

# WHY THE ARTS MATTER IN ALABAMA



## NATIONAL ARTS FACTS

**FOR-PROFIT & NON-PROFIT ARTS & CULTURE SECTORS REPRESENT**

**4.31%** Nation's GDP      **5.2 M** Jobs

**\$1.102 TRILLION** Arts & Culture

**\$920.5 B** Transportation

**\$270.8 B** Agriculture

The national arts and culture sector was a **\$1.102 trillion industry** in 2022 (4.31% of the nation's GDP), representing **5.2 million jobs** (3.28% of nation's workforce), and total compensation of **\$540.9 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts (2024). Data collected for 2022.

## ALABAMA ARTS FACTS

**FOR-PROFIT & NON-PROFIT ARTS & CULTURE SECTORS REPRESENT**

**2.26%** State's GDP      **49,359** Jobs

**\$6.4 BILLION** Arts & Culture

**\$8.9 B** Transportation

**\$3.3 B** Agriculture & Forestry

The Alabama arts and culture sector was a **\$6.4 billion industry** in 2022 (2.26% of the state's GDP), representing **49,359 jobs** (2.29% of Alabama's workforce), and total compensation of **\$3.3 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts (2024). Data collected for 2022.

## ECONOMIC IMPACT OF NON-PROFIT ARTS & CULTURE INDUSTRY AND AUDIENCES

National

**\$151.7 B** Economic activity annually

**2.6 M** Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$29.1 billion** in total tax revenue to federal, state, and local governments.

**88.5%** of audiences agreed with the statement "This arts activity/venue is inspiring a sense of pride in this neighborhood or community"

**87%** of audiences agreed with the statement "My attendance is my way of ensuring that this activity/venue is preserved for future generations"

Source: Americans for the Arts, 2023. Arts & Economic Prosperity 6.

## ECONOMIC IMPACT OF NON-PROFIT ARTS INDUSTRY ONLY & THEIR AUDIENCES

Tuscaloosa County

**\$26.2 M** Economic activity annually

**667** Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$7.99 billion** in total tax revenue to federal, state, and local governments.

**90.3%** of audiences agreed with the statement "This arts activity/venue is inspiring a sense of pride in this neighborhood or community"

**85.4%** of audiences agreed with the statement "My attendance is my way of ensuring that this activity/venue is preserved for future generations"

Source: Americans for the Arts, 2023. Arts & Economic Prosperity 6, Tuscaloosa County, AL.

## FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation FY24      **\$207 Million**

Congress allocated **\$207 million** to the National Endowment for the Arts (NEA) in **FY24**. This amounts to just **62 cents per capita**. Ideally, Congress should index \$1 per capita funding to the NEA.

Source: Americans for the Arts Action Fund, 2023.

4/1/2024

## PUBLIC FUNDING RECEIVED FOR ALABAMA ARTS & CULTURE SECTOR

Arts Council Approp FY24      **\$7,806,197**

NEA State Partnership FY24      **\$969,625**

NEA Grants to AL artists & organizations FY23      **\$1,552,125**  
projects, fellowships, & research

South Arts FY22-23      **\$212,780**

Source: NEA, SBA, NASAA, and Alabama State Council on the Arts, 2023-24

# ALABAMA ARTS HIGHLIGHTS

IN THE YELLOWHAMMER STATE, THE ARTS UNITE US AS ALABAMIANS



The arts in Alabama is marked by collaborations that bring together groups throughout rural, suburban, and urban parts of the state and partnerships with schools, teaching artists, and communities state-wide.

**ALABAMA STATE COUNCIL ON THE ARTS** enhances the quality of life and economic vitality for all Alabamians by providing support for the state's diverse and rich artistic resources. Arts programs, assisted by Council grants, have a track record of enhancing community development, education, cultural tourism, and overall quality of life in all regions of the state.

**Executive Director:** Dr. Elliot Knight  
**Chair:** Lisa Blach Weil



Learn more [here](#).  
View Annual Report [here](#).

## BE SURE TO CHECK OUT

Learn more about Arts in Alabama [here](#).

[artlook@Alabama](#)  
[Amp Up Arts](#)  
[Alabama Folklife Association](#)  
[Design Alabama](#)  
[Alabama Dance Council](#)  
[Alabama Writers' Forum](#)  
[Eastern Shore Art Center](#)  
[Kentuck Art Center & Festival](#)  
[Mobile Opera](#)  
[Arts Huntsville](#)  
[Sloss Furnaces](#)  
[King's Canvas](#)

## ALABAMA ARTS ALLIANCE

Created in 1983, the mission of the Alabama Arts Alliance is to increase public awareness of and engagement in the arts through education and advocacy.

**Executive Director:** Donna Russell  
**Chair:** Melissa Hughey



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

## THE ARTS ARE EVERYWHERE

### North Alabama

- **Huntsville** is a booming city for technological arts experiences, including [Lowe Mill](#), the [Orion Amphitheater](#), [Merrimack Hall Performing Arts Center](#), and [Huntsville Community Drumline](#).
- **Florence** and The Shoals have the Swampers, a group of studio musicians that have been associated with more than 500 recordings, including 74 gold and platinum hits. Visit [Muscle Shoals Sound Studio](#) and the [Alabama Music Hall of Fame](#) to learn more about this group. Florence is also home to [Kennedy Douglass Art Center](#) and [Shoals Symphony Orchestra](#).

### Central Alabama

- Head down to **Birmingham** for art experiences at [Birmingham Museum of Art](#), [Red Mountain Theatre](#), [Nathifa Dance Company](#), [Opera Birmingham](#), [Sidewalk Film Center and Cinema](#), and [Alabama Symphony Orchestra](#).

### Central Alabama (continued)

- The state's capital, **Montgomery**, is home to many organizations that blend the importance of the Civil Rights Movement with the beauty of art, such as the [Equal Justice Initiative](#) and Troy University's [Rosa Parks Museum](#). While in town, drive over to Blount Cultural Park to visit [Alabama Shakespeare Festival](#) and [Montgomery Museum of Fine Arts](#).
- **Tuscaloosa** offers a variety of collegiate and community arts orgs, such as The University of Alabama's [Paul R. Jones Museum](#), [Theatre Tuscaloosa](#), and [Alabama Blues Project](#).
- In **Shelby County**, visit [Klein Arts & Culture](#) in Harpersville to engage in activities that raise consciousness about race through dance, music, poetry, visual arts, and education, or check out the latest exhibit at the [Shelby County Arts Council's](#) EBSCO Fine Art Gallery.

### South Alabama

- In **Camden**, you can spend some time at [Black Belt Treasures Cultural Arts Center](#), then catch the ferry over to Gee's Bend, where you can meet the famous [Gee's Bend Quilters](#).
- **Dothan**, located in the heart of the Wiregrass, offers gems such as [Wiregrass Museum of Art](#) and [Southeast Alabama Community Theatre](#).
- Enjoy the sun and gulf waters in **Mobile**, while finding some time to visit [Mobile Museum of Art](#), [Alabama Contemporary Art Center](#), [Mobile Ballet](#), and [Mobile Symphony](#).



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