

WHY THE ARTS MATTER IN MONTANA



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



\$1.09 T Construction



\$270.8 B Agriculture & Forestry

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.

MONTANA ARTS FACTS

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

3.34% State's GDP **16,540** Jobs



\$2.2 BILLION Arts & Culture



\$4.2 B Construction



\$2.6 B Agriculture & Forestry

The Montana arts and culture sector was a **\$2.2 billion industry** in 2022 (3.24% of the state's GDP), representing **16,540 jobs** (3.14% of Montana's workforce), and total compensation of **\$1.2 billion**.

Source: U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies (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

Missoula, Montana

\$55.8 M Economic activity annually

955 Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$10.1 million** in total tax revenue to federal, state, and local governments.

91.9% of audiences agreed with the statement "This arts activity/venue is inspiring a sense of pride in this neighborhood or community"

87.1% 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, Missoula, Montana.

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, 2024.

PUBLIC FUNDING RECEIVED FOR MONTANA ARTS & CULTURE SECTOR

State Appropriation FY24 **\$1,116,392**

NEA State Grant FY24 **\$1,074,400**

17 Direct NEA Grants FY23 **\$1,459,400**

Source: NEA, NASAA, 2024

As of 4/1/2024

MONTANA ARTS HIGHLIGHTS

BIG SKY COUNTRY: LAND OF CREATIVITY



Montana is a vast and varied land of many cultures, traditions, languages, and histories. From the forests and peaks to the rivers and prairies, we express our unique cultural identity through art.

For more than half a century, **THE MONTANA ARTS COUNCIL** has worked to nurture the creative potential of our citizens, advance education, spur economic vibrancy, and foster vibrant communities through involvement in the arts. We believe the arts are essential to the creativity, imagination, and entrepreneurship that continue to make Montana the last best place in which to **live, learn, work, and be inspired.**

Executive Director: Krays Holmes
Chair: Greg Murphy



Learn more [here.](#)

BE SURE TO CHECK OUT

- Visit [Montana](#) has an overview of the best arts destinations throughout the state [here.](#)
- LivelyTimes offers a calendar of arts events in Montana [here.](#)
- Find out about all the state's great art galleries, live performances, Indian Nations' events, and museums [here.](#)

Montana Museums Association
www.montanamuseums.org

Montana Art Gallery Directors Association
<https://magdamt.org/>

Arts Missoula
<https://artsmissoula.org/>
Executive Director: Heather Adams

MONTANA PERFORMING ARTS CONSORTIUM is a non-profit group of for profit and not for profit Presenter Organizations. Founded in 1981, MPAC's mission is to: promote booking of quality artists; increase skills in presenting and touring; and reduce expenses for artists and presenters through block-booking.



Learn more [here.](#)

THE ARTS ARE EVERYWHERE

- Start in Montana's biggest city, **Billings**, and catch an outdoor performance of Backyard Theater or a show at Billings Studio Theater, the Alberta Bair Theater, or the Sacrifice Cliff Theater Company. For music, there's the Billings Symphony Orchestra and the Yellowstone Chamber Players. The city is home to many museums and galleries of art and Western heritage.
- Head west to **Bozeman** for the Emerson Center for Arts and Culture, with its art gallery, films, and art classes and workshops for adults and children. In addition to dozens of art galleries, Bozeman has a museum for every interest: the American Computer Museum, the Gallatin Historical Society's Pioneer Museum, and the Museum of the Rockies with its awesome dinosaur skeletons.
- In **Butte**, the Montana Folk Festival features performances and demonstrations by over 200 of the nation's finest musicians, dancers, and craftspeople.
- Drive north on route 90 to **Missoula**, home to the Ballet Beyond Borders festival, Bare Bait Dance, the Missoula Children's Theatre, the Montana Museum of Arts and Culture, the Montana Book Festival, the International Wildlife Film Festival, the Wilma Theater, Missoula Art Museum, and Radius Gallery which focuses on ceramics. Learn more about the arts in Missoula on the [Arts Missoula website.](#)
- Further north is **Pablo** and the Flathead Indian Reservation, where the People's Center preserves the rich cultural heritage of the Salish, Pend d'Oreille, and Kootenai tribes.
- **Great Falls** has the Great Falls Symphony, the Community Concert Association, the Paris Gibson Square Museum of Art, and the [C.M. Russell Museum.](#)
- Here are more events that exhibit Montana's cultural vibrancy include the Red Ants Pants Festival in **White Sulphur Springs**, Blackfoot Pathways: Sculpture in the Wild in **Lincoln**, and Crow Fair in **Big Horn County.**
- **Helena** is home to The [Myrna Loy](#), one of the most innovative community-fired culture centers in the rural West, with great movies, live performances from all over the globe, multi-cultural events, a small art gallery, and a lively pub.

As of 4/2023



JOIN THE ARTS ACTION FUND FOR FREE TODAY!

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