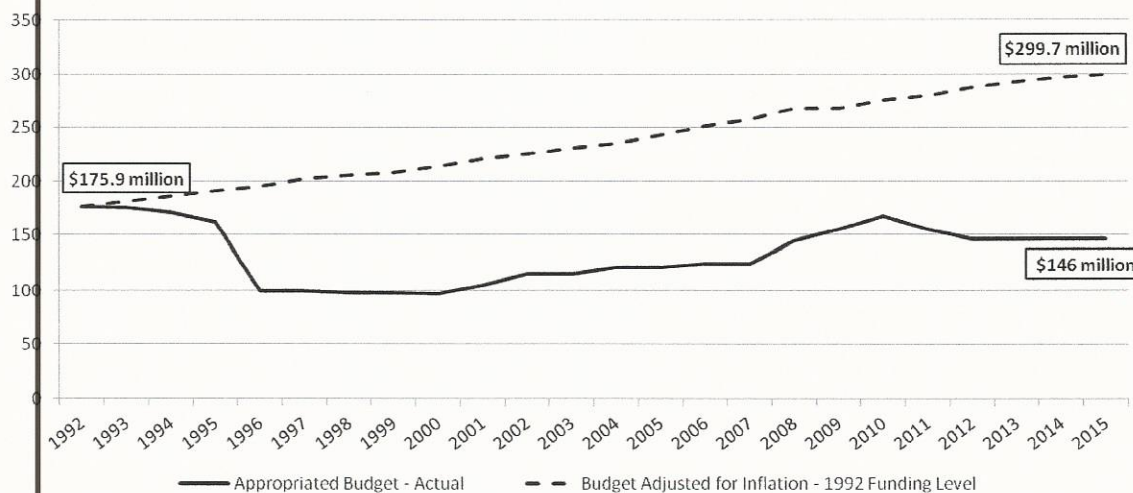
### NEA Budget Loses Share of Non-Defense Discretionary Spending



If the NEA's 1992 budget remained constant and was only adjusted for inflation, it would be \$299.7 million in 2015, instead of \$146 million, a \$153.7 million difference.

### NEA Funding Fails to Keep Pace with Inflation: 1992 - 2015

[Millions of Dollars]



Source: NEA Office of Management & Budget; US Bureau of Labor Statistics. Analysis by Americans for the Arts, 2015.

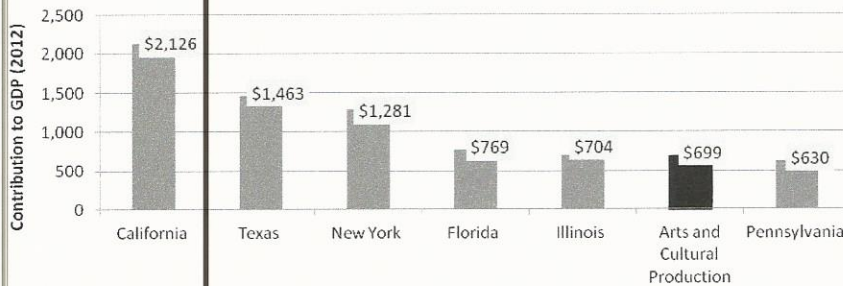


### Arts Facts... Arts & Culture = 4.3 Percent of GDP

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

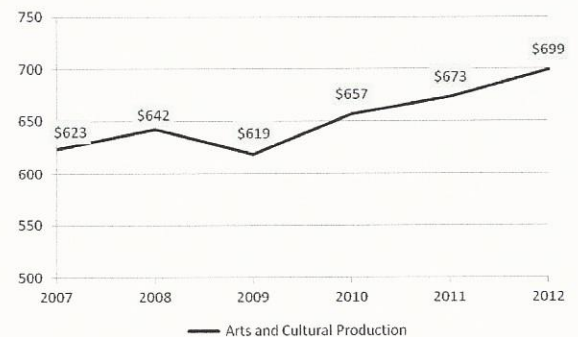
[Billions of Dollars]



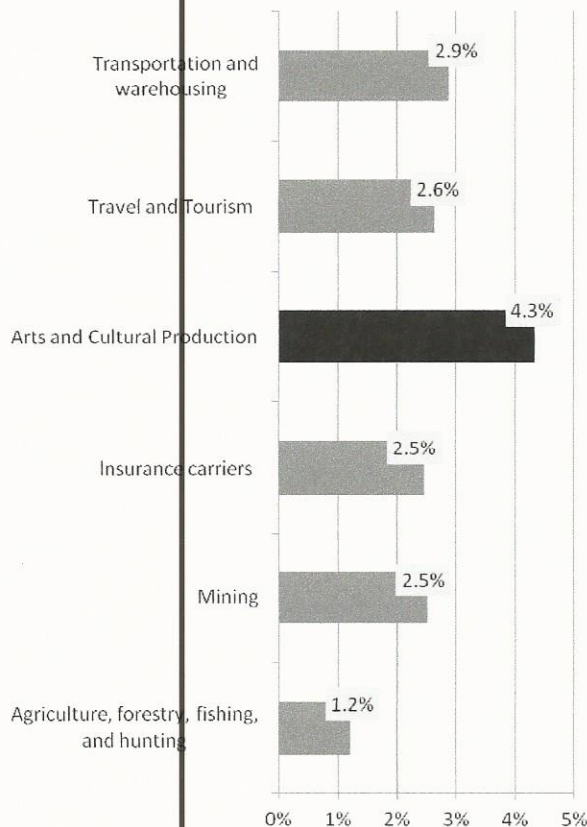
The six states with largest GDPs and the Arts and Cultural Production Satellite Account

### 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.

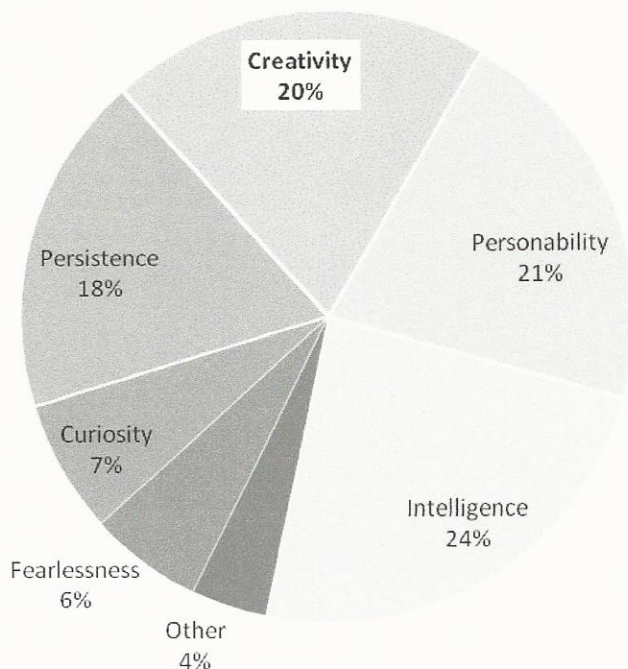




#### Arts Facts . . . Preparing Students for the Workplace

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.

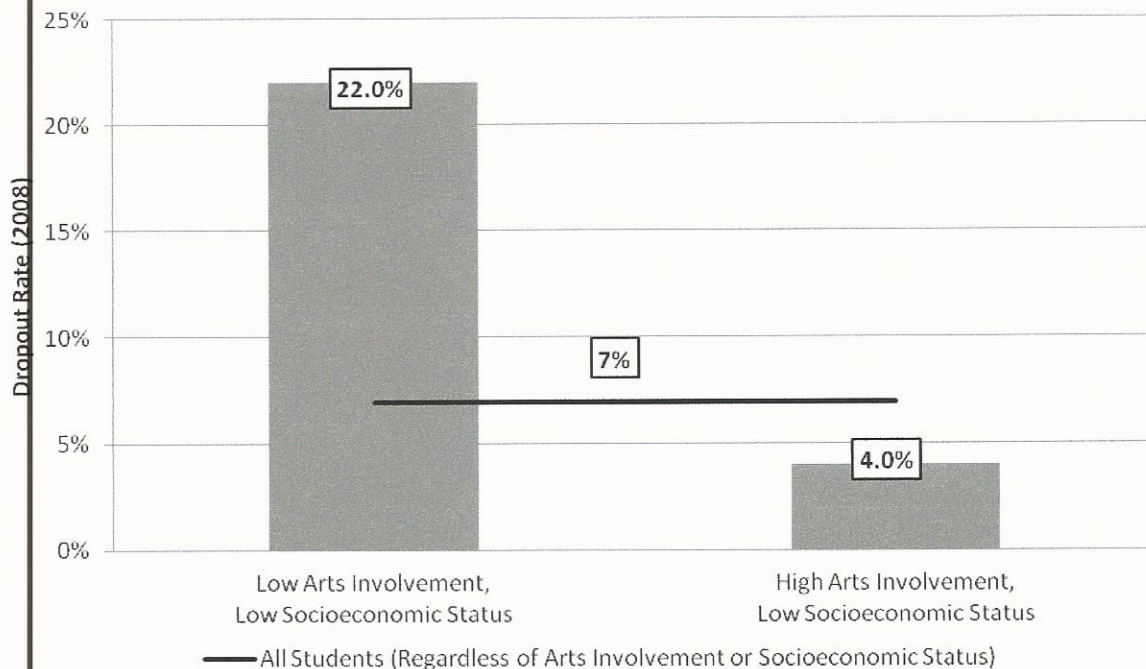
Sources: Adobe Systems Inc. and *Ready to Innovate*, a collaboration between The Conference Board, Americans for the Arts, and the American Association of School Administrators.



### Arts Facts...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).