



WHY THE ARTS MATTER IN MISSOURI



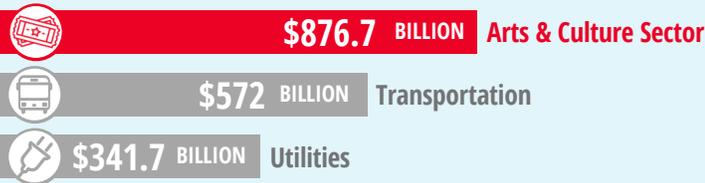
NATIONAL ARTS FACTS

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

ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP & 4.6 MILLION JOBS

U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector was a **\$876.7 billion industry** in 2020, representing **4.2%** of the nation's GDP, **4.6 million jobs**, and total compensation of **\$446 billion**.

Source: **U.S. Bureau of Economic Analysis & National Endowment for the Arts, 2022** (2020 data collected during the pandemic)



BONUS: In 2020, the arts & culture sector ranked 3rd among comparison sectors.

MISSOURI ARTS FACTS

MISSOURI ARTS & CULTURE SECTOR REPRESENTS 2.9% OF STATE'S GDP & 84,060 JOBS

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed **\$9.5 billion** to Missouri's economy in 2020, representing **2.9%** of the state's GDP, **84,060 jobs**, and total compensation of **\$5.4 billion**.

Source: **U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2022** (2020 data collected during the pandemic)



BONUS: In 2020, MO arts and culture was also larger than the Agriculture industry.

GDP & JOBS

LOSS OF REVENUE AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Between 2019 and 2020, the U.S. **arts economy** shrank at **nearly twice the rate** of the economy as a whole. Arts and cultural production fell by **6.4%** when adjusted for inflation, compared with a **3.4%** decline overall.

Source: **U.S. Bureau of Economic Analysis, 2022** (Data collected during the pandemic)
See Americans for the Arts regularly updated **COVID-19 Impact on the Arts Research Update**.



Missouri arts and culture value added decreased by **8%** between 2019 and 2020. In addition, arts & culture employment decreased by **11%**, dropping from **94,666** to **84,060**.

Source: **U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2022** (2020 data collected during the pandemic)



COVID-19 IMPACT

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** (Prior to COVID-19 pandemic)



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**.



ECONOMICS

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

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

A Congress allocated **\$180 million** to the NEA in **FY22**. This amounts to just **54 cents** per capita. Ideally, Congress should index \$1 per capita funding to the NEA. For COVID economic relief, Congress also allocated **\$75 million** in CARES Act and **\$135 million** in ARPA funding for distribution by the NEA. Additionally, Congress allocated **\$16 billion** to the SBA for shuttered arts venues plus billions more for PPP and EIDL.

Source: **Americans for the Arts Action Fund, 2022**.

Q How much did Missouri receive in public funding for the arts and culture?

A In **FY21-22**, the state allocated **\$7,078,930** to the Missouri Arts Council. The Missouri Arts Council also received **\$804,800** in federal NEA funds, which the Council re-granted to hundreds of cultural organizations throughout the state. Another **29** nonprofit arts organizations received direct grants from the NEA totaling **\$1,425,000**.

Source: **NEA and NASAA, 2022**

FUNDING

"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.

Executive Director: Michael Donovan
Chair: Sharon Beshore



[Learn more here.](#)

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](#).
- Check out this video of Lieutenant Governor Mike Kehoe encouraging arts advocates [here](#).

MISSOURI ART ORGANIZATIONS

Missouri Alliance for Arts Education

www.moaae.org

Missouri Association of Community Arts Agencies

www.maca.net

MISSOURI CITIZENS FOR THE ARTS

is a non-partisan, state-wide, grass roots organization that advocates to secure stable financial support for the arts to benefit Missouri and its citizens.

President: Alison Schieber



[Learn more here.](#)

[Join here.](#)

THE ARTS ARE EVERYWHERE!

- The **Saint Louis** Art Fair has returned to live exhibits with its 28th Annual celebration in downtown Clayton, Missouri, a prestigious business and residential community neighboring St. Louis.
- 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.
- After the Lyric Opera of **Kansas City** responded to the pandemic with an innovative streaming production of Amahl and the Night Visitors featuring the Paul Mesner Puppets, they discovered that it was so popular that it has now been incorporated as a special annual holiday LIVE performance
- The **Springfield** Arts Council has founded Growing Up In The Arts, a program that brings week-long arts experiences to schools and organizations with underserved individuals.
- **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

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To download this factsheet, "Why the Arts Matter in Missouri," with corresponding resource links visit www.ArtsActionFund/StateFactsheets