



WHY THE ARTS MATTER IN MISSOURI



NATIONAL ARTS FACTS

ARTS & CULTURE SECTOR'S PERCENTAGE OF U.S ECONOMY (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

ARTS & CULTURE SECTOR REPRESENTS 4.5% OF NATION'S GDP & 5.1 MILLION JOBS

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$878 billion industry**, representing 4.5% of the nation's GDP—a larger share of the economy than construction or education services.

Source: U.S. Bureau of Economic Analysis, 2017.

\$878 BILLION Arts & Culture Sector

\$790.4 BILLION Construction

\$206 BILLION Education Services

BONUS: U.S. exports generate a \$29.7 billion arts trade SURPLUS.

MISSOURI ARTS FACTS

MISSOURI ARTS & CULTURE SECTOR REPRESENTS 3.3% OF STATE'S GDP & 92,107 JOBS

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$10 billion** to Missouri's economy, representing 3.3% of the state's GDP—a larger share than several other industries in the state.

Source: U.S. Bureau of Economic Analysis, 2017.

\$10 BILLION Arts & Culture Sector

\$11 BILLION Construction

\$4 BILLION Education Services

BONUS: In 2017, MO arts and culture jobs generated \$5.0 billion in total compensation.

GDP & JOBS

BUSINESSES

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.

673,656 BUSINESSES & **3.48M** EMPLOYEES ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS

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.

10,221 BUSINESSES & **64,481** EMPLOYEES ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS

ECONOMICS

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.

NONPROFIT ART IS A \$166.3 BILLION DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.

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.

NONPROFIT ART IS A \$1.0 BILLION DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

FUNDING

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

A Congress has proposed allocating **\$162.25 million** to the NEA in FY 2020, which has been relatively level for the last several years. This amounts to just **49¢** 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, 2020.
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 **\$6,570,874** to the Missouri Arts Council. In FY 2019-20, the Missouri Arts Council also received **\$737,200** in federal NEA funds, which the Council re-granted to hundreds of cultural organizations throughout the state. Another 54 nonprofit arts organizations received direct grants from the NEA totaling \$2,395,300.

Source: NEA and NASAA, 2020.
Read: "Arts Do Their Share—And Then Some," Marie Nau Hunter, *Columbia Daily Tribune*, 2015.

“The arts in Missouri are crucial to growing our state’s economy. They foster creativity and innovation within our communities and add to the cultural fabric that makes Missouri one of the best places to live and to do business.”

—Rob Dixon, Director Missouri Department of Economic Development



MISSOURI ARTS FACTS

IN THE SHOW ME STATE, THE ARTS UNITE US

Like a butterfly, Joplin has undergone a metamorphosis since 2011. Recovering from that year’s destructive tornado, the community collaborated to produce many beautiful murals throughout the town. See the murals at joplinmolife.com/murals-in-joplin.

THE MISSOURI ARTS COUNCIL—

Established as a state agency in 1965, the Missouri Arts Council is a division of the Department of Economic Development. The Missouri Arts Council supports the arts that strengthen the cultural, educational, and economic vitality of the state.

> Learn more [here](#).



Missouri Arts Council
The State of the Arts

MEET SOME MISSOURI ARTS ADVOCATES

- **Kyna Iman**, advocate for Missouri Citizens for the Arts loves the arts, duck hunting, biking, and the political process. “If you don’t take an interest in politics,” she says, “then politics may not take an interest in you.” > [More](#)
- **Leslie Forrester** is President of Missouri Citizens for the Arts, Executive Director of the Springfield Regional Arts Council, former staff of the Missouri Arts Council, and Braithwaite Fine Arts Gallery. > [More](#)
- **Phyllis Pasley**, Executive Director for the Missouri Alliance for Arts Education, is passionate about involving students in the work of advocating for the arts through Show-Me Arts, Missouri’s student arts advocacy training program. > [More](#)
- **Marie Nau Hunter**, board member of Missouri Citizens for the Arts and former board member of the Missouri Arts Council may be heard on “Speaking-of-the-Arts” on KOPN Radio, Columbia. > [More](#)

- Meet **Sharon Beshore**, Chair of the Missouri Arts Council’s board and Joplin’s Citizen of the Year. > [More](#)

ART IN MISSOURI

- The Missouri Division of Tourism lists the best arts destinations throughout the state [here](#).
- Missouri Life Magazine can direct you to a cultural festival for every season [here](#).
- The Missouri Arts Council offers a directory of great performing artists [here](#).

MISSOURI ART ORGANIZATIONS

Missouri Citizens for the Arts

www.mo4arts.org

Missouri Alliance for Arts Education

www.moaae.org

Missouri Association of Community Arts Agencies

www.maca.org

THE ARTS ARE EVERYWHERE!

- Now in its 26th year, the **St. Louis Art Fair** is ranked in the top ten art fairs and festivals to visit by Art Fair Sourcebook. And the Festival of Nations is the region’s largest multicultural celebration featuring dance, music, arts and crafts, and an international bazaar with unique gifts from around the world.
- In **Hannibal**, the birthplace of Samuel Clemens, the literature of Mark Twain continues to inspire, engage, and entertain, and the man himself makes an appearance at least once a year at the Twain on Main Festival.
- If you value fact over fiction, you would enjoy going to **Columbia** for the True/False Film Festival, called “The most important documentary festival in America” by the *Los Angeles Times*.

- It’s been said that “while New Orleans was the birthplace of jazz, America’s music grew up in **Kansas City**.” Whether you hear it in the iconic Kauffman Center for the Performing Arts, or nightly at clubs across the City, it is the best place to get to know KC jazz.
- In **Springfield**, the Missouri State University and Springfield Arts Council partner to create ideaXfactory (which stands for Innovation, Design, Entrepreneurship, and Art). There you can take in site-specific art installations, non-traditional art projects, and contemporary art exhibitions.
- **West Plains** is a place where unspoiled natural beauty, hardscrabble ingenuity, and tenacity in the face of unforgiving land have defined generations. Traditional arts

are central to the culture and embedded in daily life. The Old-Time Music and Ozark Heritage Festival shows how the people of West Plains celebrate their culture.

- In **Cape Girardeau** First Friday with the Arts gallery walks and annual Outdoor Sculpture Exhibit help further the revitalization of downtown.

To View the Top 10 Reasons to Support the Arts, Click Here.

MISSOURI ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org

VISIT US: ArtsActionFund.org/join

CALL US: 202.371.2830 x2067

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To download this fact sheet, “Why the Arts Matter in Missouri,” with corresponding resource links visit

www.ArtsActionFund.org/StateFactsheets.

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