

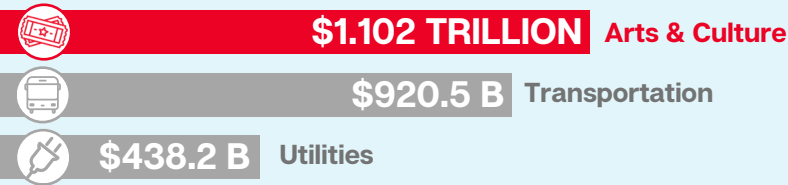
WHY THE ARTS MATTER IN TEXAS



NATIONAL ARTS FACTS

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

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



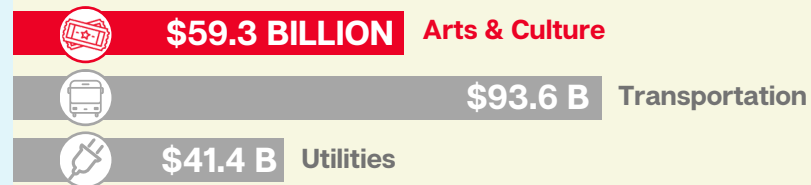
The national arts and culture sector was a **\$1.102 trillion industry** in 2022 (4.31% of the nation's GDP), representing **5.2 million jobs** (3.28% of nation's workforce), and total compensation of **\$540.9 billion**.

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

TEXAS ARTS FACTS

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

2.47% State's GDP **383,066** Jobs



The Texas arts and culture sector was a **\$59.3 billion industry** in 2022 (2.47% of the state's GDP), representing **383,066 jobs** (2.76% of Texas' workforce), and total compensation of **\$30.2 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 & CULTURE INDUSTRY AND AUDIENCES

Regional Snapshot: Dallas-Fort Worth-Arlington MSA, TX

\$1.5 B Economic activity annually

25,174 Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$313.5 million** in total tax revenue to federal, state, and local governments.

89.4% of audiences agreed with the statement "This arts activity/venue is inspiring a sense of pride in this neighborhood or community"

87.3% 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. 2022 data collected for the Dallas-Fort Worth-Arlington MSA, TX.

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 TEXAS ARTS & CULTURE SECTOR

State Appropriation FY24 **\$14,309,718**

NEA State Grant FY24 **\$1,372,000**

119 NEA Direct Grants FY23 **\$4,443,250**

Source: Texas Commission on the Arts & NEA, 2024

3/6/2024

TEXAS ARTS HIGHLIGHTS

IN THE LONESTAR STATE, THE ARTS UNITE US



The **Texas Touring Arts Program** serves the nation's largest rural population with outstanding Texas-based companies and artists in their own communities.

TEXAS COMMISSION ON THE ARTS

was established by the Texas Legislature in 1965 to advance the state economically and culturally by investing in a creative Texas. By providing resources to enhance economic development, arts education, cultural tourism, and artist sustainability initiatives, the Texas Commission on the Arts supports a diverse and innovative arts community statewide.

Executive Director: Gary Gibbs

Chair: Dale Brock



[Learn more here.](#)

BE SURE TO CHECK OUT

Arts and Culture Texas is a state-wide magazine focused on the contemporary visual and performing arts across Texas.

Texans for the Arts

Texas Cultural Trust

Texas Music Educators Association

Texas Folklife

Texas Association for Symphony

Orchestras

Art Spark Texas

Texas Hotel & Lodging Association

Texas Dance Educators Association

Texas Educational Theatre Association

Texas Downtown Association

Texas Association of Museums

Humanities Texas

Theatre Network of Texas

Texas Creative Placemaking Initiative

TEXANS FOR THE ARTS is a highly effective, non-partisan statewide arts advocacy organization whose mission is to secure, protect and grow the public investment in the arts and to advocate for the development and implementation of public policy that supports a strong and vibrant arts and cultural industry.

Executive Director: Ann S. Graham

Chair: Fiona Bond



TEXANS FOR THE ARTS

[Learn more here.](#)

[Join here.](#)

THE ARTS ARE EVERYWHERE

- In 2018, **Abilene** became the official “Storybook Capitol of America.” It is home to the National Center for Children’s Illustrated Literature, the largest collection of Storybook Sculptures in the U.S., and the annual Children’s Art & Literacy Festival! The town’s TCA Cultural District is a dynamic example of how the arts spark urban revitalization through restoring historic buildings, enhancing businesses, promoting cultural tourism, and increasing civic pride.
- As the 4th largest city in the US, **Houston** has seven TCA Cultural Districts which reflect the diversity of the city and beyond. From the Museum of Fine Arts, Houston, to Project Row Houses, from the annual Art Car Parade to free performances year-round at the Miller Outdoor Theater in Herman Park, from Discovery Green to the rediscovered underground “Cistern”— the arts appear everywhere!
- With a strong legacy as a confluence of cultures, **San Antonio** draws visitors from around the world by showcasing historic, contemporary and educational work. As home to four TCA Cultural Districts and 70+ nonprofits, events and festivals presenting arts and culture throughout the year, San Antonio recognizes the importance of the creative economy and cultural tourism.
- **Austin Classical Guitar** is the leading nonprofit arts organization dedicated to classical guitar in the U.S. With international reach through its extensive guitar curriculum and education services, including programs in juvenile justice systems and lifelong learning for Braille readers, ACG serves as a model for other communities around the world aiming to inspire all of the people it serves with musical experiences of deep personal significance. In 2022 ACG opened a new concert and creative learning center in central Austin called The Rosette.
- **Texas Folklife** is dedicated to preserving and presenting the diverse cultures, living heritage, and traditions of the Lone Star State. Since 1984, TXF has been honoring traditions shared by community members in the beautiful tapestry of communities across Texas. They consistently prioritize the importance of traditional arts in contemporary society and celebrate the state’s vibrant heritage by providing arts experiences enjoyable by all.
- **The Cultural Corridor Initiative** is an important grassroots movement that is happening on the Southern Border of Texas and Mexico. Arts and historical cultural heritage are being used to preserve, celebrate and unify the people who have called this area home for generations. There is a very unique life on the Frontera that is as old as Texas... no, as old as time! Everything that Texans think of as the culture of Texas really started here.

As of 2/6/2023



JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org

VISIT US: [ArtsActionFund.org](https://www.ArtsActionFund.org)

FOLLOW US:

