

# WHY THE ARTS MATTER IN VERMONT



## 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.

## VERMONT ARTS FACTS

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

**2.85%** State's GDP      **10,574** Jobs



**\$1.2 BILLION** Arts & Culture



**\$1.4 B** Construction



**\$888 M** Utilities

The Vermont arts and culture sector was a **\$1.2 billion industry** in 2022 (2.85% of the state's GDP), representing **10,574 jobs** (3.34% of Vermont's workforce), and total compensation of **\$708.6 million**.

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.

**70%** of attendees are local and spend **\$29.77 per person per event** beyond the cost of admission

**30%** of attendees are nonlocal and spend **\$60.57 per person per event** beyond the cost of admission.

Source: Americans for the Arts (2023). [Arts & Economic Prosperity 6](#).

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

Statewide

**\$158.6 M** Economic activity annually

**2,712** Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$34.8 million** in total tax revenue to federal, state, and local governments.

**89.4%** of attendees are local and spend **\$34.53 per person per event** beyond the cost of admission

**25%** of attendees are nonlocal and spend **\$51.69 per person per event** beyond the cost of admission.

Source: Americans for the Arts (2023). [Arts & Economic Prosperity 6](#). 2022 data collected for Vermont.

## 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 VERMONT ARTS & CULTURE SECTOR

State Appropriation FY24      **\$968,940**

NEA Grant FY24      **\$968,940**

Direct NEA VT Grants FY23      **\$1,301,440**

Source: NEA and Vermont Arts Council 2024

# VERMONT ARTS HIGHLIGHTS

IN THE GREEN MOUNTAIN STATE, THE ARTS UNITE US



Vermont is known as one of the most creative states in the nation. From Bennington to Barton, arts and culture significantly bolster the local economy and are at the heart of Vermont's identity.

**THE VERMONT ARTS COUNCIL** envisions a Vermont where all people have access to the arts and creativity in their lives, education, and communities. Engagement with the arts transforms individuals, connects us more deeply to each other, energizes the economy, and sustains the vibrant cultural landscape that makes Vermont a great place to live. Since 1965, the Council has been the state's primary provider of funding, advocacy, and information for the arts in Vermont.

**Executive Director: Susan Evans McClure**

**Chair: Mark Foley**



Learn more [here](#).

## BE SURE TO CHECK OUT

- The Vermont Arts Calendar lists arts events, concerts, classes around the state [here](#).
- CreativeGround provides a comprehensive list of Vermont artists, arts organizations, and venues [here](#).
- The Vermont Vacation Guide suggests arts and culture experiences for every season [here](#).
- The Vermont Arts Council website has resources to help residents and visitors alike experience the arts [here](#).

### Vermont Folklife Center

[www.vermontfolklifecenter.org](http://www.vermontfolklifecenter.org)

### Inclusive Arts Vermont

[www.inclusivearts.org](http://www.inclusivearts.org)

### Vermont Creative Network

[www.vermontcreativenetwork.org](http://www.vermontcreativenetwork.org)

## THE ARTS ARE EVERYWHERE

- To fully experience the **Northeast Kingdom** start with Dog Mountain, home of the Stephen Huneck Gallery and 150 acres of dog-friendly grounds. Or, head to Bread and Puppet, one of the nation's oldest political theater companies and a 140-year old hay barn that has been transformed into a museum with an exquisite collection.
- **Burlington**, Vermont's "Queen City," is both the largest city in the state and a hub of arts activities and is home to The Flynn, the city's flagship performing arts center for 90 years. On the Church Street pedestrian mall, visit Burlington City Arts and Frog Hollow, home to more than 200 Vermont artists and artisans. Or venture to the South End Arts District for a meandering collection of galleries and artist studios—and the site of the South End Art Hop each September.
- In **Middlebury**, the college campus offers the Museum of Art and Mahaney Center for the Arts. Town Hall Theater offers theater, opera, films, and a gallery. It is also host to the August Middlebury New Filmmakers Festival.
- Downtown **Rutland** is home to several incredible works of art from local, national, and international artists and home to The Paramount Theatre for world class live entertainment. Take a walk on the sculpture trail to view historic works featuring moments from Vermont's storied marble history. Discover 20 larger-than-life murals adorning the town's historic buildings and visit unique exhibitions at five local galleries.
- In **Brattleboro**, see a world-class jazz ensemble at the Vermont Jazz Center or a performance at the New England Center for Circus Arts. The Brattleboro Museum & Art Center offers contemporary art exhibits throughout the year, while Epsilon Spires offers provocative performances and interactive art installations.
- A first stop in the **Bennington** area is The Bennington Museum, featuring the largest collection of paintings by American folk artist Grandma Moses.

2/2024



**JOIN THE ARTS ACTION FUND FOR FREE TODAY!**

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