



WHY THE ARTS MATTER IN MISSOURI



NATIONAL ARTS FACTS

ARTS & CULTURE SECTOR'S PERCENTAGE OF U.S. ECONOMY

ARTS & CULTURE SECTOR REPRESENTS 4.3% OF NATION'S GDP & 5.2 MILLION JOBS

U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector was a **\$919.7 billion industry** in 2019, representing **4.3%** of the nation's GDP, **5.2 million jobs**, and total compensation of **\$466 billion**.

Source: [U.S. Bureau of Economic Analysis](#), 2019 (Prior to COVID-19 pandemic)

	\$919.7 BILLION	Arts & Culture Sector
	\$892.7 BILLION	Construction
	\$269.9 BILLION	Education Services

BONUS: In 2019, U.S. exports generated a \$33 billion arts trade SURPLUS.

LOSS OF REVENUE AND JOBS

Nationally, COVID-19 has devastated creative economy businesses with a loss of **\$150 billion** in revenue. In addition, **52% of all creative workers became unemployed** (2.7 million people) as of July 2020.

Source: Brookings, [Lost art: Measuring COVID-19's devastating impact on America's creative economy](#), 2020.

\$150B
LOST REVENUE & **52%**
OF UNEMPLOYMENT

MISSOURI ARTS FACTS

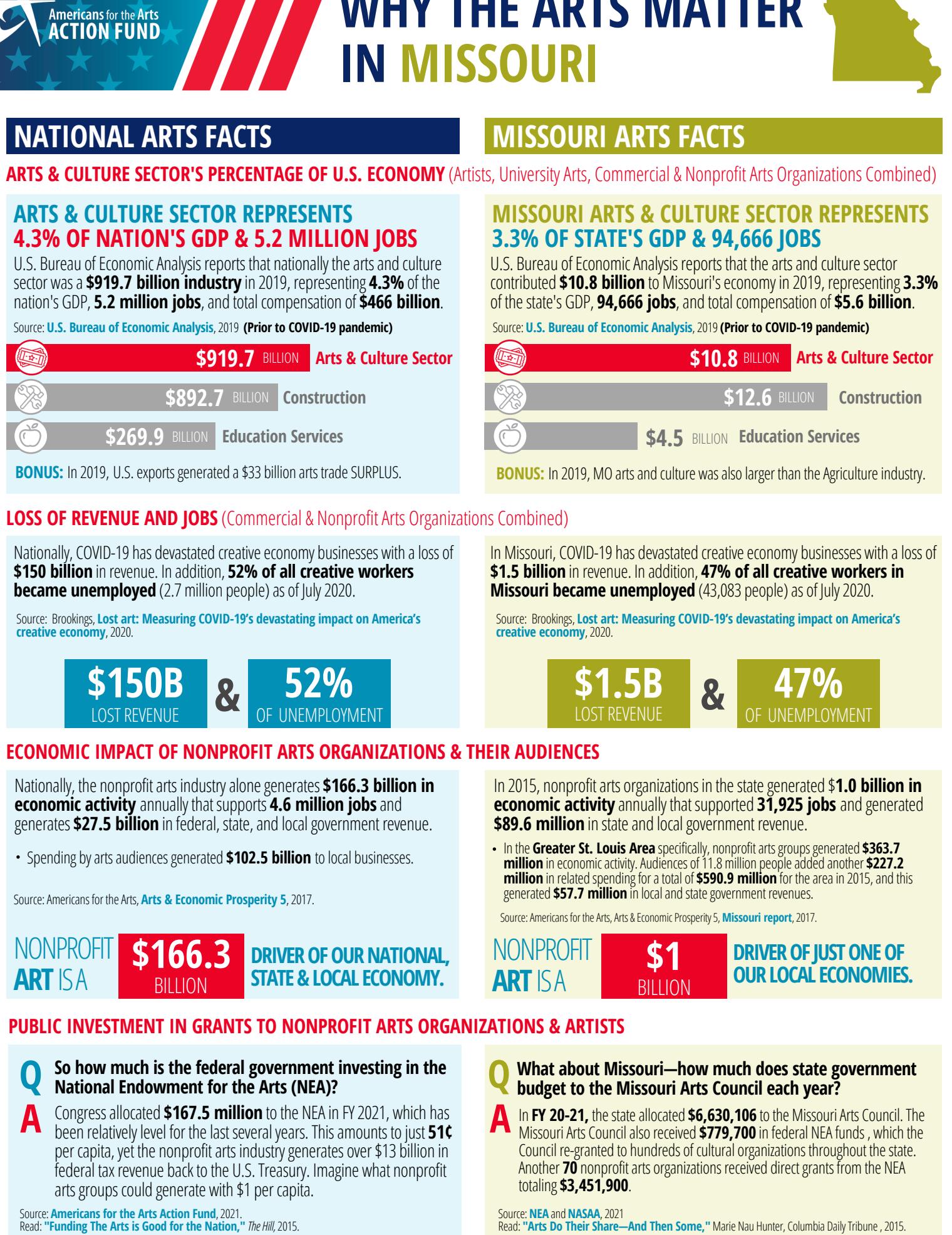
MISSOURI ARTS & CULTURE SECTOR REPRESENTS 3.3% OF STATE'S GDP & 94,666 JOBS

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed **\$10.8 billion** to Missouri's economy in 2019, representing **3.3%** of the state's GDP, **94,666 jobs**, and total compensation of **\$5.6 billion**.

Source: [U.S. Bureau of Economic Analysis](#), 2019 (Prior to COVID-19 pandemic)

	\$10.8 BILLION	Arts & Culture Sector
	\$12.6 BILLION	Construction
	\$4.5 BILLION	Education Services

BONUS: In 2019, MO arts and culture was also larger than the Agriculture industry.





"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



Missouri Arts Council
The State of the Arts

> [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

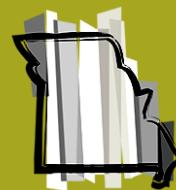
Missouri Association of Community Arts Agencies

www.macaa.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



Missouri Citizens for the Arts

> [Learn more here.](#)

> [Join here.](#)

THE ARTS ARE EVERYWHERE!

- The **St. Louis Art Fair** is now in its 27th year and has adapted to the restrictions imposed by COVID 19 by creating an online fair that preserves the multicultural celebration of arts in the region.
- 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.
- The Lyric Opera of **Kansas City** responded to the pandemic with an innovative production of Amahl and the Night Visitors. The company presented a streaming performance of Menotti's beloved opera with the Paul Mesner Puppets acting out the story, while the singers sang remotely in socially distanced positions offstage. Musicians from the Kansas City Symphony provided the accompaniment.
- 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

FOLLOW US: Arts Action Fund | @ArtsActionFund | @ArtsActionFund



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