

10 REASONS TO SUPPORT THE ARTS

The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, goodness, and beauty. The arts bring us joy, help us express our values, and build bridges between cultures. The arts are also a fundamental component of a healthy community—strengthening them socially, educationally, and economically—benefits that persist even in difficult social and economic times.

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ARTS DRIVE TOURISM AND REVENUE TO LOCAL BUSINESSES

Attendees at nonprofit arts events spend **\$31.47 PER PERSON**, per event, beyond the cost of admission on items such as meals, parking, and babysitters—valuable commerce for local businesses. **34 PERCENT** of attendees live outside the county in which the arts event takes place; they average **\$47.57 IN EVENT-RELATED SPENDING**. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences.

ARTS STRENGTHEN THE ECONOMY

Arts and cultural goods in the U.S. added \$764 billion to the economy in 2015, and included a \$21 billion international trade surplus. The arts represented a larger share of the nation's economy (**4.2 PERCENT OF GDP**) than transportation, tourism, and agriculture (source: U.S. Bureau of Economic Analysis). The nonprofit arts industry alone generates **\$166.3 BILLION** in economic activity annually (spending by organizations and their audiences), which supports **4.6 MILLION JOBS** and generates **\$27.5 BILLION** in government revenue.

ARTS IMPROVE ACADEMIC PERFORMANCE

Students engaged in arts learning have **HIGHER GPAS, STANDARDIZED TEST SCORES**, and **LOWER DROP-OUT RATES**. These academic benefits are reaped by students regardless of socioeconomic status. Yet, the Department of Education reports that access to arts education for students of color is significantly lower than for their white peers. **88 PERCENT** of Americans believe that arts are part of a well-rounded K-12 education.

ARTS UNIFY COMMUNITIES

67 PERCENT of Americans believe “the arts unify our communities regardless of age, race, and ethnicity” and **62 PERCENT** agree that the arts “helps me understand other cultures better”—a perspective observed across all demographic and economic categories.

ARTS IMPROVE INDIVIDUAL WELL-BEING

63 PERCENT of the population believe the arts “lift me up beyond everyday experiences,” and **73 PERCENT** say the arts are a “positive experience in a troubled world.”

ARTS SPARK CREATIVITY AND INNOVATION

Creativity is among the **TOP 5 APPLIED SKILLS** sought by business leaders, per the Conference Board's *Ready to Innovate* report—with **72 PERCENT** saying creativity is of high importance when hiring. Research on creativity shows that Nobel laureates in the sciences are **17 TIMES MORE LIKELY** to be actively engaged in the arts than other scientists.

ARTS DRIVE THE CREATIVE INDUSTRIES

The Creative Industries are arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. A 2017 analysis of Dun & Bradstreet data counts **673,656 BUSINESSES** in the U.S. involved in the creation or distribution of the arts—**4.0 PERCENT** of all businesses and **2.0 PERCENT** of all employees.

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 poverty rates.

ARTS FOR THE HEALTH AND WELL-BEING OF OUR MILITARY

The arts heal the mental, physical, and moral injuries of war for military servicemembers and Veterans, who rank the creative arts therapies in the **TOP 4 (OUT OF 40)** interventions and treatments. Across the military continuum, the arts promote resilience during pre-deployment, deployment, and the reintegration of military servicemembers, Veterans, their families, and caregivers into communities.

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.

