

WHY THE ARTS MATTER IN IOWA



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



\$438.2 B Utilities

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.

IOWA ARTS FACTS

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

2.1% State's GDP **41,810** Jobs



\$5 BILLION Arts & Culture



\$10.2 B Construction



\$4 B Utilities

The Iowa arts and culture sector was a **\$5 billion industry** in **2022** (2.1% of the state's GDP), representing **41,810 jobs** (2.57% of Iowa's workforce), and total compensation of **\$2.7 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

Statewide

\$705.2 M Economic activity annually

12,441 Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$151.5 million** 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"

87.4% 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. 2022 data collected for the State of Iowa.

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 FOR IOWA ARTS COUNCIL FY24

State Appropriation FY24 **\$1,550,000**

NEA Funded Grants FY24 **\$1,123,270**

Source: NEA, SBA, NASAA, Iowa Arts Council 2024

IOWA ARTS HIGHLIGHTS

IOWA IS A CREATIVE STATE



As home to one of the **most arts-vibrant** (Des Moines) and **top smaller creative cities** (Iowa City) in the country - along with art-filled main streets, **cultural and entertainment districts**, rural **creative places** and nationally-known arts attractions - Iowa abounds with the arts, culture and creativity.

THE IOWA ARTS COUNCIL—

Established in 1967, the Iowa Arts Council (IAC) serves as Iowa's state arts agency and is part of the Iowa Economic Development Authority (IEDA). The Iowa Arts Council strives to create opportunities for the arts to flourish in Iowa by nurturing cultural leadership and investing in projects that provide access to the arts in communities throughout Iowa.

IEDA Director: Debi Durham

IAC Director: David Schmitz

Chair: Amber Danielson



[Learn more here.](#)

IOWA CULTURAL COALITION

The Iowa Cultural Coalition (ICC) organizes Iowans to advocate for public investment in arts and culture. As a statewide advocacy organization, the ICC serves as a strong and unified voice in promoting public funding, legislation, and policy beneficial to Iowa's growing arts and culture industry.

President: Lesley Wright

Vice President: Matt McIver



[Learn more here.](#)

IOWA ALLIANCE FOR ARTS EDUCATION (IAAE)

The Iowa Alliance for Arts Education was founded in 1988 and focuses on advocacy, professional development and mentorship for fine arts teachers and programs in the state of Iowa.

Executive Director: Leon Kuehner

Chair: Jayson Gerth



[Learn more here.](#)

[Join here.](#)

THE ARTS ARE EVERYWHERE

- **Clear Lake's** iconic Surf Ballroom, a National Historic Landmark and staple in American rock n' roll history, is a must-stop for any visitor to North Iowa, along with neighboring community, **Mason City**, which inspired Broadway composer Meredith Wilson to write "The Music Man" and is also home to the last remaining Frank Lloyd Wright designed and built hotel in the world.
 - Film and media has a major presence in Iowa. In addition to being a popular site for filming and filmmakers, Iowa boasts more than a dozen local independent film festivals, including the Julien **Dubuque** International Film Festival in Dubuque and the Snake Alley Film Festival in **Burlington**.
 - Visit **Iowa City**, one of just two UNESCO Cities of Literature in the United States, and home to the famous International Writers Program and the Iowa Writers' Workshop.
 - Stop by Iowa's largest mural painted on all sides of a 110-ft grain silo along the river in **Fort Dodge**.
 - Visitors to Iowa's capital city, **Des Moines** - named one of the **40 most arts vibrant cities** in the nation - will enjoy a visit to the John & Mary Pappajohn Sculpture Park; world-class museums, botanical gardens and a zoo; and Mainframe Studios, the nation's largest, affordable artist workspace center. Greater Des Moines is also home to Broadway performances, at Des Moines Performing Arts, and one the country's premier opera companies in nearby **Indianola**, while nearby **Ames**, home to Iowa State University and more museums and cultural attractions, is just north of the city.
 - Northeast Iowa is well-known for culture and creativity. Start in **Waterloo-Cedar Falls**, home to college and nonprofit arts centers and galleries, and head north into
- into the Driftless Region. Stop in **Charles City**, home to the Mooney Art Collection, along the way to **Decorah**, a college town home to many writers, artists and musicians.
- Arts, culture and heritage are around every turn in Southwest and West Central Iowa. The Hoff Family Art Center in **Council Bluffs** is a creative incubator for all of the fine and culinary arts. Travel to the small town of **Manning** to take your picture in front of the giant IOWA sculpture in Trestle Park and visit the Hausbarn Heritage Park. The popular Southwest Iowa Arts Tour takes visitors through many cities each fall, including **Malvern**, where visitors can stay overnight in a church transformed into an art studio; **Clarinda**, home to a growing collection of contemporary art amassed by visionary collectors Robert and Karen Duncan; and **Woodbine**, a rural hub for creatives and an Iowa Great Place.

4/2024



JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org

VISIT US: ArtsActionFund.org

FOLLOW US:

