



WHY THE ARTS MATTER IN CALIFORNIA



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)

\$876.7 BILLION Arts & Culture Sector

\$572 BILLION Transportation

\$341.7 BILLION Utilities

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

CALIFORNIA ARTS FACTS

CA ARTS & CULTURE SECTOR REPRESENTS 7.5% OF STATE'S GDP & 681,211 JOBS

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed **\$225 billion** to CA's economy in 2020, representing **7.5%** of the state's GDP, **681,211 jobs**, and total compensation of **\$109 billion**.

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

\$225 BILLION Arts & Culture Sector

\$120.4 BILLION Construction

\$42.8 BILLION Utilities

BONUS: In 2020, total compensation in CA increased by 3% from 2019.

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](#).

\$53.6B GDP LOST & **600,000** JOBS LOST

California arts and culture value added decreased by **5%** between 2019 and 2020. In addition, arts & culture employment decreased by **12%**, dropping from **779,932** to **681,211**.

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

\$7B GSP LOST & **98,721** JOBS LOST

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)

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

In a 2015 study of fifteen cities and counties of CA, nonprofit arts and cultural production generated **\$4.5 billion in economic activity**, **132,705 jobs**, and **\$431.5 million** in state and local government revenue.

- In San Francisco, for example, nonprofit arts groups generated **\$780.6 million** in economic activity. Their audiences of 15.6 million people added another **\$667.7 million** for a total of **\$1.4 billion** in business for the city and county, and this generated **\$131.1 million** in local and state government revenues.

Source: Americans for the Arts, Arts & Economic Prosperity 5, [San Francisco](#) report, 2017

NONPROFIT ART ISA **\$4.5 BILLION** DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.

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 California receive in public funding for the arts and culture?

A In FY21-22, the state allocated **\$140 million** to the California Arts Council. The California Arts Council also received **\$1.1 million** in federal NEA funds, **\$1,348,900** through ARPA, and **\$760,400** through CARES Act. These funds have benefitted over **1,328** artists and arts organizations. Another **260** nonprofit arts organizations received direct grants from the NEA totaling **\$12,577,000**.

Source: [California Arts Council, Californians for the Arts, & NEA 2022](#)

GDP & JOBS

COVID-19 IMPACT

ECONOMICS

FUNDING

"We don't take for granted the privilege of being the state arts agency here in California, where creativity sits at the heart of our identity. Where we have bipartisan support for and understanding of the position of arts and culture within our communities—as a health and wellness asset, a problem-solving resource, and bridge builder. Where the arts and our artists are readily incorporated into our government's strategy to cope with our modern problems, as part of, and not supplemental to, our collective future."

—Anne Bown-Crawford, Director of the California Arts Council



CALIFORNIA ARTS FACTS

IN THE GOLDEN STATE, THE ARTS UNITE US

In California, the arts foster real solutions that are deeply needed in society today.

THE CALIFORNIA COUNCIL ON THE

ARTS— The mission of the California Arts Council, a state agency, is to advance California through the arts and creativity. Since its founding in 1976, the Arts Council has awarded more than 32,000 grants with a total investment of approximately \$400 million.

Executive Director: Anne Bown-Crawford
Chair: Lilia Gonzales Chavez



[Learn more here.](#)

ART IN CALIFORNIA

Support Black Theatre is a grassroots organization dedicated to the development, enrichment, and promotion of Black art, Black artists, Black theatres, and Black audiences in Los Angeles

Founded in 1972, the **Latino Center of Art and Culture** is a multi-disciplinary cultural center offering Latinx programming, art education workshops, and a community gathering space

CALIFORNIA ART ORGANIZATIONS

- Association of California Symphony Orchestras
- California Association of Museums
- Latino Arts Network
- California Lawyers for the Arts
- California Presenters
- The Center for Cultural Power
- Center for Cultural Innovation

CALIFORNIANS FOR THE ARTS' mission is to ensure that the arts are accessible to all Californians; are an ongoing part of the public dialogue and to encourage Californians to care about the arts as a critical component of their own lives and the lives of their communities. We fight for arts resources and policies that benefit our members and all residents of California. Our work and support of civic engagement, arts education, cultural equity and the creative economy, positively impacts every community across the state. Est. 2007

Executive Director: Julie Baker
Chair: Ron P. Muriera

[Learn more here.](#)
[Join here.](#)



THE ARTS ARE EVERYWHERE!

- From the north to the south, California is rich in arts and cultural programming and leads as the economic capitol of creativity. California is the State of the Arts.
- California is innovative in its use of the arts to solve social issues. For example, as of June 2017, Arts in Corrections, a partnership between the **California Department of Corrections** and Rehabilitation (CDCR) and the California Arts Council provides arts programming in all 35 state adult correctional institutions. In **Los Angeles**, the Actors' Gang under the leadership of Artistic Director Tim Robbins, has provided theater arts programming with an emphasis on Commedia dell'Arte techniques for more than a decade.

- Based in Fresno, with service statewide, The Alliance for California **Traditional Arts** provides arts programming focused on the underserved field of traditional arts, rooted in cultural heritage and community-based practice. Expressions such as Native American beadwork, storytelling, songwriting, African drumming, and American folk guitar and guitarra ranchera are intended as familiar and culturally relevant art forms for participants.
- In 2021 the CA State Budget included \$60 million one-time General Fund for the California Arts Council to implement the **California Creative Corps Pilot Program**, a media, outreach and engagement campaign designed to increase: (1) public health awareness messages to stop the spread of COVID-19; (2) public awareness related to water and energy

conservation, and emergency preparedness, relief, and recovery; (3) civic engagement, including election participation; and (4) social justice and community engagement.

- California Cultural Districts** highlight the cultural legacy of our state's most valuable resource—its diversity. From larger, urban areas to uncharted rural locations, each district helps grow and sustain authentic arts and culture opportunities, increase the visibility of local artists, and promote socio-economic and ethnic diversity through culture and creative expression. 14 districts serve as California's inaugural state designated Cultural Districts, highlighting some of the thriving cultural diversity and unique artistic identities within local communities across California.

CALIFORNIA ARTS NEED YOU!

[To View the Top 10 Reasons to Support the Arts, Click Here.](#)

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org

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